

# COLLE + McVOY

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Strategies for Effectively Marketing to Women

# TREMENDOUS BUYING POWER & INFLUENCE



**2.7 trillion** in annual spending

**85%** of household spending and purchase decisions in almost every consumer category



FOOD



CLOTHING



VEHICLES



VACATIONS

Sources:

- Punchbowl, 15 Consumer Trends That Impact Marketing to Moms, March, 2013
- Recreational Boating and Fishing Foundation
- PRWEB, November 28, 2012

# FEMALE ANGLING & BOATING OPPORTUNITY



**34%**

All Fishing  
Participants

**41%**

First-Time  
Fishing  
Participants



**45%**

All Boating  
Participants

## Sources:

- 2013 Special Report on Fishing and Boating, A partnership project of Recreational Boating and Fishing Foundation and Outdoor Foundation

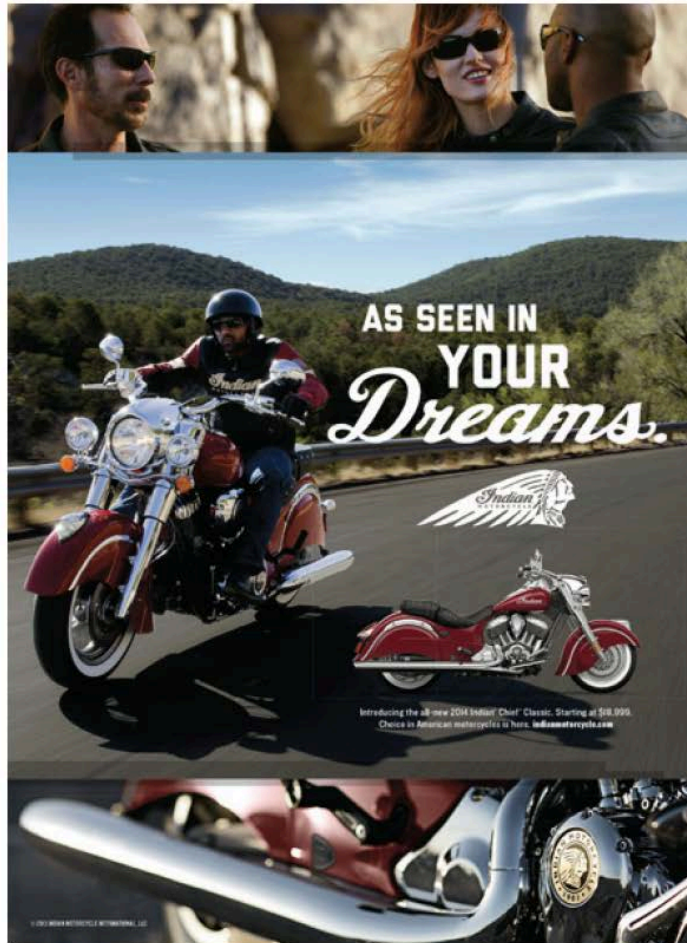
- 2012 USCG National Recreational Boating Survey



## EFFECTIVELY COMMUNICATING WITH WOMEN

- + *Portray an Inclusive Experience*
- + *Understand, Relate and Be Authentic*
- + *Think About Life Stage, Not Age*

# PORTRAY AN INCLUSIVE EXPERIENCE



# UNDERSTAND, RELATE AND BE AUTHENTIC

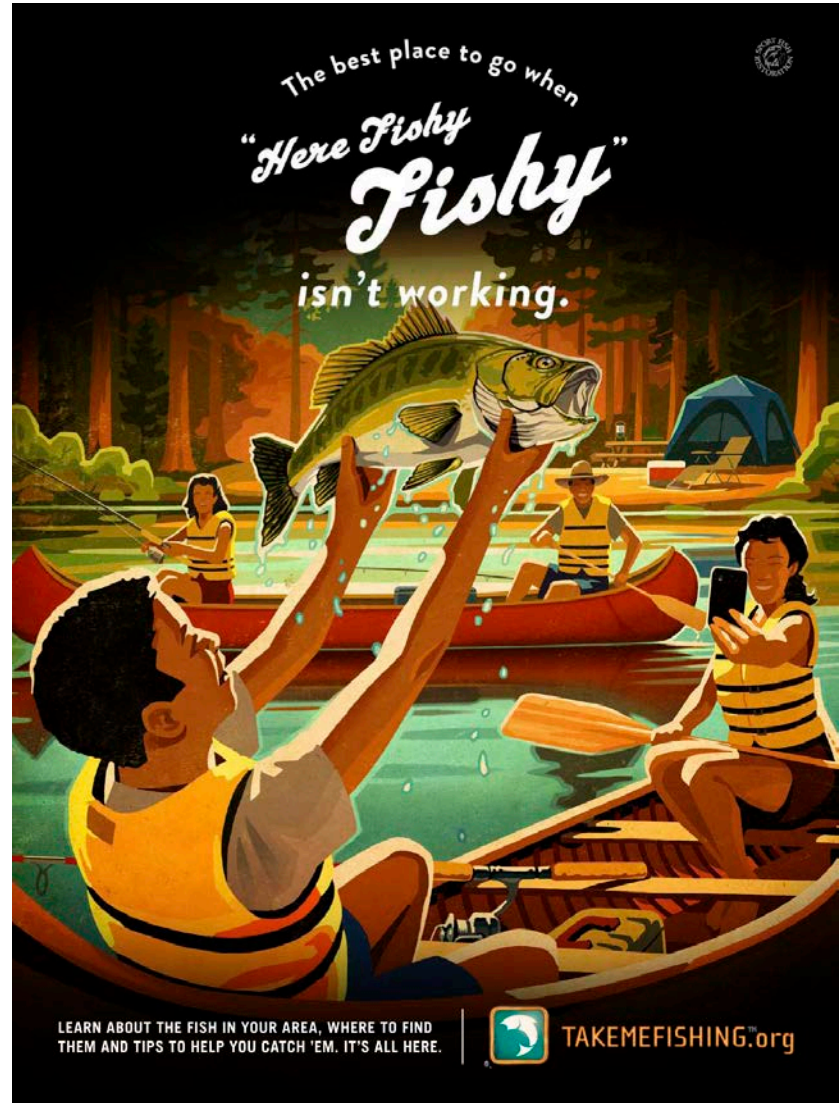


**KIDS DON'T REMEMBER THEIR BEST DAY OF WATCHING TELEVISION.**

On the water memories aren't made, they're caught. To discover all the ways boating and fishing can enrich your life, visit [takemefishing.org](http://takemefishing.org).


 **TAKE ME FISHING™**  
[takemefishing.org](http://takemefishing.org)






The best place to go when  
*"Here Fishy Fishy"*  
isn't working.

LEARN ABOUT THE FISH IN YOUR AREA, WHERE TO FIND THEM AND TIPS TO HELP YOU CATCH 'EM. IT'S ALL HERE.

 **TAKEMEFISHING.org**



# THINK ABOUT LIFE STAGE, NOT AGE

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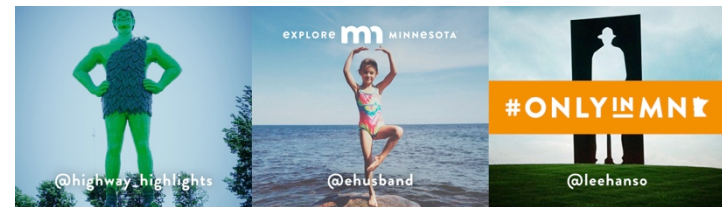


# ON SITE AGGREGATION OF #ONLYINMN

The screenshot displays the 'EXPLORE Minnesota' website interface. At the top, navigation links include '1-888-TOURISM', 'Email', 'Live Chat', '@exploreminn', and '#onlyinmn'. On the right, it shows 'Viewed 15' and 'My 3'. The main navigation bar features categories: 'Things to DO', 'Where to GO', 'Places to STAY', 'Drink & EAT', and 'Festivals & EVENTS'. A central banner reads 'HERE IS WHAT'S HAPPENING RIGHT NOW.' followed by a blue '#ONLYINMN' button. To the right, a text box states: 'ONLY IN MINNESOTA celebrates the unique experiences, incredible places and rich culture that can only be found here. Share and tag your Minnesota experiences with #onlyinmn.' Below this, a grid of social media posts is shown, including photos of a person on a yellow kayak, a person jumping into water, a loon on a lake, a sunset from a boat, a waterfall, and a pizza advertisement. Each post includes the user's name, profile picture, and the #onlyinmn hashtag.



# USER-GENERATED BILLBOARDS & BANNERS



- + Portray an Inclusive Experience***
- + Understand, Relate and Be Authentic***
- + Think About Life Stage, Not Age***

***Thank You***