

Marketing Success:

Targeted Marketing Strategy for the Washington Fishing Derby



Presented by

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A stylized illustration of a mountain landscape. In the background, there are large, jagged mountains with light blue and white patches, suggesting snow or ice. The sky is a mix of light blue and white. In the middle ground, there are several evergreen trees of varying heights and shades of green. A winding river flows through the foreground, with several large, grey rocks scattered in the water. The overall style is flat and graphic, with a limited color palette.

Our Goal?



2018 TROUT FISHING DERBY



APRIL 28 - OCTOBER 31



What Makes Our Derby
Different?

Working Together

- Track fish mortality
- Lake-specific stocking plans



- Sell fishing licenses
- Reach new market

Statewide Derby

Hundreds of
Dealer Donations
and Over
\$27,000 In Prizes!





**Record High License Sales
for the Month of April!**

Hundreds of Winners!

Our Cost - Under \$5,000

A Successful Start!

What Can We learn?

- **Could we bring in similar additional revenue for 2017?**
- **How many people are actually participating?**
- **How many people are aware of the derby?**
- **Can this derby style successfully reach new audiences?**
- **Can using more innovative technology and a targeted marketing approach reach potential customers better than our traditional approach?**

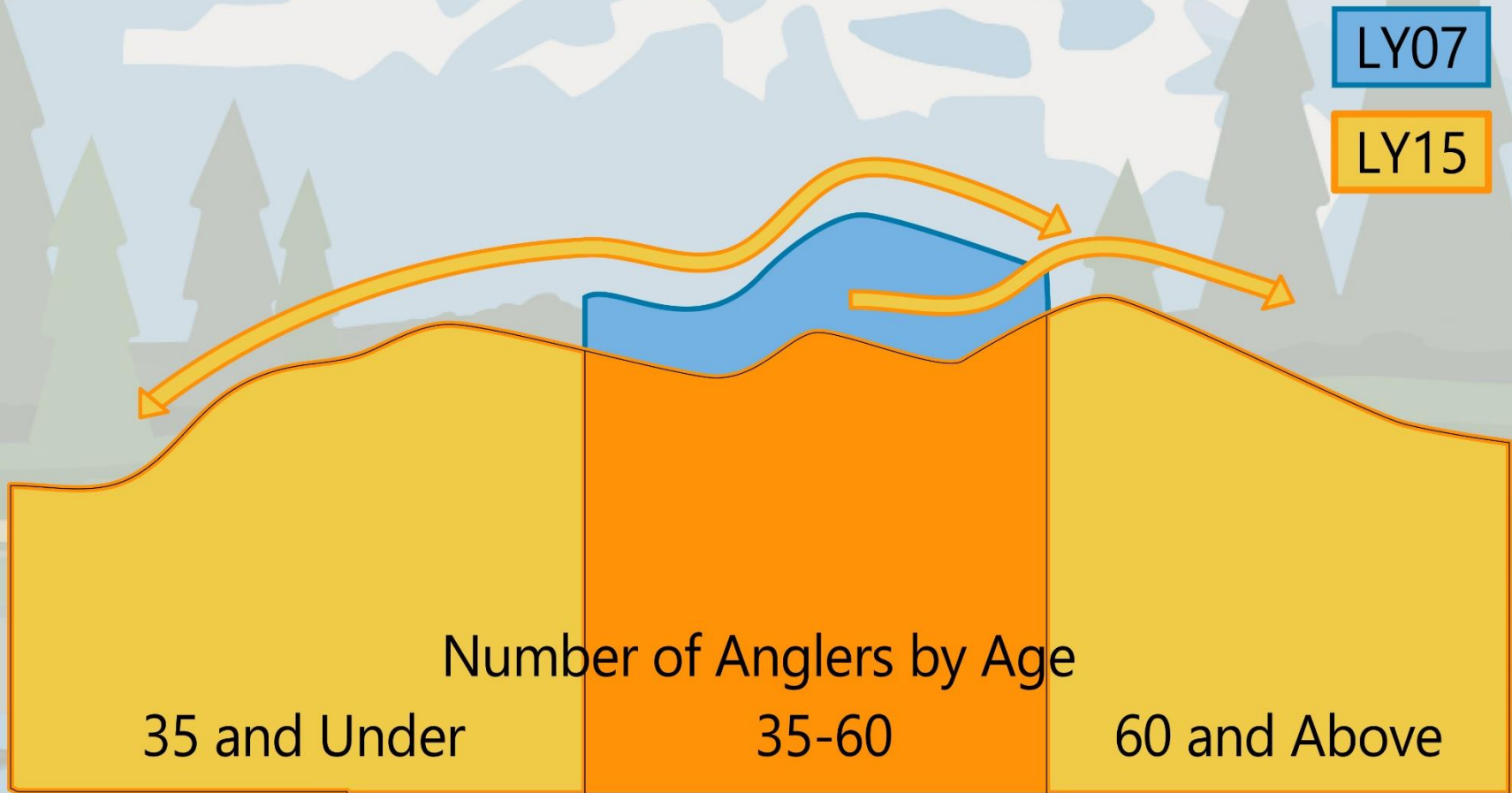
Developing a Strategy:

A Group: General Advertising

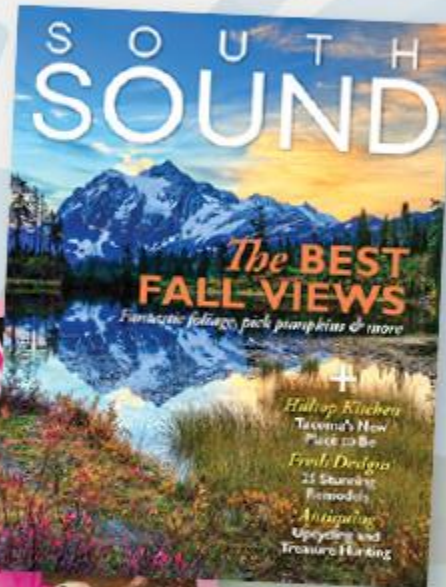
B Group: Focused Advertising

Control: No advertising/
No derby lakes

Why Focus Here?



Lifestyle Magazines



pandora®

Carrier 1:46 AM

< Rick Astley Radio

ADVERTISEMENT

It's about more than just prizes.

2017 TROUT FISHING DERBY

Together Forever (Lover's...)
Rick Astley

0:04 - 3:16



School Distribution





2017 TROUT
FISHING
DERBY

OVER \$25K+ IN PRIZES
IN 100+ LAKES

STATEWIDE
APRIL 22 THROUGH OCTOBER 31
FREE TO ANYONE WITH A VALID 2017 FISHING LICENSE

CATCH FISH • WIN BIG

FISH FOR TAGGED
RAINBOW TROUT

PRIZE WDFW #123 360-902-2464

*Must comply with all fishing rules and regulations

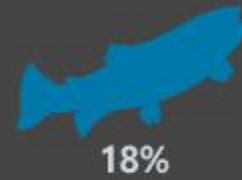
FOR MORE INFORMATION
VISIT WDFW.WA.GOV

License QTY Comparison to LY16

FY17 May



FY17 June



(Control) No Advertising/
No Derby Lakes



(A Group) Derby
General Advertising



(B Group) Focused
Advertising

winner

\$164,189

AGE



Age Group	Quantity Difference
15	3%
16-19	12%
20-24	15%
25-29	16%
30-34	14%
35-39	16%
40-44	11%
45-49	11%
50-54	9%
55-59	11%
60-64	12%
65-69	9%
70+	18%

LY 17/16 Quantity Difference

3%
12%
15%
16%
14%
16%
11%
11%
9%
11%
12%
9%
18%

The background is a stylized illustration of a mountain landscape. It features a range of blue mountains in the distance, several green evergreen trees of varying sizes in the mid-ground, and a winding river with grey rocks in the foreground. The overall style is flat and graphic.

Total Gain of

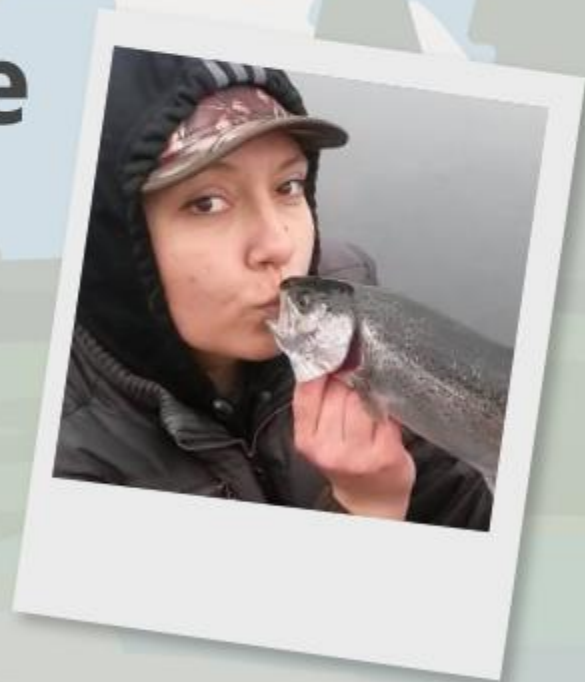
\$338,712.50

AGE



15	\$313.00	2%
16-19	\$40,446.50	13%
20-24	\$68,791.50	15%
25-29	\$95,675.50	17%
30-34	\$88,994.50	15%
35-39	\$90,461.00	15%
40-44	\$63,582.00	12%
45-49	\$67,405.50	12%
50-54	\$54,111.00	10%
55-59	\$64,025.00	11%
60-64	\$57,862.00	12%
65-69	\$40,201.50	10%
70+	\$21,575.00	17%

**Females ages 25-44
in highly targeted
counties had a 3%
higher lift in license
sales than in
non-targeted
counties.**



E-mail Survey Conducted

52% of license purchasers had heard of Derby

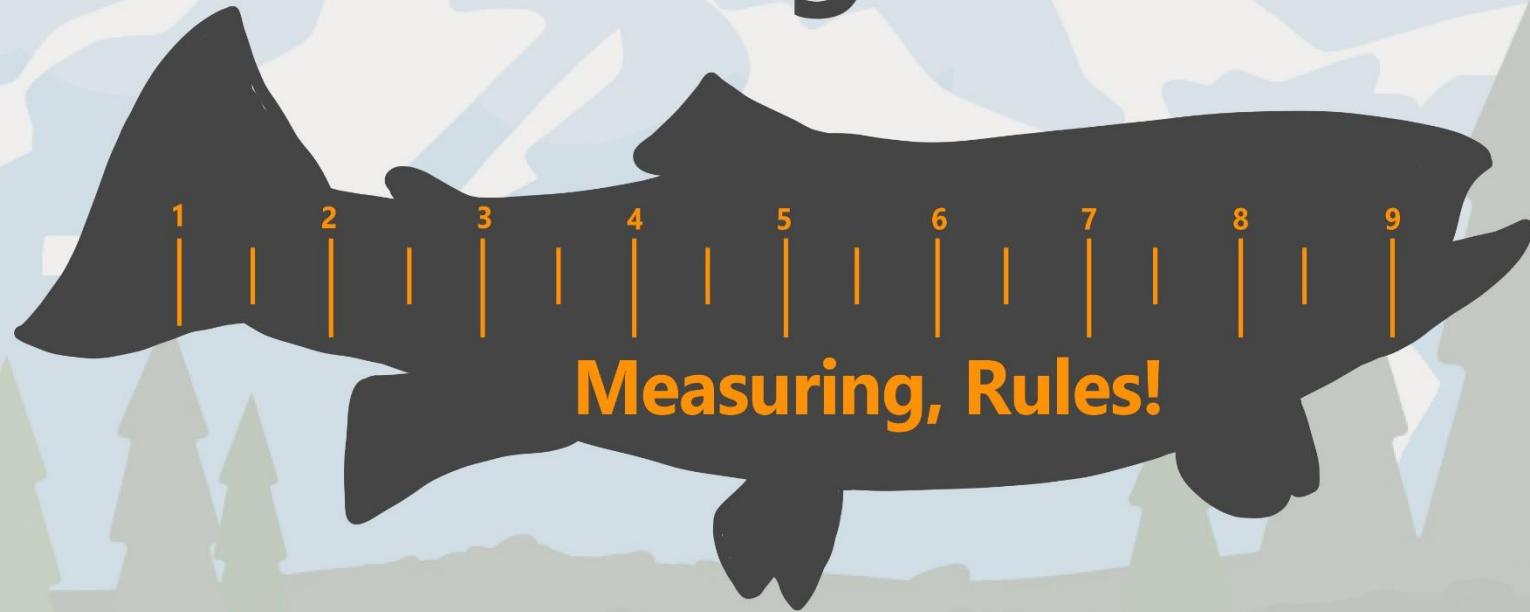
35.5% of license purchasers participated in the Derby

2% of license purchasers purchased a fishing license specifically to participate in the derby.



Aside from the WDFW website, most people heard about the derby through email (WDFW email, E-Blast & E-newsletter from lifestyle magazines, and school system distribution email.)

Measuring Results



Accomplish R3 Goals?



Fine Tune Methods



Cost Effective Decisions



Improve Our Efforts

Applying What We've Learned

Advertising:



Online Ads and Video, Increase Email and Social Media **#watrounderby**



Begin advertising earlier in the year



Look into including more urban lakes



Women are a receptive target market



Derby social media post very positive

Dealer Incentive

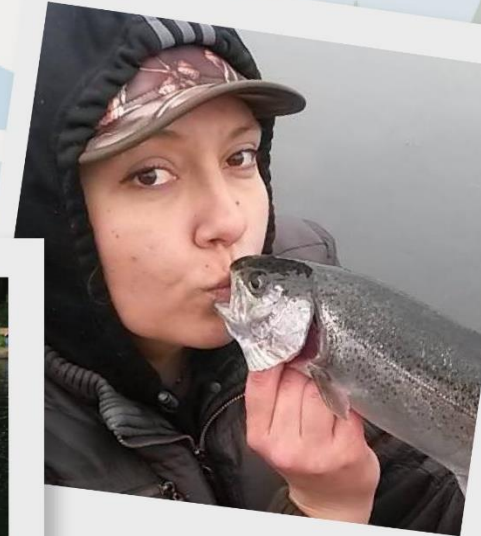


Only 50% of prizes claimed



Gift cards work!

Moving Forward Strategically



Thank You!

