

Increased Awareness of Safe Boating Practices 1102.30
Grant Quarterly Report November 29, 2011

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To: Michael J. Baron
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Grant #1102.30 – Increased Awareness of Safe Boating Practices for 2011-2012

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Fourth and Final Quarterly Report – March 1, 2012 through June 30, 2012*

*Includes the two-month extension period.

March 1, 2012 through June 30, 2012

1. **Fourth Quarter Overview:** The fourth quarter started with the media campaign at its peak. In the months of March through June, during the peak of the boating season, the WSF had boating safety media published continuously in all mediums including print, digital banner ads, digital newsletter ads, video content, increased editorial, and website content and promotions. The creative for this period was provided through a combination of ads from the USCG's agency, PCI Communications, cross-pollination partners such as NSBC and NASBLA as well as the highly acclaimed Bonnier-designed "Bottom's Up" ad. In rapid-fire succession the continuation of published print ads for *Boating*, *Sport Fishing*, *SaltWater Sportsman*, *Fly Fishing in Salt Waters*, *WakeBoarding* and *WaterSki* were published month after month reaching a net total audience of 23.5 million – the largest ever! During this period 18 full-page ads (60% of the campaign's total) were delivered. The digital media delivery was also peaking during this period as the campaign's totals exceeded 49.5 million impressions by the end of June 2012. The website's second webisode launched in March and drove website visits and page views to new levels. It also helped the impressive statistic of 9.54 minutes *time-spent-on-site*, remain at this level throughout the campaign's conclusion. Since its launch through June 30, 2012, the Boating Safety website has received 561,350 page views and recorded an impressive 78,380 unique visitors.
2. **Research:** The plan to conduct follow up research is still in place and the questionnaire is scheduled to go out in August 2012 once the 2012-13 ads have been restarted in the marketplace. Mike Baron provided edits to the questionnaire that will make the study comply with USCG regulations. Edits have been initiated and the questionnaire is ready to go out. Status: On track with the grants plan.

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3. Media – Safe Boating Website: During this period the Grant produced a record amount of new content for the website. Key online metrics continued to show the website was performing well anchored by the “time on site” figure of more than 9 minutes – a figure that Bonnier reports is more than double what its media sites record. All estimates are that this figure is a result of the enormous popularity of the webisodes and due to their duration along with the drama that the various endings creates, visitors remained attracted throughout the video’s conclusion. The other driving element of the website’s success is the chance to win to a West Marine gift card worth as much as \$1,000 for taking the safe boating quiz. Bonnier continued to show that they are “vested” in the safe boating mission by adding value to the grant project in the form on dozens of pro-bono ad messages to promote the quiz opportunity. Status: The website is on schedule and delivering the results expected for the campaign.

4. Media – Print Ads: The campaign continued to promote its creative messages through print as planned. As many as 18 full page, four-color ads were presented through the Bonnier titles. The creative for this period included the continued use of “Bottom’s Up, Grandpa, and Classroom” ads. This period also saw the introduction of new creative called “Travelogue.” We also introduced the “Cross Pollination” concept with the use of full page, “Wear It” ad creative from the National Safe Boating Council. All totalled, the ads reach a total audience of 23.5 million readers. Status: The print ads are on schedule and have delivered the results expected for the campaign.

5. Media – Banner Ads: Banner ads also added impressive stats to the campaign’s totals. In total, banner ads accounted for an additional 20.4 million impressions and provided 10,604 clicks recorded presenting a click through rate of .05% -- a stat that is consistent with most online banner ad campaigns. As a part of the total impressions, Bonnier delivered 17.2 million as “bonus” ad impressions when the original scope of this portion was only scheduled to deliver 3.2 million impressions. These impressions were primarily delivered through Bonnier’s promotion of the quizzes and included an offer to win a West Marine gift card. They were generated through the use of additional eNewsletters and banner ads. It’s important to note that this element of the campaign was not included in the original scope, but it was added when we discovered that the website needed a promotion to help drive traffic. Banner ad space has frequently appeared on the following websites; SportFishingMag.com, SaltwaterSportsman.com, Marlinmag.com, FlyFishinSalt.com, Boatingmag.com, Yachtingmagazine.com, Motorboating.com, Sailingworld.com, Cruisingworld.com, Waterskimag.com, Wakeboardingmag.com, Trailerboats.com, and BoatingLife360.com. Status: We’re happy to report that this element of the campaign has delivered far more than expected and is well ahead of schedule.

6. Cross Pollination: The Cross Pollination efforts were launched in this quarter with the use of creative from NASBLA and NSBC. First, the campaign focused on NSBC’s “Wear It” campaign by including a full page ad in two of the magazines scheduled for April 2012 delivery. In addition, the website banner ads were converted to “Wear It” ads in early May and with increasing

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frequency that started at 25%-of-all-ads and ended with 100%-of-all-ads being devoted to “Wear It” the week before National Safe Boating week. Copies of the ads and the results of the online campaign were sent to Virgil Chambers and Rachel Johnson of NSBC. They were very grateful. The same campaign was instituted online for NASBLA in the month of June to coincide with Operation Dry Water and results were distributed to NASBLA as well.

7. Media – Webisodes: With just two webisodes in the campaign and the fact that both were delivered in previous quarters, there is nothing new to report on webisode development. However, as pointed out in part 1 of this report, the webisodes have had more to with retaining the viewer than any other element. The length of time spent on the website is staggeringly impressive. This statistic tells us that the viewers are engaged and investing significant time on the safe boating website. Fully, 44,422 “plays” were recorded for an astounding 42,989 minutes of “view” time. It’s important to note that the Seamanship Videos are also included in these stats but remain at a relatively insignificant portion when compared to webisodes activity at just 5% of the total plays and 10% of the “view” minutes. We expect to further develop the Seamanship Videos in the future. Status: The webisodes are on schedule and have delivered the results expected for the campaign.
8. Media – Social Media: Bonnier continues to manage the social media posts and responses as previously planned. STATUS: On schedule as planned.
9. Media – Electronic Newsletters: The newsletter campaign ramped up significantly in the fourth quarter. There are two types of newsletters in the safe boating campaign -- Custom and Editorial. Custom newsletters are delivered to those that have “opted-in” for the titles’ promotional messaging from marketing partners (such as the USCG). Custom eNewsletters delivered an impressive 1.8 million newsletters of the campaign’s total. Of those, 341,560 were opened recording an open rate of 18.65% and clicks of 51,380 for a click-thru rate of 15%. Click thrus are recorded when a newsletter recipient “clicks” on a link in the newsletter. All links lead the recipient to the Safe Boating website helping to further drive traffic. For the Editorial eNewsletters an additional 3.7 million were delivered with approximately 1 million “opened” producing an open rate of 27.18% (very good) and an additional 7,321 clicks. While the numbers for newsletters are not as impressive as other elements of the campaign, they expose viewers to the messaging and add valuable traffic to the site. Status: Electronic newsletters media is on track to deliver the results expected for the campaign.
10. Retail Partners: The relationship with West Marine has proven to be a very good partnership. West Marine saw the opportunity to be a part of something big and acted by donating valuable gift cards for contest winners. The results that West Marine has seen from this campaign have encouraged them to continue the relationship and we are in discussion with them about increasing their investment for grant year two. Additional ideas for marketing and promotions

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are being discussed that could have a positive effect on the campaign as a whole. More to come on this subject in the first quarter of grant year two. Status: The retail partnership with West Marine has exceeded our expectations for the campaign and we expect to develop this relationship further.

11. **Additional Media:** The WSF engaged one of its Board members to help with this campaign's outreach goals. Alliance Multimedia is an accomplished marine market media provider that has creative ideas and a young aggressive team that brings them to life. The remaining unobligated funds from the WSF grant were earmarked for a video on life jacket wear with accompanying print and digital media supporting the grant's objectives. During this quarter, the WSF engaged Alliance to re-write the script per Mike Baron's suggestions and to begin development. This work has been initiated and we are expecting to see results in the coming weeks. The ad called "Travelogue" was sent to the publisher and is supposed to appear in their fall issue due to be delivered to consumers in early September. The media for this portion of the outreach campaign totals \$21,031 but includes video development, prints ads in *Alliance WakeBoarding Magazine* and digital ads and messages on www.alliancewake.com.
12. **Unobligated Funds:** The unobligated funds have been reduced to net \$0 by extending the grant period for two months and by engaging Alliance Multimedia for outreach campaign media exposure. Interest earned in the amount of \$689.77 is remaining in the WSF grant year one account. We plan to refund this amount to the Department of Health and Human Services as directed by Carlin Hertz.
13. **Funding and Invoices:** The WSF is happy to report that the WSF received all of its designated funding for this campaign and that all invoices for grant year one have been paid in full with the exception of Alliance Multimedia. The WSF account will remain open until WSF is served with proof of delivery at which time the last remaining contractor will be paid, interest will be returned and the account will be closed.
14. **Audit of Books:** The WSF is happy to report than an official audit of the financials has been conducted and no significant deficiencies were reported.

SUMMARY: With the exception of year one campaign-ending research and the delivery of the relatively small Alliance multimedia marketing efforts, the WSF's efforts to "Increase the Awareness of Boating Safety" as outlined in 1102.30 of the USCG and in accordance with Objective II of the USCG Strategic Plan have been overwhelmingly successful. The messages were designed to increase life jacket wear rates, reduce the incident of BUI, educate boaters on navigation rules and to increase the public's awareness of boating safety courses. As of June 30, 2012, 49.5 million impressions were delivered to an audience estimated to be more than 23 million people.