



**SOUTHWICK  
ASSOCIATES**

R3 Grants from 2022

# **Keeping Women Fishing! How Tennessee Reached Ladies that Lapsed Post COVID**

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**Date:  
February 2023**





Part 1:

# The Research

# 40% of 2020's fishing license customers did not renew in '21

## Research Goals

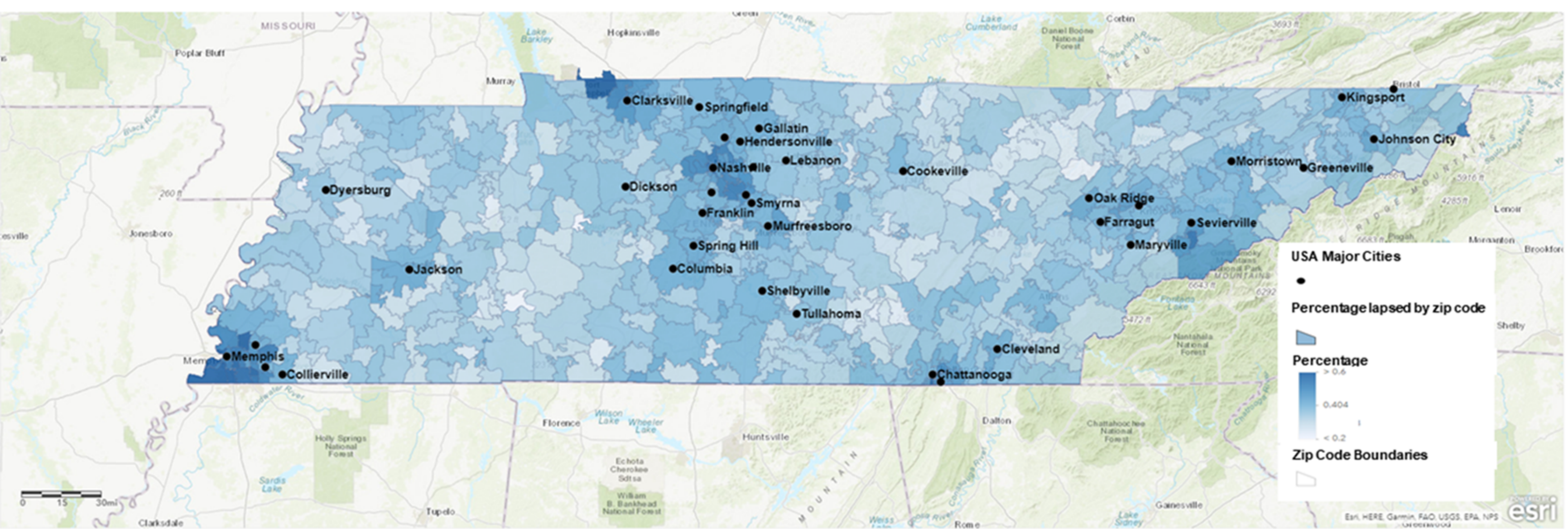
- Which ones are more likely to respond to a marketing campaign?
- How can we best target them?

## Data Sources

- TWRA license database (2015-2021)
- ESRI's Tapestry™ lifestyle segmentation

## Steps

- Assigned all license buyers into recruited, retained, and reactivated groups.
- Each respondent was then assigned to an ESRI urbanization and Tapestry™ lifestyle category, and all the details were appended to each record. Once complete, it was a killer dataset.
- Each license holder was assigned a code telling us if they come from a community more or less likely to buy licenses.



**Where 2020 lapsed anglers live**

# Top 15 Tapestry™ segments for 2020 license sales

| TAPESTRY™ SEGMENT         | URBANIZATION       | %     |
|---------------------------|--------------------|-------|
| Rooted Rural              | Rural              | 19.9% |
| Southern Satellites       | Rural              | 14.7% |
| Salt of the Earth         | Rural              | 7.3%  |
| Small Town Sincerity      | Semirural          | 6.4%  |
| Green Acres               | Rural              | 5.4%  |
| Middleburg                | Semirural          | 5.0%  |
| Up and Coming Families    | Suburban Periphery | 5.0%  |
| Midlife Constants         | Suburban Periphery | 3.4%  |
| Workday Drive             | Suburban Periphery | 3.0%  |
| Rural Bypasses            | Rural              | 3.0%  |
| College Towns             | Metro Cities       | 2.4%  |
| Young and Restless        | Metro Cities       | 2.0%  |
| Comfortable Empty Nesters | Suburban Periphery | 2.0%  |
| Savvy Suburbanites        | Suburban Periphery | 1.9%  |
| Old and Newcomers         | Metro Cities       | 1.9%  |
|                           |                    | 83.3% |



## Research Results

# Two major audiences

- Traditional anglers: Generally male, rural, and older. Their greater numbers command attention, but are not the “surge anglers.”
- Female, younger, and urban/suburban anglers: Provided the greatest growth rates in 2020 – and the greatest decline in 2021. It was a no brainer...

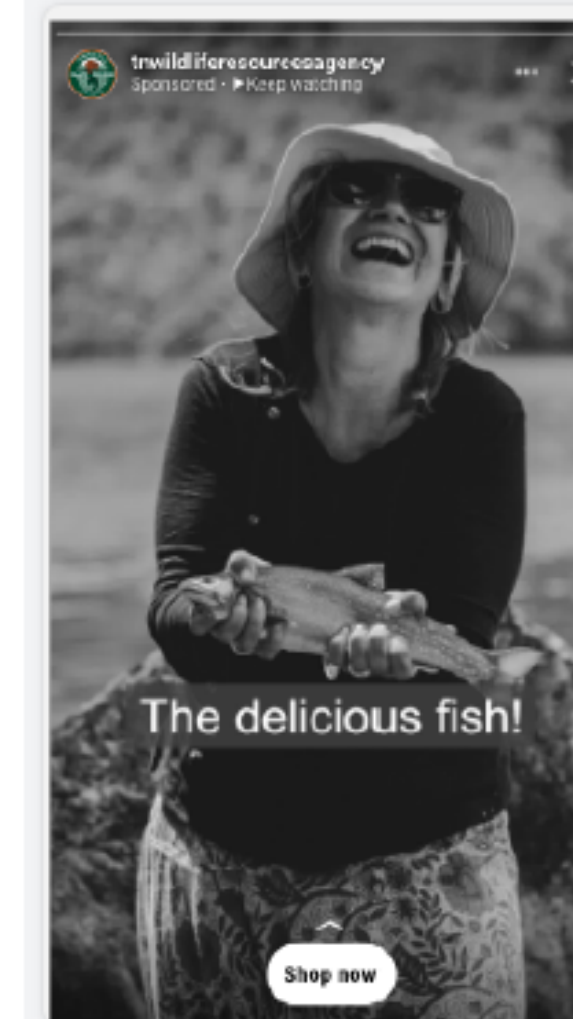
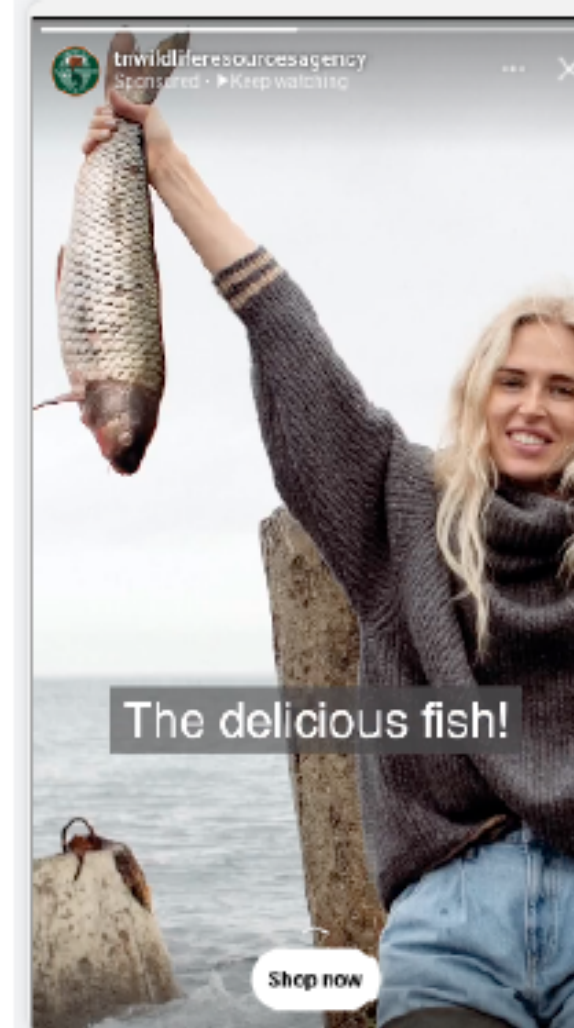
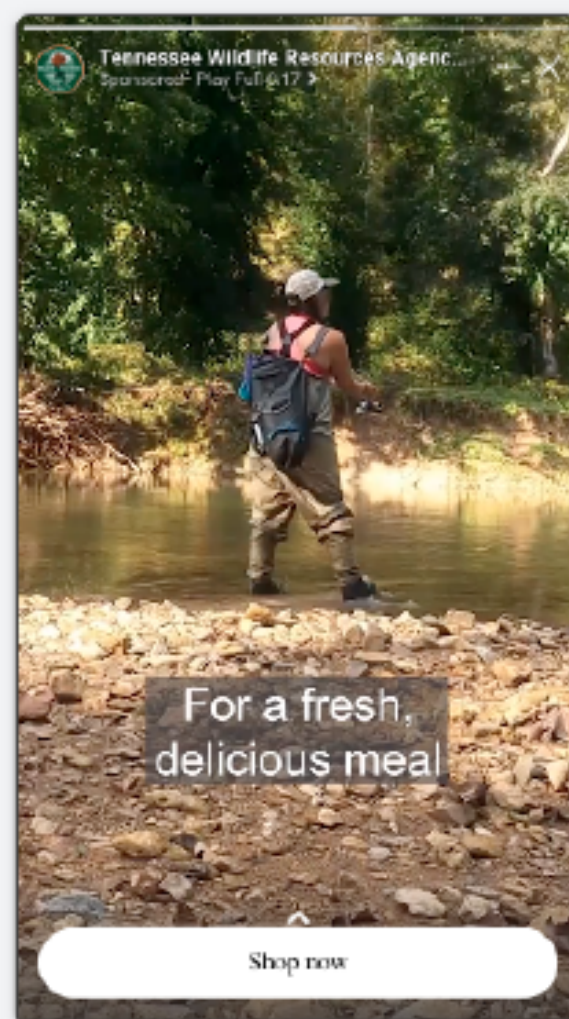
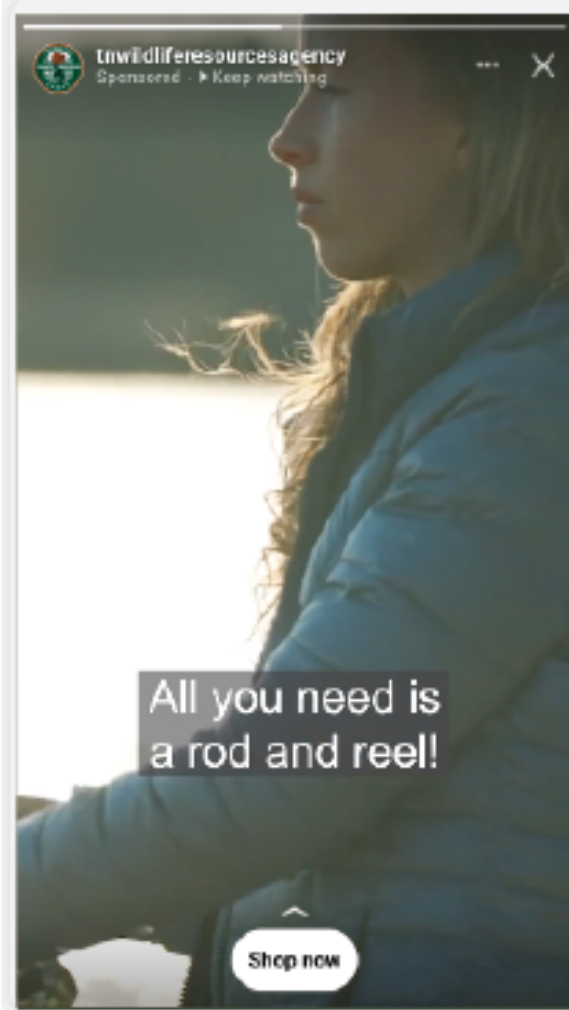
# Target Audience:

- Lapsed anglers who are female, younger, generally urban/suburban...
- ...Especially those with larger households and likely with children.
- Reliance on the internet and smart phones for information, entertainment, and shopping.
- High labor force participation.
- Careful shopping habits, either by researching purchases or seeking out deals.
- Preference for natural/organic food & environmentally friendly products.
- Enjoys family-oriented outdoor activities and sports.
- Accepts ads & information via mobile devices and multiple platforms (email, social media, etc.).

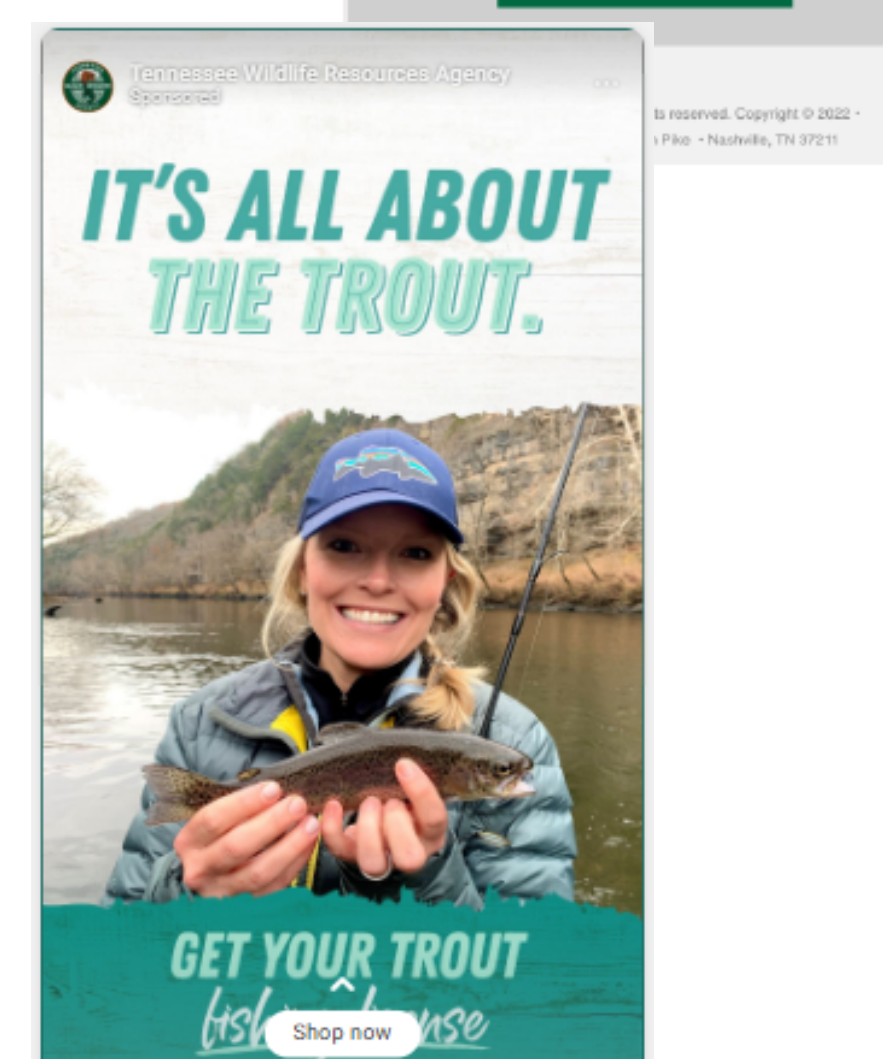
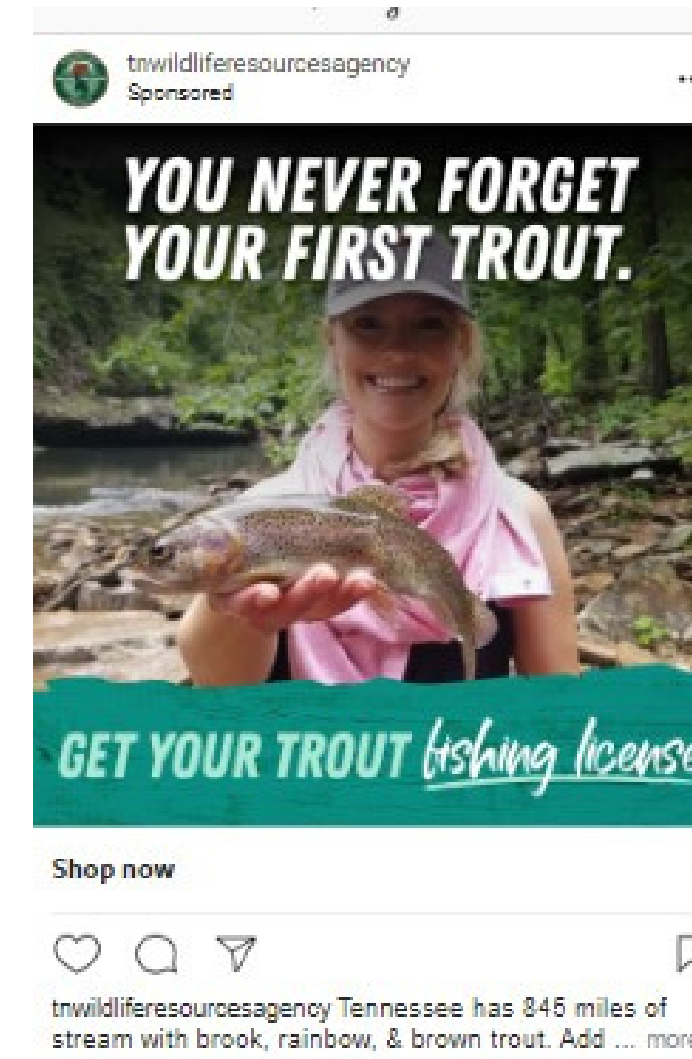
# Ideal messaging could include:

- Frame fishing as an inexpensive way to spend time outdoors with family and friends outdoors compared to other activities they find appealing.
- Make fishing less intimidating by pairing messages with boating & similar.
- Emphasize fish as a healthy, natural food option! The steps from harvest to plate can be intimidating. Share tips and resources about fish preparation and cooking.
- Fall is a delightful time to be outdoors to reconnect with family and friends while fishing.
- Promote fishing as mentally and physically beneficial, a way to disconnect and be active outdoors.





# Part 2: The Campaign R3 Grant!



# Campaign Overview

Target younger, female, urban/suburban anglers:

- Convey fishing as an inexpensive way to spend time with family and friends outdoors compared to other outdoor activities.
- Pair fishing with other outdoor activities such as walking, backpacking and boating to make a fishing trip less intimidating.
- Emphasize fish as a healthy, natural food option.
- Leverage fall seasonality - delightful time to be outdoors and reconnect with family and friends.
- Target 75,000 women that bought in 2020 but not in 2021.

The campaign ran October 21 through November 30, 2022.



# Background

Important to know:

- These women had been actively marketed to for over a year already.
- Via email, social media, push notifications, etc. with our regular messaging
- Nothing that we have done has reactivated them through all our regular outreach.




**Are You Ready for this Weekend?**


Summer is heating up in Tennessee! It is the perfect time to be out on the water or fishing from the shore. Remember to have a designated driver and to wear your **life jackets** when boating.

If you need a little refresher before you head out on the water, here are some resources to guide you.



Tennessee Wildlife Resources Agency **Agency**  Sponsored · 

It's never too late (or early!) to experience the joy of fishing. Get your license today!



**LOVE AT FIRST BITE.**

**GET A LICENSE. *get fishing.***

gooutdoortennessee.com  
Official TN Fishing Licenses **Shop now**



Tennessee Wildlife Resources Agency **Agency**  Sponsored · 

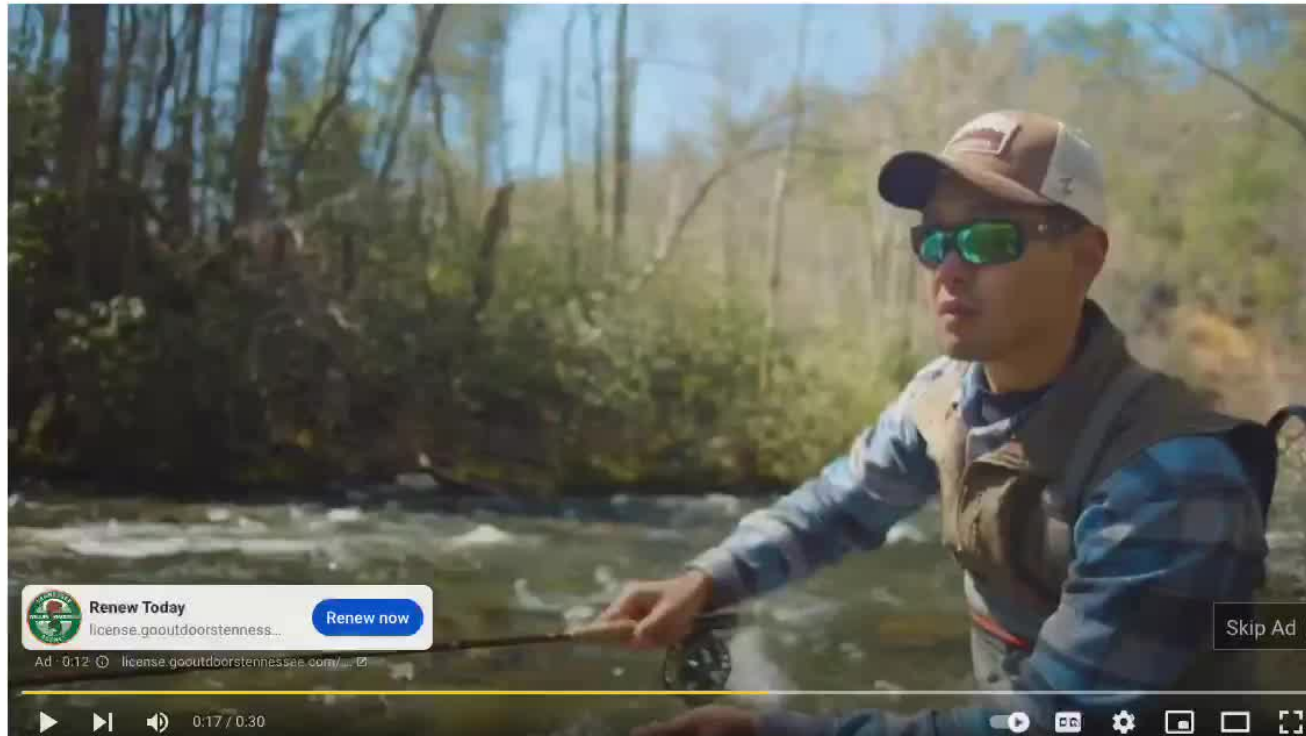
It's never too late (or early!) to experience the joy of fishing. Get your license today!



**THERE'S A BETTER WAY TO GO ON LINE**

**GET A LICENSE. *get fishing.***

 YouTube






**Renew Today**  
license.gooutdoortennessee.com **Renew now**

Ad · 0:17 / 0:30

**Renew your license today!**

**Renew Today**  
Ad · license.gooutdoortennessee.com **Renew now**

All Recently uploaded

- Thanksgiving Stereotypes  
Dude Perfect  4.6M views · 2 days ago  
New
- Heroes to the Rescue Song + More Nursery Rhymes & Kids...  
Cocomelon - Nursery Rhymes  3.5M views · 2 days ago  
New
- Blippi Plays with ALL the Colors of the Rainbow! 3 HOURS of...  
Blippi - Educational Videos for Kids 1.8M views · 6 days ago  
New
- Home Sweet Home Song + More Nursery Rhymes & Kids...  
Cocomelon - Nursery Rhymes  8.9M views · 9 days ago

# Tactics



## INSTAGRAM REELS

Female digital natives

Since we possessed the customer emails of this very specific audience Instagram Reels ads (via Meta) allowed us to use the customer email lists for targeting.



## SNAPCHAT

Targeting Capabilities

The customer emails of this very specific audience were also used in Snapchat ads which also allow us to use the customer email lists for targeting.



## EMAIL

Direct Communications

We also emailed to keep a multichannel dialog going with multiple touchpoints.

## META RESULTS - CAMPAIGN SPECIFIC

### Lapsed Anglers

Spend  
**\$15,000**

ROAS  
**1.0**

Impressions  
**889,193**

Clicks  
**2,397**

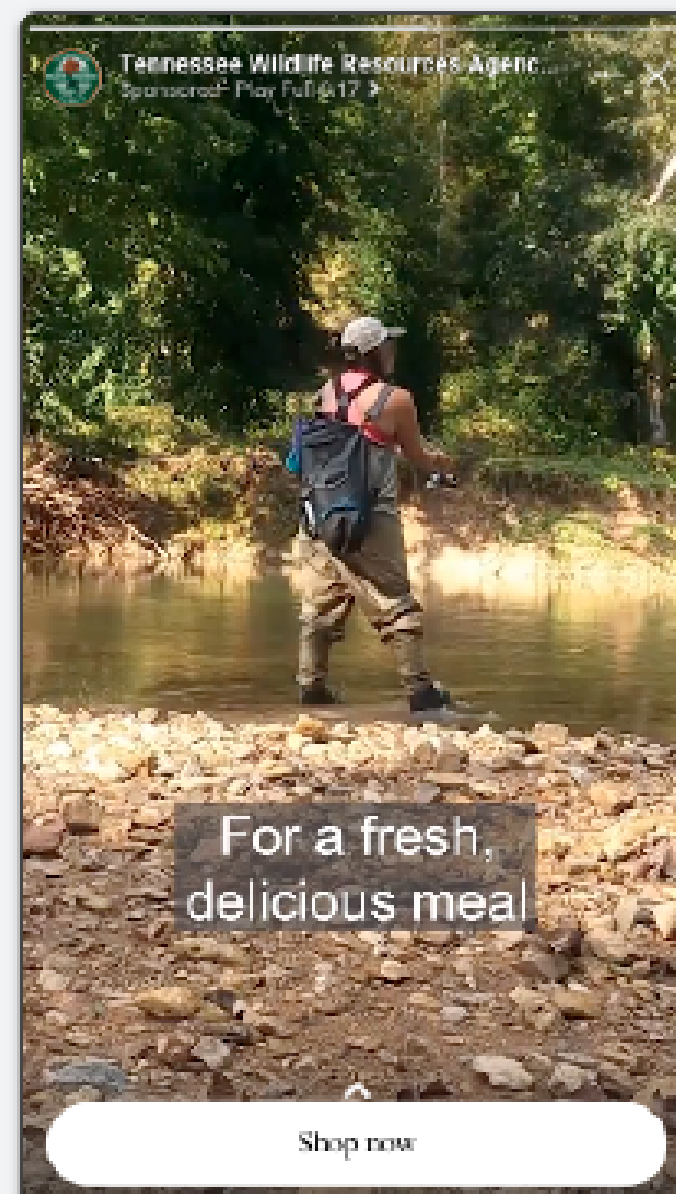
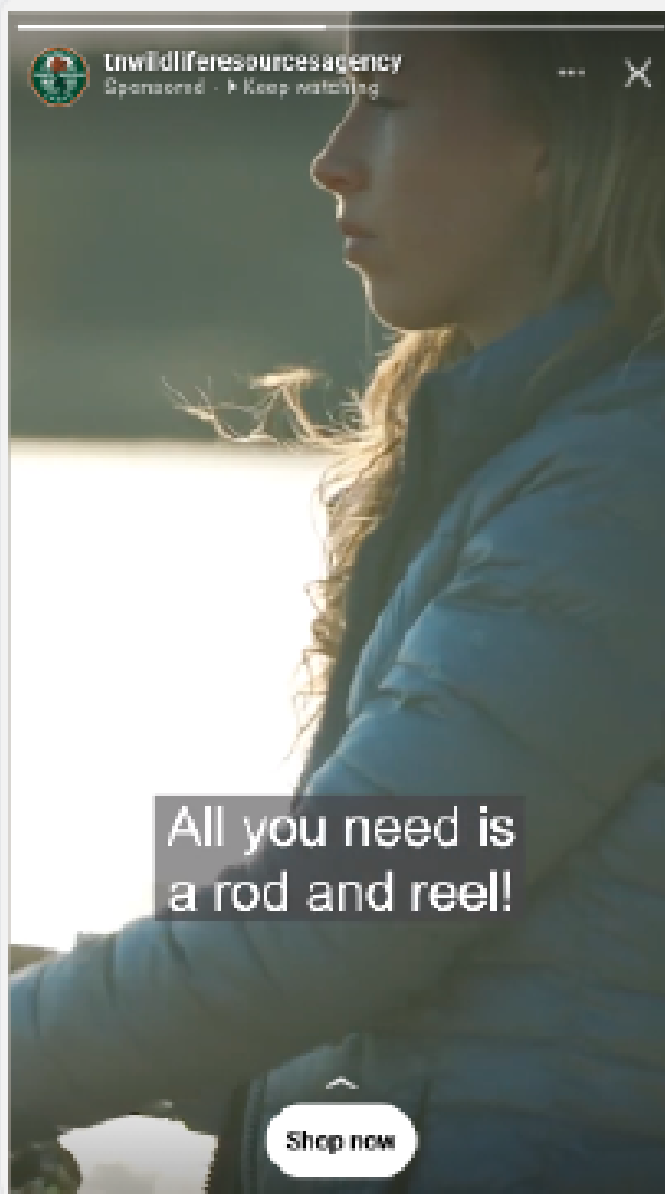
CTR  
**0.3%**

CPC  
**\$6.26**

Conversions  
**195**

Revenue  
**\$15,177**

CPM  
**\$16.87**



# SNAPCHAT RESULTS - CAMPAIGN SPECIFIC

## Lapsed Anglers

Spend  
**\$6,300**

Impressions  
**374.1K**

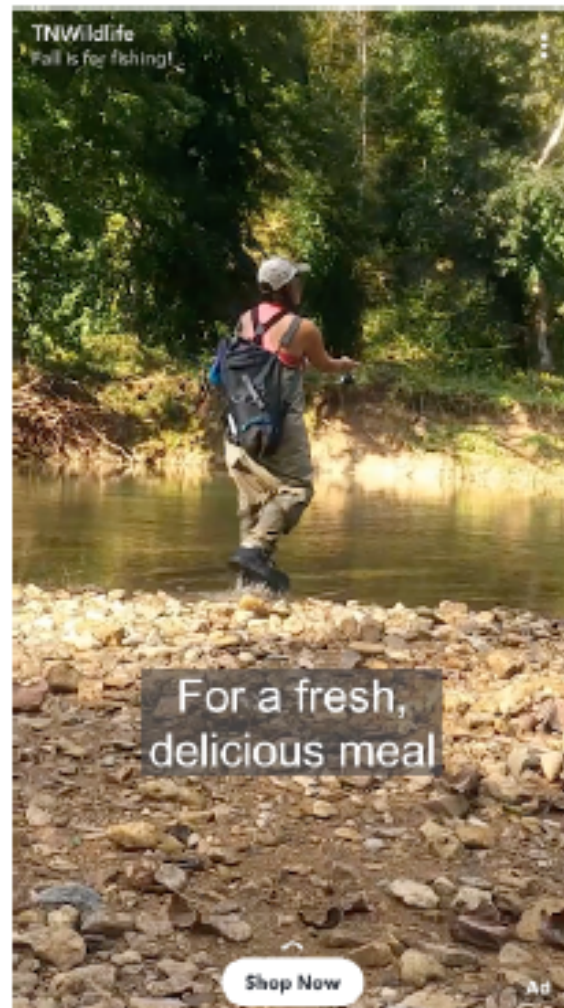
Video views  
**66,344**

Swipes  
**9,105**

Conversions  
**216**

Revenue  
**\$9,623.04**

ROAS  
**1.5**



Emails Delivered - 76,294  
Emails Opened - 32,950 (43% open rate)  
Email Clicks - 473  
Last Click Transactions - 55  
Last Click Revenue - \$3,310



## An autumn adventure is one renewal away.

Stressed out from life? It's time to go fishing again! And fall is a beautiful time of year to do it in Tennessee. Explore our 29 major reservoirs, 18,000 miles of warm and cold water streams, and thousands of lakes and ponds.

But first, renew your fishing license! Just click or tap below and you'll be out there in no time. You'll also be helping to pay for Tennessee's wildlife management, conservation and safety initiatives.

Hurry. Time is short to enjoy fishing in all its splendor!

[RENEW YOUR LICENSE](#)



Emails Delivered - 75,453  
Emails Opened - 32,367 (43% open rate)  
Email Clicks - 412  
Last Click Transactions - 41  
Last Click Revenue - \$2,829



## The fish are biting. The season is calling.

Cool, crisp air. Colorful leaves. It's a beautiful time to plan another fishing trip with family and friends. With 29 major reservoirs, 18,000 miles of warm and cold water streams, and thousands of lakes and ponds, your adventure awaits.

Renew your fishing license at the button below. The fees help fund Tennessee's wildlife management, conservation and safety initiatives.

See you out there!

[RENEW YOUR LICENSE](#)



# Results

Reactivated

Instagram - 195

Snapchat - 216

Email - 96

Total - 507

Total Revenue - \$30,939

Spent - \$21,300

Total with Certification ~ \$48,684

Without these additional tactics, these customers would have stayed lapsed.





## Try Trout - Female Focus

Spend  
**\$2,400**

ROAS  
**17.3**

Impressions  
**528,629**

Clicks  
**889**

CTR  
**0.2%**

CPC  
**\$2.70**

Conversions  
**978**

Revenue  
**\$41,523**

CPM  
**\$4.54**

Tennessee Wildlife Resources Agency  
Sponsored · @

Get your TN trout license today and fish from one of our hundreds of streams, ponds, lakes, & reservoirs. 🎣

**IT'S ALL ABOUT THE TROUT.**

**GET YOUR TROUT** *fishing license*

gooutdoorstennessee.com  
**Trout Fishing License** 🎣 **Shop now**  
Cold-water trout are being ...

Kurt T Wehrma... 10 comments 2 shares  
Like Comment Share

Tennessee Wildlife Resources Agency  
Sponsored

**IT'S ALL ABOUT THE TROUT.**

**GET YOUR TROUT** *fishing license*

**Shop now**

Tennessee Wildlife Resources Agency  
Sponsored · @

Get your TN trout license today and fish from one of our hundreds of streams, ponds, lakes, & reservoirs. 🎣

**YOU NEVER FORGET YOUR FIRST TROUT.**

**GET YOUR TROUT** *fishing license*

gooutdoorstennessee.com  
**Official TN Fishing Licenses** **Shop now**  
Cold-water trout are being ...

Michael Brown and 28 oth... 8 comments  
Like Comment Share

Reels

**YOU NEVER FORGET YOUR FIRST TROUT.**

**GET YOUR TROUT** *fishing license*

tnwildliferesourcesagency  
Sponsored

Get your TN trout license today and fish from one of our hundreds of streams, ponds, lakes, & reservoirs. 🎣

**Shop now**



2nd RBFF R3 Grant:

**AutoRenew!**

**The Research**

# Help states understand if auto-renewal is worthwhile

## Objectives:

- Quantify the financial returns generated by the TWRA's auto-renewal program;
- Describe customers who did and did not sign up to help boost auto-renewal marketing efforts;
- Obtain feedback from other states regarding their concerns, stumbling blocks to implementing auto-renewal and possible solutions.

## Data Sources

- TWRA license database (2017-2021)
- ESRI's Tapestry™ lifestyle segmentation.

## Steps

- Consolidated all 2017-21 license buyers into one file, w/ one record per individual.
- Marked each angler record who signed up for auto-renewal and the year purchased.
- Appended each angler with their ESRI urbanization and Tapestry™ data for another killer dataset.
- Dug through the new data file for cool insights.

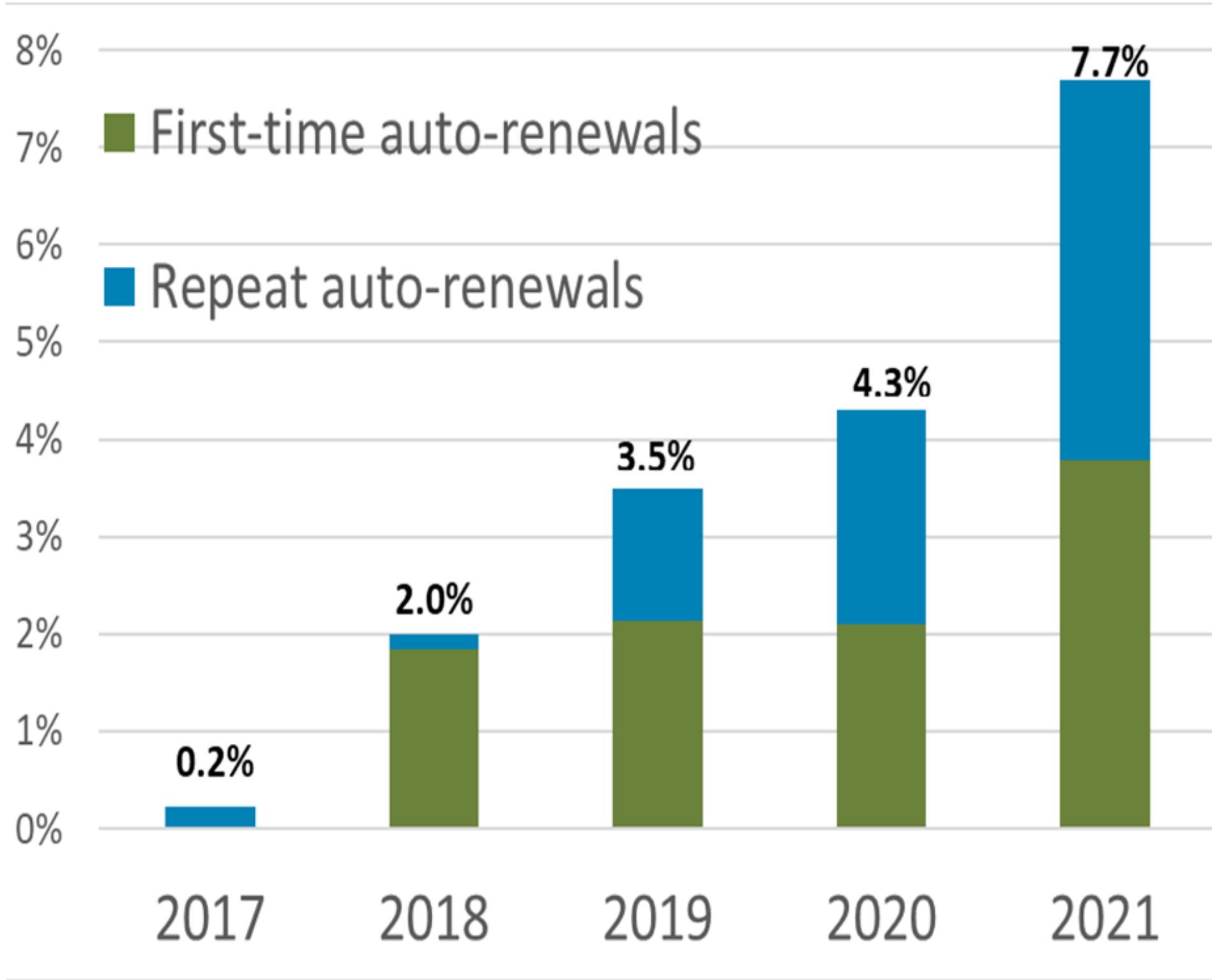
# Results

- Since 2018, TWRA's auto-renewal system has increased annual fishing license sales by 6,791 individuals, worth \$423,699 in FY 2021.
- 8% of TWRA license Customers have signed up for auto-renewal
- Avid, male, suburban, above average income anglers were more likely to sign up.



# Results

- Annual revenues from people who signed up for auto-renew increased 22% from '18 to '21, but only 8% for all others.
- Overall, 8% of license customers have signed up, but
- 19% of anglers in the Top Tier segment signed up
- 17% of the Urban Chic segment, and
- 14% of the Professional Pride segment



Market efforts can be targeted to specific audiences!



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