



# ANGLING ACES

- CONTENT IDEAS ACROSS KEY THEMES -

## COST/PRICE

- Package discount
- Detail inclusions
- The value in traveling to the best spots
- Once in a lifetime (get away from cost)

## HOW TO

- How to choose the best location
- Technique tips
- Gear tips

## VS./COMPARISONS

- Vs. other popular destinations
- Comparing the top spots in NZ
- Tackle/bait showdowns
- Technique showdowns

## REVIEWS

- Customer reviews
- Guest reviewers from visible/credible sources

## BEST OF

- Reel and bait combinations
- 5 Best angling holiday destinations (inc NZ)
- Best beginner setup

## PROBLEMS

- Dedicated Q+A section - hero notable answers
- Tackle no guarantee issue
- Tackle weather

## PERSONA THOUGHTS:

\* **YOUNG GUN**  
COMPETITIVE, FOCUSED ON THE CHALLENGE AND GETTING BETTER.

\* **OLD HAND**  
MORE TRADITIONAL. FOCUSED ON THE EXPERIENCE.