

Find Your
best self **on**
the water

Campaign Assets
States & Industry



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Find Your *best self*

Campaign Overview

Research recently conducted by RBFF in partnership with Ipsos has shown that women who fish experience numerous personal benefits on and off the water. For example, 1 in 4 women who fish say it helps them manage their moods and long-term stress. Women who fish are more likely to say that setbacks don't discourage them, and almost half of women who fish say fishing teaches them patience. Additionally, women who fish are more likely to say their health is very good, and 1 in 5 women who fish feel like they can do anything they set their mind to.

"Find Your Best Self" emphasizes the fun and diverse experiences that can be had on the water while showcasing the personal benefits of fishing for women on and off the water. By featuring women and girls fishing in our PSA, we hope to inspire more women to try this activity and experience these benefits for themselves.

When you cast off, you never know what you'll reel in. Research shows that the real catch isn't something you can hold or see – but something you can feel. The Take Me Fishing™ campaign strives to show the positive impact fishing and boating can have on your life, off and on the water.



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Find Your *best self*

Embedable Video Ad Links



60 Second Ad

https://www.youtube.com/watch?v=7V9S0Nkkn_k

30 Second Ad

<https://www.youtube.com/watch?v=RY1EOll8hjs>



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Find Your Best Self

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Ambition guides her

like a wand,

to lakes and ponds

and far beyond.

There's something

in the water.

Women who fish have significantly greater grit and confidence than women who don't, and your *best self* on the water.

Source: (May 2016), Identifying What China Female Anglers are Seeking, © 2016 Recreational Boating and Fishing



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On and off the boat she flies,
her confidence is soaring high,
a force of nature on the rise.
There's something
in the water.

Women who fish have significantly greater grit and confidence than women who don't. Find your *best self* on the water.

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Find Your Best Self

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With her gaiter on,
and her waders on,
she can tackle
anything at dawn.

There's something
in the water.

Women who fish have significantly greater grit and confidence than women who don't. Find your *best self* on the water.



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Find Your Best Self

Women's Research Assets

Infographic

What's Underneath the Wave of Women Fishing



Women represent an important emerging audience for the fishing industry. To grow this demographic, the Recreational Boating & Fishing Foundation (RBFF), in partnership with global market research firm Ipsos, conducted research among active, lapsed, and non-angler women to understand active female anglers' mindset and drivers, and what challenges exist to increasing participation.

HAPPY AND CONFIDENT

Mindset of active female anglers:

1. Satisfied with life (80%)
2. Ability to persevere (82%)
3. Have self-worth (87%)



GRIT

- 1 out of 4 active female anglers say fishing makes them feel like they can do anything they set their minds to.
- Active female anglers are significantly more likely to **manage challenges** and **rebound from setbacks**.

ABILITY TO MANAGE STRESS

- Half of female anglers surveyed said fishing **relaxes them and clears their minds**.
- Active female anglers were significantly more likely than lapsed anglers to believe **fishing brings them peace, calms anxiety, and helps them destress**.



PATIENCE

Top **mental gain** from fishing as ranked by both active and lapsed anglers.



What keeps active female anglers coming back to the sport?

- Social connection
- The challenge
- Link to nature



Find Your Best Self

Women's Research Assets



Social Carousel





Female anglers face disrespect and resistance when it comes to fishing.



80% of female anglers **do not feel gear or apparel is designed** with women in mind.



Active female anglers are significantly more likely than non-anglers to understand fishing **brings peace, calms anxiety, and helps lower stress.**



Women who fish have significantly greater **grit, confidence and self-esteem** in life than women who don't.



Find Your Best Self

Where to get the assets

Social Carousel and Infographic

Please visit the [photo library](#) for the infographic and social media assets.

If you do not have access to the photo library, please email marketing@takemefishing.org to get set up.

Print Ads

Please email Joanne Martonik to request print ads at jmartonik@rbff.org

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