



Recreational Boating & Fishing Foundation (RBFF)

2015

Take Me Fishing Campaign

Evaluation





Report Outline

This report presents research findings from the 2015 Take Me Fishing Campaign Evaluation. Following an executive summary, the report is divided into the following sections:

1. Take Me Fishing brand, logo, and hashtag awareness/recall among participants
2. Behavioral impact of the TMF campaign among participants
3. Influence of the TMF campaign, in terms of key measures of advertisement appeal and behavioral impact
4. Effects of having fished as a child on participants' brand and logo awareness and on their intention to go fishing/boating





Project Scope and Objectives

- This research effort evaluated the effect of the 2015 Take Me Fishing (TMF) Integrated Marketing Campaign and included the following components:
 - General Market campaign evaluation, and
 - Disney/TMF campaign evaluation
- The effect of TMF campaign was evaluated by measuring changes in:
 - “Brand” awareness and perceptions of boating and fishing,
 - Awareness, recall and effect (e.g., future intention to go fishing, plan fishing trips) of TMF campaign advertising and marketing communications,
 - Influence of TMF advertising on the decision to go fishing or boating.



Survey Methodology

- This year's evaluation was conducted in a similar fashion to the 2014 evaluation, consisting of a sample of the general public, representative of the target audience of the TMF campaign, which included the following RBFF target segments:
 - Lapsed Anglers: Those who have fished as adults, but not within the past 2 years and indicated they are likely to fish again within the next 2 years,
 - Occasional Anglers: Those who have fished 1 or 2 times within the past 2 years,
 - Family Outdoors: Those who typically participate with their children and/or grandchildren in outdoor activities,
 - Outdoor Enthusiasts: Those who typically participate alone, with their spouse/significant other, with other family members, and/or with friends in outdoor activities.
- The online survey was conducted between October 27, 2015 and November 2, 2015.
 - In the same method as last year, this year's evaluation was conducted among a sample of the general public, representative of the target audience of the TMF campaign using the Survey Sampling International Panel.
 - This sample was composed of 1160 adults who practiced outdoor activities at least once per year and are between the ages of 25 to 54 with annual household incomes that fall within the range from \$50,000 to \$150,000. The gender ratio of the participants was 70% males and 30% females.
- The distribution of the RBFF target segments in the sample was as follows:

Lapsed Anglers	11%
Occasional Anglers	24%
Outdoor Enthusiasts	38%
Family Outdoors	51%





Executive Summary



Executive Summary: Main takeaways

- Brand awareness and logo recall improved from 2014 to 2014 and was significantly higher than the baseline measure of 2010.
 - There has been an uptick in awareness among Lapsed Anglers. Although the magnitude of effect was likely exaggerated due to the relatively smaller number of observations for this segment, the data supported the assertion that Lapsed Anglers are more aware of the TMF brand and logo than in the previous years.
- Social media efforts yielded levels of awareness similar to other campaign strategies.
 - Engagement with social media led to stronger intent to go fishing.
- Overall, the percentages of respondents expressing intent to go fishing and go boating for the purpose of fishing increased in comparison to the previous year.
- Overall, the campaign had a significantly positive impact on key outcome measures.
 - Online ads had more positive impact than other media channels.
- Awareness of television, print, and general banner advertisement rose in comparison to the previous year.
- This is the first year the influence model was calculated for all types of media using the same set of variables, as the influence model for print was calculated during the previous years.
 - Overall, advertisements in all media channels resonated with the audience.





Brand, logo, and social media awareness





Take Me Fishing Brand Awareness in Advertisement

Brand Awareness	2010	2011	2012	2013	2014	2015
Overall	10%	18%	31%	34%	43%	41%
Lapsed Anglers	-	-	-	14%	10%	40%
Occasional Anglers	-	-	-	30%	41%	38%
Family Outdoors	-	-	-	40%	52%	51%
Outdoor Enthusiasts	-	-	-	25%	31%	29%

- Among survey respondents who recalled seeing, hearing or reading an advertisement for any outdoor leisure or recreational activities within the last year, 41% recalled the phrase “Take Me Fishing” in an advertisement, as a slogan, or as the name of a website.
- Across the different audience groups, the Family Outdoors group showed the highest level of the TMF phrase recall (51%), and the Lapsed Anglers showed the second highest level of recall (40%). The Outdoor Enthusiasts had the lowest rate of recall (29%).
- The data suggested a strong increase among Lapsed Anglers but a steady consistency among the participants as well as across other target segments.
- Lapsed Anglers also showed a strong increase in logo awareness. Although the magnitude of the effect may be overestimated due to small sample size, both findings were indicative of an upward trend.



Source of TMF Recall

	2010	2011	2012	2013	2014	2015	Difference from last year
Television advertising	NA	42%	60%	60%	52%	53%	1%
Magazine advertising	41%	52%	55%	48%	48%	47%	-1%
The internet / online	37%	52%	49%	54%	53%	53%	0%
Part of a campaign to promote fishing/boating	54%	54%	47%	49%	42%	46%	4%
Radio advertising	34%	39%	30%	35%	34%	36%	2%
A postcard	13%	13%	15%	13%	17%	17%	0%
Somewhere else	36%	27%	14%	17%	19%	19%	0%

- Between 2014 and 2015, there was a 1% decrease in the rates of respondents who recalled the phrase “Take Me Fishing” from magazine advertising.
- No changes were observed for the internet / online, a postcard received through the mail, and somewhere else.
- 1%, 4%, and 2% increases were observed, respectively, in the rates of respondents who recalled the phrase “Take Me Fishing” from television advertising, part of a campaign to promote fishing and boating activities, and radio advertising.



Take Me Fishing Logo Awareness / Recall

Logo Awareness	2010	2011	2012	2013	2014	2015
Overall	10%	20%	46%	47%	43%	52%
Lapsed Anglers	-	-	-	23%	32%	47%
Occasional Anglers	-	-	-	45%	47%	49%
Family Outdoors	-	-	-	53%	54%	62%
Outdoor Enthusiasts	-	-	-	38%	32%	40%

- 52% of the respondents recalled seeing either of the TMF logos in 2015, which demonstrates a 9% increase from the previous year.
- Across the different audience groups, the Family Outdoors group showed the highest level of TMF logo recall (62%), and the Occasional Anglers showed the second highest level of recall (49%). The Outdoor Enthusiasts had the lowest rate of recall (40%).
- The data suggested a relative increase among target segments.



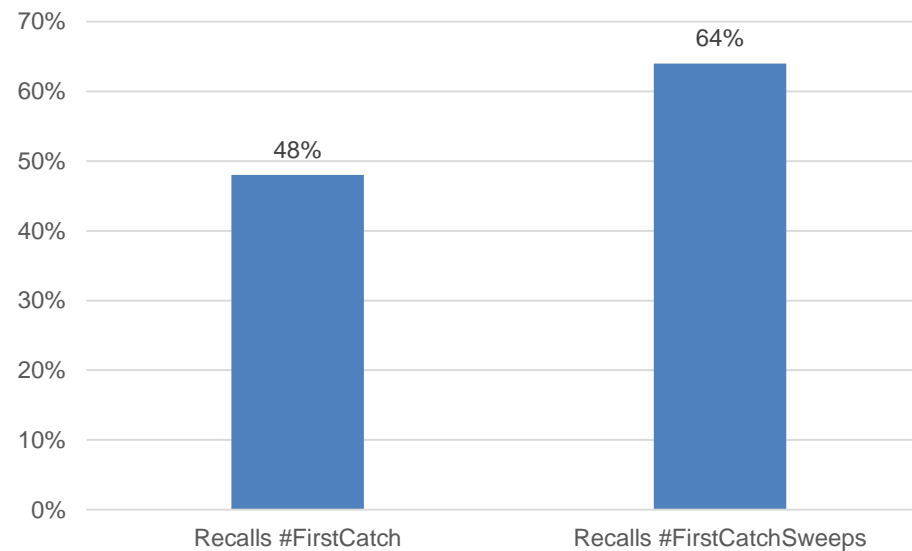
Take Me Fishing #Hashtag Awareness / Recall

Hashtag Awareness	#FirstCatch	#FirstCatchSweeps	Either Hashtags
Overall Recall	19%	13%	20%
Outdoor Enthusiasts	10%	5%	11%
Family Outdoors	26%	20%	28%
Lapsed Anglers	14%	11%	17%
Occasional Anglers	16%	11%	17%

- 20% of the respondents who used social media outlets in the last month recalled seeing either of the TMF hashtags (#FirstCatch and/or #FirstCatchSweeps).
- Across the different segments, the Family Outdoors group showed the highest level of the TMF hashtag recall (28%), the Lapsed Anglers and Occasional Anglers showed the second highest level of recall (17%). The Outdoor Enthusiasts had the lowest rate of recall (11%).
- Analysis suggested that the #FirstCatch hashtag was significantly more successful in terms of recall, compared to the #FirstCatchSweeps hashtag.



Take Me Fishing #Hashtag Engagement



- Even though, as shown previously, audiences were less aware of the #FirstCatchSweeps than #FirstCatch, they were more likely to post using #FirstCatchSweeps hashtag than #FirstCatchSweeps hashtag on social media.



Influence of ad recall on hashtag recall and use

	Odds Ratio					
	Recall of Print Ads	Recall of Radio Ads	Recall of TV Ads	Recall of Online Ads	Recall of Disney Ads	Hashtag seen on friends' social media pages
Before today, have you seen or heard about #FirstCatch?	13.05	7.16	8.43	9.96	11.28	-
Have you posted a photo using the hashtag #FirstCatch?	4.17	5.54	4.84	3.38	2.97	5.35
Before today, have you seen or heard about #FirstCatchSweeps?	19.85	15.14	19.01	20.13	20.21	-
Have you posted a photo using the hashtag #FirstCatchSweeps?	2.18	2.53	2.44	2.08	2.00	2.47

Recall of advertisement was positively related to the awareness of the hashtags as well as propensity to post using the hashtag.





Age differences in awareness and use of hashtags

Age	#FirstCatch		#FirstCatchSweeps	
	Aware	Posted (% of aware)	Aware	Posted (% of aware)
25 - 29	19.4%	48.5%	17.2%	58.6%
30 - 34	28.5%	51.4%	20.6%	67.3%
35 - 39	22.8%	37.5%	14.2%	54.3%
40 - 44	9.9%	31.3%	6.8%	45.5%
45 - 49	13.3%	39.3%	7.1%	73.3%
50 - 54	7.1%	36.4%	5.2%	50.0%
Overall	18.0%	43.5%	12.5%	60.7%

- Awareness of hashtags was more likely among younger participants.
- Overall, participants who were aware of #FirstCatchSweeps hashtag were more likely to post than those aware of #FirstCatch hashtag.
- Younger participants (25 to 34) were more likely to post using #FirstCatch hashtags.
- 45 to 49 year olds were most likely to post using #FirstCatchSweeps hashtag.





Potential social influence for reactivation

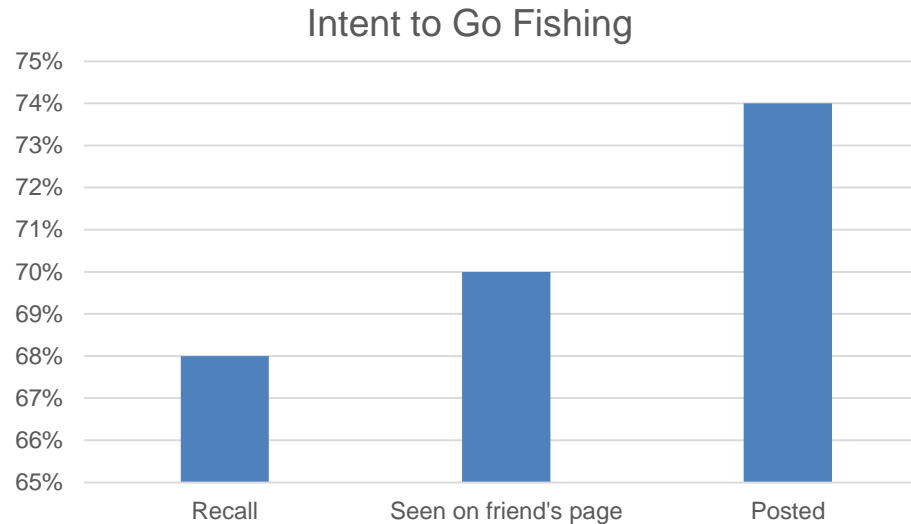
	Lapsed Anglers
Before today, have you seen or heard about #FirstCatch?	13%
Have you seen the hashtag #FirstCatch on your friends' social media pages? <i>(asked of those who had seen the hashtag)</i>	67%
Before today, have you seen or heard about #FirstCatchSweeps?	10%
Have you seen the hashtag #FirstCatchSweeps on your friends' social media pages? <i>(asked of those who had seen the hashtag)</i>	71%

Although the awareness of hashtags is low among Lapsed Anglers, the percentage of encountering the hashtags on their friends' social media pages among those who are aware of the hashtags is high. Unfortunately with low numbers of Lapsed Anglers in the sample we cannot conclusively test whether seeing a hashtag on friends' social media pages leads to intention to fish. However, these analyses can be done next year by combining samples as long as the social media strategy continues.





Intent to go fishing as a function of social media engagement



Each category is the highest level of engagement reported by a participant

- Those who posted using either #FirstCatchSweeps or #FirstCatch were more likely to state that they are very likely to go fishing than those who seen the hashtags on their friends' pages or just recalled hashtags.
- In turn, those who reported seeing one of the hashtags on their friend's pages were more likely to report high intent to fish than those who just recalled the hashtags.





Advertising Impact and Recall



Campaign Effects

Intentions in the next 12 months	Print	TV	Radio	Online	Social Media
Go fishing	1.6	1.6	1.6	2.3	1.2
Take someone else fishing	1.6	1.5	1.6	2.4	NA
Go boating for fishing	1.8	1.6	1.7	2.7	1.5
Visit the TMF Website*	1.6	1.5	1.5	2.5*	NA

*Values represent odd ratios. For "Online", "visit the TMF website" includes clicking on the banner ad. "Online" includes both sets of media ads.

- Exposure to the TMF print campaign was found to have a statistically significant positive effect on the stated likelihood to go fishing, take someone fishing, go boating for the purpose of fishing and visiting TMF website.
- Exposure to online banners appeared to have stronger effect than other media.



Advertising Awareness / Recall by TMF Source

Year	Print	Direct Mail	TV	Radio	General Banners	Disney Banners	Social Media Banners	Social Media
2015	24%	NA	22%	18%	19%	NA*	18%	20%
2014	20%	NA	18%	17%	15%	17%	NA	NA
2013	18%	NA	19%	18%	14%	15%	NA	NA
2012	14%	25%	16%	11%	15%	NA	NA	NA
2011	2%	3%	4%	5%	NA	NA	NA	NA

*Disney ad was tested as one of the social media banner ads

- While the awareness of print, TV, and general banner advertisements seemed to have increased slightly, radio and Disney banner recall rates remained approximately the same.
- Recall of social media hashtags was similar to other media channels.



Advertising Awareness / Recall by TMF Ad Venues and Target Segments

	Print	TV	Radio	General Banners	Social Media Banners	Social Media
Lapsed Anglers	19%	15%	13%	16%	15%	17%
Occasional Anglers	19%	22%	14%	16%	15%	17%
Outdoor Enthusiasts	13%	12%	10%	10%	9%	11%
Family Outdoors	34%	31%	27%	28%	26%	28%

- The highest rates of recall were observed among Family Outdoors for all media channels, whereas the lowest levels of recall across media channels was for Outdoor Enthusiasts.
- The pattern of recall of social media (either #FirstCatchSweeps or #FirstCatch) was similar to other media types.

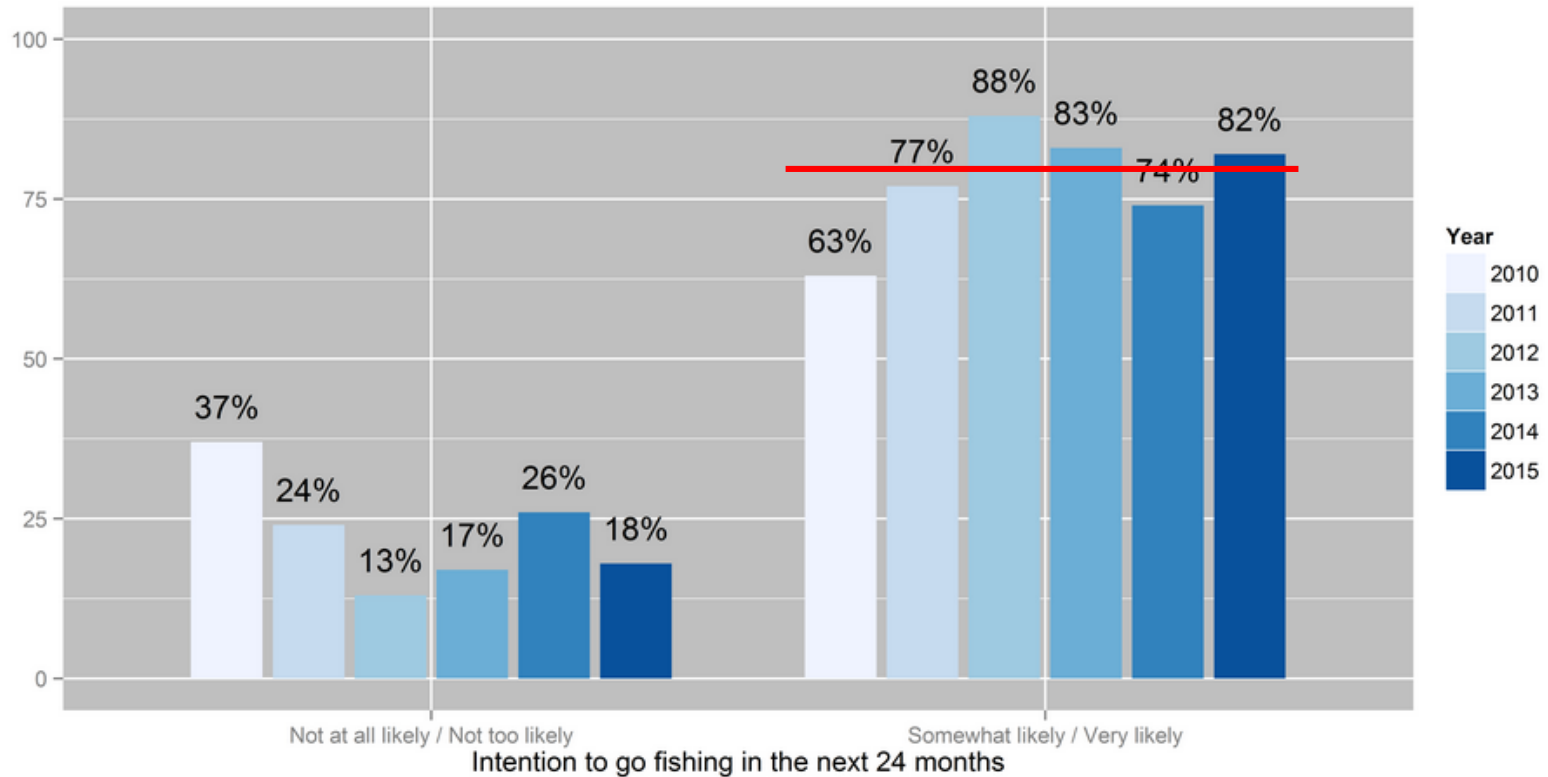




Behavioral impact



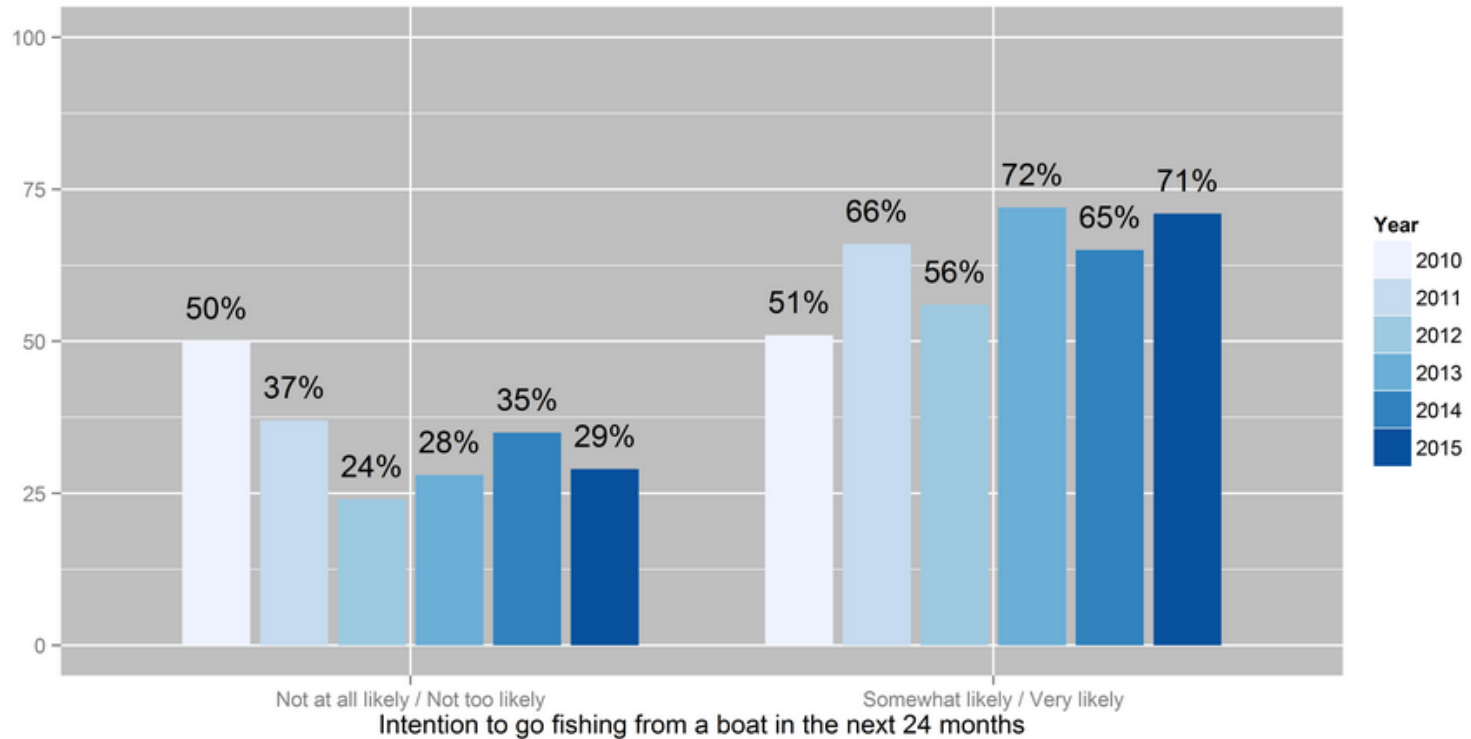
Intention to Fish in the Near Future



- The frequency of participants that intended to go fishing increased in 2015 in comparison to 2014.
- On the other hand, the 5 year trend has been relatively stable since the increase in 2010 (81%).



Intention to Fish from a Boat in the Near Future



- The frequency of participants that intended to go boating for the purpose of fishing increased in 2015 in comparison to 2014.
- Rates of reported intention to fish from a boat was significantly higher than the baseline in 2010.





Influence of advertising





Influence of TMF Advertising

Ads	Relevance	Comprehension	Attention	Behavioral Impact	Overall Ad Impact
Print Ads	76.7	82.6	73.5	75.2	77
Radio Ads	76	79.4	75.9	75.6	76.7
TV Ads	80.3	81.7	79.5	76.7	79.6
Online Ads	71.5	NA	69.9	70.8	70.7
Online Social Media Ads	71	NA	71.1	71.4	71.2

* Comprehension questions were not asked for Online and On line social media ads.

- This year, influence scores were calculated for all media channels.
- TV ads had the highest influence score, however some TV ads targeted current anglers and boaters to purchase fishing licenses and register their boats.
- Other media channels also had fairly high influence scores.



Influence of TMF Advertising (cont'd)

TMF Influence Model (based on all ads)	Relevance	Comprehension	Attention	Behavioral Impact	Overall
Overall	75%	81%	74%	74%	75%
Lapsed but Likely to Reengage in Fishing	73%	80%	73%	72%	73%
Anglers with Intent to Fish	80%	85%	78%	78%	79%
Anglers Soon to Lapse	62%	66%	60%	63%	62%
Lapsed Unlikely to Reengage in Fishing	58%	68%	57%	57%	58%

- The overall influence score for the Take Me Fishing campaign as measured by the advertisements revealed that the campaign had an impact on 75% of the current target audience, as represented or measured through the 2015 TMF survey.
- In other words, the ad campaign:
 - was found to be highly relevant at a personal level (i.e. message *relevance*),
 - successfully conveyed its motivational impact (i.e. message *comprehension*),
 - caught the attention of those who are exposed to it (i.e. *attention* to message), and
 - lead those who are exposed to it to express an intention to pursue fishing-related activities (i.e. response to message / *behavioral impact*).
- Across TMF ad assets,
 - TV Ads had the maximum effect in terms of relevance, attention, and behavioral impact, and
 - Online Ads had the maximum effect in terms of comprehension.







2015 Print Advertisements

If you can use a hashtag,



you could win a boat.



Follow @Take_Me_Fishing and use #FirstCatchSweeps for a chance to win an Evinrude® E-TEC® G2™ powered Ranger® Bass Boat.



TAKEMEFISHING.org

takemefishing.org/firstcatch  

NO PURCHASE NECESSARY. Sweepstakes starts 3/1/15 at 12:00 A.M. ET and ends 5/31/15 at 11:59 P.M. ET. Open only to legal residents of the 48 contiguous United States. Void where prohibited. Visit takemefishing.org for official rules and complete details. Includes entry restrictions, odds, eligibility, prize details and overall rules and regulations. © 2015. All rights reserved. All trademarks are the property of their respective owners. Recreational Boating & Fishing Foundation

Print Ad 1



First of the day, first of the season or first of a lifetime.

There's nothing like your #FirstCatch. Show us your photos and videos, and visit takemefishing.org/firstcatch to see more.



TAKEMEFISHING.org

#FirstCatch   

Print Ad 2



Catch a memory you'll never release.


#FirstCatch

It's all of the day, first of the season or first of a lifetime. Follow where the fishing and where the #FirstCatch.



TAKEMEFISHING.org


Print Ad 3



My first catch wasn't a football.

It was a bullhead. Across the road from the house I grew up in, there was a little bend in the creek where the water ran deep. This was my favorite spot to fish. My brother and I would spend our summer days there, pulling fish out of the stream. What can't you? I guess I'm just about as catching things.

Jordy Nelson



TAKEMEFISHING.org

#FirstCatch

Print Ad 4



Influence of TMF Advertising for Print Ads

Ads	Relevance	Message	Attention	Behavioral Impact	Overall Ad Impact
Overall Print Ads	76.7%	82.6%	73.5%	75.2%	77%
If you can use a hashtag, you can win a boat	72.9%	78.5%	70.8%	73.6%	73.9%
First of the day, first of the season or first of a lifetime	77.1%	84.7%	72.5%	76.5%	77.7%
Catch a memory you'll never release	80.8%	84.6%	77.5%	76.5%	79.8%
My first catch wasn't a football	76.2%	82.8%	73.4%	74.2%	76.6%

- Among print ads, “Catch a memory you’ll never release” seemed to be the most influential advertisement across all influence metrics. “First of the day, first of the season or first of a lifetime” also seemed to have high rates of message comprehension and behavioral impact.
- “If you can use a hashtag, you can win a boat” seemed to be the least influential advertisement among the print ads across all influence metrics.



Influence of TMF Advertising for Radio Ads

Ads	Relevance	Comprehension	Attention	Behavioral Impact	Overall Ad Impact
Radio: Overall	76.1%	79.5%	76%	75.7%	76.8%
Radio PSA This is a test 60	75.3%	76.9%	76.5%	72.9%	75.4%
Radio PSA Protecting Memories 60	73.6%	79.4%	73.9%	76.4%	75.8%
Radio PSA Protecting Memories 30	78.6%	82.6%	76.5%	78.5%	79%
Radio PSA This is a test 30	76.8%	79.2%	77.1%	75.2%	77.1%

- Among radio ads, “Protecting Memories 30” seemed to be the most influential advertisement across all influence metrics. “Protecting Memories 60” also seemed to have high rates of message comprehension and behavioral impact.
- “This is a test 30” seemed to be higher rates in relevance, attention grabbing, and overall impact than “Protecting Memories 60”.



Influence of TMF Advertising for TV Ads

Ads	Relevance	Comprehension	Attention	Behavioral Impact	Overall Ad Impact
TV: Overall	80.6%	82.7%	79.5%	76.9%	79.9%
Take Me Fishing TV: This is a Test New 30 PSA	78.3%	81.7%	75.8%	75.9%	77.9%
Take Me Fishing TV: Protecting Memories New 30 PSA	80.8%	83.7%	79.9%	77.1%	80.4%
Take Me Fishing TV: #FirstCatch 30 TV Commercial	81.4%	84.6%	80.3%	78%	81.1%
Take Me Fishing TV: #FirstCatchSweeps 30 TV Commercial	81.9%	80.8%	82.2%	76.7%	80.4%

- Among TV ads, “#FirstCatch 30 TV Commercial” seemed to be the most influential advertisement across almost all influence metrics except in relevance, where “#FirstCatchSweeps 30 TV Commercial” seemed to have higher influence.
- The overall advertisement impact of “This is a Test New 30 PSA” (78%) received about 2 points less than “Protecting Memories New 30 PSA” (80%) and “#FirstCatchSweeps 30 TV Commercial” (80%).



2015 Online General Banner Advertisements



Banner Ad 1



Banner Ad 3



Banner Ad 2



Banner Ad 4



Banner Ad 5



Influence of TMF Advertising for General Online Ads

Ads	Relevance	Comprehension	Attention	Behavioral Impact	Overall Ad Impact
Overall Online Ads	71.5%	NA	69.9%	70.8%	70.7%
Fishopedia	69.9%	NA	67.4%	69.4%	68.9%
Learn knot-tying techniques and other fishing tips	73.7%	NA	73.4%	72.2%	73.1%
Fish not biting?	74.2%	NA	73.4%	72.4%	73.3%
The ultimate fish finder	69.7%	NA	68.5%	70.4%	69.5%
Start seeing fish	69.9%	NA	66.2%	69.6%	68.6%

- Among online general ads, “Learn knot-tying techniques and other fishing tips” and “Fish not biting?” had similar and relatively high influence rates compared to other online general advertisements, which remained below the overall ad impact level of 71%.



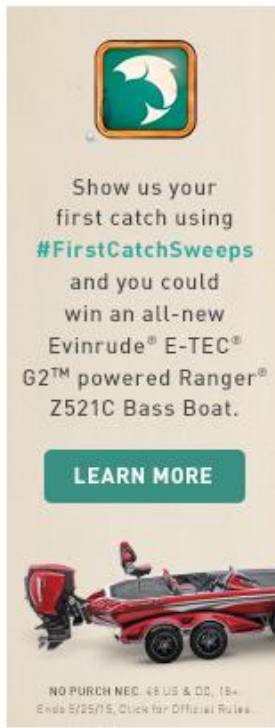
2015 Online Social Media Advertisement



Social Media Banner Ad 1



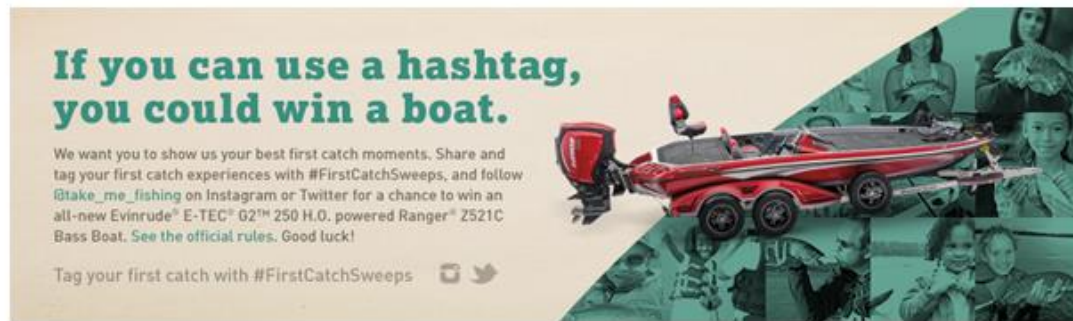
Social Media Banner Ad 2



Social Media Banner Ad 3



Social Media Banner Ad 4



Social Media Banner Ad 5



Influence of TMF Advertising for Online Social Media Ads

Ads	Relevance	Comprehension	Attention	Behavioral Impact	Overall Ad Impact
Overall Online Social Media ads	71%	NA	71.1%	71.4%	71.2%
Catch the magic	69.4%	NA	69.2%	70.4%	69.7%
If you can use a hashtag	69.9%	NA	72.6%	70.9%	71.1%
Show us your first catch	73.4%	NA	71.2%	72.5%	72.4%
Show us your FirstCatch	70.2%	NA	68.8%	70.6%	69.9%
If you can use a hashtag	72.1%	NA	73.6%	72.5%	72.7%

- Among online Social media ads, “If you can use a hashtag” and “Show us your first catch” had similar and relatively high influence rates compared to other online social media advertisements, all of which except “If you can use a hashtag” remained below the overall ad impact level of 71%.
- For all ads, over 70% of respondents indicated that they are likely to click on the banner ad.





Having Fished as a Child: A New Target Segment?



Effect of Fishing as a Child on Fishing Behavior

	Never gone fishing as an adult	Has gone fishing as an adult
Has <u>not</u> gone fish as a child	33%	9%
Has gone fishing as a child	67%	91%

Intent to Fish	Fished as a child	
	No	Yes
Not at all likely	16.2%	5.2%
Not too likely	16.9%	11.3%
Somewhat likely	29.4%	29.5%
Very likely	37.5%	54.0%

- The results presented above implied that fishing is a behavior learned in childhood. Those who fished as a child seemed more likely to fish as an adult.
- Even among those who never fished as an adult, the majority reported fishing as a child.
- The experience of fishing as a child was significantly related to the intention to go fishing.
- Those who fished as a child were:
 - *more likely* to express a *strong intent* to go fishing in the next 2 years, and
 - *less likely* to express a *strong lack of intent* to go fishing in the next 2 years.



Fishing as a Child by RBFF Target Segments

	Overall	Lapsed Anglers	Occasional Anglers	Outdoor Enthusiasts	Family Outdoors
Has <u>not</u> gone fish as a child	10%	8%	10%	15%	9%
Has gone fishing as a child	90%	92%	90%	85%	91%

- Rates of fishing did not show considerable variation among RBFF target segments. Relatively higher rates of childhood fishing behavior were observed among Lapsed Anglers, Occasional Anglers, and Family Outdoors, compared to Outdoor Enthusiasts.
- Experience of fishing as a child was in fact the common denominator among most RBFF segments.
- The strategy of encouraging anglers to take their children fishing is important to sustain fishing as a recreational activity in the future.
- Common experience of fishing as a child among all segments may provide an emotional “hook” in future advertisement strategies.

