



SHOWCASE  
DIVERSITY

# SHOWCASE DIVERSITY

If you want to appeal to a customer base that is beyond the core fishing audience made up of white, male Baby Boomers, you must commit to it in your outreach. People are more attracted to things that they can identify with. So, to identify as an angler, they must first imagine themselves fishing. That's hard to do when marketing and advertising shows them something different.

## R3 TIP

Diversify your imagery in-store, on packaging and in advertising to be inclusive of the customers you'd like to attract. Old/young, multicultural, young/female - make sure they can see themselves in the sport!



## IDEAS BEST SUITED FOR:

- Manufacturers
- Retailers

For more information on the 60 in 60 initiative, visit [www.rbff.org/60in60](http://www.rbff.org/60in60)