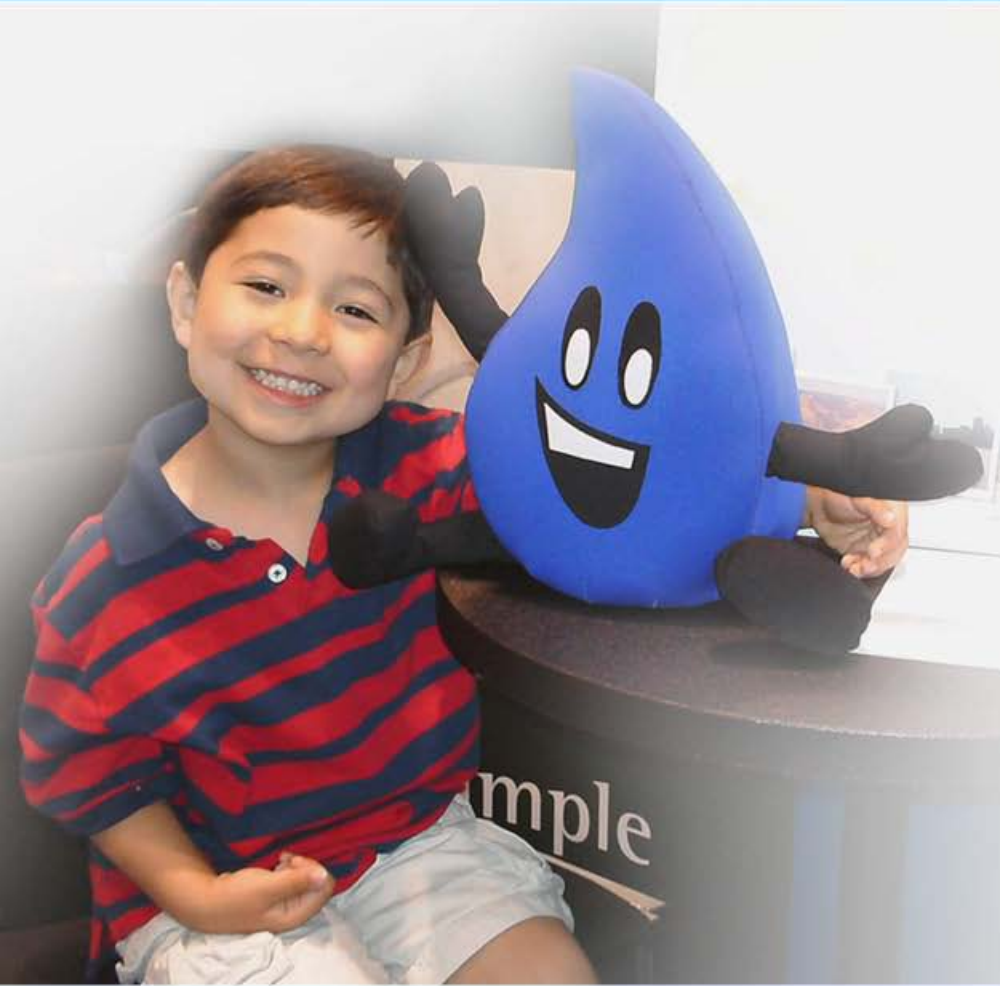


This presentation premiered at WaterSmart Innovations

watersmartinnovations.com





EPA's Social Marketing Strategy

Stephanie Thornton,
U.S. EPA



What Is WaterSense?

- Voluntary partnership program created by EPA in 2006
- Labels products, new homes, and services that use 20 percent less water and perform as well or better than standard models
- Since first the WaterSense labeled product, the program helped consumers save:
 - **46 billion** gallons of water
 - **\$343 million** in water and sewer bills
- But changing behavior takes more than a label...





Social Marketing

- Changing behavior requires:
 - Building awareness
 - Providing motivation
 - Overcoming barriers
- EPA creates tools; 2,000 partners implement
 - Tool kits with key messages, brand, look-and-feel
 - Contests and target markets to focus efforts
- New national campaign: We're for Water



WaterSense Tools Kits

- All partners can access on a password-protected site
 - Utilities, governments
 - Manufacturers
 - Retailers/distributors
 - Irrigation professionals
 - New home builders
 - Supporting organizations
- Tools can be customized with organization's logo
- Maintain WaterSense brand and messaging






Initial Awareness-Building

- Key message: Water is important, and we need to preserve it for future generations
- First PSA campaign 2007
- Met with weekly consumer magazines
- Messages in partner tools
- Paved the way/provided motivation to promote products with the WaterSense label




IMAGINE
YOUR KIDS
PLAYING ON
THE SLIP 'N SLIDE.[®]
MINUS THE SLIP.



The average person unknowingly wastes up to 30 gallons of water every day. And since usable water is actually a limited resource, 36 states could be facing water shortage problems by 2013. But there is something you can do. Pay attention to your water usage, because the water you save today will ensure adequate slipping and sliding in the future. Like to learn more?

Visit www.epa.gov/watersense.



The SLIP 'N SLIDE is a registered trademark of Wham-O, Inc. ©2006



Partner Support

■ Events

- Sales tax holiday in Georgia
- Collaboration between state, municipalities, manufacturers and retailers

■ Contests

- State challenge to recruit the most utilities
- Arizona won and hosted Fix a Leak Week 2009 in Phoenix
- EPA provide community-based social marketing support
 - EPA consultant provides input/expertise, but is a state/local effort
 - Creating a model for other communities' social marketing efforts



The Next Step: We're for Water

- **Goal:** Create an emotional connection by helping consumers realize simple successes that make them feel good about using water efficiently
 - Foster a sense of “belonging” to a community
 - Create community advocates
 - Build visibility at the national and local level
 - Measure success
- We're for Water serves as umbrella campaign for other WaterSense community outreach efforts





What Does the Campaign Entail?

- Print PSAs now focus on getting consumers to try a water-efficient behavior
 - Check for leaks
 - Twist on an aerator
 - Replace a showerhead

Be proud. Be strong.
Be a fixer of leaks.

If you're for water like me, then you know that finding and fixing leaks at home can save thousands of gallons every year. It was easier than I thought to fix hidden leaks in the toilet, shower and backyard—the WaterSense website is full of water-saving tips to help eliminate all those drips and drops. So, join me and thousands of our neighbors in the We're for Water campaign. Together we can stand up for water by making simple changes at home.





What's the Ask?

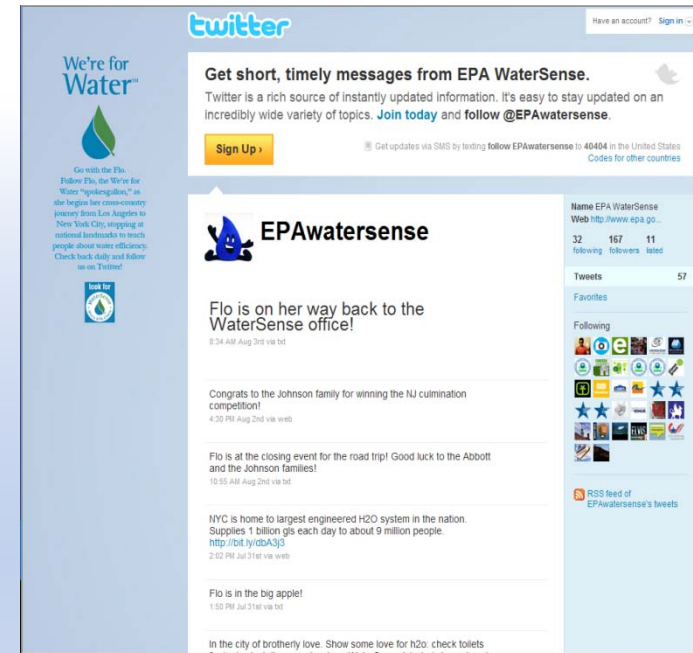
- Consumers
 - Take the I'm for Water pledge
 - “Like” WaterSense on Facebook
 - Check. Twist. Replace.

The image shows a digital form for taking the 'I'm for Water' pledge. At the top left is the logo, which consists of a blue water drop with a green leaf inside, followed by the text 'I'm for Water' in blue. Below the logo are three input fields: the first is labeled '*Name:', the second is labeled 'Email:', and the third is labeled '*ZIP code:'. Each field has a white border and a light gray background. Below these fields is a green button with white text that says 'Take the Pledge!'. At the bottom of the form, there is a small section of text: '*Required fields' followed by a note: 'Note: EPA will not share your information with anyone, but if you include your e-mail you'll start receiving the WaterSense Current, a quarterly e-newsletter water saving news and tips.'



What's the Ask? Partners Promote in Communities

- Partners
 - Host a We're for Water event
 - Use WaterSense-developed partner tools
 - Link to the pledge page and WaterSense's Facebook
 - Follow WaterSense on Twitter





Going Viral: Building “Community”



WaterSense® An EPA Partnership Program Meets EPA Criteria

[Product Search](#) | [Meet Our Partners](#) | [Contact Us](#) | [FAQ](#) | [Partner Log](#)



WaterSense / We're for Water / Share



PLEDGE Are you for water? Take the Pledge! **ROAD TRIP** Follow the We're for Water road trip! **SHARE** Facebook, Twitter, email, and more!



STEP 1
Join us on Facebook & follow us on Twitter.


STEP 2
Update your Facebook & Twitter status!

I just made a pledge because I'm for Water. Are you?  

Following Flo on her road trip across America. Check it out!  


Saved water with a simple check, twist, and replace. See how!  

STEP 3
Send an email today to spread the word about saving water.




[Click here to spread the word!](#) 

STEP 4 Post the widget on your website.

[Click here to get your We're for Water widget.](#)

 Follow Flo on her road trip. [Learn more...](#)

STEP 5 Share these videos with friends!
Check out these videos from Flo's road trip.





Launching We're for Water

- July 14–August 2, 2010
- Water-saving contest
- Cross-country road trip
- Partner events
- Media coverage



Road Trip Schedule



Follow Flo the “spokesgallon” on her trip across the country to promote water efficiency. For more information, visit www.epa.gov/watersense.



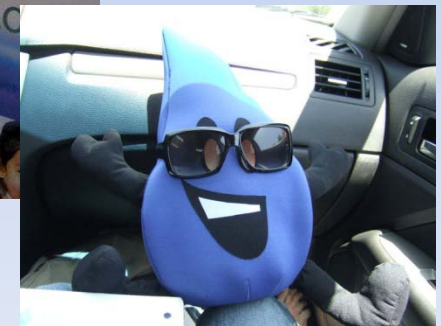
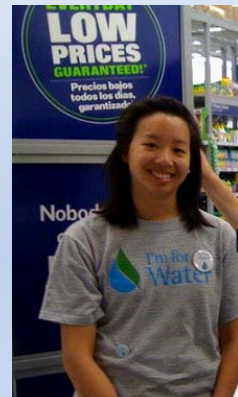
Water-Savings Competition

- Los Angeles/New Jersey families used WaterSense labeled products and other water-saving methods for one week
- Check. Twist. Replace. competition/media event
- Resulted in local print and television press
 - [ABC Video](#)
- “Spokesgallon” created



Road Trip

- Los Angeles to New York City
- Partner events
 - Las Vegas, Nevada
 - College Station, Texas
 - Atlanta, Georgia
 - And more





Social Media Overview

■ Facebook

- Updated daily with status updates, photos, video from road trip and events

- More than 1,350 people “like”

■ Twitter

- Tweeted daily during road trip

- More than 175 followers

■ Pledge

- More than 300 during road trip





Traditional Media

- Print PSAs are already running in magazines
 - *Newsweek* September 13 *regional edition*
 - *InStyle*, *Men's/Women's Health* plan to run
- NAPS radio PSA broadcast at least 260 times in 39 different states
- Media outreach included print, TV, blog and website coverage
 - Garnered 25 million “impressions”
 - Resulted in more than \$347,000 in advertising value



Continuing the Success

- Continue asking consumers to take the I'm for Water pledge
- Partner outreach
 - Use collateral materials throughout the year
 - Hold special events featuring Flo
 - Promote “check, twist replace”
- Social media
- Ongoing We're for Water efforts
 - Third annual Fix a Leak Week
 - March 14-20, 2011





Fix a Leak Week 2011

- EPA is announcing its latest competition
 - Fix a Leak Week 2011 media event contest
 - Encourage consumers to fix common household leaks
 - Winner will receive support for a local event
- Fix a Leak Week 2010
 - Dallas won with a week-long roundup
 - Replaced leaky fixtures in low-income properties with WaterSense labeled models
- Deadline for 2011 event: November 19, 2010





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