

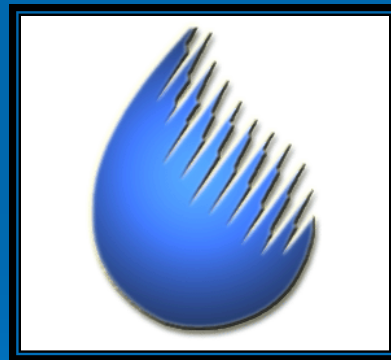
This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Do We Have Your Attention Now?

Applying Marketing Strategies to Water Conservation Outreach



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Background


- For eight years, Southern Nevada's primary water source – the Colorado River – has been mired in a severe drought, with inflows to the river at Lake Powell collectively 11.8 trillion gallons less than average during that span.
- The single largest use of water in the Las Vegas Valley is landscape irrigation, predominantly in single family residences.
- Virtually all water used indoors is captured and recovered, so reducing landscape water use offers the greatest potential water savings.
- Through its member agencies, the Southern Nevada Water Authority enacted several measures designed to curb irrigation demand, including a mandatory watering schedule for all municipal customers.

Background

- Research indicated that initial compliance with the mandatory watering schedule was poor.
- However, research revealed that customers are overwhelmingly supportive of conservation measures and restrictions.
- The No. 1 reason cited among those who were complying was that they were “reminded by water agency.”
- Research revealed that the previous compliance campaign suffered from low recall.

Campaign Objective

- The campaign, initiated in fall/winter of 2006, was designed specifically to increase compliance with the Mandatory Watering Schedule.
- Fall and winter offer the greatest potential water savings.

 Southern Nevada Water Authority Watering Group	MANDATORY WATERING RESTRICTIONS Mandatory restrictions mean you may water only on the assigned day(s) for your watering group. Check your bill for your watering days, visit snwa.com or call your water provider. Post this schedule by your irrigation clock.			My assigned group: _____
	Winter November - February	Spring / Fall March - April / September - October	Summer May - August	
	A	Monday	Monday, Wednesday, Friday	Any day
	B	Tuesday	Tuesday, Thursday, Saturday	Any day
	C	Wednesday	Monday, Wednesday, Friday	Any day
	D	Thursday	Tuesday, Thursday, Saturday	Any day
	E	Friday	Monday, Wednesday, Friday	Any day
F	Saturday	Tuesday, Thursday, Saturday	Any day	
Run sprinklers 3 times, 4 minutes per cycle on your assigned day(s).				

Primary Target Audience

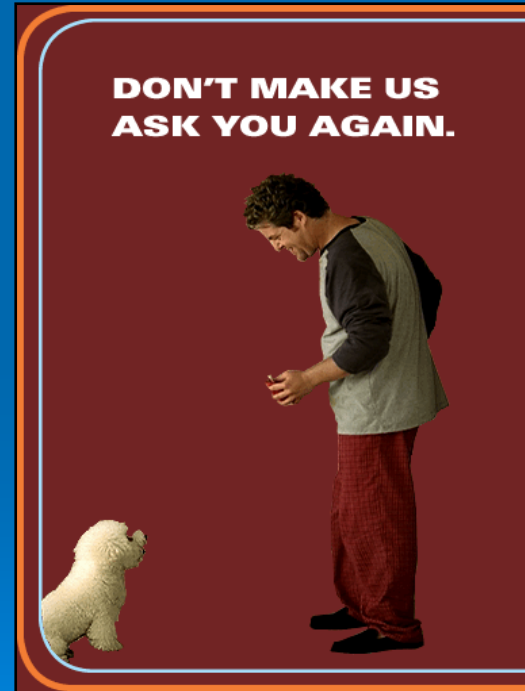
- The campaign was designed to target the person responsible for changing the home's irrigation clock (predominantly male, ages 35-54, <4 yrs college).
 - We call this target “Joe Sixpack.”
- By targeting a specific demographic group, you maximize campaign penetration. However, this approach does not exclude other groups because most broadcast media span multiple demographics.



Outreach Strategy

➤ The campaign was based upon three principles consistent with product marketing strategies:

- Audience-oriented creative
- Short-term media saturation
- Directive messaging



Outreach Strategy

➤ Audience-oriented creative:

- Joe Sixpack watches ESPN Sportscenter but sleeps through most of the ads
- The creative must capture his attention immediately and hold it
- Traditional “government PSA” ads are ineffective



Outreach Strategy

➤ Short-term media saturation:

- Baseline awareness campaigns are important for overall conservation support but generally prove ineffective in evoking specific actions
- The strategy calls for maximum penetration during the two-week window beginning with the first day of the new schedule period
- This approach dramatically concentrates media power and makes the call to action immediate

Outreach Strategy

- Directive Messaging:
 - Joe Sixpack has a very short attention span
 - Tell him exactly what you want him to do, precisely when you want him to do it
 - Keep verbiage to an absolute minimum



Outreach Tools

➤ Direct Mail

- Distributed to all single-family residential customers

➤ Television advertisements

- Total viewings by all 18+ residents: ~9 million (6.8 per 18+ resident)
 - The spots were “pre-screened” at Monday Night Football sports bar events for more than 600 people; the response was overwhelmingly positive

➤ Radio advertisements

- Total impressions by all 18+ residents: ~5 million (3.9 impressions per 18+ resident)

➤ Marketplace advertisements

- Tactics have included gas pump advertisements, along with napkins and coasters in more than 50 local bars/restaurants

Television Ads

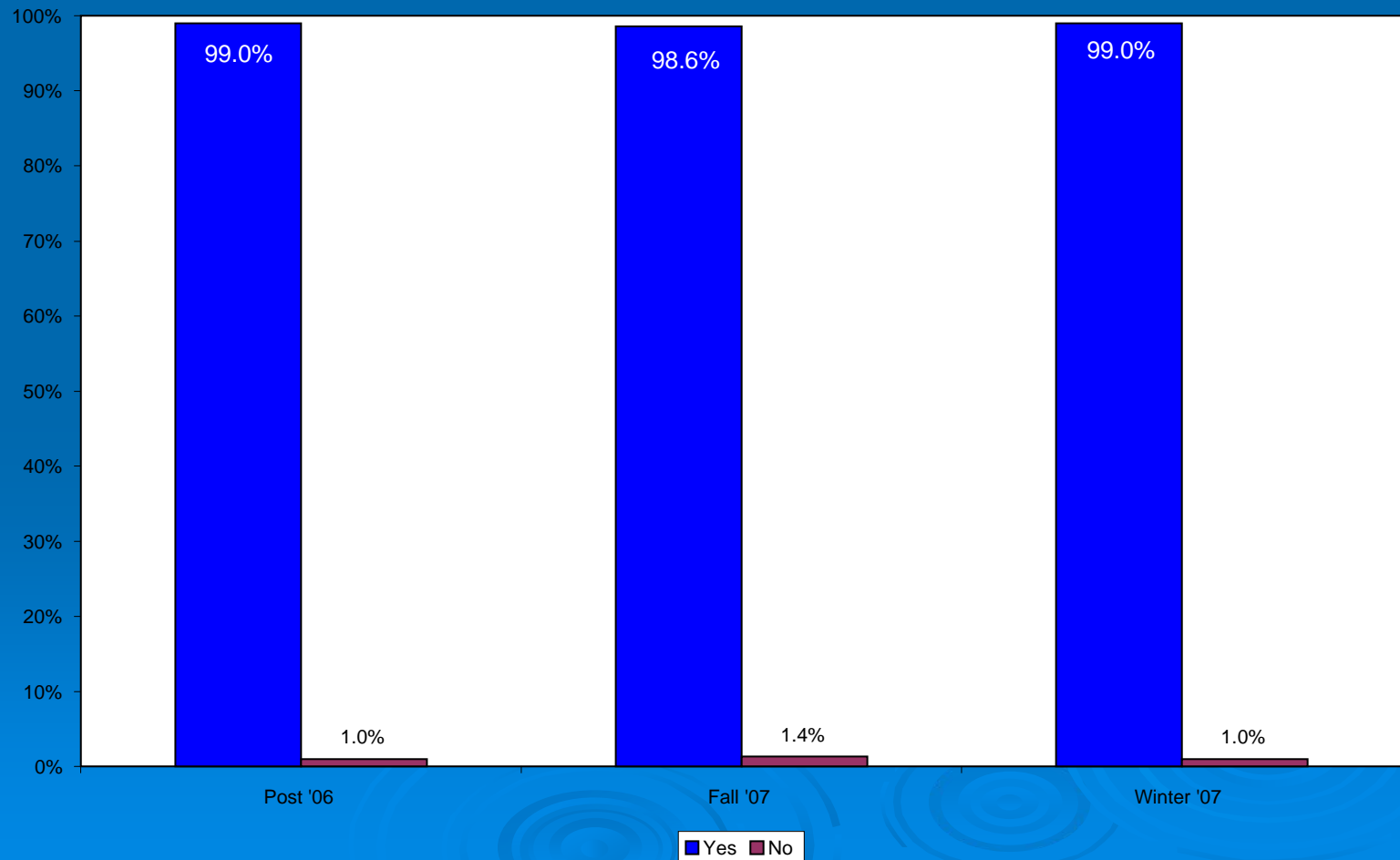


The ad concept is simple:
If you don't change your sprinkler clock the first
time we ask, we're going to remind you ...

and you're not going to like it!

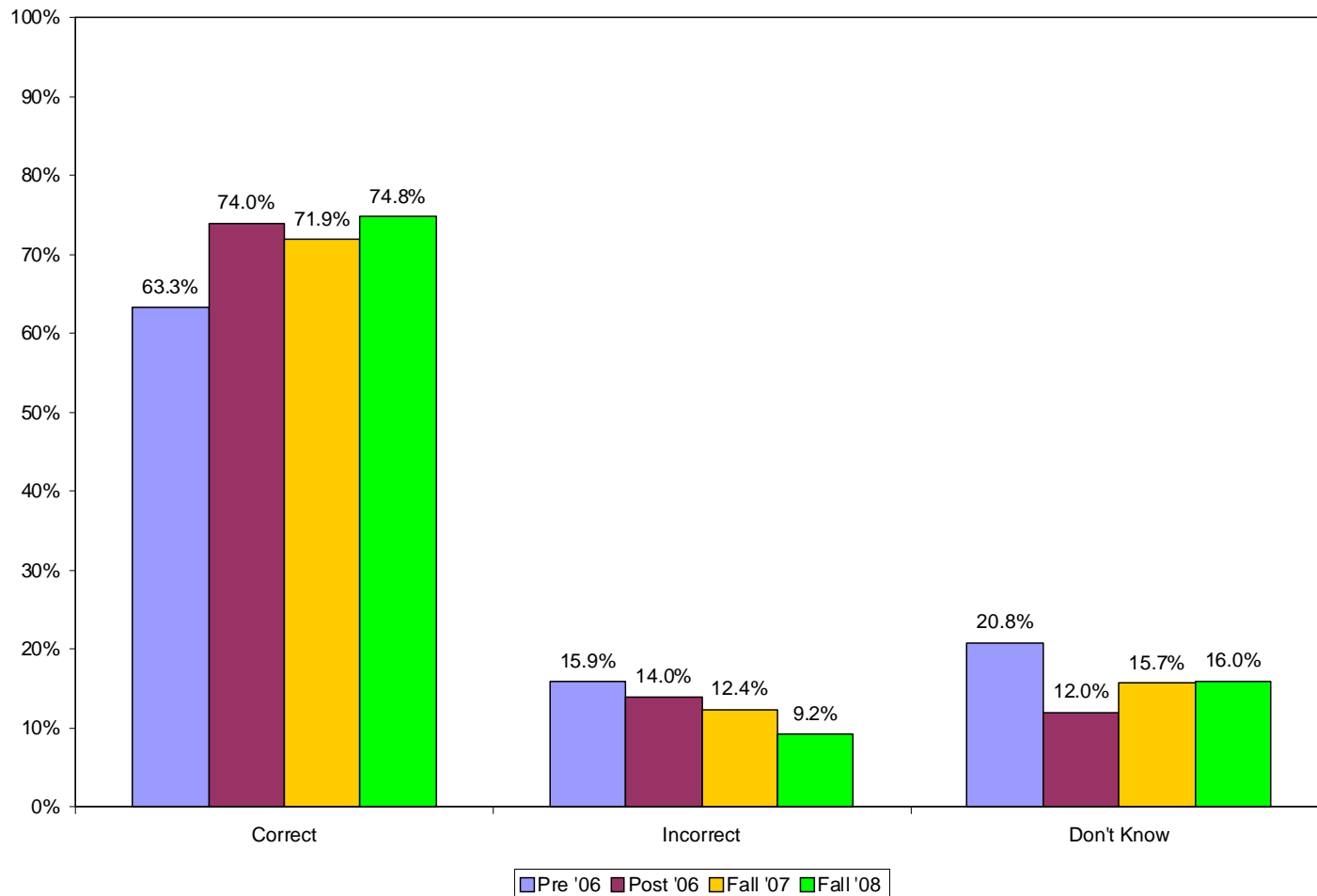
Results – Awareness

Have you heard of the SNWA's "Mandatory Watering Schedule" for outside watering?



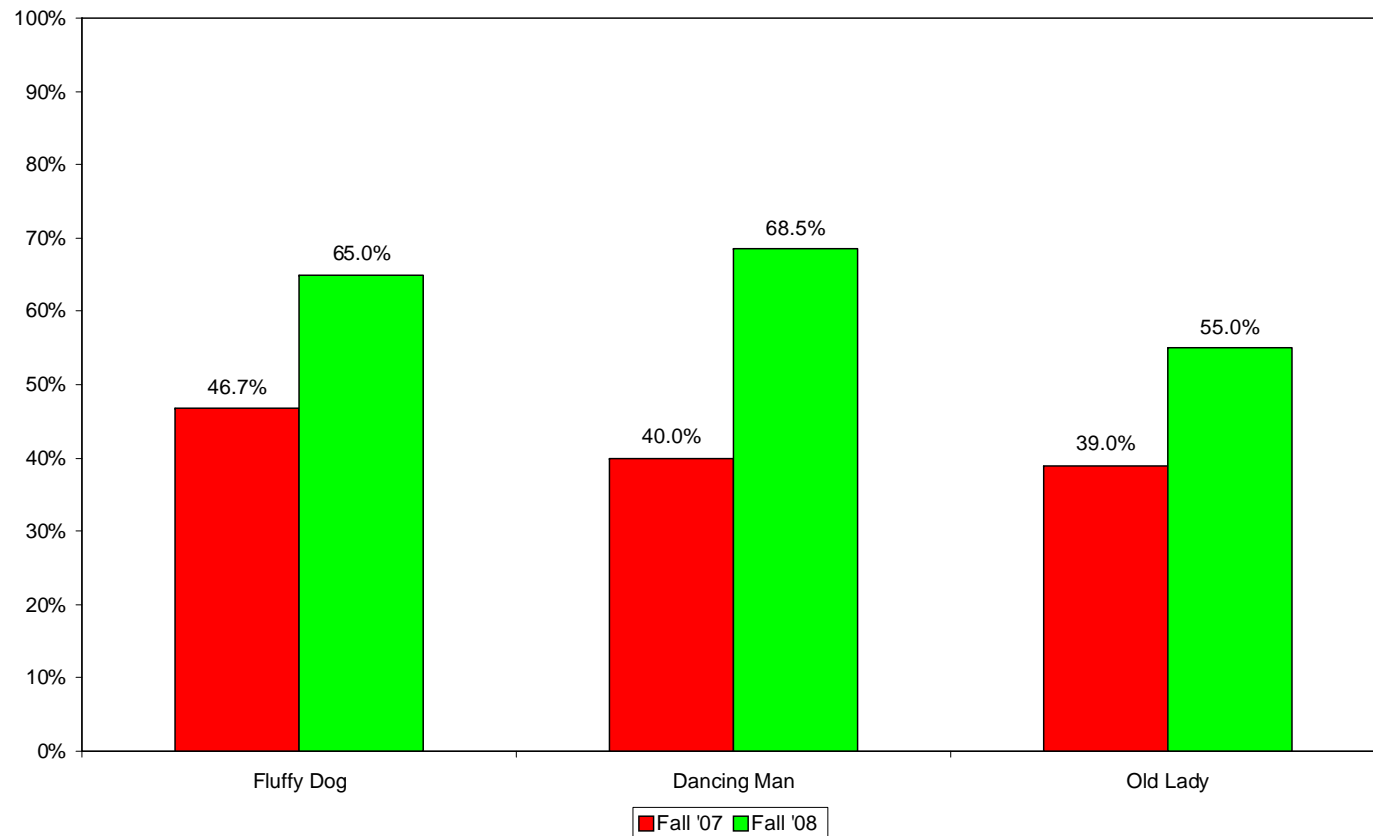
Results – Understanding

Under current restrictions, how many days per week can you water?



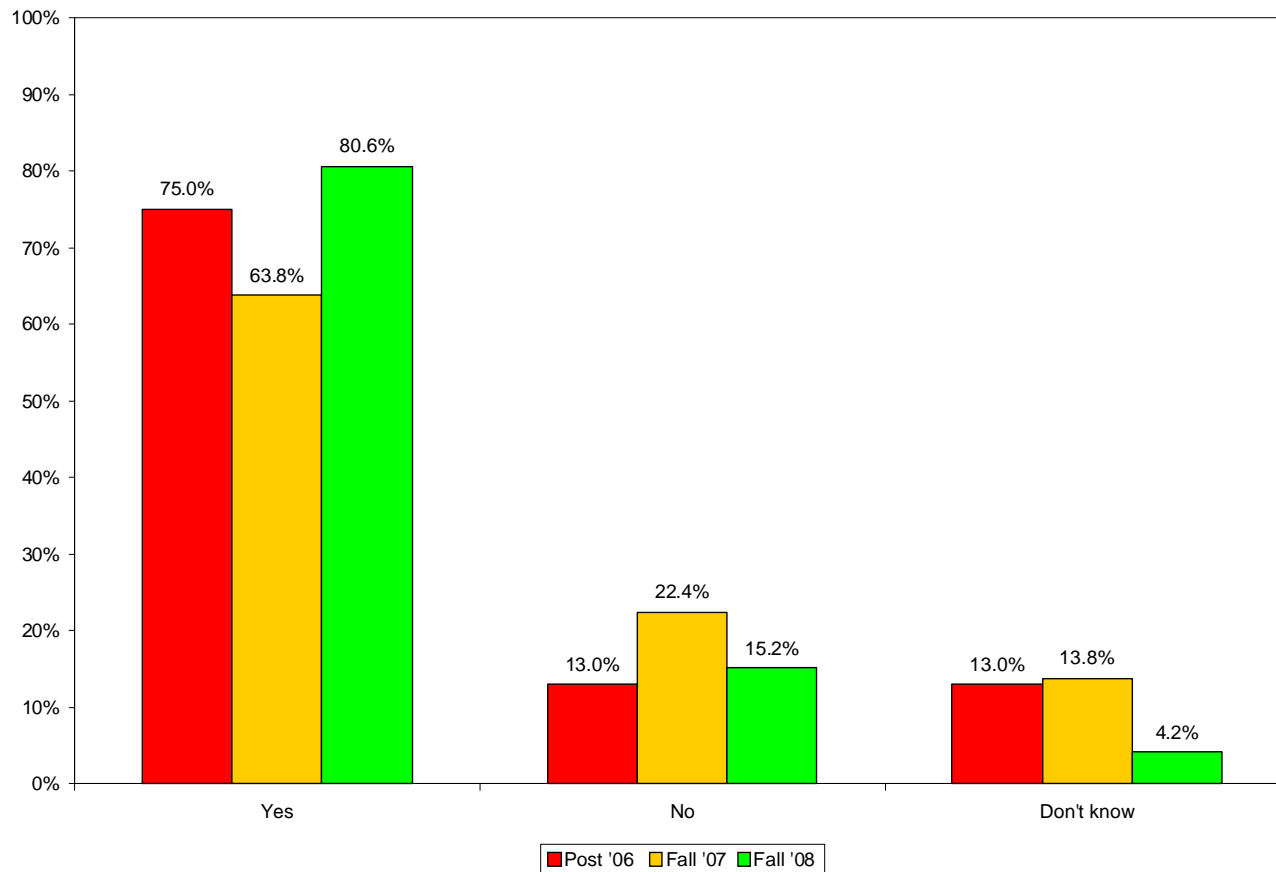
Results – Recall

Do you recall the following advertisements?

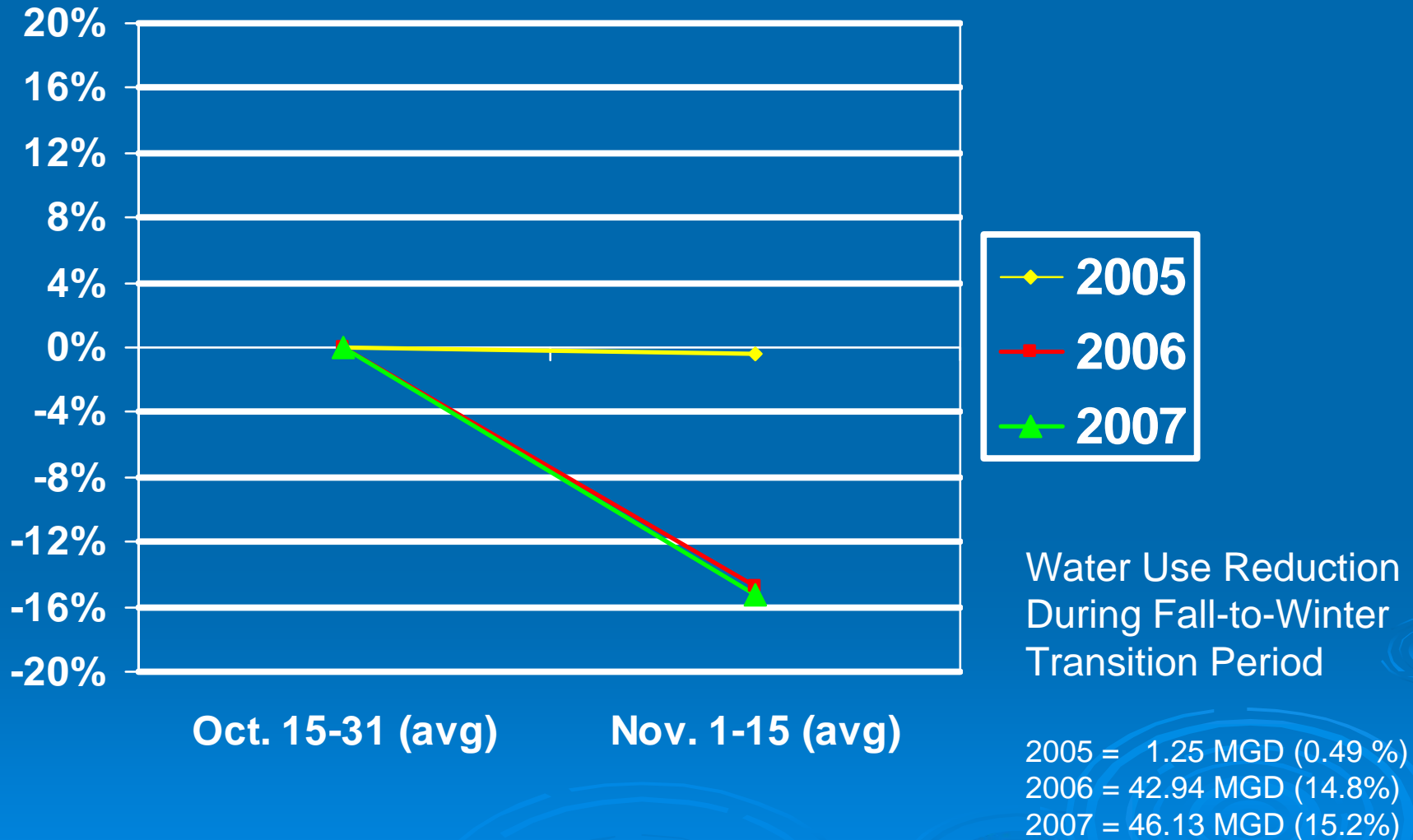


Results – Action

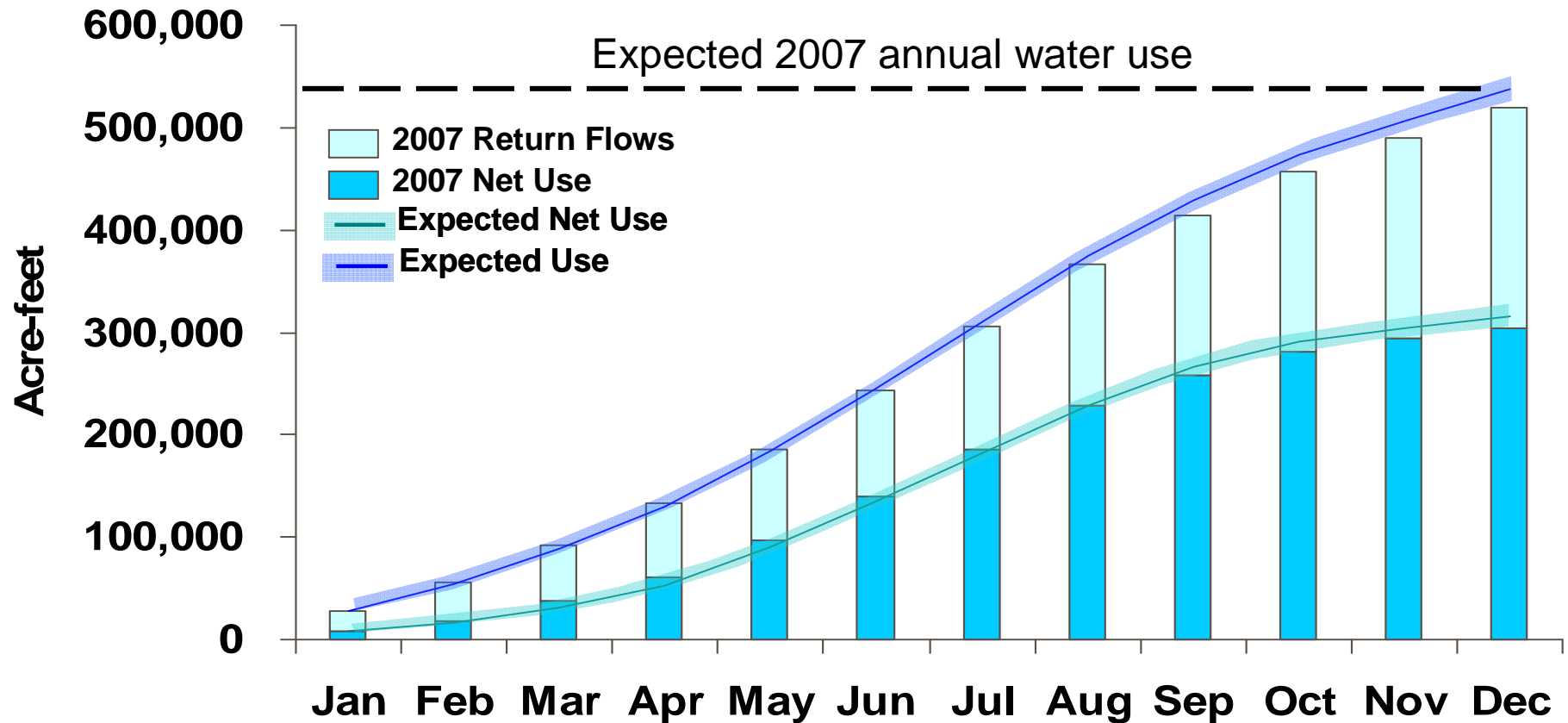
Did you remember to change your irrigation clock according to the schedule?



Results: Impact on Water Use

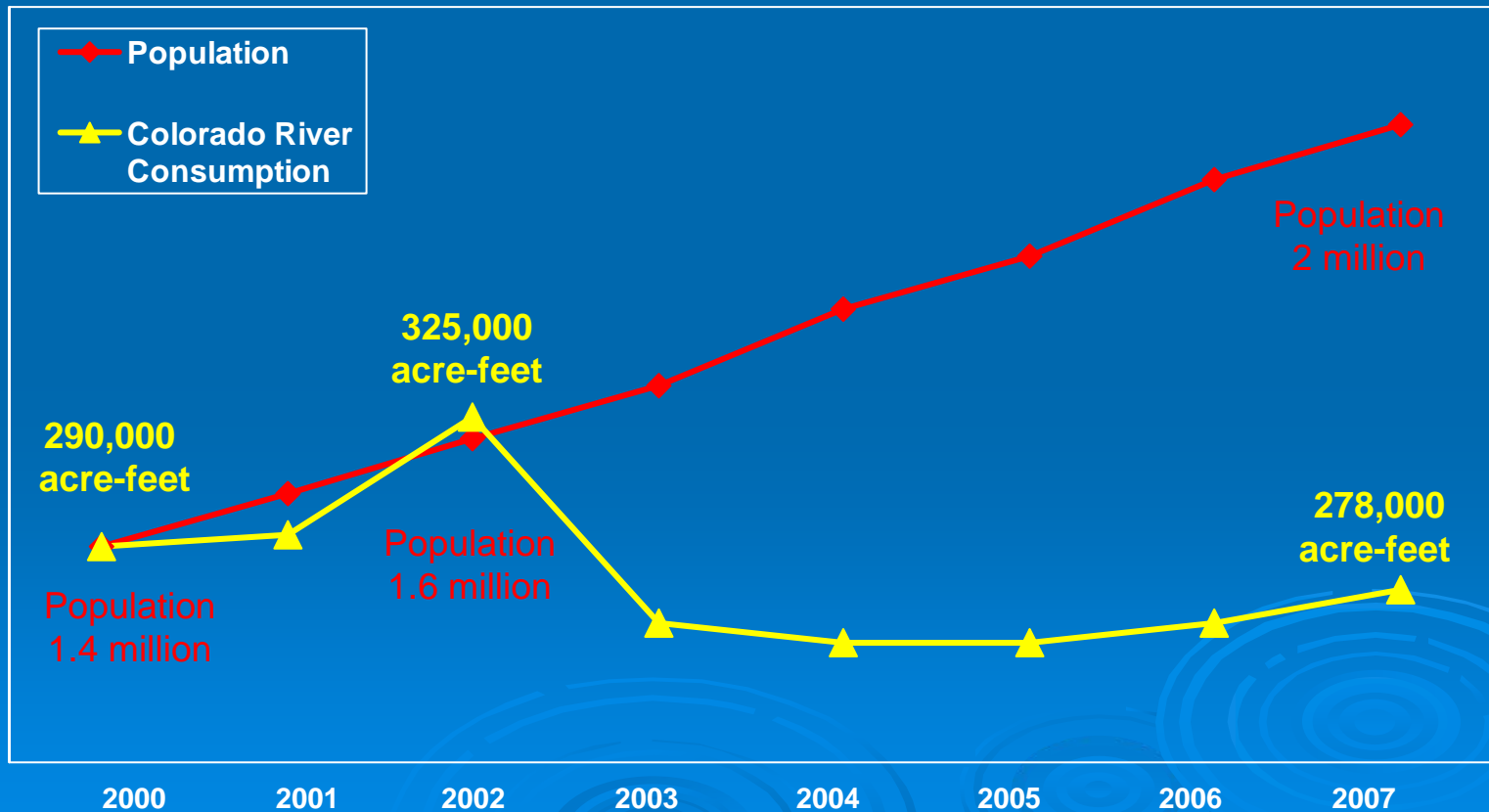


Impact on Overall Use



The Bottom Line

Southern Nevadans consumed **15 billion gallons less** water in 2007 than in 2002, despite the addition of 400,000 residents during that span and more than 40 million annual visitors last year.



Other Accolades

- “The Neighbor” spot was included in the TBS World’s Funniest Commercials show in 2007.
- The Compliance Campaign received a national “EFFIE” award, considered the industry’s pre-eminent advertising honor because it based upon the campaign’s effectiveness.

Conclusions

- Targeted, high-intensity outreach appears to increase compliance with the Mandatory Watering Schedule and significantly reduce water use.
- Analyzing the results (both through quantitative surveys and operational data) allows you to make campaign adjustments to refine the program.

Questions?

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