



# WDFW Marketing Plan for 17-19BN

# GOALS

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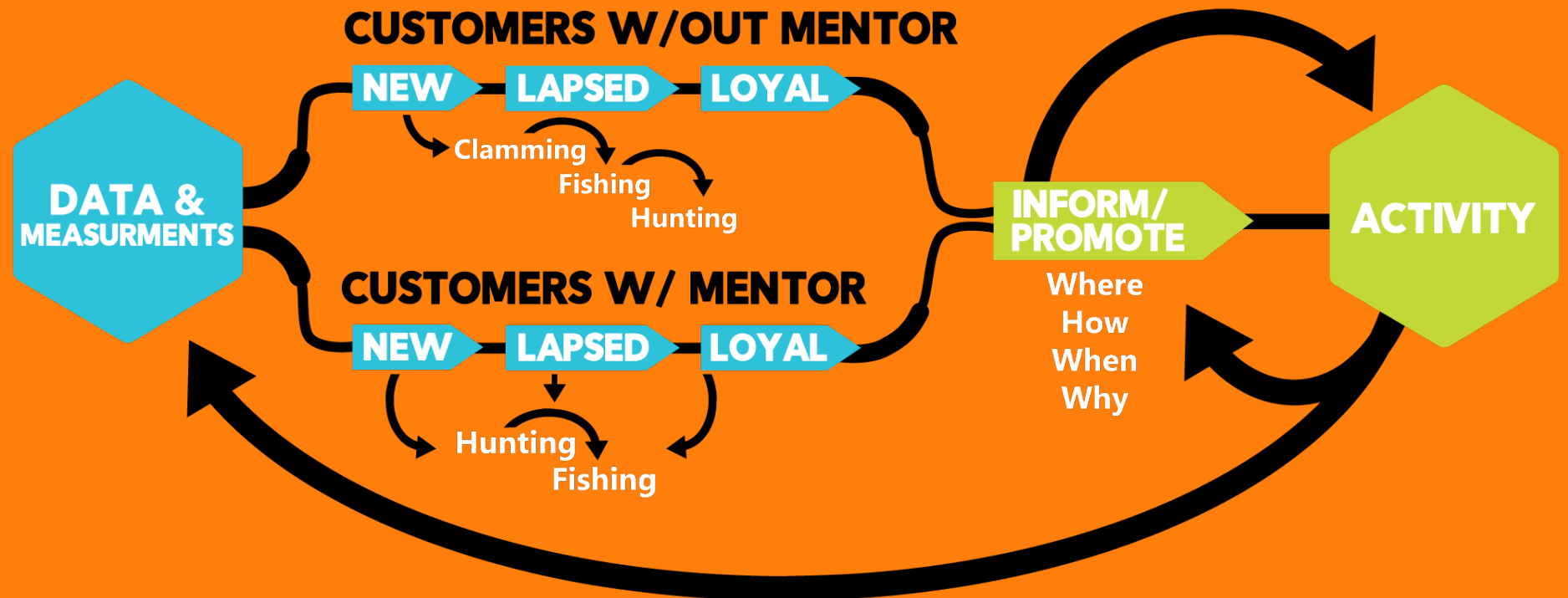


- Recruit, retain, and reactivate hunters and anglers.
- Improve the customer experience.
- Improve public and customer support for WDFW to conserve fish and wildlife.

# Customer Experience

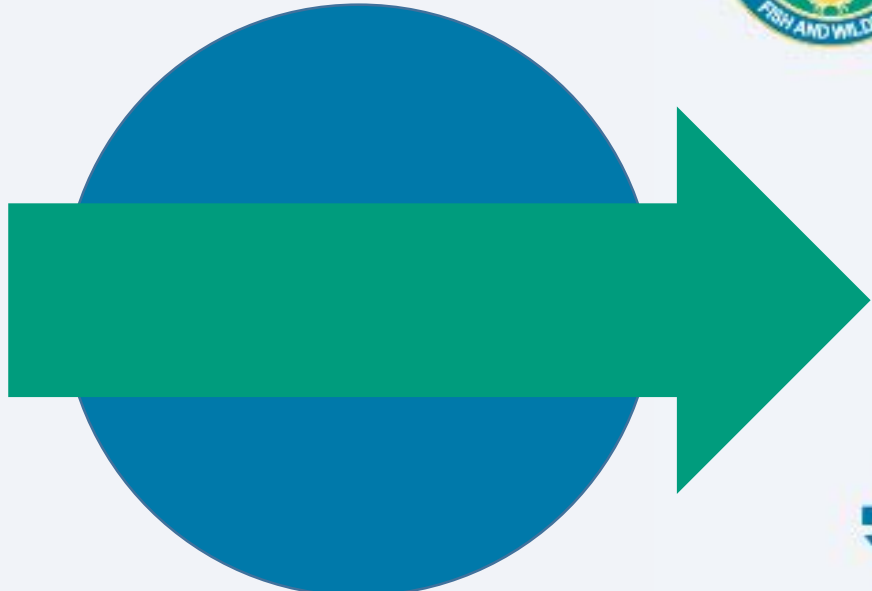
**TARGET MARKET**

**EXPERIENCE**

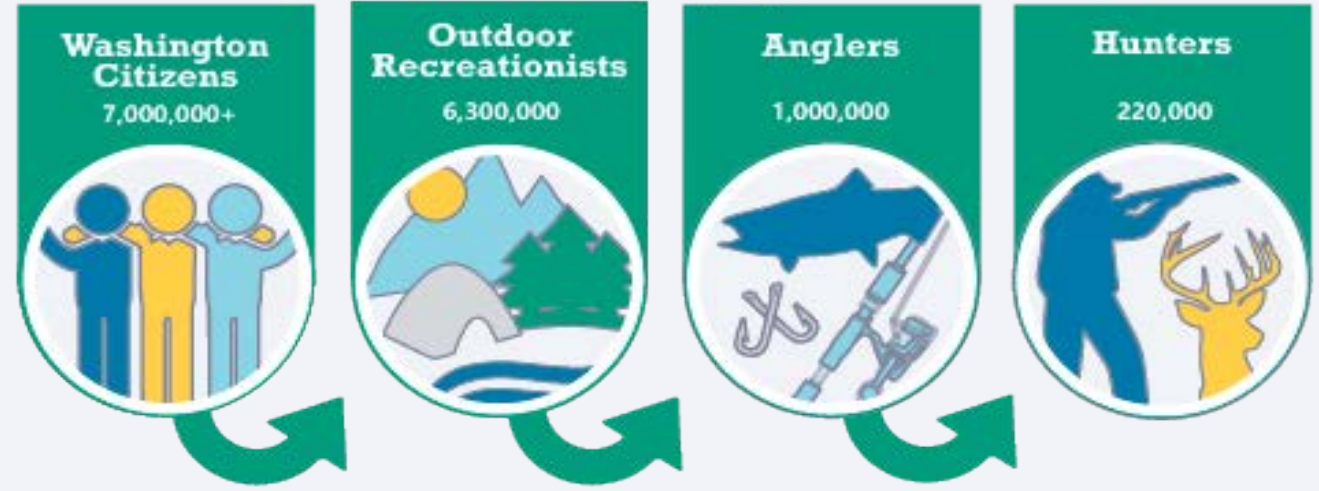




# Audience & Opportunities



## Revenue Growth



	Washington Citizens	Outdoor Recreationists	Anglers	Hunters
ACTIVITIES		<ul style="list-style-type: none"> <li>•Clam</li> <li>•Trout Derby</li> <li>•Fish Washington Website</li> </ul>	<ul style="list-style-type: none"> <li>•Trout Derby</li> <li>•Warmwater Slam</li> <li>•Black Friday Fishing</li> </ul>	<ul style="list-style-type: none"> <li>•Small Game</li> <li>•Land Access</li> <li>•Big Game</li> </ul>
LICENSES		<ul style="list-style-type: none"> <li>•Discover Pass</li> <li>•Shellfish and Seaweed</li> <li>•Annual Freshwater</li> </ul>	<ul style="list-style-type: none"> <li>•Combination Upgrade</li> <li>•Senior Combination</li> <li>•Two-Pole Endorsement</li> <li>•Annual Combination</li> <li>•Hard Card</li> <li>•Fish Washington License</li> </ul>	<ul style="list-style-type: none"> <li>•Multi-Season</li> <li>•Turkey</li> <li>•HEDEF</li> <li>•Sportpac</li> </ul>
LICENSE PLATES	<ul style="list-style-type: none"> <li>•Personalized</li> <li>•Orca</li> <li>•Eagle</li> </ul>	<ul style="list-style-type: none"> <li>•Eagle</li> <li>•Orca</li> </ul>	<ul style="list-style-type: none"> <li>•Steelhead</li> </ul>	<ul style="list-style-type: none"> <li>•Deer, Elk or Bear</li> </ul>

SWOT

# Analysis

## SWOT

### STRENGTH VS. THREAT

Diverse Wildlife/Fish Populations Established Customer Culture	▶	Inform customers of other species that are not as impacted by environmental changes & encourage the aging population to teach younger generation to hunt and fish
VS.	▶	
Environmental factors Aging Population	▶	

### STRENGTH VS. WEAKNESS

Licenses Offer Value One Million Acres of Wildlife	▶	Inform customers the value a license offers & inform customers impacted to a reduction of private timber land the opportunities in Wildlife areas
VS.	▶	
Perceived Expense Access to Land	▶	


### OPPORTUNITY VS. THREAT

New Audiences Highlight Underutilized Species New Product offerings	▶	Reach new audiences such as Hispanics and urban dwellers
VS.	▶	Use new product offerings to help supplement funds such as the hard card
Aging Population Lack of Funding Harvest Negotiations	▶	Inform customers of the availability of the underutilized species

### OPPORTUNITY VS. WEAKNESS

Regulation Simplification Technology Advancement	▶	Reduce the complexity of regs. in pamphlet & offer fishing & hunting apps. to help customer know regs. in their immediate area
VS.	▶	
Complicated Regulations		

# Evaluation of New Marketing Campaigns

The background features a light blue gradient with several white circles of varying sizes scattered across it. A thick white horizontal bar is positioned on the left side, partially overlapping the title area. At the bottom, there is a row of white evergreen tree silhouettes.

- Idea Generation
- Assessment Phase (Screening)
- Planning Phase
- Concept Testing Phase
- Implementation Phase
- Outcome Evaluation

# Marketing Campaigns

Campaign	Marketing Priority	Agency Priority	R3			Key Audience				Youth	Non-Consumptive
			Recruit	Retain	Reactivate	Existing Customer	Urban	Women	Minorities		
Black Friday	3	3		•		•	•				
Clamming	1	1	•	•	•	•	•	•	•	•	
Cross Promotion   Wine/Coffee/etc.	1	3									•
Fish Washington App	1	1		•		•					
Fish Washington Package License	1	2	•	•		•					
Fishing Derby	1	1	•	•	•	•	•	•	•	•	
Hard Cards	1	2		•	•	•					
Hunter Deferral	1	1	•				•	•	•	•	
Holiday	2	3		•	•	•					
Lake Washington Piers	2	3	•		•	•	•	•	•	•	
License Plates	1	2				•					•
Locavore	1	1	•				•	•	•		
Multi-Season	1	2		•		•					
Pink Salmon	3	2		•	•	•	•				
Raffle	2	2		•	•	•					
Regional Office Tourist centers	1	1	•	•		•					•
Senior Combination License	2	2		•		•					
Special Hunt	1	2		•		•					
Squid	1	1	•				•	•	•		
Turkey	3	1	•	•	•	•				•	
Two Pole	2	2		•	•	•					
Warm Water Slam	1	1	•		•	•	•	•	•	•	
Welcome to Washington	1	1	•				•	•	•		