RBFF Launches New Hispanic Campaign

VAMOS A PESCAR

April 24, 2014
OVERVIEW

Growing Participation in Fishing & Boating

- The Hispanic Opportunity
- Target Market Segmentation
- The Plan – Vamos a Pescar!
- Resources for You
THE HISPANIC OPPORTUNITY
53 MILLION STRONG & GROWING

Hispanic Population Count

Today: 17%

MAJOR CONSUMER FORCE
20% of the U.S. Adult 18-49 Population is Hispanic

HISPANIC GROWTH

Hispanic Baby Boom vs. Non-Hispanic Baby Boomers

Source: US Census Bureau, 2010 Census & 2008 Population Projections, Pew Hispanic Center
EMERGING MIDDLE CLASS

Total US HH Income

Hispanics

- $75-100K: 7% (2000) → 13% (2013)
- $100K+: 7% (2000) → 13% (2013)

Non-Hispanics

- Under $35K: 32% (2013)
- $35-75K: 32% (2013)
- $75-100K: 13% (2013)
- $100K+: 27% (2013)

Source: Geoscape. American Marketscape DataStream 2013 Series. Produced by the Geoscape © Intelligence System (GIS) “The data herein contained will be used exclusively for advertising/media decisions related to Univision. Any other use must be explicitly licensed from Geoscape.”
HISPANICS DRIVE SPENDING GROWTH

“100% of the growth in sales is going to come from multicultural customers”

Tony Rogers
SVP Brand Marketing
Walmart
October 31, 2012
HISPANIC FISHING

33M U.S. Anglers

3.1M New U.S. Anglers

1.6M are Hispanic

99K New Hispanic Anglers

2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation

U.S. Fish & Wildlife Service

TAKE ME FISHING
HISPANIC BOATING

8.4% of boating participants are Hispanic
- vs. 15.3% of the adult population
- i.e., almost half of fair share

7.7% of current boat owners
- 2.4% of past boat owners
- i.e., less of a past involvement in boating

Source: NMMA, 2012 Recreational Boating Statistical Abstract
OUTDOOR ACTIVITIES REQUIRING A BOAT

Boat ownership may be limited, but is not limiting to boat-related activities.

Source: Simmons NCHS Adult Winter 2012 2-year Study, Base = CA, FL and TX.
TARGET MARKET SEGMENTATION
HISPANIC TARGETS

HAPPY HIKERS
Family-oriented nature lovers whose lives revolve around their kids. They plan activities around budget and time constraints, with fishing rarely, if ever, making the short list.

SOCIAL ANGLERS
Highly active recreation-minded singles and couples. They fish on occasion, but it's activities like hiking, camping, tubing and mountain biking that deliver the active thrills they seek.

FISHING FANATICS
Avid anglers who adamantly believe fishing is more a religion than a sport, and their shrine's in the garage. They get out on water to drop a line every chance they get.
TARGET MARKET SIZE

Not Outdoors

14.2 MM
Target Segment Universe

5.9 MM
HAPPY HIKERS

5.1 MM
SOCIAL ANGLERS

3.3 MM
FISHING FANATICS

Sources: Simmons NCHS Adult Winter 2012 2-year Study; NCS Teens Study Fall 2012
KEY BARRIERS

• Lack of exposure and experience
• Fishing perceived as passive, waiting game
• Full family participation is often difficult
• Outdoor activities in general waning
• Money is a major issue, whether real/perceived
• State licenses, regulations are problematic
• Culturally relevant invitation is missing
OVERCOMING BARRIERS

Happy Hikers and Social Anglers

Exposure

Top of Mind Awareness
Fun, Family, Exciting
Relevant, Relatable

Inform

Knowledge
How to Fish
Rules, Regulations, Guidelines
Help/Resources

Engagement

Experience for Self
Live the Thrill of the Catch
Feel Fun, Excitement

Fishing Fanatics

TAKING ME FISHING
THE PLAN
FIVE-YEAR PLAN

2013
CONTENT DEVELOPMENT

Develop creative assets and campaign microsite, needed for launch (leverage existing TMF assets).

2014
TEST MARKETS

Launch Hispanic program in two pilot states, develop associations with media and retail partners.

2015
MARKET EXPANSION

Evolve program to build upon test market learning/results, expand nationally, add television/PSAs.

2016
CONTINUITY

Build on program’s national reach.

2017
CONTINUITY

Continue to optimize program based on KPIs.
PILOT STATES

Hispanic Population 16+
- TX: 36%
- FL: 24%

Hispanic As Percent Of Anglers (Per State)
- TX: 17%, Hispanic Anglers: 471K
- FL: 5%, Hispanic Anglers: 111K
CAMPAIGN ASSETS

• Search Engine Marketing (SEM)
• Digital Advertising
• Radio
• Events
• PSAs (TV & Radio)
### HISPANIC MEDIA

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<th>Desktop Display</th>
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**Radio Events**

**PSAs**

**TV, Radio**
CAMPAIGN GOALS

✓ Increase Vamos a Pescar brand awareness and brand influence
✓ Increase in fishing participation
✓ Increase in motorized boating participation
✓ Direct license sales at events
✓ Email collection at events
RESOURCES FOR YOU
RESEARCH & LEARNINGS

Hispanic Growth Driven by Younger Population
Hispanic Baby Boom vs. Non-Hispanic Baby Boomers

NMMA Boating Data Outlines Hispanic Challenge

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Must establish awareness of boating as a relevant outdoor activity

Research & Webinar Online: http://takemefishing.org/general/about-rbff/programs-and-materials/
PHOTO LIBRARY

Photos Online: http://takemefishing.org/general/about-rbff/programs-and-materials/national-campaign/photo-library/
HOW-TO VIDEOS

How To Videos on YouTube: http://www.youtube.com/takemefishingfilms
TV & RADIO PSA

PSA On YouTube: http://www.youtube.com/takemefishingfilms

PSA download site: http://tvaccessreports.com/rbffdwnloads/
NEXT STEPS
IN DEVELOPMENT

- Hispanic Readiness Checklist
- *New* Spanish “Beginner’s Guide to Boating”
- Hispanic Family Video with Discover Boating
- Quarterly Newsletter
- More How-To Videos
- Continuing Education & Research – Webinar 2.0
- Retail Point of Sale Kit
**NEWS & INFO**

**NewsWaves**
March 2014

*Your Update from RBFF.*

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**Features**

**Hear From New Board Chairman, Ken Hammond**

Recently elected board chairman, Ken Hammond, sat down to provide his thoughts on some of the exciting projects RBFF has coming down the line. Read about how he plans to guide RBFF and its board during the launch of its Hispanic Campaign, continued partnership with Disney and more.

*Read More.*

**Quick Links**

- RBFF’s 2013 Marketing Guide
- Hear From Board Chair Ken Hammond
- RBFF’s New Hispanic Campaign, “Vamos A Pescar”
- RBFF Prepares to Launch State Marketing Programs
- Take Me Fishing at Walt Disney World® Resort
- Email Preferences

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**NewsWaves:** http://takemefishing.org/general/about-rbff/programs-and-materials/newswaves/

**LinkedIn:** http://www.linkedin.com/company/recreational-boating-and-fishing-foundation

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**TAKE ME FISHING**
Gracias