



discover
BOATING®

A young boy is swimming in a lake, with a pontoon boat visible in the background. The scene is set on a bright, sunny day with a clear blue sky and some light clouds. The boy is in the foreground, looking towards the camera, with water splashing around him. The pontoon boat is in the background, with a person sitting on it. The overall atmosphere is one of a fun day on the water.

mission

Inspire and excite, share knowledge and motivate people to spend time on the water.

objectives

build awareness
and positive perceptions of boating

drive qualified consumers
to manufacturer websites

INDUSTRY CHALLENGES IN 2014

Youth

- Need to appeal and facilitate getting our future boaters on the water



Diversity

- Inviting new audiences into boating, reflecting population shifts



Affordability/Value

- Highlight that there is a boat for every budget.
- Boating is worth the price



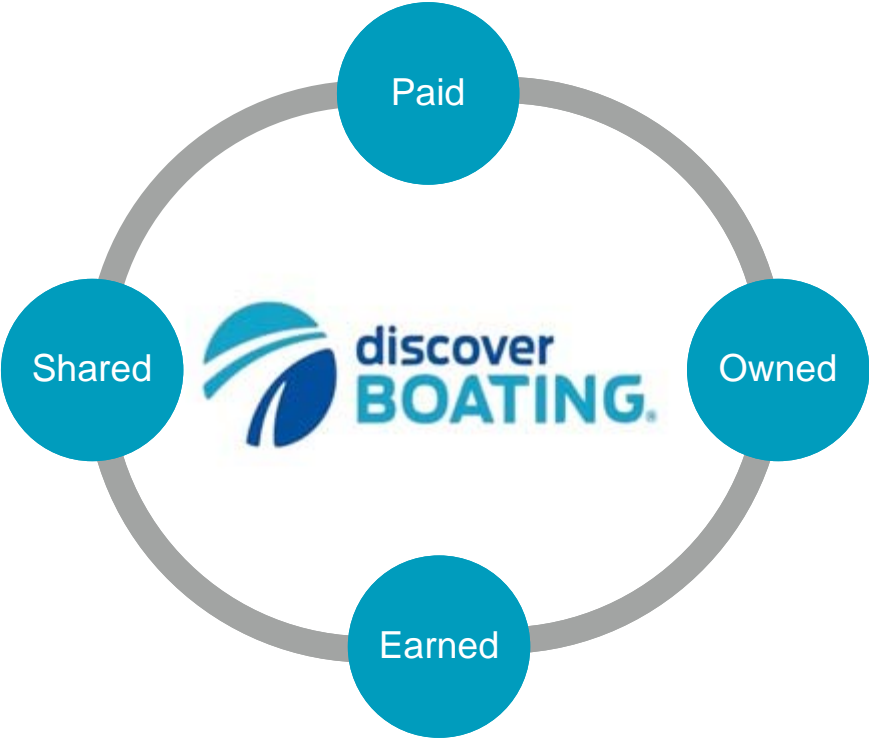
discover
BOATING®

2014 MARKETING PLAN

OUR PATH TO SUCCESS IN 2014

Strategy

Leverage content through paid, owned, earned and shared media



INSPIRATIONAL BOATING CONTENT



Content Marketing

Creating & distributing relevant information to attract a clearly defined audience



Video



Social/WOM



Website

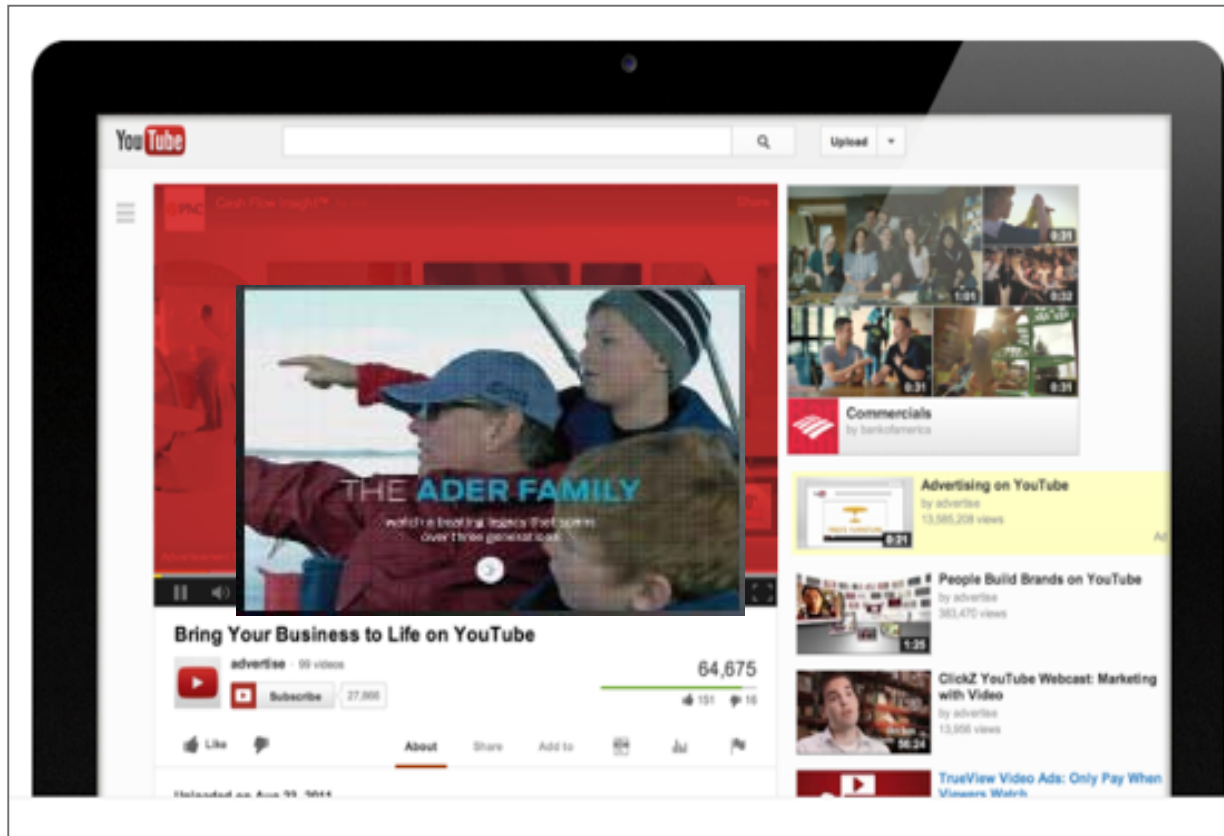


Tools



PRE-ROLL VIDEOS WILL DRIVE PEOPLE TO DISCOVERBOATING.COM

Video ad users have to watch the ad before their chosen video starts



NATIVE ADVERTISING ALIGNS OUR MESSAGE WITH PREMIUM CONTENT

Ad experience follows the natural form and function of the editorial content

The screenshot shows the Popular Science website interface. At the top, the logo "POPULAR SCIENCE" is on the left, and navigation links for "GADGETS", "CARS", "SCIENCE", "TECHNOLOGY", and "DIY" are in the center. A search bar and social media icons are on the right. Below the navigation, there's a main article section on the left with a blue Corvette image and a list of article titles. To the right of this is a "Sponsor Content" box with a blue header, a video player for "STORIES OF DISCOVERY", and a promotional text block. Below the sponsor content is a "POPULAR ON POPSCI" list with ten items. At the bottom left, there's another article titled "The Best Of The 2014 New York Auto Show" with a similar image of the Corvette.

POPULAR SCIENCE

Login/Register | Newsletter | Subscribe

f t g+ Search GO

GADGETS **CARS** **SCIENCE** **TECHNOLOGY** **DIY**

GALLERIES **VIDEOS** **BLOGS**

POPULAR Magazine | CES 2014

The New York Auto Show
The best new cars and tech, including head-up displays and a carbon-fiber Corvette

- Hunting For The Genetic Secret To A Rare Disease
- The World's Most Dangerous Naval Weapon
- Smart Rear-View Mirror Sees Through The Stuff Piled In Your Back Seat
- First Success Witnessed In World's Longest-Running Experiment
- Why Your Dog Is Smarter Than My Baby
- Land Rover's New Concept SUV Doesn't Have Door Handles
- Survey Reveals What Today's America Thinks The Future Looks Like
- Whence Life? Receptors Responsible For Fertilization Found
- First Red Blood Cells Made From Adult Cells Ready For Human Transfusions

Sponsor Content
BOATING CHANGES LIVES

Check out the first season of Stories of Discovery, our documentary series celebrating boating and life on the water.

Promoted by Discover Boating

POPULAR ON POPSCI

1. Japan Company To Give Maglev Tech To U.S. For Free
2. Mathematicians Create App To Beat Jet Lag
3. Trolls In Their Natural Habitats: An Analysis Of Comments On TED Talks
4. How Hard Is It To Shoot Down A Small Drone? [Video]
5. Scientists Rank World's Most 'Evolutionarily Distinct' Birds
6. How Mountains In Our Solar System Compare [Infographic]
7. The Top Patent-Holders In The U.S. [Infographic]
8. How Carl Sagan Described Death To His Young Daughter
9. Robot Sub Searching For Malaysian Jet Finds Itself Out Of Its Depth
10. The Editor's Letter From The May 2014 Issue Of Popular Science

CARS

The Best Of The 2014 New York Auto Show
Head-up displays, cordless smartphone charging, and more
By Rose Pastore | Posted 04.21.2014 at 12:48 pm



OUR CONTENT WILL APPEAR ON A VARIETY OF PREMIUM SITES

The logo for 'People' magazine, featuring the word 'People' in a light blue, rounded, outlined font.The logo for 'FamilyCircle', with 'Family' in orange and 'Circle' in blue, both in a rounded, sans-serif font.The logo for 'Mashable', featuring the word 'Mashable' in a bold, blue, sans-serif font.The logo for the 'Los Angeles Times', written in a black, gothic-style serif font.The logo for 'Better Homes and Gardens', with 'Better' in green, 'Homes' in a larger green font, and 'and Gardens' in a smaller green font below it.The logo for 'Parents' magazine, featuring the word 'Parents' in a purple, serif font.The logo for 'SI.COM', with 'SI' in red and '.COM' in black, in a bold, sans-serif font.The logo for 'POPULAR SCIENCE', with 'POPULAR' in black and 'SCIENCE' in red, both in a bold, sans-serif font. A red circle with the text 'THE FUTURE NOW' is positioned to the left of 'SCIENCE'.The logo for 'fitness', featuring the word 'fitness' in a blue, lowercase, sans-serif font.The logo for 'PANDORA', with the word 'PANDORA' in white, uppercase, sans-serif font on a dark blue rectangular background.The logo for the 'Chicago Tribune', written in a black, gothic-style serif font.The text 'USA TODAY' in a bold, black, sans-serif font, with 'A GANNETT COMPANY' in a smaller font below it.The logo for 'discover BOATING', featuring a stylized blue wave icon to the left of the text 'discover BOATING' in a blue, sans-serif font.

OUR CONTENT:

BOATING
DOCUMENTARY
SERIES



everyone
has a
boating
story

MEET OUR STORYTELLERS



Justin Caskey, Canyon Lake, AZ



The Ader Family, San Juan Islands, WA



Jake Owen, Nashville, TN



Coming soon ...



Justin Caskey & friends

The red rocks of Arizona

Justin Caskey has such a strong love for boating and water sports that he didn't let adversity stop him from enjoying time on the water.

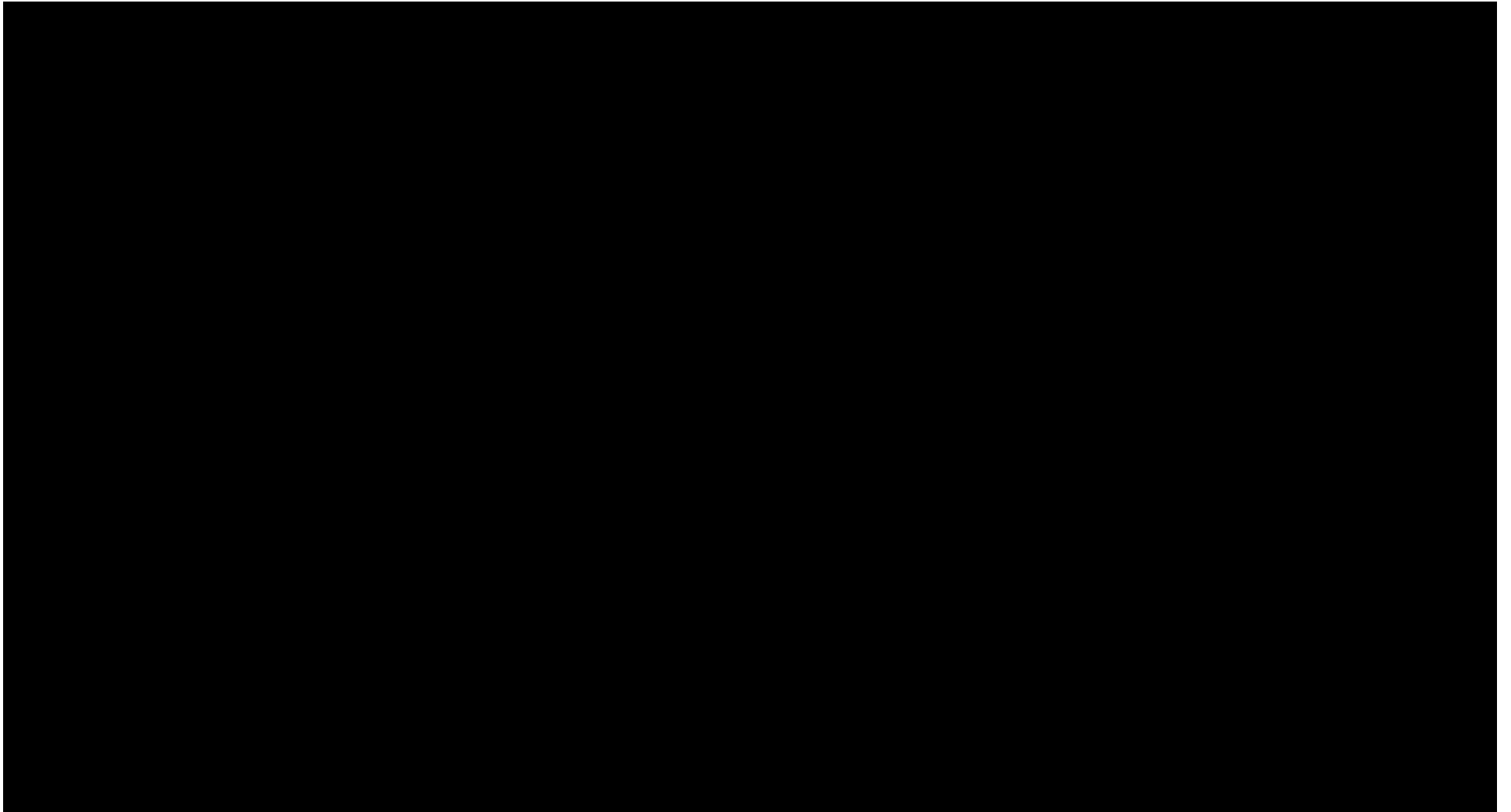
Excerpt from submission:

After two years battling the bone cancer that was found in Justin Caskey's left femur, a doctor explains to him that a tumor was found in his hip tissue and the best option is to amputate. Justin quickly adapts after surgery and with the help of his friends and family, he is back on the water teaching himself how to wakeboard again. Now with the help of local businesses throughout his community, Justin is building a state-of-the-art wakeboard prosthetic so that he can further his progress and show the world how to truly follow your passion.

Justin's Story of Discovery is an emotional tale that will tug at viewers' heartstrings and show them that when you're out on the water, stress seems to simply fade away.



JUSTIN'S STORY



Glenn Ader & family

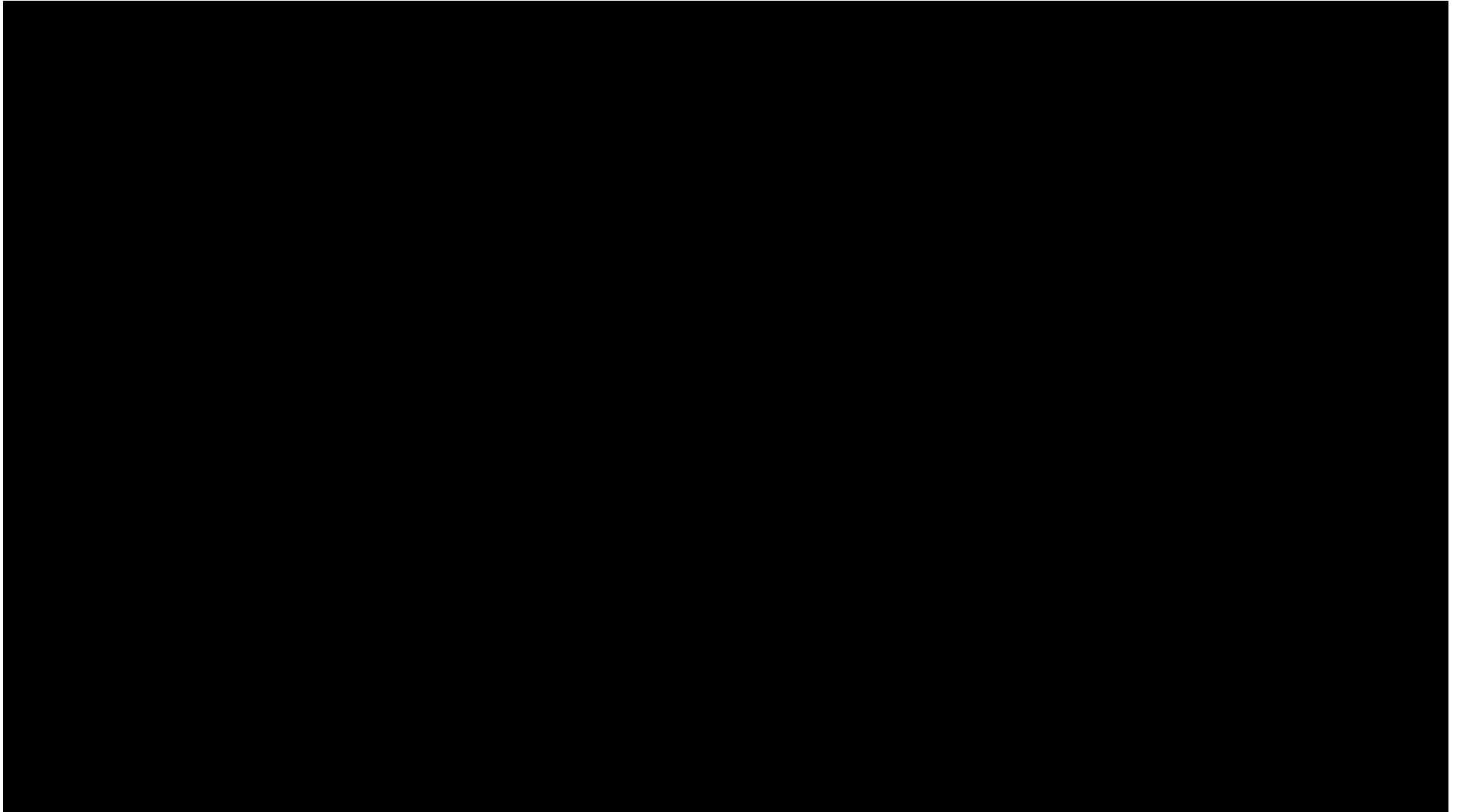
San Juan Islands, Washington

Glenn Ader has spent his entire life boating. His father took him out on the water when he was a boy and now he's passing on the tradition to his two sons. "Apart from spending time on the water and on the boat, this is an opportunity for a connection to my own childhood that allows me to share this in a unique way with my children. These are experiences and memories they will share with their children."

Glenn Ader is unexpectedly charming and witty and has a unique way of drawing the viewer into his stories. Glenn will appeal to the everyman and bring newcomers to boating with the desire to spend quality time with their families on the water.



ADER FAMILY'S STORY



MARQUEE STORYTELLER

Jake Owen

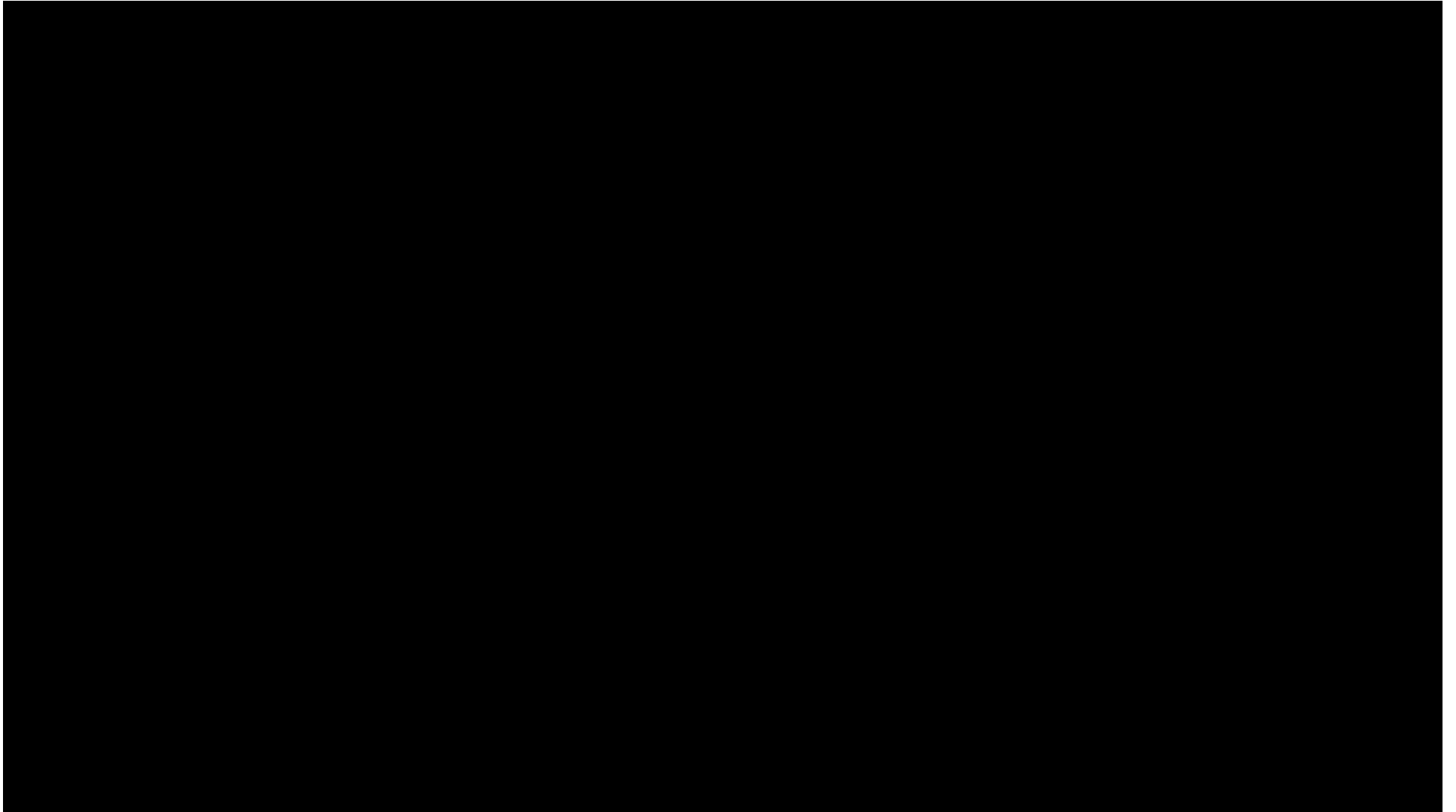
Nashville, Tennessee

Jake Owen is a country music superstar. His catchy music appeals to the masses and his female fans find him "easy on the eyes." Jake draws inspiration for his music from the time he spends with friends and family out on the water.

His love for boating is contagious and makes its way into his song lyrics and music videos. Jake will bring a broad audience into our Stories of Discovery series and his universal appeal will attract people to the boating lifestyle.



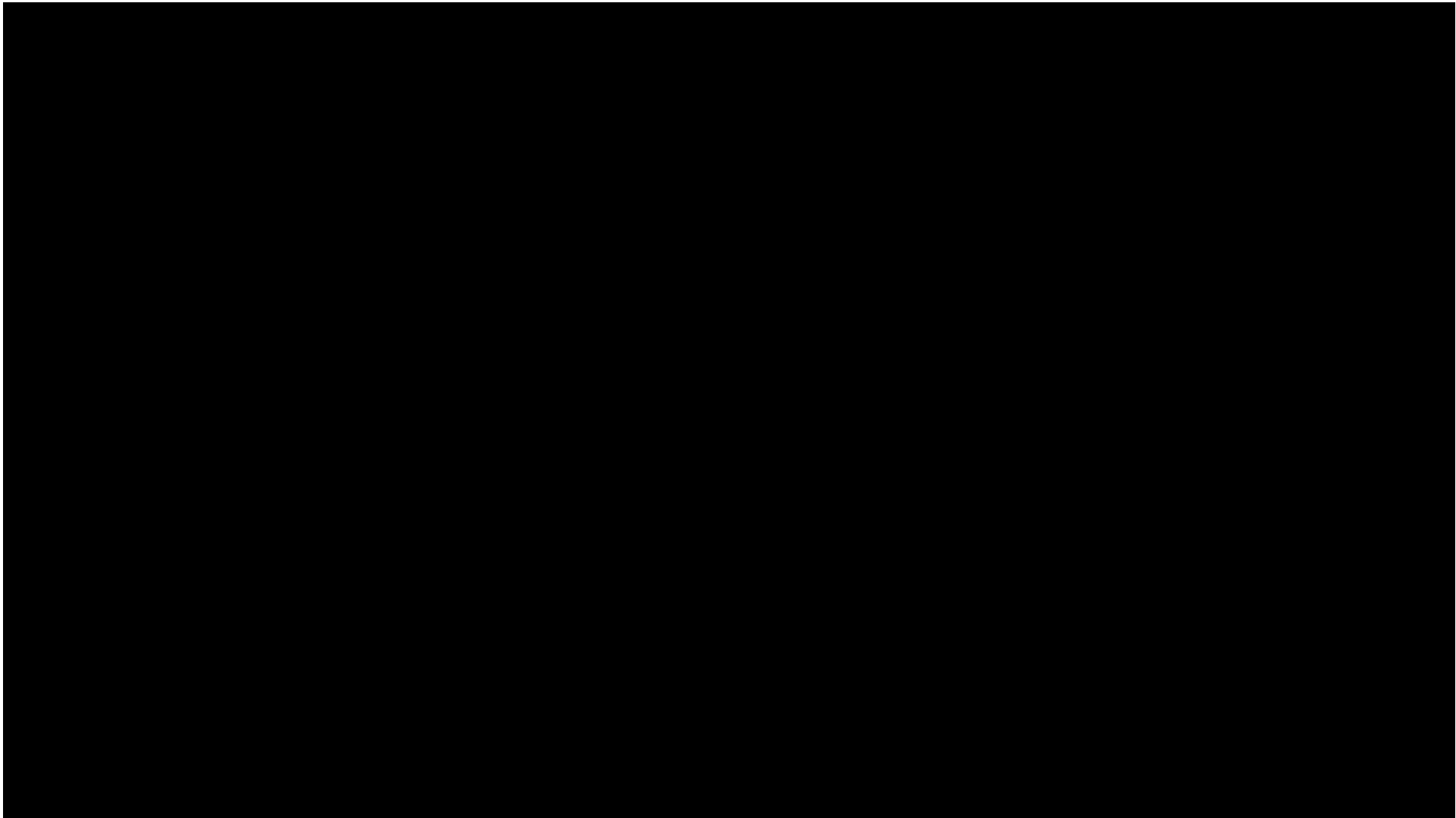
JAKE'S STORY





**“I made a record based
on what it feels like
to be out on the water.”
— Jake Owen**

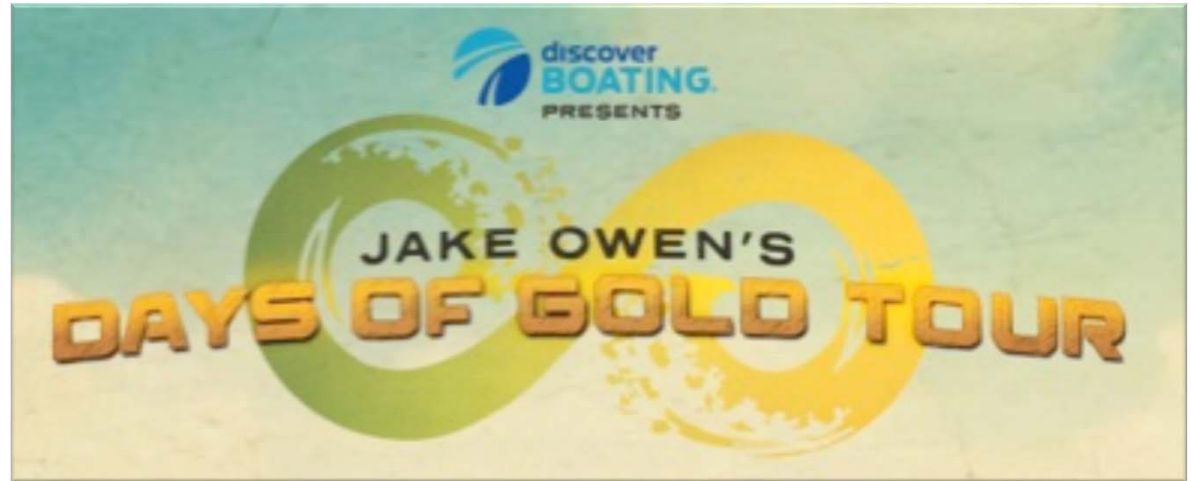
A MESSAGE FROM JAKE



JAKE OWEN'S "DAYS OF GOLD" TOUR PRESENTED BY DISCOVER BOATING

■ Concert Integration

- Large video screens with footage of Jake boating & Discover Boating videos
- Pier/Tiki theme



■ Media Coverage

■ Full Tour Branding

- TV, radio and online ads

■ Social Media

- Facebook
- Twitter
- Instagram



ADDITIONAL MARKETING:

BANNER ADVERTISING
SEARCH
SOCIAL MEDIA

DIRECT RESPONSE: 2 WAYS TO ENGAGE



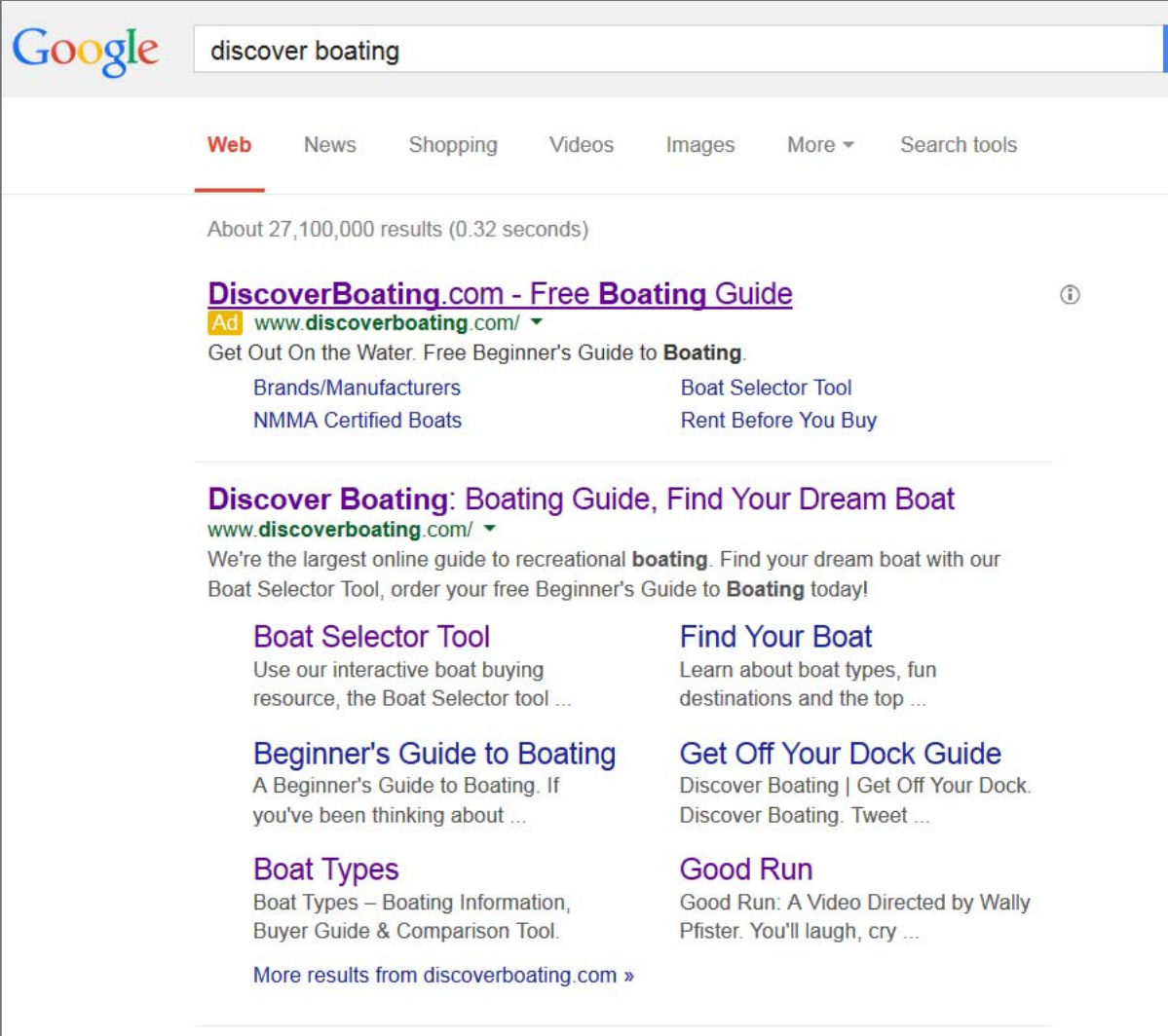
BOAT SELECTOR



BEGINNER'S GUIDE TO BOATING

SEARCH ADVERTISING

(First or second position for 400+ keywords/phrases)



The screenshot shows a Google search for "discover boating". The search bar contains the text "discover boating". Below the search bar, there are navigation tabs for "Web", "News", "Shopping", "Videos", "Images", "More", and "Search tools". The search results show "About 27,100,000 results (0.32 seconds)". The top result is an advertisement for "DiscoverBoating.com - Free Boating Guide" with a yellow "Ad" label. The ad text includes "Get Out On the Water. Free Beginner's Guide to Boating." and lists several services: "Brands/Manufacturers", "NMMA Certified Boats", "Boat Selector Tool", and "Rent Before You Buy". Below the ad, there is a search result for "Discover Boating: Boating Guide, Find Your Dream Boat" with a link to "www.discoverboating.com/". The description for this result says "We're the largest online guide to recreational boating. Find your dream boat with our Boat Selector Tool, order your free Beginner's Guide to Boating today!". Below this, there are several featured snippets or links: "Boat Selector Tool" (Use our interactive boat buying resource, the Boat Selector tool ...), "Find Your Boat" (Learn about boat types, fun destinations and the top ...), "Beginner's Guide to Boating" (A Beginner's Guide to Boating. If you've been thinking about ...), "Get Off Your Dock Guide" (Discover Boating | Get Off Your Dock. Discover Boating. Tweet ...), "Boat Types" (Boat Types – Boating Information, Buyer Guide & Comparison Tool.), and "Good Run" (Good Run: A Video Directed by Wally Pfister. You'll laugh, cry ...). At the bottom of the search results, there is a link for "More results from discoverboating.com »".

Google discover boating

Web News Shopping Videos Images More Search tools

About 27,100,000 results (0.32 seconds)

DiscoverBoating.com - Free Boating Guide ⓘ
Ad www.discoverboating.com/ ▼
Get Out On the Water. Free Beginner's Guide to **Boating**.
Brands/Manufacturers Boat Selector Tool
NMMA Certified Boats Rent Before You Buy

Discover Boating: Boating Guide, Find Your Dream Boat
www.discoverboating.com/ ▼
We're the largest online guide to recreational **boating**. Find your dream boat with our Boat Selector Tool, order your free Beginner's Guide to **Boating** today!

Boat Selector Tool
Use our interactive boat buying resource, the Boat Selector tool ...

Find Your Boat
Learn about boat types, fun destinations and the top ...

Beginner's Guide to Boating
A Beginner's Guide to Boating. If you've been thinking about ...

Get Off Your Dock Guide
Discover Boating | Get Off Your Dock. Discover Boating. Tweet ...

Boat Types
Boat Types – Boating Information, Buyer Guide & Comparison Tool.

Good Run
Good Run: A Video Directed by Wally Pfister. You'll laugh, cry ...

More results from discoverboating.com »

SOCIAL MEDIA:



- Grow & engage **677,000+ Facebook fans** using various activation events:
 - Contests & sweepstakes
- Maximize engagement by supporting key events with paid advertising



SOCIAL MEDIA:

Tweets >

Following >

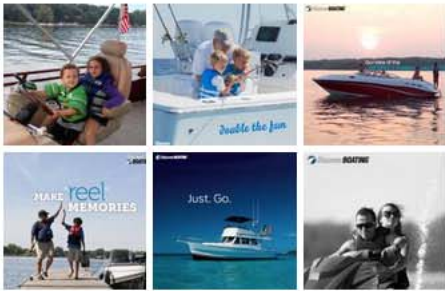
Followers >

Favorites >


Lists >


Tweet to Discover Boating

Photos and videos >



Who to follow · Refresh · View all

 **Future150.com** @Future150 ×
Follow

 **Chicagoist.com** @Chicagoist ×



Discover Boating 
[@discoverboating](#) FOLLOWS YOU

Official account of U.S. boating industry's program to help people get their feet wet in cruising, watersports, fishing, sailing, personal watercraft & more.
Anywhere with water · [discoverboating.com](#)

TWEETS **2,437** FOLLOWING **9,773** FOLLOWERS **19.6K**  **Following**

Followed by    **Nashville Boat Show, Atlanta Boat Show, Guy Harvey** and **100+ others.**

Tweets All / No replies

 **Discover Boating** @discoverboating · 6h
Whether it's the thrill of racing or a sunset cruise, see if sailing floats your boat (video): [bit.ly/1i88Gal](#)
Expand ↩ Reply ↻ Retweet ★ Favorite ⋮ More

 **Discover Boating** @discoverboating · 9h
Happy Bday to Queen Elizabeth III! Flashback to the 2013 diamond jubilee complete w/a boat parade: (via [@baltimoresun](#)) [ow.ly/vLziQ](#)

SOCIAL MEDIA: YouTube

Goal: Information + Entertainment = **Infotainment**

discoverboating.com

Subscribe 706

Discover Boating

Home Videos Playlists Disc

633,093 views

My Top Videos

- Good Run - A Boating Story**
by Discover Boating
117,475 views
- i-Discovered Boating Video and Photo Contest - Win ...**
by Discover Boating 490 views
- The Boating Guy - Why get involved in boating?**
by Discover Boating 820 views
- The Boa type of t**
by Discove

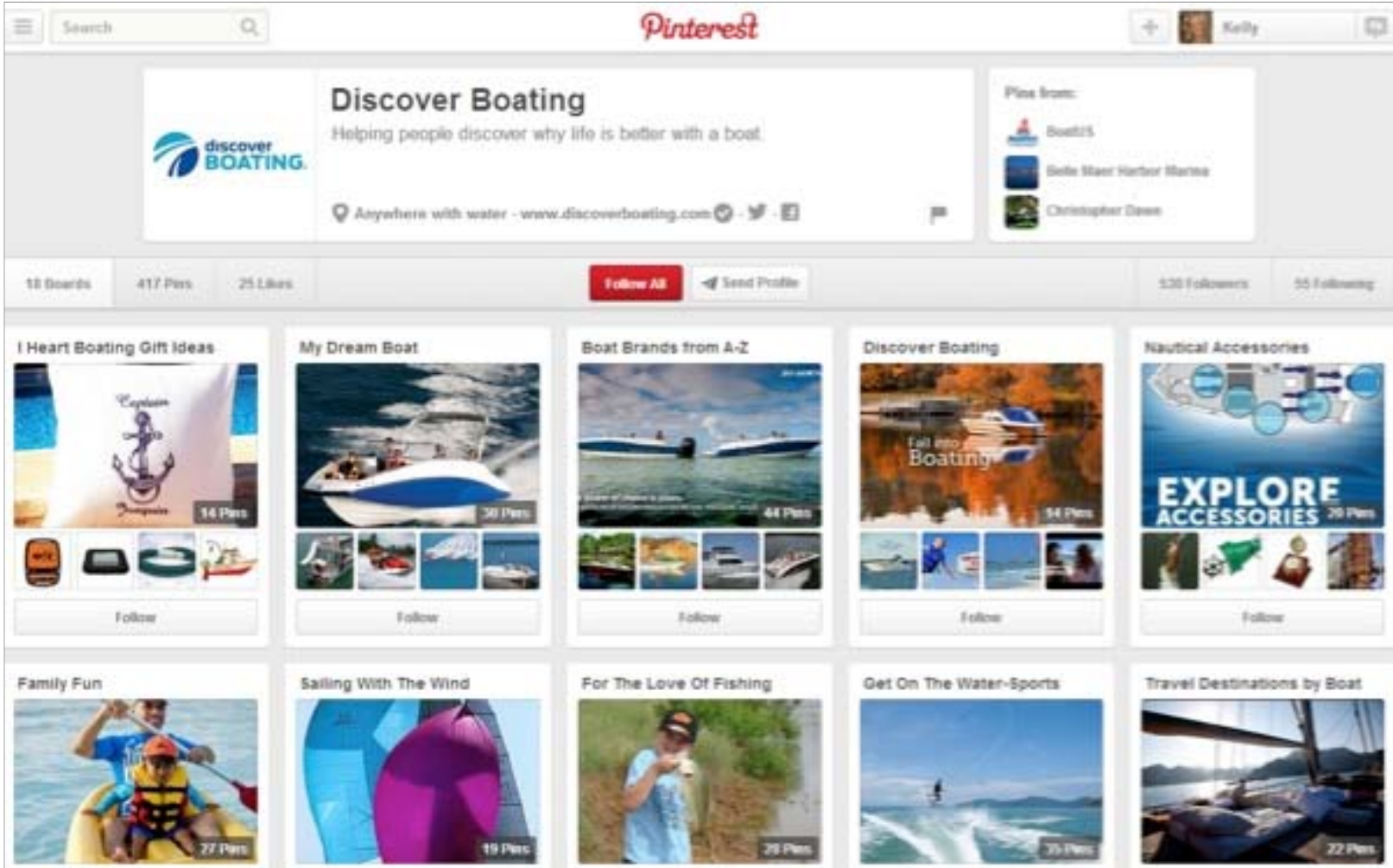
Recent uploads

Related channels on YouTube

- Yachting Monthly
Subscribe
- Evinrude
Subscribe
- Boating Magazine
Subscribe
- Boating World Magaz...
Subscribe
- Official Mad Mariner T...
Subscribe



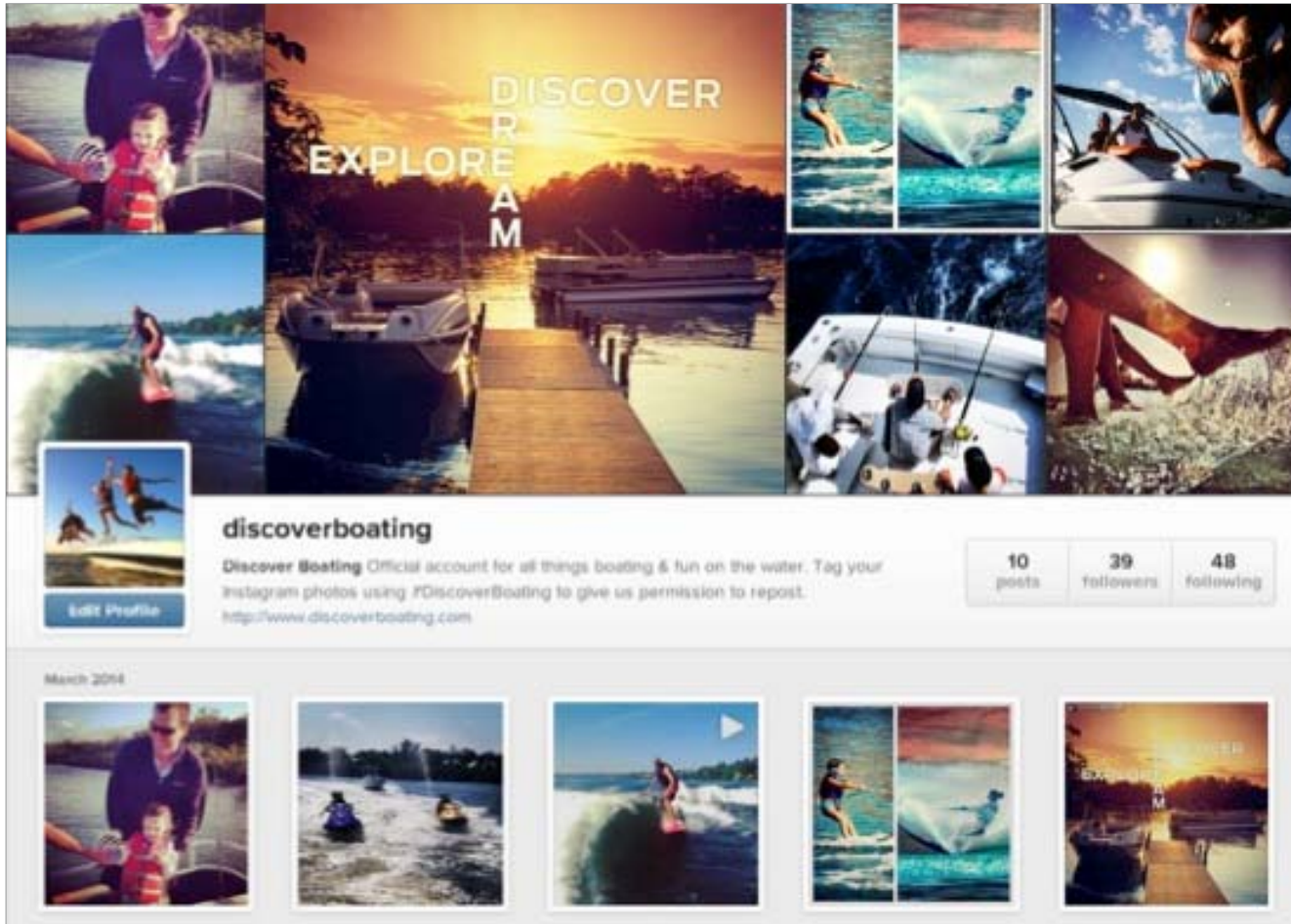
SOCIAL MEDIA:



The screenshot shows a Pinterest profile for 'Discover Boating'. At the top, there is a search bar and the Pinterest logo. The profile header includes the 'Discover Boating' logo, the tagline 'Helping people discover why life is better with a boat.', and the website 'www.discoverboating.com'. A 'Pins from:' section lists 'Boat15', 'Sofie Steer Harbor Marina', and 'Christopher Green'. Below the header, statistics show '18 Boards', '417 Pins', and '25 Likes'. A 'Follow All' button and 'Seed Profile' link are present, along with '130 Followers' and '55 Following'. The main content area features a grid of ten boards, each with a cover image, title, and pin count: 'I Heart Boating Gift Ideas' (14 Pins), 'My Dream Boat' (30 Pins), 'Boat Brands from A-Z' (44 Pins), 'Discover Boating' (54 Pins), 'Nautical Accessories' (30 Pins), 'Family Fun' (27 Pins), 'Sailing With The Wind' (19 Pins), 'For The Love Of Fishing' (20 Pins), 'Get On The Water-Sports' (20 Pins), and 'Travel Destinations by Boat' (22 Pins). Each board has a 'Follow' button at the bottom.



SOCIAL MEDIA: Instagram



The image shows a grid of 12 photos from the Instagram profile 'discoverboating'. The photos include a man and child on a boat, a sunset with a dock and the text 'DISCOVER REAM EXPLORE AM', a person water skiing, a person on a jet ski, a person on a boat, a person on a jet ski, a person on a boat, a person on a jet ski, a person on a boat, a person on a jet ski, a person on a boat, and a person on a jet ski.



discoverboating 1w

10 posts 39 followers 48 following

March 2014

♥ rmarinemn, ckennyrich, kkaylor, mosaics1111, turtlecovemarina

● discoverboating Who'd like to be out on a boat or personal watercraft today? We sure would. Thanks to @turtlecovemarina in Tampa

Tag your pictures with **#discoverboating** & we'll re-gram them!



RESPONSIVE WEBSITE DESIGN

Web

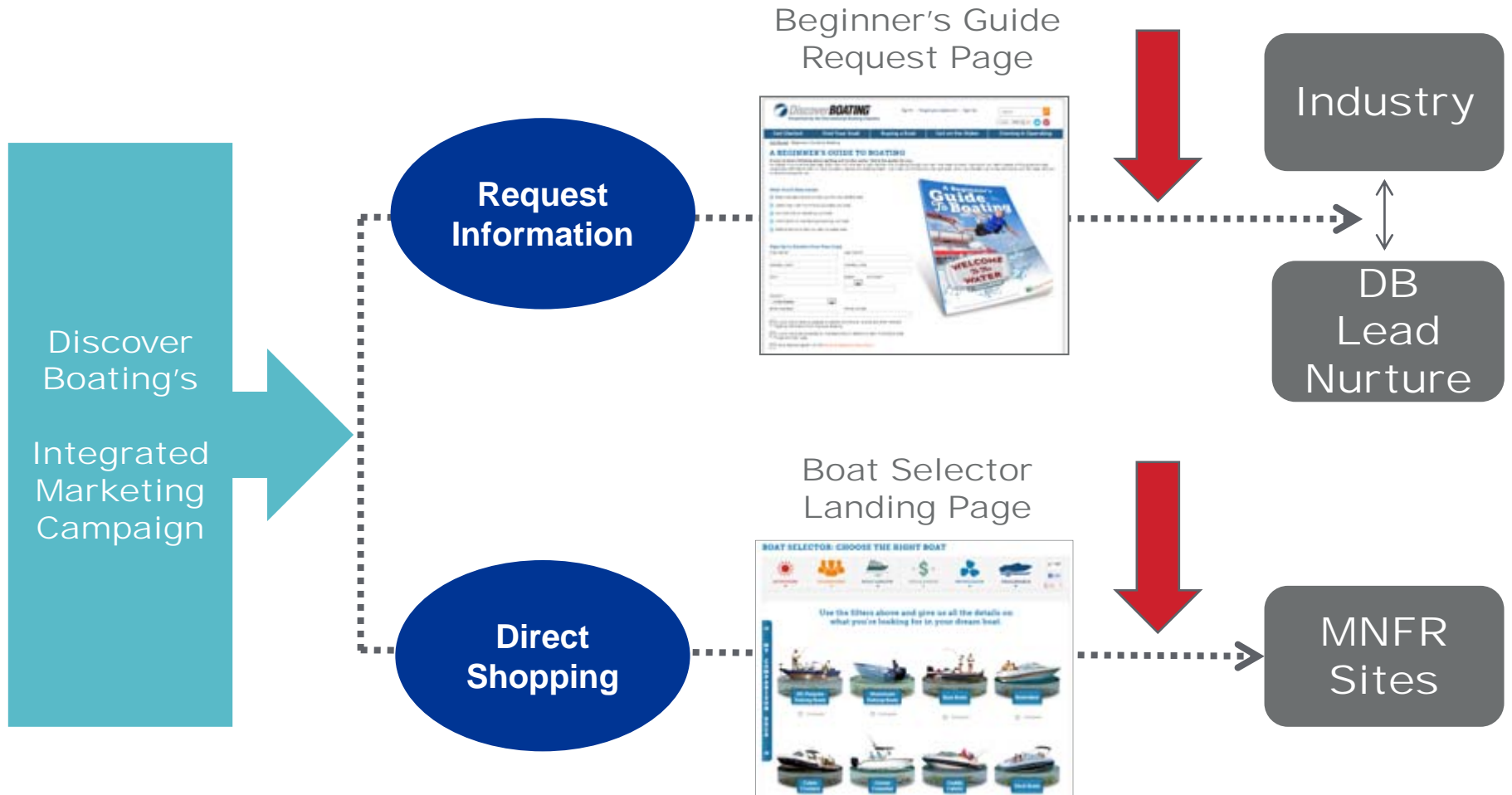
Mobile

Tablet



TURNING CONSUMERS INTO SHOPPERS

GIVING CONSUMERS CHOICES





2014 CAMPAIGN PLAN	2014																																								
	JAN					FEB					MARCH					APRIL					MAY					JUNE				JULY				AUG				SEPT			
	30	6	13	20	27	3	10	17	24	31	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	
Key Dates	SEM Launch																				Memorial Day				Fourth of July				Labor Day												
<u>Paid:</u>																																									
Pre-Roll Video																																									
Native Advertising																																									
Google, Yahoo, Bing																																									
Display Banners																																									
<u>Earned:</u>																																									
Tour Sponsorship																																									
Blogger Outreach																																									
Media Relations																																									
<u>Owned Channels:</u>																																									
DB.com																																									
Social Platforms																																									
Email																																									

MARINE INDUSTRY CERTIFIED DEALERSHIP PROGRAM



Program Updates

- MRAA management
- New logo

Improvements

- Cost
- Value
- Accessibility

Growth

- Almost 40% increase since November 2013

dealercertification.org

mraa.com/certification

YOUR DISCOVER BOATING TEAM

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