Engaging Tomorrow’s Customers Today
The State of Hispanics

RBFF State Marketing Workshop
December 10, 2014
Agenda

i. The Hispanic State
ii. Why Hispanics Matter
iii. Hispanics Outdoors
iv. Motivations and Barriers
v. Hispanic Outreach How-Tos
vi. RBFF Resources
vii. Final Words of Wisdom
Lopez Negrete Communications

Largest Hispanic owned and operated agency in the US

- Established in 1985
- Headquartered in Houston, with offices in Los Angeles, New York, Mexico City
- Passionate about the Hispanic community and the growing opportunity it represents for our clients
RBFF Hispanic Assignment

Develop integrated marketing plan to encourage greater Hispanic participation in fishing and boating.

Goals:

✓ Increase participation in fishing and boating
✓ Increase fishing license sales and boat registrations
✓ Achieve 10% increase in traffic across digital assets
✓ Support efforts of key RBFF stakeholders
The State of Hispanics
So... Where do Hispanics fit in?
Mainstream, Hispanic Cultures Merging

• Greater diversity is new reality
• Family, togetherness are priority
• Tech helps learn, share, compare
• Shared mindset cautiously optimistic
But, Important Nuances Also Exist

- Hope for Partner
- Going Green
- Busy, Healthy Bodies Rule
- Leading High Tech, Curve Rising
- On My Own Authentic, One of a Kind

- Hope for Role Models
- Preference not Politics
- POV on Healthy, Image Varies
- Tech has Purpose, Equalizer
- Individualistic Collectivism Rules
Why Hispanics Matter
Hispanics = Growth, Youth, Future

- 53 MM strong, 17% of population, largest minority; Majority in key DMAs, 23% of kids under 18, 26% under 6
- Hispanics accounted for 55% of all population growth 2000 – 2010 Projected to reach 65 MM (20%) by 2020
- Median age of 28 vs. 42 Non-Hispanic White Younger, closing education, income gap, bicultural, optimistic
- Almost $700B in consumer spending Up $75B over last five years
- Affluence on the rise 152% growth in Hispanic HH $75k+ (2000 – 2012)

Sources: U.S. Census; Geoscape MarketWatch; BLS Consumer Expenditure Survey 2013
Hispanics Leading US Population Growth

Projected population growth 2010 to 2050 shows ethnic impact.

- Total: +42%
- White Non-Hispanic: +1%
- Black: +56%
- Asian*: +142%
- Hispanic: +167%

*Excludes American Indian, Alaska Native, Hawaiian & Other Pacific Islander
*Sources: U.S. Census Bureau, Population Projections and Nielsen Media
Hispanics Driving Diversity Growth

Hispanic population growth among 18-29 is far outpacing mainstream

Source: U.S. Census Bureau, 2010 Decennial Census
Diversity Steadily Increasing Over Time

Age cohorts over time show dynamic racial/ethnic shift

Source: Pew Research Center, 2011 US Census CPS.
Today, “Under 5’s” are Majority Minority

Current trends by age group show the future is NOW!

- Sources: Census 2010

- NH White
- Hispanic
- Other MC
Hispanics Outdoors
Hispanic Opportunity: Outdoor Activity UP

Hispanic outdoor activity spending is up 73% vs. down 9% for non-Hispanics.

Hispanic Challenge: Under-index vs. GM

In outdoor activities, Hispanics overall don’t participate at mainstream levels.
• Closing the gap holds the key to securing the outdoor industry future

Source: Simmons NCHS Adult Summer 2014,
Initial Focus: Low Hanging Fruit

Making inroads into the Hispanic community must begin with those already interested in the outdoors lifestyle.

- Family-focused
- Nature lovers
- Outdoors-y
- Near fishing spots
- Open to fishing
- Some boating
## Hispanic Bull’s-eye: Happy Hikers

**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,*
Happy Hikers are Outdoors Lovers

Hispanic Happy Hikers are more likely to participate in variety of outdoor activities.

- **Camping Trips**: Happy Hikers 30%, Total Hispanic 11%
- **Mountain/Road Biking**: Happy Hikers 22%, Total Hispanic 10%
- **Backpacking/Hiking**: Happy Hikers 20%, Total Hispanic 9%
- **Horseback Riding**: Happy Hikers 15%, Total Hispanic 6%
- **Mountain/Rock Climbing**: Happy Hikers 10%, Total Hispanic 4%
- **Snowboarding**: Happy Hikers 9%, Total Hispanic 5%
- **Downhill/Cross Country Skiing**: Happy Hikers 8%, Total Hispanic 4%
- **Snowmobiling**: Happy Hikers 8%, Total Hispanic 3%

Source: Simmons NCHS Adult Summer 2014, Happy Hikers Total Hispanic
Happy Hikers Prime for Fishing, Boating

Not necessarily high-frequency participants, Hispanic Happy Hikers are more familiar with fishing and boating activities.

- **FRESH WATER FISHING**: 32%
- **SALT WATER FISHING**: 17%
- **FLY FISHING**: 12%
- **CANOEING/KAYAKING**: 13%
- **POWER BOATING**: 11%
- **ROWING**: 9%
- **JET SKIING/PWC**: 8%
- **WATER SKIING**: 8%
- **SAILING**: 8%

Source: Simmons NCHS Adult Summer 2014, Total Hispanic
Leisure Activities Opportunity for Parks

Compared to Total Hispanics, Hispanic Happy Hikers over-index in activities with potential links to states.

- **LISTENING TO MUSIC**: Happy Hikers - 81%, Total Hispanic - 63%
- **BARBECUING**: Happy Hikers - 56%, Total Hispanic - 36%
- **GOING TO A BEACH/LAKE**: Happy Hikers - 54%, Total Hispanic - 34%
- **VISITING A ZOO**: Happy Hikers - 37%, Total Hispanic - 21%
- **VISITING MUSEUMS**: Happy Hikers - 25%, Total Hispanic - 17%
- **VISITING AN AQUARIUM**: Happy Hikers - 24%, Total Hispanic - 12%
- **VISIT STATE FAIR(S)**: Happy Hikers - 17%, Total Hispanic - 11%
- **BIRD WATCHING**: Happy Hikers - 13%, Total Hispanic - 6%

Source: Simmons NCHS Adult Summer 2014, Happy Hikers vs. Total Hispanic
Motivations and Benefits
Happy Hiking Has Social, Personal Benefit

Hispanic Happy Hikers enjoy outdoor activities for a variety of reasons that benefit themselves as individuals and as groups.

- **LIKE LEARNING NEW THINGS**: 70%
- **I LIKE TO SHARE MY KNOWLEDGE WITH OTHERS**: 65%
- **ENJOY MAKING FRIENDS FROM ALL WALKS OF LIFE**: 62%
- **I AM ADVENTUROUS**: 46%
- **PEOPLE SAY MY ENTHUSIASM IS CONTAGIOUS**: 45%
- **I LIKE TO TRAVEL THE UNBEATEN PATH**: 38%

Source: Simmons NCHS Adult Summer 2014,
Happy Hikers Seek Cultural Blending

Hispanic Happy Hikers seek to preserve their culture, but they are also open to learning about others and look to public entities to serve as a bridge.

- Often celebrate U.S. holidays: 81%
- Family reunions are important part of my life: 77%
- Enjoy living the American lifestyle and customs: 69%
- With non-Hispanics, like to share my heritage: 50%
- Govt should increase efforts to communicate in Spanish: 47%

Source: Simmons NCHS Adult Summer 2014, Base = Hispanic Happy Hikers
Barriers and Challenges
Latinos Lack Experience, Exposure

Hispanic characteristics naturally fit an outdoor lifestyle

- Younger, vibrant families love outdoors, action, excitement
- Highly social, group-oriented, enjoy shared experiences
- Boating and fishing facilitate cultural fusion, have cache, signal success and progress

But, novice in outdoors, often lack experience, exposure to what’s available

- Don’t typically research process as in-depth as non-Hispanics
- Rely more on word-of-mouth, social sharing and limited role models/celebrities
- Place more trust in authority figures to educate, recommend, guide
- Language barriers can slow the process, bar is low, acceptance of efforts high
Barriers Limiting Attendance

- Lack of information, exposure and experience with state agencies
- Outdoor activities in general are waning
- Reluctance to share personal info/privacy concerns
- State rules, regulations are problematic
- Knowledge of fees, financial requirements can be limiting
- Rangers seen as law enforcement, restrictive, intimidating
- Culturally relevant invitation is missing
Hispanic Outreach How-To’s
Hispanic Engagement Process

**Determine the Opportunity**
- Determine the size of the opportunity
- Segment the market
- Choose your target(s)

**Understand the Consumer**
- Understand mindsets
- Determine attitudes, behaviors, preferences
- Learn their influencers

**Ready the Organization**
- Get the right people on board, train them
- Optimize product/mix
- Set the stage

**Activate**
- Focus on what customers want
- Differentiate
- Invite, be welcoming
Keys to Reaching Hispanics

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, getting demographic info for follow up, and the close.
Hispanic Outreach Best Practices

1. Invest time with Latino consumers developing a relationship
2. Involve extended family – acknowledge role, kid’s lounges, games
3. Match family needs to resources – consider knowledge, experience
4. Focus more on “togethering”, social benefits to drive motivation
5. Hire bilingual staff for consumers to identify with, create rapport
6. Develop in-language communication tools, event 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 the community - reach out, be welcoming - invite participation
Tapping RBFF’s Resources
2014 Year in Review

- Launched *Vamos A Pescar* Campaign in April 2014
  - Website has garnered over 251,800 visits, almost 36,000 monthly
  - Poised to hit goal of 350,000 by March 31, 2015

- Geographic focus for launch was Texas and Florida
  - Accomplished without strong key stakeholder support
  - Texas Parks & Wildlife and Florida Fish & Wildlife Conservation Commission

- New Hispanic boating content added to VamosAPescar.org
  - Bilingual videos created in cooperation with Discover Boating

- Conducted research specifically focused on boating
  - Mystery Shoppers Project
  - Hispanic Boating Research
VamosAPescar.org

252k Total Visits
VamosAPescar.org

55k looking for “How to” info

8k seek “Where to” info
RBFF Resources for States

- Webinar 1.0
- How-to Videos
- Research & Learnings
- Photo Library
- Web Banner
- Spanish Translation Guide
- Quarterly Newsletter

Spanish Translation Guide of Boating and Fishing Terms

Multicultural Photo Library

Webinar – Engaging the Hispanic Audience: Insights to Action
But Wait, There’s More... to Come!

- Webinar 2.0
- More How-To Videos
- Continuing Education & Research
- Boating Research
- Expansion Beyond FL & TX
- Launch VAP Initiative – Johnny Morris, Bass Pro Shops Donation
- Finally, stay tuned to future info and developments through the RBFF’s NewsWaves newsletter

TakeMeFishing.org/corporate – Resource Center
Final Words of Wisdom
Gracias!
Questions?