



take me fishing//emerging
families

11.8 million

US households today are headed by someone under the age of 35.



snapshot:: emerging families

Nearly double the spend
on family entertainment
as parents aged 35+

spending

Value family
experiences and
togetherness
over material goods

values

Part of one of the
largest, most diverse
population segments
in the US

identity

this demographic seeks out brands and services that:



Show their human qualities



Engage in meaningful dialogue

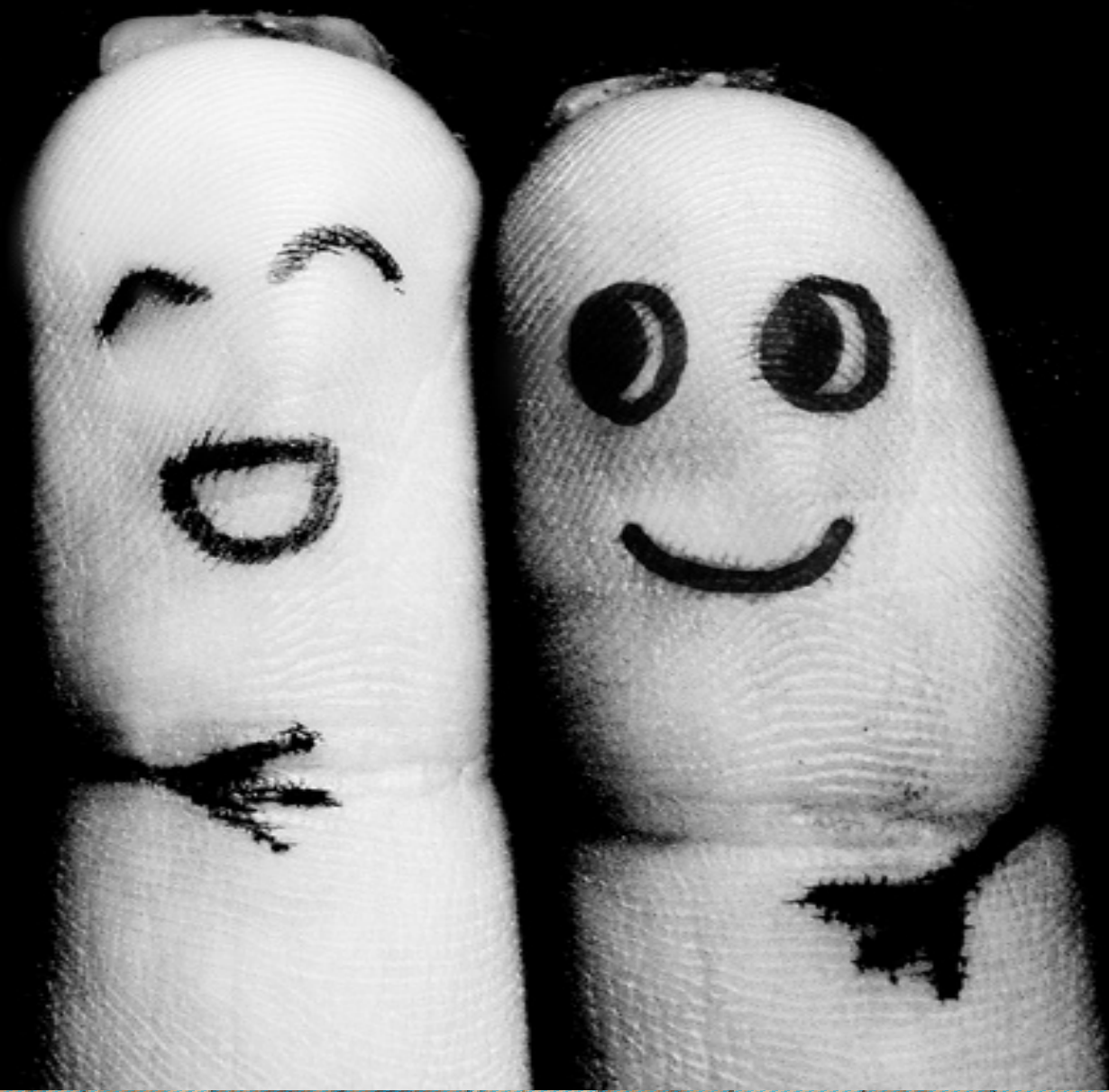



Communicate their purpose



Connect through relevant channels

making human
connections





inviting
conversation
and talking
back

The image shows three parsley plants in brown paper pots, arranged from left to right in increasing order of size. The leftmost pot is the smallest and is enclosed within a dashed orange circle. The middle pot is larger than the first, and the rightmost pot is the largest. The plants are green and healthy. The background is a plain white surface.

taking a stand,
taking action

making partner

being a partner

going green

saving green

busy bodies

healthy bodies

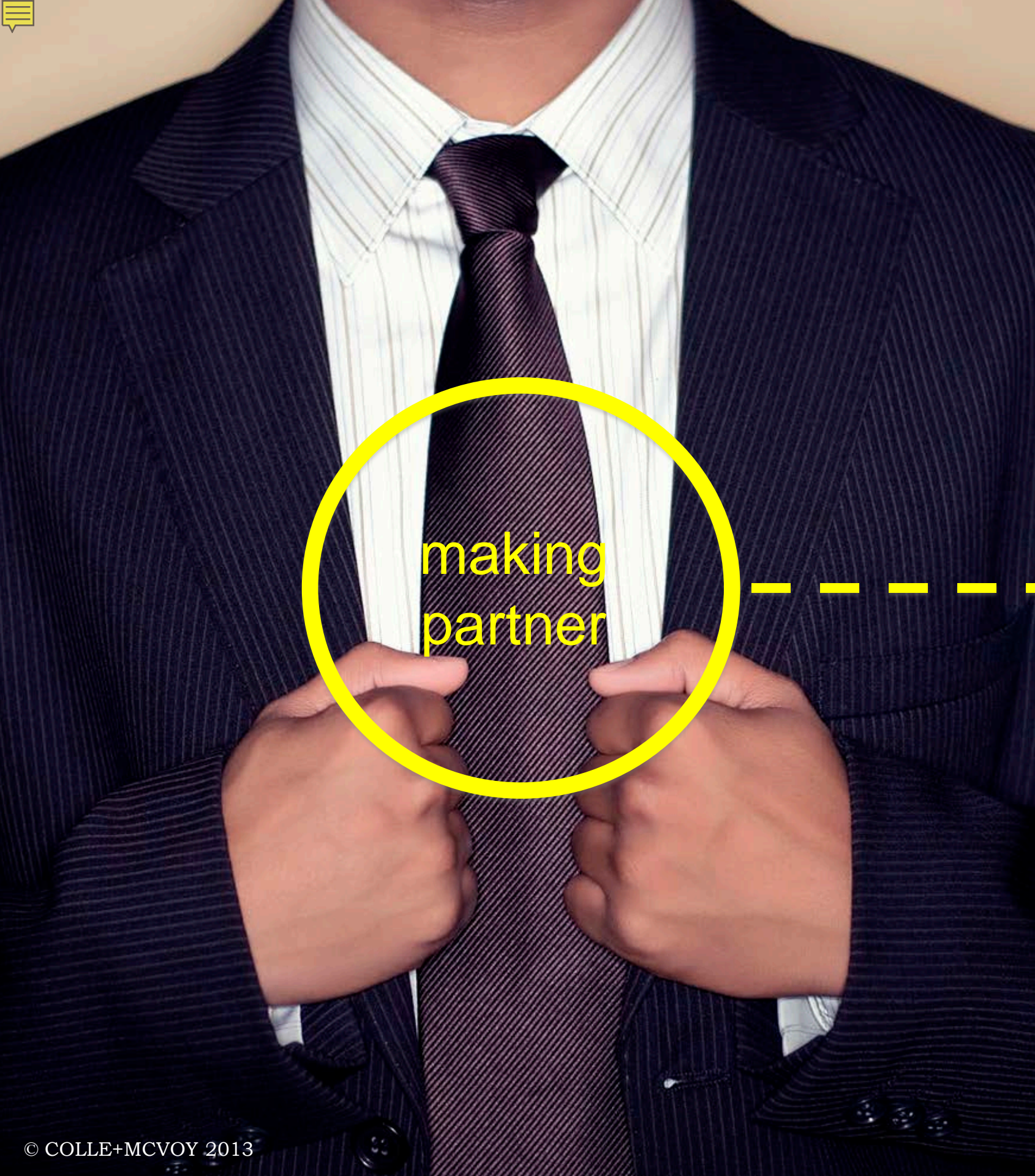
high tech

no tech

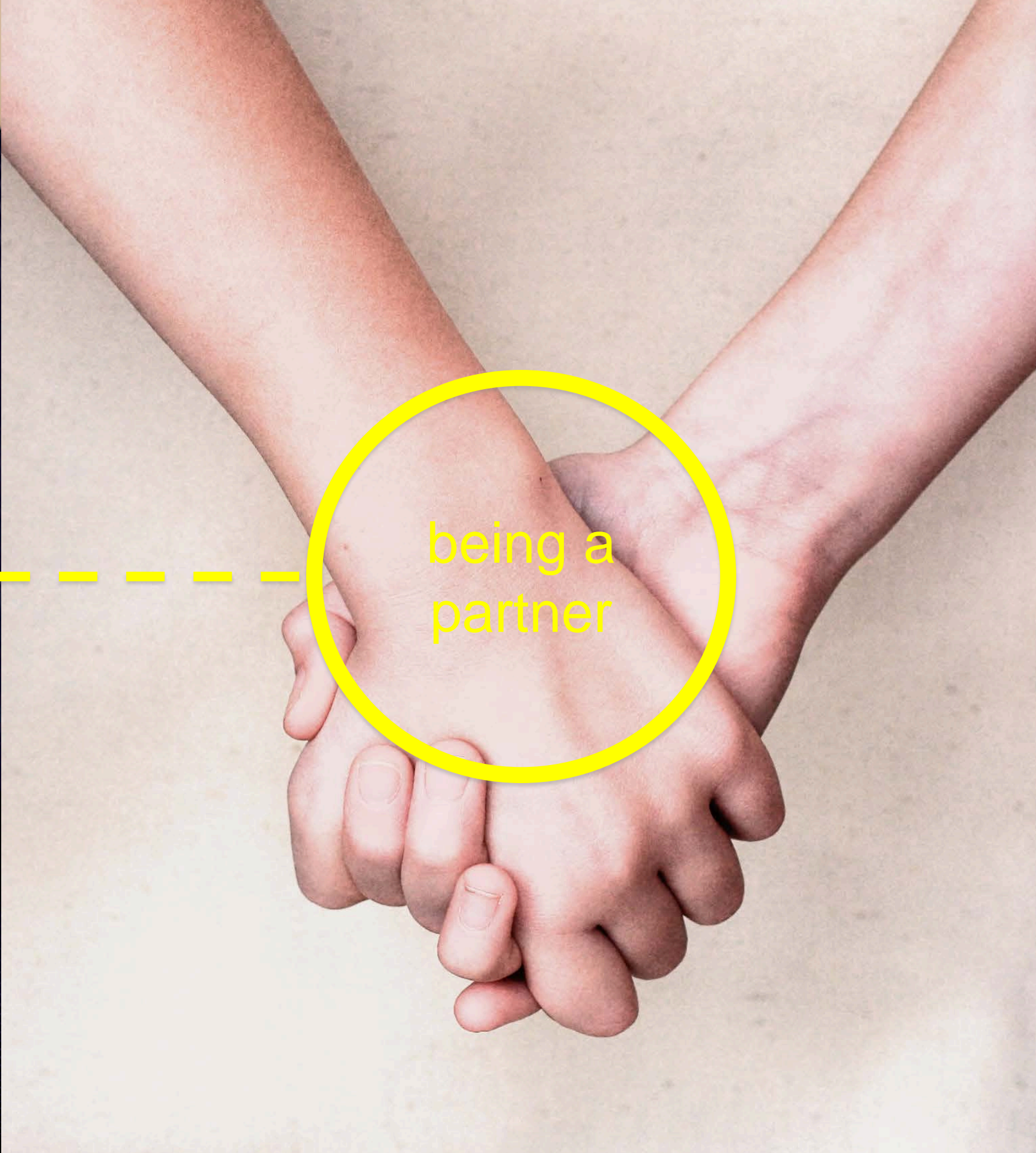
on my own

team effort

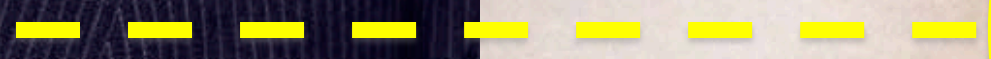
emerging families



making partner



being a partner



“Young fathers today feel that being a father is not about being a hands-off economic provider. Its about paying attention, nurturing, listening, mentoring, coaching and most of all, being present.”

- Boston College Center for Work and Family

47%

of fathers today say they're doing a better job than their own fathers did.

75%

of kids ages 6-12 who participate in outdoor sports are simply copying their parents.

The roles and responsibilities of dads are changing. Recognize and applaud this shift by providing inspirational and educational content to help him get his family outside.

what's RBFF doing to leverage this trend?



- + Family-oriented advertising
- + Supplying turnkey planning to make it easier for dads and kids to get on the water together
- + Using media buys skewed toward dads/males as participation catalysts





snapshot:: getting dads and kids outside





going
green



saving
green



42%

of parents under the age of 35 say they're
influenced by the environmental impact of
products for their children

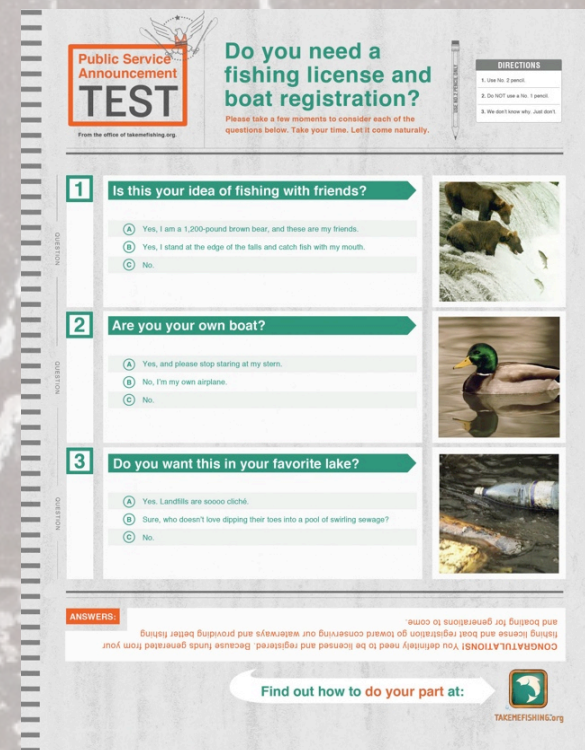


44%

of parents under the age of 35 report that
the costs of such products are prohibitive

Parents are looking for affordable ways to spend quality time with their kids. It's a bonus if they can leverage those moments to pass along values and teach their kids to be responsible citizens of the earth.

What's RBFF doing to leverage this trend?



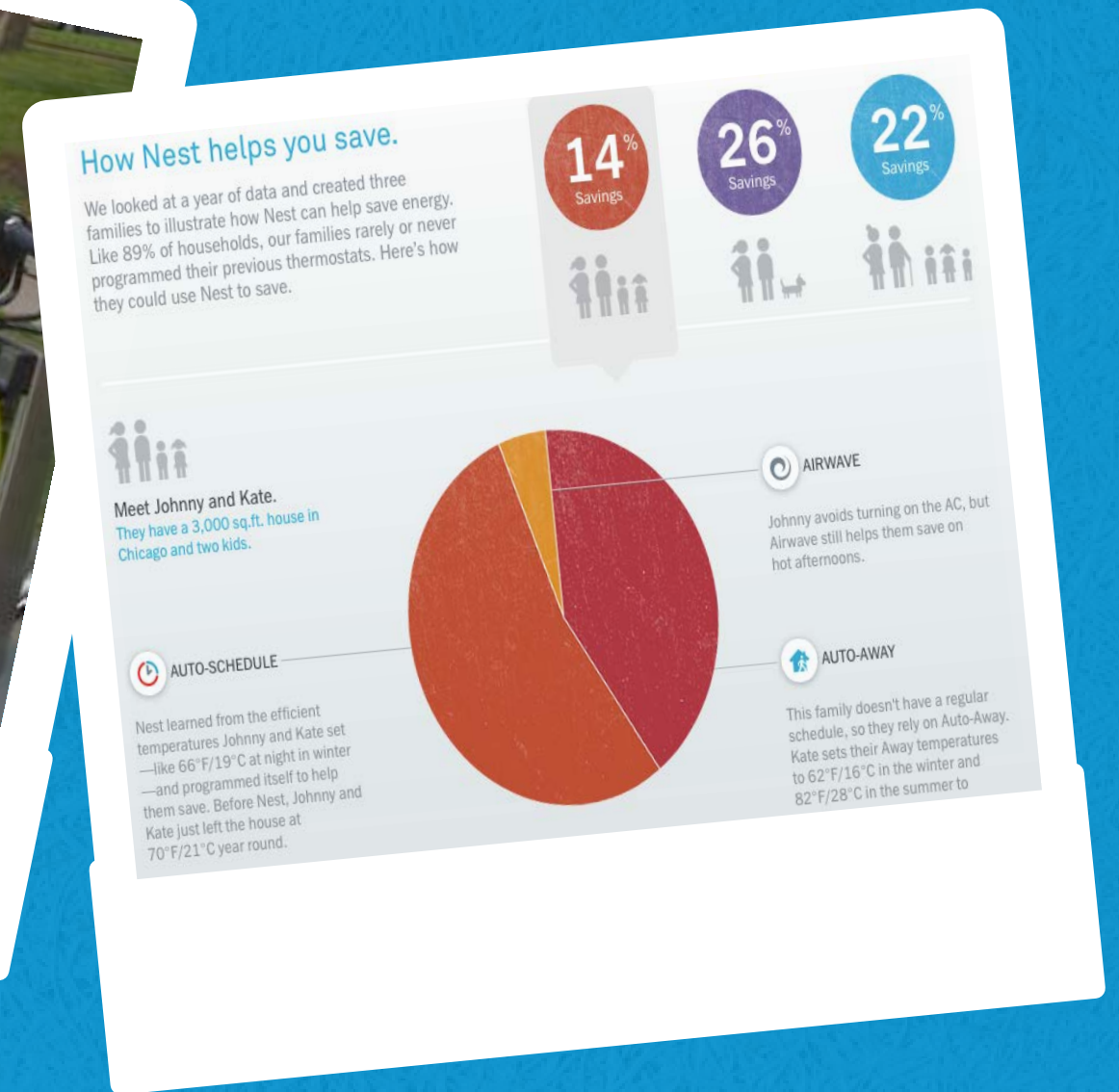
+ PSA messaging around conservation

+ SEM terms focused around conservation

+ Identifying opportunities around the efficacy of an affordability message



snapshot:: going green + saving green





high tech



no tech

Nearly **1/3** of young parents believe that their family's electronics usage inhibits face-to-face communication.

66% of parents aged 25–34 say they limit the amount of time their kids spend online— a higher percentage than any other demographic.

34%

of 25–34 year olds feel overwhelmed by technology to the point they feel the need to escape

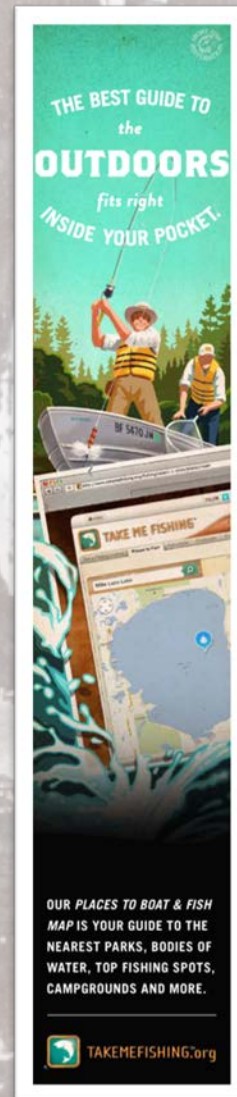
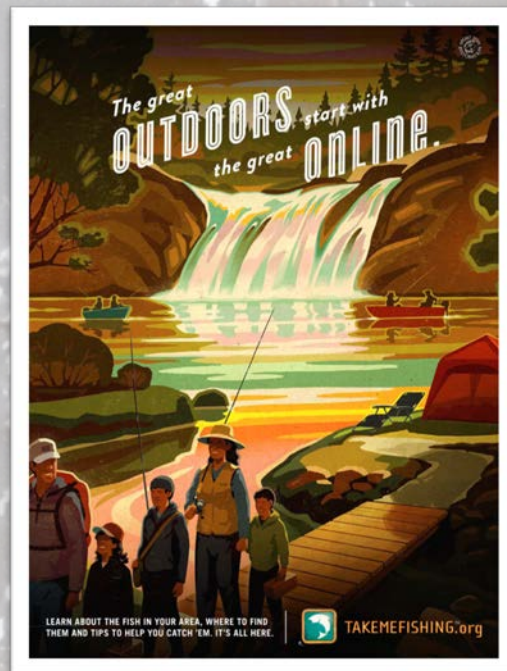
38%

of children ages 10–18 do as well

OPPORTUNITY

Help parents and kids understand how they can use your brand to unplug and recharge. Digital can still be the channel of delivery, but online content should help to fuel and inspire offline, analog activities.

What's RBFF doing to leverage this trend?

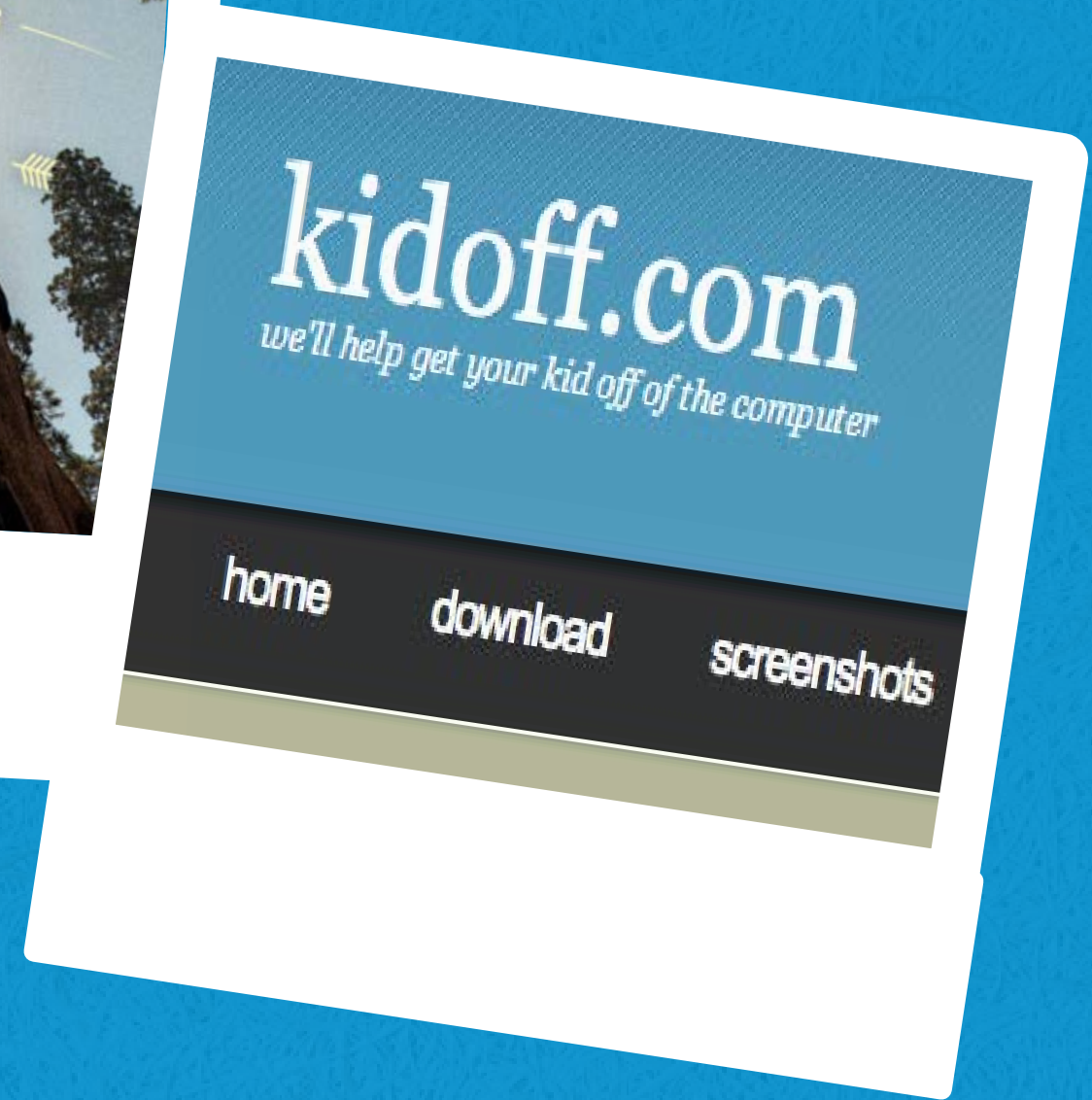
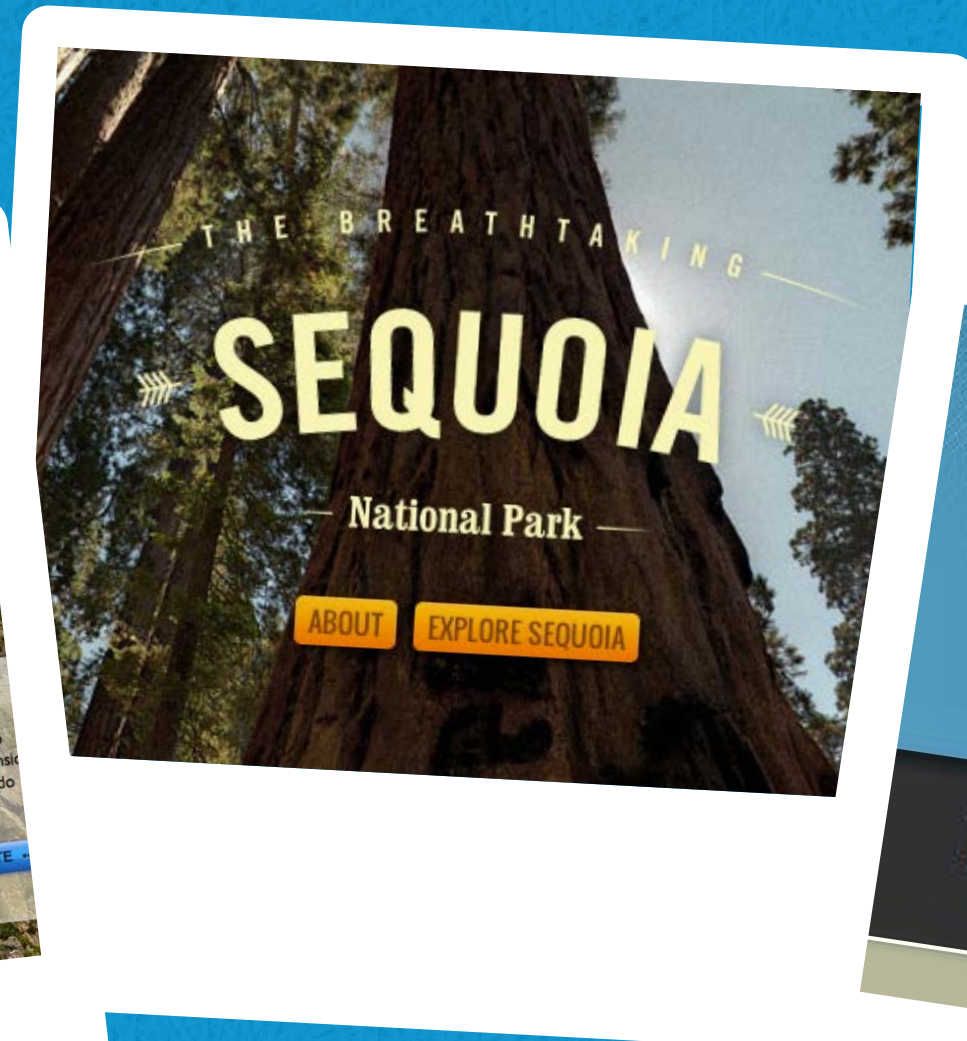
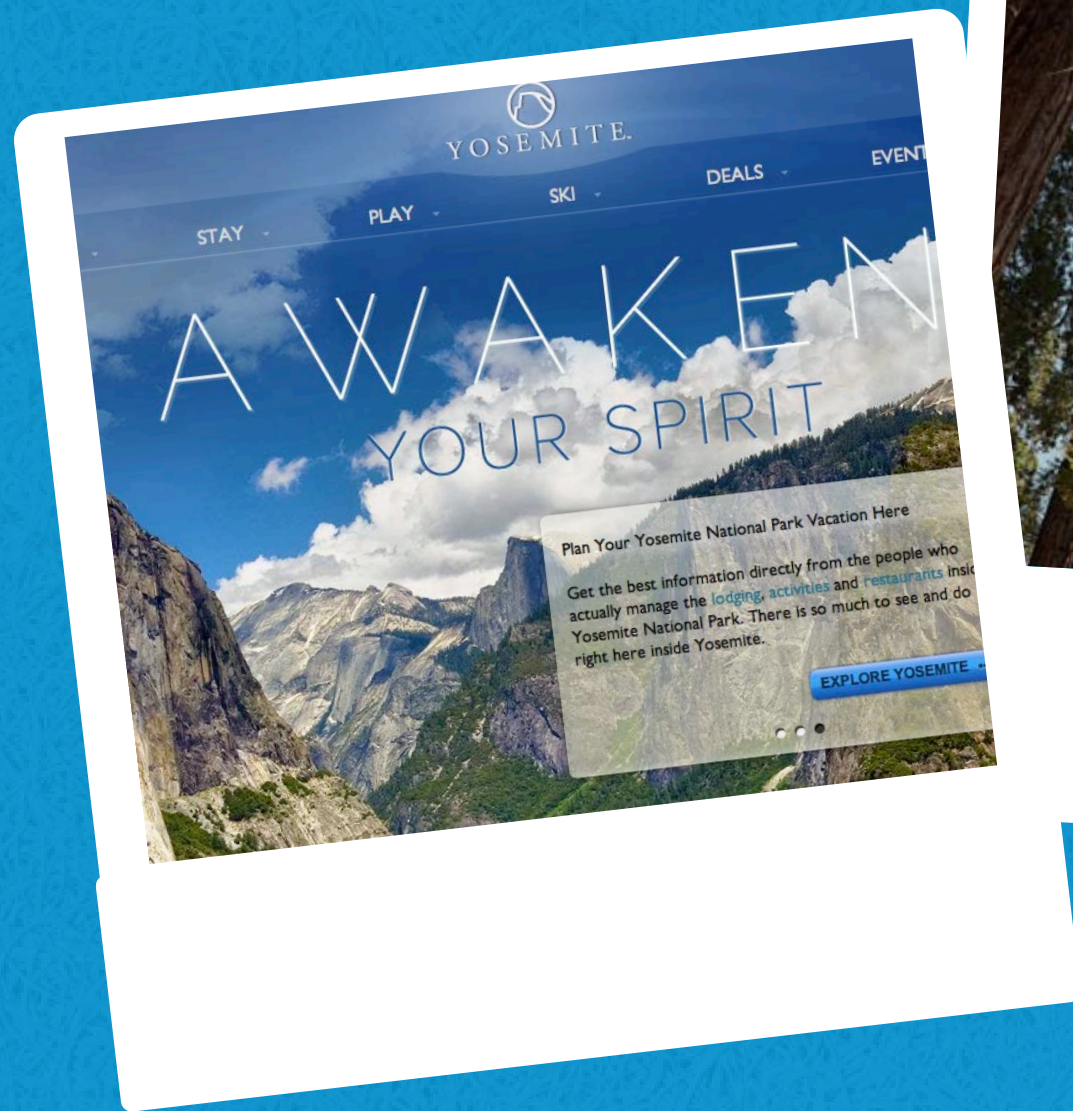


+ Campaign illustrates how to use technology to get away from technology with digital tools that can help users plan trips.

+ Advocates using technology as a way to supplement, but not define, an on the water experience.



snapshot:: high tech + no tech





busy
bodies



healthy
bodies

Parents under 35...

70%

Believe it's important
to keep their kids
active

61

Limit their kids' junk
food or sugar intake
%

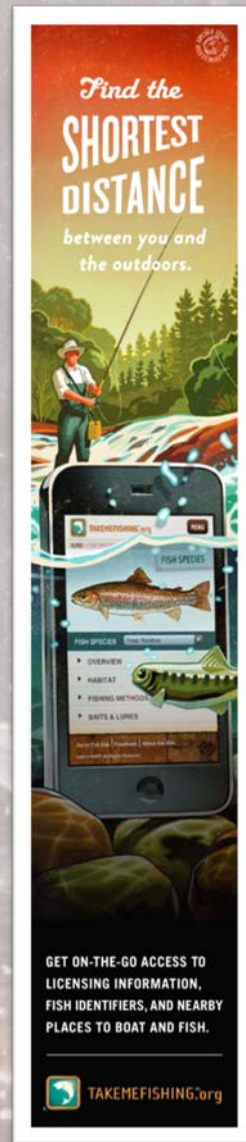
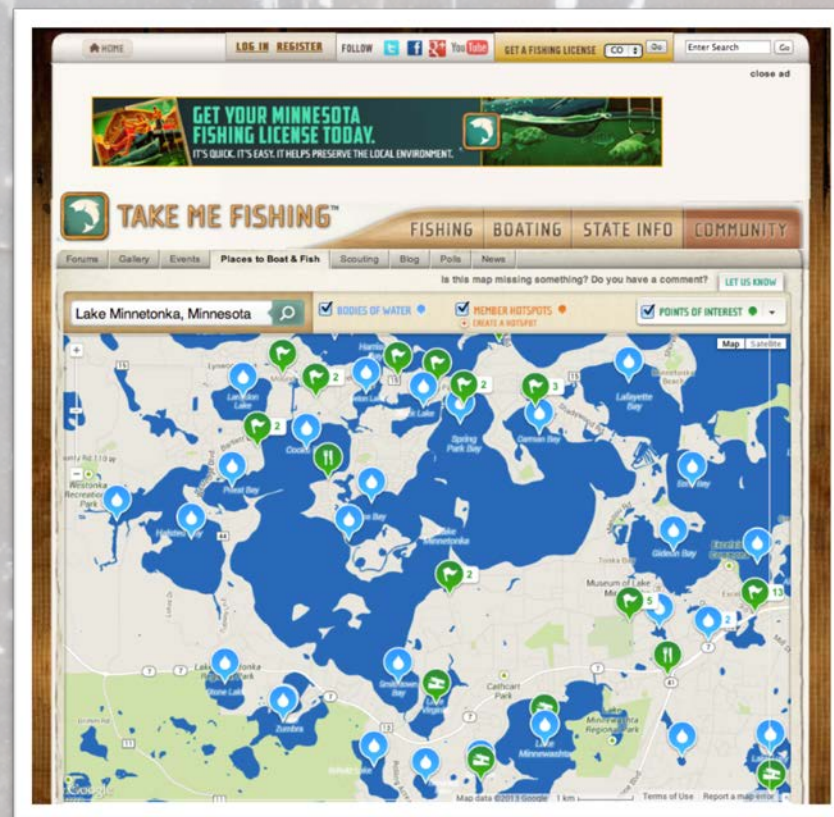
57%

Take preventative
measures against
childhood obesity

OPPORTUNITY

Young parents are more committed than ever to ensuring their kids lead an active and healthy lifestyle, but they're looking to brands to provide them with shortcuts, timesavers and tips to help them make this a reality.

What's RBFF doing to leverage this trend?

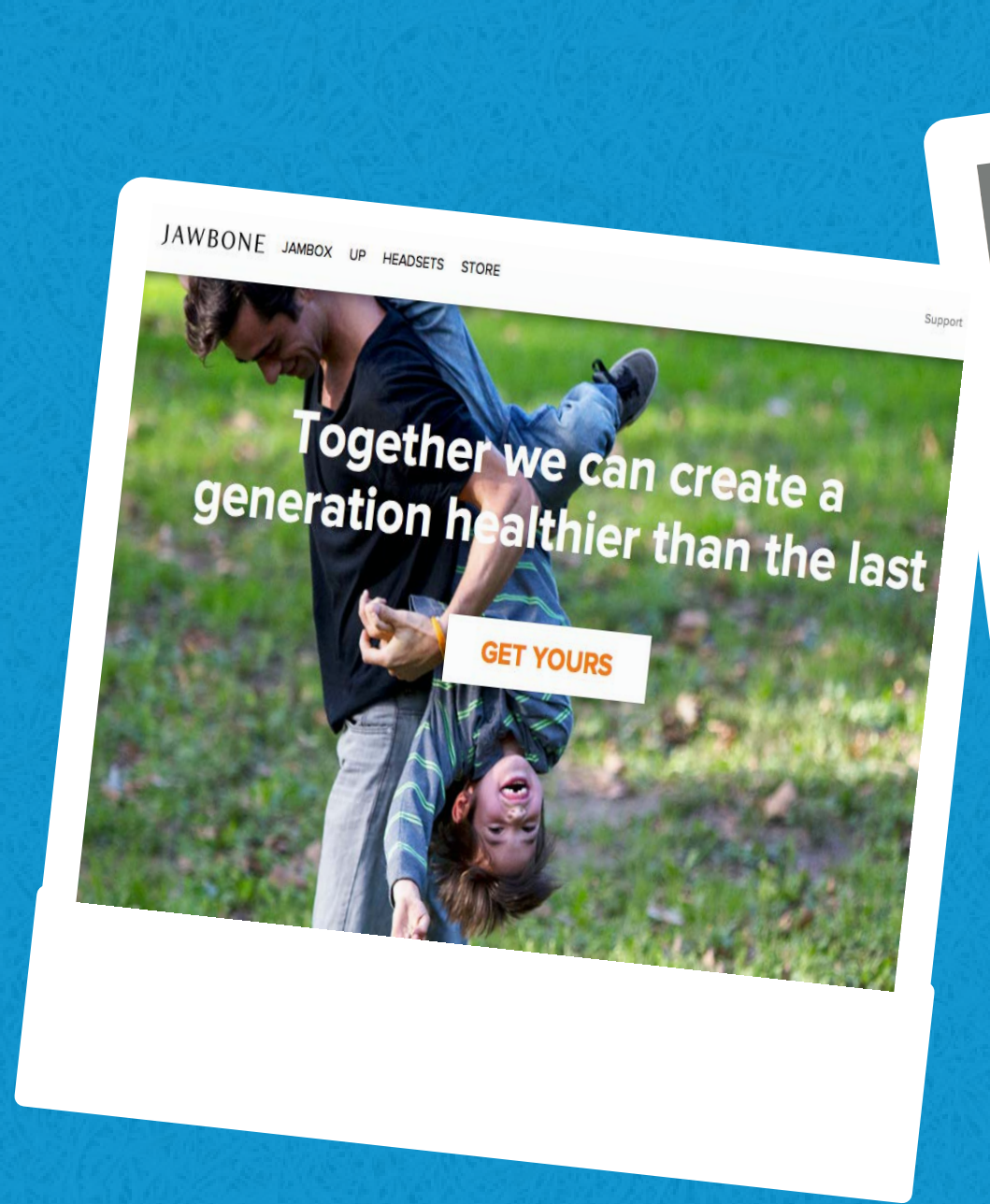


+ Creating work that encourages people to get out of the house and spend time outside with their children.

+ Providing local, digital solutions for recreation through the Places to Boat/ Fish Map/ Boat Ramp app.



snapshot:: busy bodies + healthy bodies





flying solo



team effort

85% of moms and **79%** of dads aged 18-34 say they rely on their parents as a source of information about parenting.

3 in 4

Young parents live within a 30 mile radius of their own parents.

22%

Of US grandparents who took vacation in 2010 travelled with their grandchildren.

47x

More wealth in households owned by those aged 65+ than in those headed by parents 35 and younger.

Recognize and embrace the role that grandparents play by creating opportunities and providing tools for them to foster relationships across generations.

What's RBFF doing to leverage this trend?

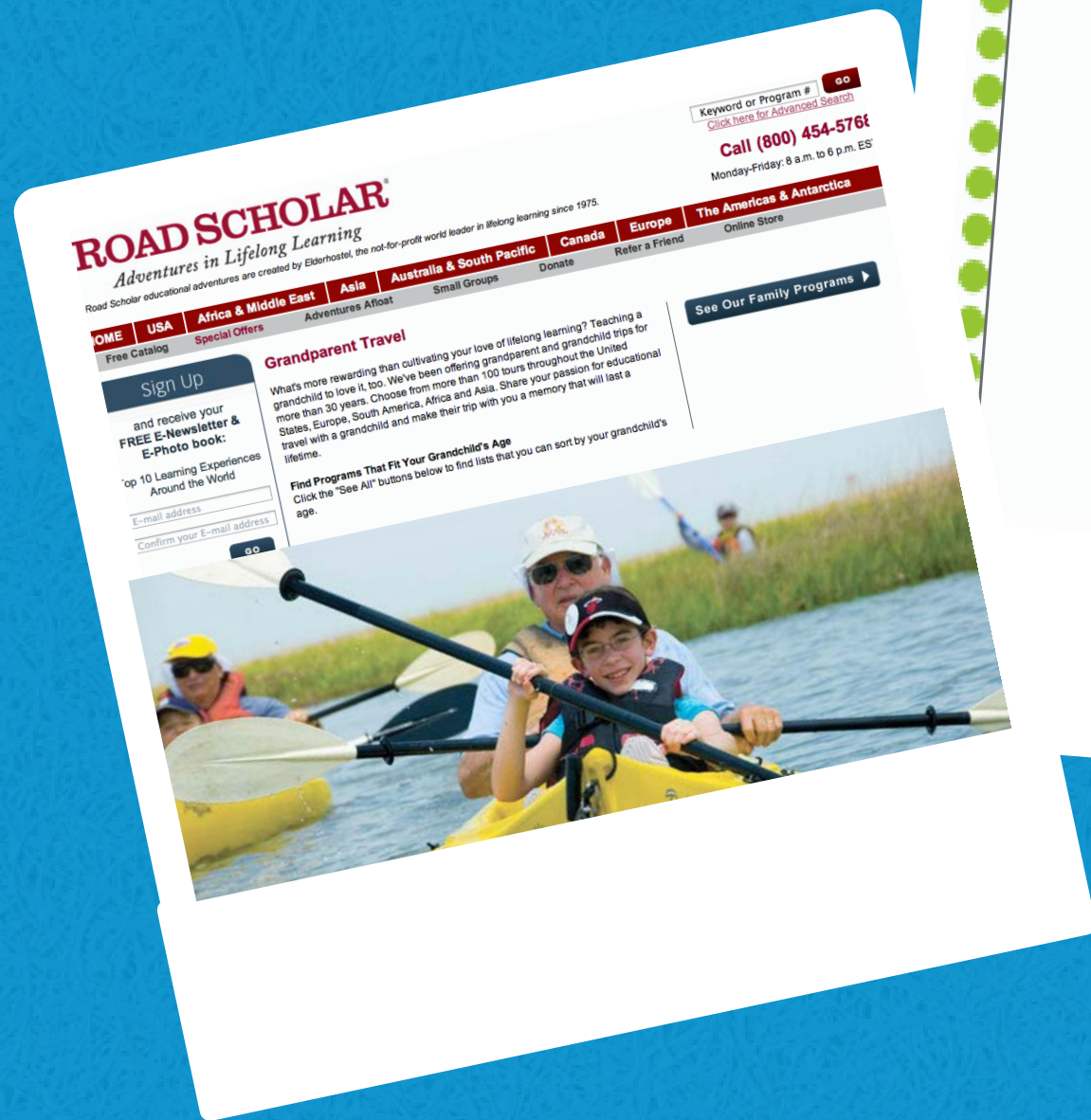


+ Using creative visuals to show multiple generations enjoying the outdoors together.

+ Seeking out ways to portray an even broader, more diverse spectrum of families participating in fishing.



snapshot:: involving the grandparents



Let's not forget to look at the bigger picture...

Changing social norms aren't the only thing impacting young families.

Demographic shifts means that this group is more diverse than any generation ever before.

That brings a unique set of opportunities and considerations.

Thank you.