

START BOATING

ENTDECKE EINE NEUE WELT

2017 CAMPAIGN CONCEPT



WHAT'S AT STAKE?

CHALLENGES FACING THE SECTOR



- Changing leisure-time behaviours combined with progressive digitalisation
- The trend of doing several recreational activities at the same time results in a decreased bonding affinity for ONE hobby
- The “sharing” trend



The outcome: a shrinking boat market

THE PROJECT IN A NUTSHELL



- **Our mission:** We want to convince people of the fascination of boating
- **Our campaign:** Start Boating – Discover a New World
- **Communications & advertising:** Attention and coverage
- **The benefits:** New customers, data, coverage
- **What we offer:** Join in and reap the benefits!

OUR MISSION

JOIN TOGETHER TO REVITALIZE THE BOAT MARKET



- We want to convince more people of the fascination of boating!
- We have developed a campaign that uses not only words or images as means of persuasion, but experiences in particular.
- We want to offer unique experiences on the water with free test voyages that animate people to spend more time on board and purchase or regularly charter their own boat in the long term.
- Our communications focus on the change in perspective, the desire to discover new things and on the unique multifaceted nature of our hobby.

TARGET GROUPS



Widespread communication campaigns lose a huge amount of intensity and cost far more money than the industry could ever raise.

We want to employ our limited resources in as effective a way as possible and address people who already have great affinity to the boating sport:

- People already interested in boating who we can reach and activate easily
- Beginners who are not yet aware of their luck but are already moving within the maritime environment
- People obtaining new boating licences (motorboats and sailboats), about 80,000 per year
- Visitors to maritime trade fairs and events

OUR CAMPAIGN



START BOATING — CHANGE IN PERSPECTIVE

Anyone travelling by boat — no matter if by sailboat or motorboat, small or large — experiences the world from an entirely different perspective. The diversity of boating is unique. Whether you're an adrenaline junkie or just want to escape, everyone can find their own perspective: experiencing your hometown from the water and simply leaving the hectic on land or discovering solitary coves and places that are otherwise inaccessible, or enjoying a day undisturbed with family or friends.

The claim: **DISCOVER A NEW WORLD**

Discover new perspectives. Discover the world from the water. Discover the world on a boat.

The campaign explains the change in perspective through contrasts, makes the ultimate luxury of boating tangible and encourages people to leave the well-beaten path and discover a new, fascinating world.

Translated into campaign images, this means...

THE IMAGES



Magic, not mainstream

THE IMAGES



Check out, not in

THE IMAGES



Expanses, not confines

THE IMAGES



Live in the moment, not in a queue

THE IMAGES



On board, not online

THE IMAGES



Adventure, not traffic jams

THE IMAGES



Do it, don't watch it

COMMUNICATIONS & ADVERTISING

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- **Magazine for beginners (circulation 100,000 copies)**
- **Campaign website / Google Adwords campaign**
- **Facebook / advertising campaign**
- **Email newsletter**
- **Maritime events**
- **Maritime trade fairs**

We will generate attention and coverage with communications and advertising measures

MAGAZINE FOR BEGINNERS

A 28-page, inspiring and thematically in-depth magazine (circulation 100,000) will be handed out to interested people at

- events
- boat fairs
- boating schools and
- ADAC branch offices.



Start Boating Magazine 2016

WEBSITE, NEWSLETTER, FACEBOOK

The main point of contact will be the campaign website www.start-boating.de with:

- Information about boating
- Possibility for online booking for test voyages at national boating events
- Database of boat dealers
- Water sport schools
- Prize draws
- Community

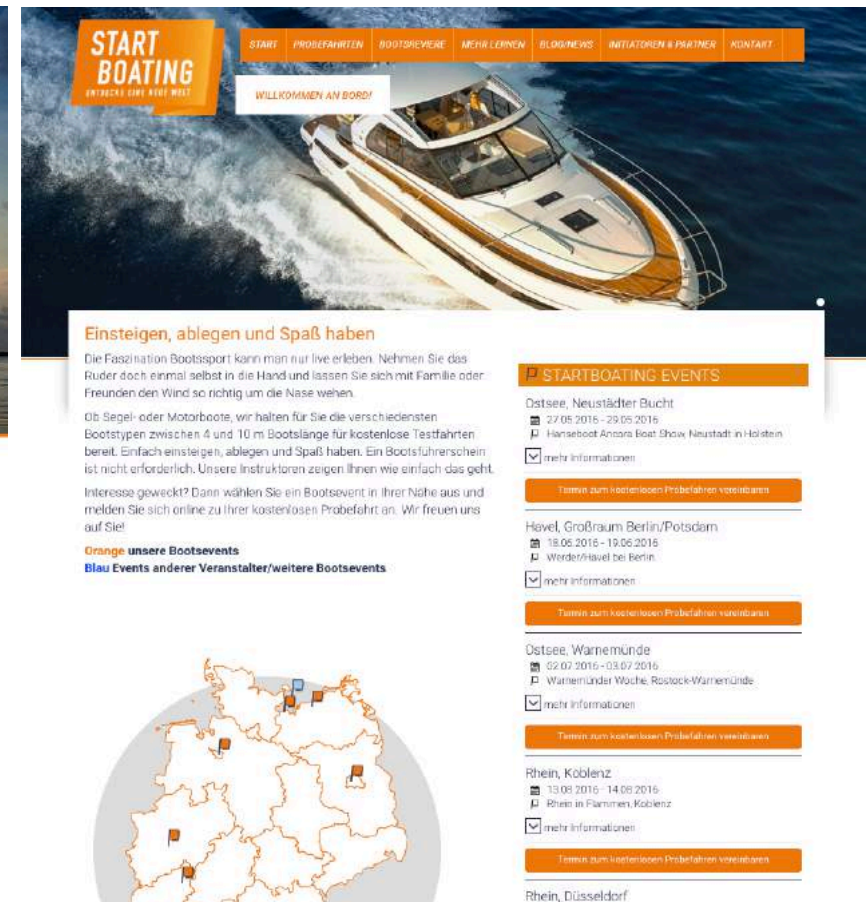
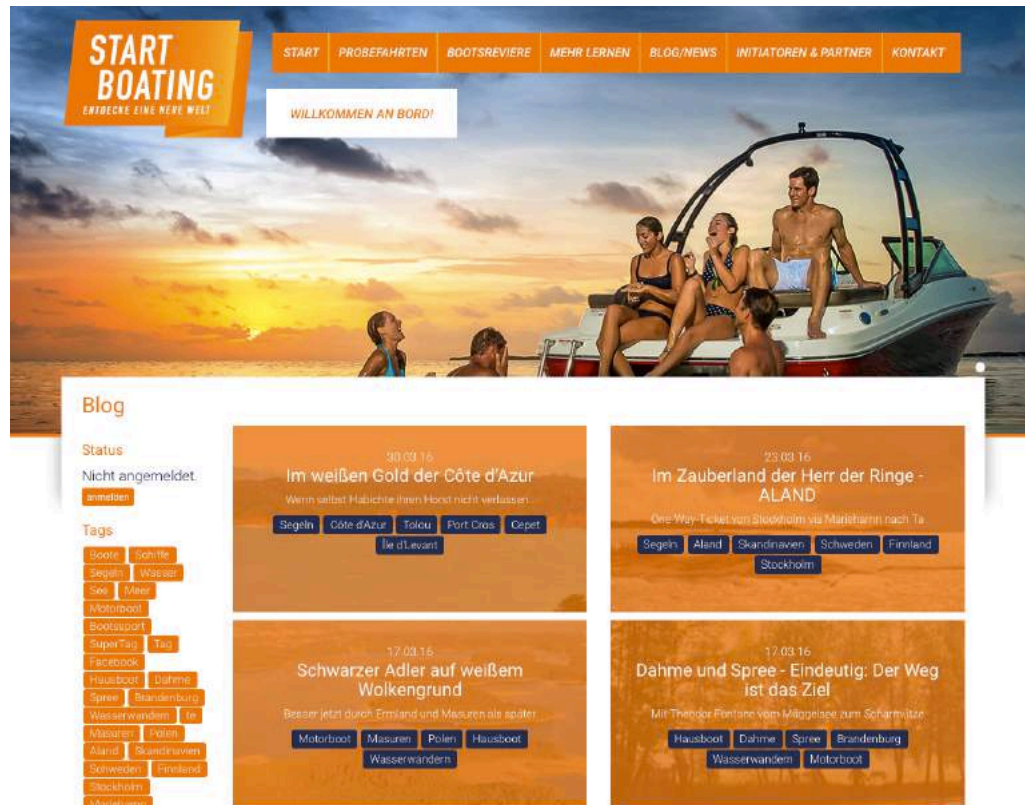
Regular newsletters will provide information about new content, events and offers.

Search engine optimised content, Google and Facebook adverts ensure targeted user placement.

A Facebook page intensifies the bonds. Interested people become fans!



WEBSITE, NEWSLETTER, FACEBOOK



WEBSITE, NEWSLETTER, FACEBOOK

(Figures are extrapolations based on the results of the first half of 2016)



- With a targeted Google Adwords campaign we will increase the number of visitors to the campaign website www.start-boating.de. In 2016, we will reach some 180,000 hits. For the second campaign year (2017), we expect to at least double the hits.
- With our Facebook ad campaign, we want to reach our target audience defined by socioeconomic data (age 25+, higher education, higher income, maritime interests) of approximately 1.4 million users. In 2016, we will have reached around 635,000 people through advertisements and our own contributions. The interactions through our own contributions (click, share, comment, like) will increase to 450,000 by year-end.
- All interested people will receive further information all about boating at least four times per year via our email newsletter. The campaign partners will create its content.

MARITIME EVENTS 2017

At 4 boating events, interested people will be given the opportunity to take free test voyages so they can get hands-on experience with the fascination of boating. Experienced instructors will accompany the guests and ensure them unforgettable moments on the water.

At each of the 4-day events 12 cruisers and sailing yachts between lengths of 4 and 12 metres provided by manufacturers/dealers will be available for test voyages. It is possible to provide boats for all, but also for single events.

The boating events are being held in the following regions:

- North: Neustadt/western Baltic Sea
- East: Berlin area
- South: Lake Constance
- West: Düsseldorf



**START
BOATING**
ENTDECKE EINE NEUE WELT

MAGIE STATT MAINSTREAM

 FOLGEN SIE UNS
AUF FACEBOOK



WWW.START-BOATING.DE

Example: Roll-up for event presentation

MARITIME EVENTS

**START
BOATING**
ENTDECKE EINE NEUE WELT



Guests will be received and cared for in the Start Boating Lounge

MARITIME EVENTS

(Figures are estimated based on the 2016 figures)



- **Guests come especially to our boating events following prior registration and some will be taking long journeys into account. Their motivation and quality is correspondingly great. The focus is on quality, not quantity!**
- **At our boating events we will use unforgettable experiences to persuade guests, thus inspiring them to own their own boat and opening up sales opportunities.**
- **The 16 events in 2017 are expected to attract at least 2,500 guests, who we want to make boating enthusiasts.**

MARITIME TRADE FAIRS



We will be on location with a stand at the three fairs:

- hanseboot, Hamburg
- Interboot, Friedrichshafen and
- boot Düsseldorf



Visitors can obtain comprehensive information about boating from our trained staff and register for the online community.

The beginners' magazine will be distributed there and the boating events will be presented.

Relaxing music, cold beverages and screens showing spectacular boating videos by our campaign partners will appeal to all of the senses and awaken desires.

START BOATING — DISCOVER A NEW WORLD



Campaign benefits for the target groups:

- Exclusive boating experiences (e.g. test voyages)
- Give advice and provide information
- Motivate and reduce anxieties (or prejudices)
- Facilitate social contacts amongst like-minded people
- Create greater leisure-time value, a new feel for life

THE BENEFITS FOR THE BOATING INDUSTRY

NEW CUSTOMERS, DATA, COVERAGE



- **Invigorate the boating industry**
- **Valuable new customer data and the use of sales opportunities at the events**
- **Long-term bonds with people interested in boating**
- **Easy access to new customer data via the campaign channels**
- **Exact data analysis, precise knowledge of the target group and its needs**
- **Coverage without advertising wastage**

WHAT WE OFFER

PARTNER PACKAGE 1 for companies from the boating sector



PARTNER PACKAGE 1

- Advert in Start Boating magazine (circulation 100,000 / U4 – 4c)
- Logo on event banners (boating events)
- Logo on trade fair banners (Start Boating Lounge)
- Logo on campaign website with hyperlinks
- Your own content for the email newsletter

Cost: 15,000 euros

PARTNER PACKAGE 2 for companies from the boating sector



PARTNER PACKAGE 2

- Advert in Start Boating magazine (circulation 100,000 / 1/2 page – 4c)
- Logo on event banners (boating events)
- Logo on trade fair banners (Start Boating Lounge)
- Logo on campaign website with hyperlinks
- Your own content for the email newsletter

Cost: 7,500 euros

PARTNER PACKAGE 3 for companies from the boating sector



PARTNER PACKAGE 3

- Company logo in Start Boating magazine (circulation 100,000)
- Logo on event banners (boating events)
- Logo on trade fair banners (Start Boating Lounge)
- Logo on campaign website with hyperlinks

Cost: 3,000 euros

PARTICIPANTS' PACKAGE for boat manufacturers and dealers



ACTIVE PACKAGE

We are deliberately keeping the participation price for providing boats low due to the high costs of logistics and human resources for boat manufacturers/dealers. The following conditions apply for boat manufacturers/dealers:

Our services:

- Complete organisation of the events, use of sales opportunities
- Portrayal and description of the boats on the website citing the company
- Inclusion in the booking tool and handling of bookings

The companies are responsible for the following costs:

- Transports/crews
- Berth costs, slipway/davit fees, fuel

Costs: 250 euros and the provision of one boat at one event. The ACTIVE PACKAGE can be combined with partner packages.

JOIN IN AND REAP THE BENEFITS

Our sponsorship packages for partners from all industry segments:

BASIC: 1,000 EUROS

- Citation as backer on the website with hyperlinks

What people are saying about the 2016 campaign



Michael Hammermeister, Hellwig Bootsmanufaktur: “Potential customers get information in advance about the boats they are eligible for and sign up specifically for test voyages. The public is very motivated and are valuable potentials for us. Our participation paid off!”

Leo Joecken, RaJo Boote: “We were surprised by the quality of the visitors. Using the test voyages we were able to inspire customers for our boats. This has already led to successful sales. Many thanks to the entire Start Boating team.”

Mehmet Peymaner, Nautikpro: “The campaign concept is perfect. By addressing a targeted audience, also via online media, people we ourselves can hardly reach were made aware of boating. We were able to generate valuable new customer contacts.”



Test voyages / Start Boating Lounge in Neustadt on the Baltic Sea

HELP THE CAMPAIGN SUCCEED



We want to get the whole industry moving. The campaign can only be a great success if many stakeholders support it. For this, we need the commitment of all companies in the sector, even if they do not want to take part in the campaign financially. To contribute to success:

- Put our free advertising banner on your website and link it to the campaign website: start-boating.de. All of the advertising materials can be found on the campaign website.
- Put the mood film on your website, advertise for boating and link to the campaign.
- Initiate your own events for test voyages – we'll support you with communications via our channels and advertising materials.
- **Even better: Be a partner or backer!**



Online banner 300 x 250 px

CONTACTS

Your contacts



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