TIGHTLINE
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Even When the Bite's Off, the Brand Stays On"

William Wrigley Jr. believed strongly in the power of advertising and brand continuity.

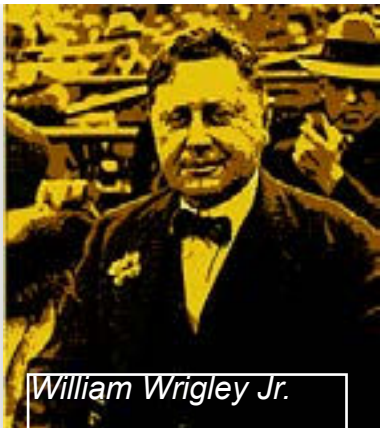
During World War II, when gum production was limited due to shortages of key ingredients like chicle, Wrigley chose to continue advertising even though the product was not available for sale. His rationale was rooted in long-term brand strategy: he wanted to maintain consumer loyalty and ensure that Wrigley's gum remained top-of-mind so that when production resumed, demand would be strong.

This approach exemplified Wrigley's marketing genius—he understood that advertising wasn't just about immediate sales, but about building enduring brand equity. His wartime ads often emphasized patriotism and loyalty, reinforcing the emotional connection between consumers and the Wrigley brand.

The weather might change but the passion doesn't.

His wartime slogan, "Remember this Wrapper," wasn't just clever—it was a promise. A signal to consumers: We're still here. We'll be back. And we value your trust.

In today's angling world, the same principle holds. Whether it's a lull between tournaments, a pause in product availability, or a shift in access, brands that stay present—through storytelling, outreach, visibility, and community engagement—earn lasting loyalty. Southern Fishing News is proud to spotlight those who show up even when the water's quiet.



William Wrigley Jr.

Why Lure Brands Should Advertise—Even Off-Season

- **Stay Visible:** Anglers plan purchases year-round. Be the brand they remember when the bite turns on.
- **Tell Your Story:** Share the origin of your lure, the technique it's built for, or the fish it's famous for.
- **Build Loyalty:** Consistent presence builds trust. Sporadic ads get skipped—steady ones get remembered.
- **Ride the Halo:** Your ad appears alongside tournament coverage, gear reviews, and conservation stories anglers care about.

Make your brand the one anglers talk about at the ramp, in the tackle shop, and on the water.

In the competitive market today visibility is everything.

What is your "Brand Awareness"

Brand awareness is a marketing term that refers to the degree to which consumers recognize a product or service by its name1. It's the extent to which audiences are familiar with a brand's identity and its products or services.

Ideally, consumers' awareness of the brand may include positive perceptions of the qualities that distinguish the product from its competition.

The short version is, "Make Your Brand Stand Out!"

Bo's Jigs Joins Southern Fishing News

Southern Fishing News proudly welcomes Bo's Jigs LLC to its family of trusted partners and sponsors.

Ron McDonald, Publisher and Editor of Southern Fishing News, shared: "We're excited to promote Bo's Jigs LLC's outstanding line of jigs and tackle to our broad audience of anglers."
SEE MORE: https://southernfishingnews.com/bos-jigs-joins-southern.../

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Branding Statistics

1. **IT TAKES 5-7 IMPRESSIONS** to start building brand awareness.
2. **Your brand has 7 SECONDS** to make a good first impression.
3. **84% OF MARKETERS** say brand awareness is the most important goal.
4. **77% of B2B MARKETERS** say branding is essential to growth.
5. **75% OF CONSUMERS** recognize a brand by its logo.
6. **67% OF SMALL BUSINESSES** pay up to $500 for a logo design.
7. **Using a SIGNATURE COLOR CAN** increase brand recognition by 80%.
8. **64% OF CONSUMERS** buy a product or service after watching a branded social media video.
9. **70% OF CONSUMERS** feel closer to a company due to content marketing.
10. **77% OF CONSUMERS** make purchase decisions based entirely on a brand name.

Source https://visme.com/blog/branding-statistics/