GET YOUR FISH ON

TAKEMEFISHING.org

RBFF Webinar Series
May 29, 2019
Agenda

- Overall Participation
- Target Audiences
- Media Plan
- National Fishing & Boating Week
- Resources to Use
OVERALL PARTICIPATION
Fishing Participation

Rose 4% to **49.1 million**

Highest it’s been since **1991**

First timers increased 21% to **3.0 million**

Boating Participation

Reached over **142 million**

**17 million** first timers

**32%** of first time boaters were Hispanic

RBFF & Outdoor Foundation, 2018
NMMA Recreational Boating Participation Study, 2016
Almost 83% of current adult participants were introduced to fishing during childhood.

The mean age of their first fishing experience was 10; 94% had their first fishing experience before age 18.

First fishing experiences are rare after the age of 18 and virtually nonexistent after the age of 35.

WARNING: 62% of children ages 6 to 12 did not participate in one outdoor activity in 2014.
TARGET AUDIENCES
Multicultural Families With Kids

A snapshot of who they are

Average age is 40; 55% aged 35-49; 72% are currently married

- Adventure Seekers
- Active and Conscious
U.S. Hispanic households have multiple generations living under one roof and are **35% more likely** to have kids under 18 living in the household compared to non-Hispanic millennials.

Younger generations are acting as cultural bridges, from translating to adapting to American culture.

Family-related content is paramount to creating a connection with Hispanics.

English-language networks are just as popular as Spanish-language networks among Hispanic millennials.
New participants are more likely to skew younger and female.

- 45% of new participants are female.
- 42% are ages 6 to 12.
- 19% see themselves in the sport.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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<tr>
<td>46%</td>
<td>Of outdoor participants ages 6+ are female.</td>
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<tr>
<td>85%</td>
<td>Of sons participated in fishing with their mothers, compared to 71% who participated with their fathers.</td>
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<tr>
<td>63%</td>
<td>Of daughters participated in fishing with their mothers, compared to 45% who participated with their fathers.</td>
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Women represent a big opportunity for the sport.

*Outdoor Participation Report, 2016.*

*Highlights of Angler R3 Literature, AREA & RBFF Report, 2016.*
2019 Target Audience

Multicultural Family Outdoors

18.2MM universe
(27.9MM w/spouse | 47.4MM w/kids)

- Parent of kids ages 6-17
- Want to learn and try new things
- Spending time with family is a top priority
- Participated in one outdoor activity in the last 12 months

Families With Kids
- Parent of kid(s) ages 6-17
- Want to learn and try new things
- Spending time with family is a top priority
- Participated in one outdoor activity in the last 12 months

Women
- 50% of MFO
- Mom of kid(s) ages 6-17
- Active in the outdoors
- Looking for new/exciting activities that help her and her family stay active

Hispanic
- 15% of MFO
- Mom of kid(s) ages 6-17
- 3rd generation/200% Hispanics
- Active in the outdoors
- Looking for new/exciting activities that help her and her family stay active

Grandparents
- 8MM universe
(13.9MM w/spouse | 53.9MM w/grandkids)
- Grandparent of kids 18 and under
- Spending time w/family is important
- Has freshwater or saltwater fished in the past 12 months

Total audience is over 60 million
Women’s Campaign Video

I MAKE WAVES.
MEDIA PLAN
2019 Media Plan

- Print Partnership
- Video
- Rich Mobile/Display
- Partnership
- Mobile Tour
- 1:1
- PR
Media Overview – Television

- Concentrate within high-indexing networks and programming that reaches a co-viewing (parents + kids) audience

- Collaborate with Disney on custom content

- Includes extension into streaming apps

- Concentrate in-market timing to align with late spring and summer months when kids are out of school
Media Overview – Digital/Streaming

• Elevate fishing and boating as fun outdoor activities for everyone, driving engagement and action through audience-targeted digital media buy.

• Utilize premium and reach partners for impact and scale

• Targeting & retargeting strategies to maximize efficiency and results, and to ensure reach of Multicultural Family Outdoors audience
Digital Banners

**ADVENTURES DON'T HAPPEN IN THE KIDDIE POOL.**
Get licensed >

Get your fish on at TAKEMEFISHING.org

**PESCAR ES COMO LA MÚSICA, SE DISFRUTA MÁS JUNTOS.**
Empieza hoy en VAMOSAPESCAR.org

**I TAKE WHAT’S MINE.**

Get your fish on at TAKEMEFISHING.org

**TABLET OFF. FISH ON.**

Get your fish on at TAKEMEFISHING.org
Stories of Anglers

LANCE THOMAS
HEARST (VIDEO+ARTICLE)
- Next-Gen men
- NY Knicks player
- Formed Slang Magic
- Teaching kids to fish

CHASTENATION
HEARST (VIDEO+ARTICLE)
- 19 y/o raising money for charity
- Creating accessible boats for children

BECOMING AN OUTDOORS WOMAN
HEARST (VIDEO+ARTICLE)
- Adventurous trips for women
- Mother-Daughter

LOOP NOLA
HEARST (VIDEO+ARTICLE)
- Helping disabled and low-income kids learn life skills through fishing

HILARY HUTCHESON
OUTSIDE (DIGITAL+PRINT ARTICLE)
- Mom of 2
- Fly fisher

BRITTNEY NOVALSKY
OUTSIDE (DIGITAL ARTICLE)
- Pro-Bass angler
- Teaching women to fish

NICOLE JACOBS
OUTSIDE (DIGITAL ARTICLE)
- Home
- Getting young girls outdoor early

JESSICA MENDOZA
ESPN (MAGAZINE WRAP)
- Home-schooling her children through fishing
Outside Partnership

In partnership with *Outside*, we’ll continue to instill the importance of inclusion in the outdoors and in fishing and boating with this leading outdoor lifestyle publication.
Brittney Novalsky, a fishing guide, educator, and conservationist, grew up fishing commercially with her family. Of all the things she learned on the boat, the most important has probably been self-sufficiency. “After you spend enough time outdoors,” she says, “you learn to be trusting of what you see. If you’re just present to your surroundings, you’ll know what to do next.”

Novalsky would know. As a child in Sebastian, Florida, she cast her line for snapper and kingfish, then helped her parents load coolers, clean the boat, and sell their catch at the local market. It was an early lesson in teamwork, she says.
Partner with Hearst Media to create and amplify custom content across a network of lifestyle sites, generating awareness and consideration for fishing and boating as an activity for everyone.
Disney Alliance Partnership

• Create new, engaging custom content (family focused)

• Drive guests to TakeMeFishing.org

• Continue to drive awareness via multi-platform media placements while utilizing niche Disney network

• Continuation of in-park branding
Disney Assets – Just Launched!

YouTube

Paid Partnership with TAKENEFISHING.org

Have you tried fishing and boating? Tweet us photos of your best moments on the water using #GMATakeMeFishing and we may feature them on air in a @Take_Me_Fishing sponsored segment!
National Spokesperson: Jessica Mendoza

- Member of the United States women’s national softball team from 2004 to 2010 where she won a gold medal at the 2004 Olympics in Athens and a silver medal at the 2008 Olympics in Beijing.
- On the broadcast team for ESPN’s Sunday Night Baseball
- New York Mets baseball operations adviser
Pop Up Fishing Experience

• Experiential
• Media Opportunities
• Influencer Appearances
• Content Creation
• Corporate Partnerships: Thank you to Bass Pro Shops, Cabela’s, L.L Bean & Zebco!
NATIONAL FISHING & BOATING WEEK
National Fishing and Boating Week (NFBW)

- Jessica Mendoza: Satellite media tour (SMT)
- Paid Media placements
- Off the Hook appearance in NYC
- National media pitching and local outreach
- Influencers
- Social Media
NFBW Toolkit

ADVENTURES DON’T HAPPEN IN THE KIDDEY POOL.

National Fishing & Boating Week
June 1-9, 2019

Get your fish on at TAKEMEFISHING.org

I’M THE CAPTAIN OF MY OWN SHIP.

National Fishing and Boating Week
June 1-9, 2019

Get your fish on at TAKEMEFISHING.org

#GetYourFishOn at VAMOSAPESCAR.org

Link to: State Agency NFBW Toolkit

28
Free Fishing Days

DÍAS DE PESCA GRATIS

TENNESSEE

FREE FISHING DAYS

KENTUCKY

TAKEMEFISHING.org
How You Can Help During NFBW

• Post events on social, tag TMF as co-host
• Promote free fishing days
• Share TMF social posts
• Utilize Public Service Announcements
• Email lapsed anglers
• Email current anglers
MINNESOTA FISHING
Get started fishing in Minnesota today. Licenses can be purchased online, by phone, or at any DNR license agent. Find more fishing resources here.

TOP FISHING SPOTS IN MN
LOCAL MN Fishing REPORTS
MN FISHING TOURNAMENTS
MN FREE FISHING DAYS
Go to Minnesota Fishing

MINNESOTA BOATING
You can go boating in Minnesota on one of the state’s many rivers, lakes, and reservoirs. Find boating resources here.

MN BOATING SAFETY
MN BOATING INFORMATION
MN BOATING LAWS & REGULATIONS
MN BOAT REGISTRATION AND INFO
Go to Minnesota Boating

FISHING AND BOATING EVENTS IN TEXAS

Abilene Outdoor Adventure
The last four years, City of Abilene, Texas Parks & Wildlife Department...
READ MORE

FISHER CENTER EVENT
Learn new fishing and boating skills and spend a fun day with your...
READ MORE

Vamos a Pesca, Let’s Go Fishing Event
Join Joe Hernandez Families in this family free event that provides...
READ MORE

TRY A SLIP BOBBER FOR SUMMER SUNFISH
READ MORE

MINNESOTA’S LAKEFINDER IS ANGLER’S BEST FRIEND
READ MORE
Co-Branding Creative

IT’S TIME TO MAKE SOME WAVES.

WHEN THE FISH ARE BITING, WHERE WILL YOU BE?

This season, forge paths, blaze trails, get out and make some waves. With 4,500 managed fishing lakes and 16,000 miles of fishable rivers and streams to explore, all you have to do is get started.

GET YOUR FISH ON.

BUY A LICENSE | EXPLORE LAKES | VIEW REGULATIONS

CAST OFF LABELS AND MAKE WAVES.

ADVENTURES DON’T HAPPEN IN THE KIDDIE POOL.

Get your Minnesota fishing license today

CAST OFF LABELS AND MAKE WAVES.

Fish Minnesota

DEPARTMENT OF NATURAL RESOURCES | TAKEMEFISHING.org

DEPARTMENT OF NATURAL RESOURCES

in partnership with the national campaign for TAKEMEFISHING.org

CAST OFF LABELS AND MAKE WAVES.

Get your Minnesota fishing license today

DEPARTMENT OF NATURAL RESOURCES

TAKEMEFISHING.org
“More of our customers are now online, and we’re using digital marketing as a cost effective tool to drive license sales. By tracking our communication efforts, we’re learning more about our customers and how to better serve them.” – Mark Tisa, MassWildlife Director

BENEFIT: Using customer insights and trends, we were able to target and test messages and creative with specific audiences in mind. By implementing new tracking techniques, we could measure the effectiveness of our targeted campaigns in generating awareness and increasing license purchases, and ultimately measure our return on investment.

New Case Studies Coming Soon!
Public Service Announcements

- TV
- Print
- Radio

New Radio PSA!
“Telepathy” Video PSA

- :30 second
- :60 second
- National Version
- State Versions

Link to: PSAs
License and Registration Plugin

**REDUCE BARRIERS TO PARTICIPATION**

Getting licensed and registered can be intimidating, and lack of a fishing license or boat registration can be a major barrier to participation.

**HELP INCREASE # OF ANGLERS & TRIPS**

For every licensed angler there are 1.68 total fishing participants, including youth and other non-licensed anglers. And fishing is the #1 activity done from a boat!

**POSITION YOUR BUSINESS AS A TRUSTED RESOURCE**

Lower the barriers to fishing and boating, positioning your business as a trusted resource for the items needed to fish and boat.

**INCREASE SALES**

Every angler represents a $1,392 yearly, or $130 per trip, opportunity for your fishing or boating business.

**HELP MOVE THE INDUSTRY CLOSER TO 60 IN 60**

Add the Plugin to your website and help create a ripple effect, bolster your business, help RBFF reach 60 million anglers in 60 months, and create a brighter future for fishing and boating.

Contact [rauslander@rbff.org](mailto:rauslander@rbff.org) for more info.
More Resources

- Toolkits
- Event Planning Toolkit
- Videos
- Photo Library
- Social Media
- Research

Resource Center on Corporate Site!

Animated Video: Summer Bass Fishing Trip in Spanish and English
State Marketing Workshop

Atlanta, GA

February 25-27, 2020
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