

IDAHO DEPARTMENT OF FISH AND GAME'S MILLENNIAL FISHING CAMPAIGN

RBFF STATE R3 PROGRAM GRANTS

OVERVIEW

Idaho Fish and Game (IDFG) created a multifaceted marketing campaign to recruit and retain resident, millennial anglers. The campaign was developed to increase the number of adult fishing licenses sold to 18-37 year-olds and to increase our year-over-year retention of anglers.

The strategy was to stimulate Idaho's millennials to purchase 2019 fishing licenses by showing them the opportunity to experience the outdoors with friends and family, get fresh air, create memories, and catch dinner.

Photos and video were used throughout the campaign to display what makes Idaho special – the beautiful outdoors – and the incredible diversity of fishing opportunities. Influencers were also incorporated to generate interest and encourage angler participation.

Idaho Fish and Game devoted \$78,548 into the five-month campaign. Additional dollars and in-kind donations were added from RBFF, other agencies, and businesses. By doing so, Idaho was able to leverage this into a \$117,908 campaign.



Images from our photoshoot with Stoltz Marketing Group

PARTNERS

- Recreational Boating & Fishing Foundation
- Stoltz Marketing Group
- Payette Brewing
- Idaho Tourism

SUPPORT

"RBFF's investment helped Idaho Fish and Game engage customers in new and innovative ways to support angling R3 efforts. We observed a high level of engagement on our social media platforms, and a corresponding increase in fishing license sales. The successes, and lesson learned, will certainly be incorporated into future efforts statewide, and is an investment that will pay dividends into the future"

Sharon Kiefer
Bureau Chief of
Communications & Marketing

CONTACT INFO

Ian Malepeai:
ian.malepeai@idfg.idaho.gov

Emily Palmer:
emily.palmer@idfg.idaho.gov

RESULTS

Social Media Ads: Ran 10 different ads from April 15 – August 31, 2019

- Impressions: 4,493,562
- Reach: 414,872
- Click-through-rate: 0.34%
- plays: 3,471,648
- Link clicks to microsite: 5,478
- Ad recall: 10.75% of people who saw the ad remember seeing it

Mobile Display Ads:

- Impressions: 4,493,562
- Link Clicks: 3,171
- Click-through-rate: 0.16%, which is nearly doubled national benchmark

Idaho Fish Fest:

- 400 – 500 people in attendance
- Sold 37 licenses, totaling to \$1,909.45
 - Over 50% of license buyers were new anglers to Idaho
- 3 local fly shops provided casting demonstrations
- 3 conservation organizations helped answer questions
- 1 kids fly fishing club taught fly tying
- 2 live bands
- Facebook event page reached over 38,700 people, with 1,950 total event responses

License Sales:

- 19,134 resident anglers between ages 18-37 in 2019 were either new to fishing in Idaho or had not held a license over the past 5 years
- 157,523 residents held a valid fishing license in 2019
 - As compared to 150,578 in 2018
- 63,233 residents between ages 18-37 held a fishing license in 2019
 - This was an increase of 1,265 licenses, or 2%, from 2018
- 47% of anglers between ages 18-37 who bought a license in 2018 also bought in 2019 (retention)
 - As compared to 45% from 2017 to 2018

Influencer Participation:

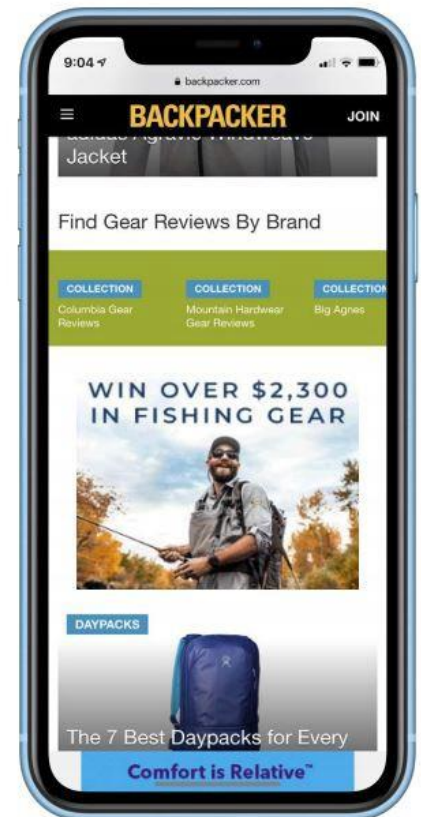
- Made contact with 144 influencers and over 50% of them were willing to support the campaign
 - 204 posts were made by these influencers, which generated over 37,600 organic likes and 950 comments

Microsite Metrics:

- 7,296 sessions
- 6,552 users
- 8,041 page views
- 76.5% of sessions are from folks ages 18-44
- 927 entries into gear contest

Gear Contest:

- 891 entries
- Over 13 products donated by 7 companies, totaling to over \$6,360 in partner donations



Mobile display ad for gear contest

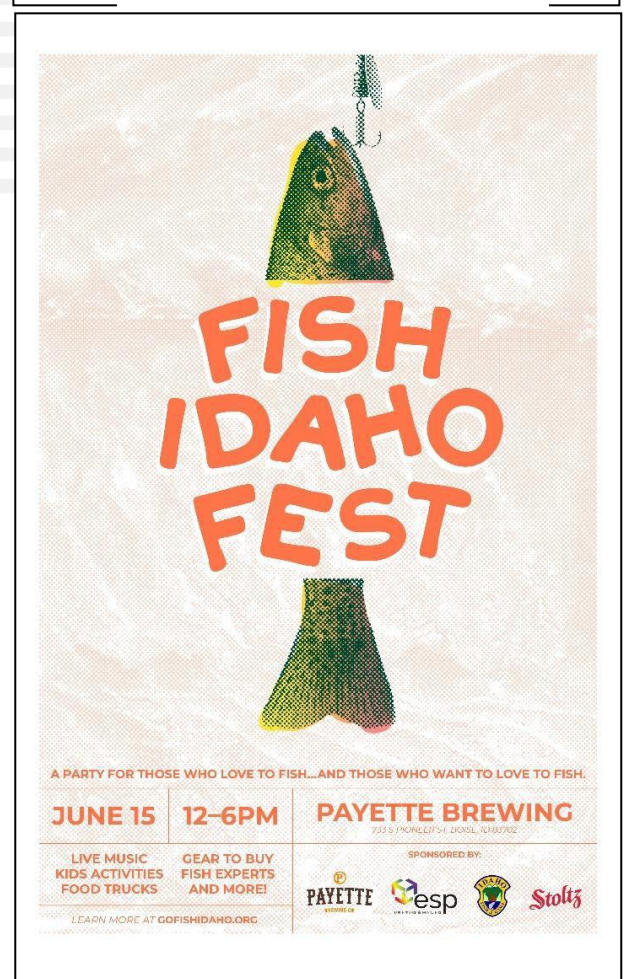


Mobile display ad

METHODOLOGY

Idaho's Millennial Fishing Campaign ran from April 15 – August 31, 2019 and targeted those who have an interest in fishing, but had not yet purchased a fishing license.

1. In an effort to reach millennial's who have an interest in the outdoors, but might not fish, Idaho hosted a fishing event at a local brewery. A planning document was created as a template for future events in other regions across the state. Payette Brewing, where the event was hosted, is a popular brewery among local citizens who enjoy outdoor recreation. A 6-hour event on Saturday, June 15 and had approximately 400-500 in attendance. Marketing for the Fish Fest took place weeks before the event and included both digital, and non-digital components.
2. Idaho worked with a marketing agency on two fishing video and photoshoots. The goal was to use photos and videos in the campaign that displayed millennials both with and without kids, fishing and enjoying the outdoors. Idaho Fish and Game wanted to diversify their digital assets for this campaign while also having a contemporary look and feel.
3. A concerted effort was made to find Idaho influencers who were anglers, but had a following beyond "core" anglers who were already license buyers. Influencers were entered into the contest by making a fishing-related Instagram post, tagging Idaho Fish & Game, and using IDFG hashtags #FishIdaho #GetYourFishingLicense, and #IdahoFishAndGame.
4. A microsite was launched to communicate the benefits that fishing offers for millennials – the chance to experience the outdoors with friends and family, while supporting a great cause – the preservation and perpetuation of Idaho's fisheries.
5. Digital and social ads were primarily focused on metro areas where the majority of Idaho millennials live. Multiple audiences were targeted by location, interest, and age.



Poster for Fish Idaho Fest

BENEFITS

- Increased the number of millennial aged anglers by 2% from 2018 - 2019
- Increased total fishing license holders by 5% from 2018 - 2019
- Increased year-over-year retention of millennial anglers by 2% in 2019
- Strengthened partnership with the Idaho Tourism Department
- Built a framework for future influencer programs in order to obtain more user generated content
- Diversified our video and photo assets
- Our marketing efforts reached more than just millennials, and we saw a lift in total fishing license sales across all age groups for 2019
- Generated support for the building of new hashtags, specifically #FishIdaho
- Engaged with multiple stakeholders to find individual benefits in a common purpose

LESSONS LEARNED/FUTURE PLANS

- Continue to use social media and mobile display as campaign platforms - both performed very well and exceeded industry benchmarks
- Consider adding in some other media tactics, like connected TV; explore guerrilla/nontraditional ideas around metro area
- Expand influencer campaign with paid incentives
- Look into point of purchase campaign extension (cards directing to website, info about contest)
- Expand events to be more frequent/varied
- Make website landing page more interactive
- Increase capabilities to track advertising to a specific sale



Microsite banner image