RBFF RESOURCES
TO ENGAGE CONSUMERS
August 11, 2015
New Research:

• RBFF Retail Customer Experience Assessment: Fly Fishing

• 2015 Special Report on Fishing

• First-Time Fishing License Buyers Research Reports
RBFF Research

When making marketing, education and outreach decisions, RBFF recommends using primary and secondary research to inform your efforts.

- Primary, or original research, is compiled to meet data requirements.
- Secondary research is compiled from analyzing existing data available through other information sources.

RBFF commissions primary research and compiles secondary research related to recreational boating and fishing and aquatic resource stewardship and works to identify other sources of information in an effort to inform our stakeholders’ decision making processes.

Market Research Studies

In order to better understand recreational boating and fishing and aquatic resource stewardship, RBFF works with a variety of market research and consulting firms. Below are the final reports for a number of market research studies commissioned by RBFF.

July 2016

RBFF Retail Customer Experience Assessment: Final Report (PDF, 815 KB)

July 2015

Fly Fishing

Additional Notes:

- RBFF also offers related research and evaluations on their website.
PHOTO LIBRARY

TAKEMEFISHING.org

VAMOSAPECAR.org
PHOTO LIBRARY

New Images: Coming Soon!

TAKEMEFISHING.org
VAMOSAPESCAR.org
HOW-TO VIDEOS

Cómo Registrar su Bote

Cómo Obtener una Licencia de Pesca

Helping to conserve your state's aquatic resource

Fishing Basics: How to Get a Fishing License
PSAs

Contact RAuslander@rbff.org for more information.
VAMOSAPESCAR.ORG

400k Total Visits
HISPANIC RESOURCES

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

TAKEMEFISHING.org
VAMOSAPESCAR.org
MAKE IT SOCIAL
SOCIAL MEDIA

Sometimes fishing isn’t about fishing at all.

Make the most of August! Learn how to determine the best fishing days for this month: ow.ly/QoO6y fb.me/7sJeAXmBa

Share your #firstcatch of the weekend and check for other great ones! ow.ly/QIMTA

To check for places to fish and boat near you, check our interactive map! ow.ly/QIMNS

Take Me Fishing
@Take_Me_Fishing
Aug 3

Take Me Fishing
@Take_Me_Fishing
Aug 2

Jeff Palmrose
@JPalmrose
Aug 2

@Take_Me_Fishing
Perseverance pays off! #FirstCatch #RyerIsland #CaliforniaDelta #summertoremember

995,640 people reached

Boost Post

Like Comment Share 6,288 173 11,437
SOCIAL MEDIA

Vamos A Pescar
@Vamos_A_Pescar
La pesca y navegación recreativa son actividades para todos. Así lo hagas solo, con amigos o en familia.
Washington, DC • vamosapescar.org
17 FOLLOWING 5 FOLLOWERS
Tweets Photos Favorites

Vamos A Pescar
@Vamos_A_Pescar
1d
@Vamos_A_Pescar tu aprende las mejores tecnicas de pesca y todo lo que necesita aprender para salir en bote #apescar ht.ly/HxiYU

Vamos A Pescar
@Vamos_A_Pescar
2d

Vamos A Pescar
@Vamos_A_Pescar

TakeMeFishing.org

VAMOSAPESCR.org
BLOGS

• Posted three times a week
• Easily shareable
• Popular posts are highlighted
• Easy search function

How to Determine The Best Fishing Days in August
Related Categories: Beginner, Fishing, Fishing Reports, Fishing Tips, General, Intermediate on August 2, 2015

If your family is like most, you aren’t usually able to get the whole crew together to go fishing as often as you’d like. So, when you do plan a family trip, you want to try to pinpoint the best fishing days and then plan accordingly. Below are some suggestions on how to determine the best fishing days for this month (or for any month of the year). Research fishing seasons and migration patterns. Do...

» Read Full Blog Post

Nine Year Old Boy Catches Giant Sturgeon!
Related Categories: Uncategorized on July 31, 2015

Keegan Rothman, a nine year-old New Jersey boy was fishing with his dad in Canada and landed and amazing catch! A 10 foot-long white sturgeon that weighed an estimated 500 pounds. His dad, Dan Rothman, contacted us at Take Me Fishing and shared a beautiful and cool story behind this great catch! Read below: “Keegan Rothman and his epic catch begins early in the school year. Keegan’s older sister Samantha, has been studious and diligent...

» Read Full Blog Post
TOP PLACES PROMOTION

Top 10 States*

1) Florida – 1,989
2) Nebraska – 1,851
3) Pennsylvania – 1,806
4) California – 1,155
5) Texas – 1,069
6) Georgia – 1,008
7) New York – 1,002
8) Illinois – 836
9) Ohio – 794
10) New Jersey – 751

* Based on total number of registrants per state.

138M impressions

TAKEMEFISHING.org
VAMOSAPESCAR.org
EVEN MORE RESOURCES
INFOGRAPHICS

Sport Fish Restoration

CYCLE OF SUCCESS

- Anglers and Boaters (or users) buy licenses and registrations, fishing gear, motor boat fuel
- Tax on Gear: Manufacturers pay excise taxes, boaters pay fuel taxes
- Benefits to Anglers and Boaters: Better fishing & boating
- State Fish and Wildlife Agencies receive grants for research, management, education and access
- U.S. Fish & Wildlife Service allocates funds to state fish and wildlife agencies

State Projects for Users: such as access and fish stockings

Sport Fish Restoration and Boating Trust Fund

Fish Surveys and Research
Education
Habitat Management
Fish Stocking
Boating and Fishing Access

Sport Fish Restoration

CICLO DE ÉXITO

- Pescadores y Navegadores y otros participantes: Licencias de pesca, registros, equipos de pesca y gasolina
- Beneficios Para Pescadores y Navegadores: Mejoras condiciones para pescar y navegar
- Impuestos de Equipos de Pesca: Impuestos especiales, impuestos de gasolina

Proyectos de Estados para los Usuarios: Acceso público y abastecimiento de peces

Agencias de Pesca y Fauna de Cada Estado: Roaba fondos para la investigación, proyectos educativos, mantenimiento y abastecimiento de peces.

Sport Fish Restoration and Boating Trust Fund

U.S. Fish & Wildlife Service: Distribuye fondos para las diferentes agencias regulatorias de pesca y fauna de cada estado

Investigación y Encuestas
Proyectos Educativos
Mantenimiento de Hábitats
Abastecimiento de Peces
Acceso para Pescar y Navegar
NEWSLETTERS

**July Newsletter**

**FEATURES**
- [Purchase a License ➤](#)
- [Register a Boat ➤](#)

**7 Tricks to Try On a Fishing Trip When The Fish Won’t Bite**

You've gone through your checklist of tackle, fueled up your boat, and made your way to your favorite fishing spot. You have high hopes for a successful fishing trip, but an hour goes by without a single bite. Try any of these simple tricks, sometimes just a simple adjustment or change of tackle can make a big difference.

**Are You Planning to Buy a New Boat? Check Out This Helpful Checklist**

If you're planning to buy a boat, there are plenty of exciting options to choose from. These are the basic questions you need to ask yourself. How do I intend to use my boat? Buy new or pre-owned? Watch the following video to see the handy checklist to help you navigate all the options.

**MORE NEWS**

- [Plan Your Next Family Fishing Trip ➤](#)
- [Family Fishing Selfies We Love ➤](#)

Get the latest news and updates. Sign up for our monthly Newsletter.
NEWSLETTERS

NewsWaves

JULY EDITION

FEATURES

RBFF Creative Agencies Contribute to George H.W. Bush Vamos A Pescar™ Education Fund

Support for the George H.W. Bush Vamos a Pescar™ Education Fund continues to grow with contributions pledged by RBFF creative agencies, Colle+McVoy and Lopez Negrete Communications.

READ MORE

Vamos A Pescar™ Supports Local New York and Texas Fishing Events

Supported by State and Federal Agencies and Vamos A Pescar, recent events in New York and Texas made a big splash in local Hispanic communities. Learn how these events bring new audiences out to the water.

READ MORE

TAKEMEFISHING.org
VAMOSAPESCAR.org
WEBINARS

RBFF Webinar Series

In an initiative designed to help state agencies optimize their marketing strategies and tactics, RBFF has taken the content most requested by our state agency partners and developed webinars to address these topics. Please join us as we discuss new ways to connect with your constituents and please refer back to this page to review past webinars.

RBFF Vamos A Pescar™ Campaign State Market Expansion Webinar (5/7/15)
This webinar, presented to representatives from California, Florida, Illinois, New York and Texas, was hosted by RBFF’s Hispanic market advertising firm, Lopez Negrete Communications. Listen in as they provide an update on the Hispanic market and share RBFF’s Vamos A Pescar™ campaign plans for radio, digital and social media advertising in these states.

RBFF’s 2015 Vamos A Pescar™ State Expansion Webinar Presentation Video with audio (Right click to save)

RBFF’s 2015 Vamos A Pescar™ State Expansion Webinar Presentation PDF

RBFF’s 2015 National Media Plan and First Catch Campaign (3/19/15)
Take a first look at RBFF’s 2015 National Media Plan in this 1-hour presentation for state agencies. RBFF and representatives from its general market advertising agency, Colle+McVoy, cover details of the media plan, including overall campaign timing and media channels. Learn about RBFF’s exciting new hashtag promotion #FirstCatch and how you can utilize the hashtag and other resources to promote boating and fishing in your state.

RBFF’s 2015 National Media Plan Webinar Presentation Video with audio (Right click to save)

RBFF’s 2015 National Media Plan Webinar Presentation PDF
WRAP UP
QUESTIONS?
Thank You

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