

# Discover Boating UPDATE



## INTERACTIVE AND WEB

### New and Updated DiscoverBoating.com Tools/Features

- *Boat Loan Calculator*: In the top five most visited pages on DiscoverBoating.com, with more than 70,000 page views in 2011. DiscoverBoating.com shows #1 for the keyword “boat loan calculator” in search engines. The improved tool is easy to use and allows visitors to calculate by monthly payment and total loan amount.
- *Cost Comparison Tool*: In response to feedback from the consumer usability study conducted in Summer 2011, significant changes to the overall look and feel of the tool have been made to allow visitors to compare the costs of boating to other family leisure activities, such as family vacations, theme parks and other activities.
- *Boat Brands Page (New!)*: This search tool enables consumers to quickly find listings of the manufacturers/brands they are interested in. The former iteration required 5+ clicks to find a boat brand—now just 2–3 clicks—ideal for site visitors looking to buy a boat who know which brands interest them.
- *Boat Selector*: A fundamental tool on DiscoverBoating.com that addresses user needs and refers them to boat brand websites. The current Flash-based version has design limitations and is not mobile-friendly. The refreshed redesign and imagery streamlines the user experience, migrates out of Flash, sends traffic to boat brand websites and plans for portability to sites outside of DiscoverBoating.com. The tool will remain focused on entry-level boat buyer prospects.

## PUBLIC RELATIONS

### On-Water Media Experiences

Discover Boating PR staff conducted an experiential media event with a diverse group of top national magazines, including: *Coastal Living*, *Family Circle*, *Boston Globe*, *Uptown*, *AAA World*, and *Budget Travel*. The event showcased the boating lifestyle and generated awareness among these top outlets with stories to run in the months ahead.

### Messaging Across Boat Show Media Coverage

As part of the crossover between NMMA and Discover Boating, NMMA PR staff worked to include Discover Boating messaging in consumer outreach for all NMMA boat shows, helping to ensure increased coverage of the benefits of the boating lifestyle in conjunction with boat shows.

### Celebrity Athlete Boating Ambassadors

Partnering with a variety of celebrity athletes, who are also passionate boaters, to help spread the Welcome to the Water message this Spring/Summer. Working with a few different athletes of varying ages, backgrounds and boating preferences will allow us to reach different media outlets (sports talk, youth, national television) with multiple angles.

### Digital Integration

The PR and Interactive teams are working closely to maximize synergies across all Discover Boating programs. The PR team is also developing an outreach program to reach bloggers around the country to post firsthand testimonials on their experiences with boating and Discover Boating. Continued emphasis on social media to engage media and consumers in conversation.

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## ADVERTISING

Expanded footprint for *Welcome to the Water* campaign via digital, mobile and social advertising to welcome more people into the boating lifestyle in 2012. The advertising strategy will continue to focus on leveraging current boaters and their experiences to invite new people into boating.

- Online video featuring different boating activities will reach consumers via sites like Weather.com and Discovery.com.
- Mobile advertising will be geo-targeted to reach consumers in close proximity to a body of water.
- Facebook efforts will continue to grow the Discover Boating fan base and invite people to share their love of boating with others through pictures, videos and stories.
- A new app will allow consumers to create their own *Welcome to the Water* video to share with friends and family on Facebook.
- Digital direct response and search advertising will continue to encourage requests of the *Get Started in Boating* DVD and the new *Beginners Guide to Boating*.

## DISCOVER BOATING CANADA

The Discover Boating Canada marketing program will adapt changes made to the U.S. Discover Boating program elements, including updates to DiscoverBoating.ca in English and French; new site content, tools and navigation; as well as updated lead system functionality.

In January, a new media buying agency (MEC Canada) was awarded the Discover Boating Canada business and media plans are under development for Spring/Summer execution. Plans will adapt creative and concepts developed in the U.S. by OLSON for the Canadian marketplace. A new PR Manager (Sarah Verni) was hired in January to lead Discover Boating Canada and NMMA Canada PR programs.

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