



# How to Attract Hispanic & Multicultural Audiences

Qualitative and quantitative research was conducted to determine audience barriers, motivations and perceptions of fishing & boating, as well as media consumption and audience communication preferences.

## How to Reach Them



Fishing & boating are not seen as top-of-mind or 'trendy' activities such as hiking, yoga, etc.;

Use key influencers to help portray fishing & boating as fun and engaging.



Fishing is strongly associated to a sense of connectedness to family, friends, self and nature.

Portray this through your creative executions.



Making fishing & boating more approachable by educating consumers through dual language.

Communicate this through social media, YouTube, live chats, etc.

## Where to Reach Them



Social media, websites and streaming media are the top digital platforms for this audience.

Hearing about and seeing more fishing & boating imagery keeps these activities top-of-mind – specifically word of mouth on social media and listings on travel sites.



Be more inclusive in imagery; show a diverse ethnic population and stay away from masculine & solitary imagery.



Create opportunities that make it easier to experience boating & fishing (organize events, create partnerships, etc.).



# Promote fishing and boating as memorable activities that foster family connection.



Hispanic audiences seek outdoor activities that provide an escape from the daily routine, good exercise, and foster a connection with nature.

Top barriers include not having equipment or a license.



Word of mouth and online searches are their top two sources of obtaining information; outdoor activities and trips are planned about a week out or less.

Boating is seen as a fun and exciting group activity, whereas fishing can provide feelings of accomplishment and relaxation.



## Areas for Opportunity and Growth:



### Relatability

Show a diverse mix of anglers that include younger people and females. This should apply to ALL marketing efforts, including social media, websites, and paid content.

### Accessibility

Experiential opportunities: Partnerships with deal sites like Groupon on experiences that include (gear, fishing guide, etc.): the complete package.

### Relevance

Use messaging and visuals that focus on making new family memories, connecting with nature, escaping the daily routine and show excitement while angling and boating.

### Approachability

Educate Hispanic & multicultural audiences through YouTube tutorials, social media, licensing information, conversation, live chats, etc.

