



Contract for Water Conservation Advertising and Outreach Campaign

Communications and Legislation Committee

Item 8-2

March 12, 2018

Advertising and Outreach Campaign

- In November 2017, the Board appropriated funding for a water conservation advertising and outreach campaign and related research activities not to exceed \$14.7 million
- Staff was authorized to initiate a request for proposals (RFP)

Critical Elements

- Multi-media for diverse audiences
- Builds on past campaigns
- Research-based
- Cost-efficient
- Creative
- Value-added opportunities
- Customizable materials for member agencies

Previous Campaigns



Take your turn.

Every drop we save counts.



**Love Water.
Save Water.**



Saving water matters here.



 bewaterwise.com

Evaluation Criteria

1.
Qualifications

2.
Performance

3.
Methodology

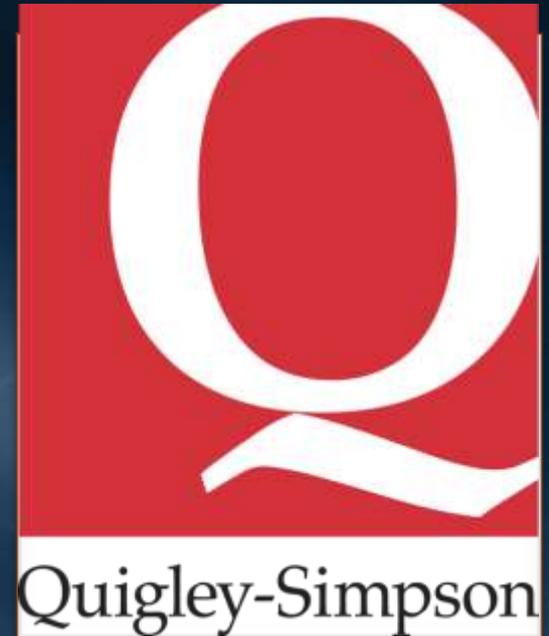
4.
Creativity

Response to RFP



Recommended Ad Firm

- Proven performance
- Continuity
- New ideas, new team
- Extensive ethnic media marketing expertise



rezone

New Campaign

- Objectives

- Recognizes need for sustained conservation outreach regardless of weather
- Understands the Southern California consumer
- Builds on three years of MWD brand awareness
- New ideas, creative messaging

Creative Direction

- Informative & impactful
- Focused on outdoor, rebates
- 365 approach - making every day count
- Expand social media reach

Media Plan Components



Budget

- Cost efficiencies compared to previous campaigns
 - Reduced hourly rates by 5 percent
 - Reduced commissions by a full percentage point
 - High volume of advertising in region
 - Secure significant added value for campaign

Timeline

New campaign to be launched in 2018

- March - Contract executed
 - April - Develop creative campaign, execute 2018 media plan
 - May - Finalize creative concept, present campaign to board
 - June-July Launch full campaign
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Options

- Option 1
 - Adopt the CEQA determination
 - Authorize the General Manager to enter into a three-year agreement with Quigley-Simpson & Heppelwhite, Inc. for advertising and community outreach services related to water awareness and conservation, not to exceed \$14.7 million.
- Option 2
 - Do not authorize the General Manager to enter into a three-year agreement with Quigley-Simpson & Heppelwhite, Inc.

Staff Recommendation

- Option 1

