

Bill Creighton, CEO Council to Advance Hunting and Shooting Sports
Talking Points

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Control – Manage message!

What's in it for me?

Audience (digital pack 17-34) family; youth and mentor.

Horizontal influence not vertical.

Customer experience is target.

Loyalty is brand advocate is treatment and treatment equals dollars.

Mobile – life/death much more important than that 73% check.

Sell value, not price messaging.

Trust – do you? Messaging.

Secret shopper messaging.

Make it easy – like iTunes on Amazon.

Social responsibility.

Take it to customers, scale \$65,000.

Data drives decisions, embrace technology.

Hunter Ed is broken, scope creep, legal, forces to buy.

Keep customer at center – what's in it for them?