



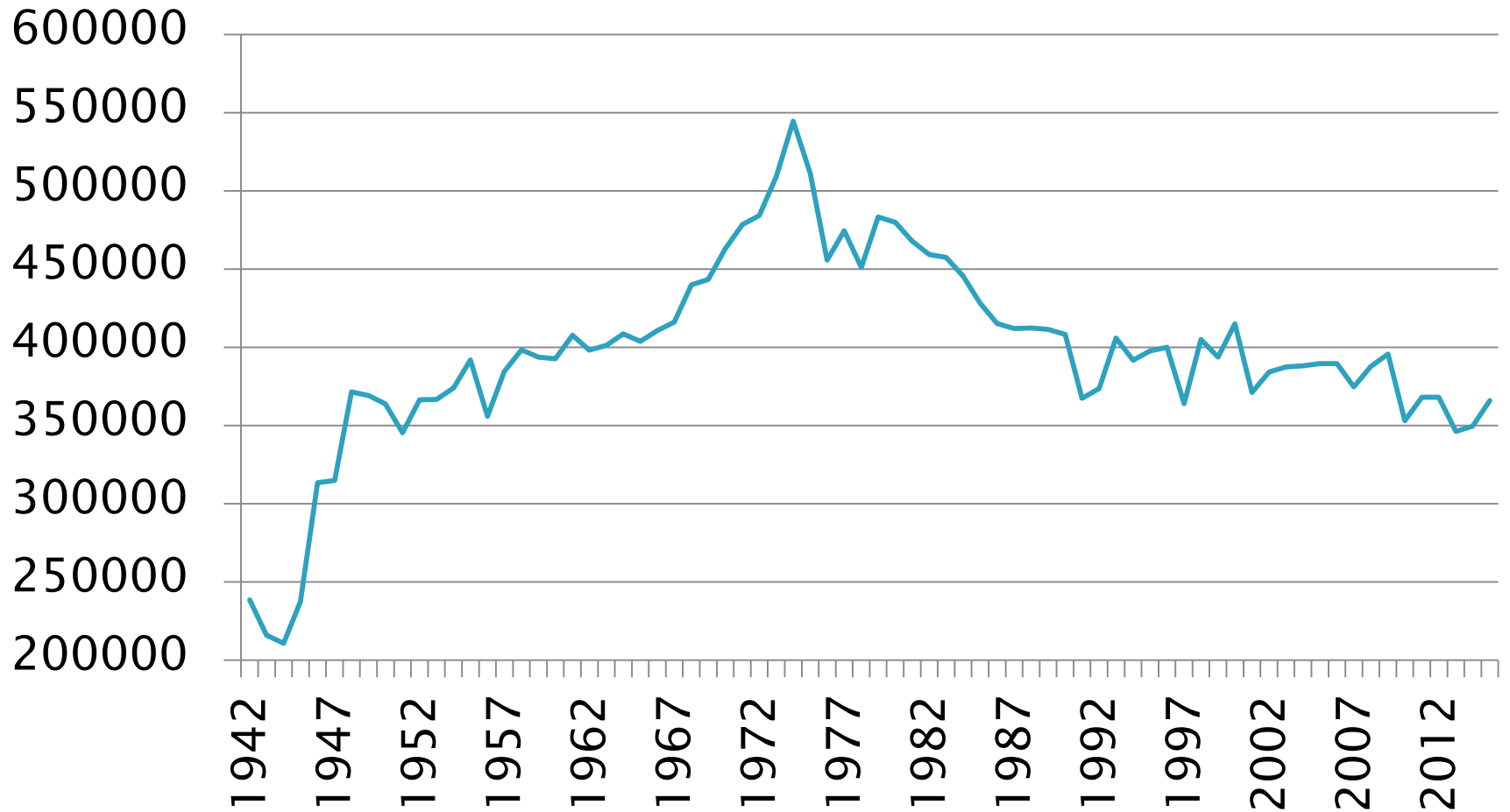
An analysis of Iowa's fishing license marketing efforts, 2005–2015

Jeff Kopaska

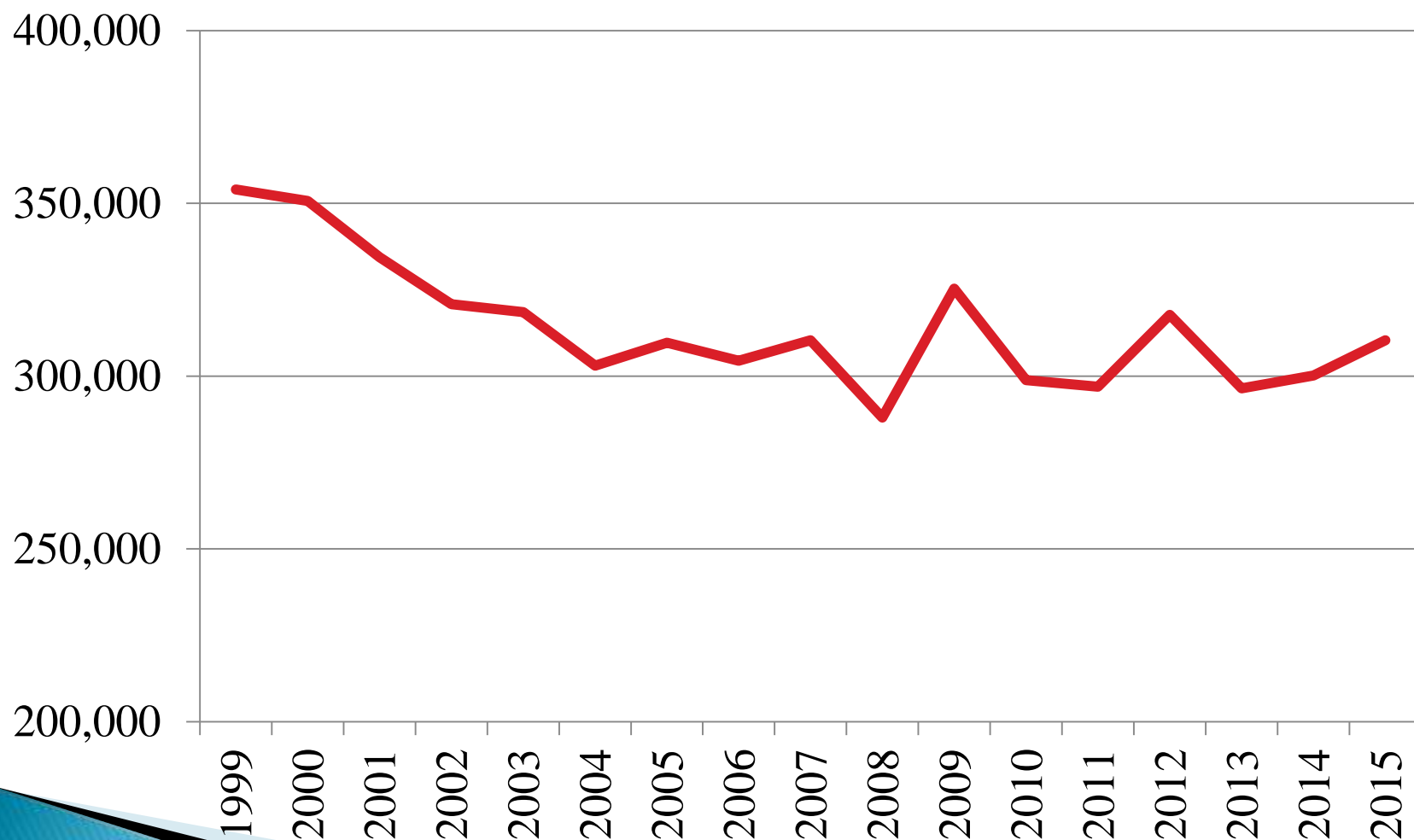
OFWIM 2016 Annual Conference
October 2 - 6, 2016
Ponca State Park, Ponca, Nebraska



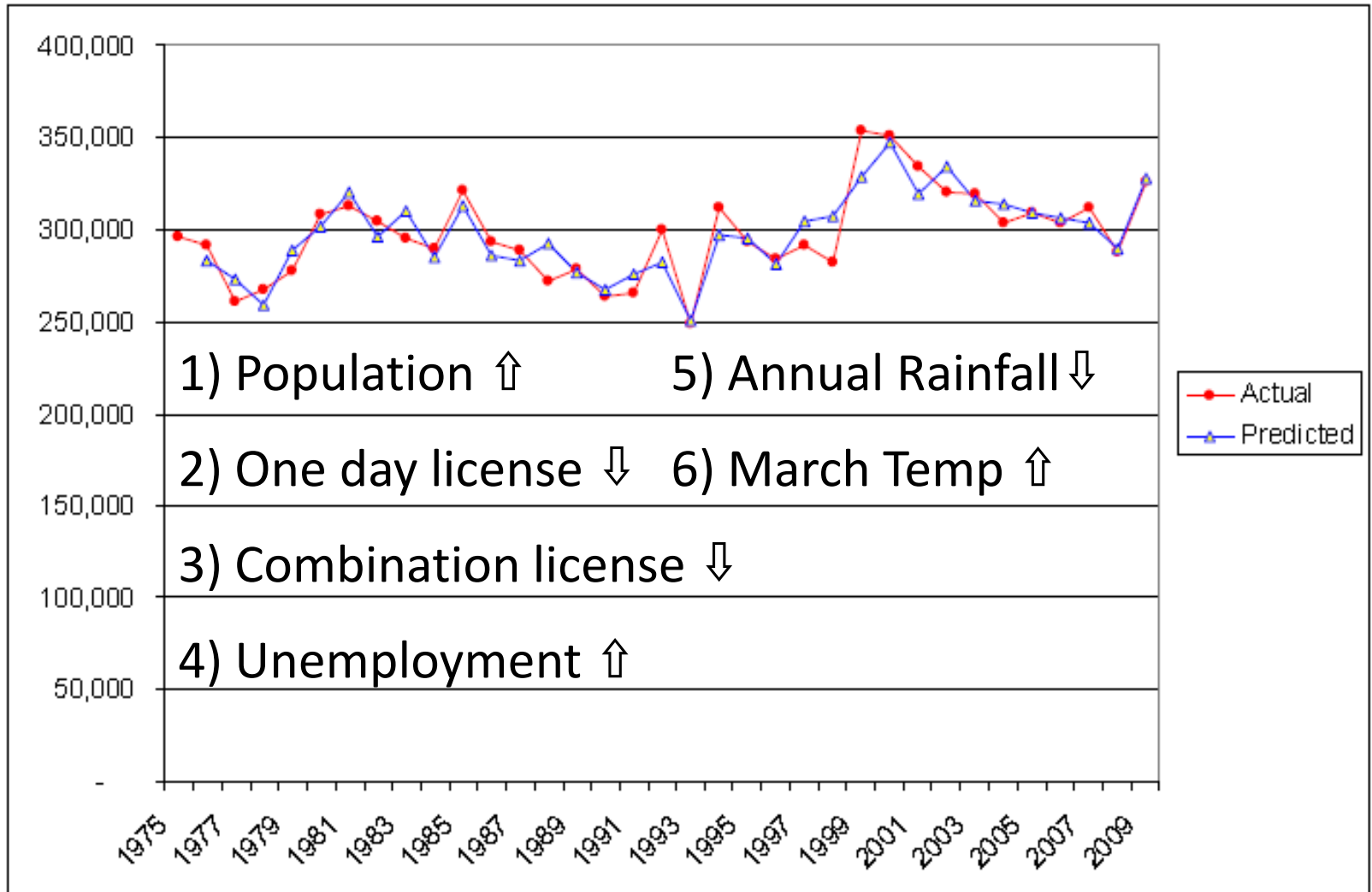
Total Fishing Licenses issued in Iowa, 1942-2015



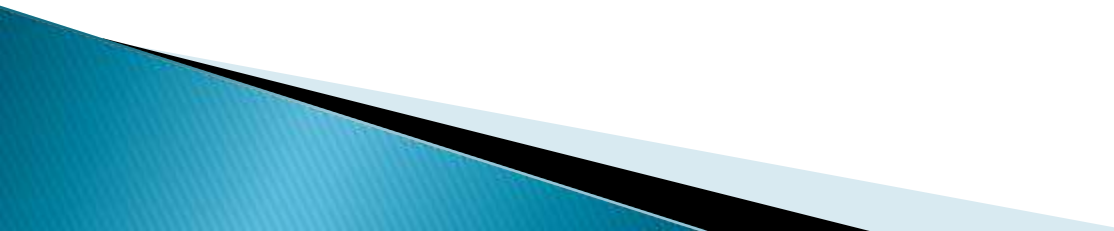
Annual resident fishing licenses, 1999–2015



Southwick Analysis – Annual Resident Fishing License Sales



Weather

- ▶ 60% of license sales occur in April, May, and June
 - ▶ Weather has minimal impact on license sales in the other 9 months
 - ▶ Variations from average temperature and precipitation in April–June yield predictable responses in license sales ($\pm 8\%$)
 - ▶ The results of any marketing effort must be viewed within the context of the influence of weather
- 

License Sales and Temperature

JulianDate - Microsoft Excel

File Home Insert Page Layout Formulas Data Review View Acrobat

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General

Clipboard Font Alignment Number Styles Cells Editing

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA
1		2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013		2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	
109	04-01	1026	2656	1119	2314	2544	1317	658	733	3140	1718	5113	1014		49	87	55	56	47	61	43	51	85	57	82	42	
110	04-02	639	2490	1732	4684	951	1348	638	752	3219	3516	5271	1093		43	85	62	59	51	55	50	50	84	60	82	42	
111	04-03	643	1465	3229	4633	1009	750	907	1735	4456	2683	1668	1280		36	80	62	71	51	56	50	53	63	80	84	46	
112	04-04	1049	981	3247	2176	1535	490	881	1474	1898	679	1544	1853		44	69	55	80	59	35	57	56	61	79	66	58	
113	04-05	2001	1322	3336	1665	1832	817	2450	340	1709	1317	1487	2898		53	28	69	80	71	35	62	56	64	64	66	56	
114	04-06	2740	553	1888	1438	1419	930	4120	512	1278	1463	1993	3463		57	39	70	75	72	35	62	34	65	65	62	65	
115	04-07	1262	423	1984	2038	2168	1042	1705	829	960	1254	3953	3116		57	40	74	66	69	35	58	40	56	61	62	62	
116	04-08	986	687	1908	4227	4006	440	847	1135	1574	2473	2953	2089		51	33	74	68	51	40	52	53	52	54	68	73	
117	04-09	1812	917	2066	5623	3465	927	637	1623	3447	4703	2015	972		59	49	62	77	63	46	49	53	69	72	69	73	
118	04-10	1850	1655	3316	4001	2192	500	927	3038	4958	3347	1388	731		77	66	57	77	81	48	49	53	70	87	68	42	
119	04-11	1797	3842	2995	1372	1645	384	608	4433	4068	1553	852	834		74	72	47	76	81	48	49	58	68	75	52	40	
120	04-12	3630	6236	1287	1275	2613	678	1090	1255	1684	1782	902	1321		68	72	49	59	76	44	38	57	69	68	59	38	
121	04-13	6495	4559	1567	1699	4053	1645	1094	987	1948	1559	915	2504		62	78	58	58	89	48	44	53	78	71	59	47	
122	04-14	5614	2101	1577	2335	6392	3014	1519	1457	1845	1118	1180	1819		78	88	70	64	89	51	52	60	81	70	62	65	
123	04-15	2803	1873	2027	3779	5062	3497	1322	1911	2319	996	2167	905		89	86	73	70	82	63	65	65	79	53	73	63	
124	04-16	1985	1593	2272	4317	1211	1994	1150	2199	3311	1332	1417	894		88	80	88	70	82	75	75	65	67	49	73	47	
125	04-17	2841	2043	4272	4509	1898	1706	1404	3871	4804	1389	634	631		81	55	88	79	63	75	73	69	61	50	63	48	
126	04-18	2336	2124	5941	1528	1225	1888	1401	3080	4036	591	946	906		87	47	80	79	67	71	46	69	66	45	68	41	
127	04-19	2685	2274	2004	1395	1335	2088	2029	1790	1617	458	1081	1264		84	51	72	77	68	63	51	63	68	44	69	39	
128	04-20	2193	727	1059	1386	1743	4041	3287	899	1763	678	1043	2006		55	50	58	74	66	72	63	56	70	46	54	43	
129	04-21	992	1348	932	1175	3068	5434	3214	1111	1744	861	1797	1491		52	61	59	71	66	80	71	60	69	47	54	66	
130	04-22	1205	1661	1106	1762	5610	2669	1448	1998	1778	1503	2228	904		51	65	60	59	67	81	67	71	71	47	57	65	
131	04-23	1598	1416	1122	1848	4954	1531	1614	2296	1542	1857	1585	741		71	66	64	56	71	67	74	79	71	49	62	59	
132	04-24	926	1096	2445	1692	1386	958	1771	3957	3191	1265	927	1132		73	65	65	58	73	66	74	87	67	53	80	51	

Ready

DailyNumbers DailyNumbersChart Cumulative CumulativeChart ames weather data Daily GDD cumulative GDD

100%

4:55 PM 8/23/2016

2005–2006, I380 Corridor

Targets:

3 metropolitan areas
Lapsed male anglers

Strategies:

Direct mail
Advertising
Fishing Events w/
media coverage
Information Packets
Lottery promotion



Take me fishing.
Because I get the giggles
when the boat bounces.

Take me fishing.
You can think about
work later.

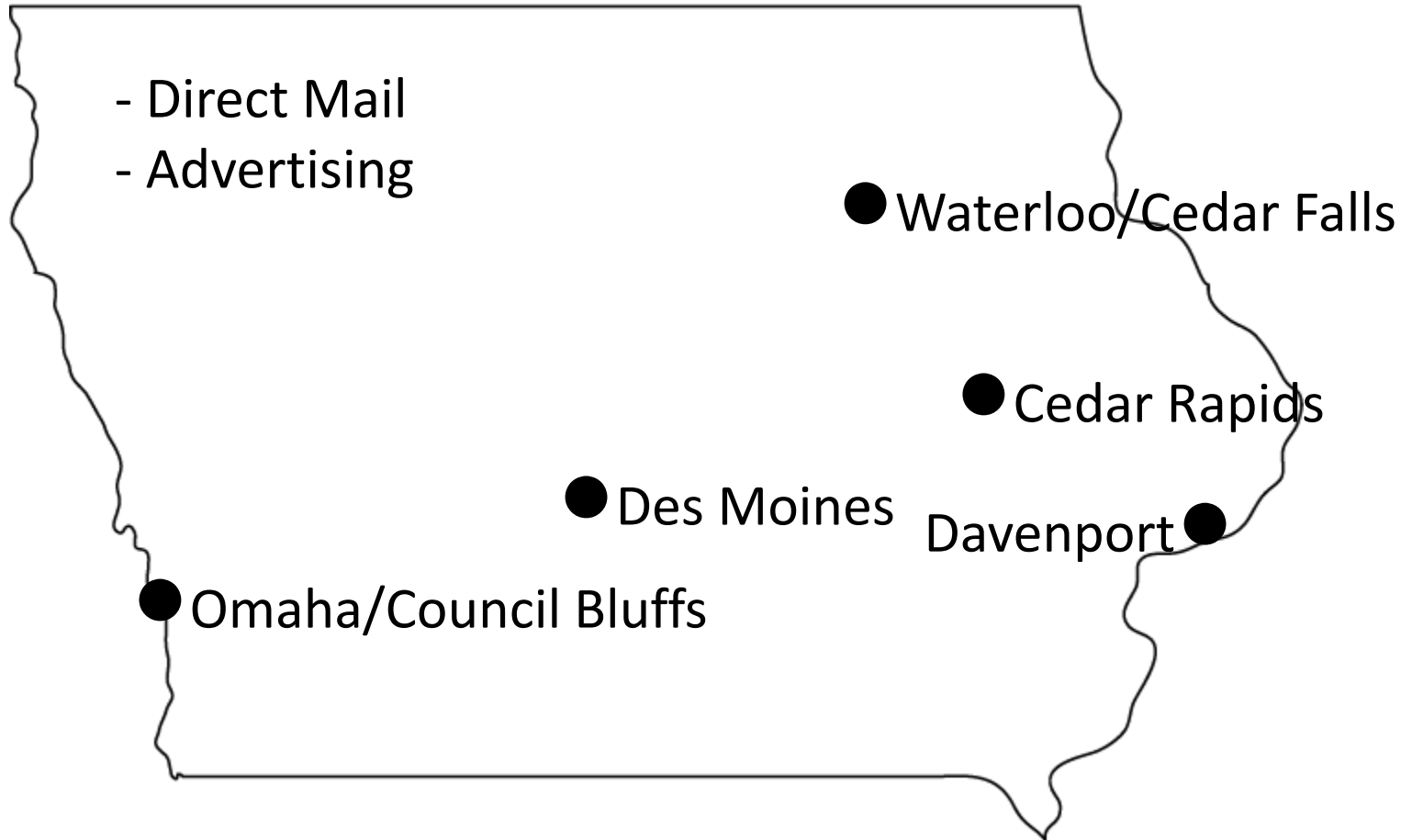
Take me fishing.
Because my wedding will
be sooner than you think.



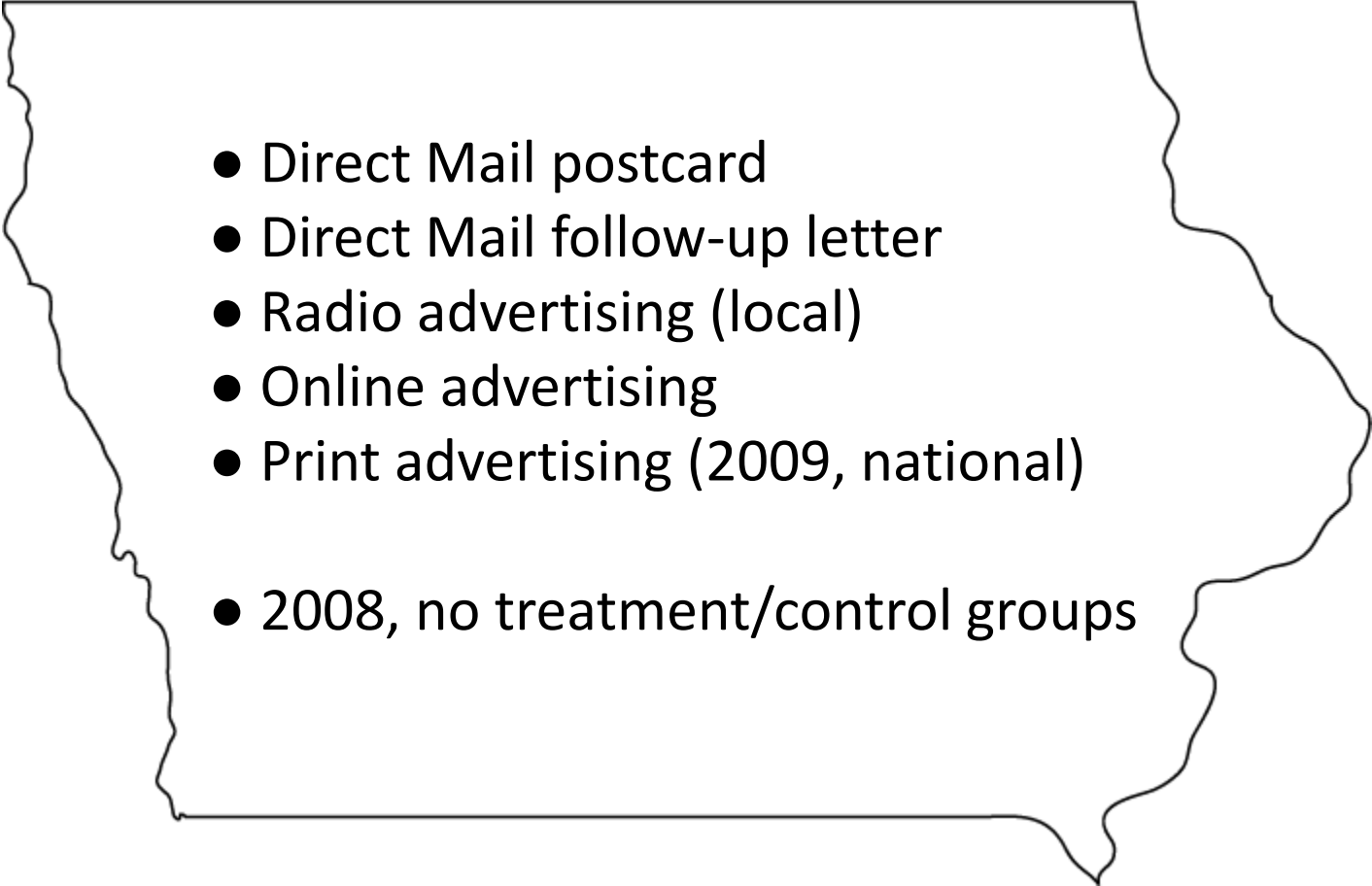
"takemefishing"



2007 Metropolitan Counties

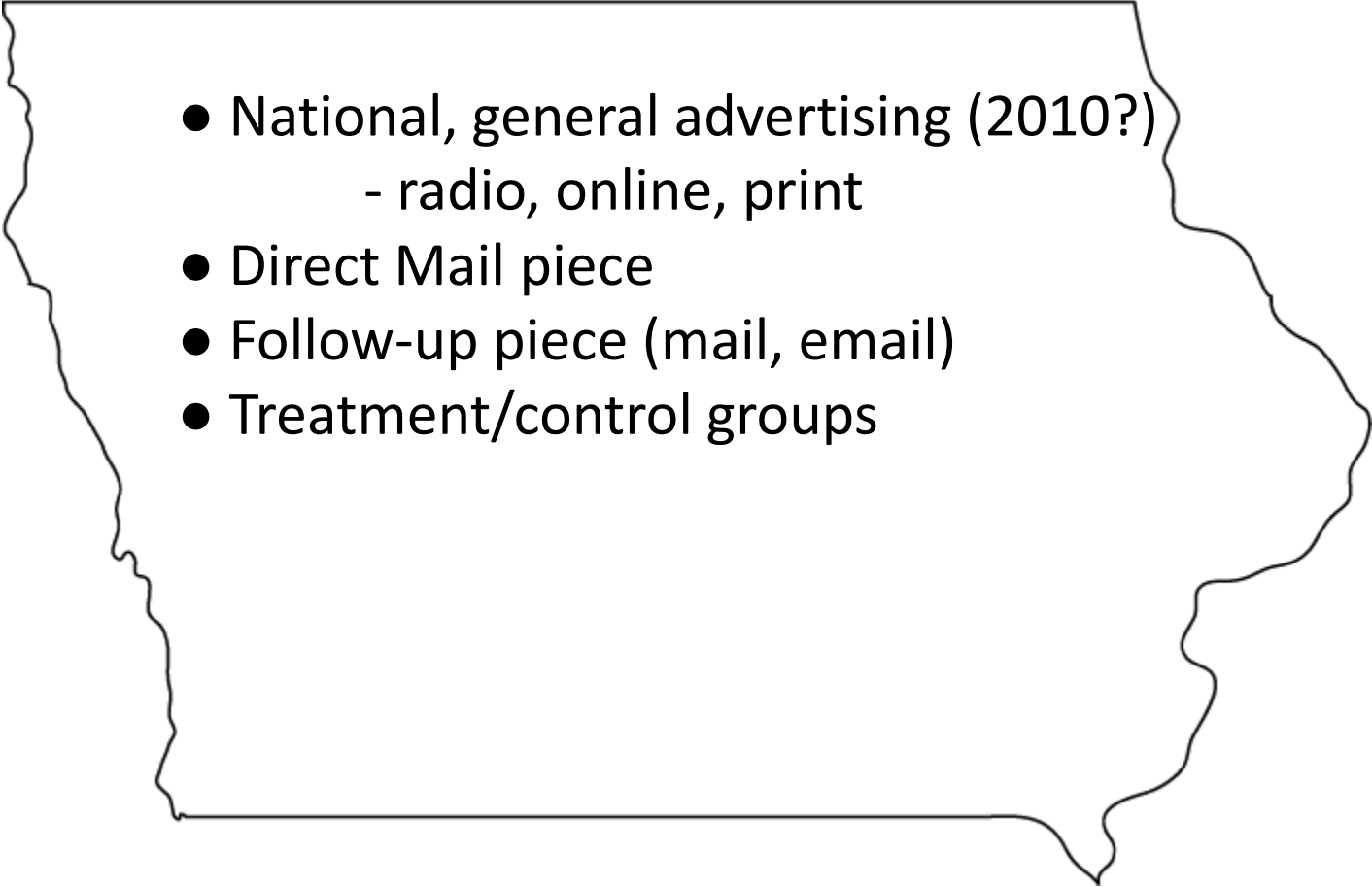


2008–2009, Lapsed, Statewide

- 
- Direct Mail postcard
 - Direct Mail follow-up letter
 - Radio advertising (local)
 - Online advertising
 - Print advertising (2009, national)

 - 2008, no treatment/control groups

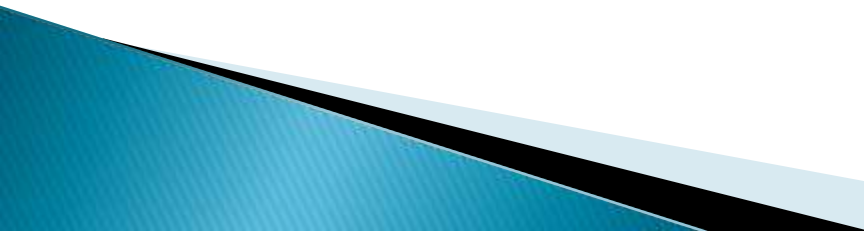
2010–2014, Statewide Lapsed and non-renewed

- 
- National, general advertising (2010?)
 - radio, online, print
 - Direct Mail piece
 - Follow-up piece (mail, email)
 - Treatment/control groups

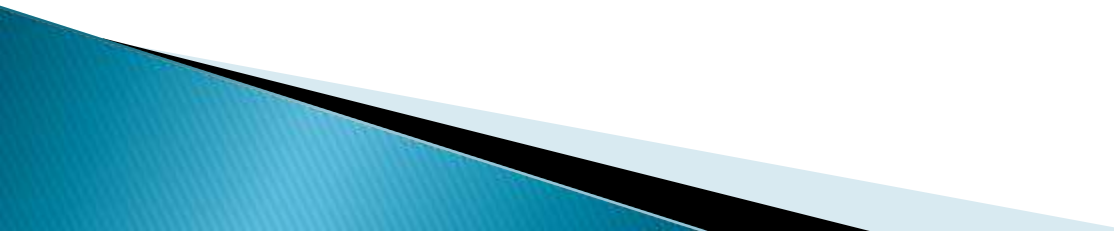
Results – Direct Mail

- ▶ Expensive
- ▶ Netted a positive return on investment (based on lift) one time in nine years
- ▶ Lift (target v. control), ranged 0.1%–4.6%
- ▶ What worked best?
 - “Personal” letter from local biologist
 - “Official” reminder to renew
 - Postcard
- ▶ More effective on females
- ▶ The number of ads recalled is linearly related to license sales

Results – General advertising

- ▶ Does not provide much lift on its own
 - ▶ More effective for males
 - ▶ Higher rates occur when it is targeted (local)
 - ▶ The number of ads recalled is linearly related to license sales
 - ▶ Part of integrated marketing plan
 - ▶ Investment by RBFF declined through time
 - ▶ Investment by license vendor (Active) benefitted in 2015
- 

Results – Email

- ▶ Best lift and response rates from emails the customer had given to Iowa DNR
 - ▶ Lower cost than direct mail
 - ▶ Generated a positive return on investment
- 

Results

Year	Target	Statewide Sales	Weather (Apr–June)
2005	I-380	↔	Warm
2006	I-380	↔	Warm
2007	Metro	↔	Average
2008	Statewide, lapsed	↓	Cold, wet
2009	Statewide, lapsed	↑	Average
2010	Statewide	↓	Warm, wet
2011	Statewide	↓	Cool, wet
2012	Statewide	↑	Warm, dry
2013	Statewide, lapsed	↓	Cold, wet
2014	Statewide	↔	Cold, wet
2015	No program	↑	Warm, wet

Results

Year	Target	Response Rate	Lift
2005	I-380	24%	4.0
2006	I-380	26%	3.7
2007	Metro	30%	4.6
2008	Statewide, lapsed	16%	-
2009	Statewide, lapsed	22%	1.8
2010	Statewide	21%	0.1
2011	Statewide	41%	2.1
2012	Statewide	27%	0.7
2013	Statewide, lapsed	7%	0.2
2014	Statewide	8%	0.5

2012 Example Data Response Rates

Angler Purchase History	Treatment Group	Control Group	Lift
Lapsed	18.1%	17.8%	0.3
Non-Renewal	33.5%	32.5%	1.0


This result is indicative of all years that non-renewals were assessed

2014 Example Data Response Rates

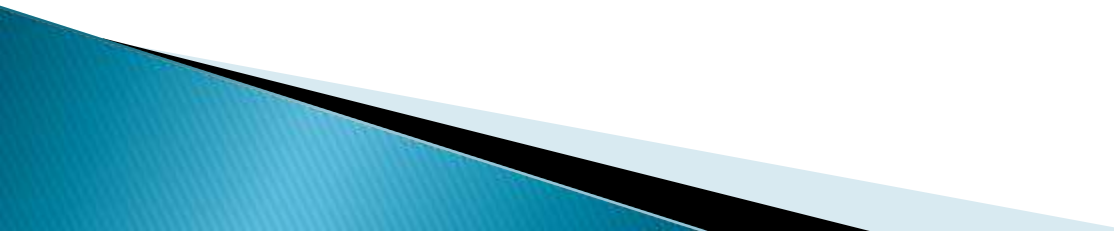
Angler Purchase History	Treatment Group	Control Group	Lift
Non-Renewal, Mail only	8.5%	6.6%	1.9
Non-Renewal, Mail + email	12.7%	6.6%	6.1

This result is indicative of all years that non-renewals were assessed

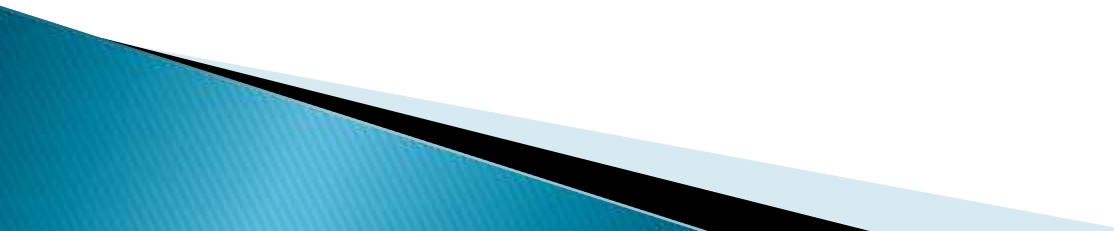
Conclusions / Recommendations

- ▶ External controls have an influence
 - Weather, unemployment
 - ▶ Don't let anglers lapse
 - Response rate for lapsed anglers usually 50% less
 - ▶ Get anglers email addresses
 - Easy and inexpensive way to contact them
 - The cost of direct mail outweighs the benefit
 - ▶ Have a plan, experiment
- 

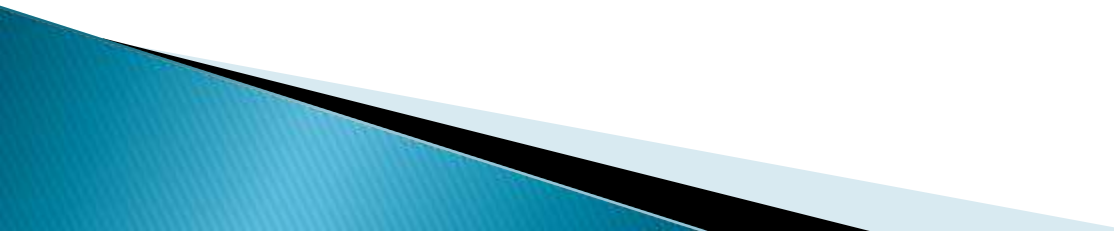
Bigger Picture – What Else Did We Learn

- ▶ Renewals by the previous year's anglers are the largest source of license renewals. The portion of the angler population that are repeat anglers is small (29%), but those repeat anglers account for over 50% of annual sales. Thus, expending effort to retain these customers is vitally important. Future actions should focus maximal effort on preventing anglers from lapsing.
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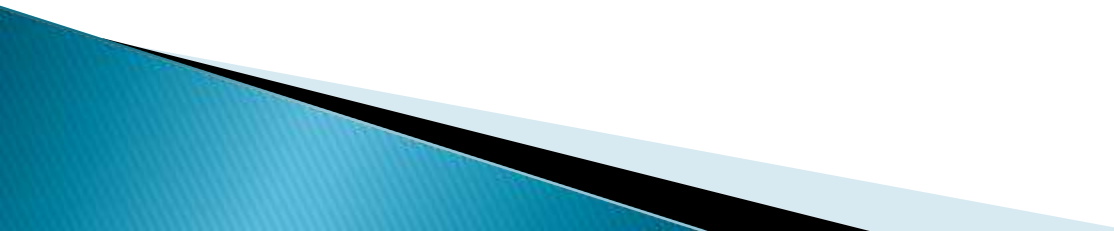
Bigger Picture – What Else Did We Learn

- ▶ Future investigations of purchase history patterns should include an analysis of the timing of purchases by individuals, to see if there exists a segment of the population that consistently purchases early/late. Early purchasers that are missing could be targeted, as well as attempting to influence late purchasers to buy earlier.
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Bigger Picture – What Else Did We Learn

- ▶ Iowa is well positioned to grow its base of fishing license buyers, because many Iowans have fished in the past. Since 1980, youth participation in fishing in Iowa has been consistent and high. During that time, youth (ages 5–16) have participated at rates ranging from 48% to 55%, and the average rate of participation was 51%.
 - ▶ A complete review of Iowa's Fish Iowa Program should be undertaken
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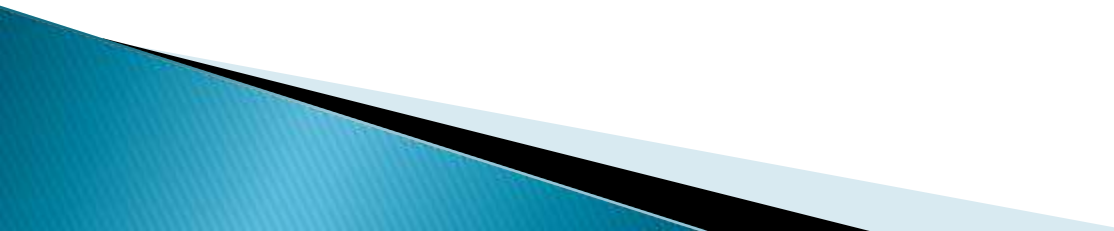
Bigger Picture – What Else Did We Learn

- ▶ High volume sales years, such as 2012, provide opportunities to aggressively market to non-renewed anglers in the following year. Iowa DNR should prepare in advance for the opportunities that the next big sales year will provide, and must plan to aggressively market to non-renewals in the following year.
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Bigger Picture – What Else Did We Learn

- ▶ The Tapestry analysis showed the tendency for small segments from wealthy, urban/metropolitan areas to boom periodically. Individuals from these areas may be responding to the combination of agreeable weather, a particular type of marketing message, and perhaps simply a queue to consider fishing as a get-away from their city life. It may be worth investigation after other segments have been targeted and methods refined.
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Bigger Picture – What Else Did We Learn

- ▶ Prepare in advance for the next big sales year, and plan to aggressively market to non-renewals in the following year.
 - ▶ Providing quality fishing opportunities close to home for our increasingly urban population must be a primary goal
- 

Is this Heaven? No, it's Iowa!



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