

**Utah R3 Underserved Communities
Marketing Campaign – Phase 2**
Utah Division of Wildlife Resources
RBFF State R3 Program Grants Case Study



PARTNERS

- Recreational Boating & Fishing Foundation
- Utah Division of Wildlife Resources
- FUEL Marketing LLC

SUPPORT

"It has been great to see our agency build upon our marketing efforts geared at recruiting women and our Hispanic residents into fishing in Utah. It is also exciting to have a slight increase in the fishing license sales, particularly among new female anglers. We look forward to continuing efforts to better serve these underserved communities."

— *Utah DWR Director J Shirley*



Happy anglers showing off their catch at our annual "Women On The Water" fishing clinic.

OVERVIEW AND OBJECTIVES

The DWR's 2024 marketing efforts were focused on building on the foundation of our inaugural 2023 marketing campaign. Last year's messaging was directed at the recruitment of women and members of Utah's growing Hispanic community to fishing. Before 2023, the Utah DWR had not specifically targeted either of these underserved audiences with messaging, so significant work had to be done through research and creating content specifically for these groups. This year's campaign built on those efforts by offering additional resources and content targeted to women and Spanish-speaking audiences, in addition to re-running ads from last year's campaign. The goals and objectives for this effort included:

1. Increasing female angler participation by 2% in 2024 (through new and reactivated license purchasers).
2. Increasing attendance of Hispanic community members at our fishing events by 5% in 2024. (Our license data does not include ethnicity, so we can't track license sales on this metric.)
3. Increasing fishing participation during the campaign timeframe (we can track participation separately from license sales.)
4. Increasing accessibility for the Hispanic community by providing additional Spanish language materials.

RESULTS AND OUTCOMES

- The fishing marketing campaign ran from April 15 to mid-July 2024. A review of DWR sales data showed that fishing licenses issued to women increased by 2% during the campaign timeframe compared to the same timeframe the previous year. (As mentioned, DWR license data does not include ethnicity which means that license sales couldn't be tracked for Hispanic anglers).
- The female and Spanish-speaker targeted fishing ads had over 2.2 million impressions.
- Events were held around the state to support these two audiences including a "Women On The Water" fishing clinic in northern Utah. Registration for this event hit its limit of 75 female participants, showing that there is significant interest in having women-focused events. A bass fishing clinic held in northeastern Utah included Spanish-language translators on site and was marketed in Spanish, as well. This event had increased participation from the Hispanic community when compared to previous years' clinics.
- We were very encouraged by the increases in fishing license purchases by women, particularly the metric of new female anglers during the timeframe of the marketing campaign, with an 8.4% increase!
- Website metrics were compiled at the end of August using the prior year's data in comparison and showed a 31% increase in new users!

BENEFITS

Addressing these two underserved audiences have been important milestones for our agency and the internal support remains solid in continuing and expanding these efforts. We have plans to build upon these efforts with translating more of our hunting resources into Spanish as well, and to continue efforts to hold women-focused events. We have also continued to add to our library of fishing creative assets for various ads and resources, which is very exciting for our agency to now have such a variety of fishing content in Spanish.

METHODOLOGY

We continued with an omnichannel marketing approach to reach these two underrepresented audiences: women and Hispanics. 2020 census data shows 1.564 million women and 446,067 Hispanics in Utah.

A media plan was developed to help reach these target demographics during the campaign. Specific paid media vehicles included:

- Display: Social media (Facebook/Instagram)
- Video: Local television and YouTube ads
- Radio/Music platforms: Local radio, Pandora and Spotify
- SEM: (Google Ads)
- Email marketing (through an email drip campaign directed at female anglers with lapsed fishing licenses).

We continued our strategy from last year's campaign with Spanish language messaging, showing how easy "grab and go" fishing can be. RBFF research shows messaging needs to reach multiculturalism in a short time frame, as Hispanic households typically decide their outdoor activities about a week before or less (70% vs 30% who plan more than a week ahead). Showing fishing as a quick and simple activity that will naturally fit into that short planning process mindset was part of the messaging in our content. We also included a focus on families as part of the messaging to help reach Hispanic communities and women.

LESSONS LEARNED AND FUTURE PLANS

We were able to re-use a lot of the creative content from last year, which has relieved a lot of the workload from having to create and translate all new content again this year, decreasing the demands for the 2024 campaign. Much of the content was created to be evergreen so we can continue to use it into the future as a valuable resource to promote fishing and recruit new participants into the sport. We are trying to work more closely with local Latino groups to partner with them on some of our beginner fishing events to hopefully increase attendance at these events.

We are seeing a slow and steady acceptance internally that these efforts are worthwhile and that continued messaging to these audiences benefits everyone. We're optimistic about future marketing efforts and the steady increase in participation from both women and our Spanish-speaking community.



Spanish ad from the campaign that linked to beginner fishing resources.



An ad from the campaign's series to highlight local female anglers.

CONTACT INFORMATION

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