

Segment and key characteristics	Key message/motivator	Media	Vibe	Visuals	Cross-over hobbies and sports	Ad(s)	Association(s)
Affable Adventurers (social group; motivated by spending time with friends and family) pg. 76 GROWTH OPPORTUNITY	Creating memories – like doing things together and sharing them	TV (cable; History channel; Discovery channel; Outdoor channel)	Exciting and upbeat (<i>not</i> relaxed or quiet)	Group activities; families/groups of friends enjoying activities	Hunting (2 nd highest share of hunters) Archery Target shooting		
		Online/search Newspapers Magazine (Field & Stream; Outdoor Life)		Scenery and water	Auto race/rally		
Family Outdoors (want to share nature with their children; motivated by making and sharing family memories) pg.41 CORE SEGMENT	Being together with family in the great outdoors	Online (gather info + make purchases); esp. blogs + chat forums	Relaxed and quiet (outdoors as antidote for busy lives and demands in other areas)	Scenery and water	Going to a beach/lake Gardening		
		Newspaper		Match outdoor activities with other hobbies (such as photography)	Visiting a zoo Photography Bird watching		
		TV (Weather channel, Discovery channel, History channel)		Enjoying the outdoors together and sharing experiences with the <i>entire</i> family (not just one other member; activities where <i>all</i> family members can participate – swimming, picnicking, visiting historical sites)	Bird watching		
		E-mail					
		Radio					
		Magazines (Field & Stream, Outdoor Life, NEBRASKAland)					
Dabblers (mix of families and retired people; like to try many activities but don't focus on one; on the move; competitive nature) Pg.35 Targeted communications ineffective, but aim for initial trial or repeats to build penetration and, in some cases, build an outdoor participant	Sharing new experiences and memories	Online/search (+ blogs)	Invigorating (neither relaxed nor quiet) Meaningful message: Getting outside is healthy	Scenery and water – with a strong environmental sense	Visiting museums Photography Dancing or going to bars and nightclubs Visiting a zoo		
		Newspaper		Promote competitive nature – against the wind or the ocean	Visiting a zoo		
		TV					
		Email		Show families enjoying working or competing together	Education courses		
Outdoor Enthusiasts (they are enthusiastic about what they do; like to have fun and are concerned about environment; <i>they know what they like and are NOT likely to try new things</i>) pg.47 CORE SEGMENT	Get away from it all and relax (being outdoors is an escape from their usual routines, to slow down and recharge)	Online/search (higher than normal use of blogs and Twitter; willing to purchase licenses online)	Relaxed and carefree Meaningful message: invite them back to participate in activities they have enjoyed in the past	Show people having fun and enjoying themselves, while relaxing	Camping trips (overnight) Backpacking and hiking		
		Email (+ IM)		Scenery and outdoors	Canoeing and kayaking Snow skiing (downhill and cross country) Mountain/rock climbing Fly fishing		
		Magazines (Smartsourc, Parade, People, Nat'l Geographic, Time, NEBRASKAland)					
		Newspaper					
		TV (Outdoor channel)					
Outdoor Excitement ("Man vs. Nature" – like adrenaline rush of speed/thrills) pg. 36 GROWTH OPTY It is not necessary to target a specific ad for this group to generate more participation	Adventure; the ability to conquer the elements	Email	Exciting and adventurous	Show single participants enjoying the outdoors – <i>man against the elements</i>	Camping trips (overnight)		
		Online/search (+ facebook, Twitter, IM, blogs, chat rooms)		With boating, highlight speed, excitement	Salt water fishing		
		Newspaper		Opportunity to portray and attract non-Caucasian participants	Power boating Motorcycling		
		TV					

ACTIVITIES TO PROMOTE GROWTH IN VISITATION AND DRAW THOSE WHO ARE INTERESTED IN TRYING A NEW OUTDOOR ACTIVITY	
Outdoor adventure activities (rock climbing, sky diving, zip lining, mountain biking, etc.)	Dabblers, Affable Adventurers, Family Outdoors, Outdoor Excitement
Water skiing or jet skiing	Dabblers

ACTIVITIES TO ATTRACT REPEAT VISITORS THROUGH CURRENT FAVORITE ACTIVITIES	
Visiting historical sites	Dabblers, Affable Adventurers, Family Outdoors
Boating	Outdoor Enthusiasts
Swimming	Affable Adventurers, Family Outdoors, Outdoor Excitement
Hiking	Outdoor Enthusiasts, Outdoor Excitement
Target shooting	Outdoor Enthusiasts, Outdoor Excitement
Camping	Affable Adventurers, Family Outdoors, Outdoor Enthusiasts, Outdoor Excitement
Hunting	Outdoor Enthusiasts, Outdoor Excitement
Wildlife viewing or bird watching	Outdoor Enthusiasts, Outdoor Excitement
Fishing	Outdoor Enthusiasts, Outdoor Excitement

Considerations for Reaching Targetable Adults

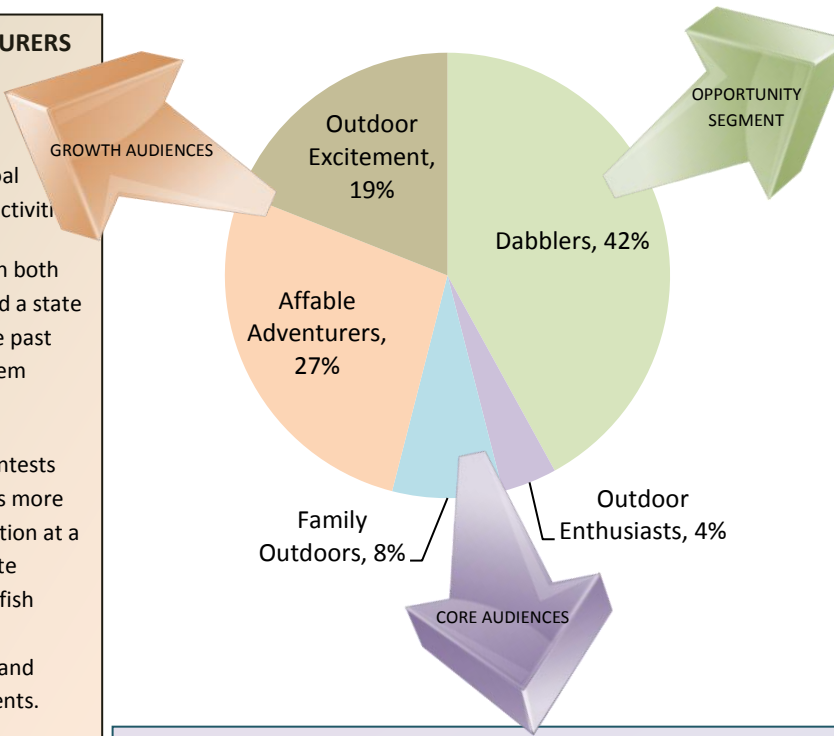
OUTDOOR EXCITEMENT & AFFABLE ADVENTURERS (currently 16% and 22% of visitors to NE)

Both of these groups are looking for excitement, competition and social activities. Therefore, the goal should be to promote the excitement of outdoor activities.

While these segments like to do things outdoors, in both cases about 40% indicated that they had not visited a state park or purchased hunting or fishing licenses in the past year. This represents strong opportunity to get them involved and enjoying NGPC activities.

They like competing and socializing, so creating contests or events would be a good way to get these groups more involved. This could range from an actual competition at a state park, to an online competition across the state where people would report (show) the number of fish they caught, or the different kind of fish, etc. The competition element will increase the excitement and make the activities more appealing to these segments.

Another option might be packaging fishing and hunting trips and offering them to these groups. The convenience of this option, and the ability to enjoy trips with other participants, would be appealing. These could be trips, or just a day of hunting or fishing. Given the ability to geographically target, these could be offered to people near a specific state facility.



DABLERS (currently 30% of visitors to NE)

This segment offers less potential but some opportunity. They like to try new things, but convenience and time are barriers to participation in some outdoor activities.

Many of them do visit state parks, so this might be the best opportunity to approach them with other options. If they were offered the opportunity to fish or hunt, along with the information and equipment they need, they would probably give it a try.

They also might react well to the package option – especially if they could get a group of people together to participate. They like group activities, so this would increase the appeal.

Pairing people from this segment with Outdoor Enthusiasts to act as mentors might provide a way to get them interested in the activities and ready to continue their participation.

FAMILY OUTDOORS & OUTDOOR ENTHUSIASTS (currently 17% and 15% of visitors to NE)

As the heaviest users, these segments have the highest interest in and expectations of NGPC. They should be the focus of communication about what the organization is doing. They also are more likely to be subscribers to *NEBRASKAland*, so the publication could be used to help this communication effort. These are the core participating groups and should be targeted for retention, as well as people who can be mobilized as evangelists for outdoor recreation.

The Family Outdoors segment is involved, but they are fighting against other time pressures. They are more likely to participate in visiting state parks and fishing than hunting. But programs should be designed to encourage them to pass on their love of the outdoors to their children. This message will resonate strongly and promote more participation. The focus should be on creating memories and helping instill a love of the outdoors in their children. One way to generate participation could be equipment giveaways or deals. This would give them another reason to get back to activities that may have lapsed with family demands.

Outdoor Enthusiasts have the strongest love of the outdoors and they also interact widely. This segment showed high levels of interaction with social media. They should be used to spread the word and to get people involved. One option would be to create a network of Outdoor Enthusiasts to act as ambassadors and to communicate within their communities and networks. They will be happy to share their experiences and their love of the outdoors.

With both of these segments a program like RBFF's Angler's Legacy could be an effective way to help them bring new people into the sport. A similar program could be developed in Nebraska for anglers and for hunters. These people are often in the state parks, so that represents a good place to make contact and recruit additional participation.

IMAGES

- Photographs are stronger than graphics.
- One strong image is preferable over several images.
- Images either **without people** or **focused largely on nature** have broader resonance, although...
- ...Ads with **children** result in positive reactions.
- The two ad concepts that received the best reactions are **making memories** and **conservation**.

MESSAGING

- Avid outdoor people (such as **anglers and hunters**) indicate that given their passion for the outdoors, they are going to participate regardless of any advertising they see. They do not need to see the specific activity to create interest. **Pictures of the beauty of the outdoors work well with these people.**
- Across the various current and target segments, the best option is to **show the beauty of the outdoors and suggest (rather than show) the variety of activities that are available.** With a beautiful scenic shot, people are able to imagine themselves in the scene and to imagine their preferred activity.
- An important theme/message that worked across segments was invoking **memories**. People participate in activities to create memories – memories can be relaxing or exciting, they can be alone or with family – they are personalized. Therefore, this theme appeals broadly and works to help retain current users as well as attract new participation.
- The **conservation** message also worked well across all segments, and made people want to get outdoors and participate.

