

#### PURPOSE & GOALS

- INCREASE LICENSE SALES
- REPRESENTATION MATTERS
- BREAK DOWN BARRIERS



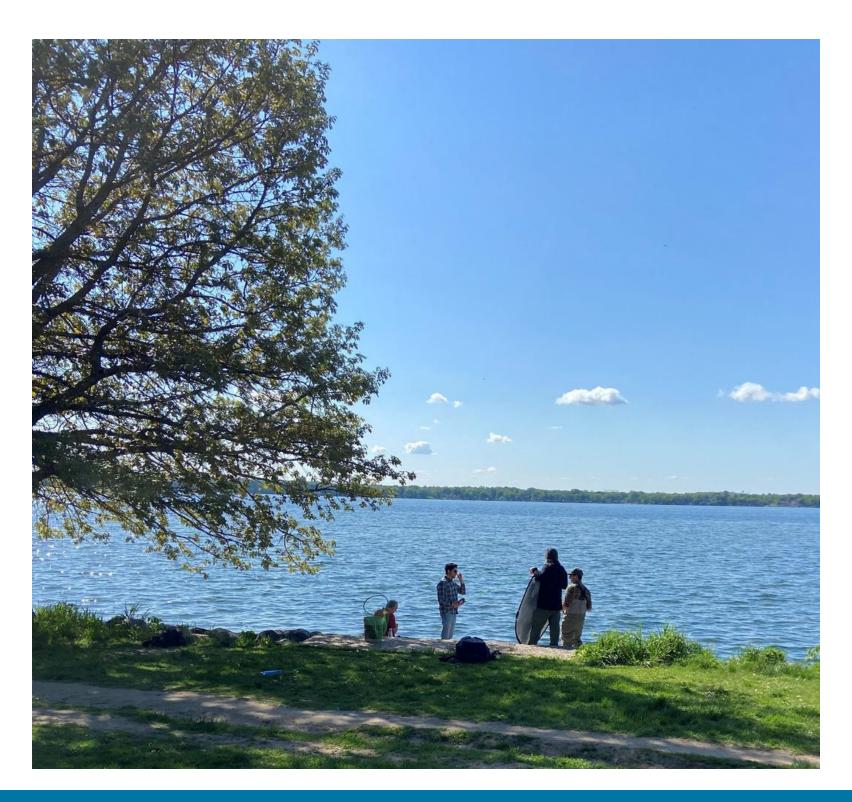
#### WHY THIS AUDIENCE?

- LONG GAME
- GROWING DEMOGRAPHIC
- CORE AUDIENCE HAVE LICENSE? GONE RECENTLY?
- HIGHLIGHT OPPORTUNITIES

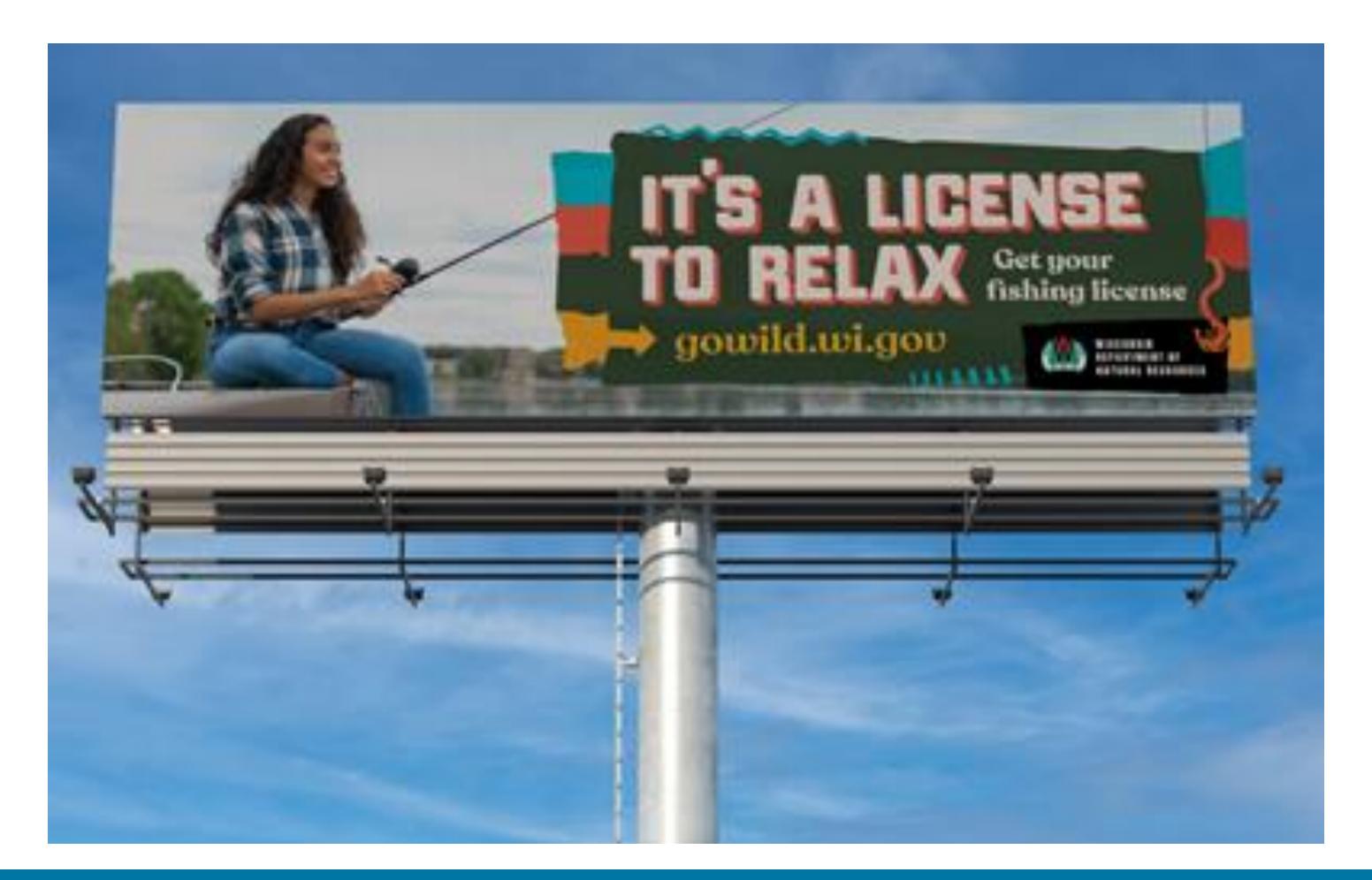


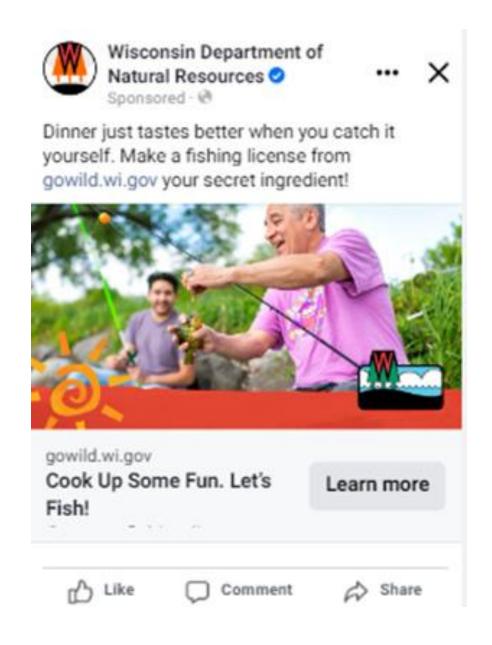
WISCONSIN DEPARTMENT OF NATURAL RESOURCES | DNR.WI.GOV

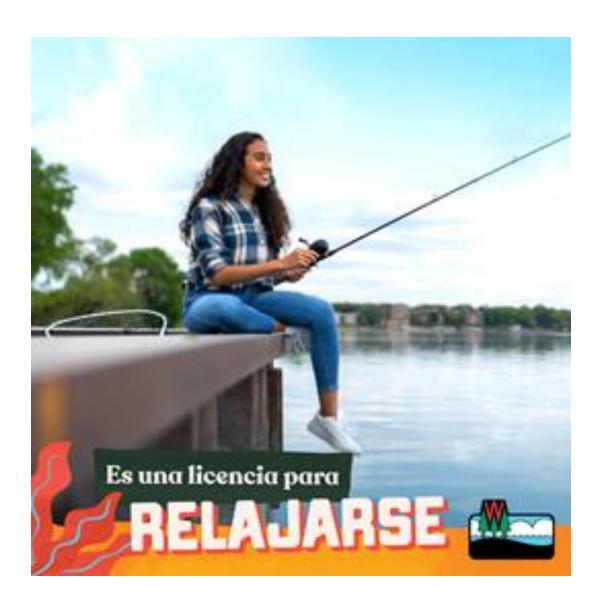
## PUT OUR MONEY WHERE OUR MOUTH IS

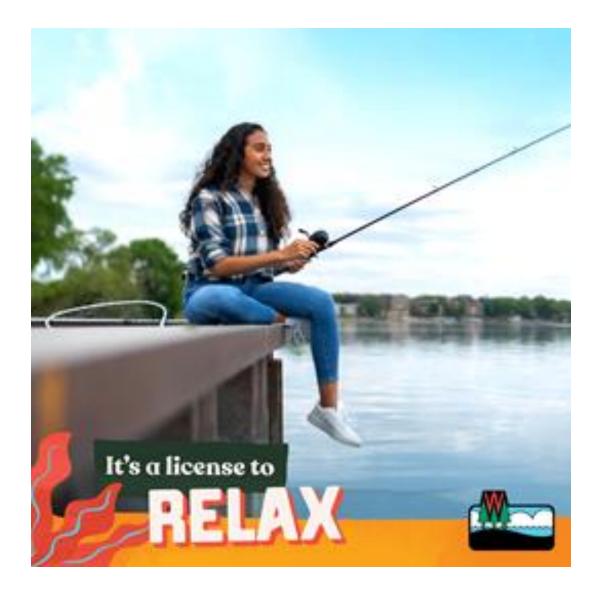


# GET HYPER-LOCAL TO TARGET DIRECTLY WITHOUT TRACKING PIXELS



















#### HIGH-LEVEL

- OVER 5M IMPRESSIONS ACROSS ROTATING DIGITAL BILLBOARDS
- Over 600K impressions on social media
  - nearly 2,000 clicks to website
- Over 300K impressions on Pandora
  - 0.46% click-through rate (benchmark 0.25%)

#### THE DETAILS

#### License Sales Data

A comparison of sales of fishing licenses before, during and immediately following the campaign in the zip code targeted area, the general target area of Milwaukee County and statewide. The below numbers are for licenses sold to Latino anglers specifically as mapped by overlaid census data.

	Target Zip Codes (within Milwaukee County)	Milwaukee County (excluding the target zip)	Statewide ( <u>everywhere</u> except Milwaukee County)
Time Period Before <u>The</u> Campaign			
March 1-June 5, 2021	564	473	4,184
March 1-June 5, 2022	1,043	804	7,635
March 1-June 5	479	331	3,451
YOY Difference			
Time Period During <u>The</u> Campaign			
June 6-Aug. 15, 2021	208	185	1,583
June 6-Aug. 15, 2022	708	496	6,003
June 6-Aug. 15	500	311	4,420
YOY Difference			
Time Period Immediately After <u>The</u> Campaign			
Aug 16Sept. 30, 2021	42	31	339
Aug 16Sept. 30, 2022	135	108	1,560
Aug 16Sept. 30 YOY Difference	93	77	1,221

#### SO WHAT DOES THAT ALL MEAN?

- ~800 ADDITIONAL LICENSES YOY DURING CAMPAIGN
- ~170 ADDITIONAL LICENSES COULD BE LINKED AFTER THE CAMPAIGN ENDED

#### ADDITIONAL BENEFITS

- BEGAN THE CONVERSATION
- BUILT A FRAMEWORK + PROVED A HYPOTHESIS
- BUILT OUT PHOTO LIBRARY



## RECRUITING A DIVERSE AUDIENCE ISN'T EASY ... BUT IT IS WORTH IT



### IDEAS TO EXPAND ON THE CAMPAIGN (FREE, ORGANIC OPTIONS)

- SOCIAL MEDIA Q+A
- OPTIMIZE GETTING STARTED
   RESOURCES ON WEBPAGE

## IDEAS TO EXPAND ON THE CAMPAIGN (EXPANDING CURRENT OFFERINGS)

- EMPHASIZE MOBILE FIRST CATCH CENTER + OTHER EVENTS IN THE LATINO COMMUNITY
- TRANSLATE REGULATIONS
- SIGNAGE @ LOCAL BAIT SHOPS

## IDEAS TO EXPAND ON THE CAMPAIGN (OPTIONS WITH ADDITIONAL FUNDS)

- TERRESTRIAL RADIO
- EXPAND GEOGRAPHICALLY
- ONLINE DISPLAY WITH CONTEXTUAL TARGETING
- STREAMING TV

