



Update on 2016 Advertising and Outreach Campaign

Communications and Legislation

Item 6-c

May 9, 2016

2016 Timeline

March: Contract extension, update messaging and creative, continue social and search activities



April: Plan media campaign based on budget, develop creative concepts and messages



May: Present campaign to board, coordination with member agencies, begin advertising



2016 Advertising and Outreach

- Budget
- Media opportunities
- Refresh “Turn” campaign
- Introduce new elements
- Events and outreach

Timing and Budget

2015 campaign: \$5.5 million

2016 campaign: \$2.2 million

~ \$1.9 million in paid media. Remainder for production, creative development, materials, community events and other activities

Timing and Budget



Reaching our diverse audiences

- General Market
- Hispanic, African American, Asian

2016 Campaign



- 53 community and in-language newspapers
- Series of advertisements
- Print and graphic content for articles

2016 Campaign

Radio

- Water saving tips and reminders
- Weather/traffic sponsorships
400-500 spots a week
- “Sound drops”
300-350 spots a week



2016 Campaign

- Heavy use of digital and mobile in the absence of television
- Local sites and networks
- Focused by region, language



2016 Campaign

Facebook and Instagram

- Key for Spanish language and millennial audiences

Geo/Snapchat Filters



2016 Campaign

2015 Media

Spending	Impressions
\$4.2m	1.1 billion

2016 Media *(proposed)*

Spending	Impressions
\$1.9m estimated	380 million estimated

Evolution of Campaign



Turn into a Water Lover

Promote H2Love with Social Media,
Special Events, Endorsements

Strategies

- Cost-effective media, bonus spots
- Community events and press coverage
- Member agency coordination
- Be Water Wise website translated into Chinese and Spanish language

Goal: Increase public awareness and promote long term actions to save water

