



RECREATIONAL
BOATING & FISHING
FOUNDATION

INSIGHTS TO ENGAGING THE HISPANIC AUDIENCE



December 10, 2015

AGENDA

- Why Hispanics Matter
- How to Engage Hispanics
- Vamos A Pescar Overview
- RBFF Resources



WHO WE ARE



Established in 1985

- Headquartered in Houston, with offices in Los Angeles, New York, Mexico City
- Largest Hispanic owned and operated agency in the US
- Passionate about the Hispanic community and the opportunity it represents for our clients



WHY HISPANICS MATTER

HISPANIC FACTS UPDATE



55 MM strong, 17% of population, largest minority; majority in key DMAs



Hispanics accounted for 48% of all population growth 2012 – 2013



Projected to reach 65 MM (20%) by 2020



Median age of 29 vs. 43 Non-Hispanic White



24% of kids under the age of 18, 26% of kids 0 – 5

Sources: U.S. Census and Geoscape MarketWatch



HISPANICS LEAD US POPULATION GROWTH

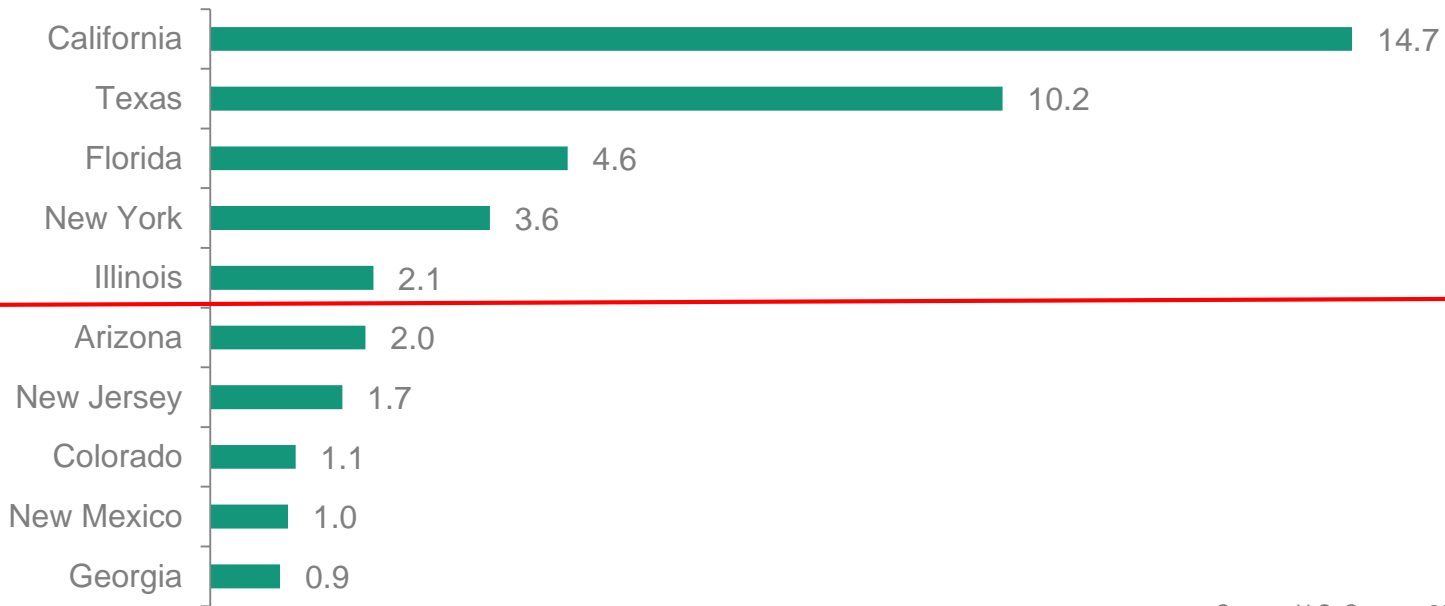
Projected population growth 2010 to 2050 shows major ethnic impact



Note: Excludes American Indian, Alaska Native, Hawaiian & Other Pacific Islander
Sources: U.S. Census Bureau, Population Projections, and Nielsen Media

HISPANIC CONCENTRATED

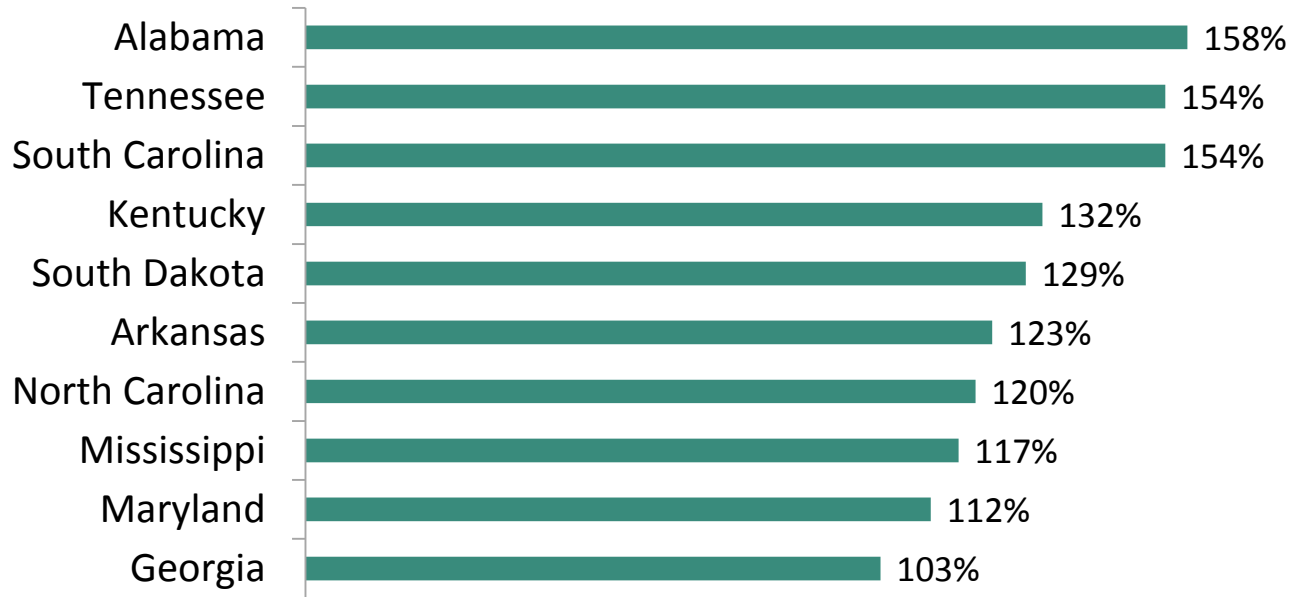
The top five states account for 68% of RBFF'S Hispanic target



Source: U.S. Census, 2013

UNEXPECTED AREAS SEEING EXPANSION

The fastest Hispanic growth is occurring in unexpected, emerging States



Source: US Census, Hispanic Growth by State 2000 – 2010.



TOP 10 METROS HIGHLY HISPANIC, YOUNG

About half of all U.S. Hispanics live in the top 10 metro areas

Rank	Metro Area	Hispanic Population	% Hispanic Among Total Pop.	Among Hispanics, % Foreign Born	Among Under 18, % Hispanic
1	Los Angeles	5,804,000	45%	42%	60%
2	New York	4,317,000	24%	43%	30%
3	Houston	2,105,000	37%	41%	47%
4	Riverside, CA	2,062,000	48%	31%	61%
5	Chicago	1,971,000	22%	40%	30%
6	Dallas	1,809,000	28%	40%	38%
7	Miami	1,627,000	65%	66%	60%
8	Phoenix	1,163,000	30%	31%	44%
9	San Francisco	1,114,000	23%	40%	33%
10	San Antonio	1,112,000	56%	17%	65%

Source: Pew Hispanic Center, 2011 ACS



HISPANICS MATTER TO THE FUTURE OF FISHING

If your initiatives revolve around kids, you better be connecting with Hispanic families



+ 5.3 M



There are now 5.3 Million more Hispanic kids

Population Change
2000-2014
Ages 0-17



- 4.3 M

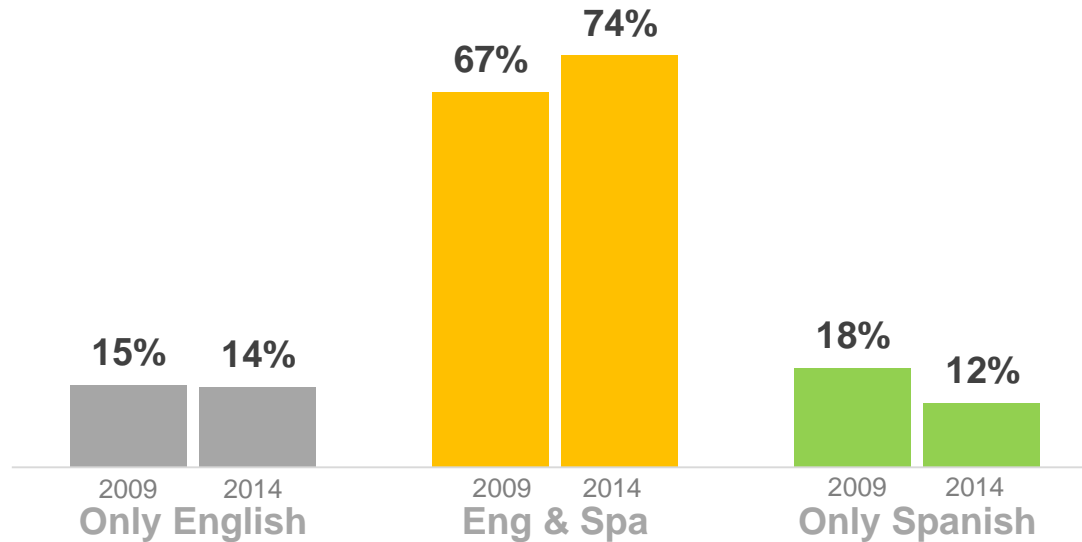


There are 4.3 Million fewer white kids today than in 2000



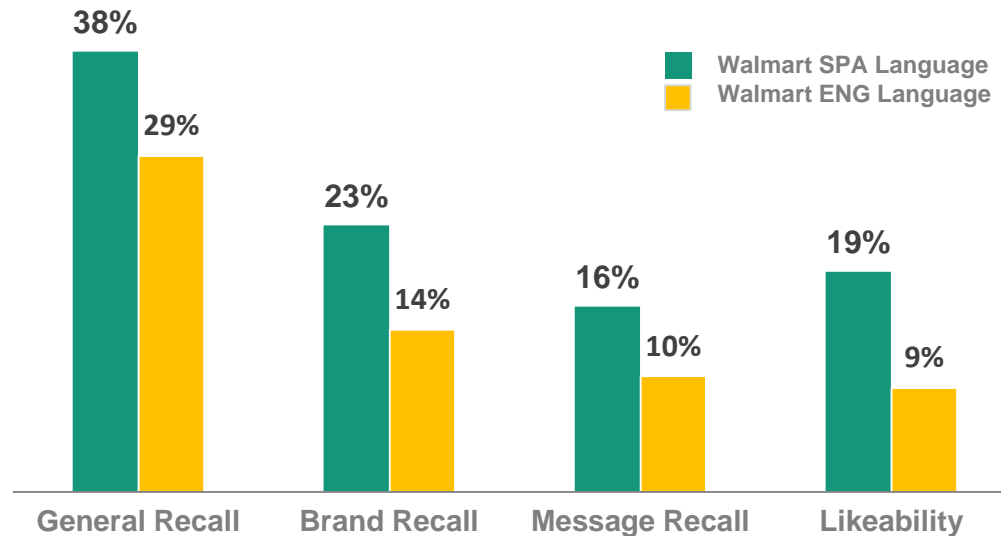
SPANISH LANGUAGE PERSEVERES

Defying expectations, Spanish persists among Hispanic Millennials.



SPANISH LANGUAGE CONNECTS

Walmart's 2014 ad performance by language among bilingual Hispanic Millennials 18-34



HOW TO REACH HISPANICS

INSIGHTS

HISPANIC ENGAGEMENT IS A PROCESS

Getting Hispanics aware and involved is easier than you might think

Determine the Opportunity

- Establish community size and type
- Understand segment differences
- Choose areas of focus

Understand the Consumer

- Understand mindsets
- Determine attitudes, behaviors, preferences
- Learn their influencers

Ready the Organization

- Get the right people on board, train them
- Optimize events and offerings
- Set the stage

Initiate Action

- Focus on community wants/needs
- Don't wait for them to come to you
- Invite, welcome



UNDERSTANDING THEIR POV TO SUCCEED

Exposure and participation are vital

- Few come from fishing/boating households or have prior experience

Hispanics raised in Latin America, rarely consider boat ownership/fishing

- Activities were largely limited to the socioeconomic elite

Hispanics tend to live in urban areas, ethnic enclaves

- Public lands, parks, fishing and boating areas are often limited

Geography and ethnic sub-group play vital role

- Cubans/Caribbeans vs. Mexicans
- South Florida vs. South Texas



BARRIERS MUST BE OVERCOME



Lack of exposure and experience



Outdoor activities in general are waning



Full family participation is often difficult



Fishing/boating perceived as a passive, waiting game



Money is an issue, whether real or perceived



State licenses, regulations are often confusing



KEY ELEMENTS TO CONSIDER

Cultural sensitivity, understanding segment needs, mindset

- Local market research, situation analysis, staff training, consumer feedback.

Emphasize key features and benefits

- Often, major points of concern are different, as much emotional as functional

Go TO community, don't wait for them to come to you

- Participate in community events, activities: demonstrate, educate, celebrate

Make Hispanics feel as “welcome and comfortable” as mainstream

- Recognition, acceptance, feeling valued and invited are vital

Overall, make Hispanics feel that this is for them

- Place emphasis on inclusion, invite prospects to events and workshops, follow up



BE PREPARED WHEN THEY DO COME

On-location

- Create family-friendly environment, young, action-oriented
- Offer sensory experiential activities – seeing, feeling, playing
- Consider Hispanic staff for relevance, credibility

Materials

- Provide in-language materials
- Make basic, necessary information bilingual (products, events, license info)
- Use culturally-relevant imagery

Brand Ambassadors

- Mobilize existing Hispanic enthusiasts
- Utilize social media – Facebook, Twitter
- Invite, Invite, Invite!



ONE MAN'S DREAM...

Cultural-relevance and situational context cannot be assumed.



Mainstream

Ideal Setting
Calm, Peaceful
Rugged, Independent
Man vs. Nature

COMPARED TO...

Hispanic

Isolated, Lonely
Seeking Survival
Lacking Friends, Family
Man on His Own



STATE AGENCY TOP 10 BEST PRACTICES

State Agency 10 TOP TEN

1. Invest time with Latino consumers - develop a relationship
2. Involve extended family – acknowledge role
3. Match family needs – consider level of knowledge, experience
4. Focus more on “togetherness”, social benefit drives motivation
5. Hire bilingual staff to identify with, create rapport
6. Develop in-language communication tools, materials, videos
7. Host educational sessions to inform, boost confidence
8. Consider Hispanic-specific events, activities, holiday celebrations
9. Collect contact info – phone, e-mail, language preference – follow up
10. Get into community - reach out, be welcoming - invite



VAMOS A PESCAR

OVERVIEW

HAPPY HIKERS FORM TARGET CORE



Happy Hikers

Family-oriented outdoors lovers. Their lives revolve around their kids. They plan activities around tight budgets and time constraints. Regularly outdoors, but fishing/boating rarely, if ever, makes the short list.

Demographics:

- Bicultural Hispanics, 25 – 45; median age: 36
- Married: 66%, kids in HH
- HH income: \$40k+; median income: \$52K

Outdoor Category:

- Like to camp, backpack, mountain bike
- Regularly visit lakes and beaches
- Minimal boat ownership, canoe, kayak, jet ski

Psychographics:

- Nurturers – emphasize keeping family happy
- See selves as goodhearted, affectionate, loving
- Family traditions, beliefs are very important

Tech Attitudes:

- Heavy mobile, social users, use sites for local info
- Tech, primary life organizational tool
- Involved parent, tech helps share, compare, track

Source: Simmons NCHS Adult Summer 2014



LEVERAGE HAPPY HIKERS MEDIA USAGE

Constantly connected via mobile, highly social and live to share experiences.

Like staying connected via mobile (76%/128) or tablet (38%/141)

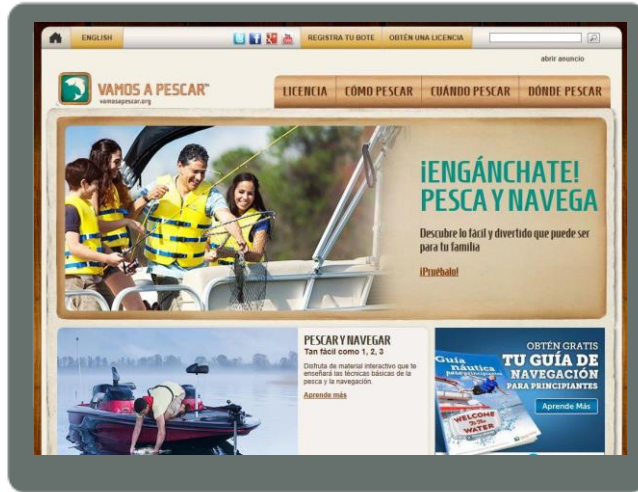
Constantly frequent Web for info and entertainment (85%/135)

Spanish terrestrial (60%/121) & digital audio (60%/120) provide the cultural link

Social posting to share life experiences (85%/135)



VAMOSAPESCAR.ORG



750k Total Visits



VAMOSAPESCAR.org



INTEGRATED MARKETING APPROACH



VAP SOCIAL MEDIA LAUNCHED AND GROWING



Verizon 2:01 PM 73%



Following

Vamos A Pescar
@Vamos_A_Pescar FOLLOWS YOU

La pesca y navegación recreativa son actividades para todos. Así lo hagas solo, con amigos o en familia.

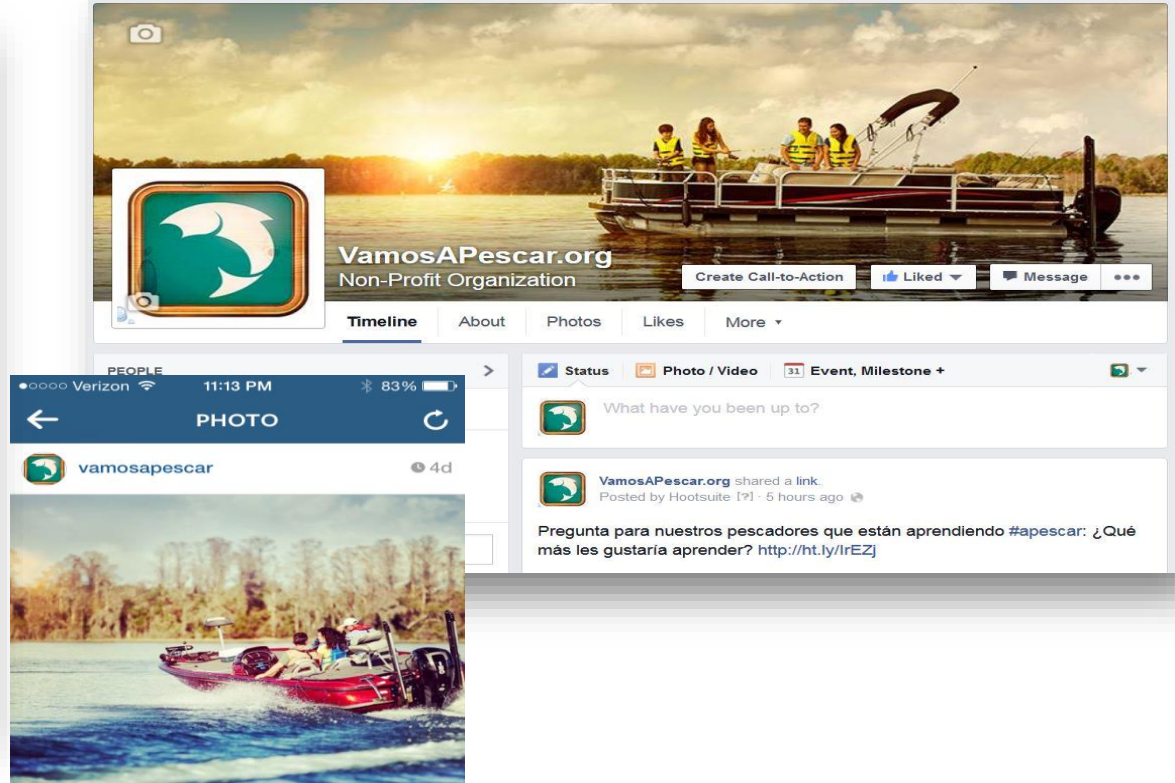
Washington, DC • vamosapescar.org

135 FOLLOWING 34 FOLLOWERS


Tweets Photos Favorites

Vamos A Pescar @Vamos_A_Pe... 5h
Pregunta para nuestros pescadores que están aprendiendo #apescar: ¿Qué más les gustaría aprender? ht.ly/lrGmy

Timelines Notifications Messages Me



Verizon 11:13 PM 83%



VamosAPescar.org
Non-Profit Organization


Create Call-to-Action Liked Message

Timeline About Photos Likes More

PEOPLE

PHOTO

vamosapescar 4d



Status Photo / Video Event, Milestone +

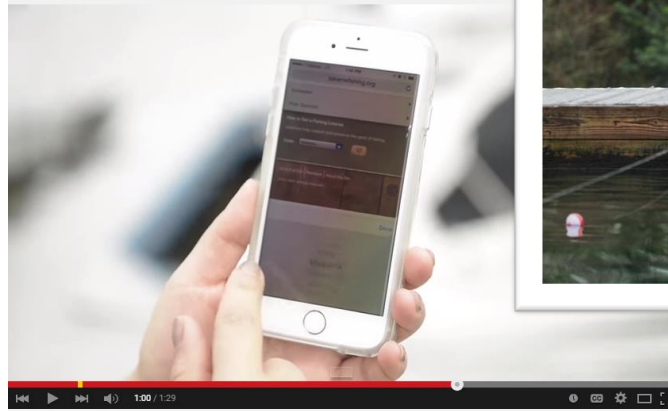
What have you been up to?

VamosAPescar.org shared a link.
Posted by Hootsuite [?] · 5 hours ago

Pregunta para nuestros pescadores que están aprendiendo #apescar: ¿Qué más les gustaría aprender? <http://ht.ly/lrEZj>

HISPANIC RESOURCES

- Research
- Webinars
- How-To Videos
- PSAs
- Photo Library
- Translation Guide



Cómo Obtener una Licencia de Pesca



Cómo Registrar su Bote



IDAHO EXAMPLE



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many ways to live it.**

Because when you're fishing and boating, you're creating unforgettable memories for the whole family.
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GRACIAS!



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