

# This presentation premiered at WaterSmart Innovations

[watersmartinnovations.com](http://watersmartinnovations.com)



# Creating Communication That Inspires Behavior Change

**Shelton**<sup>Grp</sup>



**We are the ad agency that brings sustainability to the mass market.**



**IDEAS**

**TOSHIBA**



*Johnson & Johnson*



**KOHLER.**

**kNAUF**INSULATION



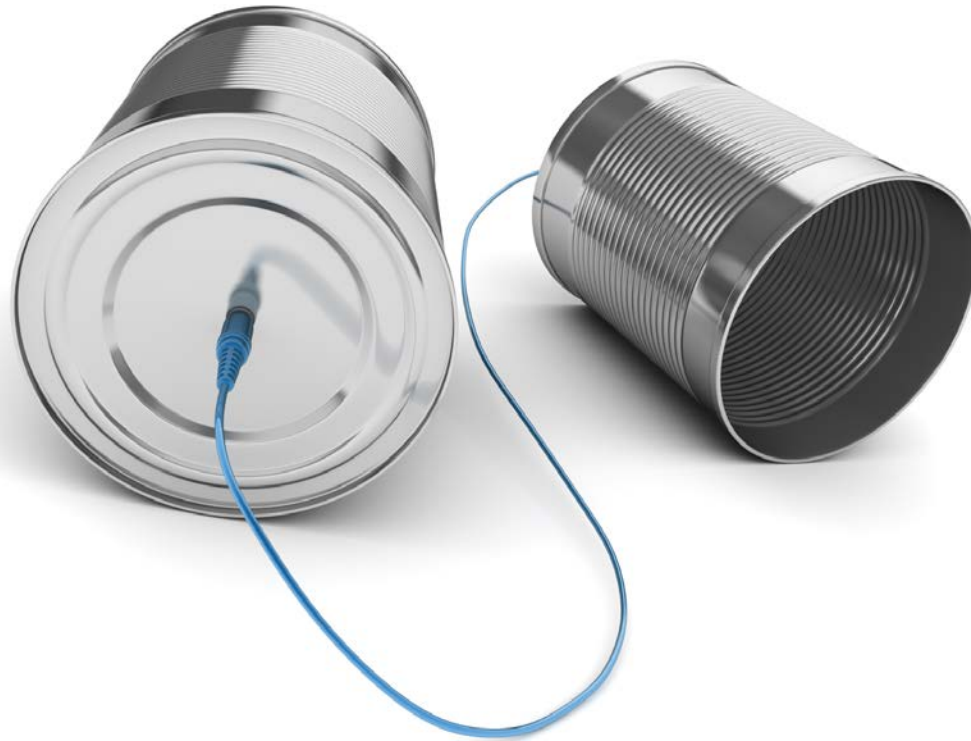
**FirstEnergy**



# Communicating



# Communicating a Water Conservation Message

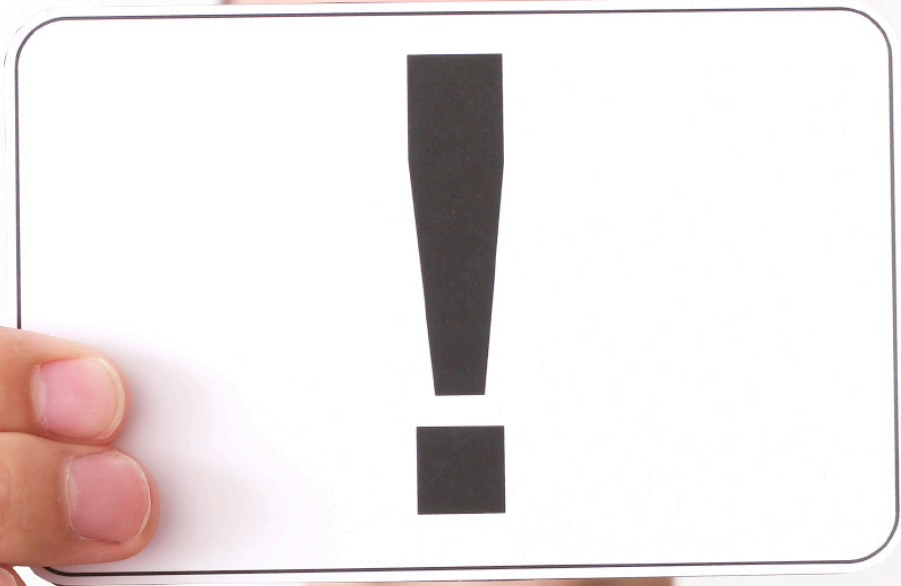








# Apathy



A person is holding a white rectangular card with rounded corners. The card has the number '2222' printed on it in a bold, black, sans-serif font. The person's hand is visible on the left side of the card, and their face is partially visible in the background, which is a plain, light-colored wall.

**2222**



# Apathy













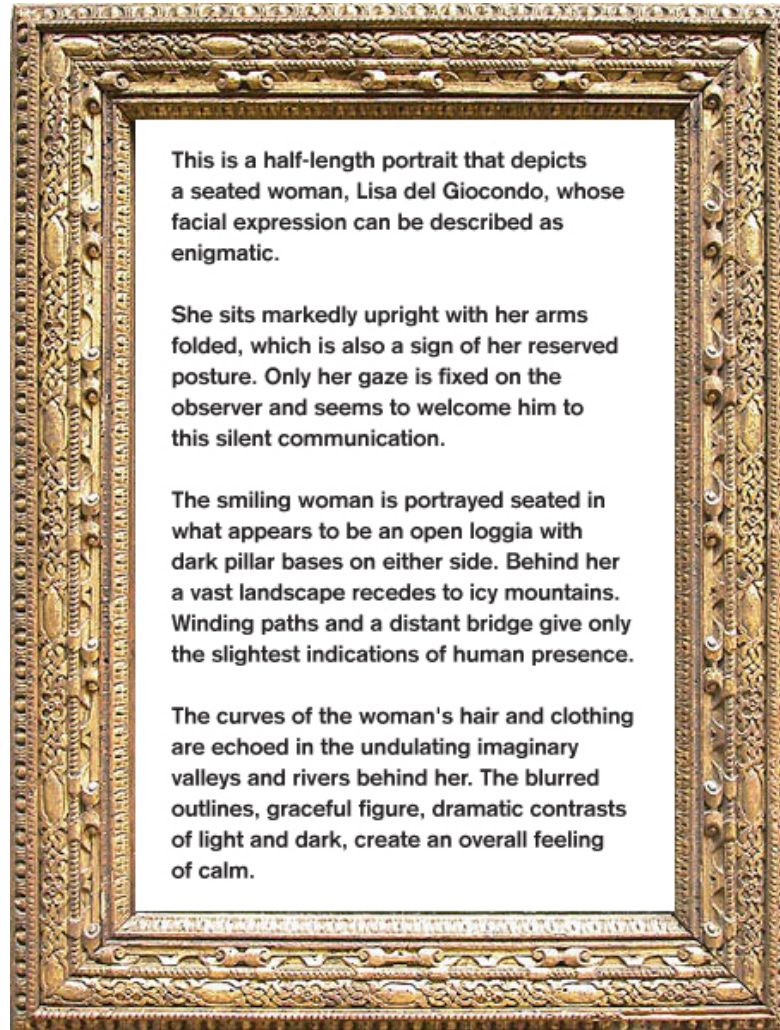












This is a half-length portrait that depicts a seated woman, Lisa del Giocondo, whose facial expression can be described as enigmatic.

She sits markedly upright with her arms folded, which is also a sign of her reserved posture. Only her gaze is fixed on the observer and seems to welcome him to this silent communication.

The smiling woman is portrayed seated in what appears to be an open loggia with dark pillar bases on either side. Behind her a vast landscape recedes to icy mountains. Winding paths and a distant bridge give only the slightest indications of human presence.

The curves of the woman's hair and clothing are echoed in the undulating imaginary valleys and rivers behind her. The blurred outlines, graceful figure, dramatic contrasts of light and dark, create an overall feeling of calm.





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**Do something people will like.**

# Initial Request:

We must get Americans to understand the vital importance of water conservation.



# Aha!

Wake people up to the moment when  
*using* water becomes *wasting* water.









# ARE YOU WEIRD?

Wasting water is weird. It really is when you think about it—and that's the problem. We don't. You see, there's this moment when *using* water becomes *wasting* water. That's when things start getting weird. But don't take our word for it. Just watch Rip. He explains it better than we ever could.



Wasting Water is Weird: Dishwasher

0:00 / 0:31

YouTube



56



## RIP THE DRIP

Rip the Drip was born under the water sign Pisces, and is an assistant shift manager at a local water park. He enjoys taking long showers, listening to running faucets and opening fire hydrants. He has a proud collection of high-pressure hose nozzles that he uses to perform various dance routines in his driveway. His favorite movie is *Waterworld*—which he has seen 786 times—and he dreams of one day visiting Niagara Falls.

SWEET DOWNLOADS

YouTube

@RIPTHEDRIP

FOLLOW RIP



World Water Week should be World Water Year.

<http://t.co/lrMF3Si>

2 days ago

Let's party on that river. RT @reaganatnbs: @RipTheDrip wants to be your best friend! <http://t.co/0bZhcR7...> But Wasting...

3 days ago

If installing 100 sprinklers in my yard to turn it into a swamp is weird, I don't want to be normal. RT @movinh2oforward: @amwater...

3 days ago

MORE TWEETS



56



PROGRESS

## QUESTION #1

You can save up to 150 gallons of water a month (66 days worth of drinking water for a family of four) just shortening your shower by:

- A. 1 minute of wishing you were back in bed  
\_\_\_\_\_
- B. 3 minutes of daydreaming  
\_\_\_\_\_
- C. 5 minutes of contemplating your existence  
\_\_\_\_\_
- D. I refuse to get out until I'm a prune.  
\_\_\_\_\_



BOSCH

KOHLER.

LOWE'S

P&amp;G



56



PROGRESS

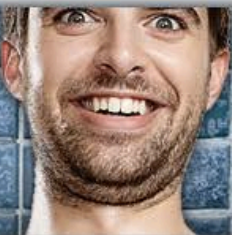
## Why do you hate water!

Turning off the faucet when you brush your teeth can save 45 gallons a month.

CONTINUE



56



## TIPS & TRICKS

Sometimes big problems seem like they need big solutions, but that's not always the case. Not every obstacle requires some great sacrifice. Don't believe us? Check out these simple tips below and see how easy being normal can really be.

### HOW TO GET LESS WEIRD...

Try turning the water off while you brush your teeth and shave. That shouldn't bum your day out too much.

NEXT 



For more information about water-saving tips, [click here](#).



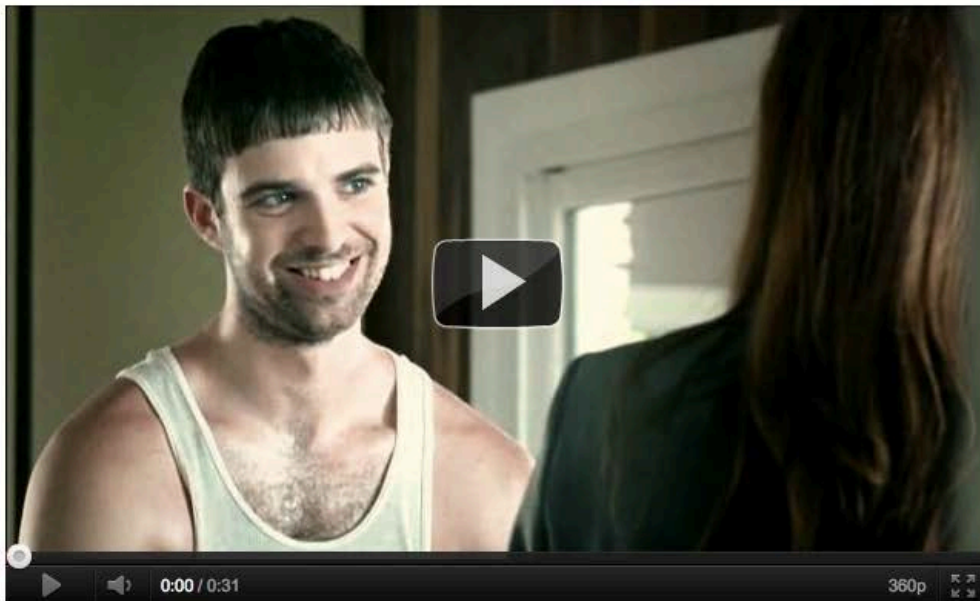


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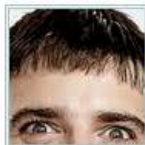
### Wasting Water is Weird: Dishwasher

From: WastingWaterIsWeird | Jul 19, 2011 | 46,724 views



There's this moment when using water becomes wasting water. That's when things start getting weird. But don't take our word for it. Just watch Rip as he pops in right at that moment. KrrrchKrrrchKrrrchKrrrch.

[View comments, related videos, and more](#)



WastingWaterIsWeird

Subscribe

Add as Friend | Block User | Send Message

### Profile

Name: Rip  
Channel Views: 4,199  
Total Upload Views: 99,765

### Channel Comments (11)



CuriousNekosan (1 month ago)

These commercials are shedding some light on an important topic that needs to be discussed. Keep up the great work!

Spam



tatsuebo (2 months ago)

funny man!~

Spam



evilcupcake0071 (2 months ago)

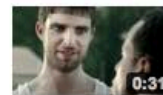
great commercials- very smart!!! the toothbrush one is my fav!

Spam

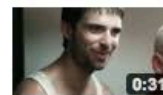
### Uploads (3)



Wasting Water is Weird: Dishwasher  
46,724 views - 2 months ago



Wasting Water is Weird: Car Wash  
26,493 views - 2 months ago



Wasting Water is Weird: Bathroom  
26,346 views - 2 months ago

[see all](#)

### Favorites (0)

[see all](#)

Our Partners



"MAJESTY"



# Rip The Drip Like

Fictional Character · Waterville, Tennessee



Wall

Rip The Drip · Top Posts



**Rip The Drip**

I can hardly wait. I haven't been this excited since I connected 17 slip 'n slides together.

about an hour ago



**Rip The Drip** added 3 new photos to the album Rip's Vacation Pics.



**Rip's Vacation Pics**

2 hours ago · Share

Rip The Drip likes this.



# Rip The Drip

**@RipTheDrip** Waterville, TN

*I'm like an explosion of water. My words are like a deluge on top of a river that's riding the ocean. Follow me and I'll show you how squishy things can get.*

<http://wastingwaterisweird.com>

✓ Following



Tweet to @RipTheDrip

Tweets Favorites Following Followers Lists



**RipTheDrip** Rip The Drip

It's National Clean Hands Week, so please turn on every faucet you come across and leave them on to encourage people to wash their hands.

27 Sep



**RipTheDrip** Rip The Drip

@BeyondMorale Sweet! Thanks for following me. Like me [ow.ly/5LcfH](http://ow.ly/5LcfH) & we'll be WBFs (water buddies forever). [wastingwaterisweird.com](http://wastingwaterisweird.com)

22 Sep



**RipTheDrip** Rip The Drip

@LeaderChat Sweet! Thanks for following me. Like me [ow.ly/5LcfH](http://ow.ly/5LcfH) and we'll be WBFs (water buddies forever). [wastingwaterisweird.com](http://wastingwaterisweird.com)

21 Sep



**RipTheDrip** Rip The Drip

@PromoteGreen Soaking sweet! Thanks for following Like me [ow.ly/5LcfH](http://ow.ly/5LcfH) we'll be WBFs (water buddies forever) [wastingwaterisweird.com](http://wastingwaterisweird.com)

20 Sep



**RipTheDrip** Rip The Drip

In honor of Sea Cadet Month, I'm leaving you land lovers and heading out to live on the high seas. So long, mates.

20 Sep



About @RipTheDrip

126

Tweets

113

Following

293

Followers

17

Listed

You and @RipTheDrip

You follow an account that follows @RipTheDrip · [view](#)



Similar to @RipTheDrip · [view all](#)



**PGmyGIVE** P&G myGIVE · [Follow](#)

Social Sustainability Program with 3 Pillars: GIVE ...



**rrazor** Matt Gray · [Follow](#)

Tech dork. Technology Director for Clockwork Active ...



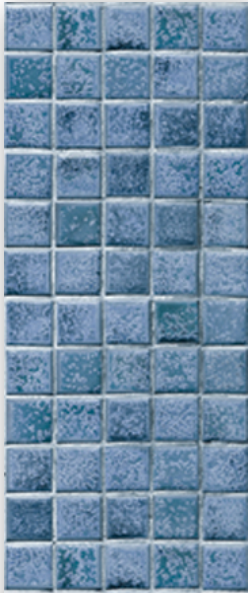
**jeffZplie** Jeff Berger · [Follow](#)

Doesn't everything die at last, and too soon? Tell me, ...

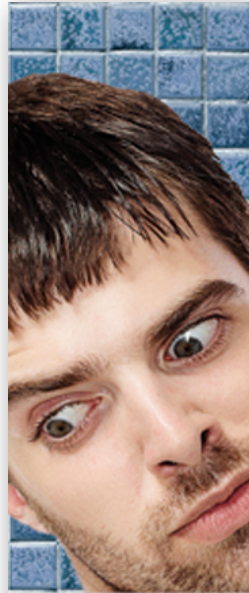
Following · [view all](#)



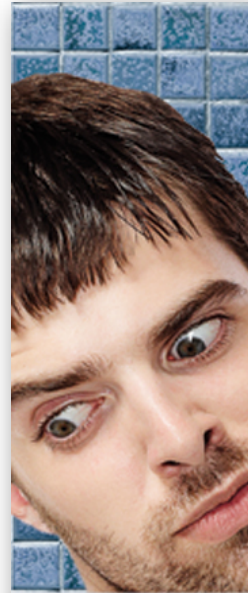




THE MOMENT  
USING WATER  
BECOMES  
WASTING  
WATER...



...IT GETS  
WEIRD.

A graphic of a water splash with bubbles, positioned below the text. The water is blue and white, with several bubbles of varying sizes.

WASTING  
WATER  
IS WEIRD

CLICK HERE  
TO GET NORMAL

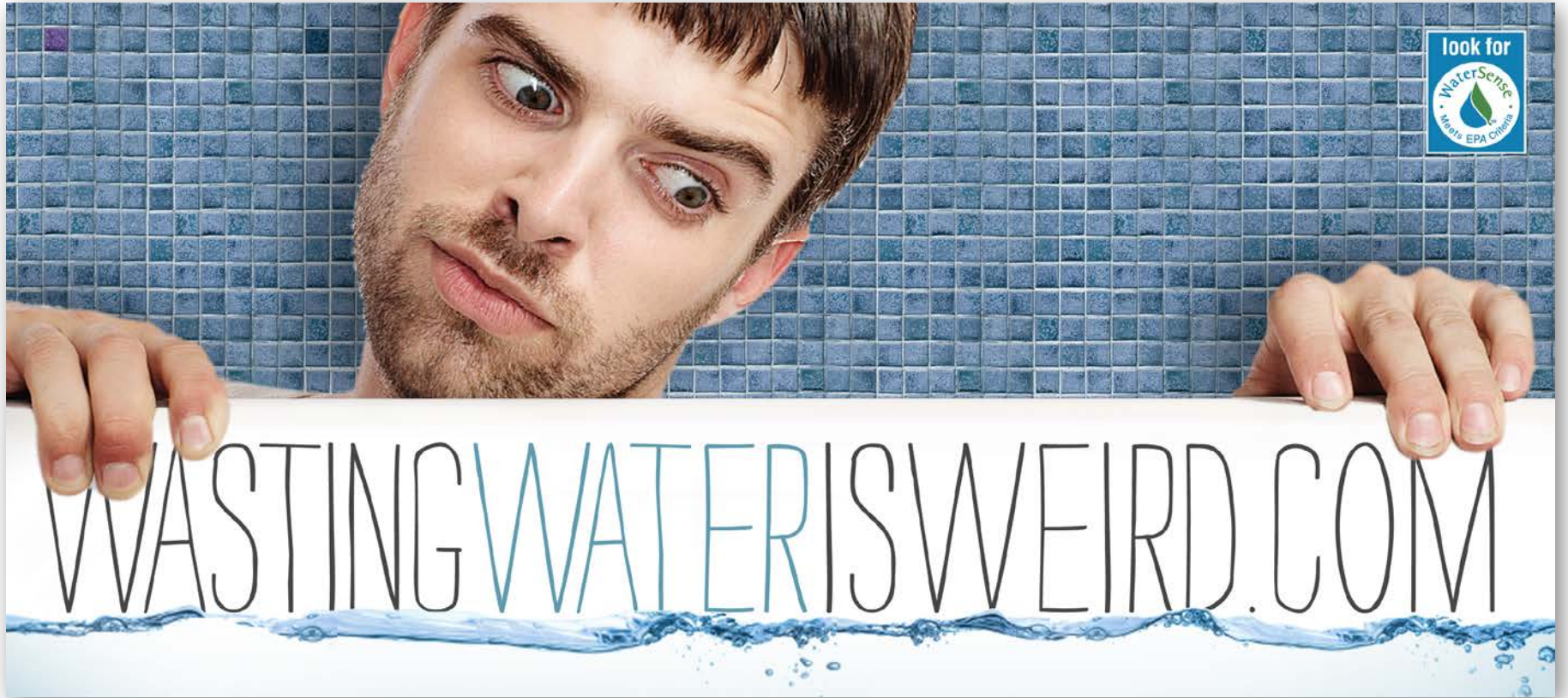


COMING TO A SHOWER NEAR YOU  
RIP THE DRIP  
WASTINGWATERISWEIRD.COM



COMING TO A HOSE NEAR YOU  
RIP THE DRIP  
WASTINGWATERISWEIRD.COM





# 2011 Campaign Numbers at a Glance

- Television spots:
  - # of Airings: 4,256
  - # of Stations: 129
  - Impressions: 26 Million+ (as of 8/31)
  - Nielsen ranked campaign in Top 10 PSAs aired in month of August
- Website exposure:
  - 21+ million impressions (as of 8/31)
- Out of home postings in over 20 markets, including:
  - Atlantic City, Chicago, Charlotte, Denver, Grand Rapids, Los Angeles, New York, Norfolk, Philadelphia, Raleigh-Durham, Sacramento, San Francisco, Washington D.C.

# Thank you!

Larry Washington

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