



# NV FISHING & BOATING CAMPAIGN

## RBFF STATE R3 PROGRAM GRANTS

### OVERVIEW

The Nevada Department of Wildlife (NDOW) partnered with the Recreational Boating & Fishing Foundation (RBFF) and the Sinclair Broadcast Group in an effort to increase fishing license sales and boating registration numbers.

NDOW used a multi-tiered campaign that utilized a wide range of platforms including social media and television to reach several target audiences including a focused campaign for Hispanic anglers in Southern Nevada.

The campaign was able to promote fishing and boating through a digital campaign (English and Spanish) statewide. A series of commercials (English and Spanish) also ran on television stations in Northern and Eastern Nevada and on connected television in Southern Nevada. NDOW's partnership with Sinclair also allowed for a fishing and boating campaign on local television stations in Northern Nevada. Other efforts included text messaging, email blasts and podcasts.

### RESULTS

Through a focused fishing and boating campaign, NDOW saw dramatic increases in 2019. For the campaign period of May 31-Sept. 26, NDOW received a staggering 26.1% increase in fishing license sales and a 14.1% increase in boating registration.

Nevada was also able to chip away at existing and lapsed customers through a robust plan of text messages, emails, social media, podcasts, and press releases.

Using Sinclair Analytics, they were able to attribute a 6% increase in web traffic directly to the television campaigns. Even more impressive was the new visitors to the site averaged 58% over the summer.

In reviewing the analytics, the above average click through rates, and our Google Analytics, NDOW is confident they hit the correct audience with the correct messaging.

### METHODOLOGY

- Geotargeted Hispanics and anglers/boaters through connected television and social media campaigns in Southern Nevada.
- Partnered with NBC, Fox and Nevada Sports Net in Northern and Eastern Nevada to promote fishing and boating that included being featured on their social media.

### PARTNERS

- Nevada Dept. of Wildlife (Conservation Education Division/Law Enforcement Division)
- Sinclair Broadcast Group

### SUPPORT

"Our partnership with RBFF has provided key tools and insights that have been invaluable in informing our license simplification efforts and implementation of a new license vendor. When combined, it has helped Nevada to achieve an incredible jump of more than 25 percent in fishing license sales and nearly 15 percent in boating registration."

Tony Wasley, Director  
Nevada Department of Wildlife

### CONTACT INFO

Chris Vasey, Conservation Education  
Division Administrator  
Nevada Dept. of Wildlife  
775-688-1553, cvasey@ndow.org

## METHODOLOGY CONTINUED

- Geotargeted Nevada residents interested in boating with commercials that ran on connected television statewide.
- Promoted boating and fishing through social media platforms (Facebook, Instagram and Twitter) and utilized text messaging, emails, social media, podcasts, and press releases.

## BENEFITS

In Nevada, one of the biggest challenges is reaching the Las Vegas market. Las Vegas is a huge media market that reaches not only the residents of Clark County, but also the millions of visitors the city receives each year. Because of this, the ad rates on everything from print media to billboards are extremely high. That is especially true for airtime on Las Vegas television. Often, NDOW can only run social media campaigns in Clark County as NDOW does not have the marketing budget available to run a substantial campaign in Southern Nevada.

With the money from the RBFF grant and NDOW's partnership with Sinclair, they were able to utilize a connected television (CTV) campaign and finally reach this crucial audience with a focused and targeted campaign. By focusing primarily on CTV and a digital campaign, NDOW was able to reach a much larger audience and the growing Hispanic audience.

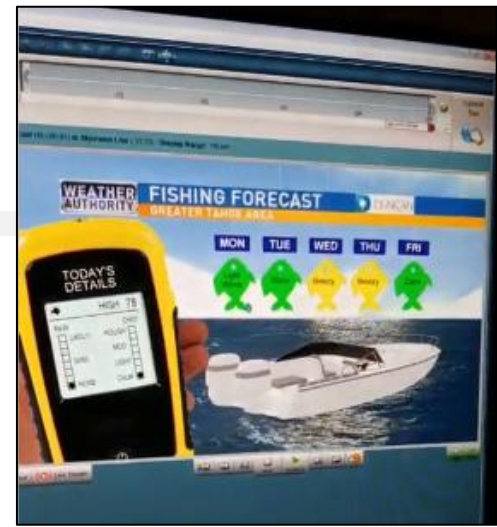
The benefits could not have been more obvious with the CTV Hispanic fishing campaign; having more than 216,000 impressions in Southern Nevada alone. Having this new access to the Las Vegas market was a big reason NDOW saw a 26.1% increase in fishing license sales and a 14.1% increase in boating registration.

## LESSONS LEARNED/FUTURE PLANS

This campaign has shown NDOW how much of an untapped market the Hispanic audience is in Nevada. Because marketing funds were not enough to effectively reach new or lapsed anglers in the Las Vegas/Clark County area, they often settled for the low hanging fruit, reaching only existing customers through email blasts and social media.

By partnering with Sinclair and using a much more affordable connected television campaign to reach out to the Hispanic community, NDOW was able to finally begin building a relationship with a significant and growing fishing and boating audience in Nevada that had largely been ignored before.

Continuing to reach out to the Hispanic audience with Spanish campaigns on both CTV and through digital campaigns along with searching for new platforms to reach this audience will likely lead to continued growth in the fishing and boating markets.



Fishing Forecast on News4 (Reno) website.



Social Media Post