



Discover Boating – FY 2013 Marketing Results

October 2012 – July 2013 (unless otherwise noted)

This is an interim report on fiscal year 2013 marketing campaign results. Program strategy and tactics are in line with Grow Boating’s mission to promote the boating lifestyle and improve the boating experience to increase participation in boating to, ultimately, increase sales of marine products and services.

ADVERTISING

The 2013 advertising campaign is building brand awareness and qualified referrals to manufacturer websites – **500 million impressions** have been delivered and **621,033 customers** have been sent to boat manufacturer websites this year.



This year, we added the big screen to our advertising efforts by incorporating cinema in our efforts. **Ten million moviegoers** saw our commercial in **388 theaters** in **20 states**. This, with an expanded online video presence, search advertising on Google and Bing and targeted social media effort, helped us continue to attract new people to boating.

Other highlights include:

- Continued presence in Connected TV (television sets that are connected to the internet), an emerging media where Discover Boating **outranked every other advertiser** in 2012.
- **400 million impressions** have run across video and display on hundreds of websites.
- **Online rich-media banners** featuring video, Boat Selector tool and Beginner’s Guide to Boating, provide audiences with multiple ways to engage.
- Exclusive sponsorship of **Hulu’s “Summer Blockbuster Guide”** - complimentary effort to our new cinema presence.
- **Mobile and tablet video** advertising units.
- **Full video page takeovers** and an embedded Boat Selector Tool on OutdoorChannel.com.



SOCIAL

Our Discover Boating **Facebook** page continues to be a valuable asset that allows us to disseminate branded content while enabling us to listen and participate in conversations with consumers. We’ve created more than **60 million impressions** since October 1: 10+ million organic impressions and 50+ million via paid placements. We remain one of the largest outdoor recreation pages worldwide.

Facebook fans were at **666,271** (as of July 15). Each post this summer has been averaging 131,661 fans per post. Promoted posts contribute to above-average results in fan engagement and virality against Facebook’s benchmarks. Below is a snapshot of fan engagement for 6/19-26:



Twitter followers increased **63%** to **11,000** with a reach of **6.8 million**. Testing promoted tweets to gauge follower engagement and acquisition.



WEB

To coincide with the digital advertising campaign, new elements of DiscoverBoating.com and DiscoverBoating.ca were launched:

The **home page redesign** includes:

- Upon selecting a **specific activity** in the header, the consumer is presented with a rotating list of boat types appropriate for a given activity. To allow easy access to manufacturer listings and websites, the “View Brands” link is on every boat type in this section. A generic “Boat Selector” banner takes users to listings of only those boats appropriate for the selected activity.
- The **social media section** pulls real-time feeds from Discover Boating Facebook, Twitter and video accounts.
- The **Beginners Guide to Boating** is a lead generating tool with information on finding the right boat, owning/operating tips, and more. More than **51,000 U.S. copies** have been distributed. A total of **7,988 warm leads** and **1,969 hot prospects** have been generated YTD.



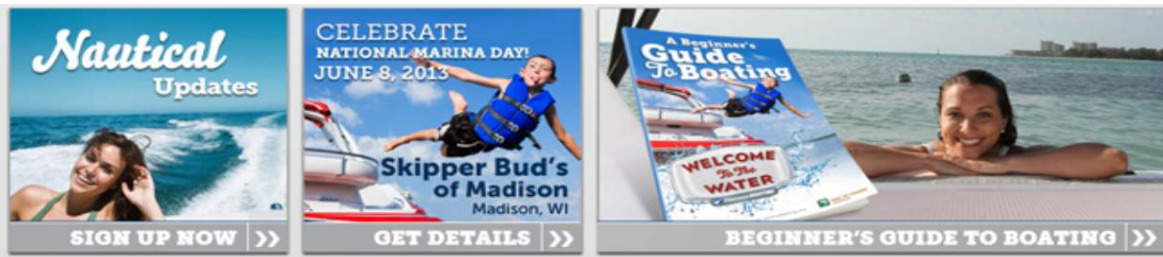
Search marketing efforts **increased web traffic by 19.3%** to **1.6 million** to DiscoverBoating.com and **page views rose nearly 29.9%** to **4 million** from the same period last year (October 1 – July 9).

Manufacturer website referrals from our Discover Boating websites increased due to search marketing efforts to the Boat Selector Tool and Boat Brands pages. Since October 1, there have been **621,033 referrals**, a **285% increase** from the previous year.

Currently, DiscoverBoating.com holds the **#1 position in Google** for: learning to boat, boat basics, boat information, new boater, operating a boat; among others. In fact, DiscoverBoating.com holds the **#1 & #2 position** in Google for **704 boating-related keywords**.

Implementation of the industry-leading website optimization tool, **Adobe Test & Target**, for DiscoverBoating.com delivered targeted content based on user geographical location, including:

For National Marina Day, targeted messages on DiscoverBoating.com were delivered to users located near a participating marina. An example from Madison (Wisc.):



For boat shows, target messages were displayed based on user location. A Chicago example:



PUBLIC RELATIONS

Comprehensive Media Relations

Pulses of boating-related news are being shared during the busy spring and summer boating months to generate coverage across all mediums. Coverage to date has resulted in nearly **95 million media impressions** and more than **2,000 news stories**.

Celebrity Athlete Boating Ambassadors

Hall of Fame third baseman and long-time boat aficionado, Mike Schmidt, is helping promote boating. The first round of interviews were held June 13 and included an **appearance on ESPN's Mike & Mike in the Morning**, and nine national and local sports talk programs garnering **6.4 million impressions**. Second round of interviews takes place July 23.

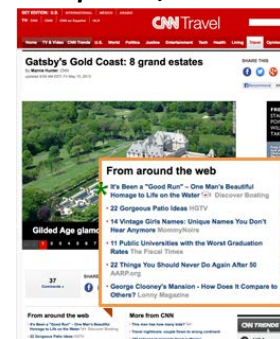


On-Water Media Experiences

National media are taking to the water coast to coast this summer. This includes a live-aboard media flotilla set for August in the Pacific Northwest with writers for **Men's Journal**, **Hemispheres**, **New York Daily News** and popular men's lifestyle blog, **ArtofManliness.com**, set to reach 2.5M+ readers in trip coverage.

Digital Activation

Outbrain, a leading content discovery platform, placed *Good Run* on relevant, high-traffic websites for optimal viewing potential. To date, the video received **30.4 million impressions** including **33,425 views** across placements on such sites as CNN.com and NBCNews.com.



Blogger Ambassador Program

This summer, **35 mom and dad bloggers** are using their social networks to organically share their boating experiences and interaction with DiscoverBoating.com to spark boating talk. To date, they've reached **two million** readers. More coverage is slated for late July.

DISCOVER BOATING CANADA

The online ad campaign was optimized to leverage customized interactive online video ad units, search engine marketing, display ad units and social media. Interactive video ad units drive audiences to the Boat Selector, Beginner's Guide to Boating order form and incorporate social sharing capabilities and compelling online video.



Search engine marketing—while delivering results for boat selector traffic and beginner guide requests—is also testing several new ad units that enhance keyword search terms with images and/or videos. Mobile search engine marketing is new for 2013.



The **Facebook** ad campaign is multi-faceted, including growing our Canadian fan base, which has reached 29,000 fans, a **45% increase** YOY. Snapshot of Facebook traffic for the week of 6/14:

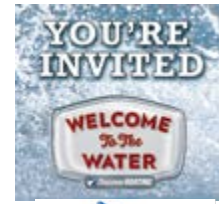
Total Likes [?]	Friends of Fans [?]	People Talking About This [?]	Weekly Total Reach [?]
29,223 ▲ 6.35%	8,381,480 ▲ 4.15%	3,846 ▲ 176.49%	712,133 ▲ 85.78%

On **Twitter**, @DB_Canada has seen a **43% YOY increase** with 1,298 followers and a reach of 316,530. A new **Google+** page has been launched to expand audiences through social media.

PR efforts have generated nearly 50 stories since October 2012, generating **6.4 million impressions** in print, online, television and radio outlets across Canada.

DISCOVER BOATING CANADA (continued)

An updated **Welcome to the Water events industry toolkit** is available to help stakeholders leverage existing customer appreciation events and activate existing customers as boating lifestyle ambassadors. Kit materials can be co-branded or customized to support stakeholder objectives. Welcome to the Water events can be listed on DiscoverBoating.ca/WelcometotheWater at no cost.



Discover Boating Canada distributed **2,425 copies Beginner's Guide to Boating** brochures via site requests, as well as **7,000+ copies** to various Parks Canada locations across the country. Five regional Marine Trade Associations as well as dealers and marine businesses across Canada continue to leverage these materials at their consumer events. This brochure has generated **600 leads** to date in Canada.



ADDITIONAL POINTS OF INTEREST

America's Cup Partnership

In a cross-promotional partnership with America's Cup, Discover Boating will be onsite for the three months of racing offering hands-on boating demonstrations. The **Discover Boating simulator** will be showcased in the America's Cup 'Center of Sailing' festival area and gives race enthusiasts and new boaters alike the chance to replicate the on-water experience. America's Cup estimates approximately **3 million spectators** for the July – September racing. Additionally, PR efforts will introduce media to the racers' vantage point through boat rides while outlining ways the 'average Joe' can get started in boating. Discover Boating will also be able to tap into America's Cup's social media network of **173,000 engaged fans**.



Accessory Coupon Book Launched

The inaugural Welcome to the Water coupon book launched with a total of **23 participating manufacturers** and \$1,000+ in value for the consumer. More than **100,000 coupon books** will be distributed via Welcome to the Water on National Marina Day (260+ marinas), the *Beginner's Guide to Boating*, yacht clubs, and NMMA Boat Shows.



Welcome to the Water on National Marina Day

Working with the Association of Marina Industries (AMI), Marine Retailers Association of the Americas and other industry organizations, we promoted Welcome to the Water on National Marina Day as a national celebration of boating. Held June 8, more than **260 marinas participated** nationwide (an increase of more than 100 from the 2012 event), including many who expanded their events to include on-water skills training, demo rides and hands-on experiences. We estimate **30,000-40,000 people** attended these events with **3,000-7,000** taking part in an **on-the-water experience**.



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