



**REPRESENTATION MATTERS:
RECRUITING LATINO ANGLERS
INTO WISCONSIN'S FISHING
COMMUNITY**

PURPOSE & GOALS

- **INCREASE LICENSE SALES**
- **REPRESENTATION MATTERS**
- **BREAK DOWN BARRIERS**

AUDIENCE

WHY THIS AUDIENCE?

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

A woman with long dark hair, wearing a pink and white plaid shirt, is smiling and looking to her right while holding a bright green fishing rod. In the background, a man in a purple shirt is also fishing by a stream with rocks and greenery. The word "STRATEGIES" is overlaid in large, bold, dark blue letters on the right side of the image.

STRATEGIES

PUT OUR MONEY WHERE OUR MOUTH IS



**GET HYPER-LOCAL TO
TARGET DIRECTLY
WITHOUT TRACKING
PIXELS**





Wisconsin Department of Natural Resources

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Cook Up Some Fun. Let's Fish!

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This fishing season,
give yourself a
license to



Esta temporada de
pesca, obtenga una
licencia para



It's a license to **HAVE FUN**

Get your fishing license today
→ gowild.wi.gov



RESULTS



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)
<i>Time Period Before <u>The</u> Campaign</i>			
March 1-June 5, 2021	564	473	4,184
March 1-June 5, 2022	1,043	804	7,635
March 1-June 5 YOY Difference	479	331	3,451
<i>Time Period During <u>The</u> Campaign</i>			
June 6-Aug. 15, 2021	208	185	1,583
June 6-Aug. 15, 2022	708	496	6,003
June 6-Aug. 15 YOY Difference	500	311	4,420
<i>Time Period Immediately After <u>The</u> Campaign</i>			
Aug 16.-Sept. 30, 2021	42	31	339
Aug 16.-Sept. 30, 2022	135	108	1,560
Aug 16.-Sept. 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**

LESSONS LEARNED



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

WHAT'S NEXT?



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**



QUESTIONS?

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