INSIGHTS TO ENGAGING THE HISPANIC AUDIENCE
AGENDA

- Why Hispanics Matter
- How to Engage Hispanics
- Vamos A Pescar Overview
- RBFF Resources
WHO WE ARE

Established in 1985

- Headquartered in Houston, with offices in Los Angeles, New York, Mexico City
- Largest Hispanic owned and operated agency in the US
- Passionate about the Hispanic community and the opportunity it represents for our clients
WHY HISPANICS MATTER
HISPANIC FACTS UPDATE

- 55 MM strong, 17% of population, largest minority; majority in key DMAs
- Hispanics accounted for 48% of all population growth 2012 – 2013
- Projected to reach 65 MM (20%) by 2020
- Median age of 29 vs. 43 Non-Hispanic White
- 24% of kids under the age of 18, 26% of kids 0 – 5

Sources: U.S. Census and Geoscape MarketWatch
HISPANICS LEAD US POPULATION GROWTH

Projected population growth 2010 to 2050 shows major ethnic impact

Note: Excludes American Indian, Alaska Native, Hawaiian & Other Pacific Islander
Sources: U.S. Census Bureau, Population Projections, and Nielsen Media
HISPANIC CONCENTRATED

The top five states account for 68% of RBFF’S Hispanic target

- California: 14.7
- Texas: 10.2
- Florida: 4.6
- New York: 3.6
- Illinois: 2.1
- Arizona: 2.0
- New Jersey: 1.7
- Colorado: 1.1
- New Mexico: 1.0
- Georgia: 0.9

Source: U.S. Census, 2013
UNEXPECTED AREAS SEEING EXPANSION

The fastest Hispanic growth is occurring in unexpected, emerging States

- Alabama: 158%
- Tennessee: 154%
- South Carolina: 154%
- Kentucky: 132%
- South Dakota: 129%
- Arkansas: 123%
- North Carolina: 120%
- Mississippi: 117%
- Maryland: 112%
- Georgia: 103%

**TOP 10 METROS HIGHLY HISPANIC, YOUNG**

About half of all U.S. Hispanics live in the top 10 metro areas

<table>
<thead>
<tr>
<th>Rank</th>
<th>Metro Area</th>
<th>Hispanic Population</th>
<th>% Hispanic Among Total Pop.</th>
<th>Among Hispanics, % Foreign Born</th>
<th>Among Under 18, % Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Los Angeles</td>
<td>5,804,000</td>
<td>45%</td>
<td>42%</td>
<td>60%</td>
</tr>
<tr>
<td>2</td>
<td>New York</td>
<td>4,317,000</td>
<td>24%</td>
<td>43%</td>
<td>30%</td>
</tr>
<tr>
<td>3</td>
<td>Houston</td>
<td>2,105,000</td>
<td>37%</td>
<td>41%</td>
<td>47%</td>
</tr>
<tr>
<td>4</td>
<td>Riverside, CA</td>
<td>2,062,000</td>
<td>48%</td>
<td>31%</td>
<td>61%</td>
</tr>
<tr>
<td>5</td>
<td>Chicago</td>
<td>1,971,000</td>
<td>22%</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>6</td>
<td>Dallas</td>
<td>1,809,000</td>
<td>28%</td>
<td>40%</td>
<td>38%</td>
</tr>
<tr>
<td>7</td>
<td>Miami</td>
<td>1,627,000</td>
<td>65%</td>
<td>66%</td>
<td>60%</td>
</tr>
<tr>
<td>8</td>
<td>Phoenix</td>
<td>1,163,000</td>
<td>30%</td>
<td>31%</td>
<td>44%</td>
</tr>
<tr>
<td>9</td>
<td>San Francisco</td>
<td>1,114,000</td>
<td>23%</td>
<td>40%</td>
<td>33%</td>
</tr>
<tr>
<td>10</td>
<td>San Antonio</td>
<td>1,112,000</td>
<td>56%</td>
<td>17%</td>
<td>65%</td>
</tr>
</tbody>
</table>

Source: Pew Hispanic Center, 2011 ACS
HISPANICS MATTER TO THE FUTURE OF FISHING

If your initiatives revolve around kids, you better be connecting with Hispanic families.

Population Change
2000-2014
Ages 0-17

+ 5.3 M

There are now 5.3 Million more Hispanic kids.

- 4.3 M

There are 4.3 Million fewer white kids today than in 2000.
SPANISH LANGUAGE PERSEVERES

Defying expectations, Spanish persists among Hispanic Millennials.
SPANISH LANGUAGE CONNECTS

Walmart’s 2014 ad performance by language among bilingual Hispanic Millennials 18-34

General Recall: 38% SPANISH LANGUAGE, 29% ENGLISH LANGUAGE
Brand Recall: 23% SPANISH LANGUAGE, 14% ENGLISH LANGUAGE
Message Recall: 16% SPANISH LANGUAGE, 10% ENGLISH LANGUAGE
Likeability: 19% SPANISH LANGUAGE, 9% ENGLISH LANGUAGE
HOW TO REACH HISPANICS

INSIGHTS
HISPANIC ENGAGEMENT IS A PROCESS
Getting Hispanics aware and involved is easier than you might think

Determine the Opportunity
- Establish community size and type
- Understand segment differences
- Choose areas of focus

Understand the Consumer
- Understand mindsets
- Determine attitudes, behaviors, preferences
- Learn their influencers

Ready the Organization
- Get the right people on board, train them
- Optimize events and offerings
- Set the stage

Initiate Action
- Focus on community wants/needs
- Don’t wait for them to come to you
- Invite, welcome

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Exposure and participation are vital
• Few come from fishing/boating households or have prior experience

Hispanics raised in Latin America, rarely consider boat ownership/fishing
• Activities were largely limited to the socioeconomic elite

Hispanics tend to live in urban areas, ethnic enclaves
• Public lands, parks, fishing and boating areas are often limited

Geography and ethnic sub-group play vital role
• Cubans/Caribbeans vs. Mexicans
• South Florida vs. South Texas
BARRIERS MUST BE OVERCOME

- Lack of exposure and experience
- Full family participation is often difficult
- Money is an issue, whether real or perceived

Outdoor activities in general are waning
Fishing/boating perceived as a passive, waiting game
State licenses, regulations are often confusing
KEY ELEMENTS TO CONSIDER

Cultural sensitivity, understanding segment needs, mindset
• Local market research, situation analysis, staff training, consumer feedback.

Emphasize key features and benefits
• Often, major points of concern are different, as much emotional as functional

Go TO community, don’t wait for them to come to you
• Participate in community events, activities: demonstrate, educate, celebrate

Make Hispanics feel as “welcome and comfortable” as mainstream
• Recognition, acceptance, feeling valued and invited are vital

Overall, make Hispanics feel that this is for them
• Place emphasis on inclusion, invite prospects to events and workshops, follow up
BE PREPARED WHEN THEY DO COME

On-location
• Create family-friendly environment, young, action-oriented
• Offer sensory experiential activities – seeing, feeling, playing
• Consider Hispanic staff for relevance, credibility

Materials
• Provide in-language materials
• Make basic, necessary information bilingual (products, events, license info)
• Use culturally-relevant imagery

Brand Ambassadors
• Mobilize existing Hispanic enthusiasts
• Utilize social media – Facebook, Twitter
• Invite, Invite, Invite!
ONE MAN’S DREAM…

Cultural-relevance and situational context cannot be assumed.

**Mainstream**

- Ideal Setting
- Calm, Peaceful
- Rugged, Independent
- Man vs. Nature

**COMPARED TO…**

**Hispanic**

- Isolated, Lonely
- Seeking Survival
- Lacking Friends, Family
- Man on His Own
1. Invest time with Latino consumers - develop a relationship
2. Involve extended family – acknowledge role
3. Match family needs – consider level of knowledge, experience
4. Focus more on “togethering”, social benefit drives motivation
5. Hire bilingual staff to identify with, create rapport
6. Develop in-language communication tools, materials, videos
7. Host educational sessions to inform, boost confidence
8. Consider Hispanic-specific events, activities, holiday celebrations
9. Collect contact info – phone, e-mail, language preference – follow up
10. Get into community - reach out, be welcoming - invite
VAMOS A PESCAR

OVERVIEW
Happy Hikers Form Target Core

Happy Hikers
Family-oriented outdoors lovers. Their lives revolve around their kids. They plan activities around tight budgets and time constraints. Regularly outdoors, but fishing/boating rarely, if ever, makes the short list.

Demographics:
- Bicultural Hispanics, 25 – 45; median age: 36
- Married: 66%, kids in HH
- HH income: $40k+; median income: $52K

Outdoor Category:
- Like to camp, backpack, mountain bike
- Regularly visit lakes and beaches
- Minimal boat ownership, canoe, kayak, jet ski

Psychographics:
- Nurturers – emphasize keeping family happy
- See selves as goodhearted, affectionate, loving
- Family traditions, beliefs are very important

Tech Attitudes:
- Heavy mobile, social users, use sites for local info
- Tech, primary life organizational tool
- Involved parent, tech helps share, compare, track

Source: Simmons NCHS Adult Summer 2014
LEVERAGE HAPPY HIKERS MEDIA USAGE

Constantly connected via mobile, highly social and live to share experiences.

- Like staying connected via mobile (76%/128) or tablet (38%/141)
- Constantly frequent Web for info and entertainment (85%/135)
- Spanish terrestrial (60%/121) & digital audio (60%/120) provide the cultural link
- Social posting to share life experiences (85%/135)
750k Total Visits
INTEGRATED MARKETING APPROACH
VAP SOCIAL MEDIA LAUNCHED AND GROWING
HISPANIC RESOURCES

- Research
- Webinars
- How-To Videos
- PSAs
- Photo Library
- Translation Guide
One adventure, many ways to live it.

Because when you’re fishing and boating, you’re creating unforgettable memories for the whole family. Visit us and discover more.

VAMOSAPESCAR.org
GRACIAS!