



RBFF UPDATE

Midwest AFWA Director's Meeting

June 23, 2014



TAKE ME FISHING

AGENDA

HISPANIC CAMPAIGN

- The Opportunity
- The Plan
- Resources for You

STATE RETENTION PROGRAM

- Survey Findings
- Next Steps



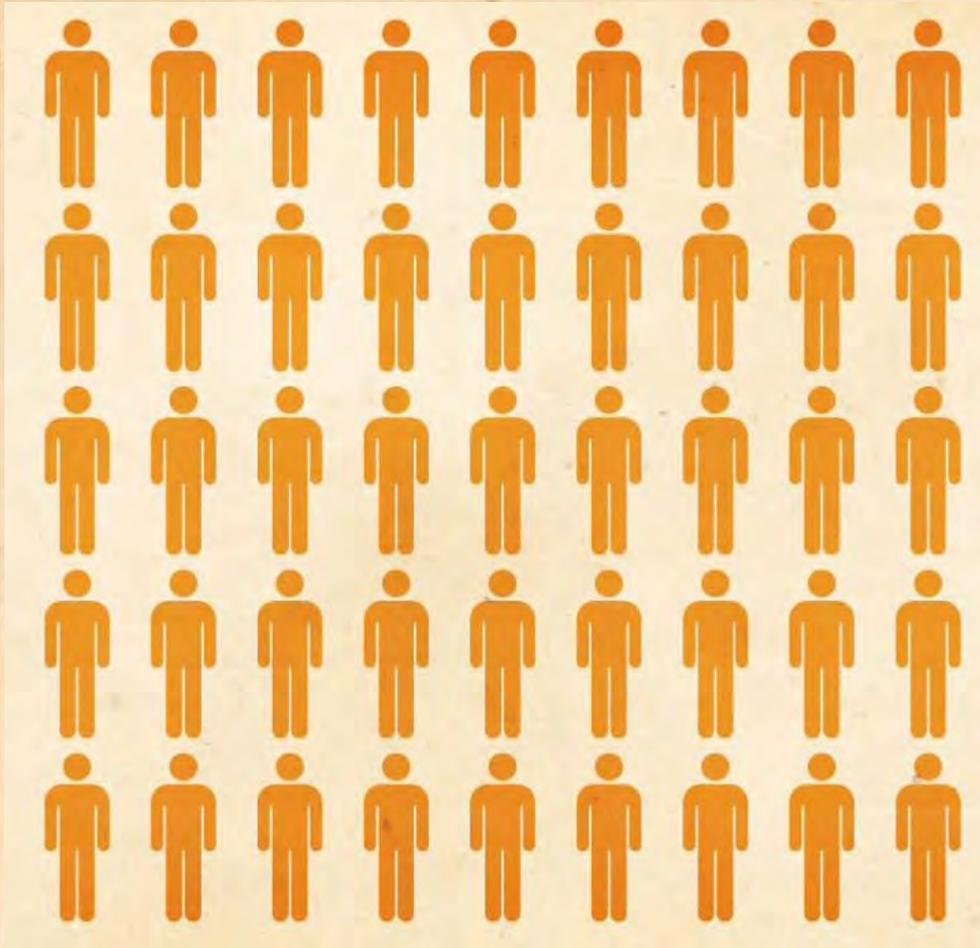
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THE HISPANIC OPPORTUNITY



THE HISPANIC OPPORTUNITY



33M U.S. Anglers

3.1M New U.S.
Anglers

1.6M are Hispanic

99K New
Hispanic Anglers



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HISPANICS DRIVE SPENDING GROWTH

**“100% of the growth in sales is
going to come from multicultural
customers”**

Tony Rogers
SVP Brand Marketing
Walmart
October 31, 2012



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REACHING HISPANICS



HISPANIC TARGETS



HAPPY HIKERS

Family-oriented nature lovers whose lives revolve around their kids. They plan activities around budget and time constraints, with fishing rarely, if ever, making the short list.



SOCIAL ANGLERS

Highly active recreation-minded singles and couples. They fish on occasion, but it's activities like hiking, camping, tubing and mountain biking that deliver the active thrills they seek.



FISHING FANATICS

Avid anglers who adamantly believe fishing is more a religion than a sport, and their shrine's in the garage. They get out on water to drop a line every chance they get.



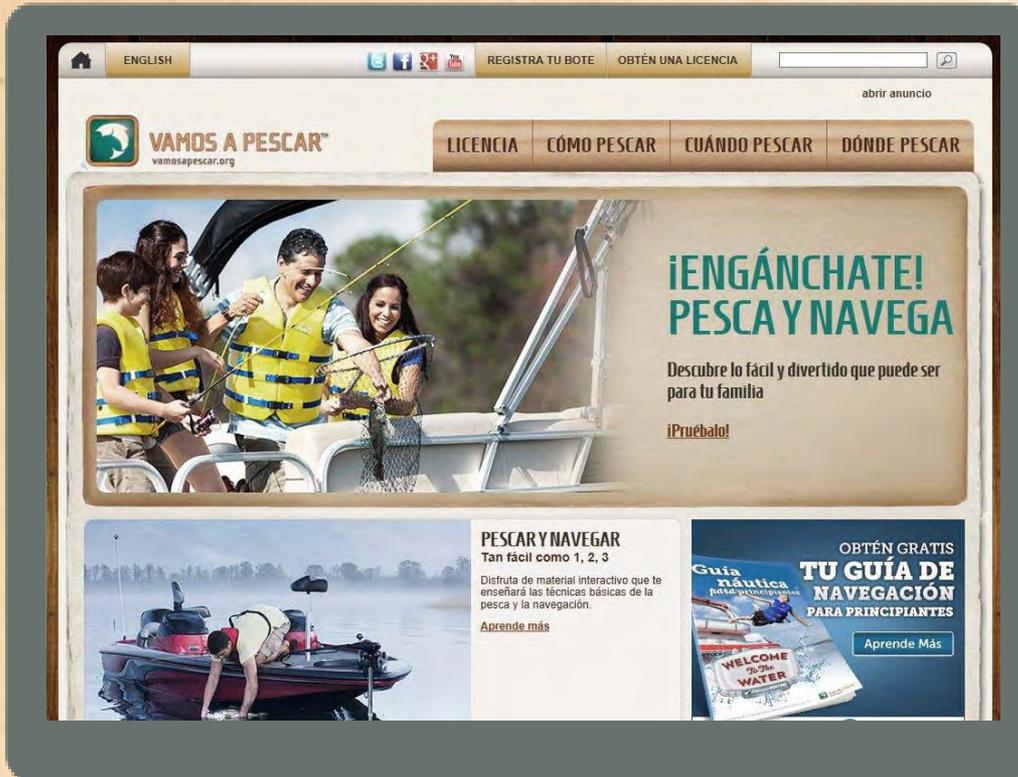
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HISPANIC PILOT STATES



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ENGLISH

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Aprende más

PROTEGE EL MEDIO AMBIENTE

Aprende por qué necesitas una licencia de pesca y cómo conseguirla.



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PESCAR Y NAVEGAR
Tan fácil como 1, 2, 3

Disfruta de material interactivo que te enseñará las técnicas básicas de la pesca y la navegación.

Aprende más



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ADVERTISING



Frame 1
She caught the only fish



Frame 2
but we all made the greatest memories



Frame 3
Fishing time is quality time
(fishing is discovery, fishing is enjoyment)



Frame 4
Plan your fishing and boating adventure
CTA: learn more

✓ Digital

✓ Radio



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EVENTS



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RESOURCES FOR YOU



RESEARCH & LEARNINGS

Hispanic Growth Driven by Younger Population

Hispanic Baby Boom vs. Non-Hispanic Baby Boomers



Sources: U.S. Census Bureau, 2010 Census & 2008 Population Projections; Pew Hispanic Center



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Key Barriers to Boating and Fishing



Lack of exposure and experience



Fishing perceived as a passive, waiting game



Full family participation is often difficult



Outdoor activities in general are waning



Money is a major issue, whether real or perceived



State licenses, regulations are problematic



Culturally relevant invitation is missing



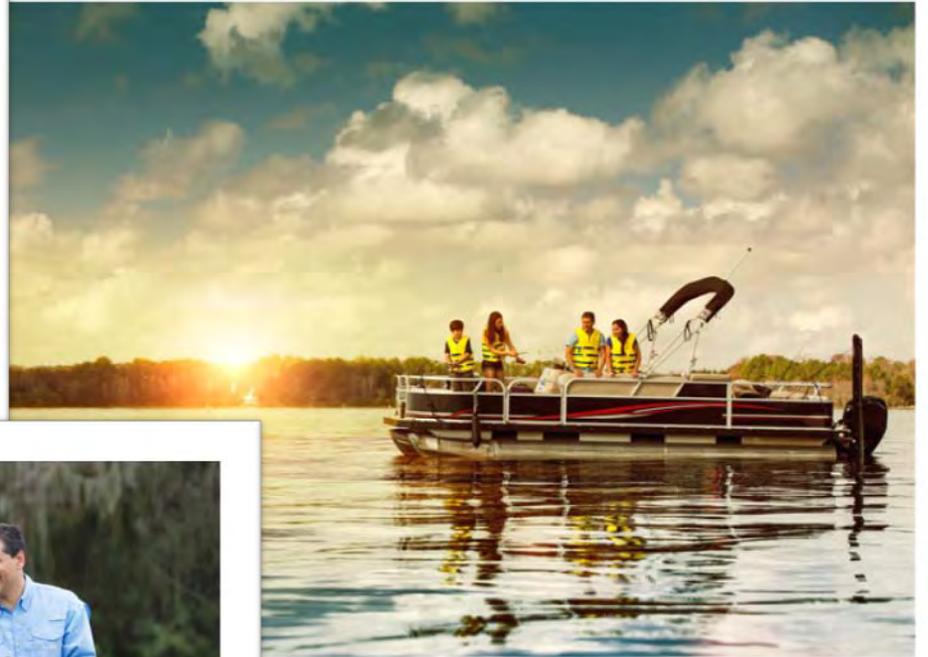
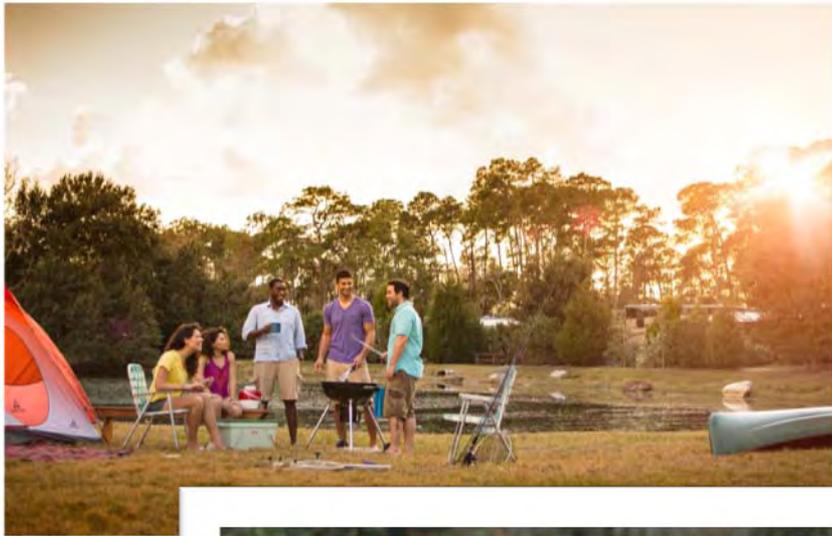
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PHOTO LIBRARY



“FISH AND PROTECT” PSA



- ✓ Radio
- ✓ Television

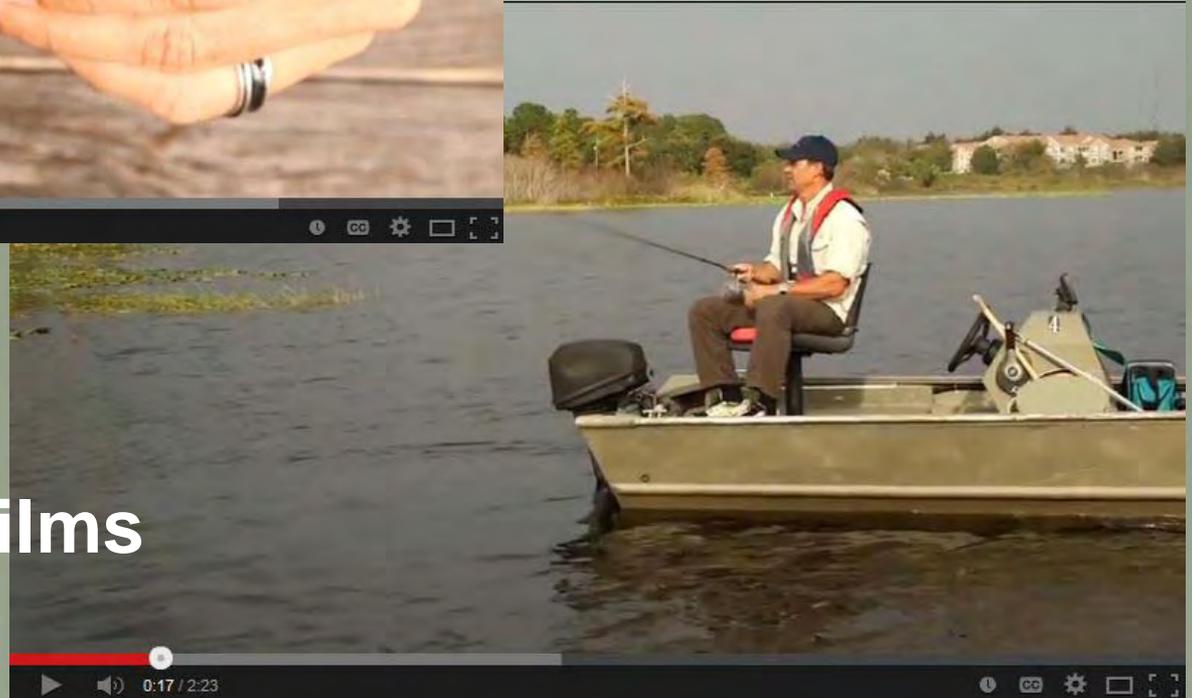


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HOW-TO VIDEOS



[YouTube.com/
TakeMeFishingFilms](https://www.youtube.com/TakeMeFishingFilms)





FIRST-TIME ANGLER SURVEY



SURVEY FINDINGS

A photograph of a family fishing by a river. A man in a red shirt is holding a fishing rod that is bent, indicating a catch. A young girl in a black shirt is holding a long-handled net, ready to scoop up the fish. A boy in a white shirt and blue jeans is standing next to her, also holding a fishing rod. The background shows a river and a forested hillside.

91% of first-time anglers indicated they fished as a child.

TOP REASONS FOR FISHING

- Time with family and friends
- Relax and unwind
- Spend time outdoors



SURVEY FINDINGS

A white motorboat with two anglers is on the water. The boat has a large outboard motor at the back. Two people are on the boat, one standing and one sitting. The water is dark, and a large fish is visible in the foreground, swimming towards the boat. The sky is clear and blue.

78% of first-time anglers say their first fishing trip met or exceeded expectations.

TOP FACTORS INFLUENCING LIKELIHOOD TO RENEW

- If someone **invited** them to go fishing or a child asked them to go fishing
- Knowing 100% of license dollars go towards **conserving fish and their habitat**
- Information about places to fish **close to home**



SURVEY FINDINGS

A photograph of two anglers in a boat on a misty lake. The angler in the foreground is wearing a red jacket and a cap, leaning over the side of the boat to hold a fish. The angler in the background is wearing a brown and yellow jacket and a cap, standing in the boat. The water is calm, and the sky is overcast and misty. There are other boats visible in the distance.

If a first-time angler goes fishing more than once in their first year, their likelihood to renew **more than doubles.**



RETAINING ANGLERS



RETENTION PROGRAM



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NEWS & INFO

NewsWaves

March 2014



Your Update from RBFF.

STAY IN TOUCH: [f](#) [t](#) [in](#) [You Tube](#)

Features



Hear From New Board Chairman, Ken Hammond

Recently elected board chairman, Ken Hammond, sat down to provide his thoughts on some of the exciting projects RBFF has coming down the line. Read about how he plans to guide RBFF and its board during the launch of its Hispanic Campaign, continued partnership with Disney and more.

[Read More.](#)

Quick Links

[RBFF's 2013 Marketing Guide](#)

[Hear From Board Chair Ken Hammond](#)

[RBFF's New Hispanic Campaign, "Vamos A Pescar"](#)

[RBFF Prepares to Launch State Marketing Programs](#)

[Take Me Fishing at **Walt Disney World® Resort**](#)

[Email Preferences](#)



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Thank You

