

# IA-Focused Digital Advertising Targeting Urban, Hispanic Women

## RBFF State R3 Program Grants



RECREATIONAL  
BOATING & FISHING  
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### Overview

The Iowa Department of Natural Resources (DNR) launched its digital advertising campaign focused on increasing fishing participation of urban, Hispanic women on June 1, continuing until August 1, 2020.

The targeted digital ads were shown in English or Spanish, depending on the language the user has set in their preferences. These were paired with 262 radio spots in Spanish. Both the ads and radio spots drove users to a landing page featuring local fishing information, tips and tutorials, Take Me Fishing “how to” videos and various state agency resources. After visiting the landing page, these users were retargeted with digital ads encouraging them to buy a fishing license.

The campaign initially included complimentary in-person fishing events that were canceled due to Iowa’s State of Emergency prohibiting events with more than ten people. With the campaign underway before the State of Emergency, the Iowa DNR was well aligned to provide virtual support for this demographic in unprecedented times of outdoor participation.

The digital advertising leveraged pixel-tracking and utm-tagging tactics to measure view-through and click-through conversions generated from users who saw DNR’s digital ads.

### Partners

- Brandt Information Services
- La Ley 105.5 FM and La Reina 96.5 FM
- Recreational Boating & Fishing Foundation (RBFF)

### Support

“This digital campaign not only jump-started our digital campaign efforts, it also provided a direct connection with specific minority audiences that we have been struggling to reach for some time—all while driving license sales and introducing them to a new experience.”

Alex Murphy, Director of Communications

### Results

- \$85,086 Licensing System Revenue Generated (5:1 Return on Digital Ad Spend)
  - 3,110,137 impressions
  - 4,356 conversions to license purchase
- 262 radio spots aired on La Ley 105.5 FM and La Reina 96.5 FM
- 6,398 landing page web views
- 90 viewers signed up to receive local fishing news

### Digital Advertising Creative

 Iowa Department of Natural Resources

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## Benefits

The Iowa DNR has struggled to significantly grow their reach and engagement within the Hispanic community. Growing participation in this segment of the population is extremely important to the future of fishing in Iowa because the Hispanic population has grown over 135% from 2000 to 2018 and is projected to increase from 6% of Iowa's population today to over 12% of Iowa's population by 2050.

Iowa DNR's partnership with La Ley 105.5 FM and La Reina 96.5 FM, as well as targeted digital ads, expanded their reach of Hispanics in Iowa. They were able to highly segment the target audience by location, demographics, and purchase history to ensure their message reached the intended audience and every penny counted.

The local fishing news email sign up on the landing web page provided an easy first step to engage users. New subscribers were sent a welcome email with local fishing spots and a follow-up email a week later with a link to buy a license and getting started guide.

## Methodology

**Digital Ads-** Iowa DNR's digital advertising campaign was geofenced to the Greater Des Moines Metro (DSM) area and Facebook users that call DSM home. Facebook's ad platform audience filtered and integrated with their licensing system which allowed them to show ads to Hispanic women who did not have a current fishing license.

**Local Spanish Radio Advertising-** Local Spanish radio advertising aired messages that speak to barriers to going fishing and advertised local fishing opportunities.

**Campaign Landing Web Page-** The call to action of the digital ads and local Spanish radio advertising drove users to a campaign landing web page at <https://www.iowadnr.gov/readytofish>. This web page featured local fishing information, a "Buy Your License" link, tips to get started fishing, educational how-to videos from the Take Me Fishing YouTube channel, Iowa-specific digital resources, fishing basics in Spanish, and a link to sign up for local fishing news.

## Future Plans/Lessons Learned

This campaign proved the success of executing digital advertising campaigns to drive awareness, fishing participation, and ultimately licensing system revenue.

Iowa DNR learned to monitor their campaign regularly. For example, they wanted to use ads to retarget their audience. However, the retargeting segment was paused early in July and the remaining funds were re-allocated into the prospecting campaign due to the strong performance and opportunity to push for more purchases.

Iowa DNR plans to continue its digital advertising efforts with additional user segments, curated content, and targeted messaging strategy.

The call to action of the digital ads and local Spanish radio advertising drove users to this campaign landing web page at [www.iowadnr.gov/readytofish](http://www.iowadnr.gov/readytofish).



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