

Wanna' Go Fishing for Millions? 2012 Recap and Evaluation

Cabela's
WANNA' GO FISHING FOR
MILLIONS?

Presented by
OUTDOOR CHANNEL
GEICO

Abu Garcia
Berkley
TRIGGER
TERMINATOR
COSTA
KEEP AMERICA FISHING

EVINRUDE
Ranger BOATS
OUTDOOR CHANNEL
GEICO
COSTA & RELEASE

ELIGIBLE WATERS

While Cabela's attempted to have eligible waters in every state for this contest, any state you see without eligible waters is due to that state's regulations or tax laws. And unfortunately for the same reasons, residents of NY and FL are ineligible. However, with the exception of residents of NY and FL and subject to the official rules, residents of any other state may register and fish in any eligible waters.

Click state or fish icon for details.



92 Water Bodies

(10 in Nebraska)

Box Butte

Calamus

Cunningham

Harlan County

Lewis and Clark

McConaughy

Merritt

Swanson

Wagon Train

Wehrspann

1,060 Fish Tagged

(108 in Nebraska at a cost of \$10,902)

9 in Box Butte (1,600 acres)

12 in Calamus (5,200 acres)

7 in Cunningham (390 acres)

12 in Harlan County (13,500 acres)

16 in Lewis and Clark (30,000 acres)

16 in McConaughy (30,000 acres)

11 in Merritt (2,900 acres)

9 in Swanson (5,000 acres)

8 in Wagon Train (315 acres)

8 in Wehrspann (245 acres)

1,060 Fish Tagged

(108 in Nebraska at a cost of \$10,902)



40 walleyes



28 channel catfish



22 largemouth bass



8 smallmouth bass



6 white bass



4 wipers

Available Prizes

- Grand Prize valued at \$10,000 to \$2,000,000.
- 2 Ranger 520Z Bass Series Commanche boats; including trailers and Ranger Standard Features with 250HP Evinrude Outboards.
- 50 gift certificates for any pair of Costa sunglasses up to \$249 retail value.
- 50 \$50 value line and bait package including Sufix Siege line, Trigger X Aggression soft plastics, Terminator Super Stainless spinnerbaits and Rapala Crankin Rap and Husker Jerk.
- 100 Abu Garcia rod and reel combos value at \$50 each.
- 907 \$50 Cabela's gift cards.



Contest Promotion Details

➤ Contest was promoted by Cabela's, Outdoor Channel and Participating States

➤ **Cabela's**

- Cabelas.com
- Email Blasts
- Social – Facebook
- Bi-Weekly Retail Flyers
- In-store
 - End cap promotion
 - Signage
 - Bag stuffers
- Outdoor News Publications
- Added Value ROP's
- PR



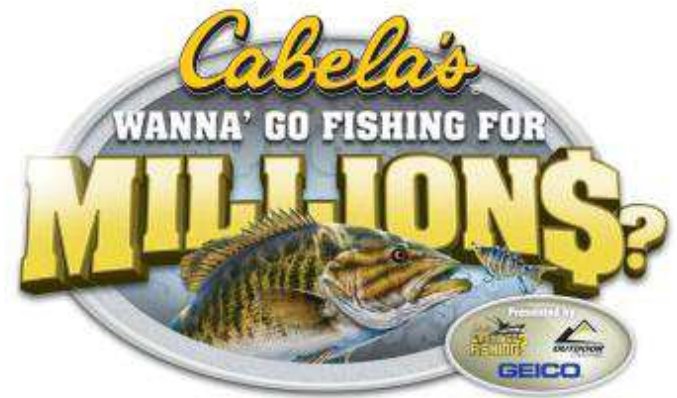
Contest Promotion Details

➤ Outdoor Channel

- 80 :15 Promo Spots have aired on the network since 5/25 (16/week) through 6/29
- 11 Social Media mentions since 4/30
- 2 Digital E-Mail blast inclusions
- Marketing tout ran on fishing genre page of OUTD.com as part of an ROS”

➤ State Partners

- Newsletters
- State publications
- ROP
- PR
- Email blasts
- Officer awareness with tear pads



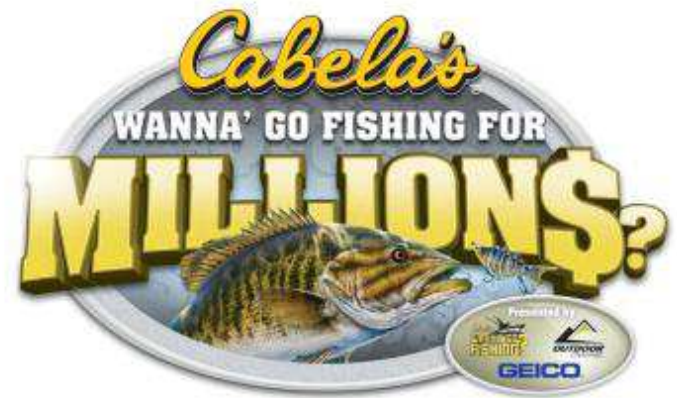
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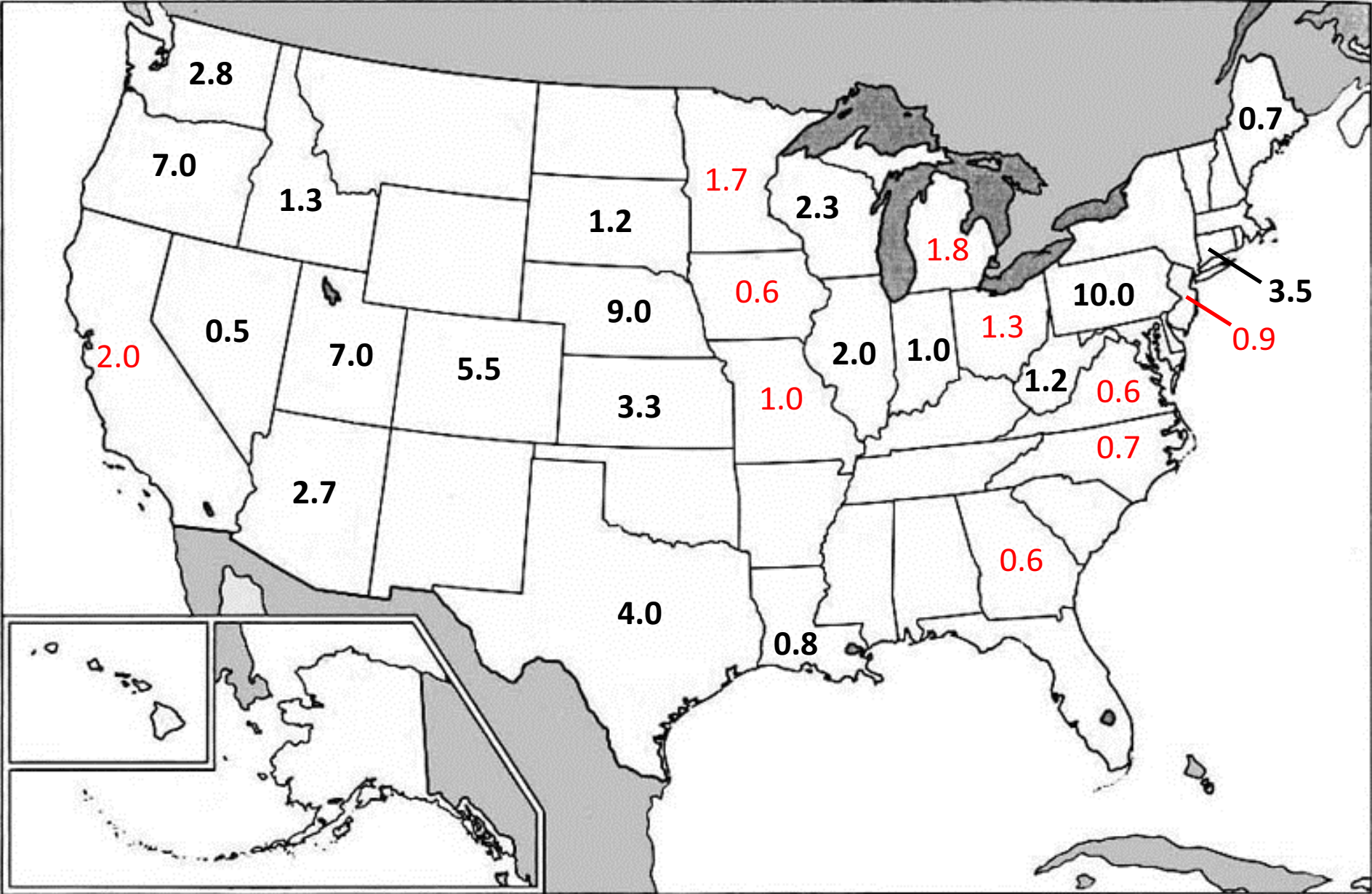
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- PR (**\$76,485 by NGPC**)
- Email blasts
- Officer awareness with tear pads



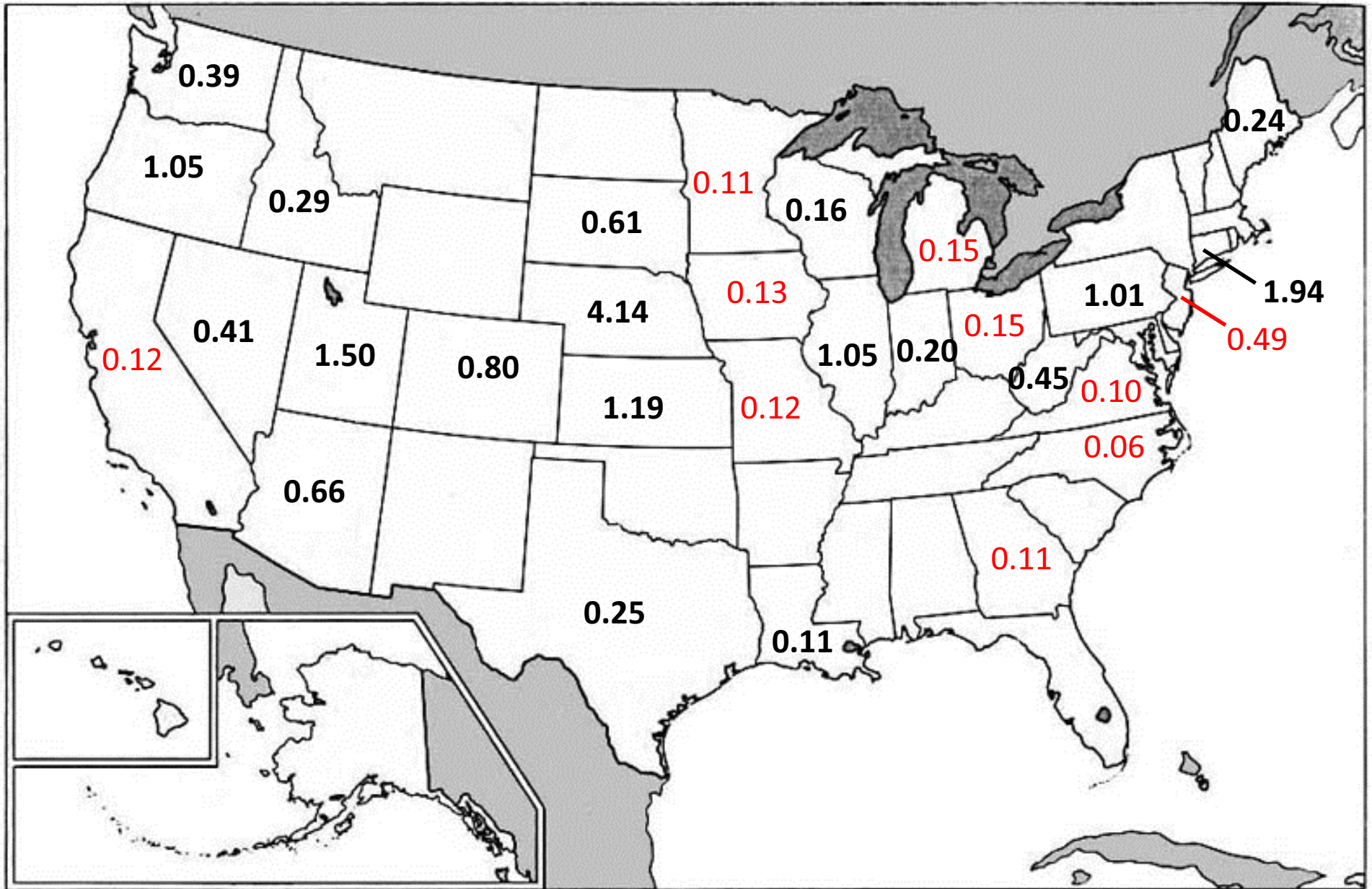
Number of Registrants (thousands)

Number of Registrants (thousands)



Percent of Licensed Anglers Registering

Percent of Licensed Anglers Registering



118 of 1,060 Tags Redeemed

(10 of 108 in Nebraska)



4 of 40 walleyes (Box Butte, Harlan County, Lewis and Clark, and McConaughy)



0 of 28 channel catfish



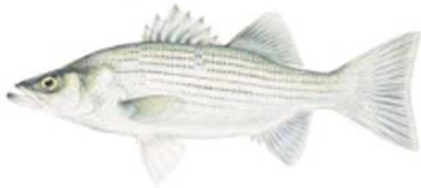
6 of 22 largemouth bass (Cunningham, Swanson, Wagon Train)



0 of 8 smallmouth bass

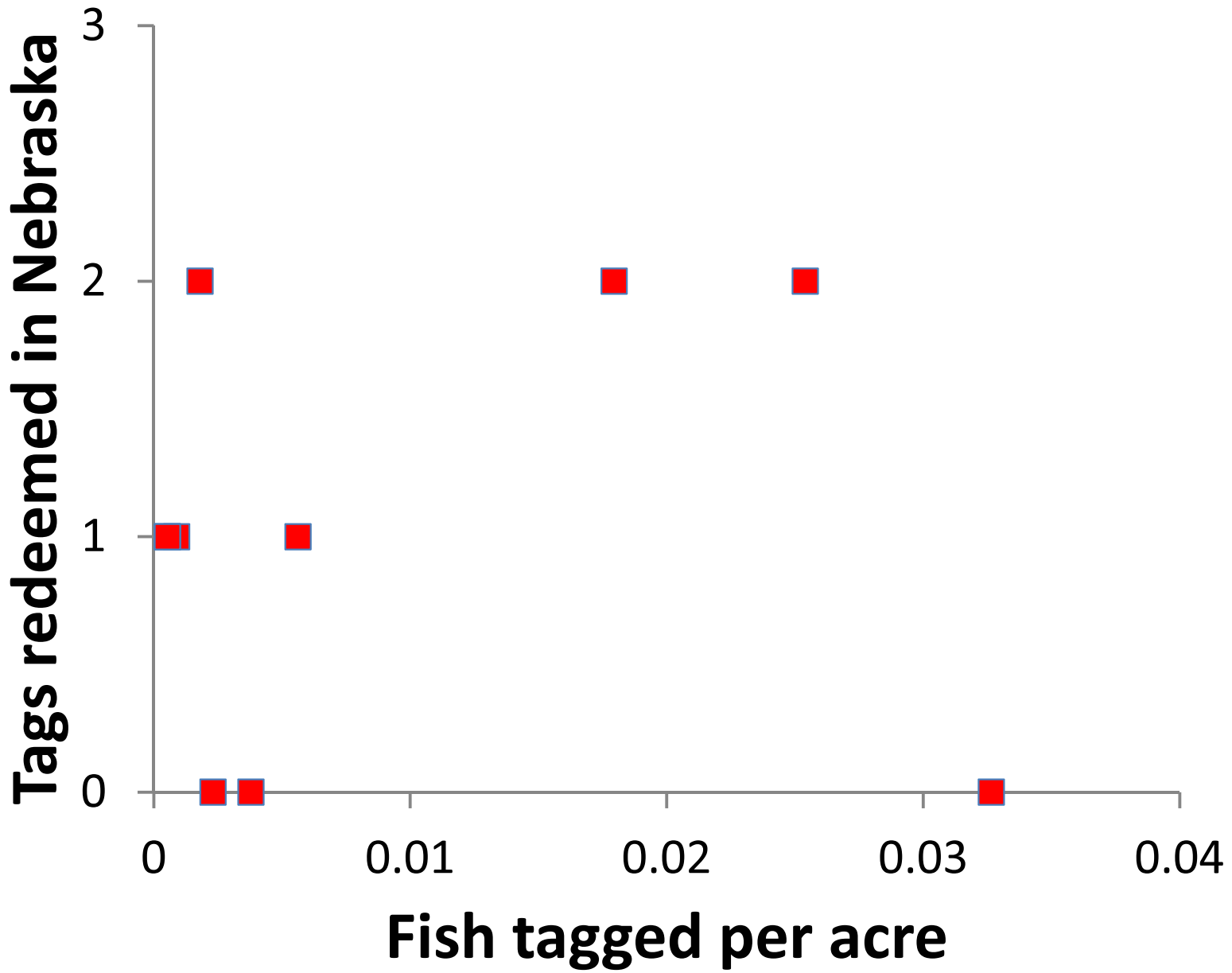


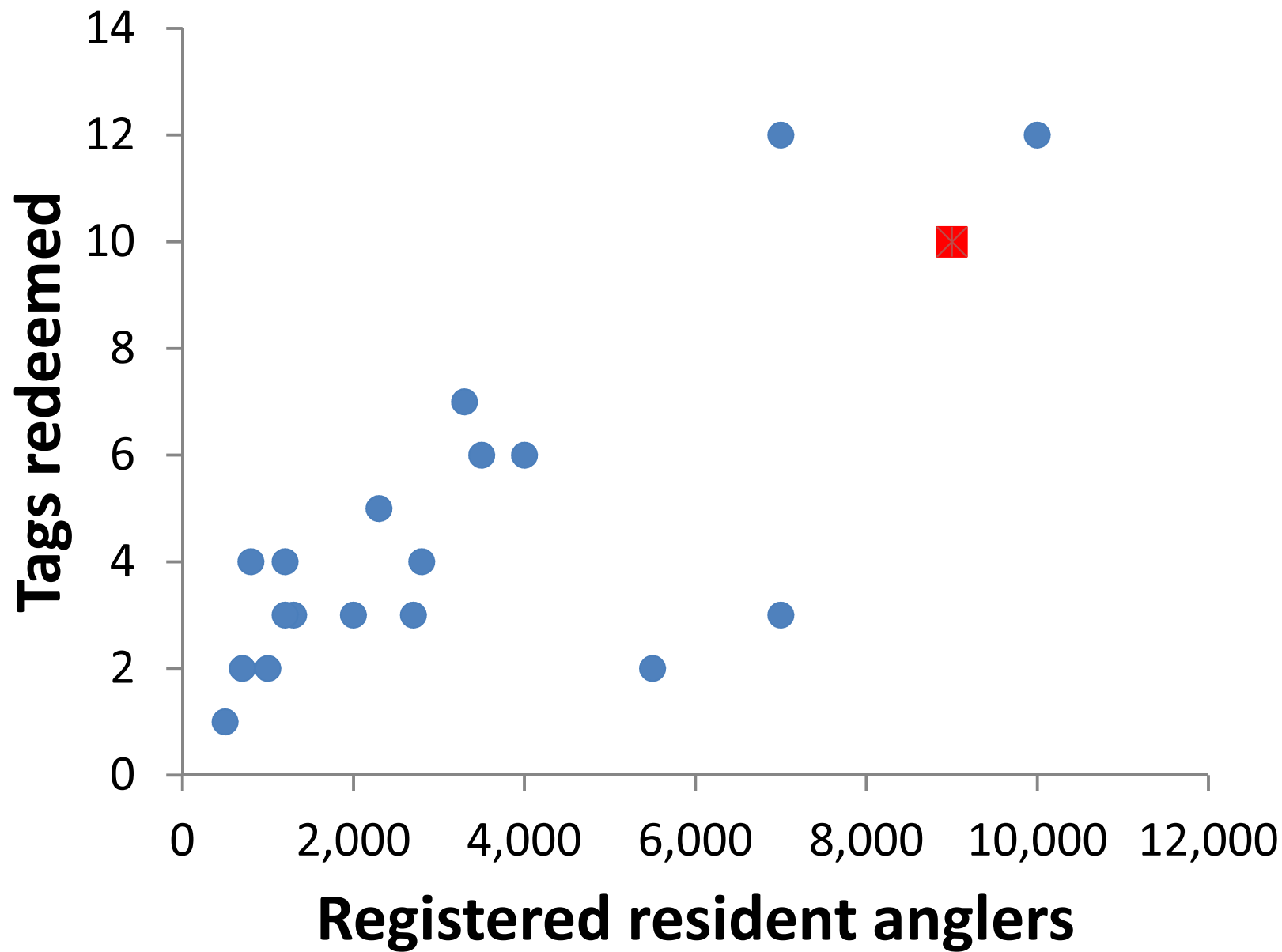
0 of 6 white bass



0 of 4 wipers

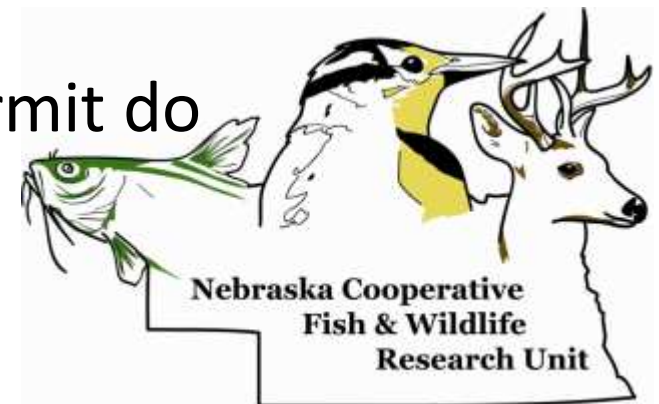
0 at Calamus, Merritt, and Wehrspann





Questions Asked at 7 Reservoirs with Tagged Fish during Creel Surveys

- What is the primary reason you chose to fish at this reservoir today?
- Are you aware that fish with tags worth rewards from Cabela's are present in this reservoir?
- How much did the presence of fish with tags worth rewards from Cabela's influence your decision to fish today?
- What kind of Nebraska fishing permit did you possess last year?
- What kind of Nebraska fishing permit do you possess this year?



Primary Reason for Fishing Here Today

Reservoir	To catch tagged fish
Box Butte	2.0%
Calamus	1.0%
Harlan County	0.0%
Lewis and Clark	0.0%
Merritt	0.0%
Swanson	0.0%
Wagon Train	8.6%

Awareness of Tagged Fish Being Present

Reservoir	Aware
Box Butte	85.4%
Calamus	80.1%
Harlan County	60.0%
Lewis and Clark	49.0%
Merritt	69.8%
Swanson	58.3%
Wagon Train	83.1%

Influence of Tagged Fish on Decision to Go Fishing

Reservoir	A lot	Some	A little	Not at all
Box Butte	6.8%	1.6%	0.0%	91.6%
Calamus	0.7%	0.4%	1.1%	97.8%
Harlan County	3.2%	0.7%	0.0%	96.1%
Lewis and Clark	0.0%	0.0%	0.0%	100.0%
Merritt	1.6%	1.1%	2.8%	94.5%
Swanson	0.4%	2.9%	0.7%	96.0%
Wagon Train	7.7%	2.1%	15.5%	74.7%

Lessons Learned

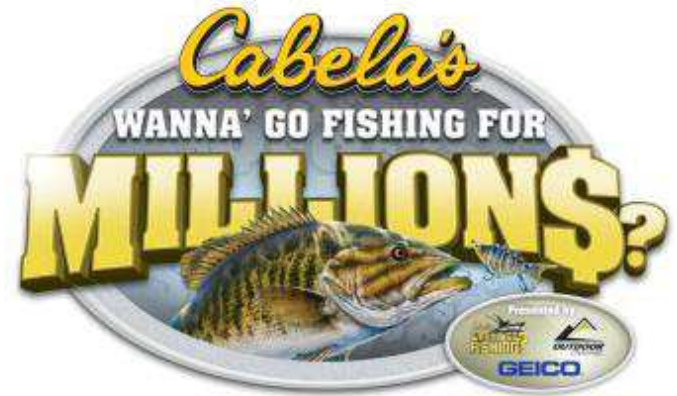
- One fish worth up to \$2M, present in one of 92 water bodies in 19 states, along with two boats, and a bunch of prizes worth \$50-250, didn't motivate more anglers in Nebraska to go fishing.
- The promotion did not motivate lapsed anglers to purchase a fishing permit in 2012.
- To capitalize on greed, we need to create a perception among anglers that they have a reasonable chance of catching a valuable fish.

How Might Reward Tags be Used to Increase Participation in Fishing?

- Avoid high numbers of low-value rewards.
- Offer a few rewards that are all life-changing (worth at least five figures).
- Publicize the water bodies containing tagged fish and provide the number of fish tagged.
- Publicize the species and size of fish tagged, give them names, and promote and celebrate their capture--create excitement!
- Concentrate on waters near population centers, where fishing participation is the lowest and recruitment using gimmicks like this will more likely work.

2013 Timeline

- March 1 – Confirm all participating states, including all necessary permits, fees, etc....
- March 15 – Confirm list of participating lakes and species of fish
- April 1 – Distribute tagging kits (we know that the needles and tags used in 2012 were not the best options. We're going to provide gun style tagging units this year)
- May 1 – Due date for all tags to be in the water and paperwork returned
- May 4 – July 7 – Contest dates
- August 1 – Announce contest winners



Questions?

