

# Evolving discover 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 [DiscoverBoating.com](https://www.discoverboating.com) section launches to help potential boat buyers navigate the boat show experience
- » The Miami International Boat Show + Miami Yacht Show reimaged 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



For more information, industry resources and marketing materials, visit [b2b.discoverboating.com](https://b2b.discoverboating.com)

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