

# Webinar Series for State Agencies

RBFF's 2015 National Media Plan and First Catch Campaign

March 19, 2015



# OVERVIEW

- Consumer Trends
- General Market Target Audience
- General Market Brand Campaign
  - Creative Platform
  - Creative Elements
  - Media
- How State Agencies Can Encourage Participation in Fishing and Boating



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# CONSUMER TRENDS





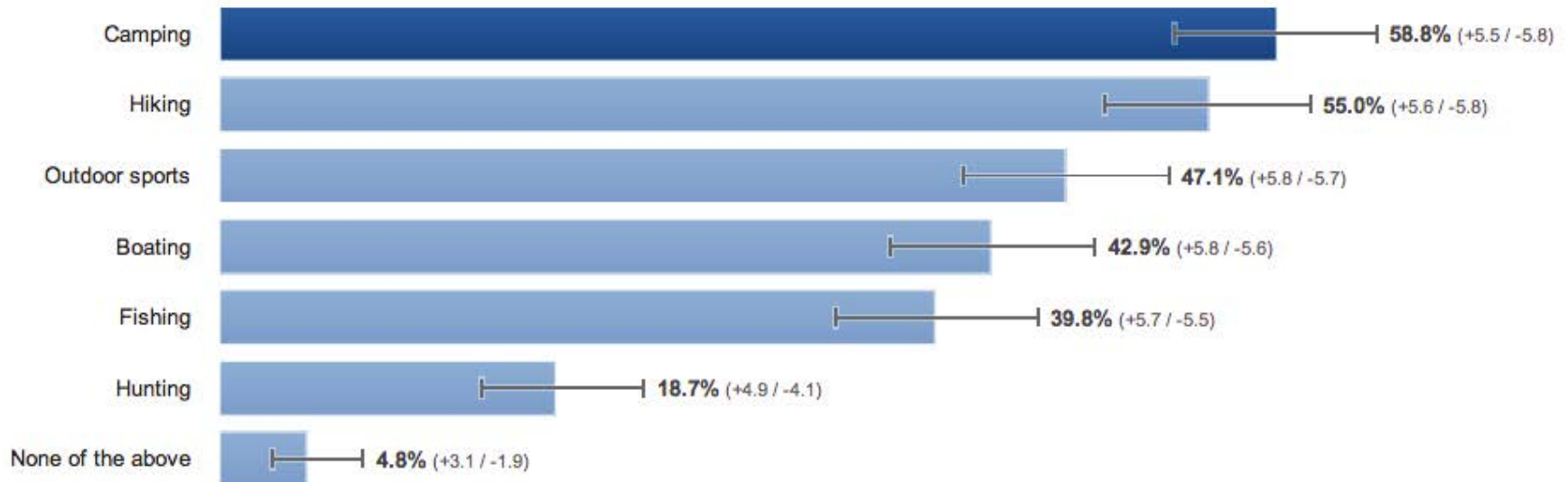
# TOP-OF-MIND ACTIVITIES



Question: When you think of doing outdoor activities with your family, what are the first three options that come to mind?



# MEASURING OUTDOOR ACTIVITY APPEAL



Question: Which of the following outdoor activities would be appealing for you to do with your family?



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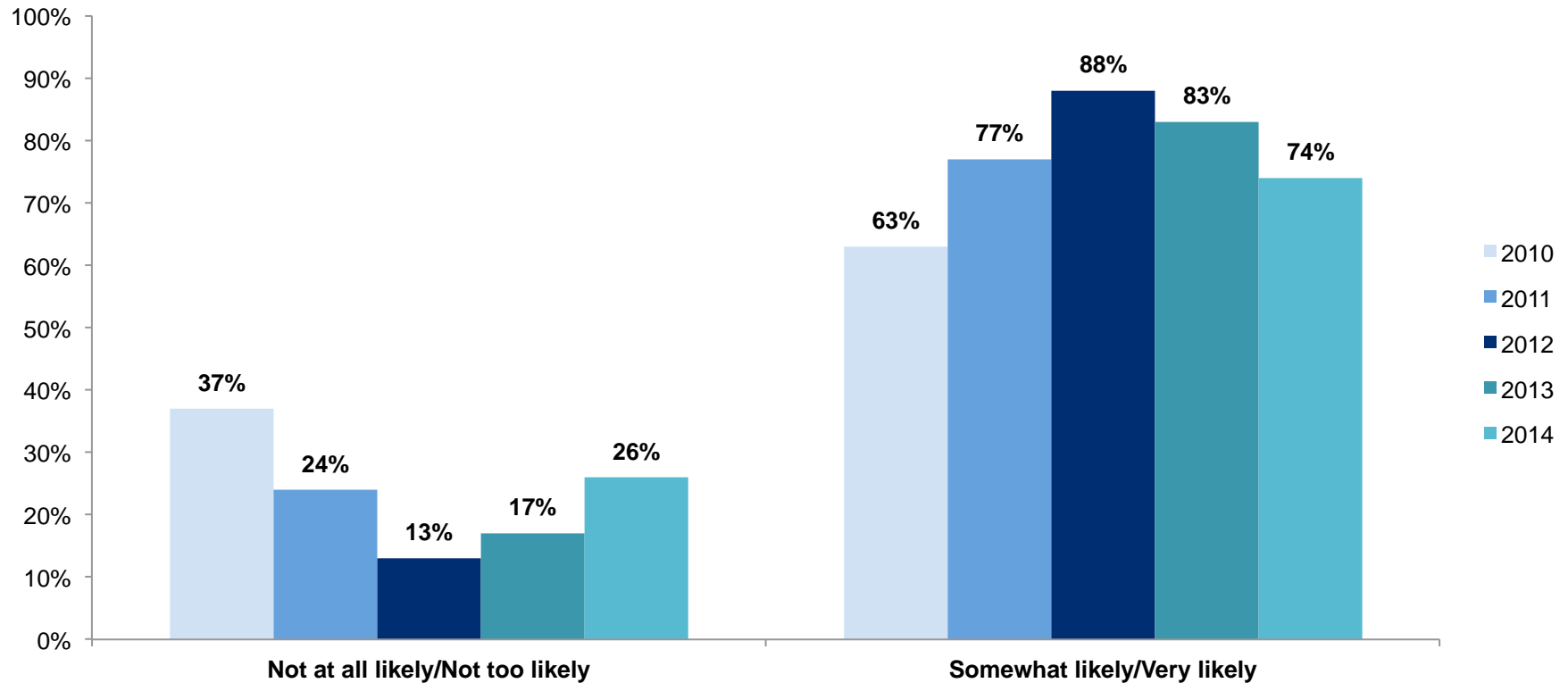
# FISHING BARRIERS



Question: What keeps or prevents you from participating in fishing?



# BEHAVIORAL IMPACT: INTENTION TO FISH



Q83. Overall, how likely would you say you are to go fishing in the next 24 months?



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- The downturn on intent is from consumers who were not exposed to our campaign.
- Our campaign has had a successful impact on consumers in the past, and we look forward to making a bigger impact with #FirstCatch campaign in FY2016.



# SO WHAT DOES THIS ALL MEAN?

## Key Takeaways

- Fishing and boating are appealing to our target audience, but many barriers still exist.
- An awareness campaign is needed to keep fishing and boating top of mind and further increase its appeal by helping overcome audience barriers.
- A holistic brand engagement strategy that engages the target audience in channels they are most active in should be used.
  - Identify, measure and attribute weight across entire consumer journey (look beyond the “last-click”)



A photograph showing the silhouettes of a man and a child fishing on a wooden pier. The scene is set against a bright orange sunset sky over a body of water. The man is standing on the pier, holding a fishing rod, and the child is standing next to him, also holding a fishing rod. The pier has a railing and a vertical post. The text "GENERAL MARKET TARGET AUDIENCE" is overlaid in white, bold, sans-serif font across the center of the image.

**GENERAL MARKET  
TARGET AUDIENCE**





FAMILY  
OUTDOORS



OUTDOOR  
ENTHUSIAST





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*“I want my kids to love the outdoors. I like to take advantage of any chance I have to help them feel and learn that for themselves.”*

## MARC THOMPSON | FAMILY OUTDOORS

### WHO HE IS

My wife, Sarah, and I have two kids: Todd, who is 11, and Kelly, who is 9. It's really important to us that we spend time outdoors as a family. We love camping, canoeing, building bonfires anything that isn't too pricey, too complicated or too far away.

We're a pretty sports-oriented crew, and are always eager to try something new that lets us be active together. I consider myself a bit of the “jack-of-all trades, master of none” type; I've got a lot of heart for the outdoors, but not a lot of technical skills.

My wife is usually the brains behind our adventures: the kids and I often come up with some ideas, and she'll be the one to put the plans into action, figuring out where we should go, how to get there, where we'll stay and what we should bring. The same holds true for our local adventures, too. She's definitely the “details” person in our family.

### WHAT'S IMPORTANT IN HIS LIFE

- We value activities that provide us with opportunities to really *talk* with our kids.
- Some of my best recollections from childhood center around doing outdoor activities. I want to provide our own kids with the chance to create lasting memories.
- It's important to me that everyone has a good time when we're together, so I'm always on the hunt for activities everyone can enjoy, regardless of age or gender.

### WHAT CHALLENGES/BARRIERS CAN WE ADDRESS?

- We constantly feel like there aren't enough hours in the day. When we're planning activities, it's all about identifying choices that fit into our over-scheduled life. What's nearby, doesn't require a lot of planning, and is easy to do in those precious few hours on the weekend between a morning soccer game and dinner?
- I went fishing a few times as a kid, but don't feel like I know enough to get out there and teach my kids. It seems like the kind of sport you need a lot of equipment and know-how to get into, not something you can just dabble in.

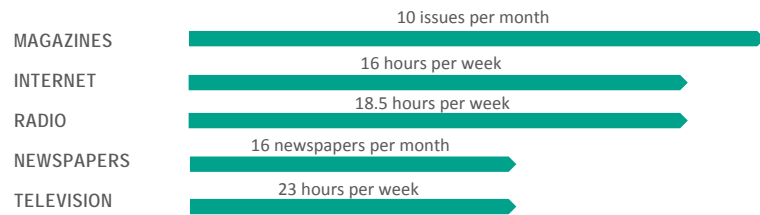


## MARC THOMPSON | FAMILY OUTDOORS

“I honestly don’t remember what I did before the Internet. Whether I am checking my personal finances, researching who to start in my fantasy line up or choosing a movie to watch with my kids, the Internet—in all forms—is always my go-to source.”

Male      41 years old      \$103K HH income      Suburban      Working Parent      Married

### THE ROLE OF MEDIA IN HIS LIFE



#### The Internet is his primary source for all facets of his life.

- Checks his financials (163) and pays bills online (149).
- Downloads music online (123).
- Visits blogs (150) for “how-to” and DIY information.
- Checks his favorite sites for the latest sports news (161).
- Searches for recipes when it’s his turn to cook (126).

#### He consumes media in all forms in order to entertain himself, but also to discover new activities to engage in with his family on the weekends.

- An avid sports fan, he regularly watches professional (157) and college football (156) and sometimes tunes into MLB (180).
- Enjoys watching his children’s favorite Disney Channel (148) shows with them. Even though he isn’t interested in the content, he appreciates sharing any and all possible moments with his kids.
- Reads magazines that inspire him to explore and try new things.
- Listens to the radio during his commute to and from work (117).
- Listens to the radio at work (137), streams AM/FM broadcast on his personal devices (148)

### MEDIA CONTACT POINTS



### THE ROLE OF DIGITAL IN HIS LIFE

#### He is there to gather information, especially on sports and news.

- Watches videos not only for entertainment but, also for utility (DIY).
- Actively searches for information on various sites and blogs, but is most engaged on social channels.
- Uses the Internet to research products before purchase, and also buys items online.

#### As a “social star,” social media is Marc’s go-to for connecting with brands, and he demands interaction in return for her attention.

- 81% participate (post, share comment, etc.) in social networks (128), and 51% participate on brand and product sites (279).
- 65% access social networking sites at least daily.

Sources: Gfk/MRI (April 2014), Forrester Technographics (April 2014), Qualitative Interviewing (May 2014)



*“I love the challenge and solitude of the great outdoors.”*

## KEVIN BROWN | OUTDOOR ENTHUSIAST

### WHO HE IS

I've been an avid outdoorsman for most of my 41 years. I grew up in Maine and spent all of my free time hanging out in the woods, hiking and skiing. I've been fishing a few times, but have always gravitated more toward adventure sports. After a knee injury last year, I'm looking to get out on the lakes more this season, I just need to brush up on the basics a bit before doing so. I have a degree in environmental studies and have always worked in industries related to the outdoors. I'm not married, but I have a close group of buddies who are like my family; we get out together nearly every chance we can. I also do a bit of volunteering with environmental organizations that are focused on preserving and conserving the national parks in my area.

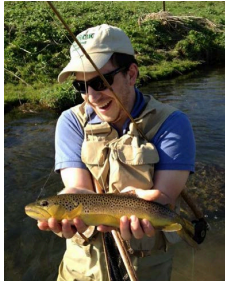
### WHAT'S IMPORTANT IN HIS LIFE

- I find balance by spending time in nature. I need to get out of the water or into the woods to relax and recharge.
- I seek out people who are open-minded like I am. I'm always on the hunt for new experiences and activities to broaden my horizons and fuel my life.
- I'm motivated by the thrill of adventure and am constantly seeking out my next big adrenaline rush.

### WHAT CHALLENGES/BARRIERS CAN WE ADDRESS?

- A big problem for me is simply fitting it all in. There are a lot of outdoor activities I love to do, but not enough time to do them all. When schedules get tight, I tend to opt for the more extreme options that allow me to pack a lot of adventure into a short period of time.
- I need a quick, accessible resource to orient myself: figure out what equipment I need, what places I might visit in my area, and some tips and tricks to get started.
- I don't like cutting through a lot of clutter to get to what I need.





## KEVIN BROWN | OUTDOOR ENTHUSIAST

“I am passionate about living an active and exhilarating lifestyle. I consume any and all content that inspires me to explore and expand my interests—especially content surrounding outdoor expeditions.”

Male    41 years old    \$90K HH income    Suburban    Bachelor's Degree    Single

### THE ROLE OF MEDIA IN HIS LIFE



#### The Internet serves as a source of entertainment.

- Watches online video content via desktop (141) and mobile devices (122).
- Listens to and downloads music (125) and podcasts (172).
- Seeks out the latest sports news (140).
- Watches his favorite TV programs online (131) and visits the network or shows website (114).

#### He use multiple media touchpoints to stay informed and get inspired.

- Although he is not a heavy TV consumer, when he does watch, he chooses programs that help him escape and relax.
- Passionate sports fan, and specifically loves watching college (145) and professional (135) football.
- Many of his ideas come from flipping through magazines (118).
- Frequently reads magazines with a focus on outdoor lifestyle and sports, such as *Field & Stream* (258), *Sports Illustrated* (131) and *ESPN the Magazine* (116).

### MEDIA CONTACT POINTS



### THE ROLE OF DIGITAL IN HIS LIFE

#### He's active in social conversations.


- Posted a comment or review on a blog, online forum, message or bulletin board (138).
- Shares photos (131) and videos (131) on social media.
- Visits and participates in online chat rooms (111).

#### Kevin is a social star. He expects to be able to interact with brands on social media.

- 58% read message boards or forums on brand websites on a monthly basis.
- Likely to engage in conversations about his hobbies and interests online.

Sources: Gfk/MRI (April 2014), Forrester Technographics (April 2014), Qualitative Interviewing (May 2014)





GENERAL MARKET  
BRAND CAMPAIGN  
CREATIVE AND MEDIA



# CREATIVE PLATFORM



# RE-ENERGIZING THE SPORT

## Campaign Goals

- Motivate, inspire and help people be successful in their boating and fishing adventures.
- Communications will display the fun, excitement and camaraderie that happens when you get out on the water.
- Diversity of the sport will be showcased through people, geography and types of fishing.
- Ultimately, our work will inspire real people to participate, get involved in the sport and share their experiences.



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# Take Me Fishing's #FirstCatch

In life, there are a lot of "firsts."

Firsts that are exhilarating, emotional, slightly uncomfortable...and shareworthy. And there's nothing quite as memorable as your First Catch. This year, Take Me Fishing is on a mission to give everyone their first catch, along with the ability to share it.

Whether it's the first of the day, first of the season or first of a lifetime, show us using #FirstCatch. Because the best memories are made on the water.



# If you can use a hashtag, you could win a boat.

Initially, we'll promote participation with a giveaway—an all-new, 2015 Evinrude® E-TEC® G2™ powered Ranger® Bass Boat. By uploading your #FirstCatch photos using #FirstCatchSweeps, you're automatically entered to win!

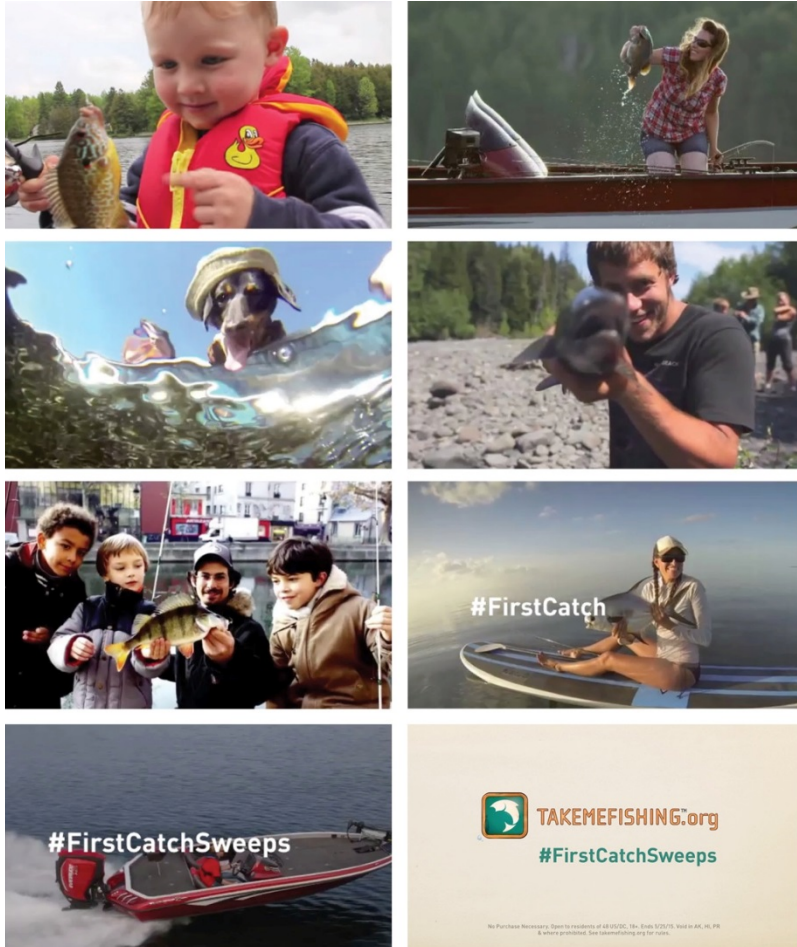




# CREATIVE ELEMENTS



# CREATIVE EXAMPLES



TV



Radio




Print



# CREATIVE EXAMPLES




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Show us your first catch using [#FirstCatchSweeps](#) and you could win an all-new Evinrude® E-TEC® G2™ powered Ranger® Bass Boat.

[LEARN MORE](#)

NO PURCH NEE. 48 US & DC, 18+. Ends 5/25/15. Click here for Official Rules

 **If you can use a hashtag, you could win a boat.**

[LEARN MORE](#)

**#FirstCatchSweeps**

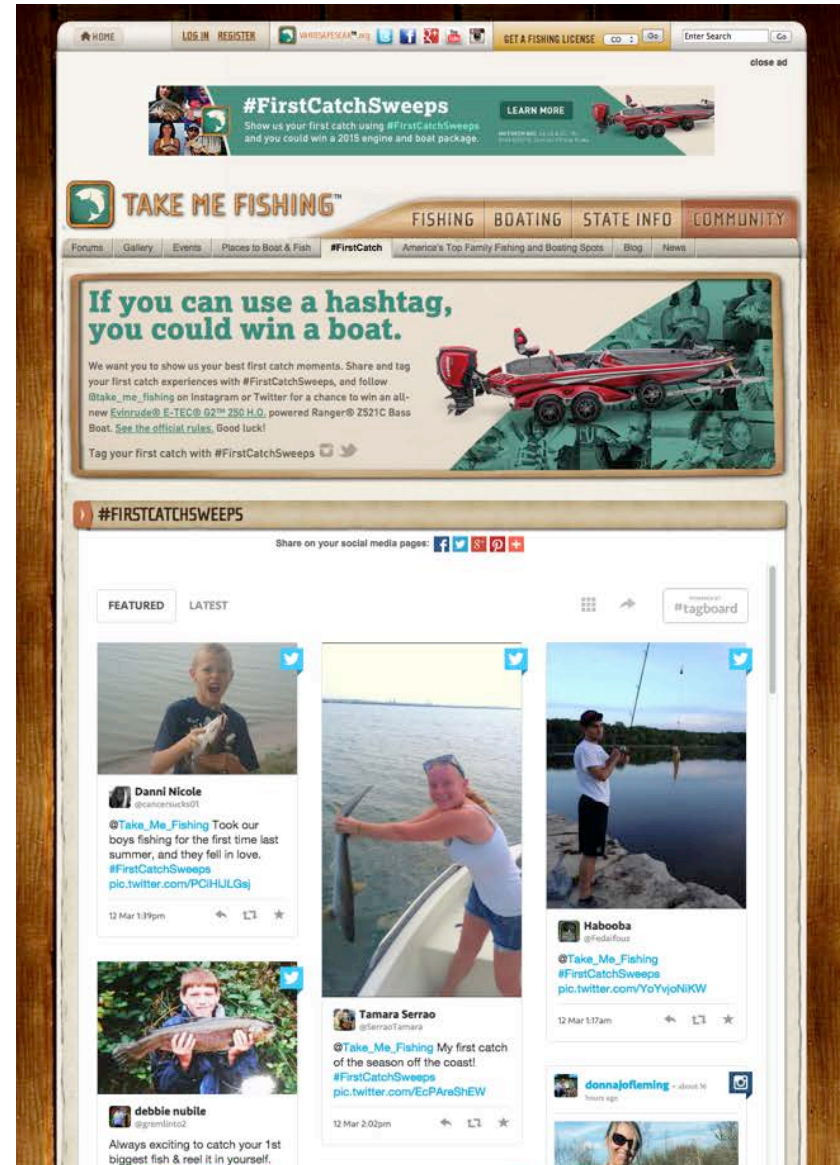
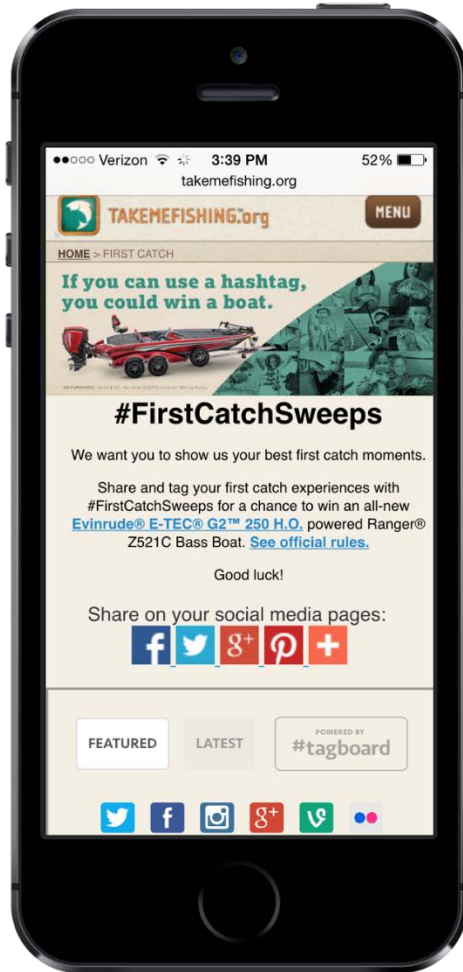
NO PURCH NEE. 48 US & DC, 18+. Ends 5/25/15. Click here for Official Rules

Digital Banner Ads





# TAGBOARD



# TAGBOARD



**Ivan McKinnon**  
@IvanMcKinnon

@Take\_Me\_Fishing First ice-fishing fish of the day #FirstCatchSweeps  
[pic.twitter.com/QYCyYJWq3p](https://pic.twitter.com/QYCyYJWq3p)

8 Mar 6:07am



**Kirk B Cahill**  
@cappyspond

My son Bryan with his first Northern Pike!  
#firstcatchsweeps  
[pic.twitter.com/hZ4iFNG5Kz](https://pic.twitter.com/hZ4iFNG5Kz)

7 Mar 11:56am



**Christine Jenkins**  
@uniongir1686

@Take\_Me\_Fishing #firstcatchsweeps  
My first lake trout!  
[pic.twitter.com/yGkmj7q7IE](https://pic.twitter.com/yGkmj7q7IE)



**Dan Collins**  
@mrtoons

First fish caught on the first day of fishing last spring. March 18.  
#FirstCatchSweeps  
[pic.twitter.com/Lnz57rmk7w](https://pic.twitter.com/Lnz57rmk7w)

10 Mar 11:14am



**Michele Godtel**  
@MicheleGodtel

#OneAwesomeKid got his first Sheepshead #FirstCatchSweeps  
[pic.twitter.com/BfBg4eqAEA](https://pic.twitter.com/BfBg4eqAEA)

8 Mar 8:26am



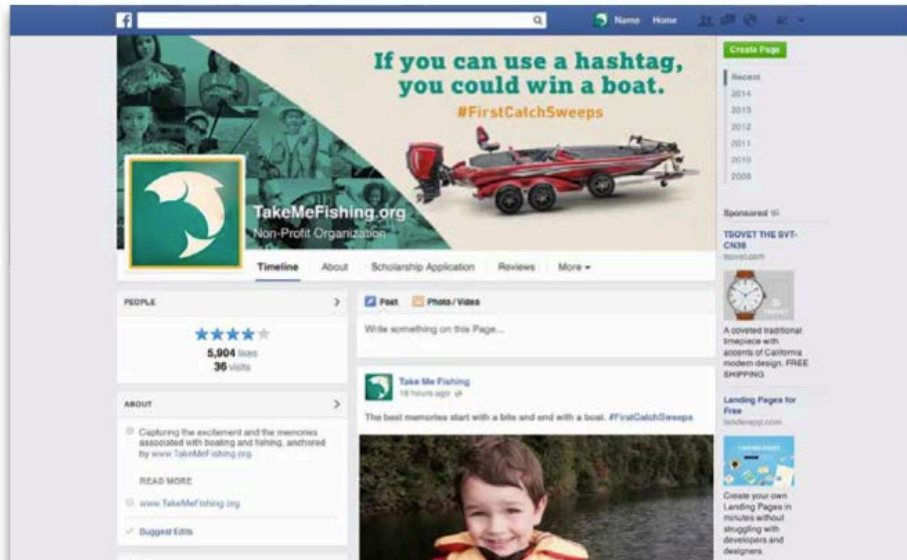
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# SOCIAL MEDIA



# GENERAL MARKET MEDIA

# MEDIA OBJECTIVES

- Increase relevance of, and participation in, boating and fishing among key target audiences.
- Establish TMF.org as the go-to resource and guide.
- Generate traffic and engagement with TMF digital assets.
  - Including traffic to Discover Boating assets
- Increase license sales and boat registrations.
  - Referrals to state fishing license and boat registration pages
- Create custom partnerships with Disney and ESPN to make fishing part of the consideration set and motivate participation in fishing and boating as a recreational activity.





# MEDIA STRATEGY



## *Communications will*

- Inspire our targets by showcasing the fun and excitement that fishing and boating can offer.
- Engage consumers with a hashtag call to action, inviting them to participate and become part of the campaign.
- Motivate participation by employing multiple media touch points used by our targets to help overcome the barriers of fishing and boating (how to, where to).


















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# MEDIA ACTIVATION OF #FIRSTCATCH

APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN'16	FEB'16	MAR'16
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PRINT 11%	Generate awareness for the brand and sport	
	Make fishing part of the consideration set of outdoor activities	
	Custom content partnership	
ESPN 23%	Awareness & consideration	  
	TV, radio & digital	
DISNEY 26%	Awareness & consideration, across Disney & Disney XD	   
	Trip Sweepstakes (2 week, TBD)	
	High-impact, targeted display & video	
DISPLAY 10%	Premium mobile display & embeddable map placement (desktop)	   
	Heavy-up surrounding key holidays (Memorial Day, NFBW, July 4 <sup>th</sup> )	
	Embeddable map placement across Outdoor Channel generating year-round "where-to" conversions	
PPC 30%	ROI driven keyword purchasing, capitalizes on active searches for fishing & boating content	  
	Always-on search strategy, heavy-up during peak season to maximize volume and efficient conversions	

# HOW YOU CAN ENGAGE AND INCREASE PARTICIPATION IN FISHING AND BOATING



# HASHTAG USAGE

## **#FirstCatchSweeps :: Motivating Consumer Participation**

- We want consumers to show us their best first catch moments.
- They can share and tag their first catch experiences with #FirstCatchSweeps, and follow @take\_me\_fishing on Instagram or Twitter for a chance to win an all-new Evinrude® E-TEC® G2™ 250 H.O. powered Ranger Z521C bass boat.
- Each entry must comply with official sweeps rules.
- Running: 3/6/15 – 5/25/15

## **#FirstCatch :: General Consumer Participation**

- The #FirstCatch hashtag will be utilized during and after the sweepstakes, encouraging consumers to show us their best first catch moments.
- Running: 3/6/15 – ongoing

Best practices for States participation and customizing hashtag usage would be to keep them separate:

#FirstCatch #Minnesota



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# This year, we want everyone to show us their #FirstCatch.

When you use #FirstCatch on your social channels, we're able to automatically pull your content onto our website and share it, which will help us spread the movement.

We're grateful for your participation, your ongoing commitment to recreational boating and fishing, and your dedication to the conservation and restoration of our most cherished national resources.

## UPLOAD

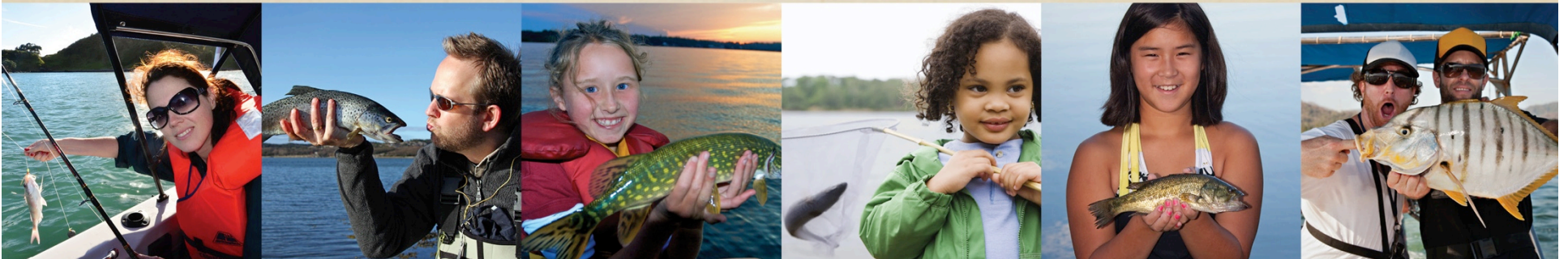
a photo or video of a first catch experience with a short description.

## TAG

include the hashtag #FirstCatch and #FirstCatchSweeps (during the boat giveaway).

## SHARE

your tweet, Facebook or Instagram post.







## TWEET EXAMPLES

**Influencer** @Influencer  
@Take\_Me\_Fishing Check out my #FirstCatch of the season!

Instagram



**FPO ONLY**


It's time to fish! Show @Take\_Me\_Fishing your #FirstCatch, and you could win an Evinrude Ranger Bass Boat package! Upload your photos with #FirstCatchSweeps to win.

[View on web](#)

← 29 ★ 13 ...

**Influencer** @Influencer  
Check out my #FirstCatch of the season! What do you think, is this a boat-worthy catch? #FirstCatchSweeps @Take\_Me\_Fishing

Instagram



**FPO ONLY**

← 29 ★ 13 ...

**Minnesota DNR** @mndnr  
It's time to fish! Show @Take\_Me\_Fishing your #FirstCatch, and you could win an Evinrude Ranger Bass Boat package! Tag photos with #FirstCatchSweeps

Instagram



**FPO ONLY**

← 29 ★ 13 ...



## INSTAGRAM EXAMPLES



158 likes  
influencer • Have you ever caught a fish? Follow @Take\_Me\_Fishing on Twitter and Instagram, and show them your #FirstCatch. One lucky angler is going to win a 2015 Evinrude E-TEC G2 powered Ranger Bass Boat! Be sure to use #FirstCatchSweeps to be eligible. Good luck!



201 likes  
influencer I'm hooked on fishing! Check out my first deep sea catch ever! #FirstCatchSweeps @Take\_Me\_Fishing



201 likes  
influencer #tbt to my #FirstCatch. Hopefully this catch wins me a boat! #FirstCatchSweeps @Take\_Me\_Fishing



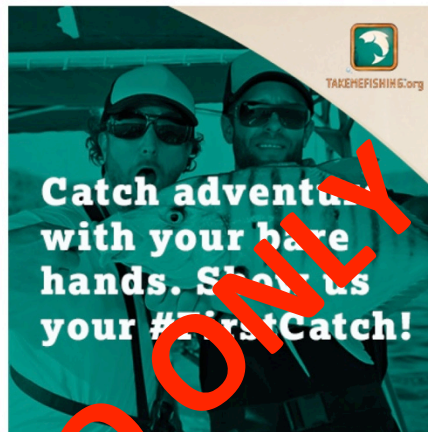
201 likes  
influencer Does anything beat that first catch of the day? Well, maybe the first catch on a brand new boat that you just won! That's why I'm partnering with @take\_me\_fishing for their #FirstCatch campaign. We want you to show us your best first catch photos and videos. Just use #FirstCatchSweeps for a chance to win an @BRPEvinrude E-TEC® G2™ powered Ranger® Bass Boat. See the official rules over @take\_me\_fishing. Good luck!







## SOCIAL ASSETS



**PRO ONLY**

# SAMPLE POSTS – TWITTER

- It's time to fish! Show @Take\_Me\_Fishing your #FirstCatch, and you could win an Evinrude Ranger Bass Boat package! Upload your photos with #FirstCatchSweeps to win.
- Have you made your #FirstCatch this season? Show us, and tag @Take\_Me\_Fishing #FirstCatchSweeps for a chance to win a new boat.
- Follow @Take\_Me\_Fishing and show them your #FirstCatch with #FirstCatchSweeps for a chance to win an Evinrude powered Ranger Bass Boat!
- @Take\_Me\_Fishing Check out this awesome #FirstCatch of the season!
- Tis the season for fishing! And boating, of course. Learn how you could win a boat at TakeMeFishing.org #FirstCatch #FirstCatchSweeps



# SAMPLE POSTS – INSTAGRAM / FACEBOOK

- TakeMeFishing.org wants to see your #FirstCatch! Whether it's the first of the day, the first of the season or the first of a lifetime. Show us!
- Have you ever caught a fish? Follow @Take\_Me\_Fishing on Twitter and Instragram, and show them your #FirstCatch. One lucky angler is going to win a 2015 Evinrude E-TEC G2 powered Ranger Bass Boat! Be sure to use #FirstCatchSweeps to be eligible. Good luck!
- It may look small, but this #FirstCatch was massive! TakeMeFishing.org wants to see your #FirstCatch. Show it using #FirstCatchSweeps, and you could win a boat!
- Anyone have a #tbt to their #FirstCatch? Show us your photos or video. #FirstCatchSweeps
- Small fish, huge memory. #FirstCatch #FirstCatchSweeps @Take\_Me\_Fishing



# SUMMARY

We appreciate your participation, your ongoing commitment to recreational boating and fishing, and your dedication to the conservation and restoration of our aquatic natural resources.

Collaboration with state agencies will help increase retention and win back lapsed anglers and boaters.

Please start using the #FirstCatch hashtag immediately to inspire people to participate, get involved and share their experiences.



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QUESTIONS ?

# CONTACT INFORMATION

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Corporate Website:

<http://takemefishing.org/corporate/>

Resource Center:

<http://takemefishing.org/general/about-rbff/programs-and-materials/>



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