



Welcome to the Water is more than just the name of Discover Boating's new ad campaign – it's a movement to rally the recreational boating industry together to welcome all consumers to the water. The industry grows for all when we get more people participating – so, let's work together and welcome more people to the water.




In 2012, Discover Boating continues to focus on the experiences that boaters have. You can see the fun in their faces – the contentment of an angler, joy in the face of kids, exhilaration of a wakeboarder and the thrill of sailors. The 2012 campaign features an expanded footprint for *Welcome to the Water* via digital, mobile and social advertising to welcome more people into the boating lifestyle. The advertising strategy remains focused on leveraging current boaters and their experiences to invite new people into boating.

WELCOME TO THE WATER
Discover BOATING


MULTI-SCREEN APPROACH CENTERED IN DIGITAL VIDEO.

Pre-Roll




- Utilize :15s video units
- Allows for scale.
- 52.2% of viewers pay full attention during online video compared to 36.9% TV.

Rich Media



- Brings users a microsite-like experience.
- Opportunity to include lead generation.

Connected TV



- "Combines Power of Internet with impact of TV"
- A connected TV is "connected to the internet"
- 30% of HHs have at least one TV that connects to internet
- It's a Test

Partners: abc.com SAY: YuMe Where ads go to play.

Sites Like: DISCOVERY CHANNEL FOX SPORTS MLB.com YAHOO! NEWS

Source: Forrester Research Inc., March 2011; eMarketer June 2011

The sound and sights of **video** provide the most compelling way to express the boating life. Discover Boating is leveraging video across multiple digital screens to convey boating messages – from TVs to computers to mobile devices (smartphones and tablets).

Discover Boating videos will be shown on sites such as Discovery.com or FoxSports.com – those environments that resonate well with our audience – and will appear before other video content, such as a TV show or a news story. Since these ads, called pre-rolls, are unable to be skipped, they offer the advantage of a captive audience to receive the Discover Boating message. Discover Boating's target audience watches approximately 18 hours of online video per month.

Rich-media units provide another opportunity to show Discover Boating videos within a banner ad on a site. They also provide lead generation opportunities and greater content, allowing people to engage with Discover Boating without having to leave the site they're on.

Connected TV is TV with internet connectivity. Internet connectivity is currently available through game consoles (i.e, Xbox), Blu-Ray players, smart boxes or through the TV hardware itself (65% of TVs sold in 2012 will have this capability). Connected TVs bring the power of internet advertising to the impact of television: lean-forward, user-initiated, measurable advertising, with the impact of a big, HD-quality screen. A small portion of the 2012 budget has been allocated to this medium to test its effectiveness against the Discover Boating audience.

A multi-screen approach to digital video creates the opportunity for greater engagement and interactivity. A channel-agnostic strategy allows people to consume and share on their own terms. Here's an example of how it will look:

http://download.yumenetworks.com/yume/shiva/DiscoverBoating_ACE/.

Did you know ...

- In 2011, 35% of people watched online video as an alternative method for viewing TV/movies, up from 26% in 2010. (eMarketer, September 2011)
- Twenty-three percent of U.S. internet users view online videos several times per week. (eMarketer, July 2011)
- Fifty-five percent of viewers said they paid full attention during video ad time online compared to 36.9% on TV. (eMarketer, May 2011)
- CTRs on interactive online videos increased 2x year-over-year. (eMarketer, July 2011)
- Our community watches 18 hours of online video per month.

WELCOME TO THE WATER
Discover BOATING

USE MOBILE AND TABLET DEVICES TO DELIVER TIMELY CONTENT.

- Tablets and Smart Phones.
- Display banners.
- Rich media.
- Interactive pre-roll and in-stream video.
- Weather-triggered and geo-targeted ads served at their peak of relevance.

Partners:

Sites Like:

Discover Boating had incredible success with mobile advertising last year, resulting in engagement rates that were 3x the industry standard. This strategy continues in 2012 in a more robust way, leveraging geo-targeting capabilities (serving ads to people within a radius of a body of water) and weather-triggered capabilities (serving ads with messages tailored to the weather). For example, if it's an 80 degree, sunny day and you're near Lake Michigan, you could get an ad on your phone with the message, "Wouldn't it be great to go boating?"

- Mobile viewers will represent 40% of online video viewers in 2015, up from 28.5% in 2011. (eMarketer December 2011)
- Mobile advertising reaches 75% of Discover Boating's target audience.
- Mobile banner average click-through rate (CTR) is 6x higher than standard online banners.

Since smart phones are usually enabled to track where you are – which allows you to use the map function or get local news, etc. – Discover Boating will buy advertising to reach potential boaters at the absolute best time: When it's ... warm and sunny where they are and they're near a body of water.

Discover Boating's strategy has led to a click-through rate (CTR) that is 600 percent better than the industry standard.

WELCOME TO THE WATER
DiscoverBOATING

LEAD GENERATION STARS

Paid Search

Google™

bing™

- Paid search continues to be an efficient lead generation tactic.
- In 2011, SEM drove 93% of paid media website traffic.

Lead Gen Display





- Utilize sophisticated targeting such as:
 - Demo.
 - Behavioral.
 - Retargeting.
 - Lookalike modeling.

Search engine marketing (SEM) click-through rates (CTRs) have increased year-over-year and cost per clicks (CPCs) have continued to decline. In addition to search advertising, Discover Boating will include a robust schedule of online banners that incorporate an array of targeting approaches, including:

Demo Targeting layers on age, household income, gender, etc. requirements.

Behavioral Targeting tailors impression delivery using learnings from online activities as well as third party data to locate individuals with interests in boating, outdoor activities, fishing, etc.

Re-targeting serves ads to visitors of DiscoverBoating.com on various sites once they leave DiscoverBoating.com.

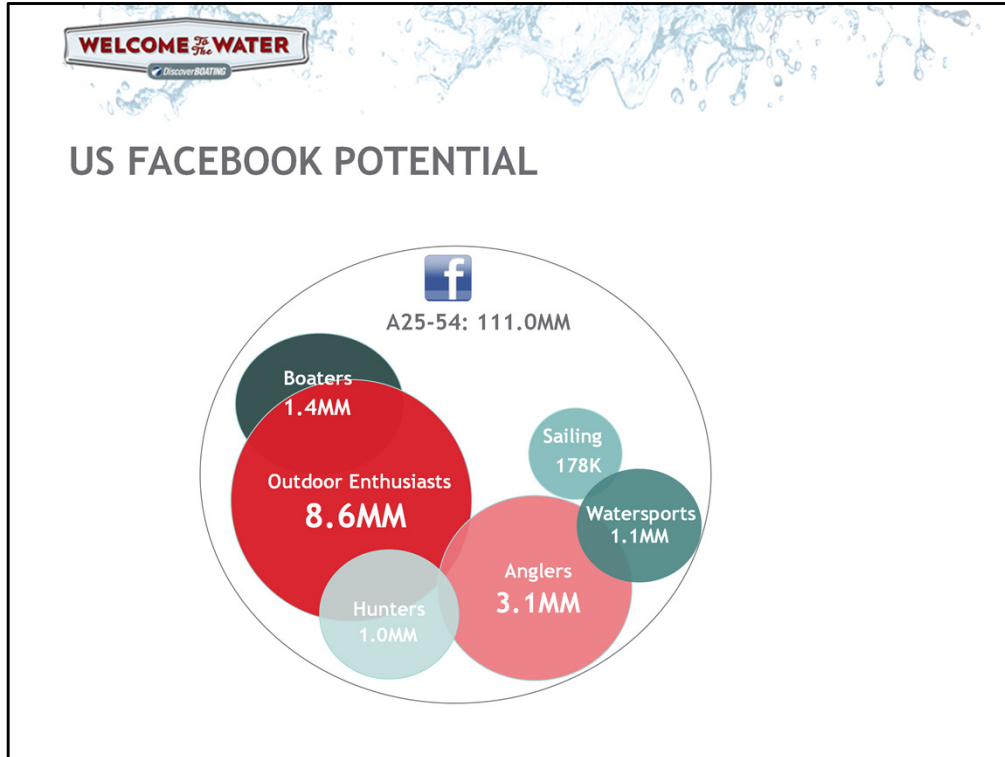
Lookalike Modeling uses technology to locate “users” or potential impressions that have similar interests/demographics or “look like” converters on DiscoverBoating.com



- 2011 results:
 - “Likes” from 38,500 to 218,500 Fans (up 480%)
 - Top 10 referral site to DiscoverBoating.com
- 2012 Goals:
 - Engage and encourage current community to share their love of boating.
 - Add content that works hard for us
 - Grow our boating community to 500,000 Fans

Social media continues to play a major role in the *Welcome to the Water* campaign. Discover Boating has the world’s largest boating lifestyle Facebook fan page with 218,000+ fans to date.

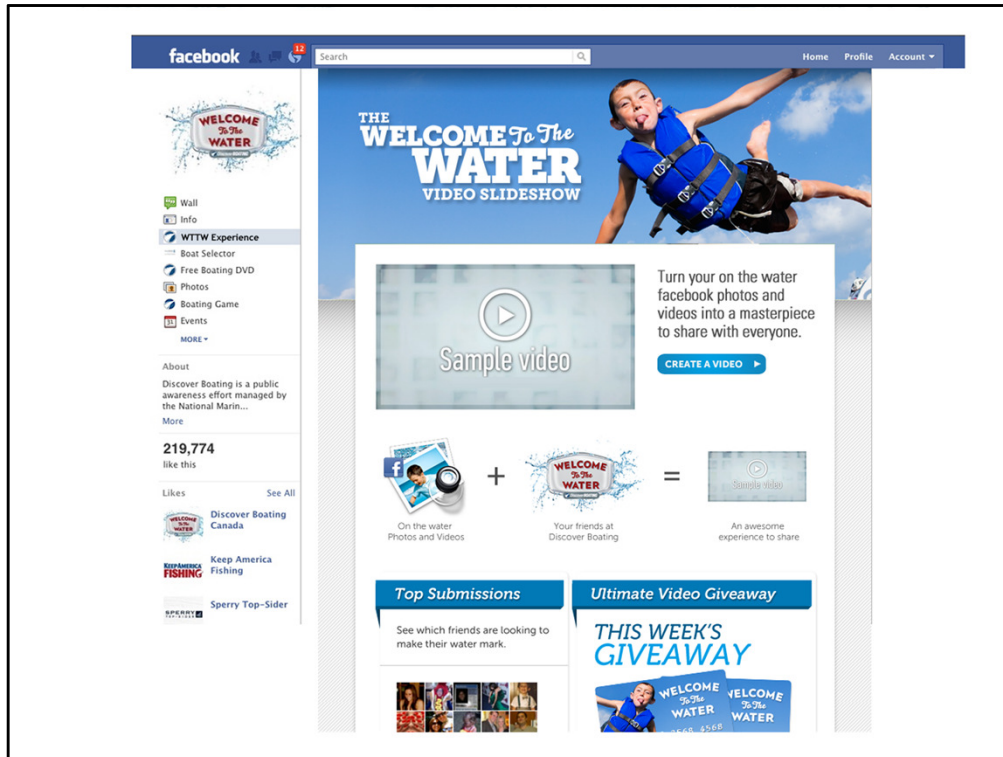
This allows Discover Boating to share and receive boating stories year-round and not have to wait until consumers come to DiscoverBoating.com. Twenty percent of time spent on the internet is on Facebook. Pushing relevant and interesting boating lifestyle messages out via this active fan page and tracking how many people receive them is a crucial element in the 2012 marketing mix. The goal is to grow the Discover Boating audience to 500,000 fans – what may just be the world’s largest boating brand page.



Discover Boating just scratched the surface with last year's Facebook campaign; there is a large community of boaters and outdoor enthusiasts to still invite to join the Discover Boating Facebook page. This snapshot represents only the people who have listed these interests in their Facebook profiles – there are likely many more.

Did you know...

- U.S. Internet users spend most of their online time on social networks (23.8%)
- Facebook page visits increased by 77.3% year-over-year (YOY), 35.5% above goal.
- Facebook likes increased by 467% YOY, 77.67% above goal.



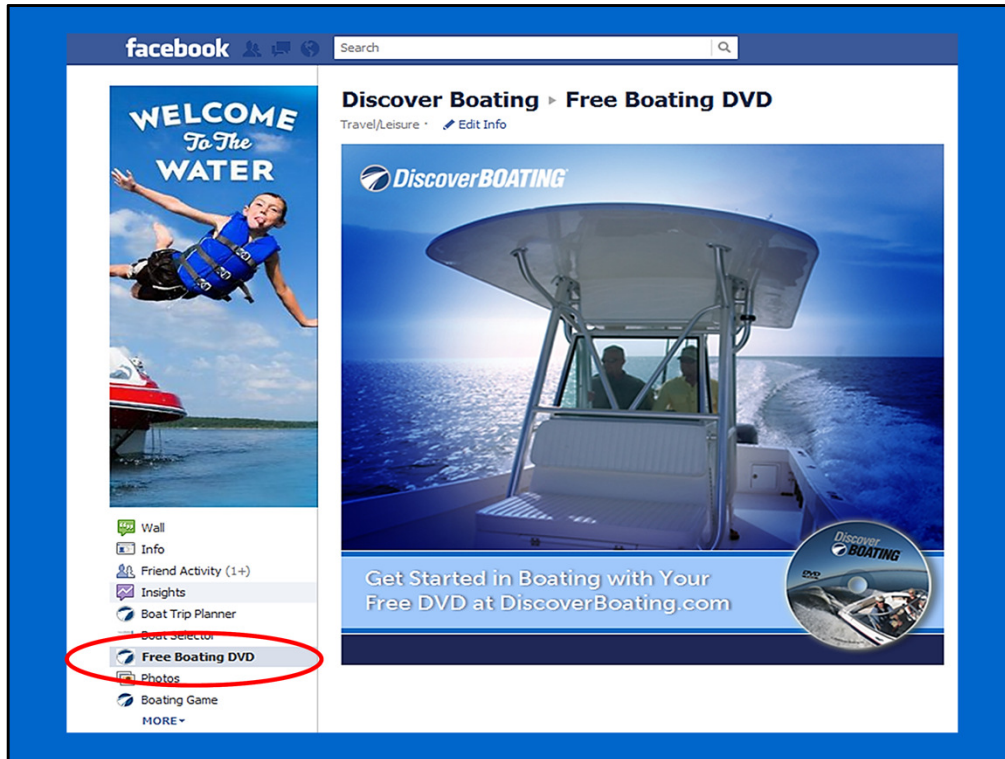
Leveraging boaters' experiences to attract potential new boaters is a primary objective and plays out exceptionally well with Facebook. Boaters will be able to make their own *Welcome to the Water* commercial (starring them and their friends!) by simply uploading five pictures and answering a few questions.

What it is: A tool that allows people to use their photos to create a custom "Welcome to the Water" video to share with family and friends.

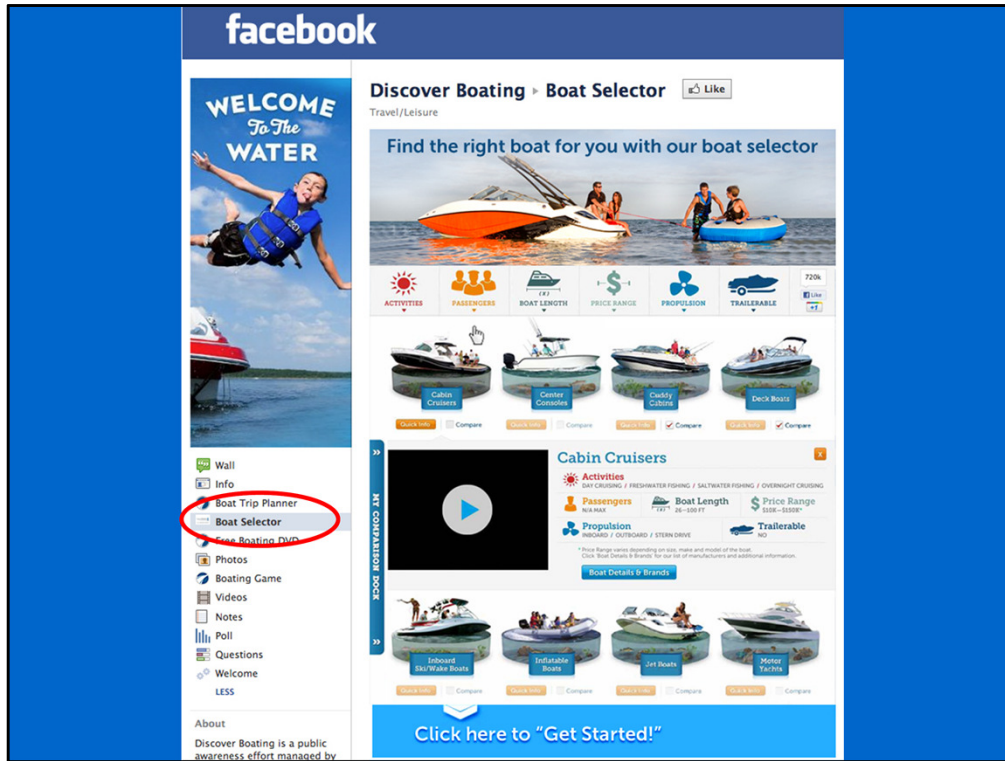
What it does: Spreads awareness of the boating lifestyle and Discover Boating in a fun, easily sharable way through Facebook.

Click on the slide above for an example of how the new video creator will work and starring a familiar face.

Boaters love to show off their on-the-water pictures and experiences, so just imagine thousands of these individualized *Welcome to the Water* commercials playing across Facebook!




The *Get Started in Boating* DVD will also be available on the Facebook page via its own tab.





A new and improved Boat Selector Tool – the most visited page on DiscoverBoating.com will soon also be available on Discover Boating’s Facebook page.

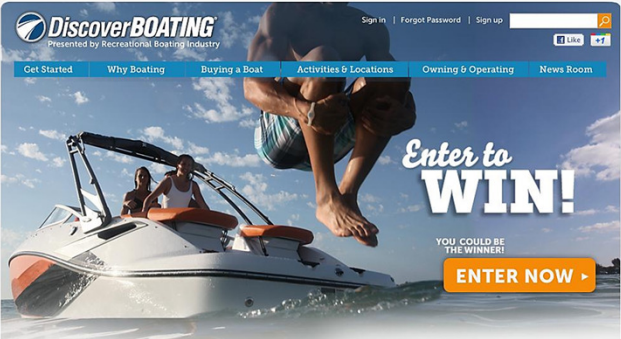
NEW PRIZE GIVEAWAY



Presented by Recreational Boating Industry

[Sign in](#) | [Forgot Password](#) | [Sign up](#)
 

Get StartedWhy BoatingBuying a BoatActivities & LocationsOwning & OperatingNews Room




Enter to WIN!

YOU COULD BE THE WINNER!


[ENTER NOW >](#)

Search our accessories store for prize selection: SEARCH ACCESSORIES ▶




Swimwear and Beach Accessories

[SEE MORE... >>](#)




Fishing Accessories

[SEE MORE... >>](#)



Boat Care, Chemicals, Coatings, Maintenance

[SEE MORE... >>](#)



Safety

[SEE MORE... >>](#)

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An accessory-specific contest will have a dedicated tab on the Facebook page where fans can enter to win a marine accessory of their choice throughout the spring/summer.

HOW CAN YOU

HELP US

HELP YOU?



1) 'Like' Discover Boating on Facebook and stay up to speed on the latest boating news. We have dedicated staff creating and finding the most relevant boating content on the internet. You can easily share these posts to your page's wall and bring creative content to your Facebook followers – a win/win for your brand and Discover Boating!

Welcome To The Water Like Go to App Edit App

App · Edit Info

Wall Welcome To The Water · Everyone (Top Posts)

Share: Status Photo Link Video Question

Write something...

This is where you share stories, links, photos and videos with your audience. Your posts will be visible on your Page and in the news feeds of the people who like you.

You and Welcome To The Water

14 friends use this.

Carl D Blackwell likes this.

Sponsored Story See All

Krystal Ullm, Norma Cavanaugh and Rosemarie Abella O'Leary like Walmart.

Walmart Like

Sponsored Create an Ad

Gladiator Assault Challenge (GAC)

CHICAGOLAND - WISC More Mud, More Obstacles, More Fun! - 6.5 Miles - 36 Obstacles - HURRY LIMITED \$15 off code "warhawk"

Like · 4,487 people like this.

Amazon.com

Like Amazon.com Deals? Like us now to subscribe to updates.

Like · Abby Miller likes this.

Chicago Marathon

Register Today for the Bank of America Chicago Marathon and save with early registration. Sign up now!

Bank of America Chicago Marathon. More Than Just a Race.

DiscoverBOATING

Info Wall Hidden Posts FBML EDIT

600 monthly active users

Category Other

This app was not developed by Facebook.

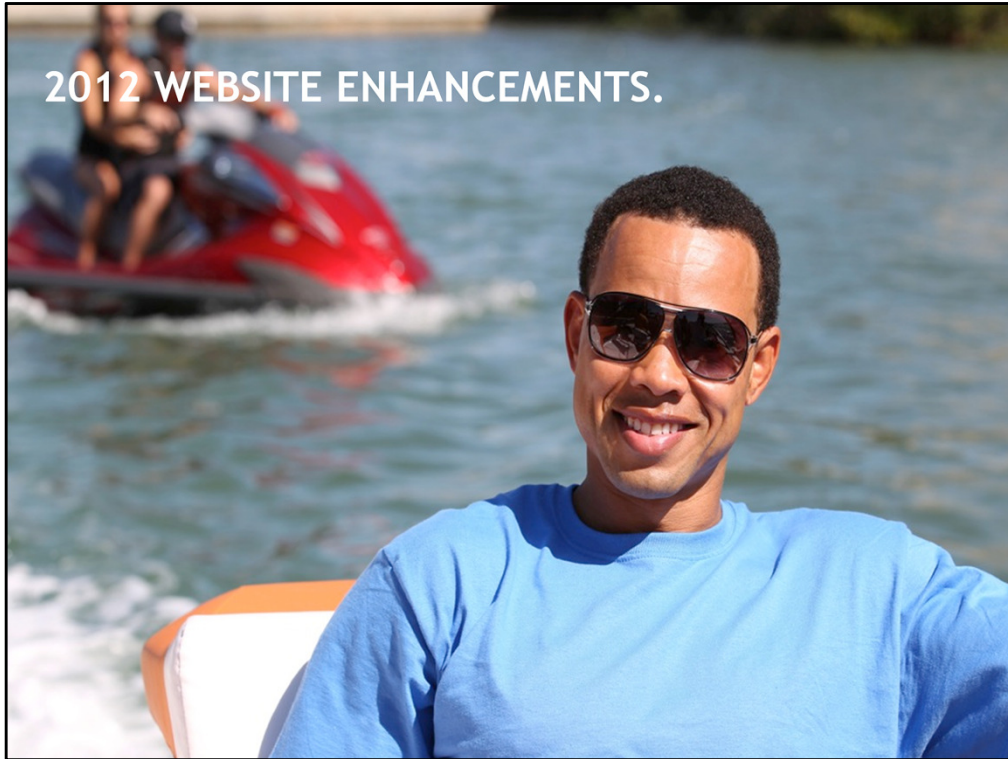
Add to My Page

Add to My Page's Favorites

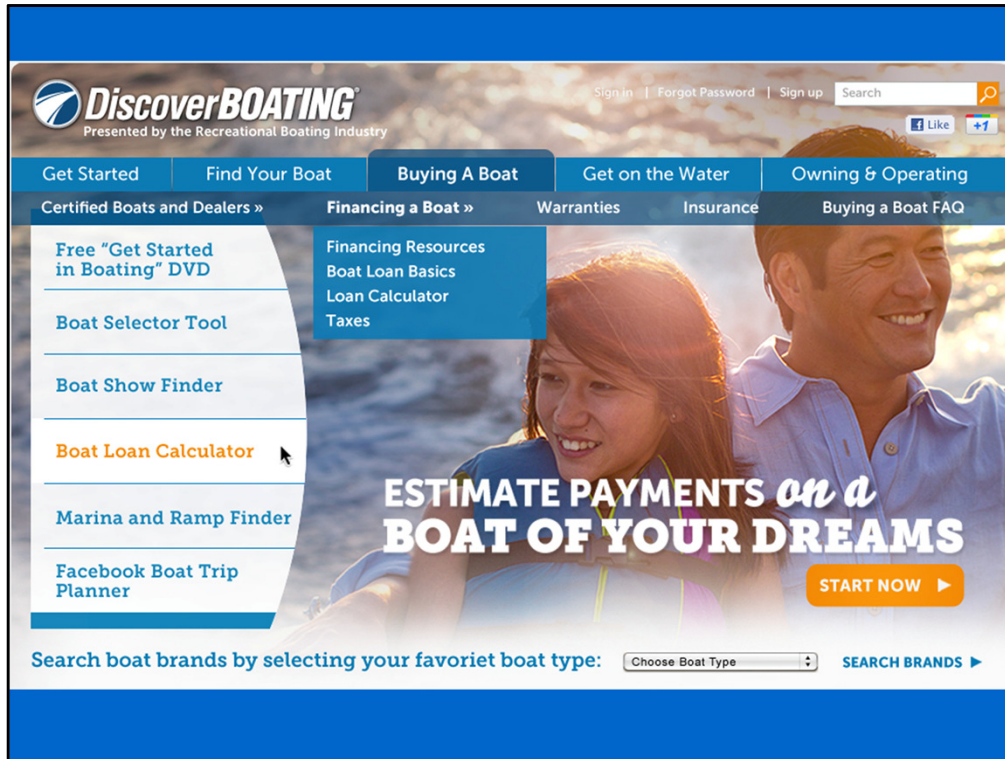
Add DB apps to your business page

Contact Alissa Calomino at acalomino@nmma.org

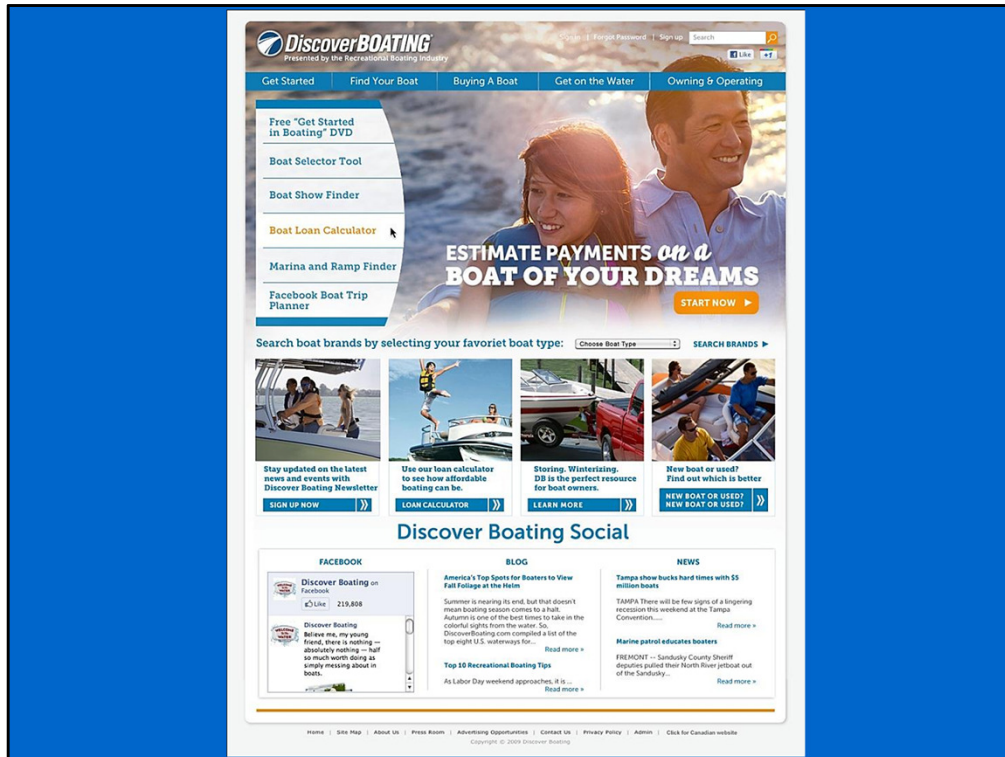
2) Consider adding Discover Boating applications to your company's Facebook page. You can add the DVD page, Boat Selector Tool, award-winning boating game and the soon-to-be released *Welcome to the Water* movie maker application. Your customers can create their own movies from your site too.



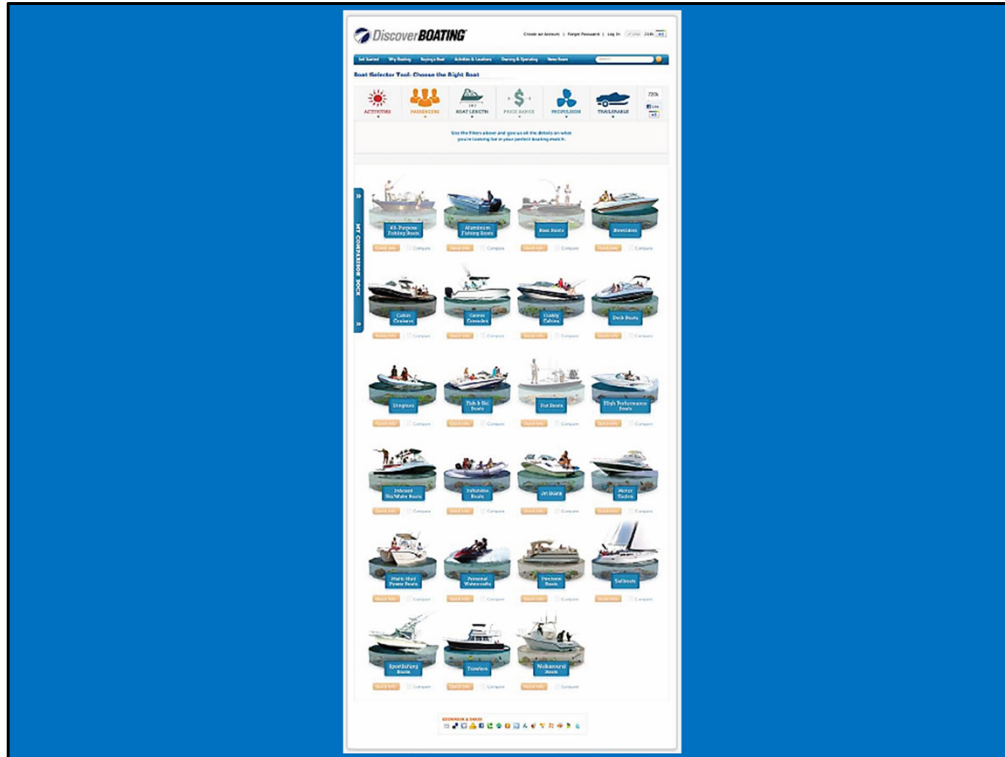
Updates to DiscoverBoating.com are continuously being made to keep up with consumers' needs and changing technology.



There will soon be updated navigation on DiscoverBoating.com – making it easier for visitors to find their way around the site and its 1,700 pages of information.



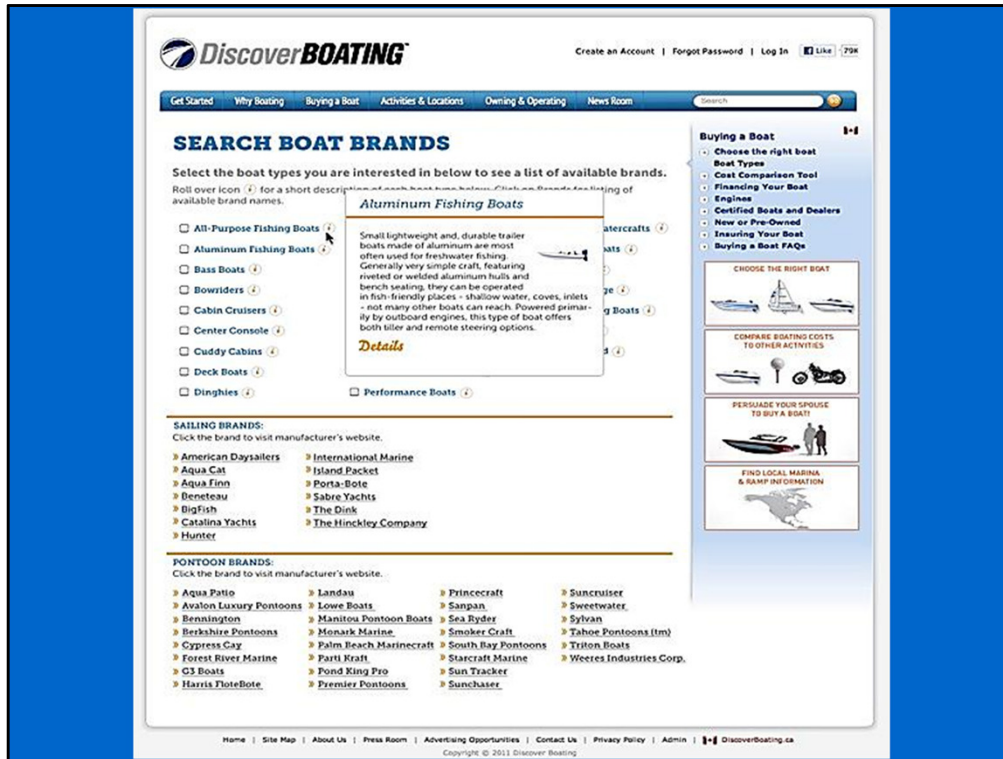
Here is a complete look at the enhanced home page. Note the social media additions to the bottom of the page. Every post made on Facebook now becomes a new piece of content on DiscoverBoating.com – helping to bump up search engine scores.



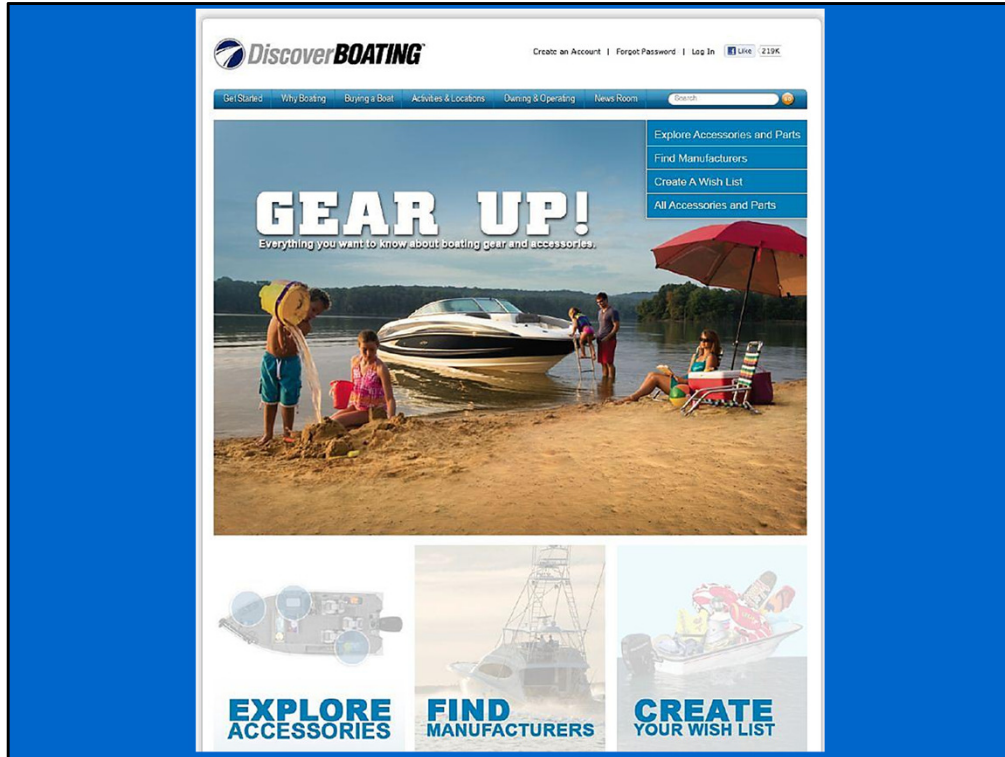
One of the most important updates on DiscoverBoating.com is the new and improved Boat Selector. This tool (along with the boat detail pages) are the most visited pages on DiscoverBoating.com, resulting in more than 300,000 page views. The Boat Selector has delivered more than 900,000 referrals to manufacturer websites to date. **Click on the slide above** for a quick video which will take you through the Boat Selector Tool's functionality.

Tool features: Updated navigation and functionality for the beginner boater; refreshed design and iconography to enhance ease of use; quicker paths to lead sign-up and referral to manufacturer websites.

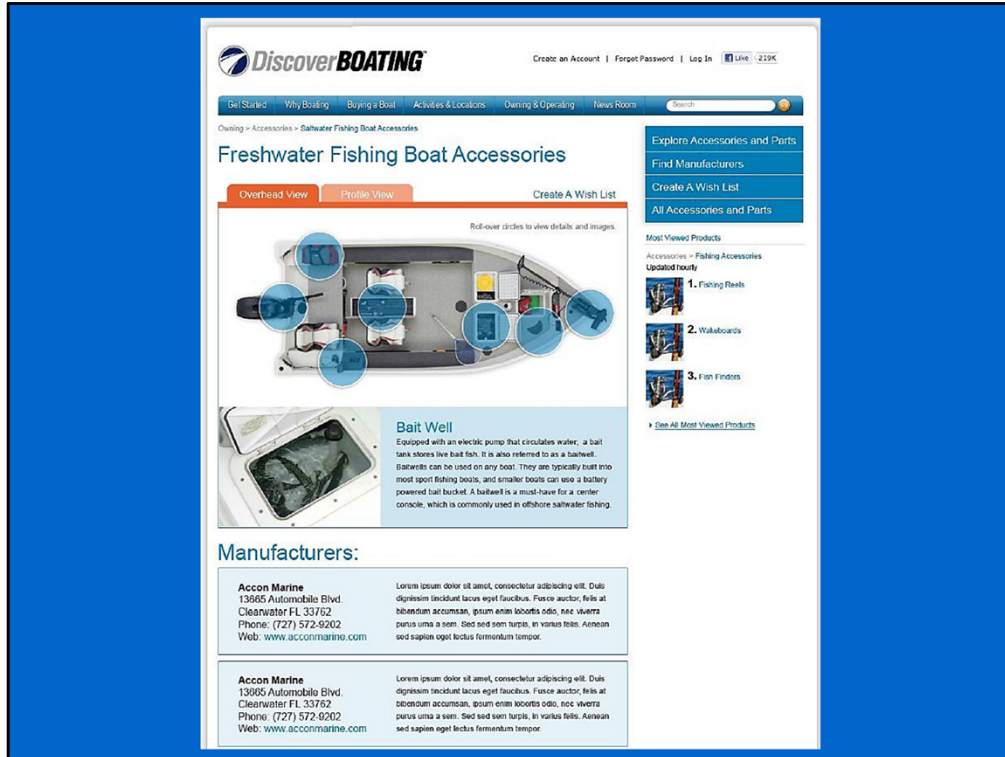
The Boat Selector will soon be made portable and viewable on third party websites, giving manufacturers and dealers the opportunity for more lead generation and exposure.



The Boat Brand search tool on DiscoverBoating.com is being enhanced. The old site required 5+ clicks to find a specific brand, but soon a site visitor can do this in just 2-3 clicks – great news for those visitors who already know which brands interest them.



A new Accessories tool is set to launch in April. Consumers researching the latest aftermarket products or looking to make upgrades will be re-directed to individual accessory manufacturer websites from DiscoverBoating.com. Those manufacturers who contribute the full accessory funding model fee will receive a premium posting on a new accessory search section of the site.



In this example, consumers looking to outfit a freshwater boat will be able to search by compartment and create their own shopping list.

The screenshot shows the DiscoverBoating.com website's Loan Calculator interface. At the top, the DiscoverBoating logo is on the left, and navigation links like 'Create an Account', 'Forgot Password', and 'Log In' are on the right. Below the logo is a search bar and a menu with options like 'Get Started', 'Why Boating', 'Buying a Boat', 'Activities & Locations', 'Dwining & Operating', and 'News Room'. The main heading is 'Loan Calculator', presented by Citizens Bank, FirstMerit Bank, US Bank, and CGI Finance. The calculator has two tabs: 'MONTHLY PAYMENT' and 'TOTAL LOAN AMOUNT'. The 'TOTAL LOAN AMOUNT' tab is active, showing three input fields: '1 Enter your desired monthly payment:' (with a dollar sign), '2 Select interest rate:' (set to 5.0%), and '3 Select loan term:' (set to 2 years). A 'CALCULATE' button is below these fields, and the result shows 'Your total loan amount: \$150,000'. To the left of the calculator is a 'REQUEST A QUOTE' button. Below the calculator are logos for the partner banks: Citizens Bank, FirstMerit Bank, CGI Finance, and US Bank. A disclaimer note is provided below the logos. On the right side, there is a sidebar titled 'FINANCING YOUR BOAT' with a list of links: 'Boat Loan Basics', 'Benefits of Financing your Boat', 'Why Finance with Dealer', 'Why Finance with a NMBA member', 'Find a Marine Lender', 'Paying Cash for your Boat', 'Tax Deductibility of Interest on Boat Loans', 'Boat Registration and Insurance', 'Loan Calculator', and 'Marine Warranties'. At the bottom right, there is a 'NEWSLETTER SIGN UP' button.

The Boat Loan Calculator is in the top five most visited pages on DiscoverBoating.com, resulting in more than 80,000 page views in FY 2011. This tool is also positioned #1 on Google, Yahoo and other search engines when people search for keywords such as “boat loan calculator.”

Banks that want to support Discover Boating have the opportunity to have a link from this page directly to their boat loan quote page.

Discover BOATING Create an Account | Forgot Password | Log In | Link | 734

Get Started | Why Boating | Buying a Boat | Activities & Locations | Owning & Operating | News Room

COST COMPARISON TOOL

Compare the cost of Boating to other leisure activities.

Step 1 of 2

SELECT THE COST OF A BOAT FOR A MORE ACCURATE COMPARISON TO OTHER LEISURE ACTIVITIES:

\$10,000
 \$20,000
 \$35,000
 \$75,000
 \$15,000
 \$25,000
 \$50,000
 \$100,000

Annual Cost

BOATING: \$1272*

Step 2 of 2

SELECT THE ACTIVITIES OF YOUR INTEREST TO VIEW THEIR AVERAGE COST & COMPARE IT TO THE COST OF BOATING:

| Activity | Times/Year | Annual Cost |
|---|------------|-------------|
| <input type="checkbox"/> CAMPING | | |
| <input type="checkbox"/> HUNTING | | |
| <input checked="" type="checkbox"/> GOLFING (SINGLE PERSON) | 3 | \$420** |
| <input checked="" type="checkbox"/> GOLFING (FAMILY) | 30 | \$27,000** |
| <input type="checkbox"/> MOTORCYCLING | | |
| <input type="checkbox"/> RVING | | |
| <input type="checkbox"/> THEME PARK VACATION | | |
| <input type="checkbox"/> SECOND HOME | | |
| <input type="checkbox"/> PRO FOOTBALL GAME | | |
| <input checked="" type="checkbox"/> PRO HOCKEY GAME | N/A | \$420** |
| <input type="checkbox"/> MINOR LEAGUE BASEBALL GAME | | |
| <input type="checkbox"/> MAJOR LEAGUE BASEBALL GAME | | |
| <input type="checkbox"/> PRO BASKETBALL GAME | | |

*Other costs of boat ownership, such as insurance, fuel, maintenance and storage amount for 10% of the total cost of boat ownership. To check on a boat loan, please view our [Boat Loan Calculator](#)

Loans under \$25,000 are based on 7.5% for 12 years
 Loans \$25,000 to \$49,999 are based on 6.75% for 15 years
 Loans \$50,000 to \$100,000 are based on 5.99% for 15 years
 Loans over \$100,000 are based on 5.75% for 20 years

Rates are subject to change. Please contact marine lenders for rates that apply to you.

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The Cost Comparison Tool expands the boating affordability message and compares the costs of boat ownership to other family leisure activities. This tool is an improved version of its predecessor in response to feedback from a usability focus group conducted last summer.



ONLINE DESTINATIONS HAVE DISTINCT ROLES, BUT WORK TOGETHER.

WEBSITE



The reference guide.
The premier content destination for boating.

FACEBOOK



The community forum.
Showcase participation of owners.

MOBILE



On-the-go connection.
Enable condensed engagement needs.

Discover Boating now offers a variety of online tools to help reach and serve consumers...all working in unison.

If someone needs comprehensive content boating content = DiscoverBoating.com.

If someone wants to share their thoughts on boating = Facebook.com/DiscoverBoating (the world's best and largest forum).

If someone needs information on the go, Discover Boating servers will automatically redirect any incoming inquiry from a mobile phone directly to our mobile site - M.DiscoverBoating.com.



Click on the slide above for a video outlining the 2012 PR program.

In 2012, PR will build on the success of media on-the-water experiences, including outings covered by *Family Circle*, *Uptown*, *Coastal Living*, *AAA World*, *Budget Travel* and *Boston Globe*. *Welcome to the Water* messaging has also been integrated into boat show outreach, resulting in coverage beyond the event pages.

2012 PR program highlights include: Aligning with influencers (e.g. sports media personalities, athletes who boat) to grow national awareness; increasing outreach to the youth market with messages and spokespeople who resonate with future boaters; plus, expanding social media efforts by utilizing Twitter to engage in conversations with media, boaters and the industry about the boating lifestyle.



Discover Boating has made a variety of its marketing resources available to industry stakeholders at GrowBoating.org. It is *the* hub for campaign news, lead retrieval, marketing resources/materials and more. Content is updated regularly and stakeholders are encouraged to visit often.

Did you know...

This includes web content, including videos. You don't need servers to host these online tools and videos, they run off Discover Boating's server but their content will not direct consumers off your website...rather, their goal is to enhance the content available on your site.



Thank for your support and involvement with Discover Boating. Don't forget to see how you can join the movement at GrowBoating.org.