

# This presentation premiered at WaterSmart Innovations

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Portland | San Francisco

**pmsi**

# Landscape Market Transformation— 10 Years Later

Accomplishments and Next Steps

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## About PMSI

- Strategic marketing agency with offices in the SF Bay Area and Portland, OR
- 30 years broad-based research, strategy and campaign development experience
- In-depth water conservation marketing expertise

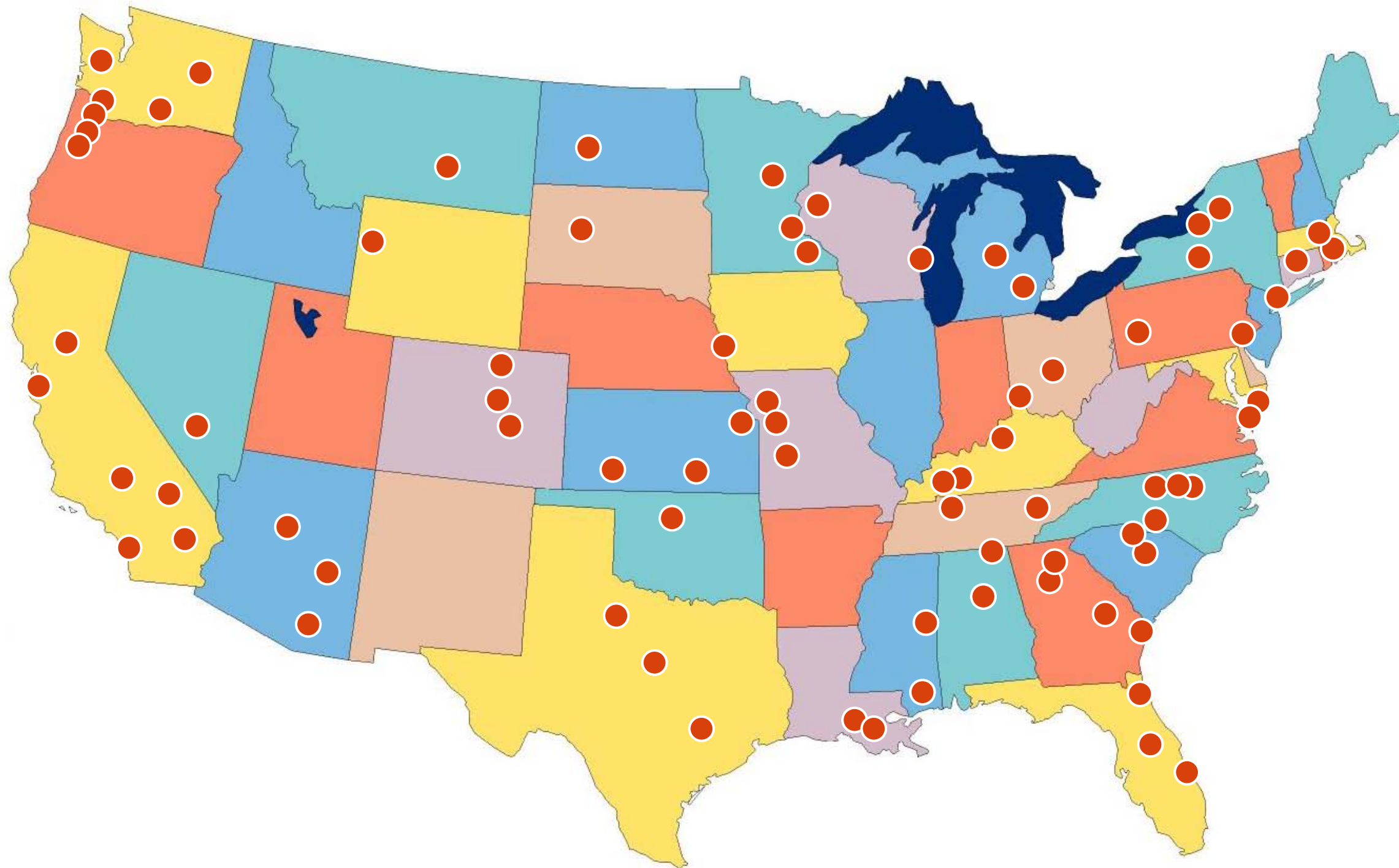
# Water Conservation Experience

- Significant body of proprietary research and knowledge
  - Dozens of Homeowner, Landscape Contractor and Specifier focus groups throughout the country
  - More than 200 in-depth interviews on the topic of water conservation with Property and Facility Managers, HOAs, Landscape Architects and Contractors, Water Purveyors and other key decision makers and influencers
  - Several quantitative surveys with Landscape Contractors and Homeowners
- Track record of outreach implementation success, including branding, direct marketing, websites and collateral



# Overview of Water Conservation Research Findings

# Research Geography



# The Water Conservation “Truths”

- While each region of the country has unique qualities and perspectives, our qualitative research has identified some findings related to water conservation that are relatively consistent across all markets—what we call the **Water Conservation “Truths”**
- Because these findings are based primarily on qualitative studies (focus groups and in-depth interviews), and not weighted heavily toward quantitative surveys, they should be viewed primarily as directional in nature and are not absolute, quantifiable, or projectable

# Water Conservation “Truths”



- **Truth #1:** We all know we need to conserve water.
- **Truth #2:** I'm already doing MY part.

# Water Conservation “Truths”



- **Truth #3:** One size does not fit all.
- **Truth #4:** Money talks.

# Water Conservation “Truths”



- **Truth #5:** Conservation messaging works, but...
- **Truth #6:** When it comes to our own water usage, we don't have a clue.

# Water Conservation “Truths”



- **Truth #7:** Carrots taste better than sticks.
- **Truth #8:** Appearances are important.

# Water Conservation “Truths”



- **Truth #9:** Opportunity knocks.
- **Truth #10:** Demand lies with the end user.

# This Past Decade's Key Accomplishments: Building Momentum

- Shift in conservation program emphasis to more strongly focus on outdoor
- Increased focus of efforts and resources by water purveyors on water conservation
- Significant improvements in both the availability and adoption of water efficient irrigation equipment
- Introduction and importance of new water conservation entities

# The Next 10 Years

- Water efficiency needs to become a new “way of life,” not just a response to a short-term crisis
- Challenges include:
  - Marketplace resistance and inertia
  - HOA rules and regulations
  - Inconsistent local government support
  - “Water is cheap” mentality
  - The weak economy and declining availability of rebate dollars
  - People just don’t know what to do

**So what can we do?**

# Keys to Success

- Collaboration
- Integration
- Cooperation
- Leadership

# Key to Success: Collaboration

- Collaboration is essential
  - The three most important water conservation influencers—water purveyors, irrigation equipment manufacturers and landscape professionals—all share similar outlooks and can all benefit from greater outdoor water conservation acceptance and activities; yet all are working very much independently toward their goals
  - By engaging and working together to address end-user needs, all three can benefit:
    - Increased sales of water efficient irrigation products for manufacturers
    - New business opportunities for landscape professionals
    - More water saved outdoors, which benefits water districts and, ultimately, everyone

# Key to Success: Integration

- Integrate programs and marketing efforts
  - Initiate water purveyor and manufacturer outreach partnerships to better help both achieve their objectives
  - Include landscape professionals (contractors, architects, and others) as key influencers
    - Training and certification
    - Rebates and incentives
  - Ensure consistency across all communication channels

# Key to Success: Cooperation

Don't "reinvent the wheel"

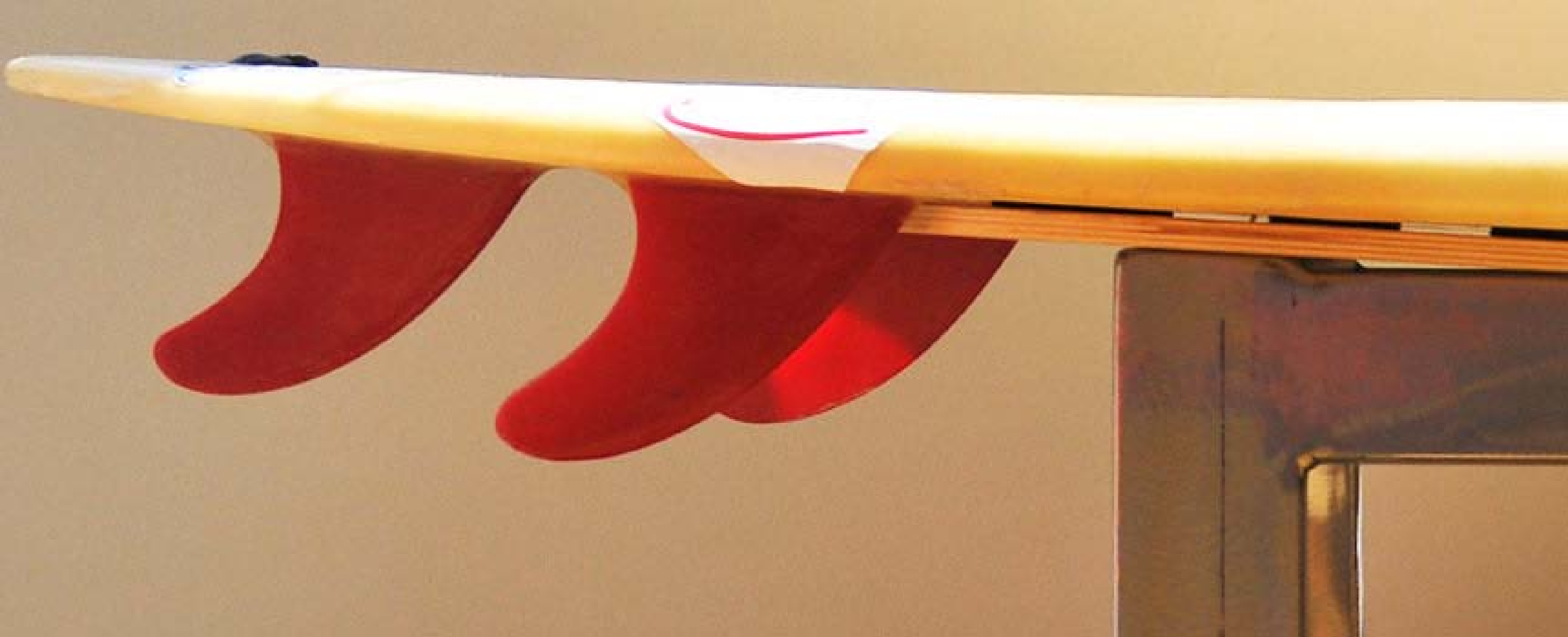


- Instead of ignoring (or, in some cases even competing with) each others' efforts—and duplicating valuable effort and resource expenditures—it may be more efficient and effective to either combine efforts, or adopt/implement proven programs from other Districts that have already been developed

# Key to Success: Leadership

Tell end-users what to do, how to do it, and where to get help

- Develop and publicize visible examples that show conservation works
- Provide specific and actionable steps to maximize success
- Make available the help tools needed to guide the end-user to your goals



# Thanks!

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