

RBFF Vamos A Pescar™ Campaign

State Market Expansion Webinar

May 7, 2015



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BOATING & FISHING
FOUNDATION

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VAMOSAPESCAR.org

Agenda

- I. Hispanic Market Update
- II. Hispanic Boating & Fishing Behavior
- III. Vamos A Pescar FY16 Road-map
- IV. FY16 Hispanic Creative Showcase
- V. FY16 Hispanic Media Plan Update
- VI. RBFF Resources Toolkit
- VII. State Agency Feedback & Discussion



Lopez Negrete Communications



Largest Hispanic owned and operated agency in the United States

- Established in 1985
- Headquartered in Houston, with offices in Los Angeles, New York, Mexico City
- Passionate about the Hispanic community and the growing opportunity it represents for our clients



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RBFF Hispanic Assignment

Develop integrated marketing plan to encourage greater Hispanic participation in boating and fishing.

Goals:

- ✓ Increase participation in boating and fishing
- ✓ Increase fishing license sales and boat registrations
- ✓ Achieve 10% increase in traffic across digital assets
- ✓ Support efforts of key RBFF stakeholders



Hispanic Market Update



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Why Hispanics Still Matter



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Hispanic Facts Update



54 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 28 vs. 42 Non-Hispanic White



24% of kids under the age of 18, 26% of kids 0 – 5

Sources: U.S. Census and Geoscape MarketWatch



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Hispanics Lead U.S. 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

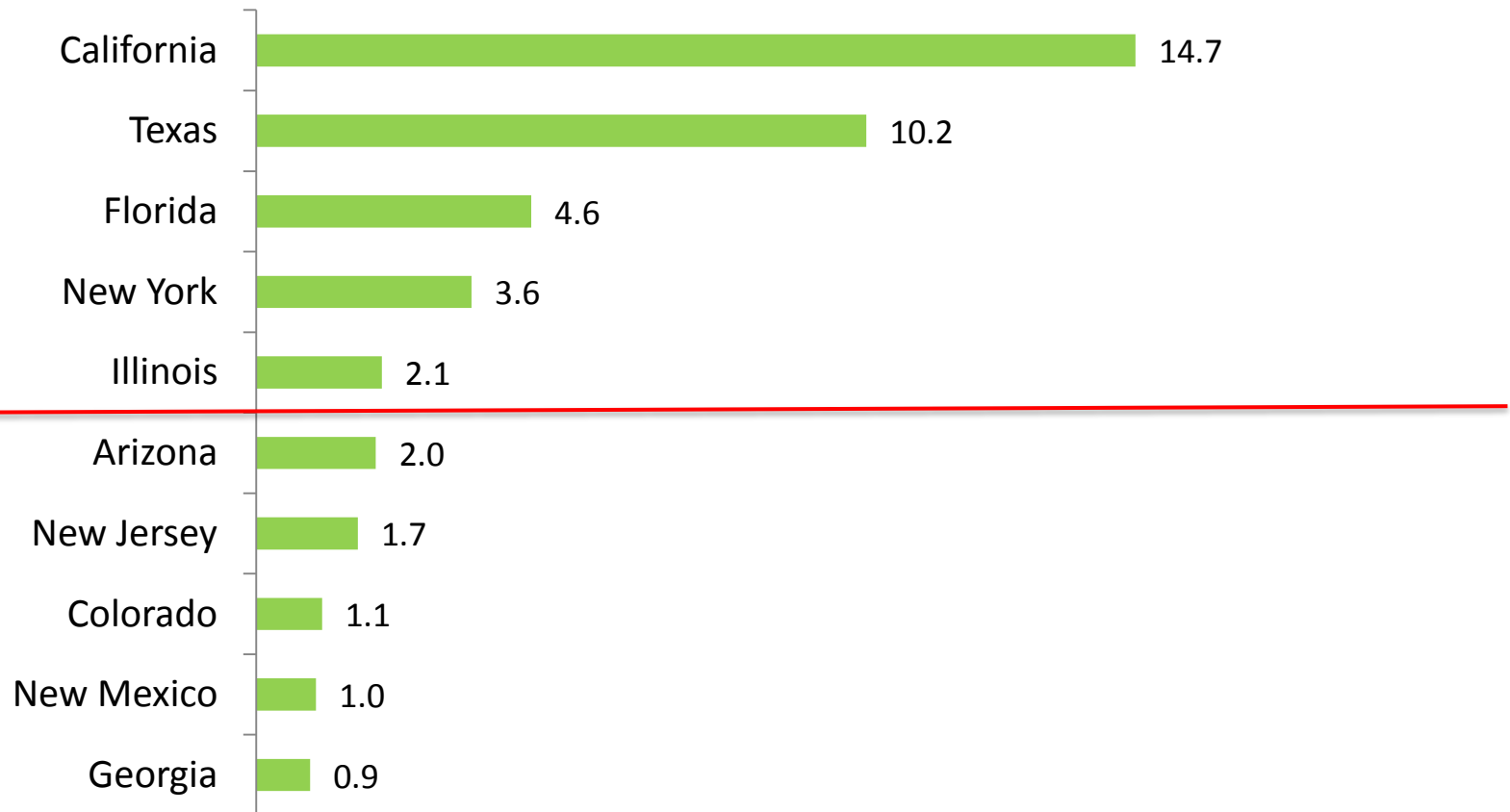


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RBFF Year Two States Are Hispanic Top 5

RBFF year two states top the list and account for 68% of Hispanic target.



Source: U.S. Census, 2013



Year Two Has 9 of Top 10 Hispanic Metros

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

Rank	Metro Area	Hispanic Population	% Hispanic Among Total Population	Among Hispanics, % Foreign Born	Among Under 18, % Hispanic
1	Los Angeles	5,804,000	44.8%	42.2%	58.8%
2	New York	4,317,000	24.2%	42.5%	29.6%
3	Houston	2,105,000	36.7%	40.5%	46.5%
4	Riverside, CA	2,062,000	47.9%	30.5%	60.9%
5	Chicago	1,971,000	21.5%	39.6%	30.3%
6	Dallas	1,809,000	28.4%	39.5%	38.4%
7	Miami	1,627,000	64.7%	65.8%	60.4%
8	Phoenix	1,163,000	30.0%	30.6%	43.5%
9	San Francisco	1,114,000	22.5%	39.6%	32.8%
10	San Antonio	1,112,000	55.5%	16.7%	65.2%

Source: Pew Hispanic Center, 2011 ACS



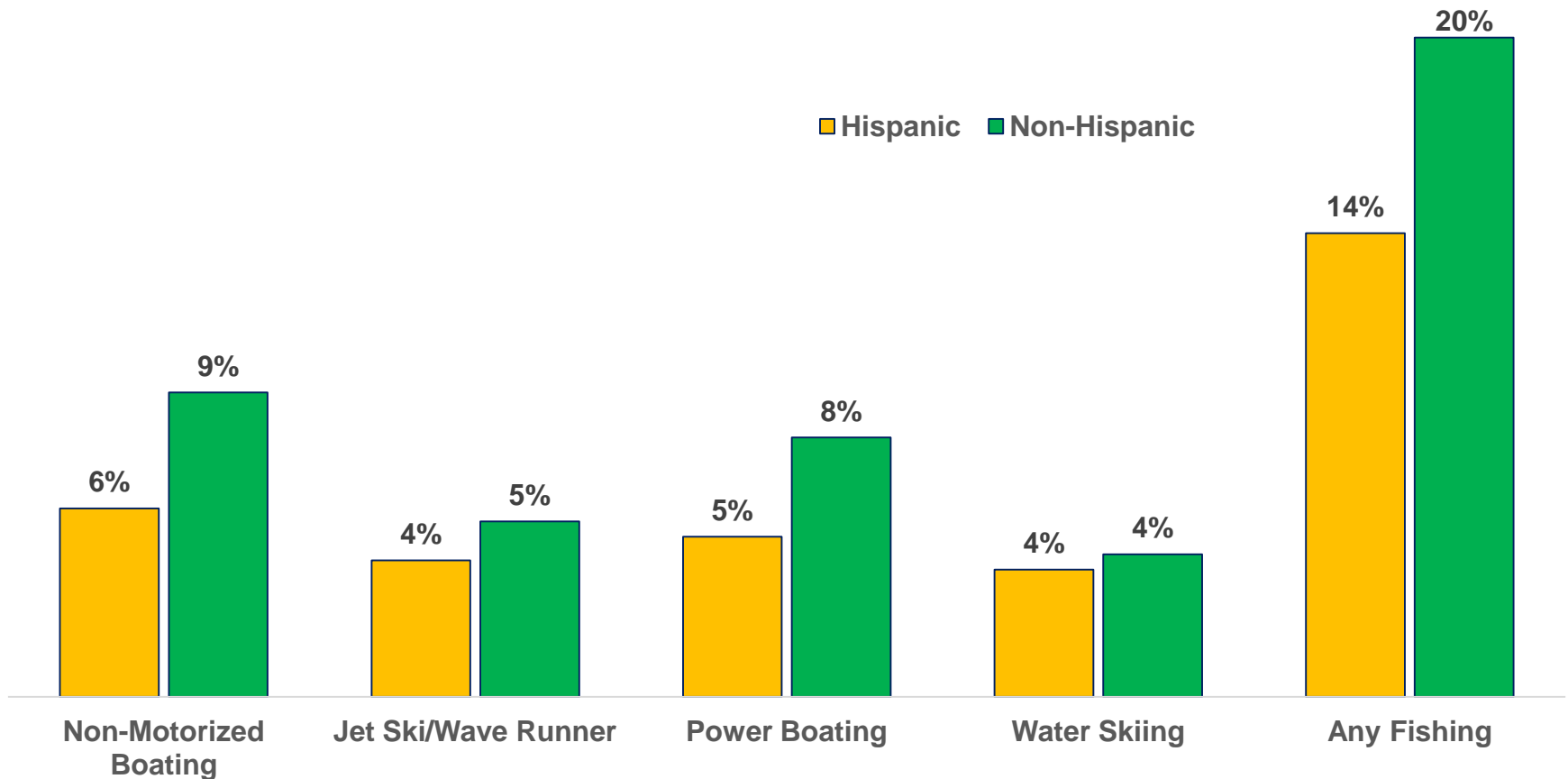
Hispanic Boating & Fishing Behavior



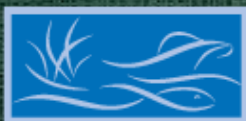
Hispanic Challenge: Under-index vs. GM

In outdoor activities, Hispanics overall don't participate at mainstream levels.

- Closing the gap holds the key to securing the outdoor industry future

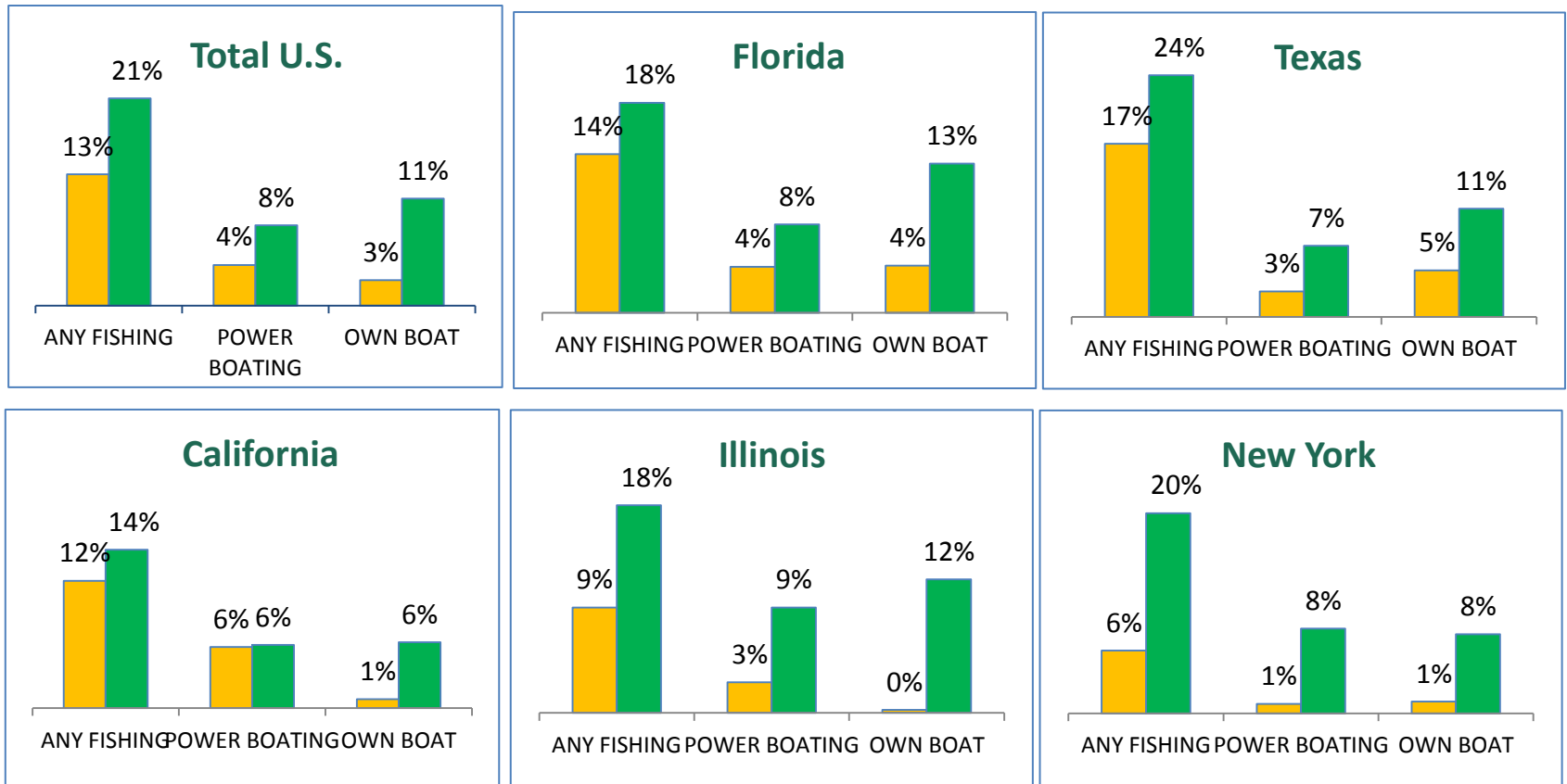


Source: Simmons NCHS Adult Summer 2014



Hispanic Boating, Fishing by State

Hispanic participation rate gaps exist across the U.S. and at state level.



■ Hispanic
■ Non-Hispanic White

Source: Simmons Fall 2014 NHCS Adult 2-year Study

Hispanic 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

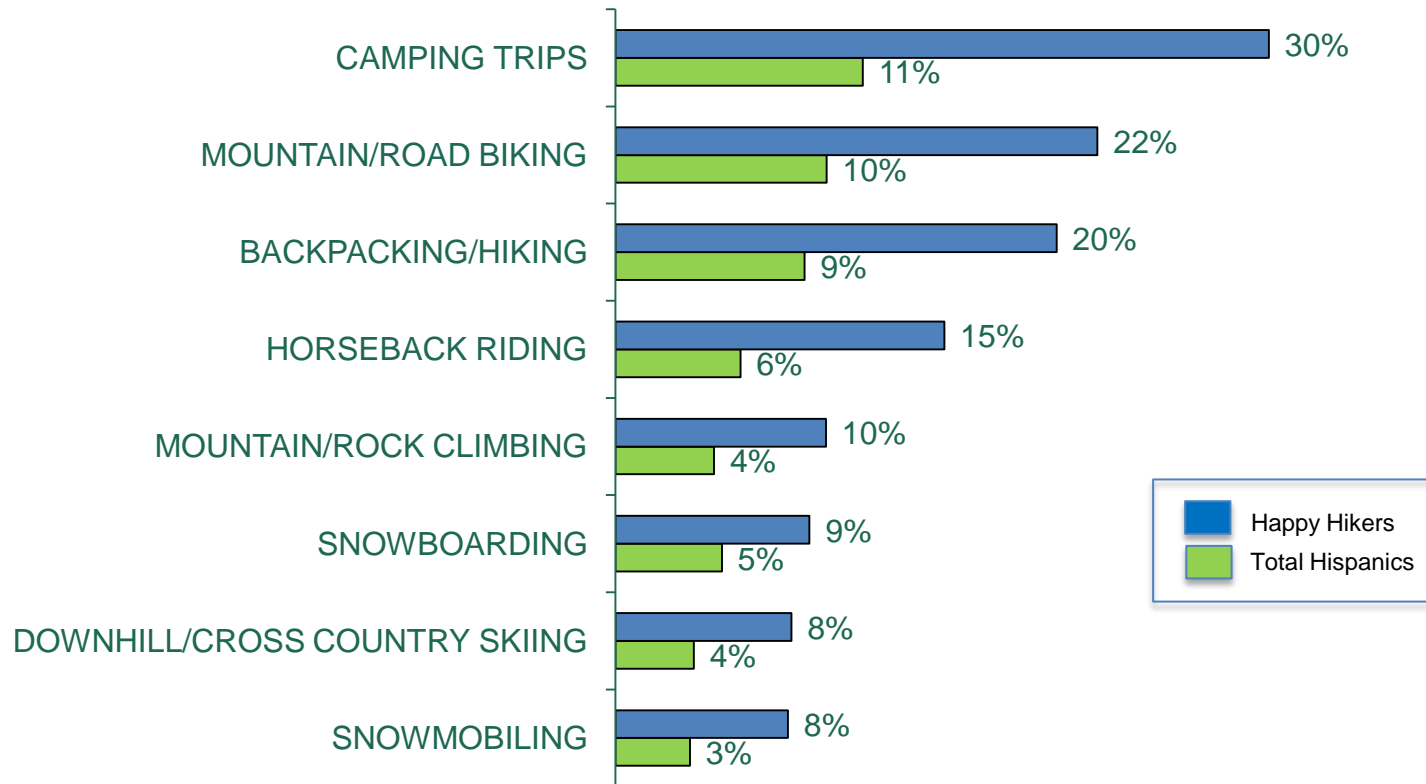
Tech Attitudes:

- 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

Happy Hikers are Outdoors Lovers

Hispanic Happy Hikers are more likely to participate in variety of outdoor activities.



Source: Simmons NCHS Adult Summer 2014

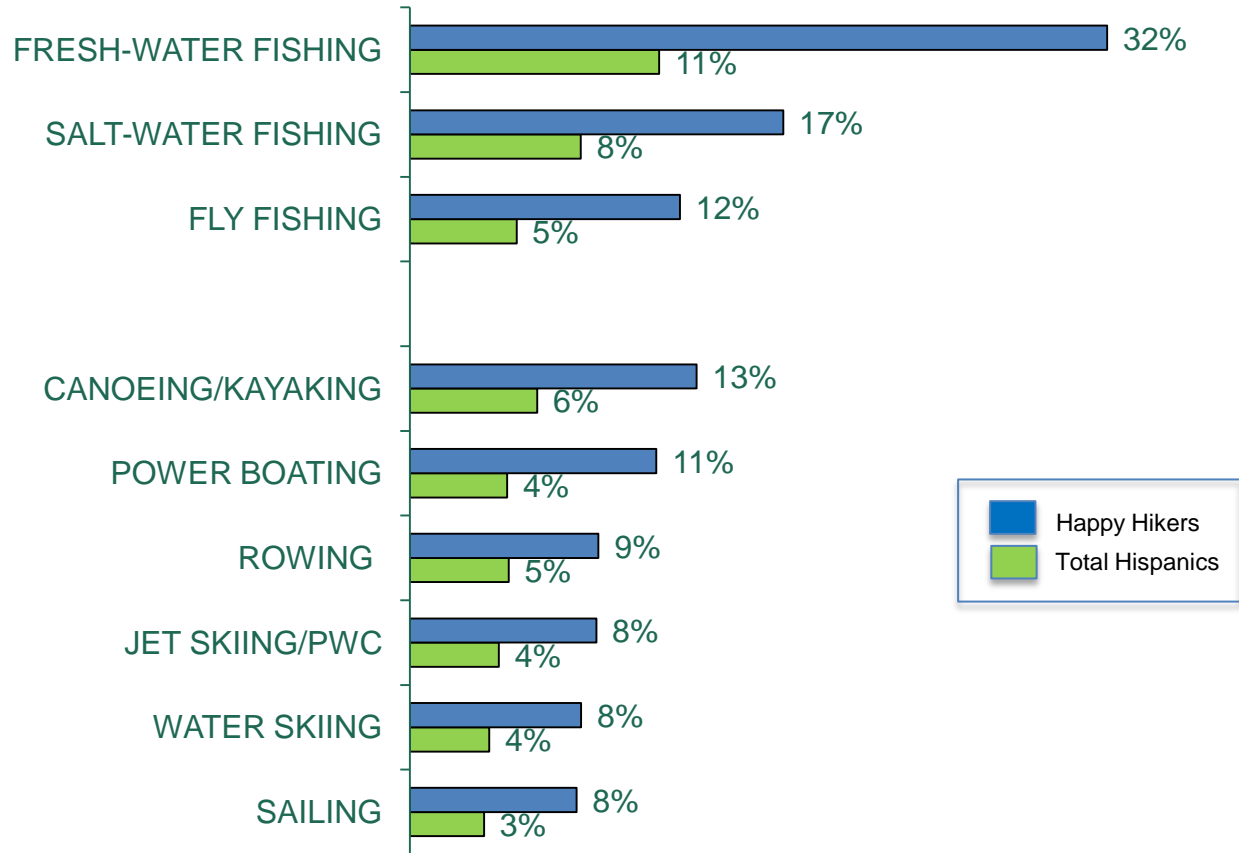


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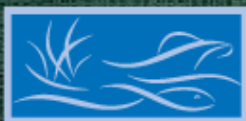


Happy Hikers Prime for Fishing, Boating

Not necessarily high-frequency participants, Hispanic Happy Hikers are more familiar with fishing and boating activities.



Source: Simmons NCHS Adult Summer 2014



Vamos A Pescar FY16 Road-map



FY15 Year in Review

- Launched Vamos A Pescar Campaign in April 2014
 - ✓ Website surpassed goal of 350,000 visits by March 31, 2015
 - ✓ Garnered over 36,000 visits monthly
- Geographic focus for launch was Florida and Texas
 - ✓ Thanks again to Texas Parks & Wildlife and Florida Fish & Wildlife Conservation Commission
- New Hispanic boating content was added to VamosAPescar.org
 - ✓ Bilingual videos created in cooperation with Discover Boating
- Conducted research specifically focused on boating
 - ✓ Mystery Shopper Project
 - ✓ Hispanic Boating Research



VAMOSAPESCAR™.org



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Website Helps Family, How-To Orientation

101K

Fishing "How to"
visitors



23K

Fishing &
Boating Safety
visitors



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VAP Social Media Launched & Growing



Verizon 2:01 PM 73%

Vamos A Pescar
@Vamos_A_Pescar **FOLLOWS YOU**

La pesca y navegación recreativa son actividades para todos. Así lo hagas solo, con amigos o en familia.

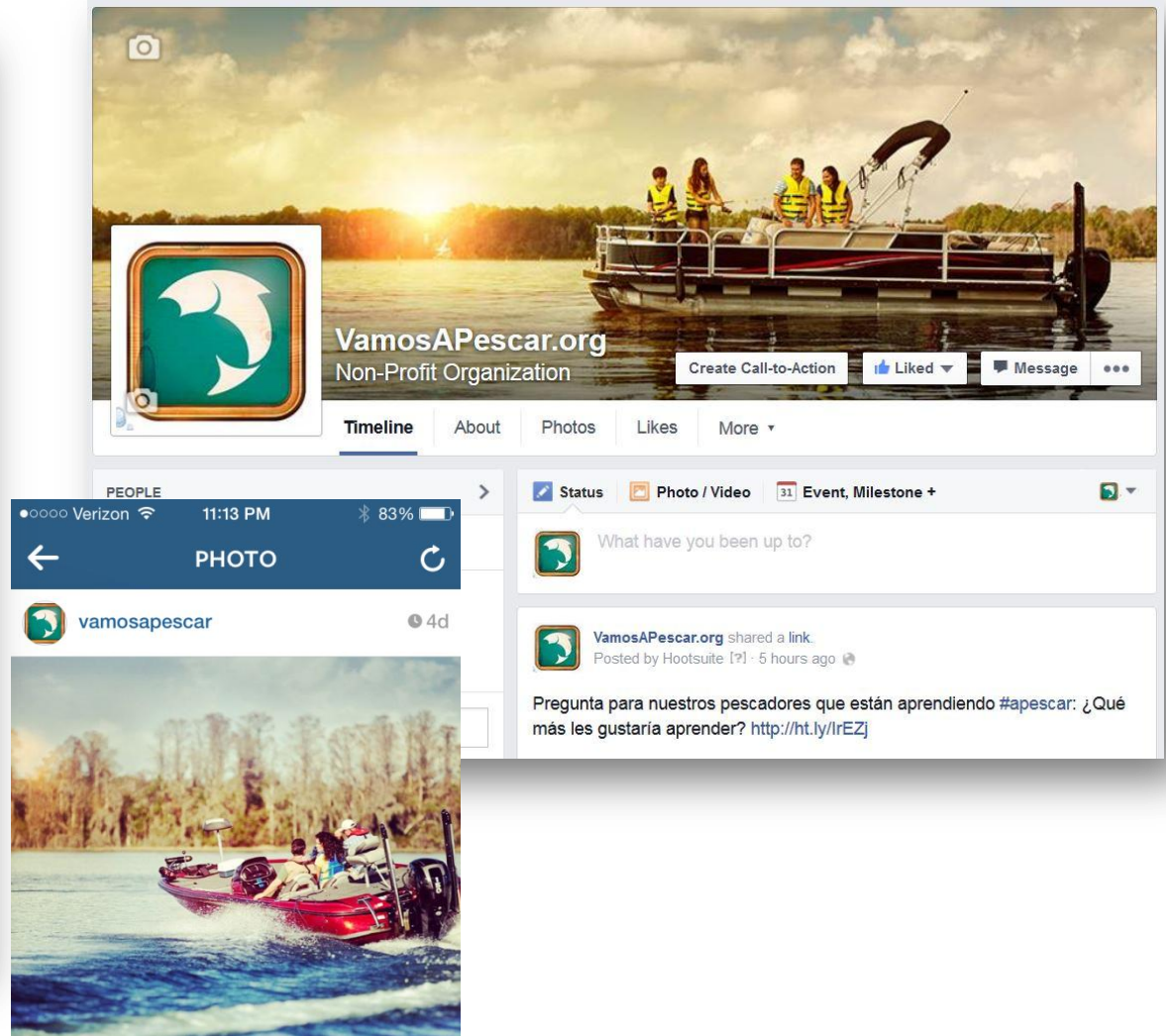
Washington, DC • vamosapescar.org

135 FOLLOWING 34 FOLLOWERS

Tweets Photos Favorites

Vamos A Pescar @Vamos_A_Pe... 5h
Pregunta para nuestros pescadores que están aprendiendo #apescar: ¿Qué más les gustaría aprender? ht.ly/lrGmy

Timelines Notifications Messages Me



VamosAPescar.org
Non-Profit Organization

Create Call-to-Action Liked Message

Timeline About Photos Likes More

PEOPLE

Verizon 11:13 PM 83%

PHOTO

vamosapescar 4d

What have you been up to?

VamosAPescar.org shared a link.
Posted by Hootsuite [?] · 5 hours ago

Pregunta para nuestros pescadores que están aprendiendo #apescar: ¿Qué más les gustaría aprender? <http://ht.ly/lrEZj>



George H.W. Bush Vamos A Pescar™ Education Fund



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In FY16, Hispanic Plan is Stay the Course



FY16 Market Expansion

With a successful pilot year in Florida and Texas, the Vamos A Pescar campaign expands into California, Illinois, and New York for FY16.



- CA, IL, and NY continue FY15 messaging with existing digital and radio creative assets
- Creative assets in FL and TX evolving to take advantage of FY15 findings and progress – messaging refreshed to take advantage of the summer peak season



FY16 VAP Campaign Goals

Following 12 months in 2 states with over 350,000 site visits ...

This year, we're aiming even higher !

600,000+

Site Visits to VamosAPescar.org

in FY16



FY16 Hispanic Creative Showcase



Campaign A: Nuestra Aventura

IDEA:

In every great story, the only real truth is that everyone tells it differently.

No matter who tells the tale — fishing and boating give mama, papa and the kids the opportunity to share, have fun, and really connect with unforgettable family stories that you just can't stop talking about.

INSIGHT:

With the right incentive, each of us becomes master storytellers.

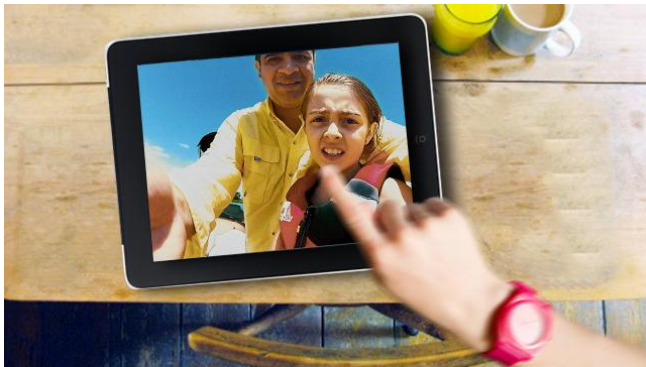
Our target, the Latino Happy Hikers, are family-oriented nature lovers always on the lookout for new activities, adventures and stories to share with their children, family and friends.



Campaign A: Nuestra Aventura

:15 PRE-ROLL

This innovative execution uses the family storytelling (from multiple POVs) of the radio spots.



Campaign A: Nuestra Aventura

Static Banner

Una sola aventura, muchas maneras de vivirla

CTA: Aprende Más

One adventure, many ways to live it

CTA: Learn More



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Campaign B: Pes-z-z-z-z-car Deja Huella

IDEA:

The z-z-z-z sound of a fish taking the spool off your reel, is one you'll never forget.

Aside from the fun and the great memories, the funny thing about the experience of boating and fishing is that it leaves you and your family with a long-lasting impression — an impression that really shows.

INSIGHT:

A single sound brings pictures to mind, ignites memories, and stays with you forever.

Boating and fishing is the perfect family experience for the Latino Happy Hikers, yet they may be hindered by the misconception that “fishing isn’t really for me.” But the truth of the matter is that once they’re out on the water and hear the silky zzzzzzzzz of the reel, they are hooked.

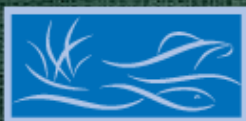


FY16 Hispanic Media Plan Update



FY16 Media Strategy

- Refine existing efforts by implementing an acquisition and awareness media strategy that aligns media by tactic by tier
- Expand efforts by including additional regions to the market mix
- Support organic social efforts by leveraging efficiencies to drive message to key target audience



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)



FY16 Market List

CURRENT MARKETS

TEXAS		HISP PERSONS 25-49	FLORIDA		HISP PERSONS 25-49
Houston		878	Miami-Ft. Lauderdale		812
Dallas-Ft. Worth		757	Orlando-Daytona Beach		273
San Antonio		460	Tampa-St. Petersburg		255
McAllen/Harlingen		375	West Palm Beach		141
El Paso		251	Fort Myers-Naples		94
Austin		231	Jacksonville		48
Corpus Christi		109	Tallahassee		15
Laredo		83	Gainesville		9
Waco		74			
Midland-Odessa		69	Subtotal		1,647
Amarillo		60	Current Market Total		5,182
Lubbock		55			
Tyler-Longview		44			
Abilene		22			
Wichita Falls		19			
Beaumont-Port Arthur		18			
San Angelo		17			
Victoria		13			
Subtotal		3,535			

FY2016 HA25-49 MARKET GRAND TOTAL 12,968

FY2016 RBFF % US HISPANIC COVERAGE 68%

TOTAL U.S. HA25-49 19,087

EXPANSION MARKETS

CALIFORNIA		HISP PERSONS 25-49
Los Angeles		2,934
San Francisco-Oakland-San Jose		641
Sacramento-Stockton-Modesto		377
San Diego		375
Fresno-Visalia		351
Bakersfield		135
Monterey-Salinas		124
Palm Springs		83
Santa Barbara		82
Chico-Redding		25
Subtotal		5,127
NEW YORK		
New York City		1,800
Rochester		22
Buffalo		20
Albany		19
Syracuse		11
Utica		3
Subtotal		1,875
ILLINOIS		
Chicago		764
Champaign-Sprngfld-Decatur		11
Peoria-Bloomington		8
Quincy-Hannibal-Keokuk		1
Subtotal		784
Expansion Market Total		7,786



FY16 Tactical Evolution

Refine to achieve goals

ACQUISITION

- Digital tactics to be driving force in delivering site visits
- Quantifiable in real time
- Cost-efficient medium

AWARENESS

- Broadcast radio will continue to serve as an awareness vehicle
- Terrestrial radio allows for RBFF brand to ingrain itself within Hispanic community via DJ Chatter

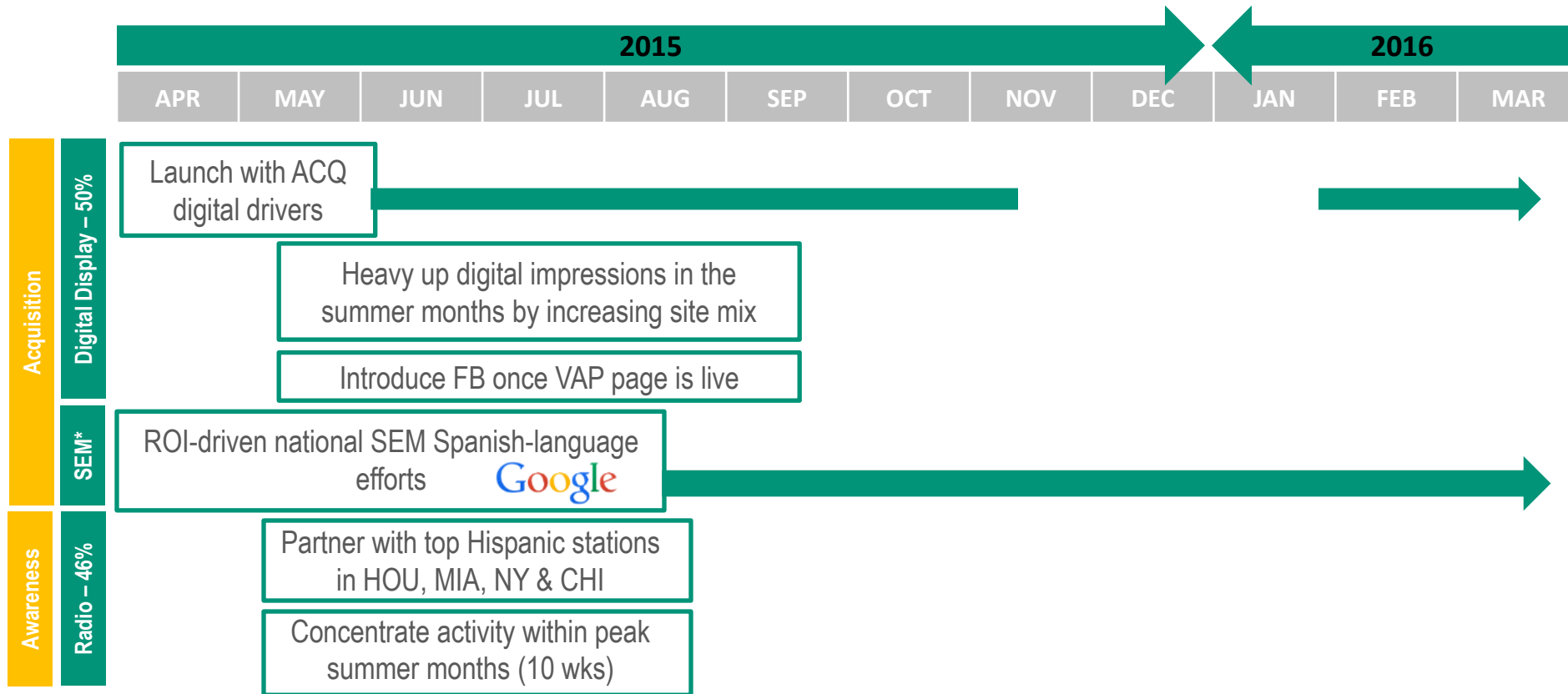
Expand awareness

Increased budgets yield expansion

- Expansion into California, Illinois and New York is most cost efficient using digital media
 - Digital can target the states as a whole vs. specific markets without cost repercussions
- Condensed radio flying allows for terrestrial radio expansion to NYC and Chicago



FY16 Media Mix and Roles



* Note: Local radio support for California metro areas will be delayed pending drought conditions.
Hispanic search efforts funded through general market search budget



FY16 Digital Media Highlights

Use a combination of networks and direct sites to reach the Happy Hikers target in an effort to increase awareness and drive VAP traffic

Partners



Proven performers will ensure campaign delivers on-site goals



Premium digital publishers provide opportunity for video impactful creative units

- Native ad units
- Rich media



- Leverage Facebook targeting capabilities
- Utilize site as both direct traffic driver and social conversation starter
 - Latter dependent on launch of VAP FB page

Highlights

\$0.19
Mobile
CPC

\$1.39
Display
CPC



Page Post Video



Jasper's Market
Click here to see how Jasper's Market makes fresh pesto! Fresh and easy!



Like This Page



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FY16 Broadcast Highlights

Partner with top Hispanic radio stations to increase awareness of recreational boating and fishing

Partners



- 10 on air weeks alignment during key summer period
- Utilize DJ's community ties to extend RBFF message
- Leverage radio buy for continued PSA support
- Expand efforts from Houston and Miami to include New York City and Chicago
- Local radio support for California metro areas will be delayed due to drought conditions

Highlights

Houston

- 1 Estéreo Latino **102.9**
- 2 **106.5** Recordando
- 3 **LA RAZA** 98.5 Y 103.3 FM
- 4 **Mega 101** FM

Miami

- 1 AMOR **107.5**
- 2 mix **98.3**
- 3 EL NUEVO **106.7** FM
- 4 **MEGA 94.9**

NYC

- 1 **mega 97.9** fm
- 2 **X 96.3**
- 3 **93.1** AMOR

Chicago

- 1 **105.1**
- 2 **97.9**
- 3 AMOR **106.7**



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RBFF Hispanic List Leads in Key Markets

The complete radio station list is comprehensive and far reaching.

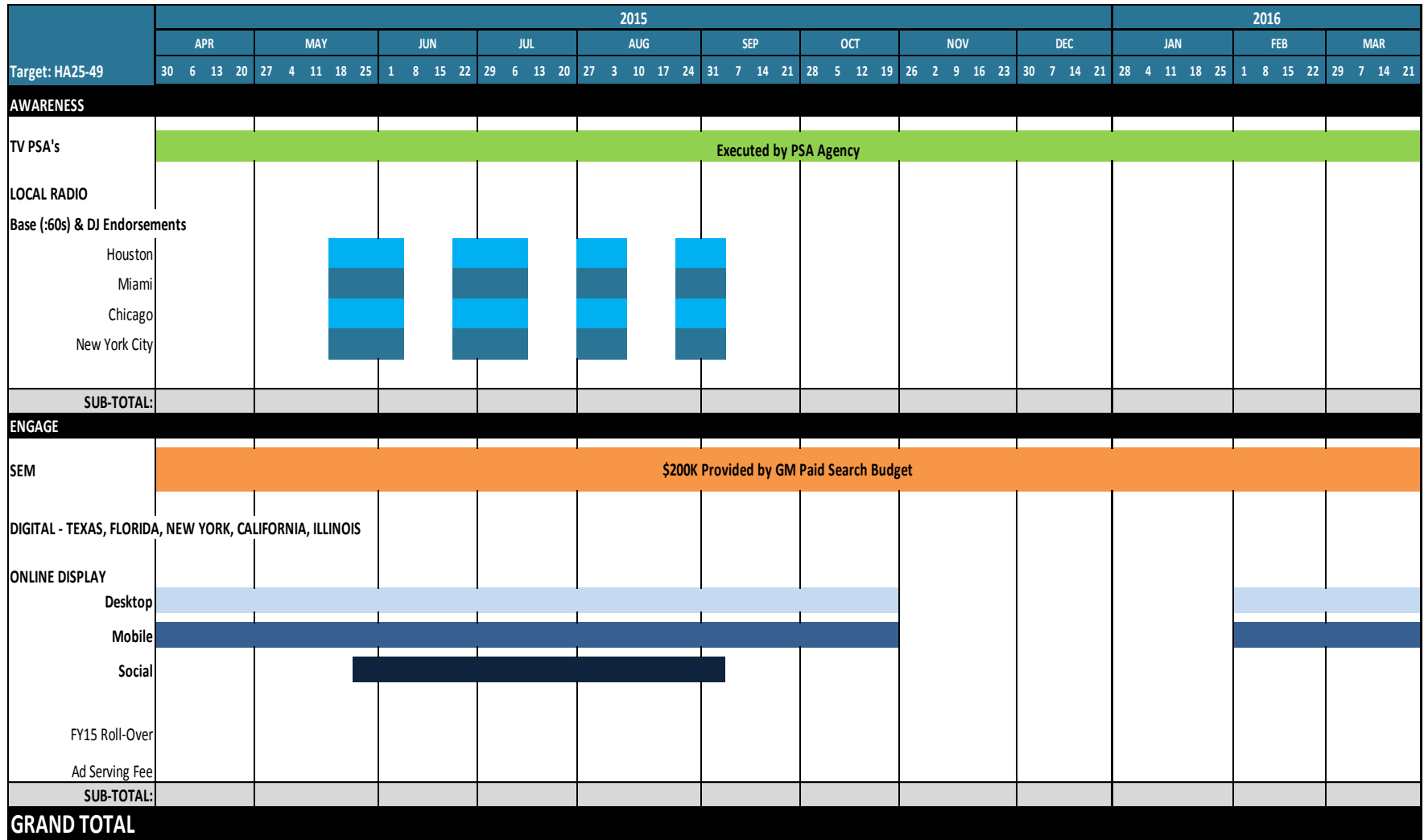
HOUSTON					MIAMI				
Station	Affiliate	Format	AQH Rtg	Rnk	Station	Affiliate	Format	AQH Rtg	Rnk
KLTN-FM	Univision	Regional Mexican	1.7	1	WAMR- FM	Univision	Spanish Hits	1.0	1
KOVE-FM	Univision	Spanish Adult Hits	1.1	2t	WRTO-FM	Univision	Tropical	0.8	2t
KTMJ-FM	Self	Regional Mexican	1.0	3	WXDJ-FM	Spanish Broadcast System	Tropical	0.8	2t
KLLOL-FM	CBS	Spanish Contemporary	0.9	4	WMGE-FM	iHeartMedia	Spanish CHR	0.6	4t
KODA-FM	iHeartMedia	Adult Contemporary	0.7	5	WLYF-FM	Lincoln Financial Media	Adult Contemporary	0.6	4t
KQQK-FM	Self	Regional Mexican	0.6	6t	WFEZ-FM	Cox Media Group	Soft AC	0.6	4t
KAMA-FM	Univision	Spanish Contemporary	0.6	6t	WHYI-FM	iHeartMedia	CHR	0.6	4t
KTBZ-FM	iHeartMedia	Altern/Modern Rock	0.5	8	WRMA-FM	Spanish Broadcast System	Spanish CHR	0.5	8t
KSBJ-FM	Christal	Country	0.4	9t	WCMQ-FM	Spanish Broadcast System	Tropical	0.5	8t
KKBQ-FM	iHeartMedia	Urban Contemporary	0.4	9t	WPOW-FM	Beasley Broadcast Group	Rhythmic- CHR	0.5	8t

CHICAGO					NEW YORK CITY				
Station	Affiliate	Format	AQH Rtg	Rnk	Station	Affiliate	Format	AQH Rtg	Rnk
WOJO-FM	Univision	Regional Mexican	2.0	1	WSKQ-FM	Spanish Broadcast System	Tropical	1.4	1
WLEY-FM	Spanish Broadcast System	Regional Mexican	1.3	2	WXNY-FM	Univision	Spanish CHR	0.9	2
WNUA-FM	iHeartMedia	Country	1.0	3	WPAT-FM	Spanish Broadcast System	Spanish Hits	0.7	3
WKSC-FM	iHeartMedia	Contemporary	0.7	4	WLTW-FM	iHeartMedia	Adult Contemporary	0.5	4
WBBM-FM	CBS	Contemporary	0.7	5	WHTZ-FM	iHeartMedia	CHR	0.5	4t
WPPN-FM	Univision	Spanish Contemporary	0.7	5t	WCBS-FM	CBS Radio	Classic Hits	0.5	4t
WLIT-FM	iHeartMedia	Hot AC	0.6	7	WKTU-FM	iHeartMedia	Rythmic AC	0.4	7
WWIV-FM	Univision	Spanish Contemporary	0.6	7t	WBMP-FM	CBS Radio	CHR	0.3	8
WTMX-FM	Hubbard	Hot AC	0.5	9	WQHT-FM	Eastman	Rythmic CHR	0.3	8t
WLV-FM	Hubbard	Adult Contemporary	0.4	10	WWFS-FM	CBS Radio	Hot AC	0.3	8t

*Nielsen Audio, Aug/Sep/Oct 3 book avg, Hisp P25-49 M-Su 6a-12m



FY16 Media Flowchart



RBFF Resources Toolkit



RBFF Resources Currently Available

- ✓ Webinars
- ✓ How-to Videos
- ✓ Lifestyle Video – Vazquez Family
- ✓ Research & Learnings
- ✓ Photo Library
- ✓ Web Banners
- ✓ Spanish Translation Guide
- ✓ Quarterly Newsletter to keep you updated



Spanish Translation
Guide of Boating and Fishing Terms



Multicultural Photo Library



Webinar – Engaging the
Hispanic Audience: Insights
to Action



But Wait, There's More ... to Come!

- ✓ More Webinars
- ✓ More How-To Videos in Spanish
- ✓ Spanish-Language Web Content
- ✓ Continuing Education & Research
- ✓ Finally, stay tuned for future info and developments through RBFF's NewsWaves newsletter



TakeMeFishing.org/corporate – Resource Center



Gracias!



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State Feedback & Discussion

