

# Bridging Connection: Growth Opportunities Among Us



February 27, 2020  
Atlanta, GA



## Show of Hands

**01** Raise your hand if...  
I like many outdoor activities, but would not consider myself an “avid outdoors-person.”

**02** Or rather...  
I am avid about outdoor activities and would consider myself an outdoor enthusiast.

**03** How about...  
I enjoy participating in outdoor activities with my family.

**04** Do you...  
I participate in outdoor activities for the adventure and excitement.

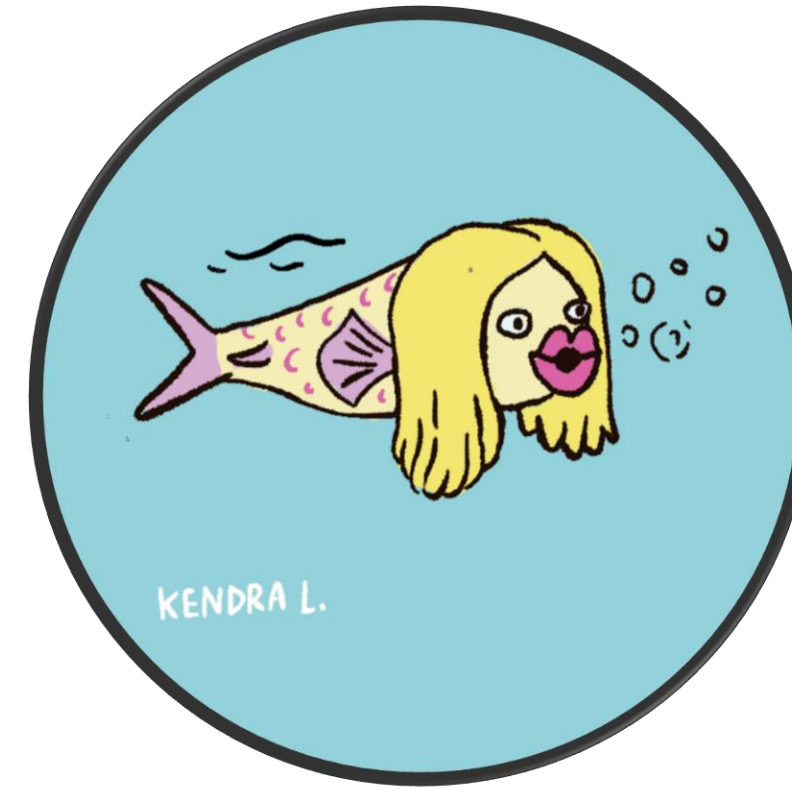
**05** Or...  
I enjoy the social and adventure aspects of outdoor activities.





## Rachel Piacenza

- Grew up fishing in Wisconsin
  - Outdoors > indoors
- Passionate about empowering the next generation
  - Youth basketball coach
  - *Avid Adventurer*



## Kendra Lee

- Born in CA in a military family
- Background in sales & marketing, creative, branding, PR & social media.
  - Wife & mom of 2 boys
  - Skipped second grade
  - *Active Social Families*

# Marketing Segmentation Study



## Who

3,000 adults ages 18-54

50% Female/50% Male

Very, Somewhat or Slightly Interested in Fishing or Boating



## What

Online 25 minute survey.



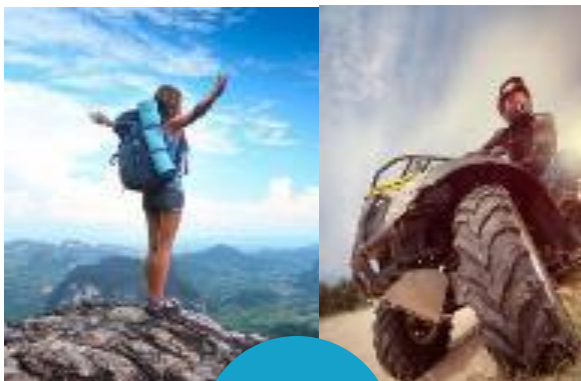
## When

Fielding took place during April 8-18, 2019.



# Six Segments Identified

## AVID ADVENTURISTS



12%

- Participate in activities to fuel their need for excitement and adventure.
- Very much enjoy both fishing & boating - they often combine the two.
- Like to try new activities.

## ACTIVE SOCIAL FAMILIES



19%

- Enjoy the outdoors & being active with friends & family.
- Get a variety of benefits from outdoor activities from fun/excitement to family bonding & relaxation
- An important benefit of any outdoor activity is to post as part of building their personal 'brand'.
- Skew Young (18-34) & - 59% have kids in HH.

## FAMILY-FOCUSED RELAXERS



16%

- Enjoy the outdoors and family time but do so by participating in more relaxed, laid-back activities
- Benefits are about spending time with family
- Skew Older (45-54) & Female

## LEISURE-TIME ENJOYERS



22%

- Not particularly fond of the outdoors, when they do go outside they take it easy (go to a beach, lake, visit a park).
- More slow paced.
- Less likely to be interested in fishing or boating.
- A variety of strong barriers keep them from participation.

## LUKEWARM OCCASIONALISTS



16%

- Have an average or below average interest in many outdoor activities.
- While average interest in fishing & boating, they aren't self-motivated.
- Tend to fish or boat just when invited by a friend or family member.

## UNCOMMITTEDS



15%

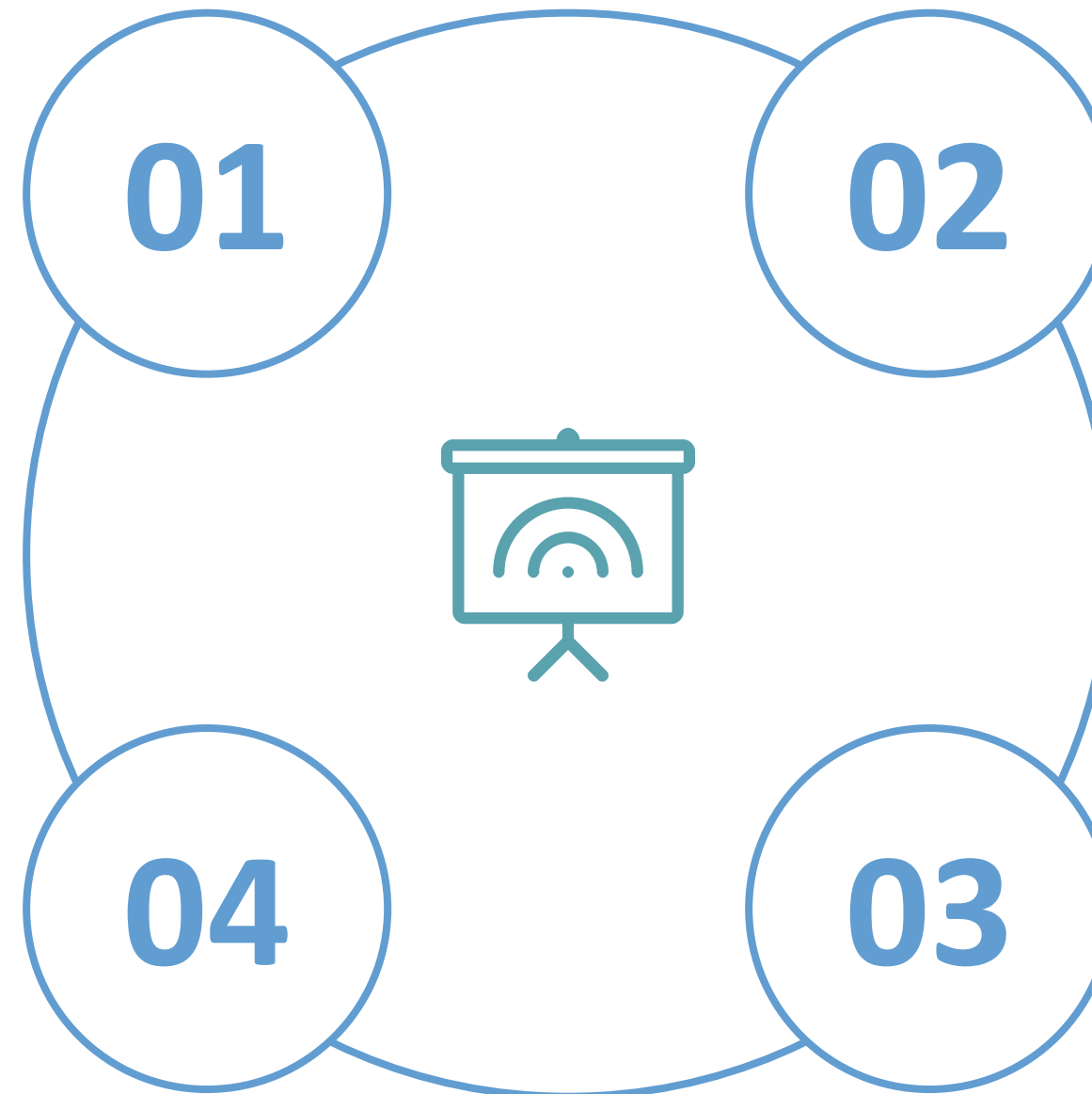
- Least interested in outdoor activities and least interested in fishing & boating.
- Least likely to get enjoyment out of fishing & boating.



# Determining our Target Audiences

Interest & enjoyment of  
fishing & boating

Size of the growth prize



Desirable fishing & boating  
behaviors with growth  
potential

Desirable fishing &  
boating attitudes



# Audience Segments

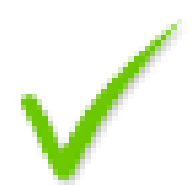
## High Growth Potential

### Avid Adventurers

Interest/enjoyment in boating; desirable behavior that represents a potential

Strong enjoyment; competing w/other activities for time

5.5MM Potential New Anglers  
7.4MM Potential New Boaters



### Active Social Families

Interest/enjoyment in boating; desirable behavior that represents a potential

Strong interest/enjoyment; opportunity to show benefits; largest marketing potential

17.6MM Potential New Anglers  
17.6MM Potential New Boaters

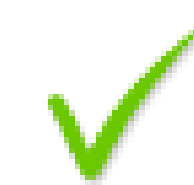


### Family-Focused Relaxers

Interest/enjoyment in boating; desirable behavior that represents a potential

Some interest; boating for leisure/relaxation makes this group strong 2<sup>nd</sup> target

15.2MM Potential New Anglers  
15.2MM Potential New Boaters



# Audience Segments

## Low Growth Potential

### Leisure-Time Enjoyers

NO interest/enjoyment in F&B  
NO desirable behaviors that represent or have potential

Lack desire to F&B; prefer other outdoor activities

22.9MM Potential New Anglers  
24.7MM Potential New Boaters



### Lukewarm Occasionalists

NO interest/enjoyment in F&B  
NO desirable behaviors that represent or have potential

Occasional participants; lack self-motivation to F&B; rely on invitation

14.4MM Potential New Anglers  
16.7MM Potential New Boaters



### Uncommitted

NO interest/enjoyment in F&B  
NO desirable behaviors that represent or have potential

Lack motivation & interest in F&B

17.6MM Potential New Anglers  
18.6MM Potential New Boaters



# Growth Opportunities

ACTIVE SOCIAL FAMILIES	FAMILY FOCUSED RELAXERS	AVID ADVENTURISTS
<ul style="list-style-type: none"> <li>• Show fishing as <b>accessible</b> and <b>fun</b> even without a boat.</li> <li>• <b>Communicate</b> that fishing can be a quick activity to minimize hesitations related to “not enough time.”</li> <li>• Utilize benefit messaging to build preference for fishing/boating as preferred outdoor activities.</li> <li>• Focus on trendier social media platforms like Instagram, Snapchat, &amp; YouTube.</li> </ul>	<ul style="list-style-type: none"> <li>• Provide ideas for fishing that don’t require a boat.</li> <li>• Communicate the <b>relaxation</b> benefits of fishing for families and position activities as a chance to <b>get away/make memories</b>. This will build a preference over other activities.</li> <li>• Provide upfront <b>education</b> &amp; diminish hesitations around smell &amp; fear of touching fish.</li> <li>• Partner with outdoor activity groups, promote using online news sources &amp; via female-focused publishers.</li> </ul>	<ul style="list-style-type: none"> <li>• Highlight fishing adventures that don’t require a boat and remain <b>challenging</b>/thrilling (e.g. fly, ice).</li> <li>• Build a <b>preference</b> for fishing &amp; boating vs. other outdoor activities by focusing on the <b>thrill/rush</b> that fishing &amp; boating can provide – addressing the key motivations of this segment.</li> <li>• Consider partnerships &amp; promotions via more traditional outlets (FB, print).</li> </ul>

Across each target segment, it’s important to help participants find easy access to fishing licenses.



# RBFF's New Target Audiences

"I live a full and exciting life, and nothing's going to slow it down."



## Multicultural Family Outdoors

Are adventure-seekers who crave experiences and the excitement that comes with trying new things. Enjoy spending quality time with family and entertaining friends.



## Family Focused Relaxers

Love the outdoors but are looking for laid-back actives (picnicking, parks, beaches, etc.). View fishing as a good family activity and don't need to catch a fish to have fun.



## Active Social Families

Build personal "brand" via photo ops. Enjoy being outdoors and engage in a wide variety of outdoor activities. Growth mindset. Willing to continue to pursue new in the service of progress.

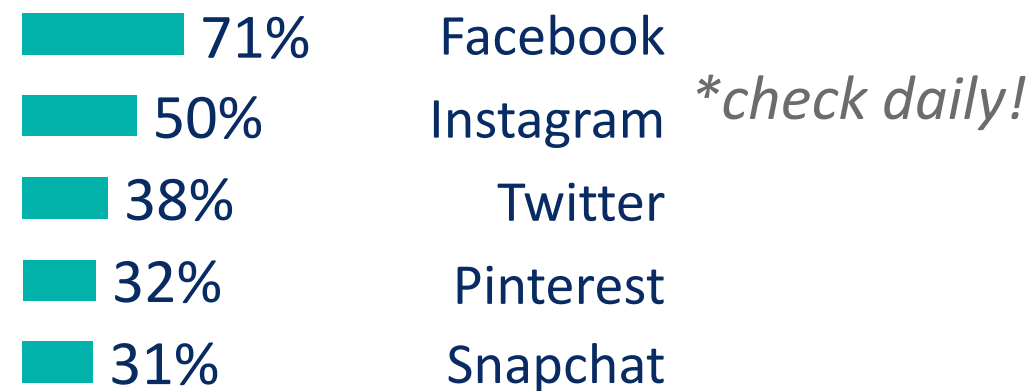


# Active Social Families

## Hispanic Audience Focus

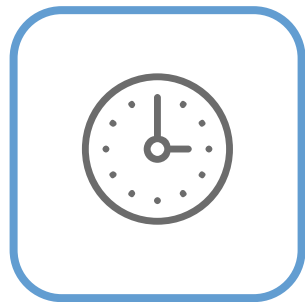


### Social media preferences



### Health & lifestyle attitudes

- Family and friends are a top priority in my life.
- Family has an impact on the choices I make.
- I like trying new things.
- Love the idea of a big family.



### Physical activities/hobbies

- Cooking
- Traveling for pleasure
- Working out at the gym
- Reading fiction
- Running



### Targeting

- Internet Browsing: 84% Watch videos online
- Digital Platforms: 80% listen to music through streaming devices, broadcast & online radio
- Visit social media for news & current events



### Outdoor activity interest/enjoyment

- Four wheeling, Motorcycling
- Tailgating
- Going to the beach
- Water skiing/water sports i.e. Paddle boarding & Jet skiing
- Snowmobiling



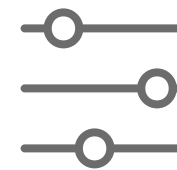
# Multicultural Audiences

# Research Intentions

## Multicultural Consumer



Decision-making  
process



Perceptions, motivations,  
barriers



Unmet needs



Media consumption  
habits



# Sample & Methodology

## Qualitative

Focus group sessions in two markets



## Quantitative

Online survey

## Locations/Timing

Markets: Los Angeles and Chicago  
June 2019

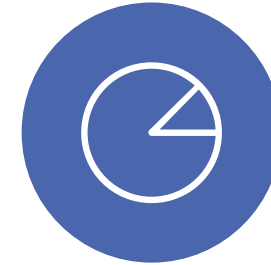
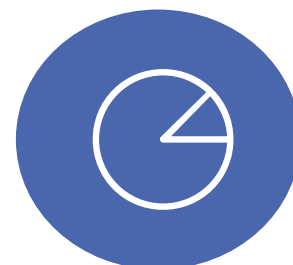


## Locations/Timing

July 2019

## Details/Demos

SIX groups; three per market; 38 participants  
Bicultural/acclulturated Hispanics, AA, Asian  
Occasional, potential, lapsed  
English & Spanish



## Details/Demos

800 multicultural consumers; 400  
Hispanics (potential + occasional/lapsed);  
280 AA; 120 Asian A.; gender split;  
primary or shared decision makers for  
outdoor activities



## Key Takeaways Promotion

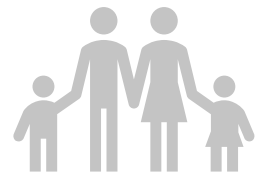


Promote fishing & boating as **memorable**  
and **relaxing break** that **fosters family**  
**togethering**



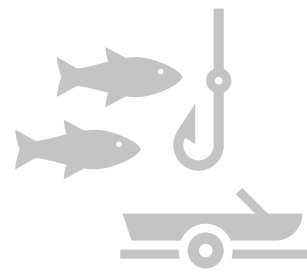
# Key Takeaways

## Barriers, Motivations



### Connection w/family & nature

Hispanic audiences seek outdoor activities that provide an escape from the daily routine (76%), good exercise (71%), and foster a connection with nature (71%)



### Activities seen as fun, relaxing and bring sense of contentment

Fishing: accomplishment, mindfulness/relaxation

Boating: fun, excitement (but expensive); promote as fun, exciting group activity



### Education is critical (how, when, why, where)

Top barriers: not having equipment (56%), no license (50%), where (37%), when (37%), and how (35%); most prominent among potential anglers



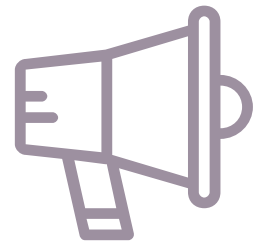
# Key Takeaways

## Communication



### Timely communication | Short planning time frame

Outdoor activities are typically decided, planned about a week (or less) before the event. Timely communication + simple and quick activity



### Media sources: Word of mouth, online searches and social

WOM is powerful for all ethnic groups, but especially so for Hispanics (80%)  
Facebook + Instagram are most popular social platforms used/visited



### Language preference

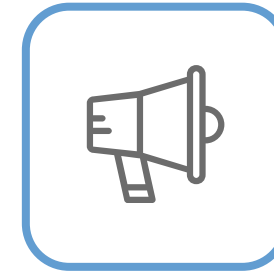
English AND Spanish preferred; most not comfortable with Spanglish.  
Use Spanish-language, cultural nuances for emotional resonance w/bilingual Hispanics.



# Moving Forward Opportunities

## Accessibility

Experiential opportunities:  
Partnerships with deal sites like Groupon on experiences that include complete package (gear, guide, etc.)

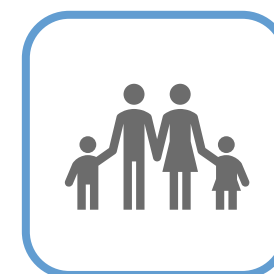


## Relevance

Use messaging/visuals that focus on making new family memories, connecting w/nature, escaping daily routine and show exciting while participating.

## Ease & Approachability

Educate multicultural audiences through YouTube tutorials, social media, host events, partnerships, live chats, etc.



## Relatability

Show a diverse mix of anglers that include younger people, females. This should apply to ALL marketing efforts including social media, website, paid campaigns.



# The Water is Open

# To Everyone

