

Vamos A Pescar Update



State Marketing Workshop
December 14, 2016



Brand Awareness Study Reveals Opportunity

Hispanic Happy Hikers Awareness:



45%
aware of TMF



TAKEMEFISHING™.org

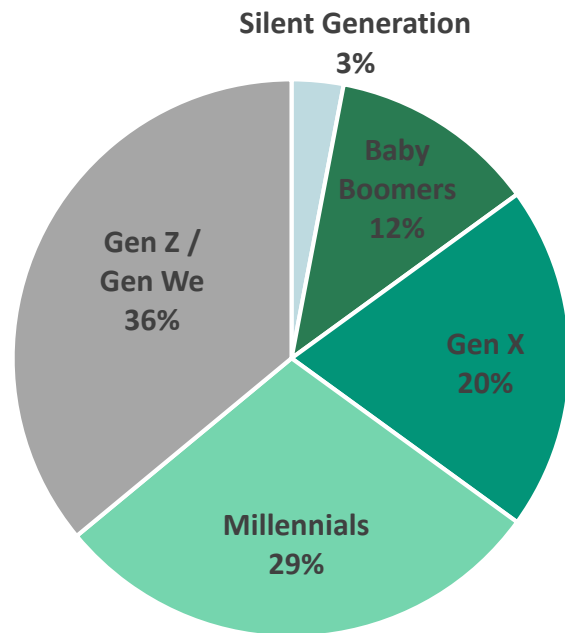
32%
aware of VAP



VAMOSAPESCAR™.org

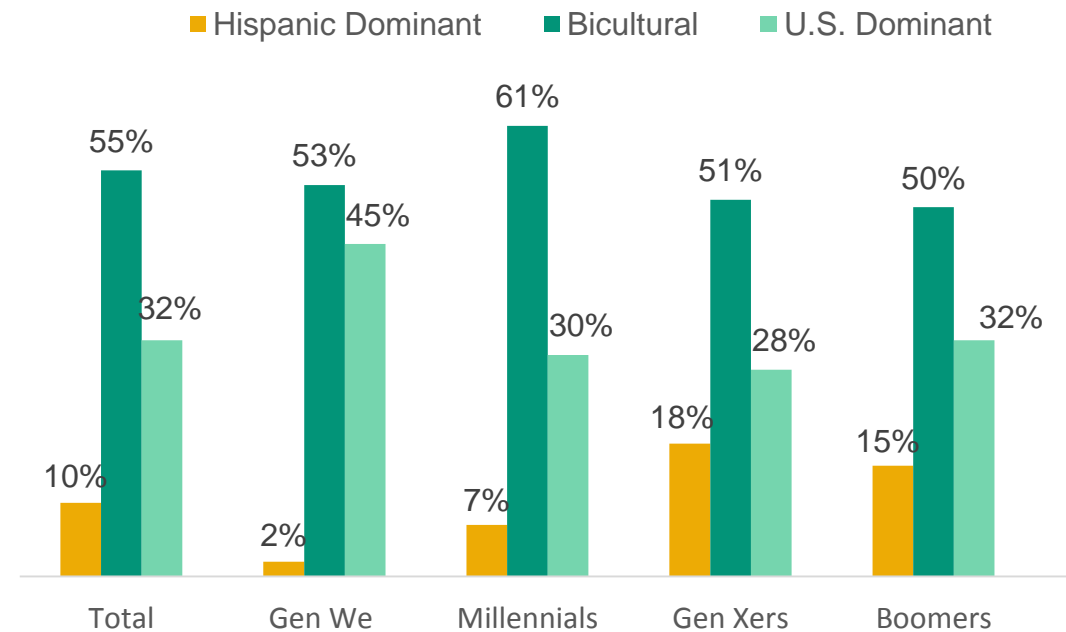
U.S. Hispanics Younger; Using English More

% of U.S. Hispanics by Generation



Source: MediaPost Millennials And Gen Z Are The Hispanic Market

U.S. Latino Acculturation

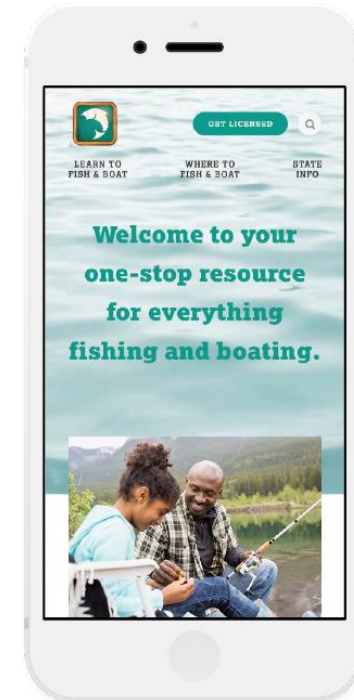
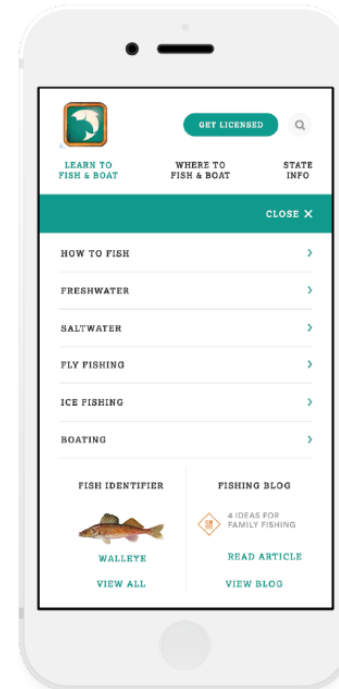
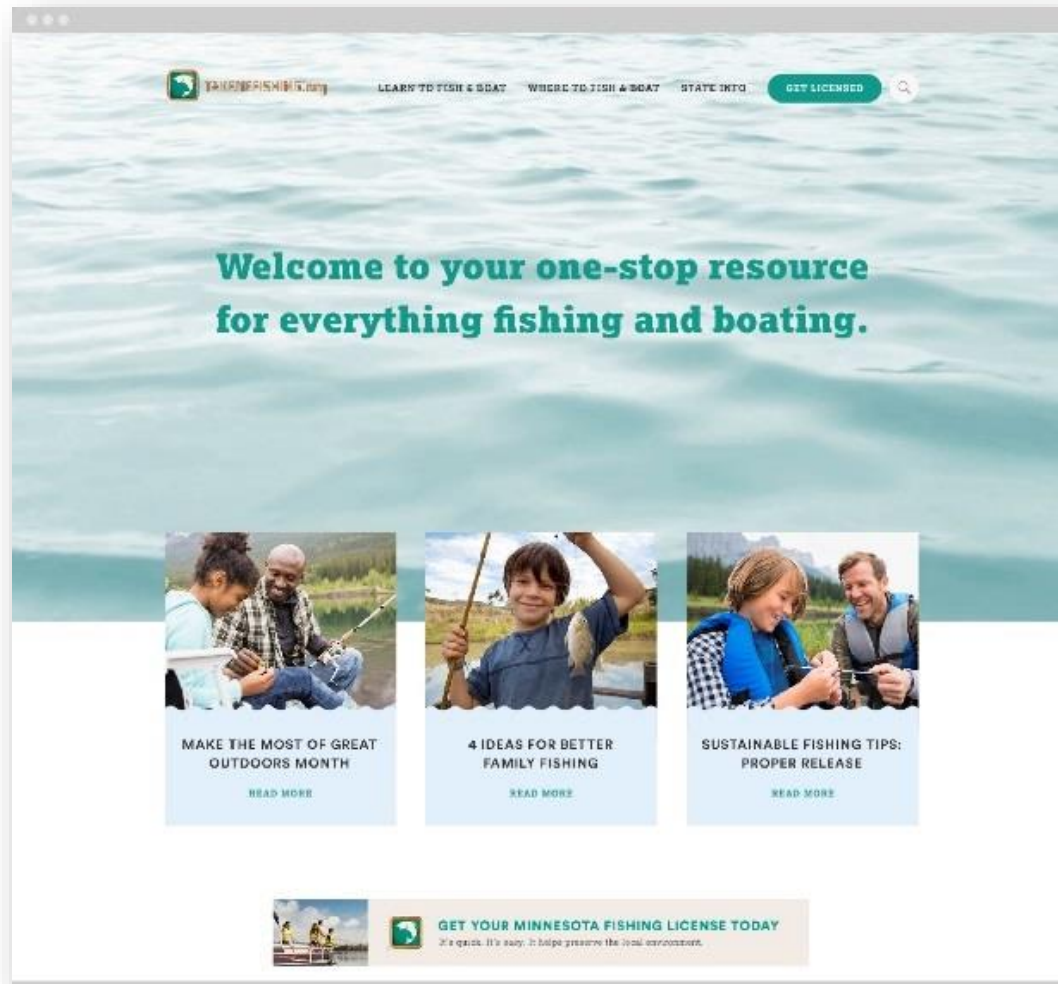


Source: CEB Iconoculture Values and Lifestyle Survey, October 2015 Base: US Latinos

Research Reveals Creative Messaging Resonates with Both Audiences



One Website with English & Spanish Content



2017 Creative & Campaign Direction



*Potential Partners

Questions?

