



# Report on the Regional Water Awareness and Conservation Campaign

Communications and Legislation Committee

Item 6-e

October 13, 2014

# Campaign Strategy/Media Objectives

- Generate broad and immediate awareness for the need to conserve water in six counties
- Integrated multi-media / multi-language campaign
- Adults 25-64 with an emphasis on adults 35-64 who are homeowners with lawns
  - General Market (includes English speaking residents of all ethnicities)
  - In-language Spanish, Chinese, Korean, Vietnamese

# Research-Informed Campaign

- April 2014 Focus Groups
  - Nine (9) focus groups to better understand Southern Californians' attitudes toward drought
  - Gauge reactions toward/affinity for a variety of communication concepts
- May 2014 Pre-campaign tracking study
  - 1,000 general market residents in So. Cal.
  - 200 additional interviews conducted in Spanish

# Media Plan



METROPOLITAN WATER DISTRICT  
WATER CONSERVATION PLAN  
2014 SUMMER MEDIA CAMPAIGN 9/24/2014

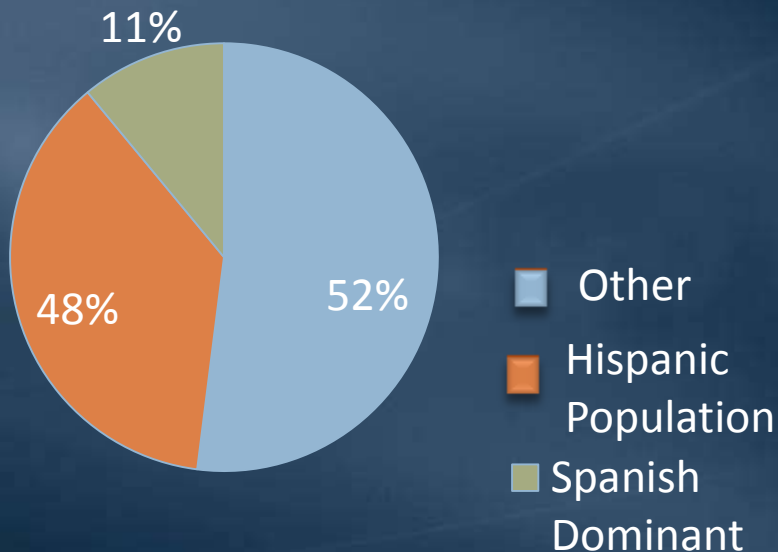


Los Angeles DMA and San Diego*	APRIL				MAY				JUNE				JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				Total TRPs/Spots/m ps						
	81	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3		10	17	24			
GENERAL Market SPOT TELEVISION :30s														136	127					124	114				105	105												712	
GENERAL Market Cable TV Augment																				12x	9x				12x	9x												42x	
SPANISH LANGUAGE TV (Univision and Telemundo) 1:30, 1:50, 1:20, :30, :15s, :05s																										29	29	29	29										116
GENERAL MARKET SPOT RADIO :60s											96	62	105	95	36	95	97			92			96	97		98		102	98									1,170	
TRAFFIC REPORTS (SPANISH, CHINESE & ENGLISH) :15s/:10s - Spots									150x	150x		50x	50x		150x			150x		150x			150x		150x			150x	150x								1,350x		
TRAFFIC REPORTS (SPANISH, CHINESE & ENGLISH) :15s/:10s - Spots (As Needed for 2014 Winter Campaign)	200x	200x	200x	200x	200x	200x	200x																															1,400x	
SPANISH LANGUAGE SPOT RADIO :60s														50		50				50		50			50		50										290		
ASIAN LANGUAGE SPOT RADIO LA :60s														48x		48x				48x		48x			48x		48x										288x		
OUT OF HOME (SPANISH & ENGLISH) - Targeted Billboard and Cinema																																						39,469,426	
DIGITAL ADVERTISING - Geo-targeted Video and Banners																																						125,830,951	
Google Search																																						N/A	

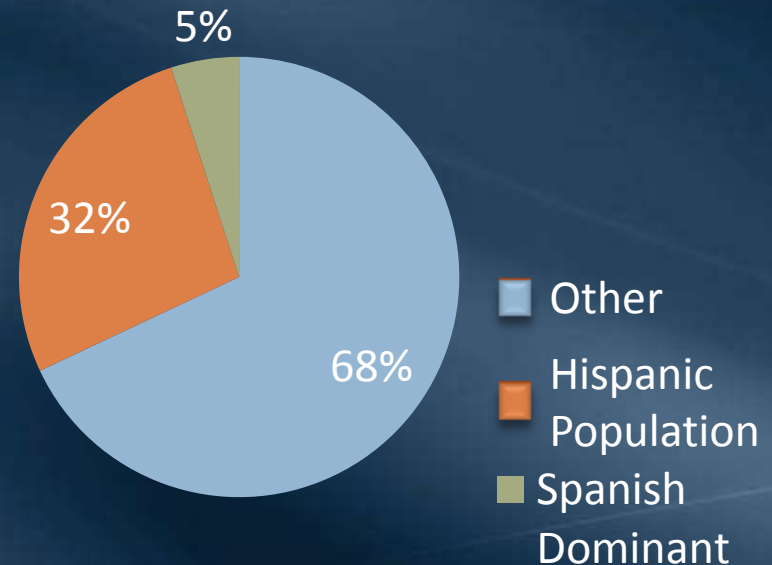
# Spanish Coverage

- Campaign reaches Spanish population through general market TV and Radio as well as Spanish in-language TV and Radio.

Los Angeles



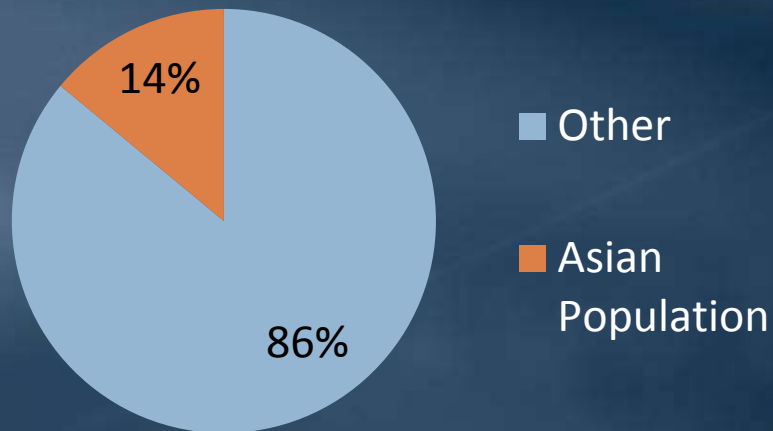
San Diego



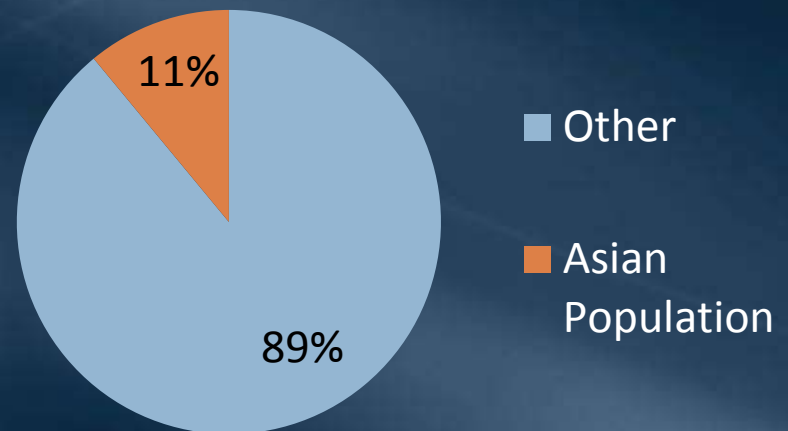
# Asian Coverage

- Campaign reaches Asian populations through general market TV and radio as well as radio in four different languages.

Los Angeles



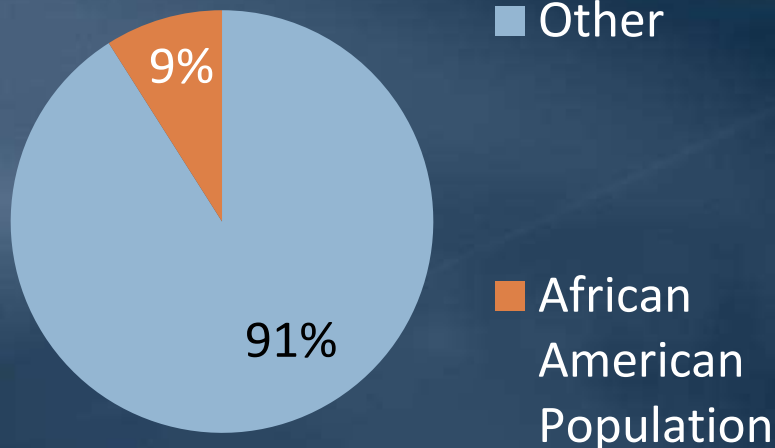
San Diego



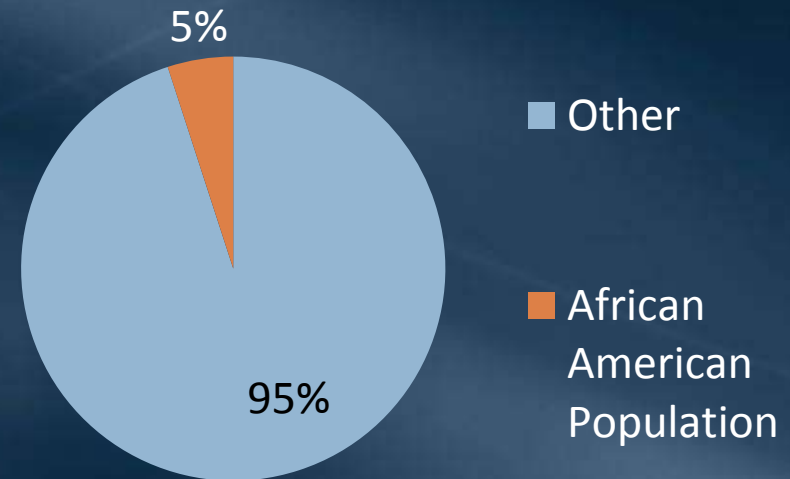
# African American Coverage

- Campaign reaches African Americans through high indexing Radio and TV

## Los Angeles

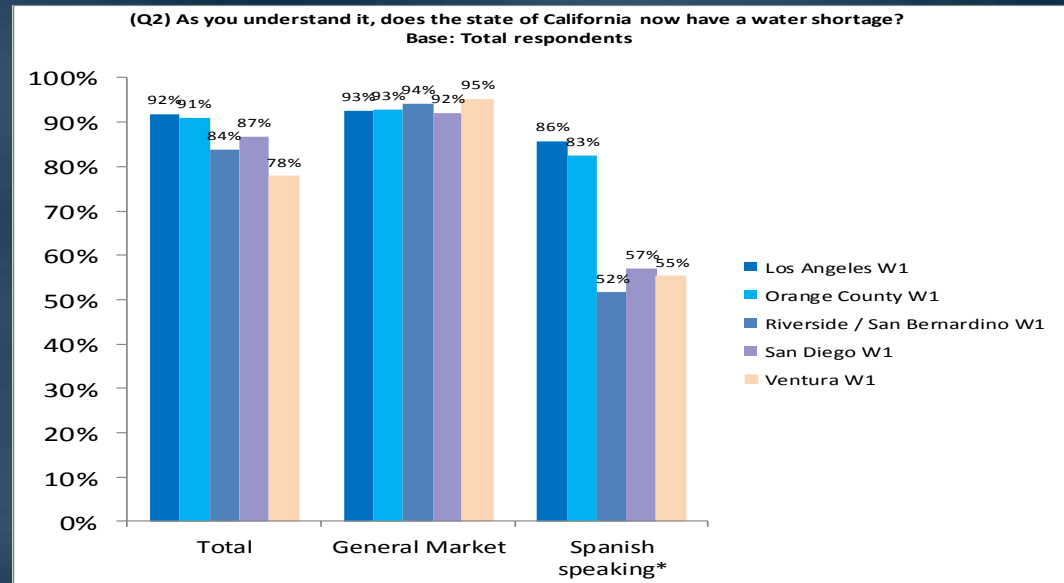


## San Diego



# Spanish TV Media Augment

- Pre-campaign research study findings indicated:
  - Awareness of the drought was significantly lower for Spanish dominant speakers
  - Current media supported Spanish speaker – but an in-language augment was recommended to further strengthen the message



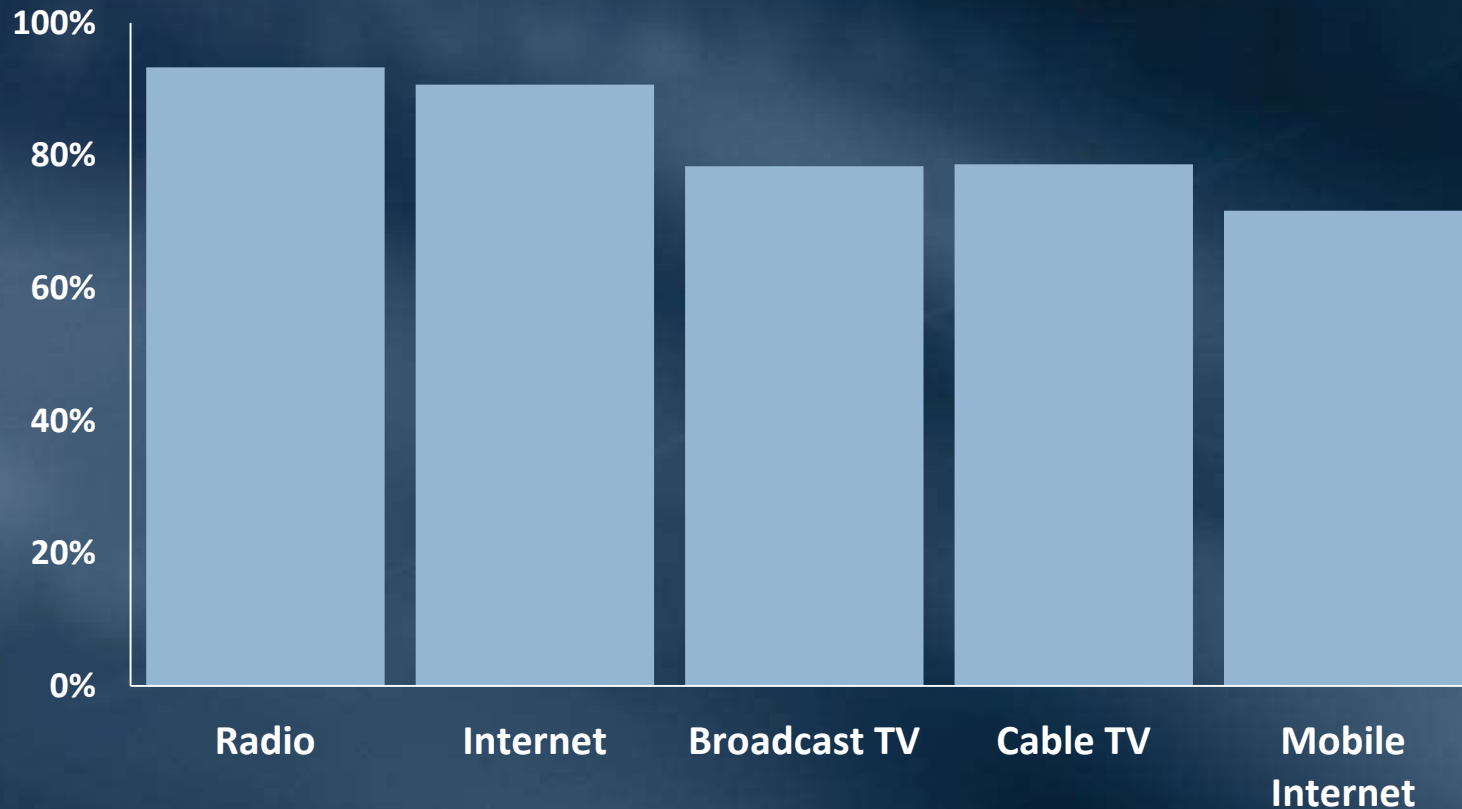


# Spanish Television Augment

- News programming on Univision and Telemundo
- Television allows for a broad market footprint
- Custom news segments, vignettes and :15 conservation tips
- September 22 – October 19



# Millennial Media Usage



Source: Scarborough USA+ 2013 Release 2 Total (Aug 2012 - Sep 2013) Persons 18-34 who used the medium within the last 7 days

# Millennial

- Digital Campaign importance
- Conservation Message appeals to segment
- Additional information needed to address skepticism regarding infrastructure investment compared with previous generations

# Millennial Insights from Research

- Millennials are similar to the general population in awareness and causes for drought and conservation behaviors
  - More skeptical of need for future investment in infrastructure
  - Less likely to believe in need for increasing water supply

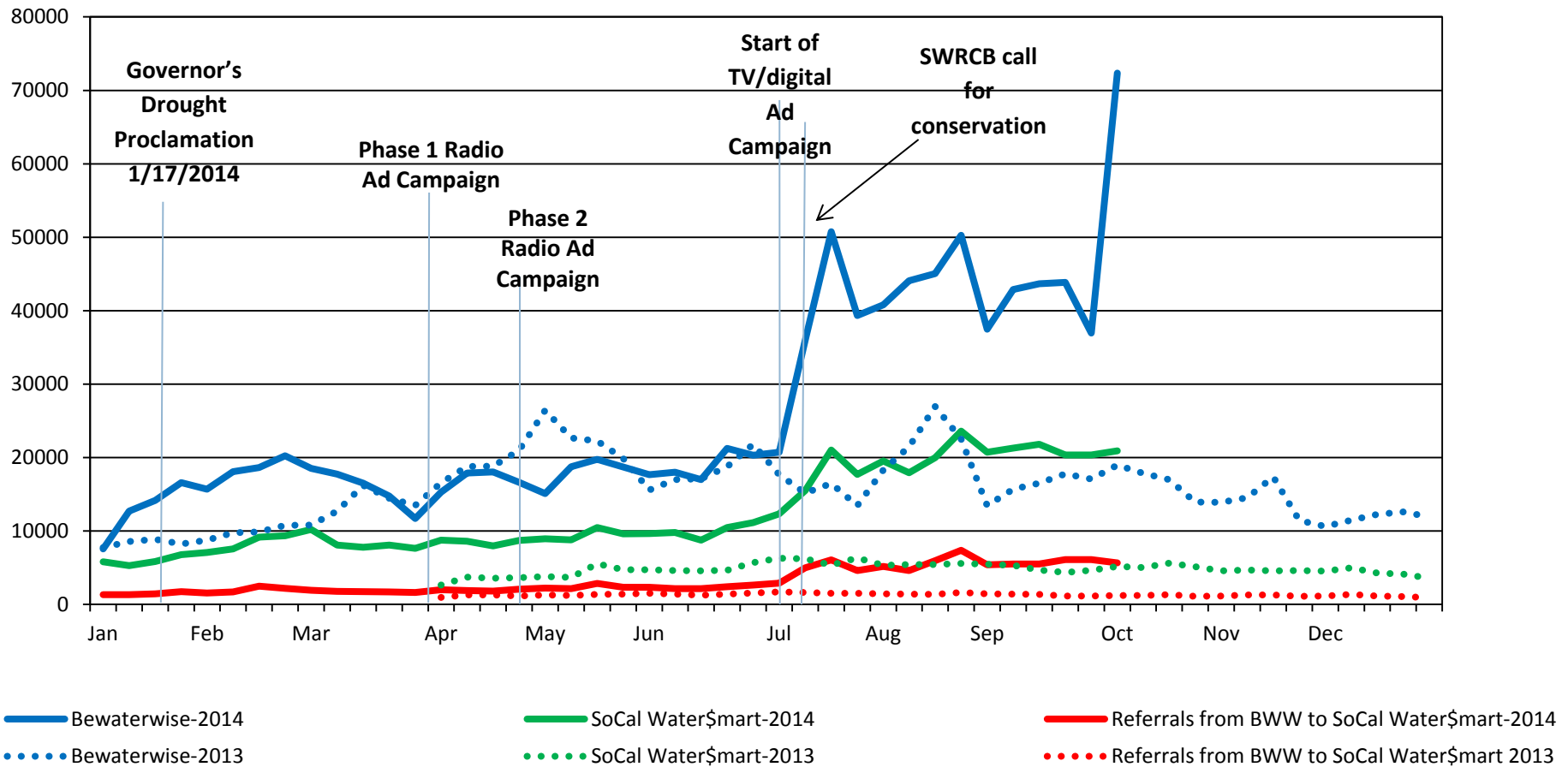
# Blogger Event



# Potential Millennial Options

- We will monitor shifts in attitudes in post-campaign research
- Under consideration:
  - Targeted long-form messaging using digital/social media
  - Additional blogger outreach

# Web Metrics



# Post-Campaign Survey

- Campaign success measures
  - ↑ awareness of drought
  - ↑ belief in the seriousness of drought
  - ↑ in reported water conservation behavior
  - ↑ in willingness to change & sustain water conservation behavior
- Measure Millennial, GenX, Baby Boomer and Traditionalist beliefs about water issues and conservation behavior
- In-field October 20; results mid-December



# Next Steps

- Evaluate campaign effectiveness and current water supply conditions
- Determine whether to continue current campaign or adjust messaging
- Or, consider alternative communication effort

