

Subject: : Print, Video, Audio Discussions

Topic: : MUSKY COUNTRY-ZERO TO HERO TRAILER

Re: MUSKY COUNTRY-ZERO TO HERO TRAILER

Author: : gfen

Date: : 2011/3/8 11:03:44

URL:

Quote:

PACOFRANSICO wrote:

And I do see a swing of the ads and marketing of compaines. Look at orvis dumping there trademark green color this yr. for more fishpond style of colors.

Good catch, and a perfect example of the sort of swing.

Quote:

Just look at some of the Whistler B.C. spey guys they look like rejects from the X games. And I think some of the older guys see this as a little disturbing and not traditional looking and are put off by it.

Again, definatly right to my example. So, to reiterate the question, framed by your answer: There is a definate shift in the way things are being sold (if not a change in actual demographics) to the Monster Energy Drink crowd?

Bears interest to watch what I see on the streams this year. I know alot of people are bemoaning the aging of fly fishing's demographics, but based on popular media, I'm not sure I see eye to eye with that line of though.