



Save the Ones You Love

2018 DBW Boating Safety & Environmental Awareness Multimedia Campaign Report *Deliverables & Performance*

2018 Boater Research Survey Highlights:

- 90% of powerboaters said the boating safety campaign ads influenced them to wear a life jacket.
- 87% of powerboaters said they wear a life jacket “always” or “most of the time” when boating.
- 61% of all boaters recalled seeing or hearing boating safety/life jacket messages – highest in past 6 years.
- 88% of powerboaters said the Clean Vessel campaign ads influenced them to not dump sewage in the water.
- 84% of powerboaters are aware of the California Boater Card and 85% said the California Boater Card campaign ads influenced them to find out more about the card.
- 97% mobile usage of BoatCalifornia.com

Boating Safety Media Impressions:

125,683,016 Outdoor billboards
68,773,600 English language radio
37,161,375 Digital (desktop, mobile, audio/
video streaming, search)
24,789,399 Social media (incl. social ads)
11,770,860 Television
4,419,800 Spanish language radio
3,159,195 Giants/A’s Network
2,068,070 Print

Digital Interactions & Growth:

8,693,079 Video Completions
539,853 Social Media Engagements
137,231 Clicks
139,607 Facebook Fans
9,040 Twitter Followers
6,559 Instagram Followers
BoatCA App
11,030 Downloads to date
60% iOS / 40% Android
80% new users / 20% returning users
BoatCalifornia.com
460K+ Visits since Nov 2017; 97% mobile

Additional Outreach:

1,075 Boating Safety & Boater Card marina posters
50K Boating Safety bumper stickers
20K BUI bumper stickers
Baseball partnerships: SF Giants, Lake Elsinore
Storm, Sacramento River Cats, Modesto Nuts

California Boater Card:

6,455,452 Social impressions
207,816 Print impressions
50K Outreach flyers
CaliforniaBoaterCard.com
258K+ Visits since Nov 2017; 62% Mobile

Outreach Events:

83 Event days across California
12K One-on-one interactions with boaters
20K Materials distributed

Clean Vessel Act Campaign:

11,475,893 Social impressions
4,795,200 Print impressions
94,747 Clicks to app
99% Added value (30% required)
1,927 Pumpout Nav App downloads
12K Outreach flyers

Clean & Green Quiz:

4,544,260 Social impressions
2,447,159 Digital banner impressions
9,781 Completed quizzes

Aquatic Invasive Species (QZ Quiz):

3,119,780 Digital banner impressions
2,043,941 Social impressions
3,379 Completed quizzes

For further information on the campaign or research survey, contact [Joleane King](#): 916-327-1829

Life Jackets Save Lives

