

RBFF STATE INNOVATIVE R3 PROGRAM GRANTS WASHINGTON DEPARTMENT OF FISH AND WILDLIFE 2017 ANNUAL TROUT FISHING DERBY

PARTNERS

- Recreational Boating & Fishing Foundation
- Washington Department of Fish and Wildlife
- License Dealers

OVERVIEW

The Washington Department of Fish and Wildlife (WDFW) hosted its second Annual Statewide Trout Fishing Derby from April 22 – October 31, 2017. To increase fishing license sales through angler recruitment and reactivation in Washington and neighboring states, the WDFW collected over 900 prizes valuing over \$27,000 donated by local WDFW license dealers and manufacturers for the Derby. Additionally, RBFF granted WDFW with \$10,000 to help promote awareness of the derby to new audiences. Pandora ads, parenting and regional magazines, e-blasts, lake signs, and school system distribution were all utilized to reach this new audience.



METHODOLOGY

The target audience identified were residents aged 25-44 in specific urban counties (with the exception of the lake signs distributed to all derby locations statewide). Rather than reaching out to current anglers, WDFW focused on reaching out to those who have an interest in fishing or the outdoors, but have not tried or consistently participated before. This group included women (with a specific focus on mothers), parents of school aged children, and non-consumptive outdoor enthusiasts (hikers, campers, etc.). To evaluate success, license sales in the targeted counties and age groups were compared with control groups to measure lift during the campaign.

BENEFITS

Because there are hundreds of winners and not just one, WDFW's Trout Fishing Derby increases excitement and participation in the outdoors. Self-promotion is also more prevalent as the public shares their own winning experiences with family and friends. By engaging with nontraditional customer segments, the variety of promotion methods used expanded upon WDFW's current marketing efforts. Additionally, partnering with local dealers strengthened their own incentive to promote the event to current customers.

SUPPORT

“Washington’s trout derby not only brought more people out on the water, it better connected us with our dealer network, increased excitement among outdoorspeople and created incentives for young people to catch easy-to-fish species and become lifelong anglers.”

Jim Unsworth, WDFW Director



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RESULTS

For audience segments targeted through RBFF grant money:

- Age groups targeted in License Year (LY) 2017 May and June campaigns (25-44 year-olds) saw a total **gain of \$338,712.50** compared to LY 2016 May and June combined.
- Ages 25-44 in **counties** geo-targeted with the Pandora spots and editorial ads/E-blasts saw a **lift of \$164,189** in revenue LY 2017 May and June combined compared to LY 2016 May and June combined
- Females 25-44 in targeted counties saw a **3% higher revenue lift** in LY 2017 May and June combined, compared to females 25-44 in non targeted counties.
- Derby associated licenses sold in targeted counties from April-June 2017 were down only **1%**, and non-targeted derby counties license sales were down **4%**

LESSONS LEARNED/FUTURE PLANS

Lessons Learned:

- Start advertising and promotional messaging early in the campaign.
- Complete landing pages as soon as possible and test compatibility with all browsers.
- Lakes need to be re-evaluated to determine the best spots to increase urban participation.

Future Plans:

- Put derby fish in more urban lakes.
- Increase video advertising for future campaigns.
- Encourage social media sharing.
- Use digital marketing and video advertising to effectively reach and increase engagement with female, youth, urban, and minority audiences.
- Encourage future participants to bring a friend fishing with them.