

COUNTDOWN TO MINNESOTA FISHING OPENER

PROBLEM: How do you increase interest in fishing when nature-based pursuits are losing their allure?

SOLUTION: Remind Twin Cities residents about the fishing opener with a daily digital countdown.



BACKGROUND:

Minnesota offers some of the best fishing in the nation, but as the Twin Cities area becomes more urbanized, fewer people are participating in outdoor recreational activities. To spotlight the upcoming Minnesota Fishing Opener, the Department of Natural Resources created a campaign called "Take Me Fishing". The goal of the campaign was to encourage parents and grandparents to take their kids fishing and help them build a connection with the outdoors.

Pioneering new marketing ground among conservation interests nationally, the Minnesota DNR teamed with the Recreational Boating and Fishing Foundation and Wildlife Forever to contract digital billboards and traditional posters in Minneapolis.

Crediting Commissioner Mark Holsten, DNR's Mark LaBarbera said, "Leaders here have been very supportive of innovative marketing approaches aimed at increasing participation in traditional outdoor activities, which should also increase license sales revenue that is critical to support natural resources management programs."

LaBarbera said the promotion had its genesis in a meeting with his hunting and fishing buddy, Douglas Grann, President and CEO of Wildlife Forever, a national non-profit conservation group that he helped found.

"As a conservation organization, Wildlife Forever has a vested interest in developing the next generation of conservationists."

Douglas Grann
President and CEO
Wildlife Forever





takemefishing
5 MORE DAYS
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takemefishing
4 MORE DAYS
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takemefishing
3 MORE DAYS
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2 MORE DAYS
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1 MORE DAY
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**IT'S FISHING
 OPENER!**
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takemefishing
TODAY!
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"As a conservation organization, Wildlife Forever has a vested interest in developing the next generation of conservationists," says Grann. "Our goal is to encourage more people to participate in outdoor recreation so they will have a better understanding of the importance of conserving our fish and wildlife."

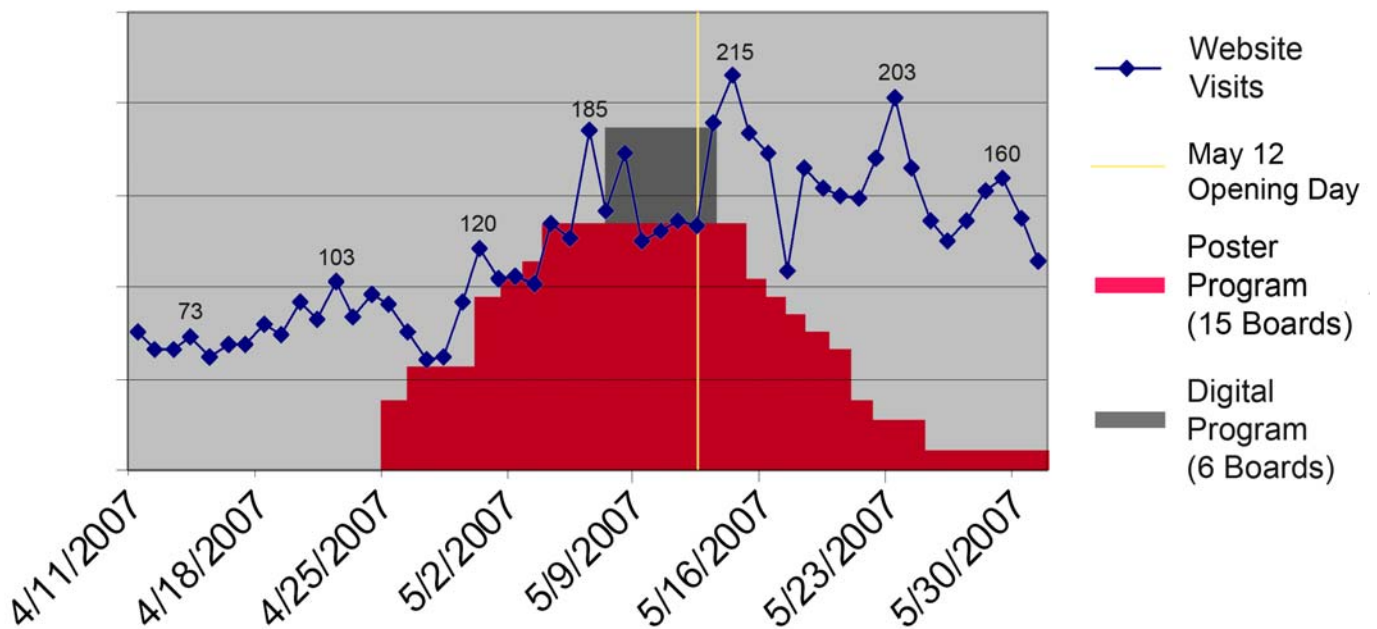
STRATEGY:

On May 7, six digital boards across the market displayed a "Countdown to Fishing" message. For seven days in a row, fresh designs with different images were uploaded to the signs, each with the "Take Me Fishing" headline and website as well as a countdown of days remaining until the fishing opener.

The occasion marked the first time in the Twin Cities market that a countdown concept was used with the new digital boards. Additionally, it was the first time a state agency officially used the unique benefits of digital billboards for promotional purposes.

Beginning April 25, traditional posters were installed featuring one of three "Take Me Fishing" designs and the TakeMeFishing.org website. The boards were strategically placed to promote the opener and Governor Tim Pawlenty's Fishing Opener on Leech Lake. The traditional boards reinforced the changing countdown message in the two weeks leading up to the opener.

Minnesota TakeMeFishing.org Statistics



RESULTS:

The 14 day circulation of the traditional program garnered over three million pairs of eyes plus override. The digital presence added another three million in circulation over the seven day countdown. In total, for every \$1 spent, the "Take Me Fishing" campaign reached 469 people. Additionally, the campaign garnered media attention from the *Star Tribune* and *WCCO Radio*, adding even more impressions to the program.

The Twin Cities outdoor campaign was clearly a success. In the month of May, the TakeMeFishing.org website had 4,580 visitors from Minnesota alone, a 137.4% increase over April.

The national media mix placed outdoor in four markets: DeMoines, Las Vegas, Milwaukee, and Minneapolis. While outdoor was the only medium used in the Twin Cities market, both radio and print were a part of the national media plan. The nationwide campaign generated 222,047 new visitors to the TakeMeFishing.org website in the month of May alone.

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