

# HOW TEXAS IS CONNECTING WITH FEMALE HISPANIC ANGLERS



**TEXAS**  
PARKS &  
WILDLIFE



RECREATIONAL  
BOATING & FISHING  
FOUNDATION

# BACKGROUND

## GOOD NEWS

RBFF grant-funded campaign

55% Hispanic population growth

## BAD NEWS

41% overall churn rate

Research shows female anglers don't feel recognized



# OBJECTIVES AND STRATEGY

# OBJECTIVES

- ➔ Build engagement/dialogue/relationship with female anglers
- ➔ Identify best ways to reach Hispanic women
- ➔ Test messaging to Hispanic women in English and Spanish
- ➔ Increase female angler retention rates

# STRATEGY

- ➔ Use grant funding to initialize an ongoing, tailored communications stream to:
  - ➔ encourage women to fish more
  - ➔ highlight benefits of fishing for women
  - ➔ renew their license
- ➔ Use a soft-sell approach
- ➔ Utilize integrated mix of media



**ONLINE DIGITAL  
VIDEO ADS**

# DIGITAL VIDEO ADS

- ➔ Ran six video ad versions in both English and Spanish on Facebook and Instagram
- ➔ Messaging based on RBFF's sponsored female angler research by Colle McVoy, 2023
  - ➔ Tested messages about benefits to women from fishing: helps increase self-awareness, patience, stress management, perseverance, mental strength, grit and perceived health and life satisfaction
- ➔ Held photo shoot of women
  - ➔ casual look with children, men or other women
  - ➔ no expensive boats, not limited to white men in latest fishing clothes

# DIGITAL VIDEO ADS

- ➔ Ads targeted:
  - ➔ license buyers 1-2 times (infrequent) or 3-5 times (frequent) in last 5 years
  - ➔ Hispanic and non-Hispanic women identified on FB/Insta as *interested in fishing*
  - ➔ customers who live in Neighborhood Fishin' lake ZIP codes in Houston market
- ➔ Ads ran July 30 through October 30, 2023

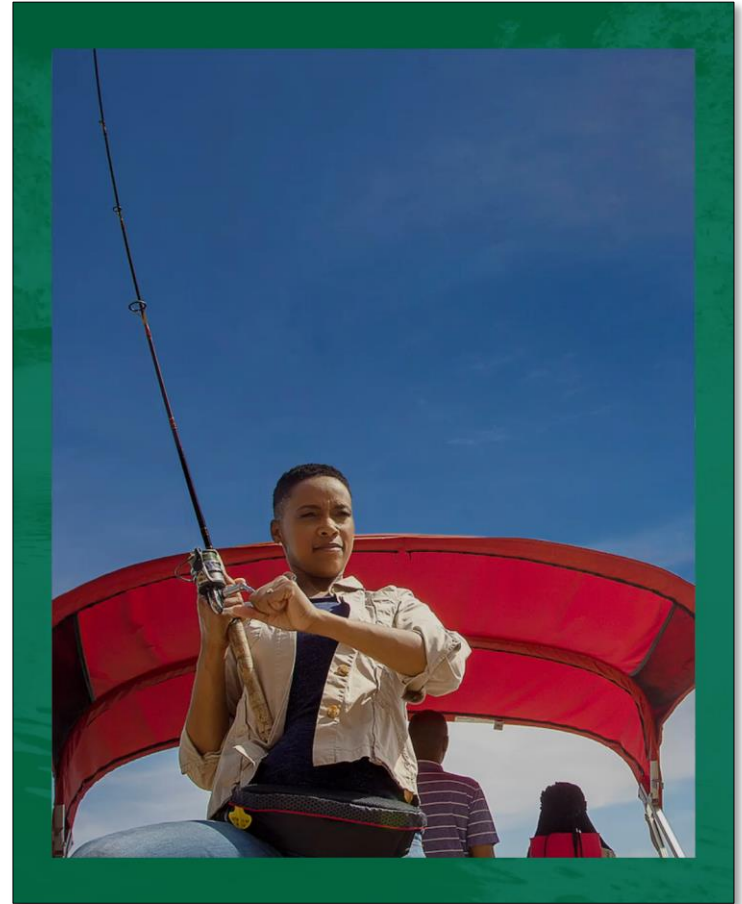


# TOP PERFORMING: ENGLISH

**Concept 4 – Find Best  
Selves: 1.75%**

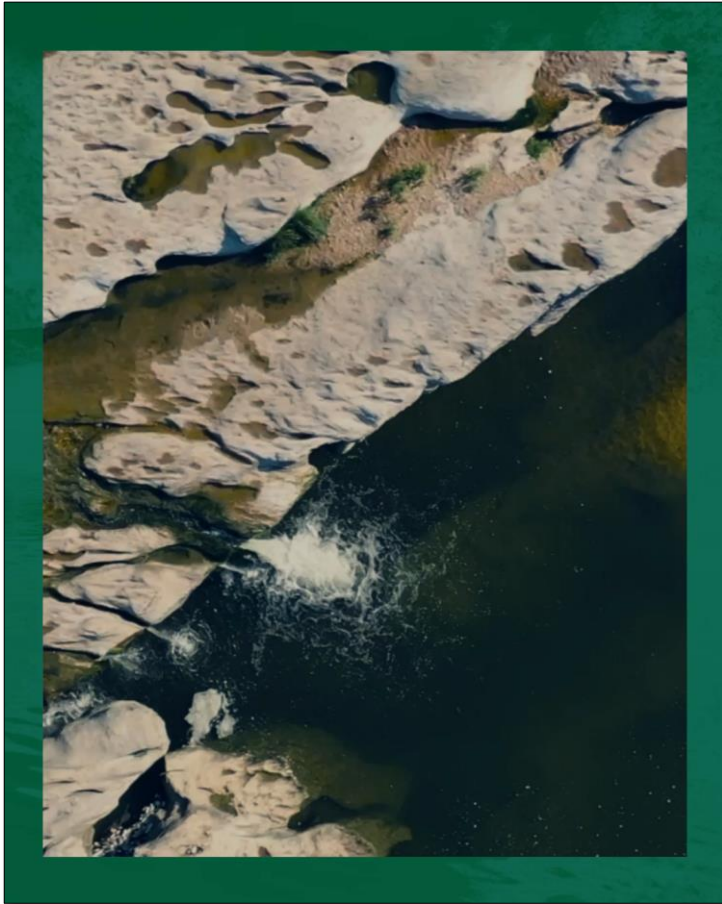


**Concept 6 –  
Stress: 1.56%**

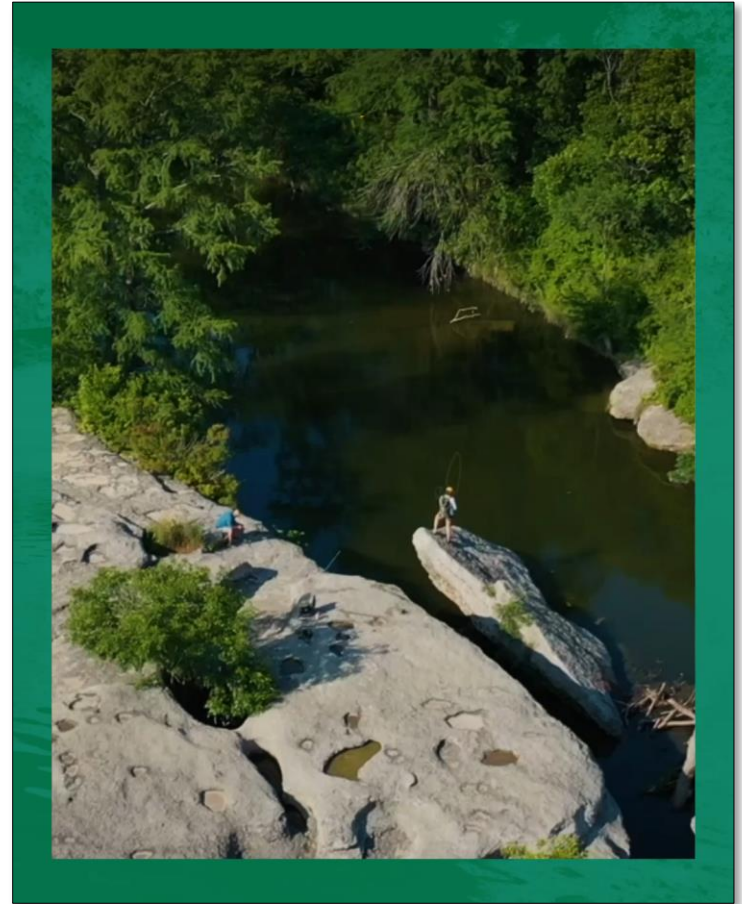


# TOP PERFORMING: SPANISH

**Concept 2 –  
Lado Mas Profundo: 1.61%**

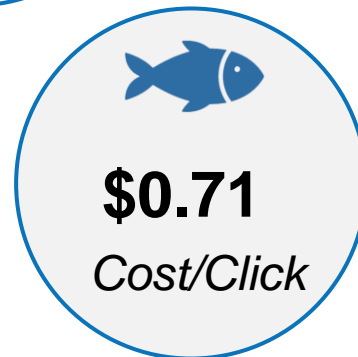
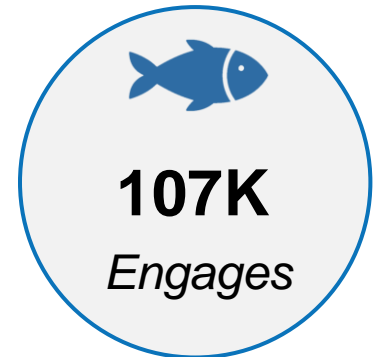
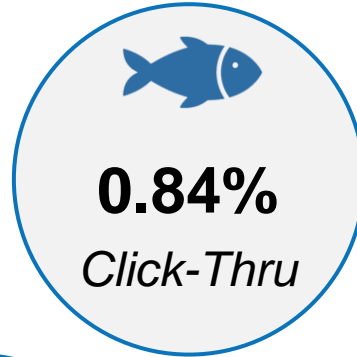
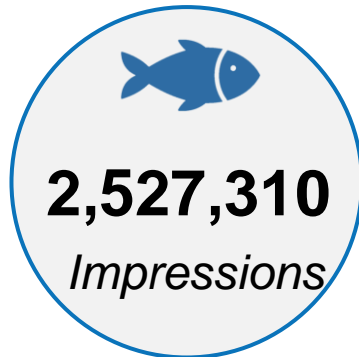


**Concept 5 –  
Pescalas Todas: 1.90%**



# ONLINE ADS

- ➔ High click-through-rates (1.4% to 1.6%)
- ➔ High engagement rates (4.0% to 6.3%)



# BY CONCEPT: ENGLISH

- ➔ Concept 4 - *Find Your Best Self on Water* resonated most with non-Hispanic audience; high CTR (1.75%)
- ➔ Other top performers: Concepts 5 (*Catch Them*) and Concept 6 (*Stress*)

By Concept								
Concept Name	Spend	Imp.	Reach	CPM	Link Clicks	CPC	CTR	Eng Rate
Concept 1_Find themselves	\$446.71	67,125	59,382	\$7.57	686	\$0.73	1.65%	7.75%
Concept 2_Connect	\$198.70	49,182	43,721	\$5.28	319	\$0.85	1.76%	6.47%
Concept 3_Happier	\$616.50	60,671	51,073	\$8.88	955	\$0.73	1.70%	6.63%
Concept 4_Find Best Selves	\$1,701.33	306,405	263,360	\$6.83	2,277	\$0.80	1.75%	5.81%
Concept 5_Catch Them	\$4,124.86	666,721	574,018	\$8.12	6,043	\$0.74	1.56%	5.99%
Concept 6_Stress	\$4,394.62	835,233	755,824	\$7.43	6,561	\$0.74	1.57%	6.07%

# BY CONCEPT: SPANISH

- ➔ **Concept 5 – *Catch Them***  
top performing creative, receiving majority of delivery and highest CTR (1.90%)
- ➔ **Concept 2 – *Connect***  
high CTR and CPC efficiency

By Concept								
Concept Name	Spend	Imp.	Reach	CPM	Link Clicks	CPC	CTR	Eng Rate
<i>Concept 1_su mejor version</i>	\$584.86	76,514	64,363	\$7.48	749	\$0.89	1.17%	5.06%
➔ Concept 2_lado mas profundo	\$738.32	105,335	80,395	\$9.89	829	\$0.91	1.61%	3.54%
Concept 3_alegria y salud	\$74.20	9,652	8,379	\$7.97	103	\$0.85	1.76%	4.84%
Concept 4_atrapa felicidad	\$287.48	51,157	43,279	\$5.94	402	\$0.78	0.81%	3.22%
➔ Concept 5_pescalas todas	\$1,111.43	144,848	120,420	\$10.62	1,227	\$1.01	1.90%	3.82%
<i>Concept 6_estres</i>	\$803.98	154,467	134,618	\$7.06	966	\$0.94	1.00%	3.97%

# VIDEO ADS:

## By Placement

Placement	Spend	Imp.	Reach	CPM	Link Clicks	CPC	CTR	Eng Rate
Facebook	\$14,913.12	2,511,378	2,183,470	\$6.47	20,958	\$0.86	0.95%	4.24%
Instagram	\$169.85	15,931	15,361	\$9.34	159	\$0.35	8.10%	6.74%

## By Language

Language	Spend	Imp.	Reach	CPM	Link Clicks	CPC	CTR	Eng Rate
English	\$11,482.72	1,985,337	1,747,378	\$7.40	16,841	\$0.76	1.65%	6.26%
Spanish	\$3,600.27	541,973	451,454	\$8.46	4,276	\$0.92	1.41%	4.00%

## By Audience

Audience Name	Spend	Imp.	Reach	CPM	Link Clicks	CPC	CTR	Eng Rate
Consistent Buyers_Non-Hispanic	\$2,887.06	551,589	486,466	\$7.29	4,268	\$0.81	1.36%	6.37%
New Anglers_Non-Hispanic	\$4,321.39	934,914	843,674	\$6.35	6,406	\$0.73	1.70%	6.48%
Houston Zip Codes_Female Wra	\$4,274.27	498,834	417,238	\$8.51	6,167	\$0.75	1.88%	5.93%
New Anglers_Hispanic	\$1,976.58	300,482	253,307	\$8.22	2,271	\$0.97	1.30%	3.67%
Consistent Buyers_Hispanic	\$1,623.69	241,491	198,147	\$8.73	2,005	\$0.86	1.54%	4.37%

“New Angler” = Infrequent license buyer, 1-2 times in past 5 years. “Consistent Buyer” = Frequent license buyer, 3 -5 times in past 5 years.



**3-PART EMAIL  
SERIES**

# EMAIL 1

[View as a Webpage](#)



**Fish aren't the only wonderful things  
women get from fishing.**



# EMAIL 2



**The Proof Is on the Water!**  
**Find out what research shows on women who fish.**

A sense of accomplishment and relief from stress are just a cast away. In a

# EMAIL 3

## ➔ For Women: Part 3 – Share Your Thoughts about Fishing



### Share your thoughts about fishing with Texas Parks & Wildlife

This summer we shared the thoughts of other women anglers from a recent national study\* on women who fish. Now we would love to hear from YOU!

You are invited to take this short survey to share how you, as a Texas woman angler, "find your best self on the water."

Thank you in advance for your participation and know that your responses will be kept confidential and are completely anonymous. The information we collect will be used by Texas Parks and Wildlife staff to help improve fishing for women in Texas.

[Take the Survey](#)

### Survey of Texas Female Anglers (B)

Page 1 of 6

We appreciate your participation in this short survey! Your responses will be kept confidential and are completely anonymous. The responses to the survey will be used by Texas Parks and Wildlife staff to help improve fishing for women in Texas.

Your time is valuable. All questions are optional, and you do not have to answer every question to complete this survey, but we ask that you answer as many questions as you can. Thank you!

1. A recent Texas ad campaign shared information on the benefits of fishing for women and encouraged women to "**Find Your Best Selves on the Water.**" Which statements do you find true for you, if any?

Please select all that apply.

- I find my deeper self on the water (quiet, peaceful mind, meditative feeling/state)
- I find my confident self on the water (feel I can meet any challenge, figure it out, do it myself)
- I find my adventuresome self on the water (fishing in new places or going by myself)
- I find my patient self on the water (letting go of desire to do it now or speed things up)
- I find my stress-free self on the water (feeling free from anxiety, fear, or depression)
- Other ways you feel while fishing on the water (please specify):

2. Do you as a female angler feel represented in fishing advertising?  
Please select only one answer.

# EMAIL RESULTS

- ➔ 1.1M Sent  
(3 emails)
- ➔ 391K Audience  
per email
- ➔ 550K Opens
- ➔ 48% Open rate
- ➔ 7.5K Clicks



## Share your thoughts about fishing with Texas Parks & Wildlife

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[Take the Survey](#)

A person is fishing in a stream, standing on a rocky bank. The person is wearing a white tank top and dark shorts. They are holding a fishing rod with a green line. The stream is surrounded by lush green trees and foliage. The sun is shining through the trees, creating a bright, dappled light effect on the water. The text "ONLINE SURVEY" is overlaid in large, white, bold letters across the middle of the image.

# ONLINE SURVEY

# EMAIL SURVEY FINDINGS

- ➔ Women fish to relieve stress and connect with their deeper selves
- ➔ Female anglers don't feel represented in ads
- ➔ Women want:
  - ➔ free online classes/webinars
  - ➔ more information on lures/baits
  - ➔ information on which species to fish for in specific waterbodies

# ONLINE SURVEY

Survey

3,157 Opened

1,830 Completed

- ➔ 100% survey participants were female
- ➔ Responses tracked by license purchase frequency
- ➔ Fish to relive stress, be outdoors, friends/family – not for the food
- ➔ 25%+ don't feel safe fishing alone
- ➔ 29% of 3-5x/yr anglers “fish as much as they want”
- ➔ 65% freshwater; 54% saltwater
- ➔ 76% Caucasian; 16% Hispanic; 5% Black
- ➔ 29% Boomers; 13% Gen X; 62% Silent
- ➔ 42% Rural; 36% Suburban; 19% Urban/Metro/City

# SOCIAL MEDIA



# SOCIAL MEDIA

- ➔ Very positive feedback
- ➔ Hundreds of women posted comments and selfies, saying they identified with the campaign themes
- ➔ Over 107,000 engagements!



**Melvlyn Brown** Love to be on the water!!!



**Monica Garcia Segura** Great stress reliever!!





# SOCIAL MEDIA

**Kathy Garza** So true  
28w

**Shirley Derryberry** I fish! I've also have been told at times to go to the coast and fish. Happy place.  
28w

**Joann Procell Allen** So true  
28w

**Pauline Simpson**  
28w

**Anita Rice** Just  
28w

**Christina CG** My Me 😊



**Connie Gilliam Mallet** I definitely agree 👍 100 Give All the negativity to the water 💧  
27w

**Janet North** 100 100 I love to fish!! 🐟 🐟 🐟  
25w

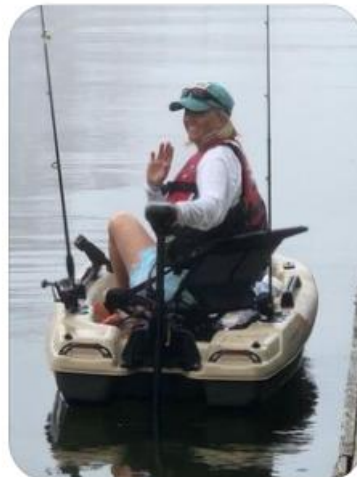
**Eugenia Dottery** Tranquility 🥰 Fishing 🎣 🧢 🕶️ 🕶️  
26w

**Lidia Hubbard** I agree 100  
25w

**Deb Farka** Reel girls fish!! 🎣 ❤️  
25w

**Becky Daniel** Definitely ❤️ 🎣  
25w

**Ginnie Abernathy Stuksa**



**Heather Steve Shedd** I agree! ...

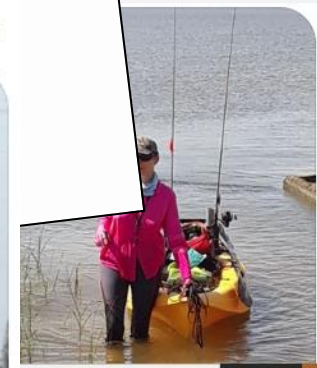


Reply · Send message · 6d

**Ann** True story!

Reply · Send message · 4d

**Haley** The water is my happy place.

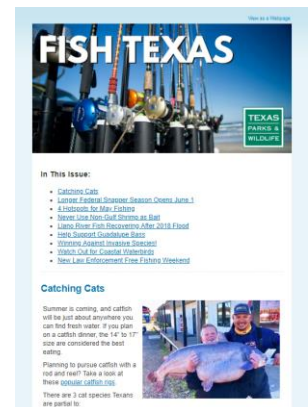
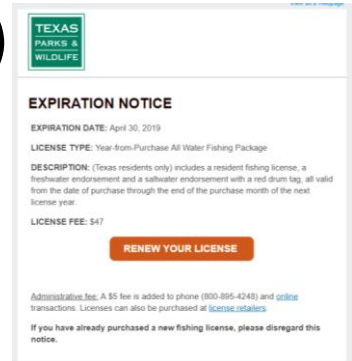


# MORE RESULTS



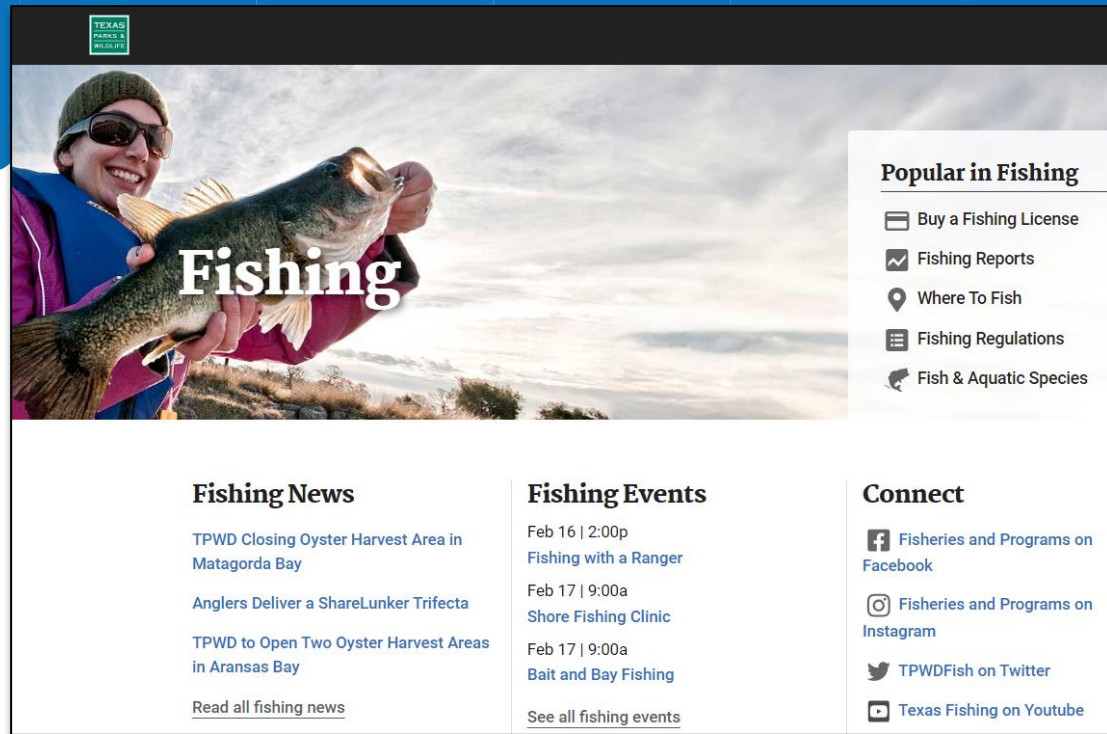
# LICENSE SALE RESULTS

- ➔ 49,000 of the targeted customers purchased licenses during campaign (Aug-Oct. 31)
- ➔ Targeted customers received several additional emails that also contributed to these sales\* (\$1.8M)
- ➔ Tracking on the back end/end of license year:
  - ➔ overall renewal and churn rates
  - ➔ license types purchased and when
  - ➔ frequency of purchases in last 5 years
  - ➔ geo area: live in a Neighborhood Fishin' neighborhood?



\*We did not keep a control group.

# WEB



- ➔ 73K pageviews to ad [landing page](#):
- ➔ 17.6% of traffic came from Facebook, Instagram ads and email series
  - ➔ 23.6% exited to license purchase page

# OBSERVATIONS AND RECOMMENDATIONS



# OBSERVATIONS

- ➔ Women are receptive to tailored communications, and like being recognized as anglers and seen in ads
- ➔ Hispanic anglers receptive to Spanish online ads and engaged more with videos than non-Hispanics
- ➔ Instagram saw 37% more engagement over Facebook

# RECOMMENDATIONS

**Continue focus  
on female  
segment**

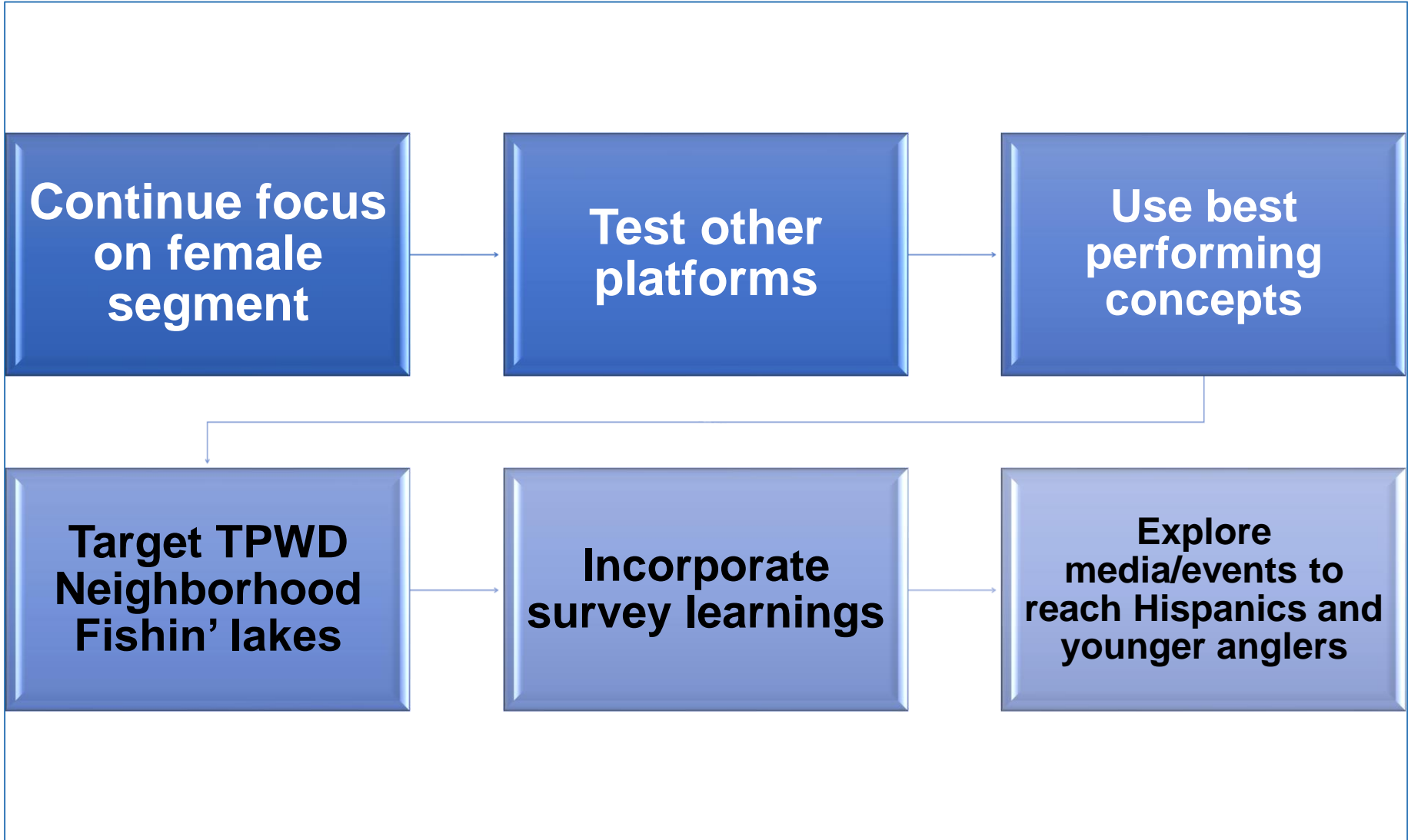
**Test other  
platforms**

**Use best  
performing  
concepts**

**Target TPWD  
Neighborhood  
Fishin' lakes**

**Incorporate  
survey learnings**

**Explore  
media/events to  
reach Hispanics and  
younger anglers**



# THANK YOU!



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