



From Data to Action:

# Consumer Driven Conservation & Wildlife Messaging







## Top Interest In Outdoor Activities



**79%**

Spending Time  
In Nature



**66%**

Outdoor  
recreation



**65%**

Learning about  
wildlife

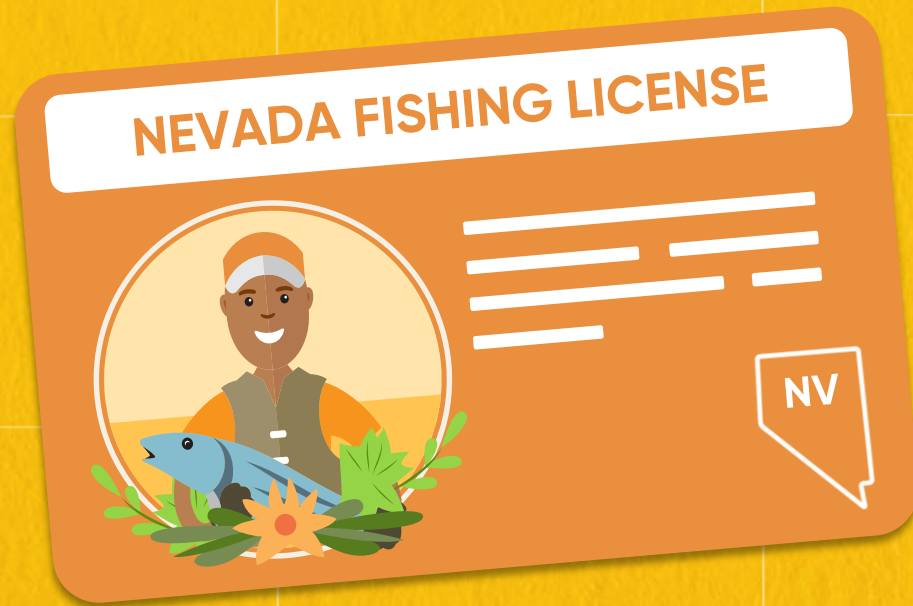


# HUNTING RANKED LOWEST

**22% INTERESTED  
IN THE ACTIVITY**



## Plan to Purchase In The Next 24 Months



**22%**

of Reno plans to purchase a  
**Nevada fishing license**



**13%**

of Reno plans to purchase a  
**Nevada hunting license**



# Consideration Journey

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“ Being outdoors is a time for me to check in with myself. And then if I'm with **my friends or my family**, it's checking in with them or just bonding with them and spending time. ”





# Describing Your Ideal Outdoor Experience





## Top Outdoor Activities Interested In

88%



Spending time with family

87%



Spending time outdoors

86%



Relaxing and unwinding in nature

86%



Learning new things

81%



Having new experiences

## Defining "Quality Time"



"A day hike with family and friends talking and reminiscing."



"Sitting on the bank of a beautiful river with my fishing pole in the water."



"It's perfect with family and friends enjoying the beautiful scenery and wildlife."

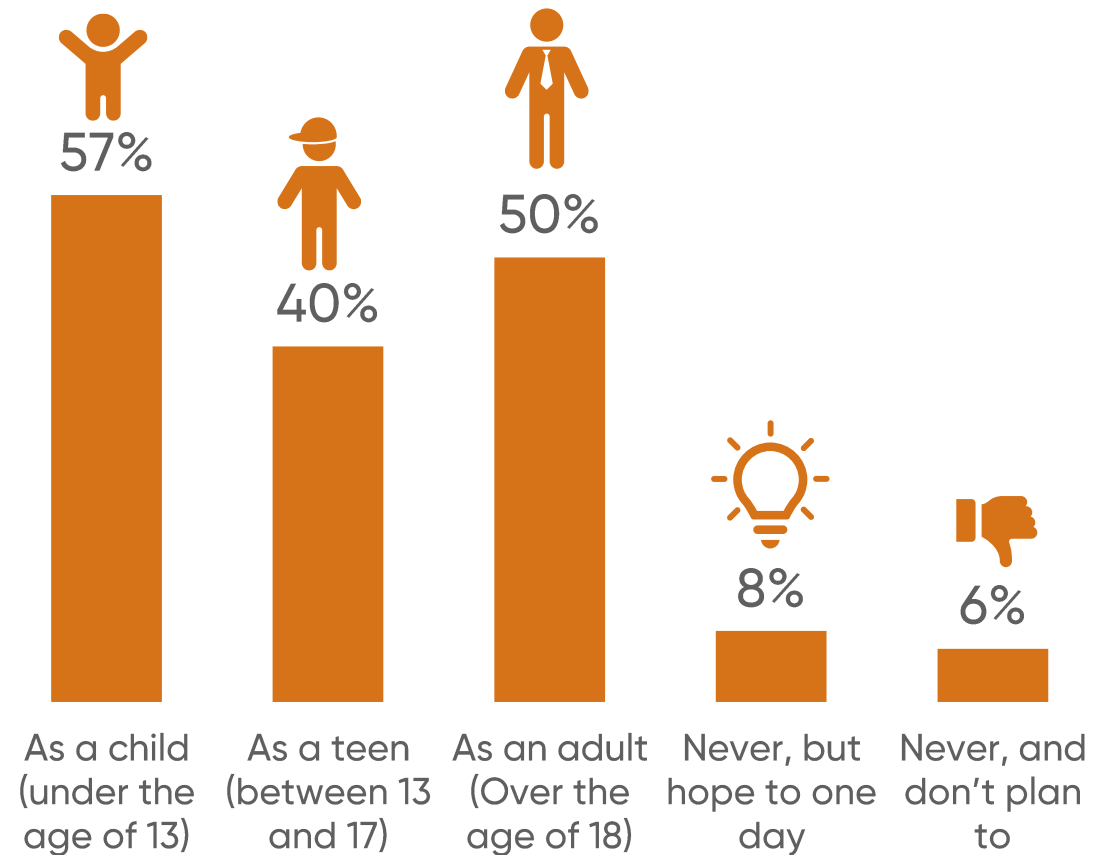
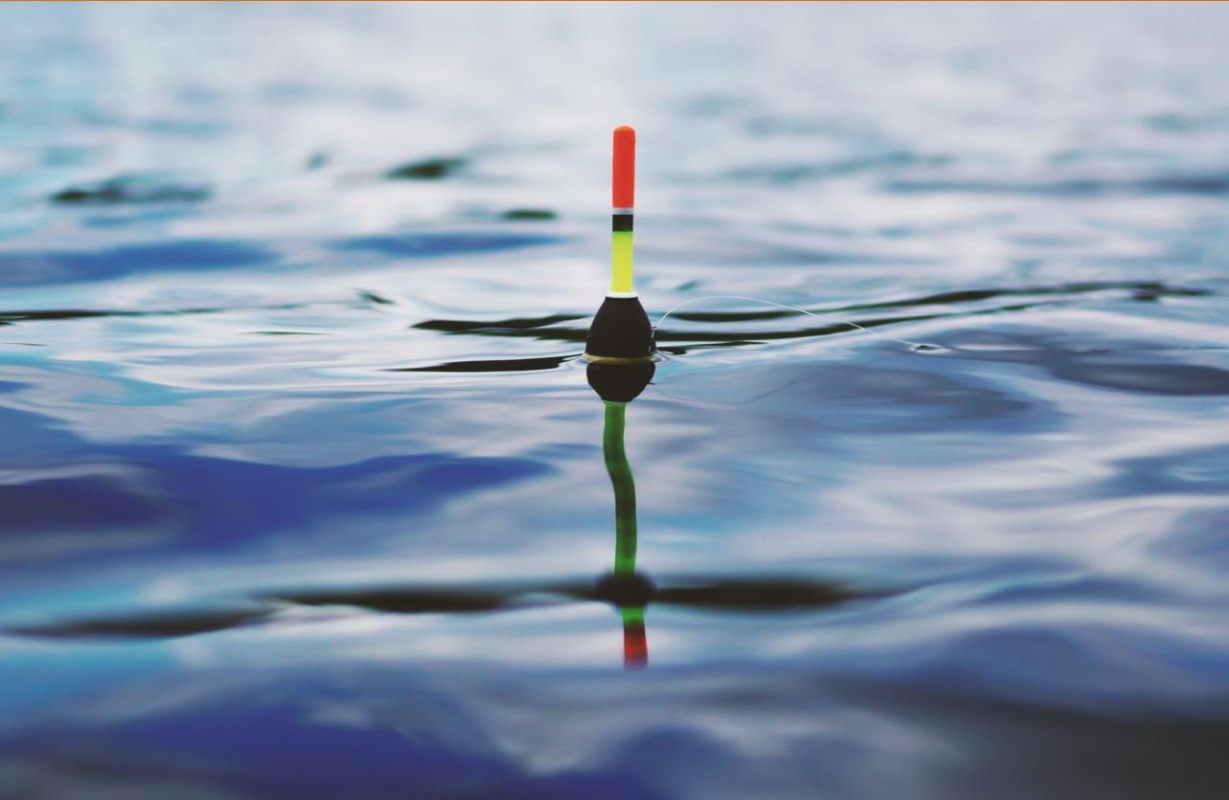


"Camping with a tent and cooking over a fire pit. No phones or televisions."

# Fishing By Life Stage



Fishing holds near universal acceptance with just 6% never planning on fishing. There is an opportunity for expansion and frequency increases.

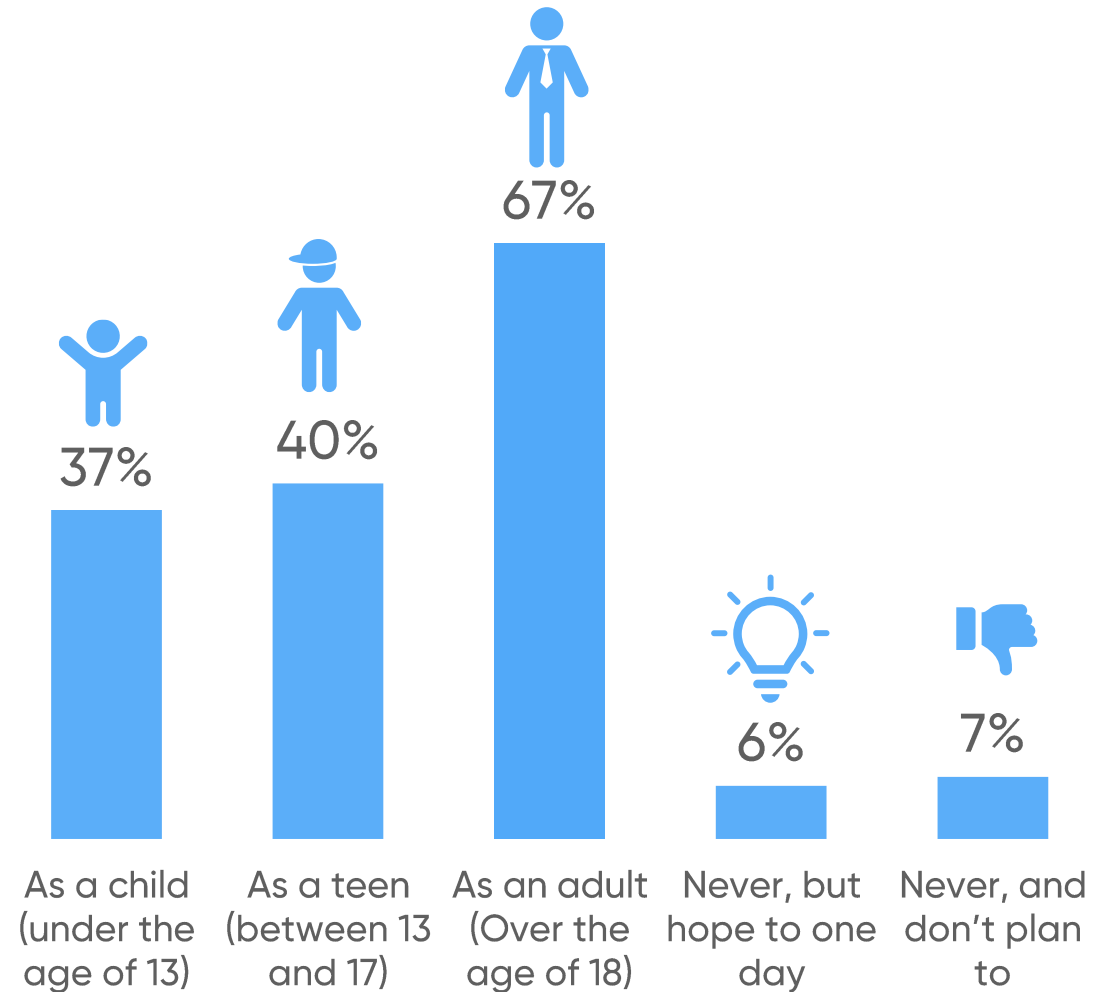




# Boating By Life Stage



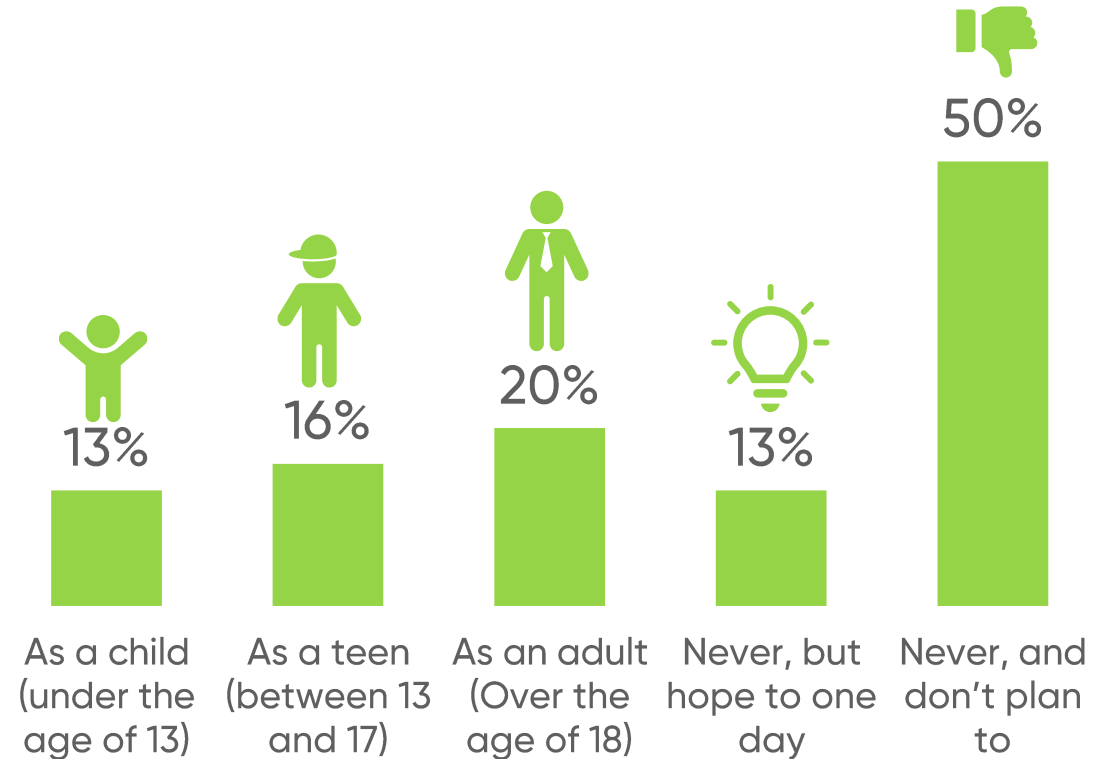
Boating is consistently an adult life stage activity. Cost is the greatest barrier to entry and limits the activity's potential reach.



# Hunting By Life Stage



Hunting is a polarizing activity – 50% reject it. Childhood participation is the greatest predictor of adult participation, so youth engagement is key.





# Reasons Why Recreationists Do Not Plan To Purchase a Nevada Hunting or Fishing License in the Next 2 Years

**1 IN 3 Have Never Been  
Hunting Or Fishing Before**



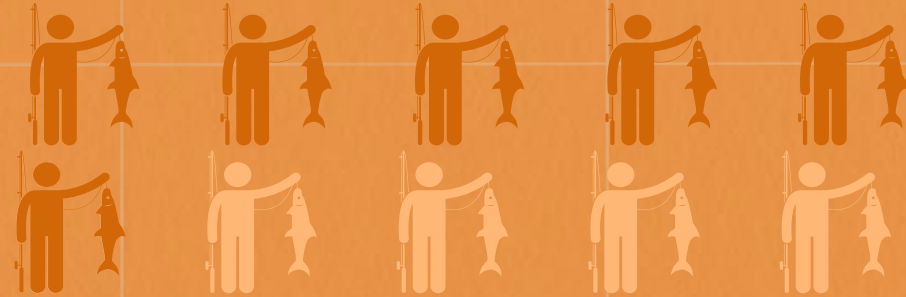
Base: Not intending to purchase a Nevada hunting/fishing license in the next 2 years

C5: Earlier you mentioned you don't intend on purchasing a Nevada hunting or fishing license in the next 2 years. How much of a reason are each of the following for why you don't feel you will be purchasing either a hunting or fishing license

## Impact of Free Child License on Intent to Purchase

63%

Are likely to purchase a hunting or fishing license if it includes a free child license.



"Knowing that a kid's fishing license is free makes me much more likely to go fishing."

"Knowing about a free child's fishing license would motivate me to go. Free money, BOGO deals are always something we are looking for."

"I would be interested in obtaining a free child's license because it would expose my child to something different."



With little rejection and child participation consistently leading to lifelong participation, a Free Child's License program is an opportunity to increase frequency of purchasing and grow the fishing public into the next generation.

# Interest In Free Kids Fishing License



# Creating a Reason to Purchase A License



61%

Ensures future generations can experience the outdoors



60%

Ensures public lands are managed and taken care of



59%

Knows purchasing hunting and fishing licenses ensure conservation efforts



59%

Ensures that you are hunting and fishing legally



# Marketing Messaging

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# IMAGERY IMPACT ON INTEREST IN GETTING OUTDOORS

01 Woman Hiking in Nature



02 Fishing



03 Family Boating Together



04 Hunter Hiking



05 Nevada's Natural Wonder



06 Nevada Department of Wildlife Educator Teaching Children



07 Conserving Nevada's Resources



08 Father and Daughter Hunting



09 Nevada's Wildlife



10 Nevada Hunting and Fishing Education

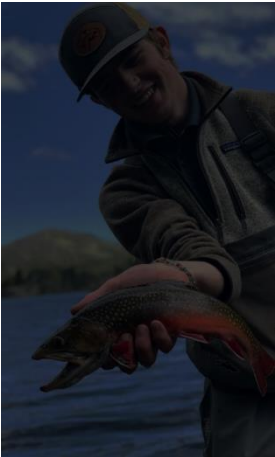


# IMAGERY IMPACT ON INTEREST IN GETTING OUTDOORS

01 Woman Hiking in Nature



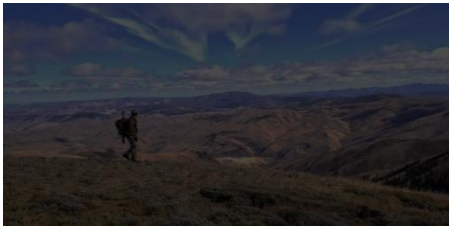
02 Fishing



03 Family Boating Together



04 Hunter Hiking



05 Nevada's Natural Wonder



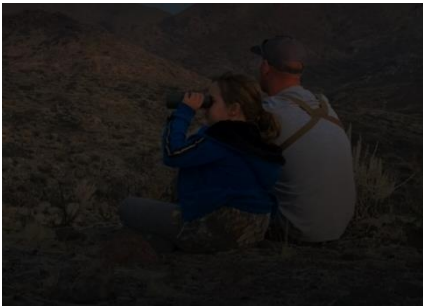
06 Nevada Department of Wildlife Educator Teaching Children



07 Conserving Nevada's Resources



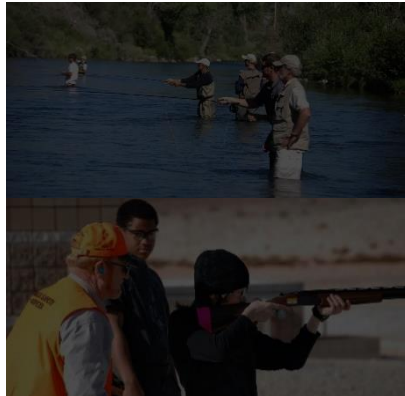
08 Father and Daughter Hunting



09 Nevada's Wildlife



10 Nevada Hunting and Fishing Education





[illegible]

# Ad Feature Impact

## Most Impactful Elements



41%

An ad featuring the benefits of being in the outdoors



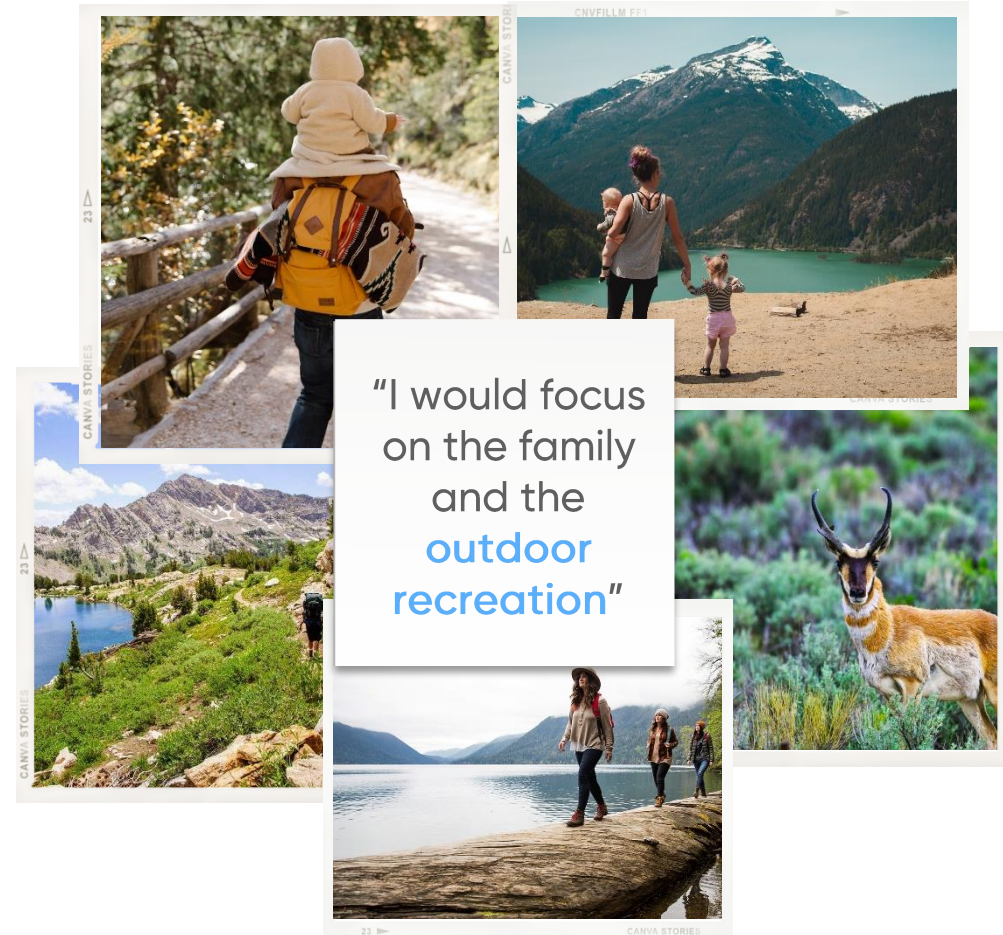
40%

An ad featuring the natural beauty of Nevada and how hunting and fishing licenses support conservation



37%

An ad featuring families and individuals enjoying the outdoors and wildlife





## 01 NDOW Rediscover Nevada- Northern Nevada Fishing



## 02 NDOW Hunting License



## 03 NDOW Get on Board



## 04 Idaho Opportunity



## 05 Utah - Conserving habitat, helping species



## 06 NVF - Colorado - Gold Standard



**01** NDOW Rediscover Nevada-  
Northern Nevada Fishing



**02** NDOW Hunting License



**03** NDOW Get on Board



**04** Idaho Opportunity



**05** Utah - Conserving habitat, helping  
species



**06** NVF - Colorado - Gold  
Standard





## What is APEX testing?

**Rating:** Topline assessment of overall appeal.

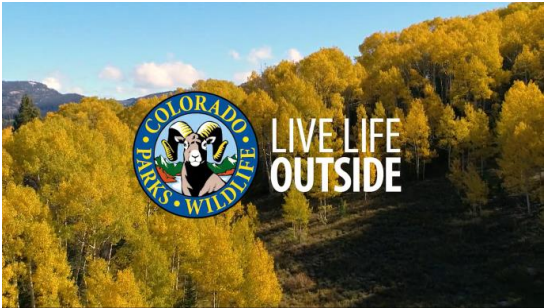
**Impression:** Measuring how the creative impacts consumer perception of your firm.

**Memorable:** Determines how creative may or may not stick with the consumer over time.

**Likely to recommend:** Would the consumer recommend your firm after watching this ad?

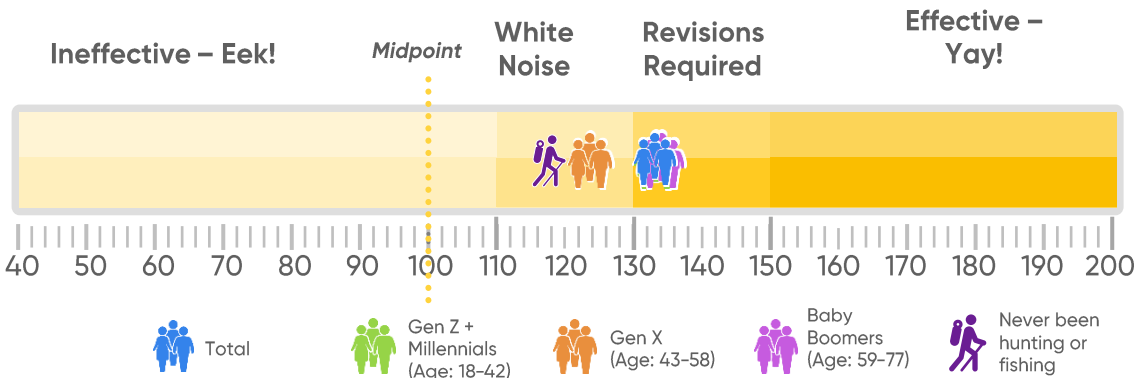
**Likelihood to consider:** If tragedy struck would the consumer contact your firm after watching this ad?

**APEX:** A rollup of all five (5) key metrics.



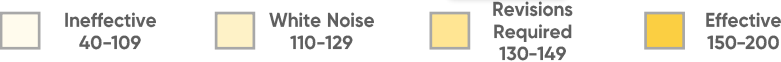
NVF – Colorado – Gold Standard

## Colorado – Gold Standard: APEX Score



## NVF – Colorado – Gold Standard: Overall Score 131

	Gen Z + Millennials	Gen X	Baby Boomers	Anglers	Hunters	HHI: >\$50k	*HHI: \$100k+	Minorities	Never have been hunting or fishing
Rating	136	134	143	148	161	141	124	133	127
Impression	136	121	142	143	150	135	133	135	121
Memorable	126	126	133	148	150	131	116	123	98
Likely to recommend	132	123	125	146	164	138	98	117	114
Likely to consider	125	124	127	133	158	127	127	133	121



## Top Findings

Colorado’s Gold Standard is most effective at engaging hunters but doesn’t motivate those that have never been hunting or fishing. The lack of a VO and people leaves those without experience wondering where they fit in.

\*Small sample size

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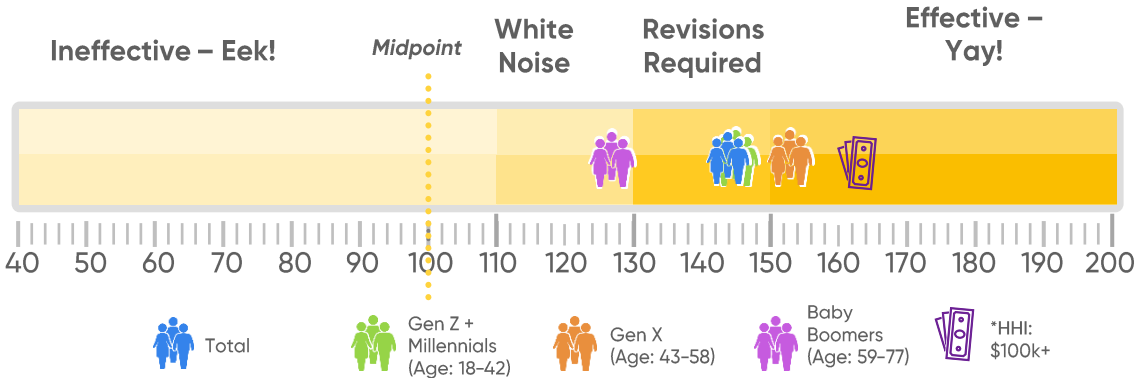
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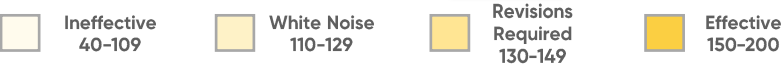
Idaho Opportunity :30 sec

## Idaho Opportunity: APEX Score



## Idaho Opportunity: Overall Score 142

	Gen Z + Millennials	Gen X	Baby Boomers	Anglers	Hunters	HHI: >\$50k	*HHI: \$100k+	Minorities	Never have been hunting or fishing
Rating	146	144	137	157	170	147	182	157	144
Impression	149	153	134	165	167	143	183	153	147
Memorable	144	151	135	162	163	143	174	155	154
Likely to recommend	142	150	125	152	160	136	179	161	140
Likely to consider	141	153	118	153	158	139	132	144	137



\*Small sample size

### Top Findings

Idaho's Opportunity effectively showcases conservation and the impact of license purchasing. It resonates with Anglers and Hunters, and Gen X, but could be tweaked for better Outdoors Enthusiast engagement.



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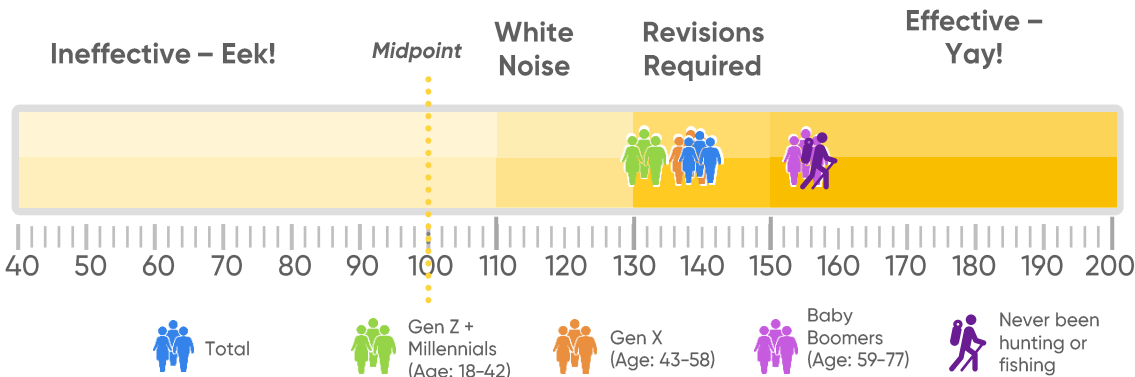
**Likelihood to consider:** If tragedy struck would the consumer contact your firm after watching this ad?

**APEX:** A rollup of all five (5) key metrics.



NDOW Rediscover Nevada :30 sec

NDOW Rediscover Nevada: APEX Score



NDOW Rediscover Nevada: Overall Score 138

	Gen Z + Millennials	Gen X	Baby Boomers	Anglers	Hunters	HHI: >\$50k	*HHI: \$100k+	Minorities	Plan to purchase a fishing license
Rating	129	137	164	148	144	147	133	133	152
Impression	134	145	157	159	158	143	152	132	146
Memorable	131	135	159	153	156	145	134	129	157
Likely to recommend	134	127	151	153	158	143	122	129	142
Likely to consider	136	133	154	154	157	148	117	142	147



Top Findings

NDOW's Northern Nevada fishing spot informs the public of options but doesn't create as strong of engagement and motivation. Adjust imagery to highlight more families and build in benefits of purchasing a license.

\*Small sample size

What is APEX testing?

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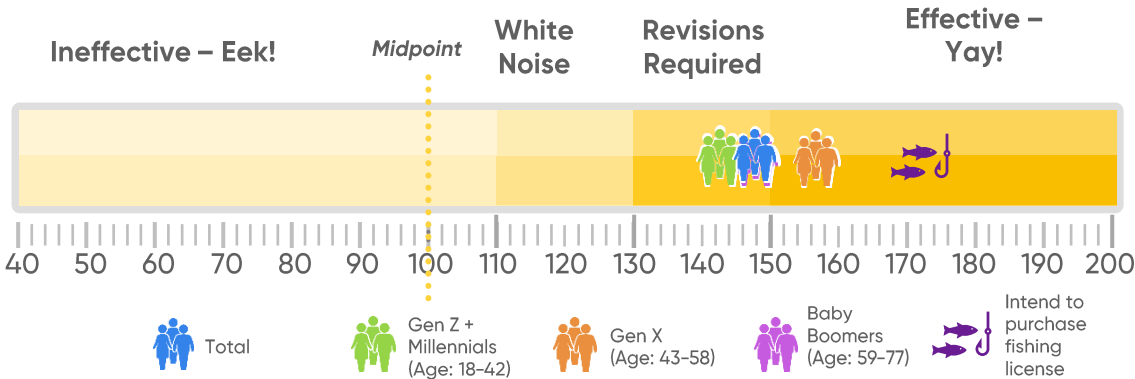
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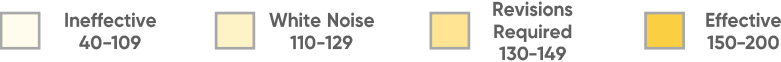
NDOW Get on Board :30 sec

NDOW Get on Board: APEX Score



NDOW Get on Board: Overall Score 148

	Gen Z + Millennials	Gen X	Baby Boomers	Anglers	Hunters	HHI: >\$50k	*HHI: \$100k+	Minorities	Intend to purchase fishing license
Rating	135	157	146	154	157	148	115	138	164
Impression	139	162	150	153	151	150	130	142	174
Memorable	129	157	150	148	155	146	118	145	164
Likely to recommend	150	158	144	165	170	150	148	155	172
Likely to consider	145	160	149	164	162	148	158	154	174



Top Findings

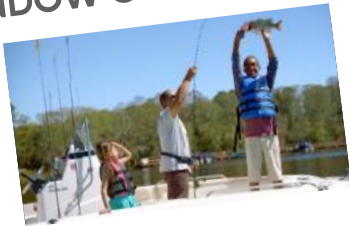
NDOW's Get on Board ad holds high levels of engagement with visuals that highlight family fun, great experiences, and being fishing focused creates little rejection.

\*Small sample size



# NDOW Video Creative Overall Impact

## NDOW Get On Board



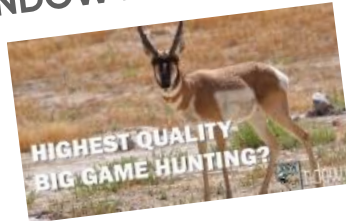
**66%**

Video impact on  
outdoors interest

**46%**

Video impact on  
increased interest in  
purchasing a license

## NDOW Hunting License



**54%**

Video Impact on  
Outdoors Interest

**36%**

Video impact on  
increased interest in  
purchasing a license

## NDOW Rediscover Nevada



**51%**

Video Impact on  
Outdoors Interest

**34%**

Video impact on  
increased interest in  
purchasing a license





# What Is Your *Ideal* Advertisement?



# Conclusion

e elevate



# CREATIVE ROADMAP



1

## Resources

Showcase resources available to the public.

2

## Connect

Connect with nature, family, friends and yourself.

3

## Experience

Unique experiences happen in the outdoors everyday – FIND YOURS.



4

## Accessible

Highlight access, options, and possibilities.

5

## Motivate

Speak to: Ease of access. Involve future generations. Where. How. When. Learn. Relax. Unwind. Connect. Conservation.





# CREATIVE PLAYBOOK

## "Do's"

- Showcase your agency involvement
- Highlight the natural beauty and resources
- Targeted ads on digital platforms to avoid polarizing messaging
- Remember your URL is your voice – fewer individuals, more happy faces together
- Motivate – find your Adventure/Experience/Connection/Relaxation at NDOW.org
- Accessible Nevada – Show it
- ✧ • Destination Finder? (Distance, Drive Time, Activities search?)



## "Don'ts"

- Only show seclusion – family is a huge motivator to the outdoors
- Miss agency connection opportunities
- Mis-prioritize the publics' interests (Outdoors...Fishing...Hunting)
  - "Right now, they have it backwards" – Leslie, 66
- Expect the public to know what activities (First Catch Family Fishing) are without selling it – images, takeaways, etc.



Nicole Bergen  
Founder/Chief Strategist



Jennifer Johns  
Sr. Director, Development



# Thank You

GrowWithElevate.com

818-874-2040





# Our Methodology

We interviewed 167 respondents. All interviews were conducted via independent panel providers supplied by **SmithGeiger**.

This study was conducted as a blind study – respondents did not know it was being conducted by **Nevada Department of Wildlife**.

Completes were defined as Adults 18+ who live in the **Reno DMA**.

The data collection phase spanned **April 10th – April 22nd, 2023 (13 days)**



# WHO WE INTERVIEWED

## ANGLERS

interested in fishing

44%



## HUNTERS

interested in hunting

22%



## OUTDOOR ENTHUSIASTS

interested in outdoor recreation activities

93%

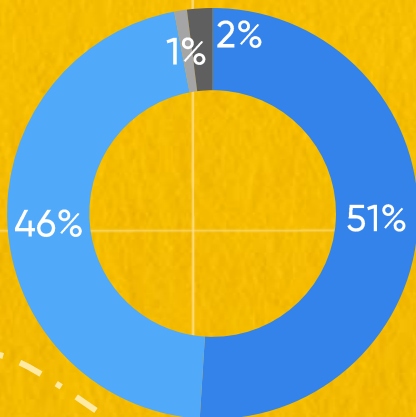




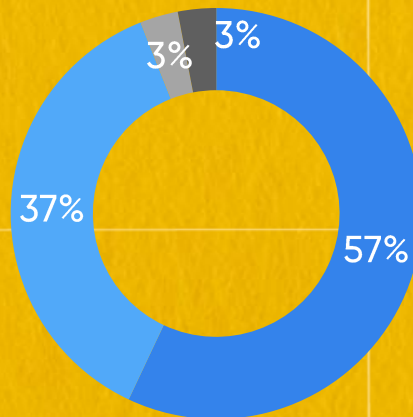
## Demographics



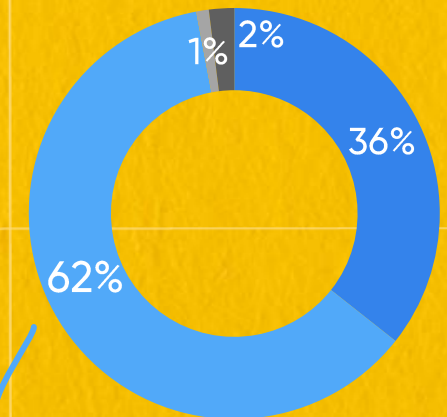
### ANGLERS



### HUNTERS



### OUTDOOR ENTHUSIASTS



3 in 5 are  
Women

■ Men ■ Women ■ Other ■ Prefer Not To Answer