



Award Contract for 2015 Advertising and Community Outreach Campaign

Communications and Legislation Committee

Item 8-9

March 9, 2015

Advertising and Outreach Campaign

- In January 2015, the MWD Board authorized a Advertising and Outreach Campaign
- Budget not to exceed \$5.5 million
- Authorized staff to issue RFP for consulting and creative services

Request for Proposal for Vendor Services – Key Elements

- Develop 2015 advertising campaign to reach region's diverse demographic groups
- Build on MWD's past campaigns
- Conduct pre-campaign research
- Develop effective media buy strategies
- Negotiate costs and value-added opportunities
- Provide customizable materials for use by member agencies in their campaigns

Response to RFP, Evaluation Team

- Twelve firms responded to the RFP
- Four firms selected for shortlist interviews
- Review Committee
 - Proposals evaluated by an internal committee of nine MWD staff members representing External Affairs, Water Resource Management and Business Outreach

Evaluation Criteria

- Firm qualifications and staffing plan, including subcontractors
- Record of past performance on recent projects of similar size and scope
- Technical approach and methodology
- Draft campaign proposals

Quigley-Simpson & Heppelwhite, Inc.

- Full service agency based in Southern California; experienced team with broad regional and national advertising experience
- Strong record with Southern California-based conservation initiatives designed to reach diverse audiences
- Proven performance with messaging and outreach to drive consumer behavior changes

Partners to the Quigley-Simpson & Heppelwhite, Inc. Team

- Hispanic Outreach: Lopez Negrete Communications
- Asian Outreach: IW Group
- African American Outreach: BaumanCurry & Co
- Media buying, analytics: GP Generate
- Talent: Environmental Media Association
- Research: Opinion Dynamics

Scope of Work

- Develop and implement comprehensive media, digital and outreach strategies to drive consumer awareness and change
- Create outreach materials for general market and ethnic communities
- Negotiate value-added opportunities to expand scope of 2015 campaign

Targeting Messages to Audiences

- Expand use of digital media, including engagement through social media
- Mobile platforms
- Drive traffic to bewaterwise.com
- Outreach also targeted to businesses and industry, community organizations, schools, conservation groups
- Create customizable materials for member agencies

Budget Proposal

- Contract for 2015 campaign not to exceed \$5.5 million
- Approximately 80% of budget will support direct media activities
 - Additional value will be added through marketing, bonus impressions, expanded partnering activities
- Approximately 20% of funding for production, research, strategy and creative development

Timeline

- New campaign to be launched June 2015
 - March 2015: Contract executed
 - March 2015: Fast-start activities
 - April 2015: Conduct Focus Groups, Develop Creative Campaign, Media Plan
 - May 2015: Finalize Creative Concept Plans, Outreach Activities
 - June 2015: Present Campaign to Board

Options

- Option # 1
 - Adopt the CEQA determination
 - Authorize the General Manager to enter into a one-year agreement with Quigley-Simpson & Heppelwhite, Inc. for advertising and community outreach services related to water awareness and conservation, not to exceed \$5.5 million.
- Option # 2
 - Do not authorize the General Manager to enter into a one-year agreement with Quigley-Simpson & Heppelwhite, Inc

Staff Recommendation

- Option # 1

