# Evolving hoating to BOATING. to Expand Our Reach: A Timeline

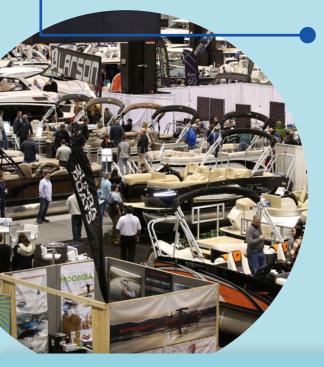
Amplifying Boating's Voice to Grow Participation

#### Spring 2021

#### "Get On Board" Awareness Campaign Launches, Creating More Momentum

- >> Second year partnership with Take Me Fishing
- >> National TV & radio public service announcements, PR, digital advertising, influencer partnerships, social media
- >> Attract next-gen consumers while they're listening more than ever post-COVID





#### **Winter 2022**

## **Boat Shows Integrate Discover Boating** to Extend the Brand's Reach

- >> Leverage the marketing power of Boat Shows to reach more people with a consistent brand voice
- >> "Presented by Discover Boating" added to Progressive Insurance NMMA Boat Show titles
- >> Discover Boating promoted across NMMA Boat Show websites, social media, PR & advertising
- >> New <u>DiscoverBoating.com</u> section launches to help potential boat buyers navigate the boat show experience
- >> The Miami International Boat Show + Miami Yacht Show reimagined as one epic Discover Boating event

### Spring 2022

# Launch of a Fresh Discover Boating Campaign

- >> Refreshed brand look and feel unveiled as part of new national awareness campaign
- >> Details to come Winter 2022



