

SAN DIEGANS WASTE NO WATER

TIMELESS CAMPAIGNS IN A CHANGING CLIMATE

In June 2009, the City of San Diego declared a drought alert. In response, the City's Water Conservation team launched a new behavior change campaign to reduce water use, specifically outdoor water use.

The first generation of the campaign was based on the message, **No Time to Waste No Water to Waste**. The message communicated urgency based on mandatory water-use restrictions taking immediate effect. This initial message also included a core message, **Waste No Water**. The goal of the campaign was to reduce outdoor water use.

When water restrictions were lifted, the second generation of the campaign continued with the core message, **Waste No Water**. The goal was to establish a timeless ethic, regardless of drought or water restrictions. The core message needed to reach all San Diegans, and achieved this by adding their name, e.g., San Diegans Waste No Water. It also added a secondary message that emphasized a continuous commitment to that ethic by adding "All Day. Every Day."

**NO TIME TO WASTE
NO WATER TO WASTE**

In the first generation of the campaign, bold typography, a neutral color palette, and a stark, direct graphic approach reinforced a serious tone. The graphics communicated a strong statement about the urgency of the mandatory water restrictions and suggested a call to action.



PRINT MEDIA

NEW MEDIA

ENVIRONMENTS

EVENTS

**SAN DIEGANS
WASTE
NO WATER
ALL DAY. EVERY DAY.**

In the second generation of the campaign, when the mandatory restrictions were lifted, the value of the campaign was retained by continuing to use the core campaign message. Colors and illustrations that reflected San Diego further personalized conservation as a lifestyle for all its residents.

