



Find Your Best Self on the Water

FY24 Consumer Campaign Overview

May 31, 2023 | Webinar



TAKEMEFISHING™.org

Presenters



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Agenda

01 – Research Overview

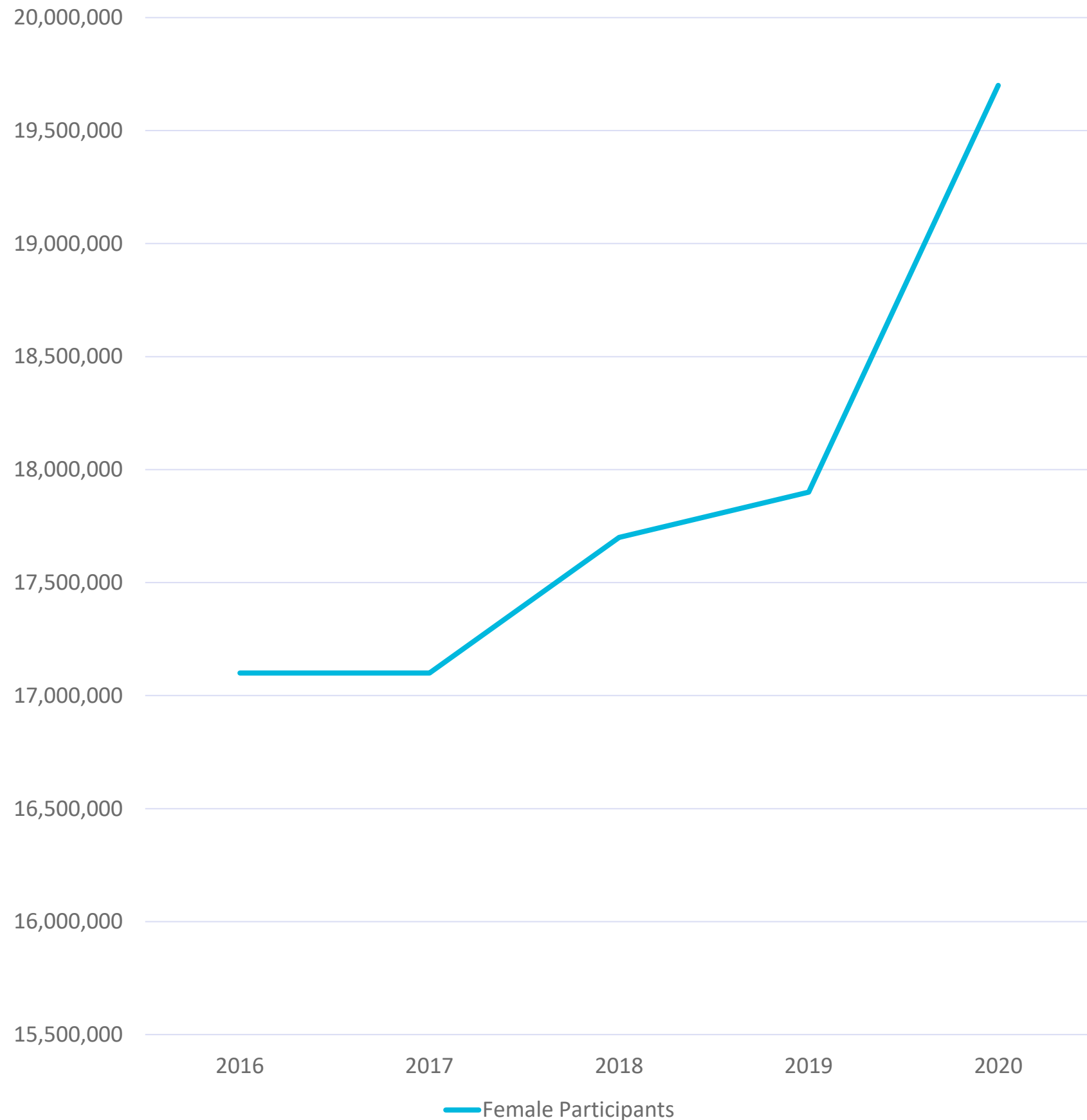
02 – Find Your Best Self Campaign

03 – PR & Communications

04 – Amplifying the Campaign



Female Fishing Participation



- ▶ Women Making Waves campaign launched in 2018
- ▶ Women Making Waves video crushed it with a more than 85% completion rate
- ▶ Women Making Waves social content outperformed general market assets with a nearly 8% engagement rate
- ▶ And we've amassed dozens of female influencers since launching Women Making Waves

Women are the gateway to the greatest growth in fishing and boating participation

54%

of households say mom does most of the activity planning

70–80%

of all consumer spending decisions are driven by women

85%

of sons participated in fishing with their mothers, compared to 71% who participated with their fathers

63%

of daughters participated in fishing with their mothers, compared to 45% who participated with their fathers

An Ipsos study shows that portraying women in positive leading roles can boost brand relationship and choice intent for all demographics –
Women AND Men.

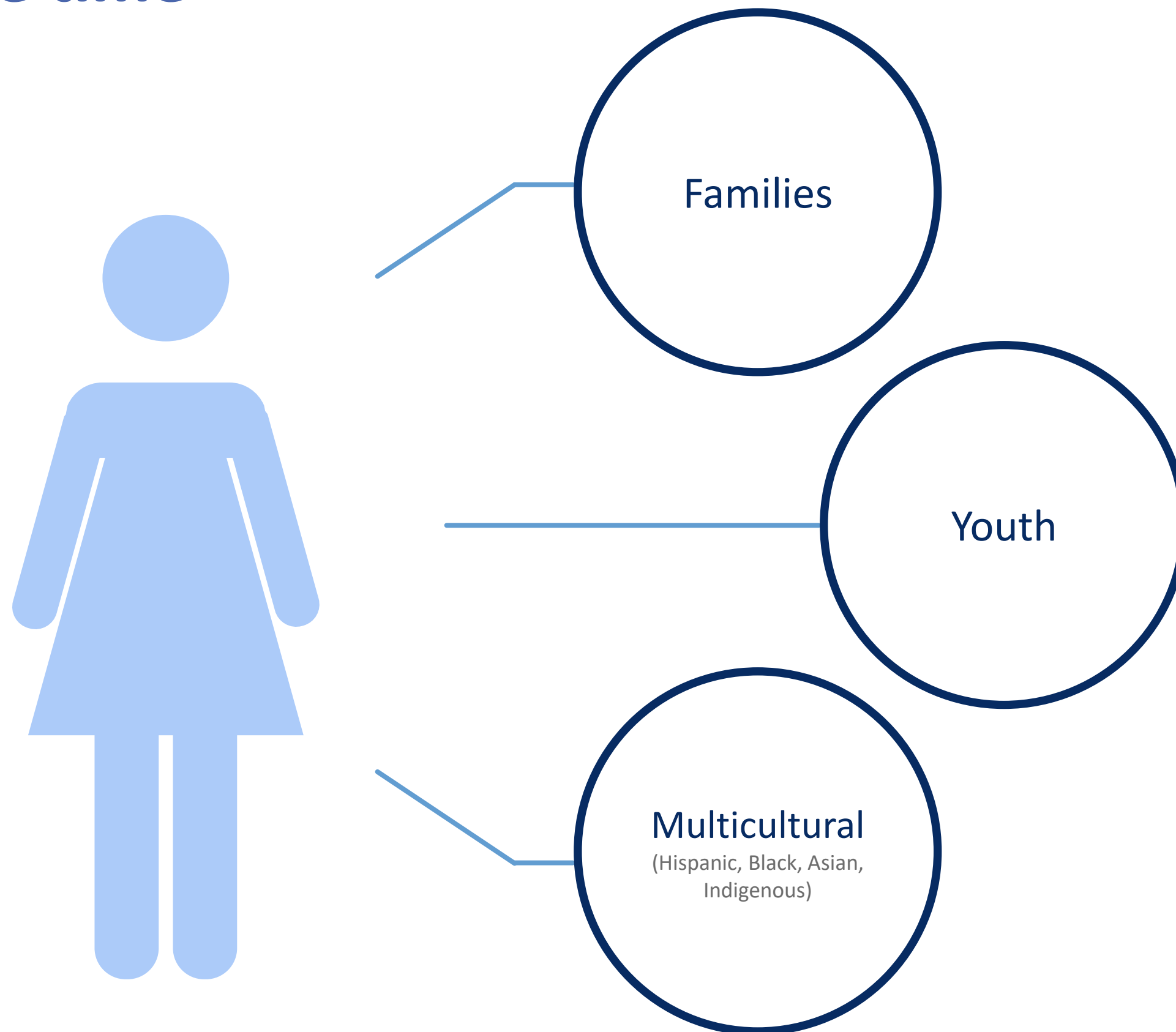
35%

More likely to improve how consumers feel about the brand in the long term.

20%

More likely to choose the brand.

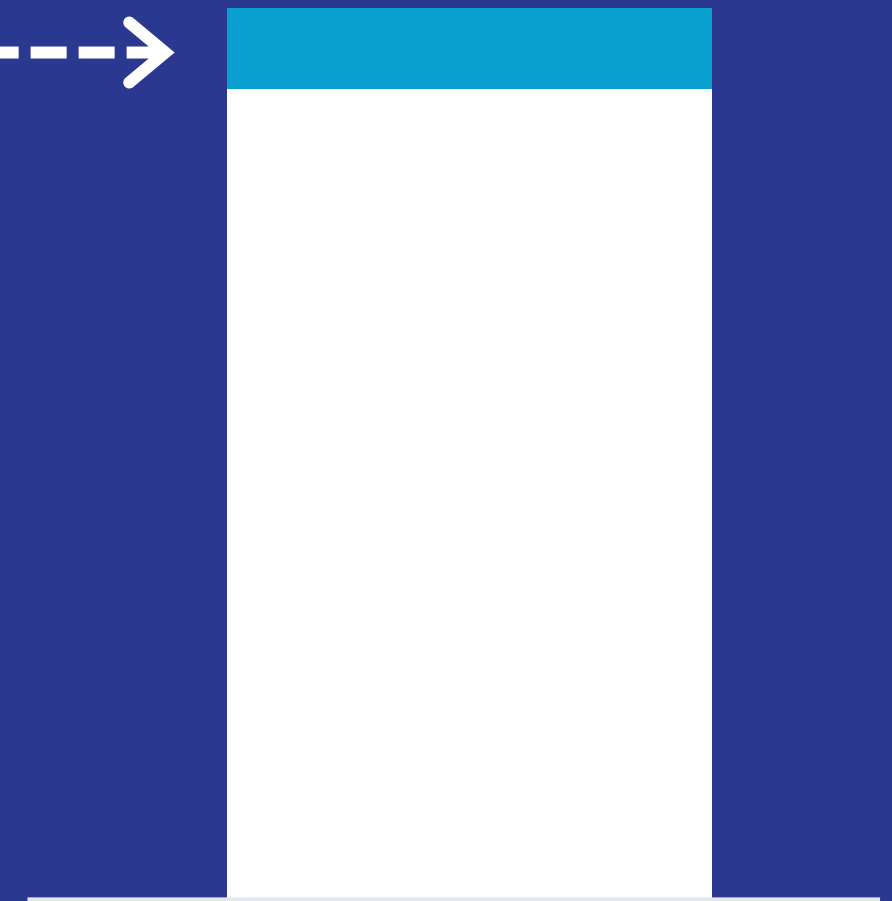
Women are the gateway to key audience subsets and family leisure time



A 10% increase in women fishing would generate an additional

\$1BN

in sales annually.



In May 2022, RBFF partnered with Ipsos to conduct a study to understand the benefits, behaviors and barriers female anglers experience.



The image shows a collage of pages from a report titled "IDENTIFYING WHAT GIVES FEMALE ANGLERS AN 'EDGE'". The top page is the cover, featuring a woman fishing on a boat with the text "Final Report May 2022" and a copyright notice for Ipsos. Below the cover are three pages of content. The first content page shows a woman in a blue beanie with the quote: "I just think that women who fish have something in them...to fish you have to have patience and you have to have um...it's just a spirit that's different." The second content page shows a woman with a quote: "I think women that don't fish tend to be more anxious and I feel like they have a harder time relaxing and being able to clear their mind, fishing is one of those things that kind of keeps you and helps you to be at peace with nature." The third content page shows a woman with the same quote as the first page. To the right of this page is a circular graphic containing the text: "75% Mental / 25% Physical Anglers see fishing primarily as a mental sport but recognize that there are physical aspects embedded in the idea of needing strength to reel in larger sportfish or getting a boat off the trailer." The Ipsos logo and page number "26" are visible in the bottom right corner of the report pages.

*"Dear Fishergirl, You're doing great. Read a book about fish and learn the differences between the species in your area. Use circle hooks so you don't hurt the fish you catch, and try to avoid using live bait, unless you're planning to eat your catch. This goes for everything in life - if boys tease you, or some man says you can't do that, **prove them wrong!** You can do whatever you want to do, and anyone can catch a fish! I'd want to see the girl keep up with her hobby and enjoy doing it.." –Active Angler*

Women find the most **confident, patient, and resilient** versions of themselves on the water

Active anglers are 24% more likely than non-anglers to say that **setbacks don't discourage them.**

1 in 5 active anglers say fishing makes them feel like they can do anything they set their mind to.

Active female anglers are 25% more likely to say their health is very good compared to non-anglers.

Active female anglers are 27% more likely to be satisfied with their lives than non-anglers.





strength
inspiration
courage

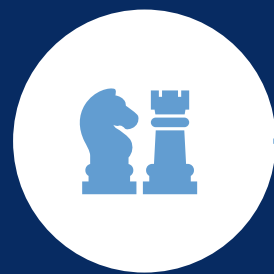
Find **your best self** on the water.

resilience
confidence
patience

Campaign Evolution

May 2022

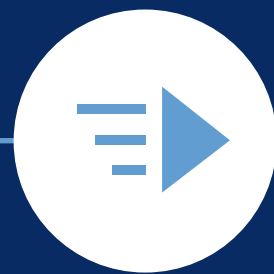
May 2023



Consumer Research
(drivers & benefits)



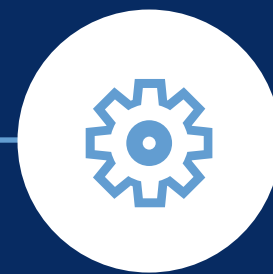
Strategy & Planning



Creative Kickoff



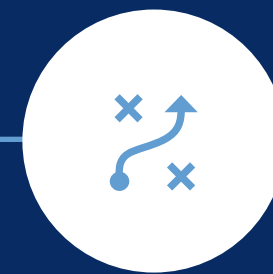
Creative Development



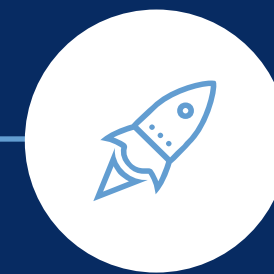
Production



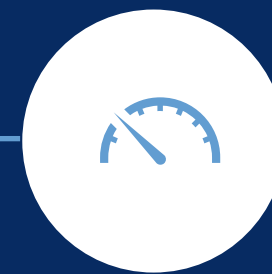
B2B Research
(quantifying the opportunity for industry)



Creative Testing



Campaign Launch



Performance Measurement



Find Your Best Self Campaign



The background of the image features three women, each in a separate vertical panel. The woman on the left is looking upwards and to the right. The woman in the center is looking directly at the camera. The woman on the right is wearing a headscarf and looking upwards and to the right. The entire image has a blue color cast.

Take Me Fishing has launched a new campaign focused on confronting this barrier and changing women's perceptions of fishing.



Testing has already shown
the power and potential of
this campaign.

Our ad is incredibly
motivating (86%)
to both female
anglers and non-
anglers.

Our ad changes
how women see
fishing.

Representation
matters: **86% of
BIPOC women**
said they were
likely to go fishing
after watching
the video.

The ad is
powerfully
motivating for 2 in
3 women new to
the sport.



Campaign Ecosystem



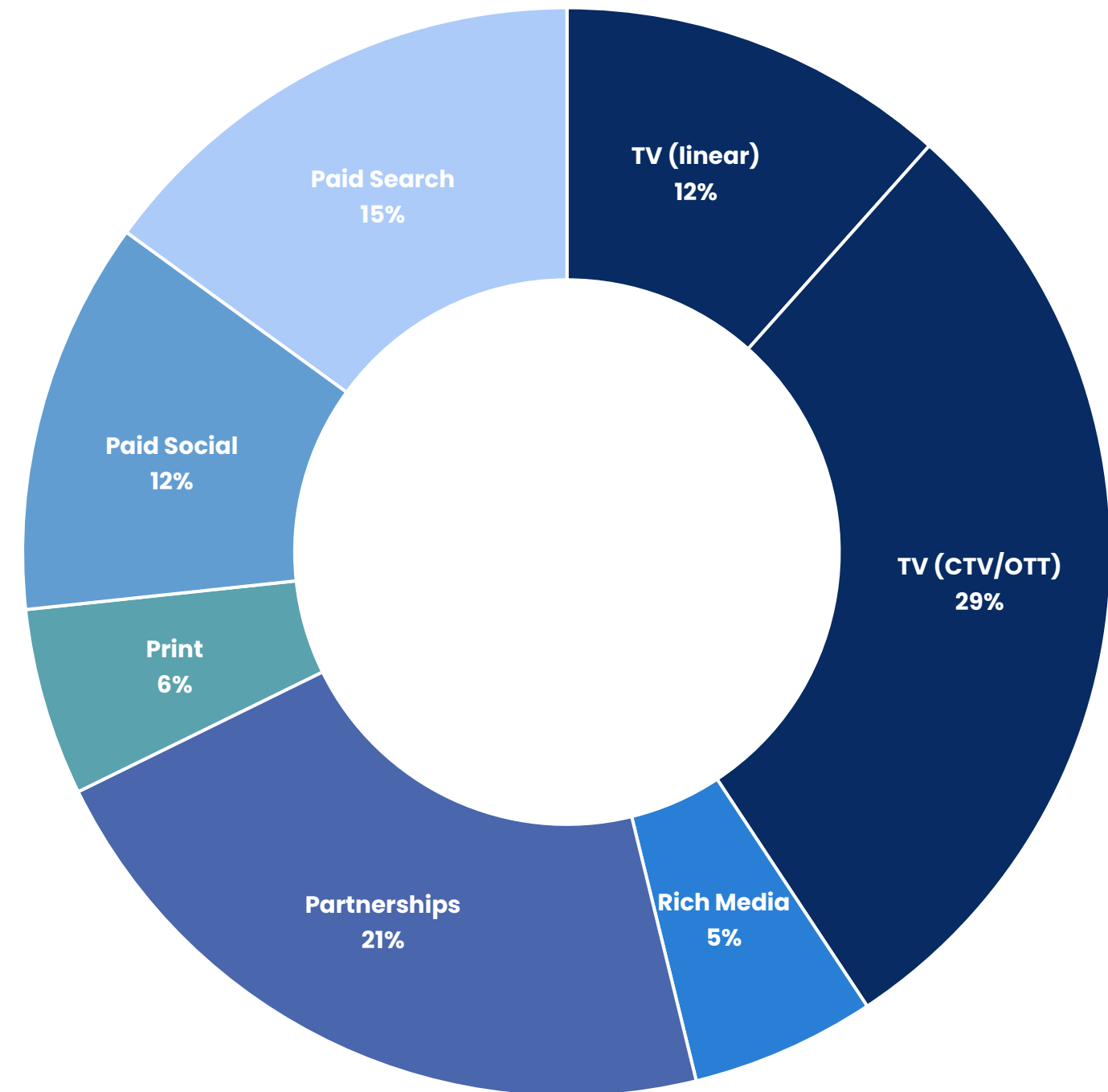
FY24 Media Plan Overview



Recruit audiences through storytelling and cultural connection.



Engage and retain audiences through the expansion of content creation that addresses their key motivators and barriers.



Forbes Integrated Partnerships



Forbes
**POWER
WOMEN'S
SUMMIT**



Vanity Fair
Integrated Partnerships



HYPEBAE

Integrated Partnerships



hypebae  

22,373 posts 1M followers 39 following

Hypebae
Get the latest news in women's fashion, sneakers and more.
Follow @hypebaebeauty for beauty content.
linkin.bio/hypebae



Lifestyle + Art



Style



Feature



Footwear



Culture



Music



Hulu Integrated Partnerships



TAKEFISHING.org

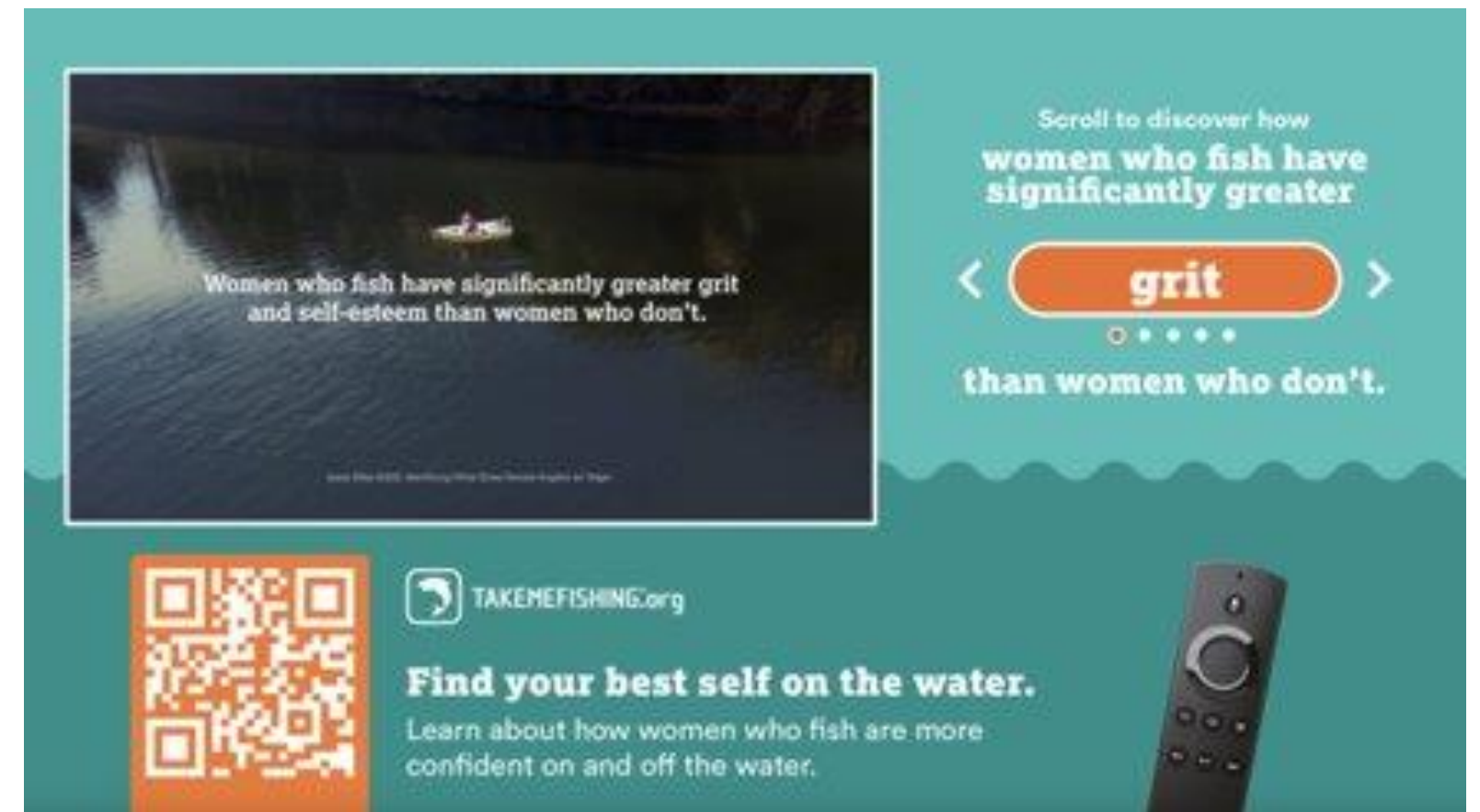
Scan to get your fishing license

Scroll to find places to fish

Find your best self on the water.
But first, find some water.

Dyers Lake
Co Rd 30
Schroeder, MN 55613
●○○○○○

A screenshot of a Hulu interface. On the left, a basketball player in a red jersey is shown. On the right, there is a QR code with the text 'TAKEFISHING.org' and 'Scan to get your fishing license'. Below the QR code, there is a section titled 'Scroll to find places to fish' with a list of fishing spots: 'Dyers Lake, Co Rd 30, Schroeder, MN 55613'. To the left of this list is a button that says 'Find your best self on the water. But first, find some water.' To the right is a remote control icon.



Scroll to discover how women who fish have significantly greater

grit

than women who don't.

Women who fish have significantly greater grit and self-esteem than women who don't.

TAKEFISHING.org

Find your best self on the water.
Learn about how women who fish are more confident on and off the water.

A screenshot of a Hulu interface. On the left, a fishing scene is shown with the text 'Women who fish have significantly greater grit and self-esteem than women who don't.' On the right, there is a button that says 'grit' and the text 'Scroll to discover how women who fish have significantly greater than women who don't.' Below the button is a progress indicator with five dots, the first of which is filled. At the bottom, there is a QR code, the text 'TAKEFISHING.org', and a button that says 'Find your best self on the water. Learn about how women who fish are more confident on and off the water.' A remote control icon is visible in the bottom right corner.

Influencers

Social Media Partnerships



We are partnering with 20+ influencers to share the benefits of fishing and boating with their online communities on Instagram, Tiktok and YouTube.



We are participating in TikTok Creative Exchange Program



PR & Communications



Media Relations Earned Media



MAY 1, 2023

Women who fish are happier and healthier, according to study

WRDW-TV

A new study finds women who fish are happier and healthier than those who don't fish or are no longer active anglers.



MAY 17, 2023

Building the Future of Fishing

Soundings Trade Only

Fishing participation in the United States has steadily increased during the past decade, with the pandemic fueling an added bump as people sought outdoor activities.



MAY 5, 2023

Take Me Fishing Highlights Benefits of Fishing for Women

Outdoor Hub

I love fishing. In fact, when I was getting my whole arm tattooed, my artist told me to imagine myself in a peaceful environment. That place was standing in the stream in June Lake, catching rainbows.



MAY 2, 2023

Campaign for Take Me Fishing Shows That Women and Girls Who Fish Are Happier

Adweek

Women who fish are happier and healthier, according to new research from Take Me Fishing, a national brand from the non-profit Recreational Boating & Fishing Foundation (RBFF).



MAY 3, 2023

Take Me Fishing Launches “Find Your Best Self on the Water” Campaign Spotlighting Benefits of Fishing and Boating for Women

Fishing Tackle Retailer

The Recreational Boating & Fishing Foundation (RBFF) this week launched the Take Me Fishing™ “Find Your Best Self on the Water” campaign to create awareness of fishing and boating among diverse new audiences and motivate participation.

Media Trip

Bozeman, MT

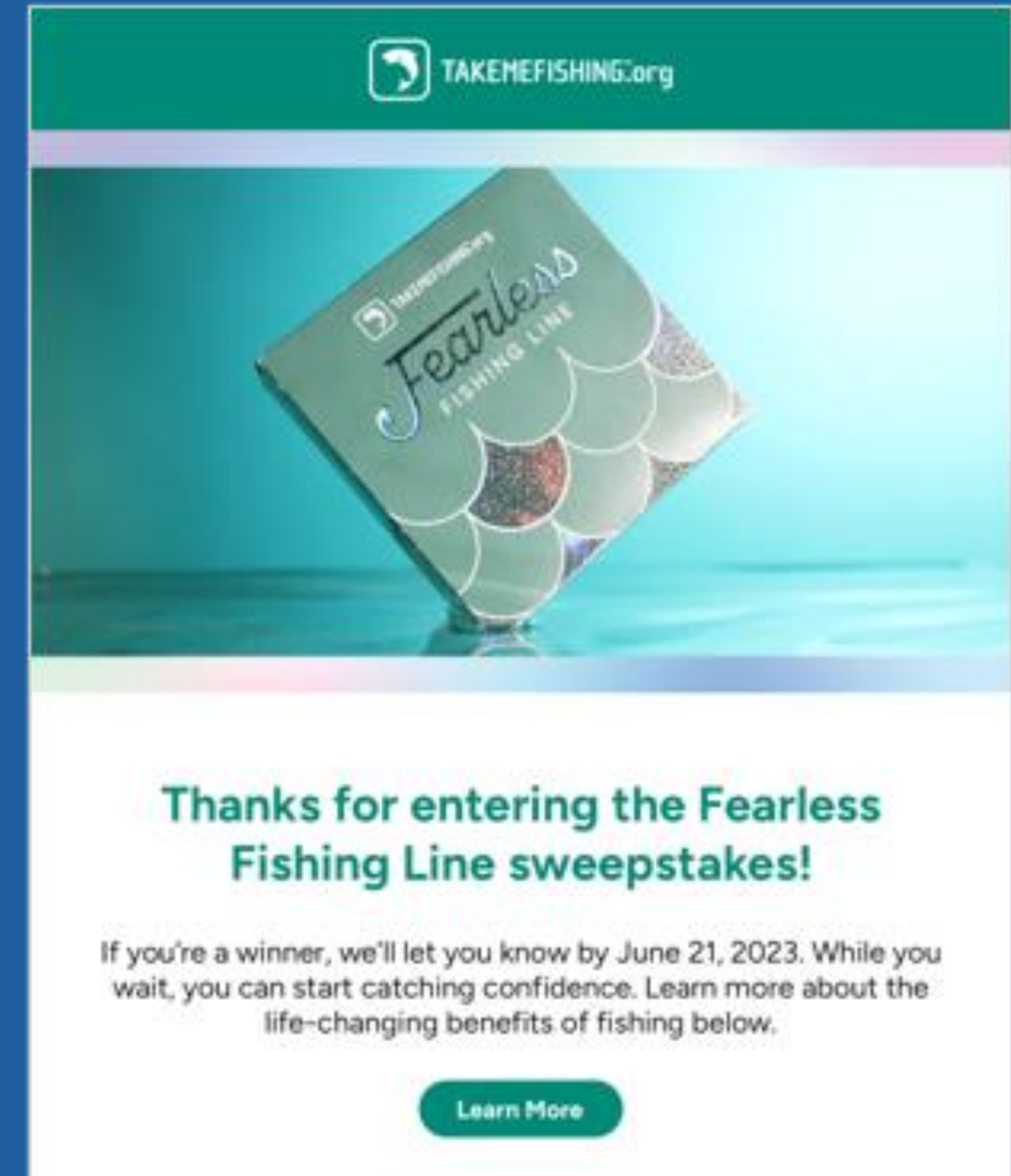


SIMMS®

Old Town®

Campaign Extension

Fearless Fishing Line & Sweepstakes





Amplifying the Campaign



**If we get women to participate
at the same level as men, we'll
grow the sport overall by 26%**

Your help in spreading this campaign will inspire every woman in the nation:

**To try
something
new**

**To challenge
herself**

**To discover
the self she
can become
on the water**



Amplifying the Campaign Video



60 Second Video Link

30 Second Video Link

Amplifying the Campaign Infographic

What's Underneath the Wave of Women Fishing



Women represent an important emerging audience for the fishing industry. To grow this demographic, the Recreational Boating & Fishing Foundation (RBFF), in partnership with global market research firm Ipsos, conducted research among active, lapsed, and non-angler women to understand active female anglers' mindset and drivers, and what challenges exist to increasing participation.

HAPPY AND CONFIDENT

Mindset of active female anglers:

1. Satisfied with life (80%)
2. Ability to persevere (82%)
3. Have self-worth (87%)



GRIT

- 1 out of 4 active female anglers say fishing makes them feel like they can do anything they set their minds to.
- Active female anglers are significantly more likely to **manage challenges** and **rebound from setbacks**.

ABILITY TO MANAGE STRESS

- Half of female anglers surveyed said fishing **relaxes them and clears their minds**.
- Active female anglers were significantly more likely than lapsed anglers to believe **fishing brings them peace, calms anxiety, and helps them destress**.

PATIENCE

Top **mental gain** from fishing as ranked by both active and lapsed anglers.

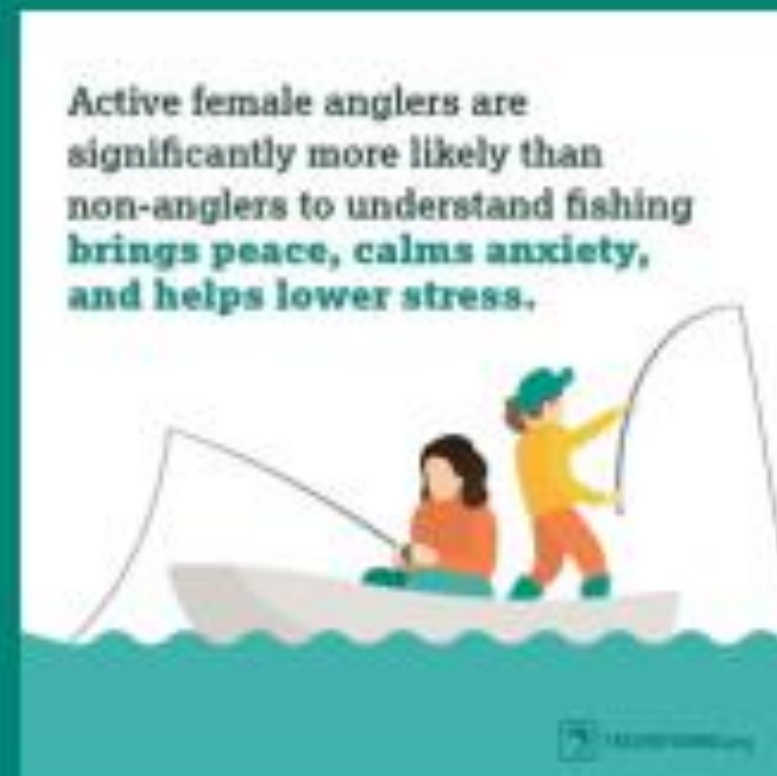


What keeps active female anglers coming back to the sport?

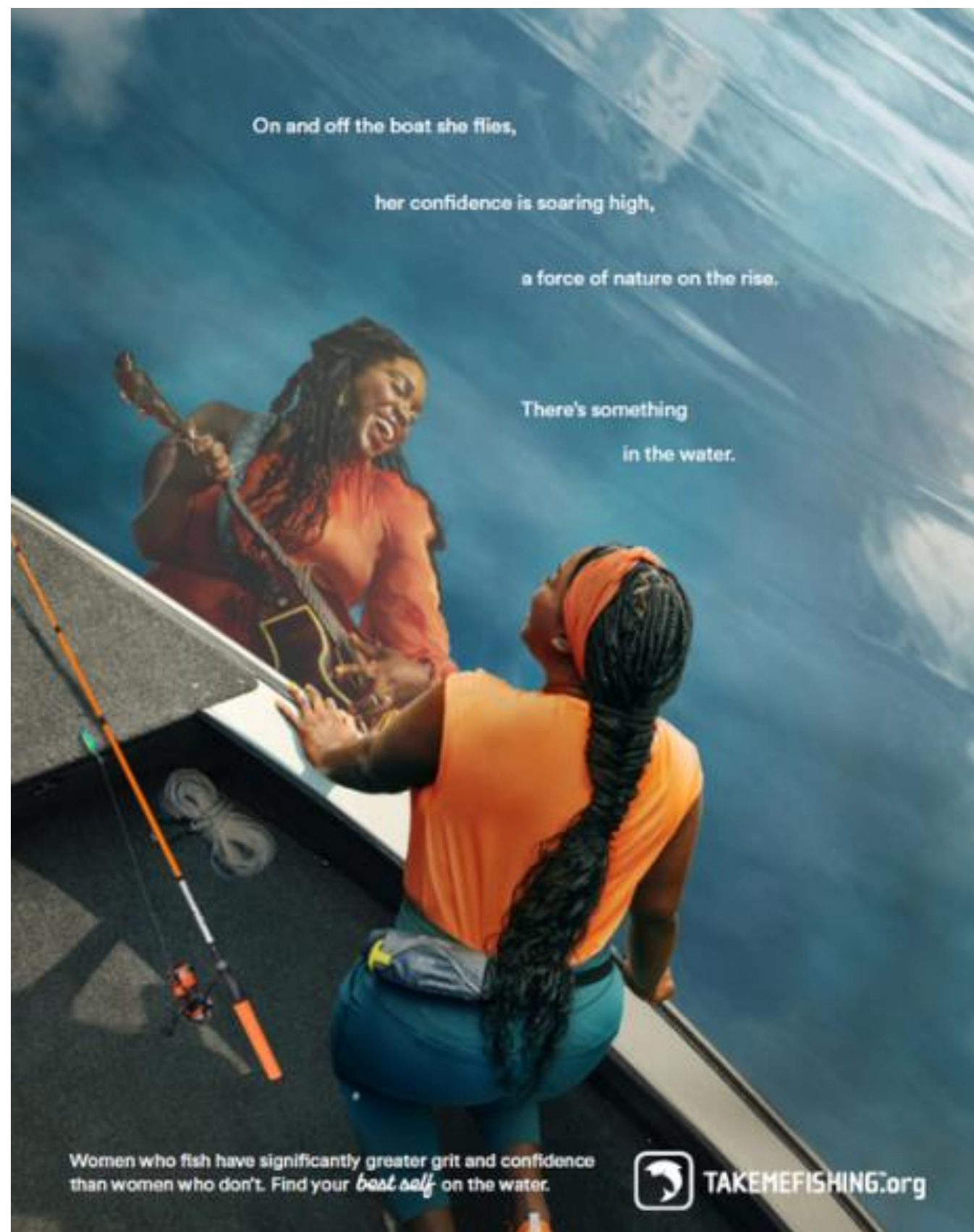
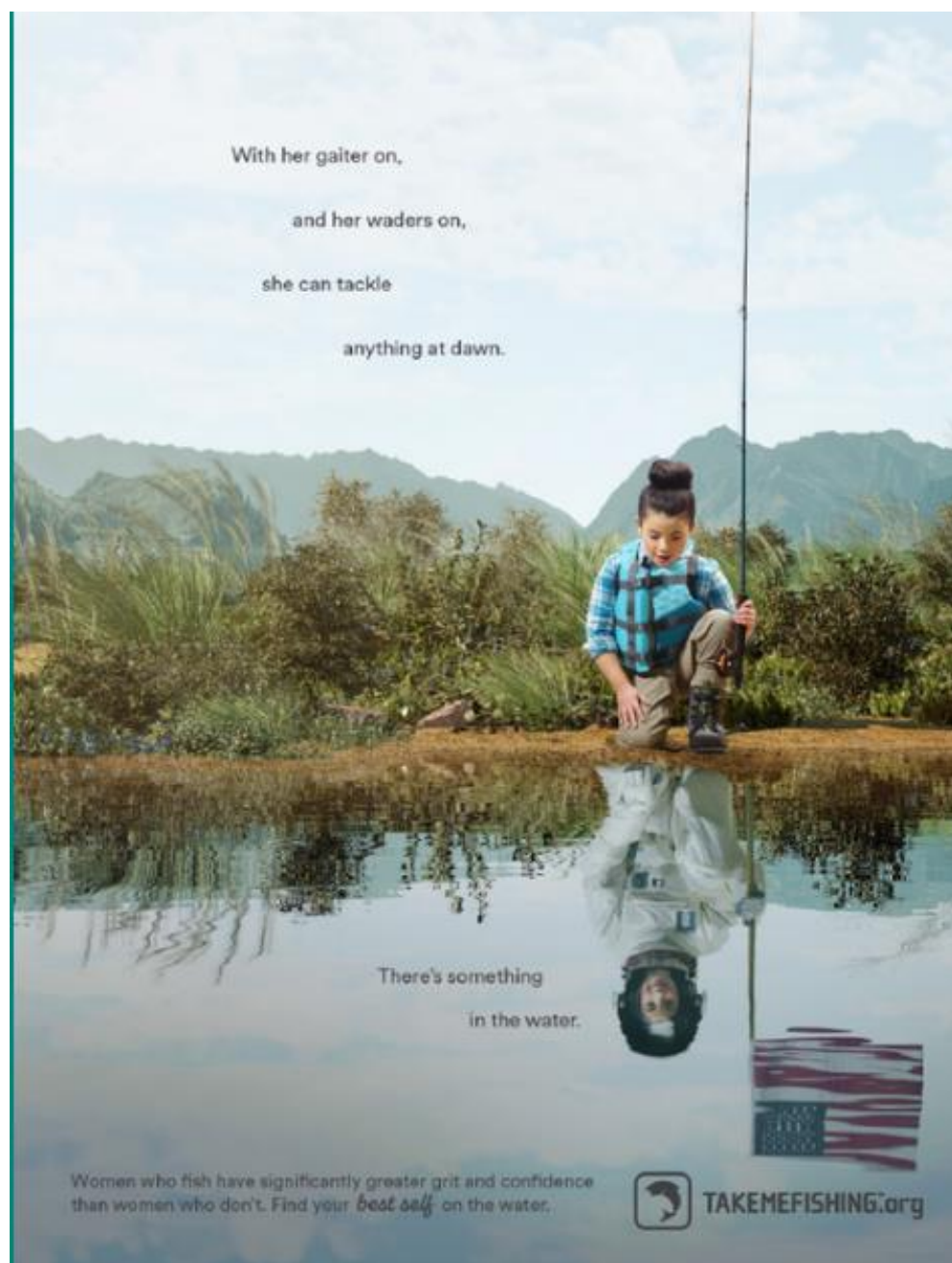
- Social connection
- The challenge
- Link to nature



Amplifying the Campaign Social



Amplifying the Campaign Print Ads



Amplifying the Campaign Landing Page

A photograph of a woman and a child fishing from a yellow boat on a calm lake. The woman is in the foreground, holding a fishing rod with a fish on the line. The child is standing behind her, also holding a fishing rod. The background is a dense forest of trees with some autumn-colored leaves. The water is still, reflecting the boat and the trees.

Find Your *Best Self* on the Water

When you cast off, you never know what you'll reel in. Research shows the real catch isn't something you can hold or see – but something you can feel.

Amplifying the Campaign Photo Library

marketing@takemefishing.org



Contact Info

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RECREATIONAL
BOATING & FISHING
FOUNDATION



Questions?