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at WaterSmart Innovations

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Bay Area Water Supply and Conservation Agency

Harnessing New Media Platforms for Cost-Effective Targeted Conservation Messaging

October 8, 2015

BAWSCA
Bay Area Water Supply & Conservation Agency

Presentation Topics

1. How we got here
2. Targeted Google Advertising for Drought Messaging
   - Approach
   - Analytics and Effectiveness
3. Targeted Google Advertising for Conservation Program Marketing (Landscape Education Program)
   - Approach
   - Analytics and Effectiveness
4. Lessons Learned and Next Steps

What is BAWSCA?

Bay Area Water Supply & Conservation Agency

- Special District representing the interests of
  - 26 cities, water districts and water companies in San Mateo, Santa Clara, and Alameda Counties
  - 1.7 million residents, over 30,000 businesses
- All rely on the San Francisco Regional Water System
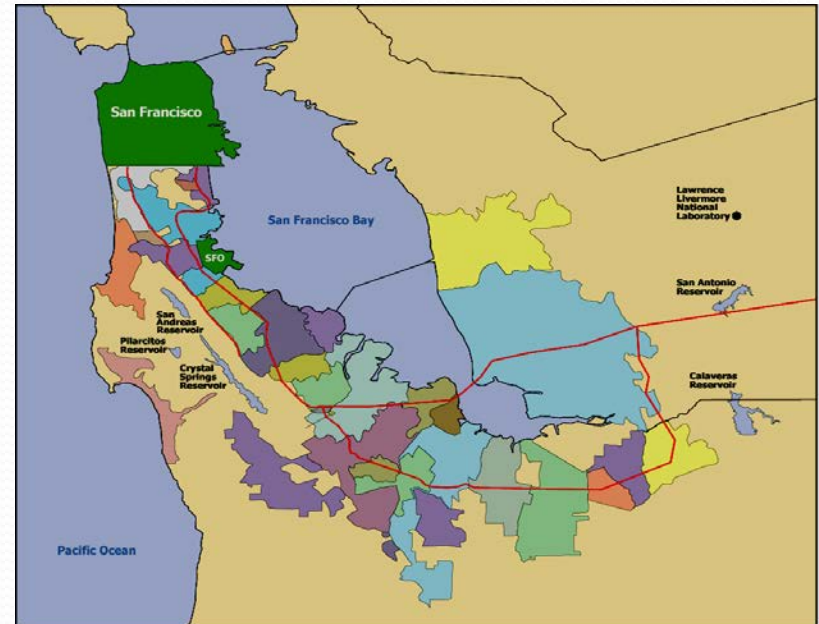
Conservation Program Is Key Element of BAWSCA's Mission

- BAWSCA manages a variety of conservation programs regionally and on a subscription basis for its member agencies

- Current programs include:
  - Four rebate programs
  - One voucher program
  - Four public outreach program
  - Three school programs
  - Large landscape audit program
  - Home water use reports program
  - Water conservation database

Outreach and Marketing Strategy

- BAWSCA and member agencies collaborate to provide for conservation outreach
- Member agencies handle direct customer outreach
  - Bill inserts, newsletters, local events
- BAWSCA provides regional outreach
  - Point-of-purchase, preparation of marketing materials, large-scale media buys when needed
- Paper marketing materials have historically been the standard
  - Postcards and brochures

Drought Messaging Campaign

- SFPUC issued called for 10% reduction in water use on January 31, 2014
  - Customer response was not immediate
- Regional drought messaging campaign launched in June 2014
- Goal: To motivate customers to take actions to reduce their water use in order to achieve the necessary 10% reduction in water use
- Campaign executed in partnership with wholesaler, San Francisco Public Utilities Commissions
  - SFPUC developed campaign materials
- Collaborative approach aimed to:
  - Enhance regional awareness and recognition
  - Maximize earned media
  - Enable quick launch
  - Provide consistent messaging on actions needed to reduce use

Early Challenges in Cost-Effective Messaging

- Varying reduction targets among member agencies
  - Some member agencies seeking greater cutbacks than SF RWS voluntary 10%
  - Individual campaigns in place in some areas
- Disaggregated service area
  - BAWSCA service area includes portions of three counties
  - Need to target limited budget to areas served by SF RWS
  - Need to minimize customer service calls from outside of service area
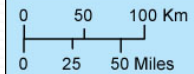
SF Regional Water System Service Area
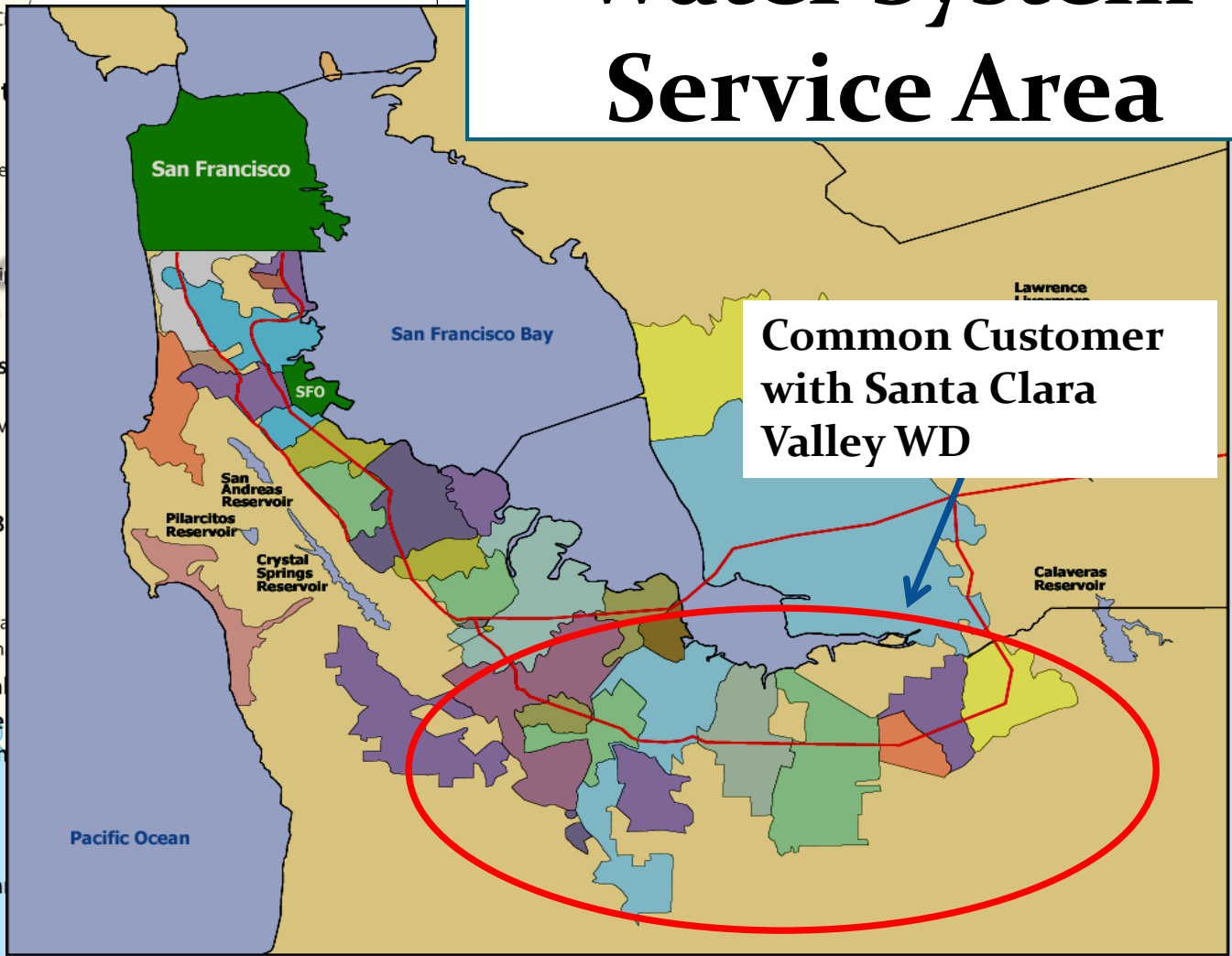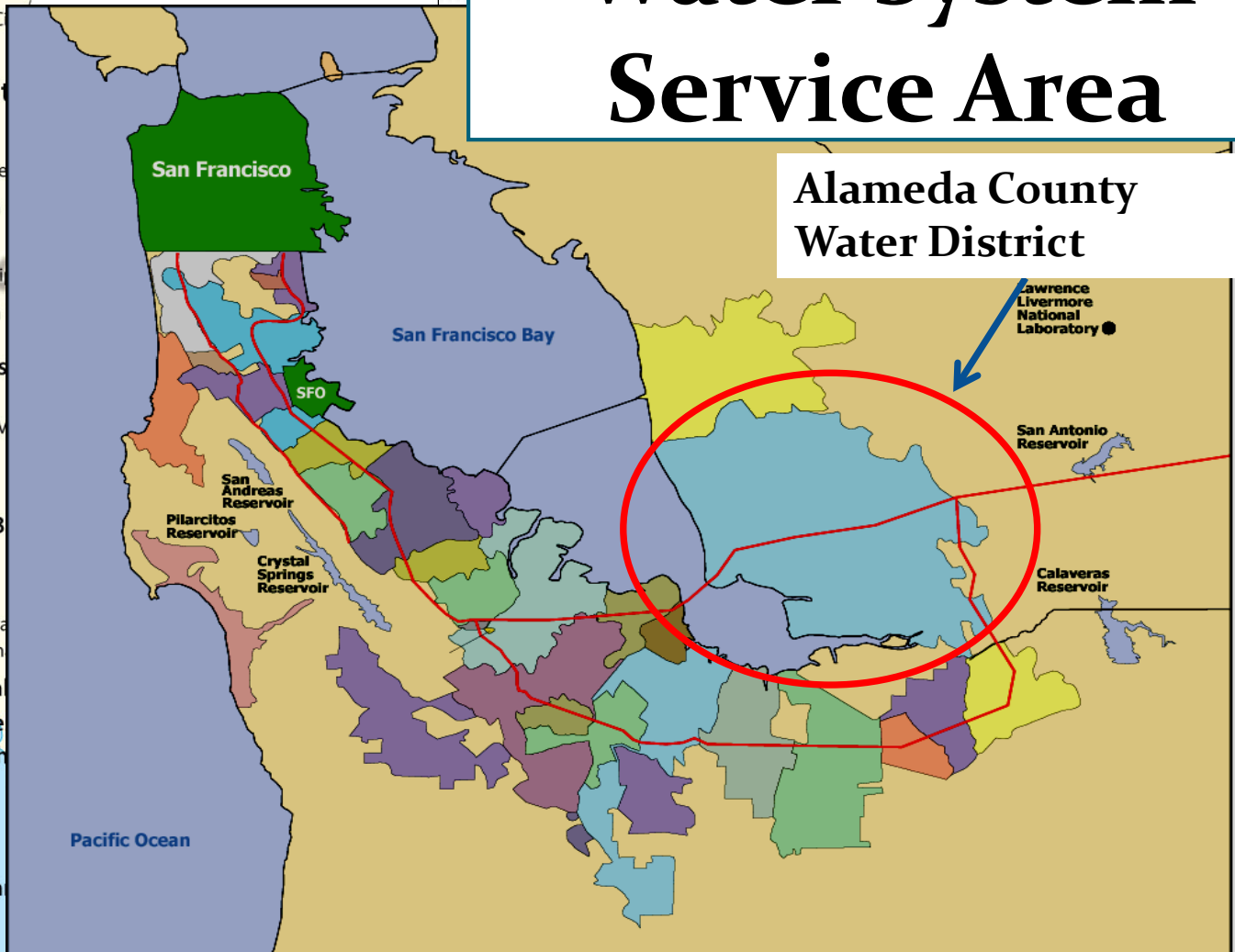
Common Customer with Santa Clara Valley WD

SF Regional Water System Service Area

Alameda County Water District

"Sexy" Ads Targeted to SF City Customers

Shaking the handle won't fix the leak even if you **Jiggle it.**

Repair home plumbing leaks — can save hundreds of gallons a day.

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We're in a drought! Hetch Hetchy water – too good to waste.

Turn off the tap when soaping your **Dirty hands.**

Don't let the tap run – saves 2 gallons per minute.

BAWSCA
Bay Area Water Supply & Conservation Agency

We're in a drought! Hetch Hetchy water – too good to waste.
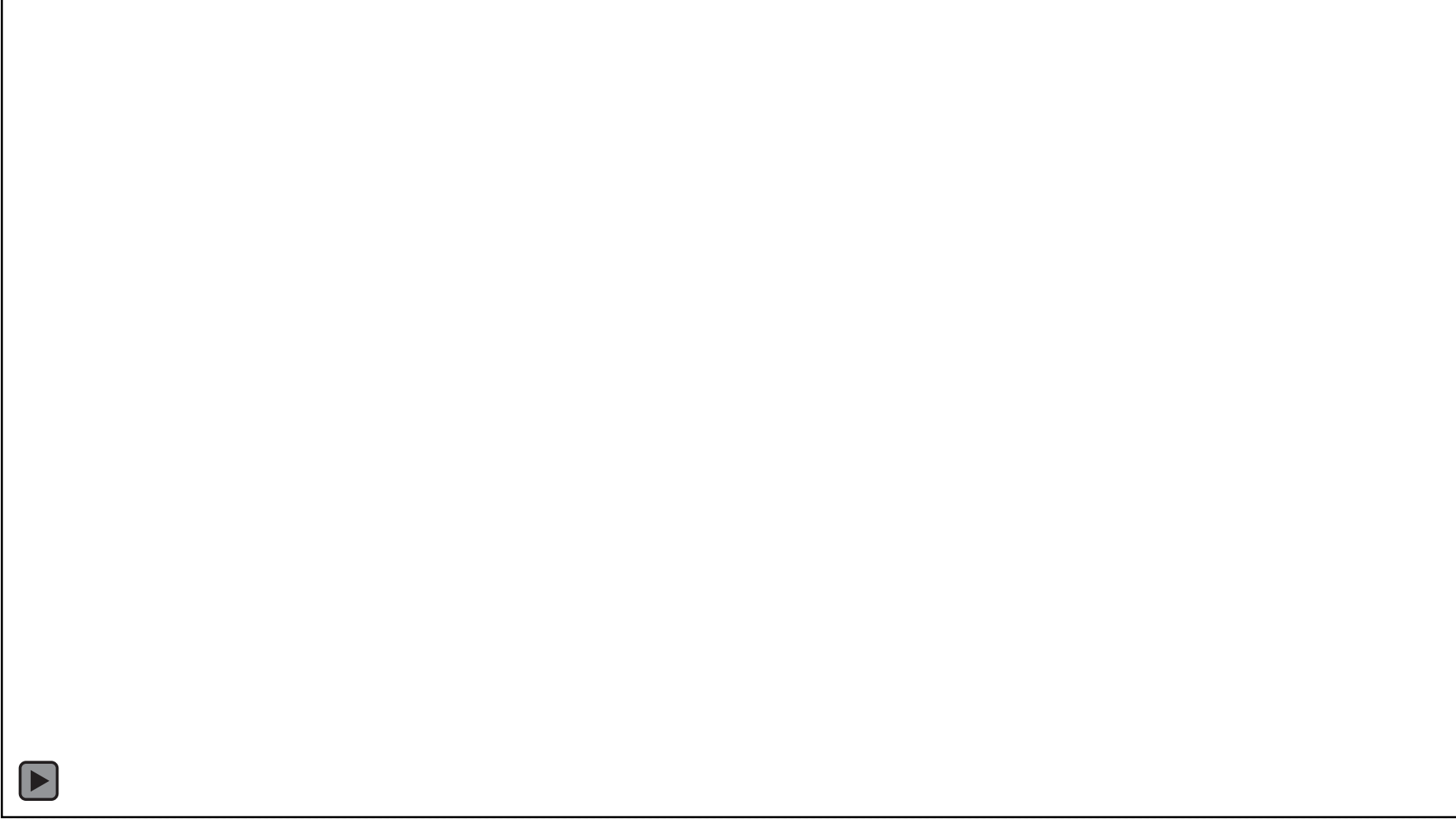
Options Evaluated for Regional Messaging

Media Platform	Pros/Cons
Billboards	Yes - Can specify locations; broad audience; limited availability
Radio	No - Cannot target to service area
Television	Vetoed - Concerns with ads being "TV appropriate"
Movie theaters	Yes - Location specific and restricted audience
YouTube Video Ads	Yes - Location and audience specific

The Basics of YouTube Advertising

- Videos shown on YouTube and on Google Network
- Ads run in-stream before viewer-selected content
- Advertisers set parameters for when their ads run
- Advertisers "bid" for viewers
- Viewer has option to skip the ad after 5 seconds
- Advertiser only charged when viewer watches 30+ seconds of the video
- Can turn advertising on and off at any time

DON'T LET
THE TAP RUN
SAVE 2 GALLONS
PER MINUTE

BAWSCA Conserve2

BAWSCA Conservation

Key Advantages over Traditional Advertising Platforms

- Immediate and easy adjustment to advertising levels, budgets, and audiences
  - Can turn ads on/off or pause at any time
  - Budget can be adjusted as needed
  - Audience can be adjusted as needed
- Clear metrics for tracking ad impressions, views, and impact
- Ability to target to:
  - Those within BAWSCA service area
  - Those with greatest reduction potential

YouTube Campaign Schedule and Budget

- Began August 2014 with a 4-week trial run
  - Extended through mid-October
- Allocated approximately 40% of campaign budget
  - Daily budgets set and adjusted as needed
- Campaign included two 30-second public service announcements
  - 1/3 of budget allocated to indoor message
  - 2/3 of budget allocated to outdoor message

Campaign Managed in Real Time via Web Dashboard

All video campaigns

Custom: Aug 30, 2014 - Oct 2, 2014 ▼

| Campaigns | Ads | Videos | Targets |

All but removed campaigns ▼ | Columns ▼ | 📈 | ⬇ | Bulk upload

☰ No segmentation   ☰ Segment by format   ☰ Segment by network   ☰ Segment by format and network   ☰ Other segmentations ▼

Views ▼ vs Nothing ▼

━ Views
117,374
Aug 30, 2014 - Oct 2, 2014

Views

6,000

4,500

3,000

1,500

➕ **CAMPAIGN** | Change status... ▼ | More actions... ▼
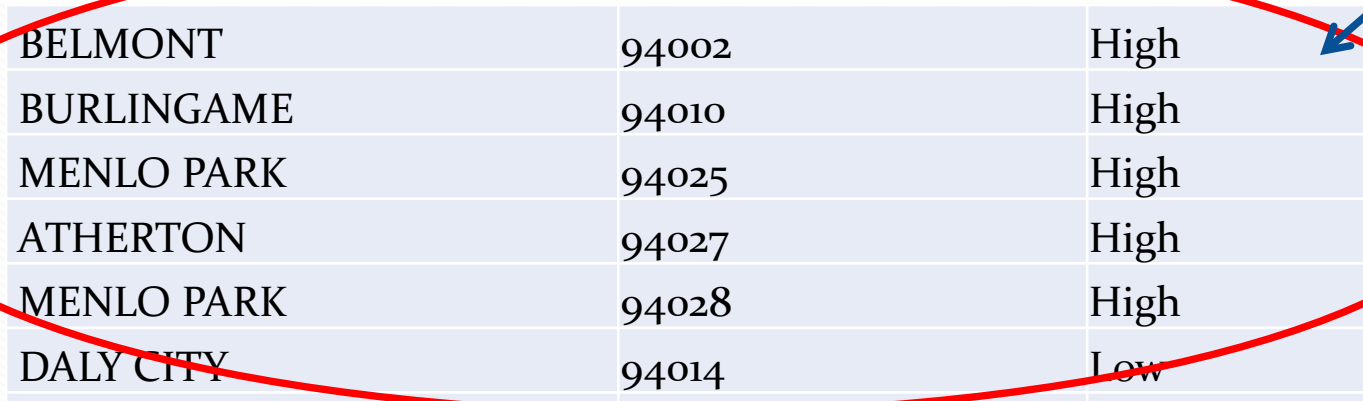
	●	↑Campaign	Status ?	Budget	Views ?	View rate ?	Avg. CPV ?	Total cost ?	Earned views ?	Video played to: ?				⊞ Impressions	Unique viewers ?
										25%	50%	75%	100%		
☐	‖	Video - KWs - Conserve1	Paused	$89.28/day	12,257	9.59%	$0.19	$2,374.31	0	42%	23%	19%	16%	127,854	7,970
☐	‖	Video - KWs - Conserve2	Paused	$89.28/day	47,929	9.25%	$0.18	$8,486.02	0	41%	22%	17%	14%	518,069	29,053
☐	‖	Video - Zipcodes Only - Conserve1	Paused	$71.66/day	0	0.00%	$0.00	$0.00	0	0%	0%	0%	0%	0	—
☐	‖	Video - Zipcodes Only - Conserve2	Paused	$139.33/day	0	0.00%	$0.00	$0.00	0	0%	0%	0%	0%	0	—

Establishing Viewer Parameters

- Residents of a zip code within BAWSCA service area
  - Linked to viewer's Google account
  - Where not signed in to Google account, linked to viewer's IP address
- Emphasis on areas with highest savings potential
- Other parameters tested for targeted message:
  - Homeowners – searches for home-related keywords
  - Interest in green living

Campaign Targeted to Areas with High Outdoor Water Use

High per capita = higher max. bid

BELMONT	94002	High
BURLINGAME	94010	High
MENLO PARK	94025	High
ATHERTON	94027	High
MENLO PARK	94028	High
DALY CITY	94014	Low
DALY CITY	94015	Low
DALY CITY	94016	Low
DALY CITY	94017	Low
BRISBANE	94005	Medium
HALF MOON BAY	94018	Medium
HALF MOON BAY	94019	Medium
PACIFICA	94044	Medium
SAN BRUNO	94066	Medium

Overall YouTube Campaign Results

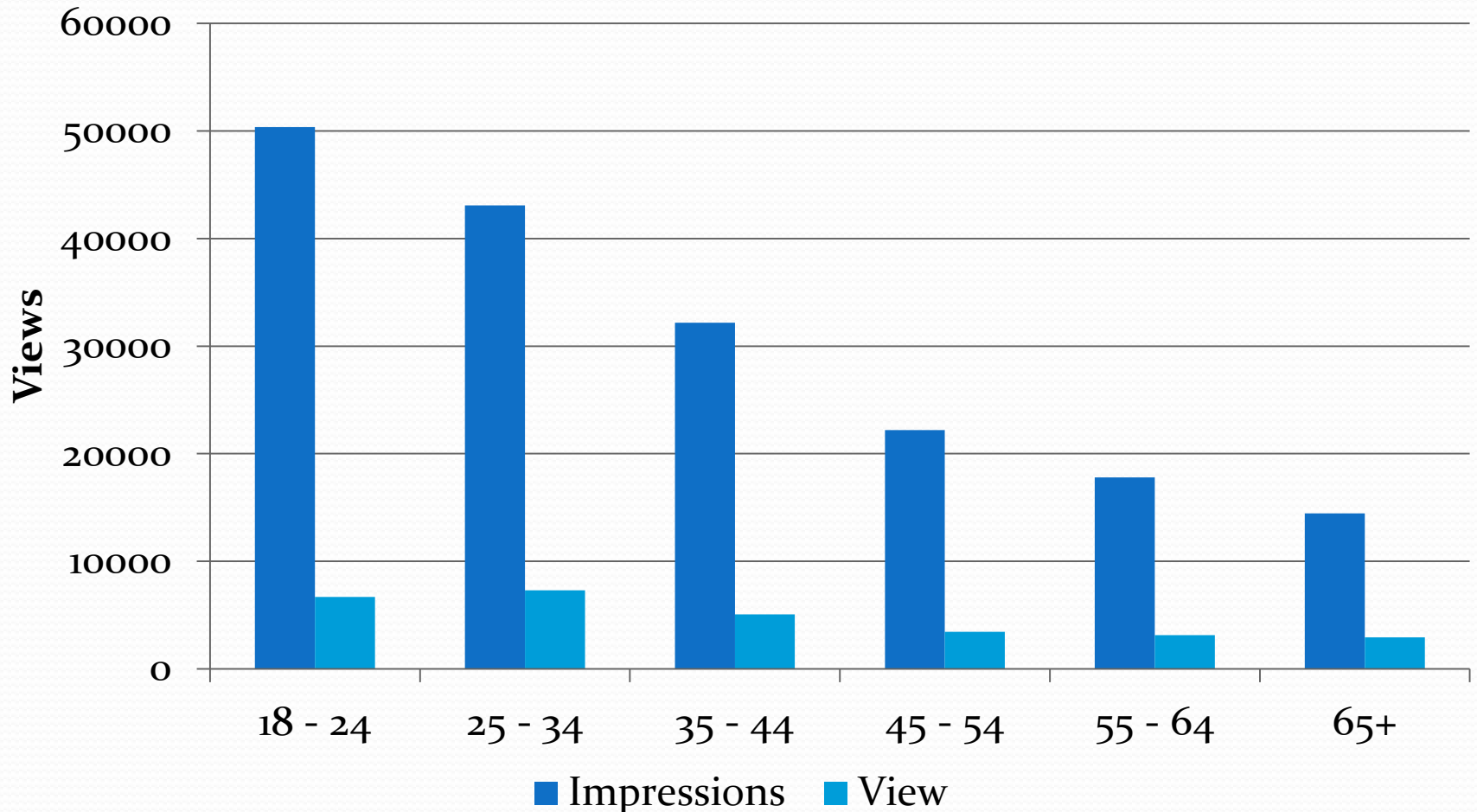| Campaign Metric	Result
Total Impressions:	2,044,435
Total Views:	274,809
Overall View Rate:	13.44%
Average Cost Per View:	$0.18
Total Cost	$48,769

Partial Views Provide Added Value
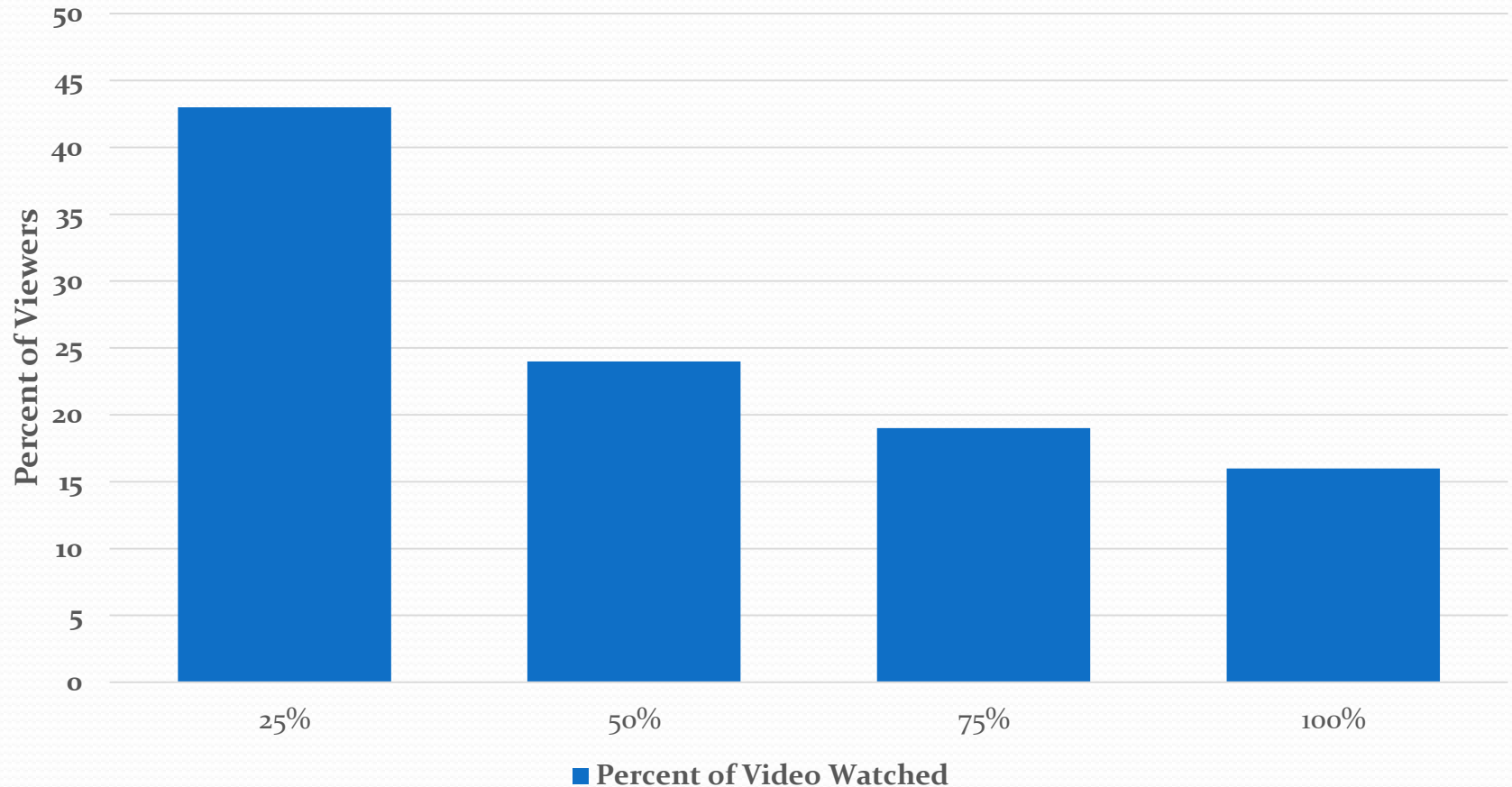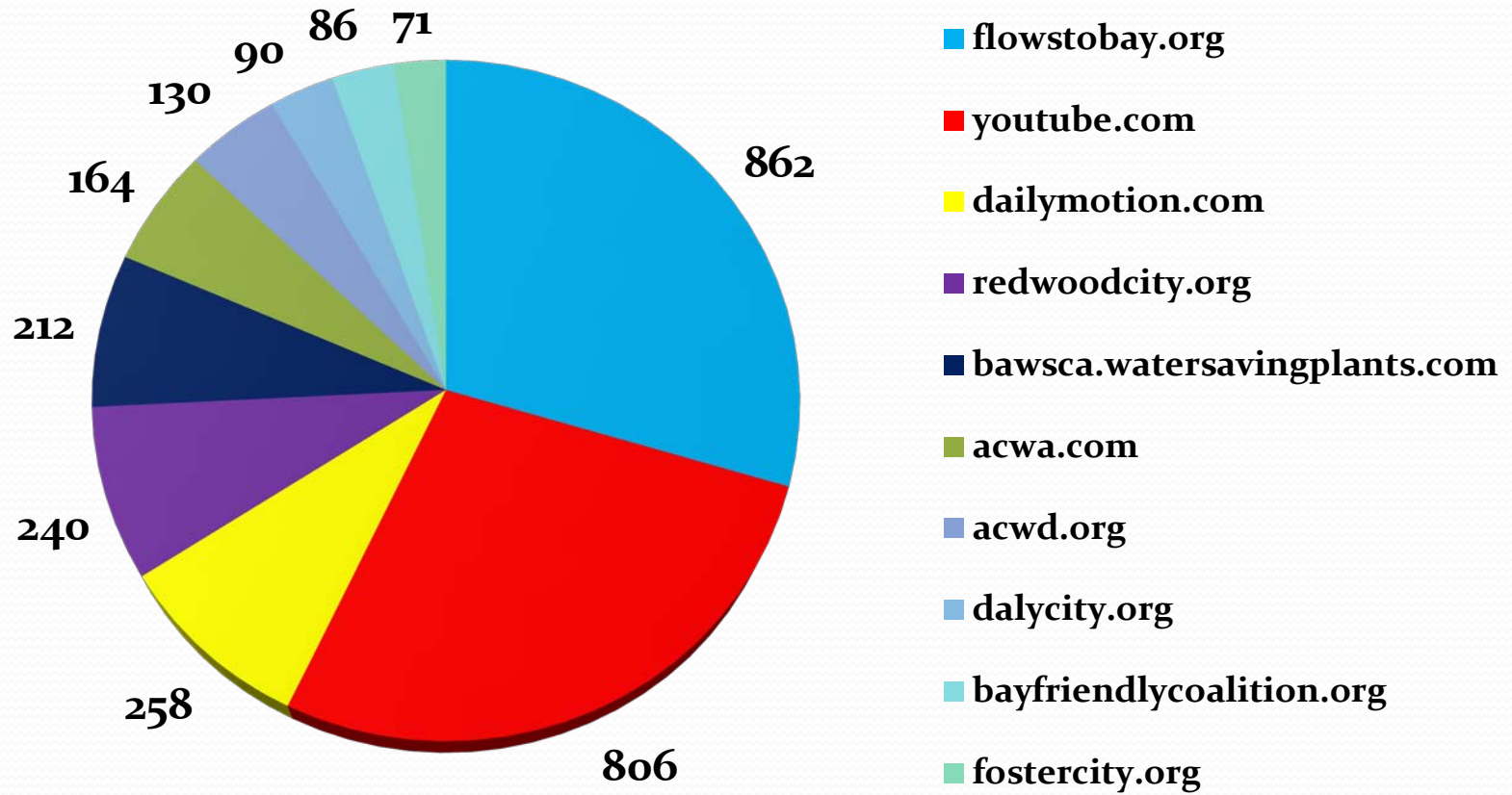
Viewer Response Was Positive Among Target Groups

Ad	Number of Views (a)	View Rate	Average Cost Per View	Clickthrough Rate
Indoor Ad – Key Words	28,228	20.05%	$0.18	1.7%
Outdoor Ad – Key Words	75,233	17.47%	$0.18	2.8%
Indoor Ad – Green Living	28,794	17.53%	$0.18	2.5%
Outdoor Ad – Green Living	70,808	14.3%	$0.18	2.7%

(a) Number of viewers that watched 100% of the video

Advertising Most Effective at Reaching Younger Demographics

YouTube Ads A Key Source of Website Referrals

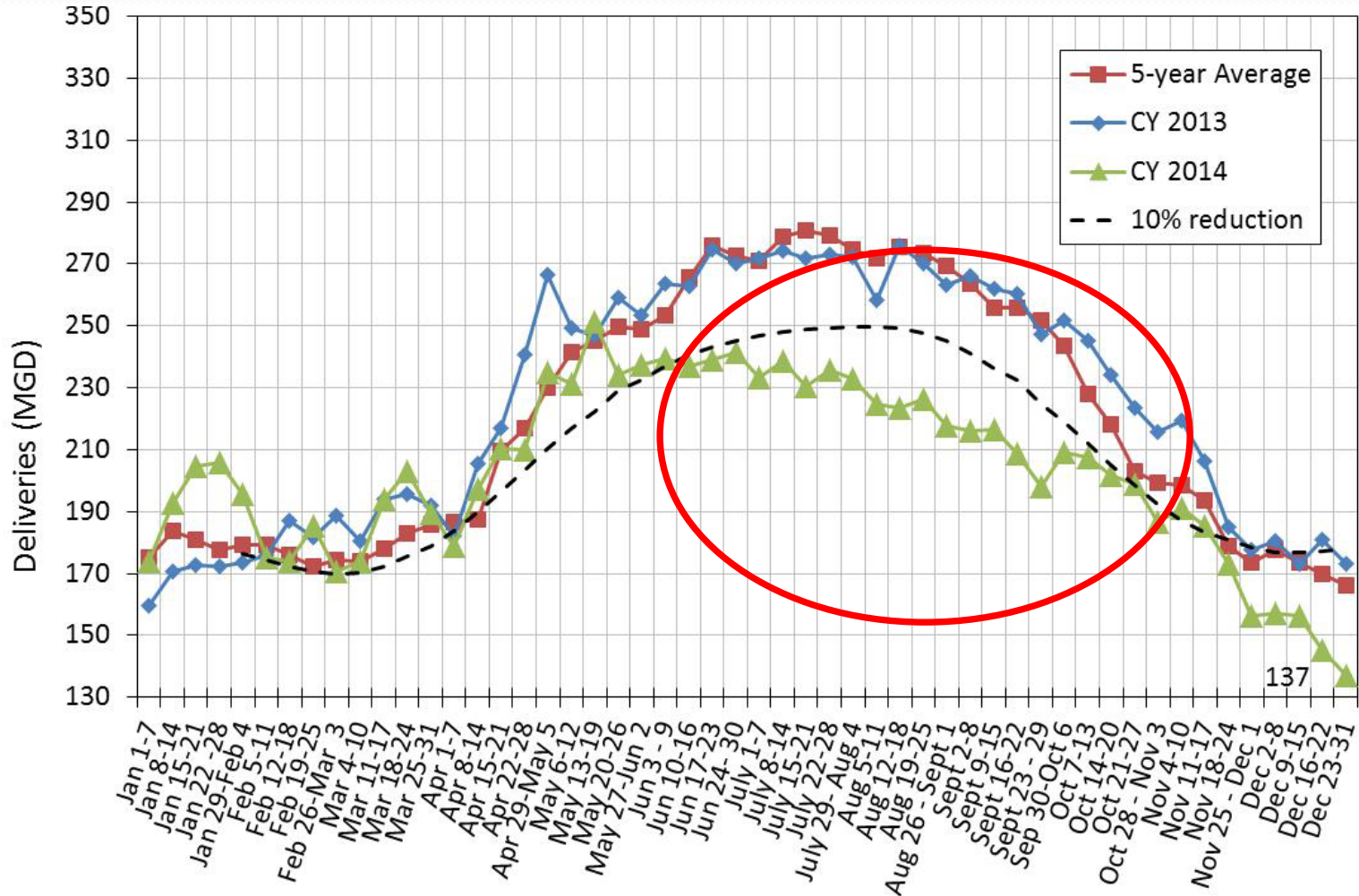Pie chart values: 862, 806, 258, 240, 212, 164, 130, 90, 86, 71

Legend:
- flowstobay.org
- youtube.com
- dailymotion.com
- redwoodcity.org
- bawsca.watersavingplants.com
- acwa.com
- acwd.org
- dalycity.org
- bayfriendlycoalition.org
- fostercity.org

Campaign Successful in Driving Interest in Conservation

1/31: SFPUC requests 10% water use reduction

1/17: Governor's Drought Declaration

8/17: Billboard campaign launch

Rim Fire

8/31: YouTube campaign launch

Number of Sessions

—— Weekly Sessions   - - - Prior Year
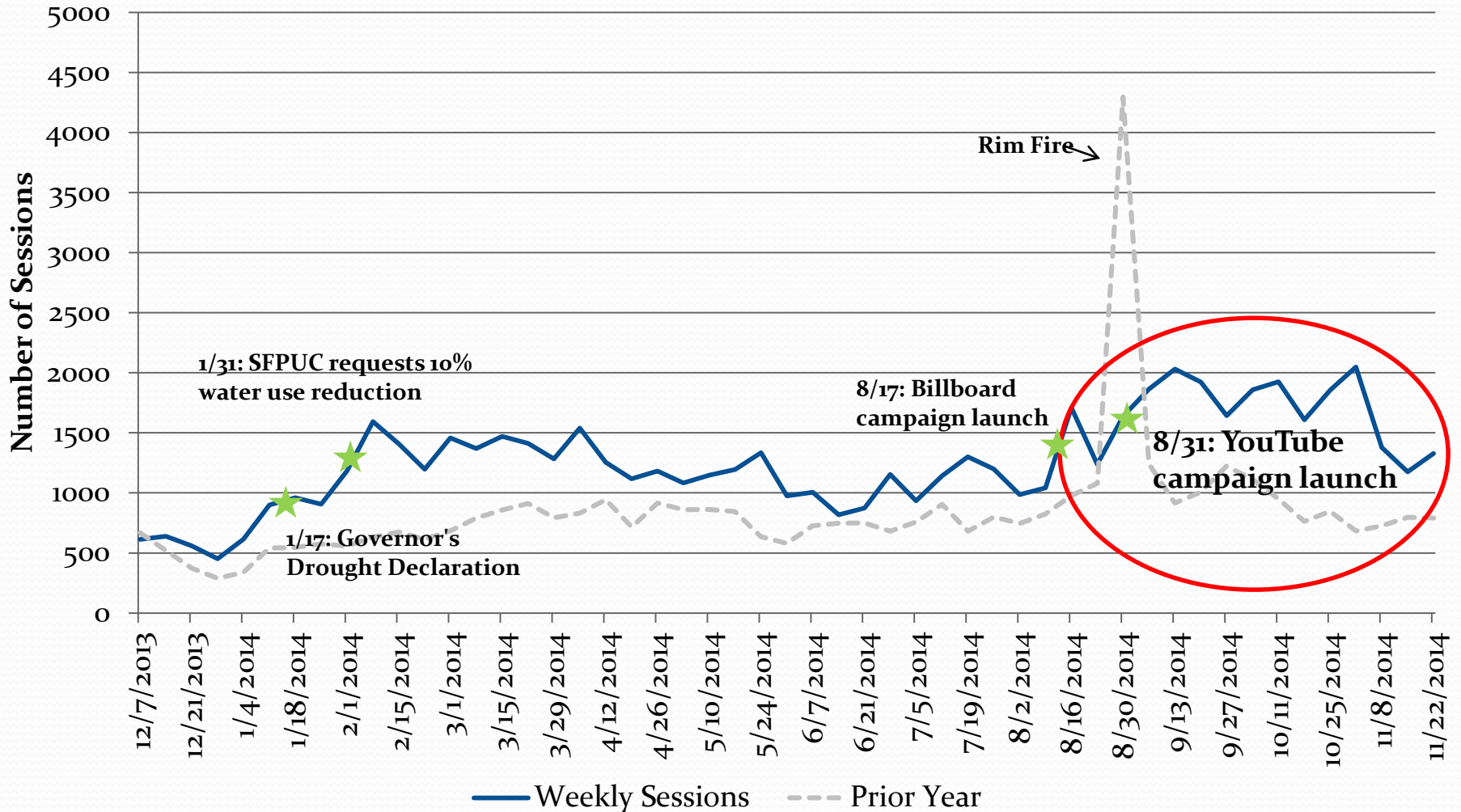
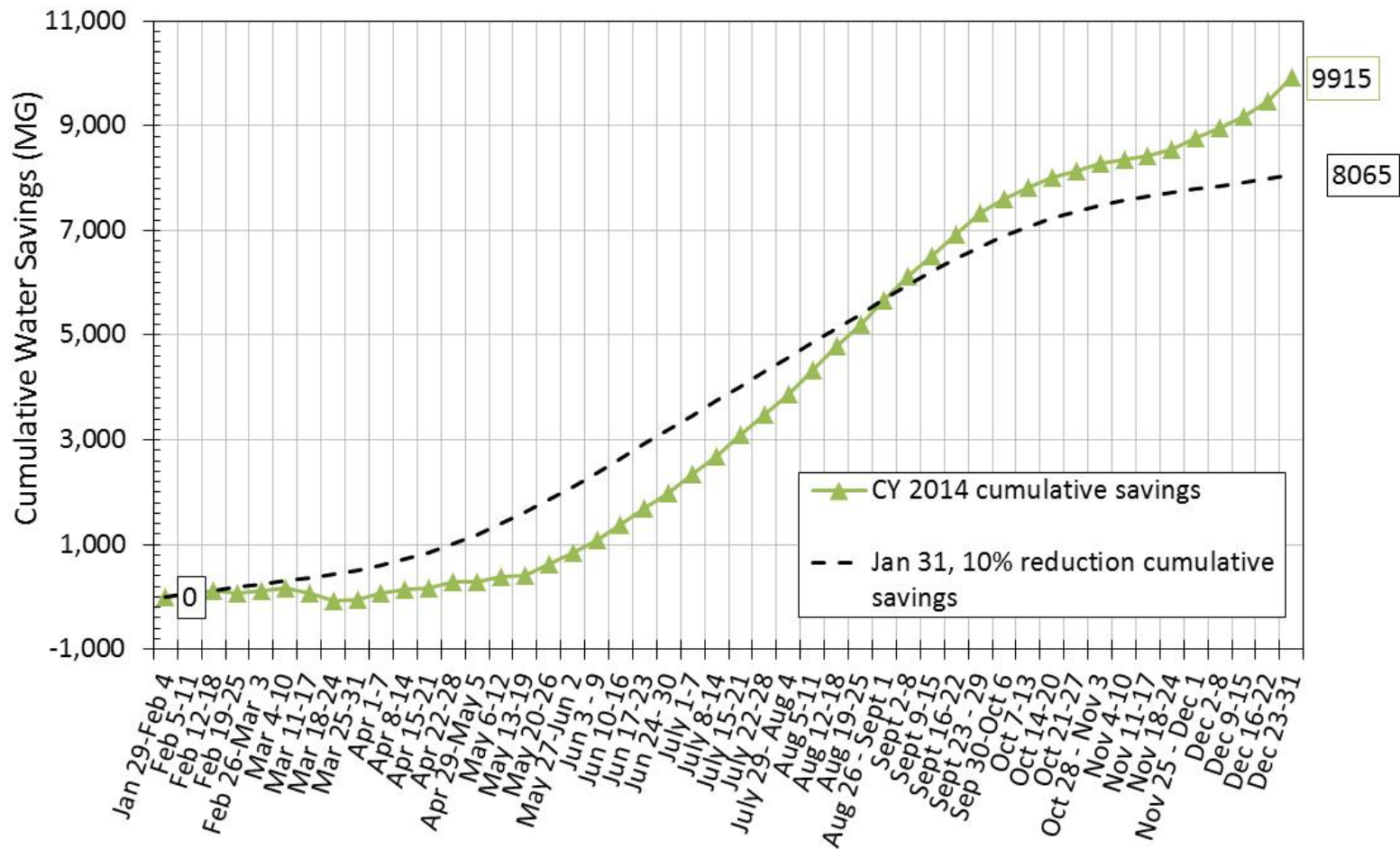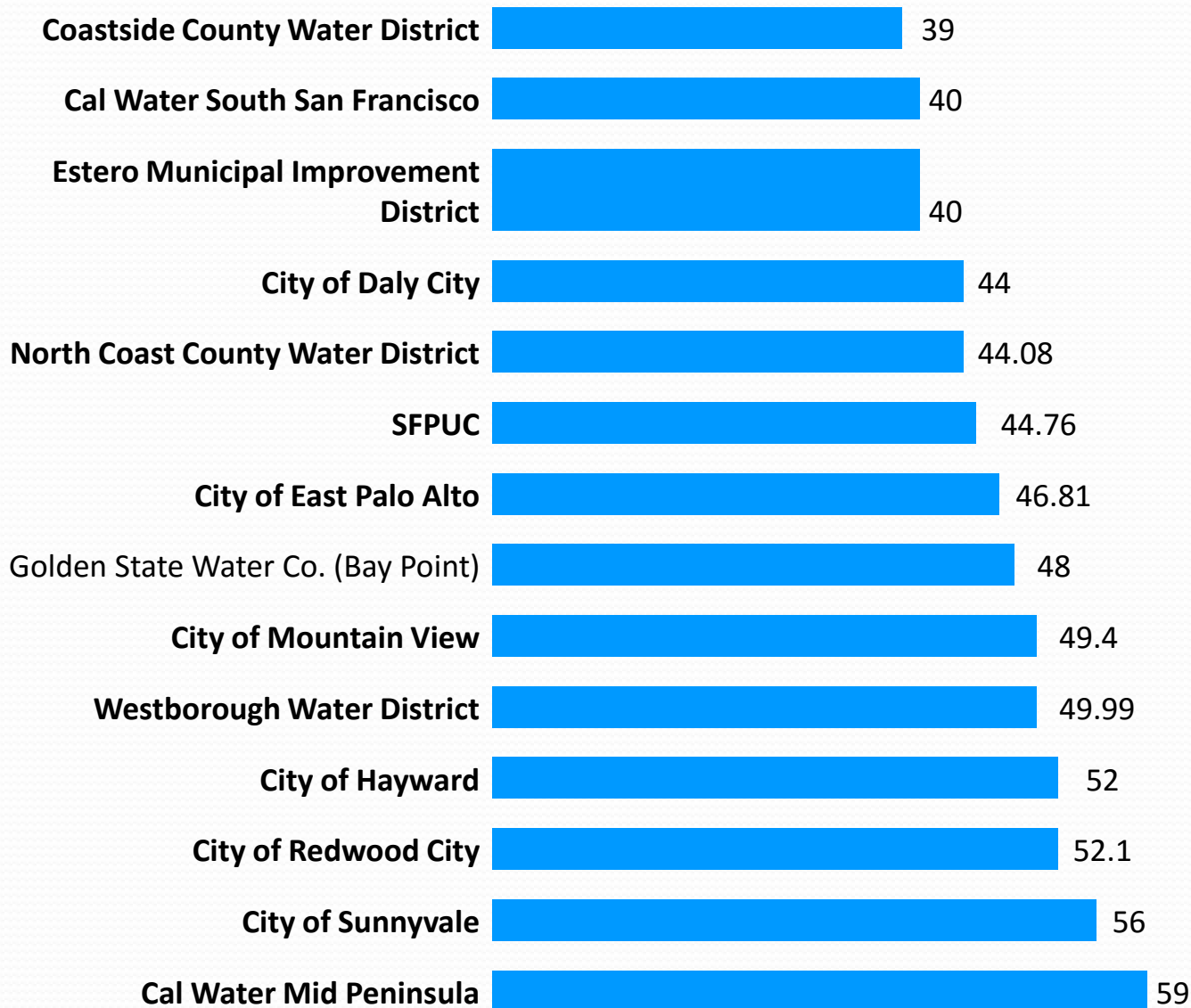# Savings Accelerated During Campaign

Region Surpassed Savings Goal

**Total Deliveries Cumulative Water Savings
based on a 10% Reduction Target starting Jan 31, 2014**
Source: SFPUC Regional Water System County Meters

Water Use at Record Lows (Nov. 2014)

Coastside County Water District	39
Cal Water South San Francisco	40
Estero Municipal Improvement District	40
City of Daly City	44
North Coast County Water District	44.08
SFPUC	44.76
City of East Palo Alto	46.81
Golden State Water Co. (Bay Point)	48
City of Mountain View	49.4
Westborough Water District	49.99
City of Hayward	52
City of Redwood City	52.1
City of Sunnyvale	56
Cal Water Mid Peninsula	59

Piloting Google Ads for Conservation Program Marketing

- Goal: to assess the effectiveness of Google ad campaigns in conservation program marketing
  - BAWSCA Landscape Education Program

- Parameters:
  - 1 month pilot
  - Google AdWords
  - Maximum budget: $50/day ($800 total spent)
  - Bidding parameters consistent across ad groups

The Basics of Google AdWords

1. Advertiser develops ad texts and website link
2. Advertiser identify keywords (Google user searches) which trigger ad display
3. Advertiser sets daily budget and maximum bid
4. Ad displayed to viewers with Google search results
5. Advertiser only charged when viewer clicks on ad
6. Advertiser can turn advertising on and off at any time

Pilot Included Both General and Topic-Specific Ad Groups

Keywords		
General Water-Saving	**Graywater**	**Lawn Replacement**
Water saving	Gray water	Drought tolerant landscaping
Saving water	Grey water	Lawn replacement
Drought	Graywater	Artificial turf
Landscape design	Laundry to landscape	Lawn replacement
Drought		
Drought tolerant plants		
Drip irrigation		

Samples of BAWSCA Ads

Ways to Save Water
Free classes on water-efficient and sustainable landscaping
www.bawsca.org/classes

Graywater Systems 101
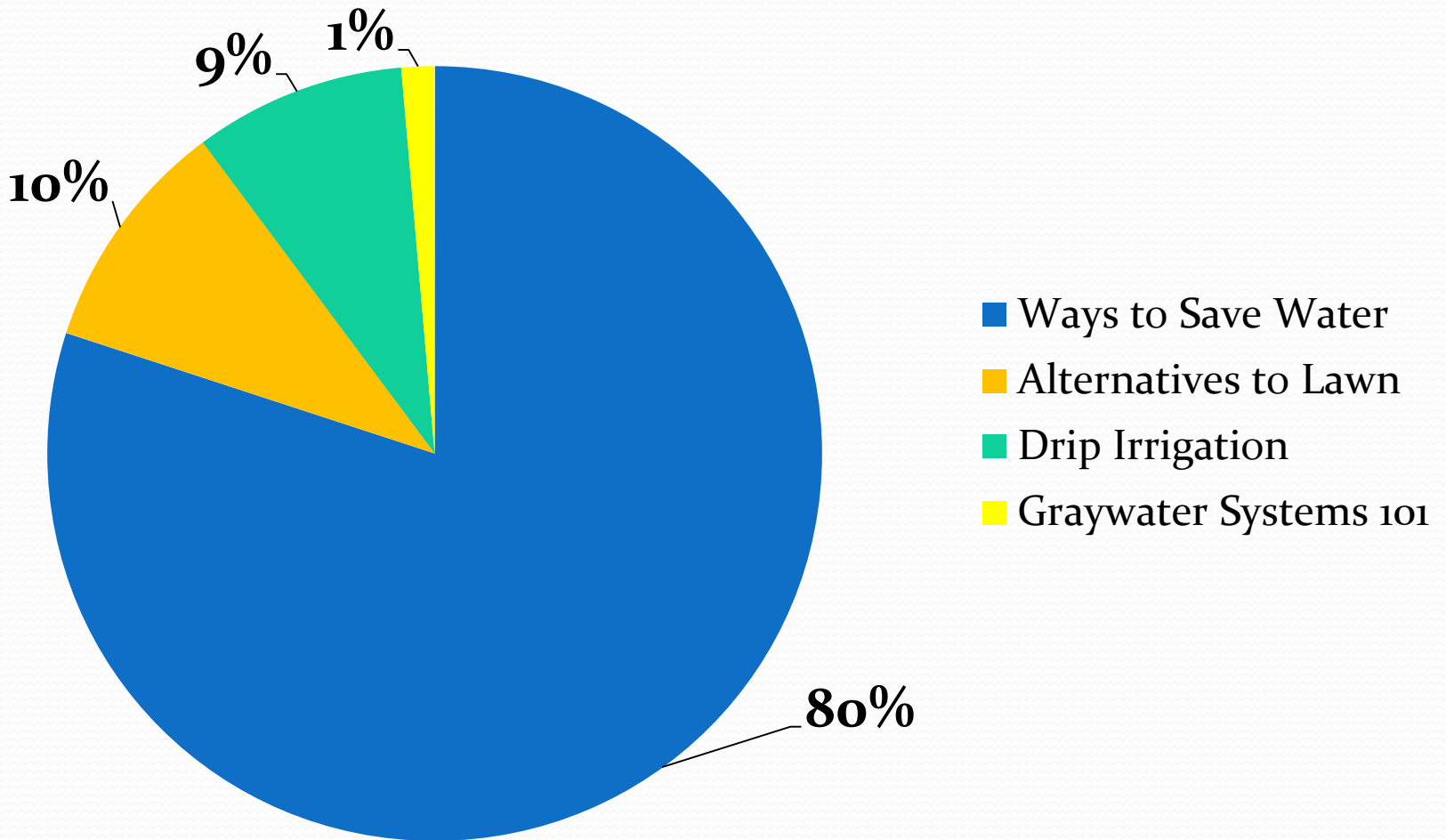Learn how to install a graywater system. Free workshops near you!
www.bawsca.org/classes

Alternatives to Lawn
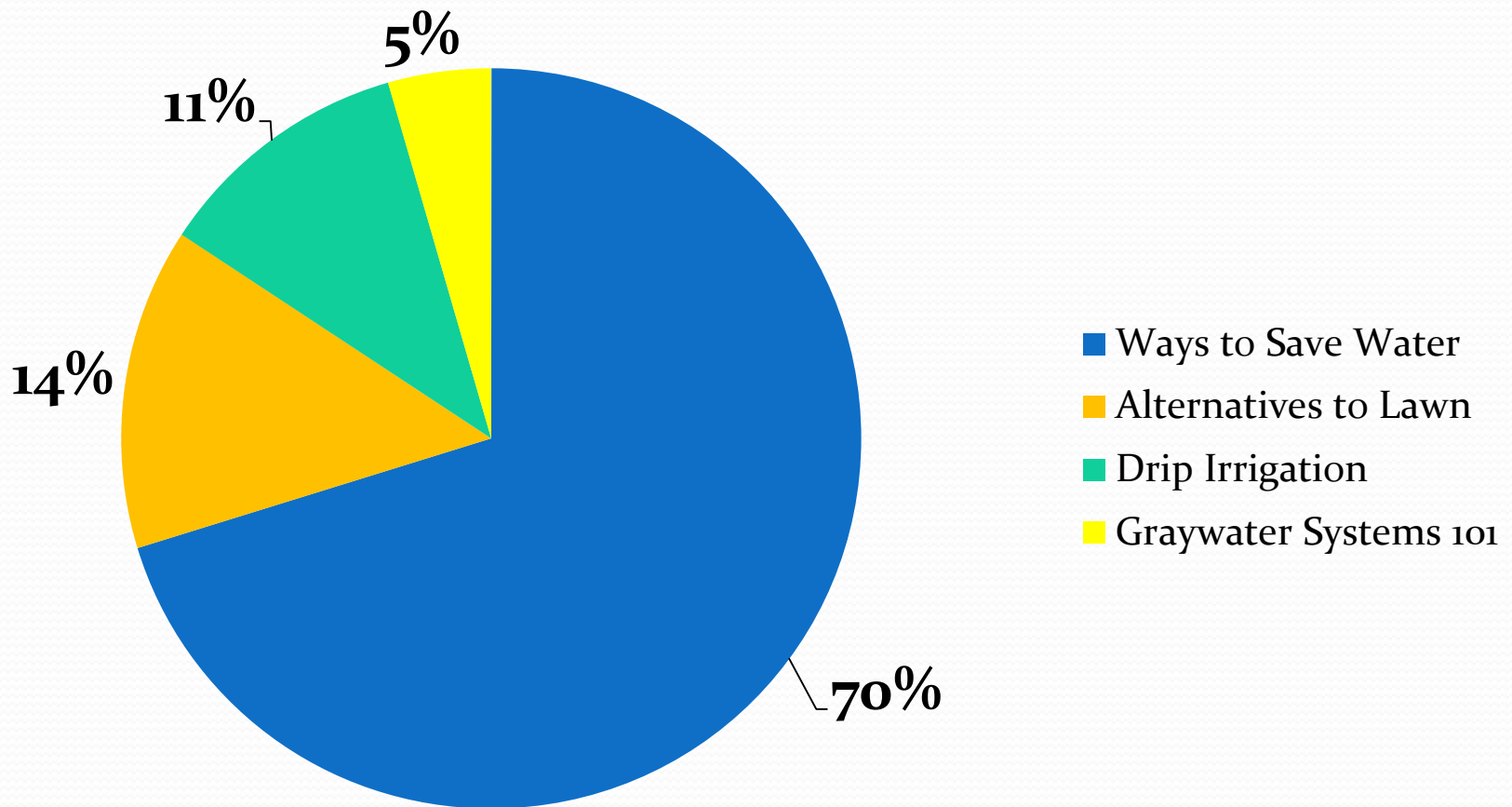Free classes on water-efficient, low-maintenance lawn alternatives
www.bawsca.org/classes

General Search Terms Yielded Most Impressions

9% 1%

10%

80%

- Ways to Save Water
- Alternatives to Lawn
- Drip Irrigation
- Graywater Systems 101

Specific Terms Yielded Higher Click-through Rates

- Ways to Save Water
- Alternatives to Lawn
- Drip Irrigation
- Graywater Systems 101

Google Ads Had Minimal Impact on Class Registrations

How Participants Heard About BAWSCA Classes

13% 20% 6% 6% 15% 11% 29%
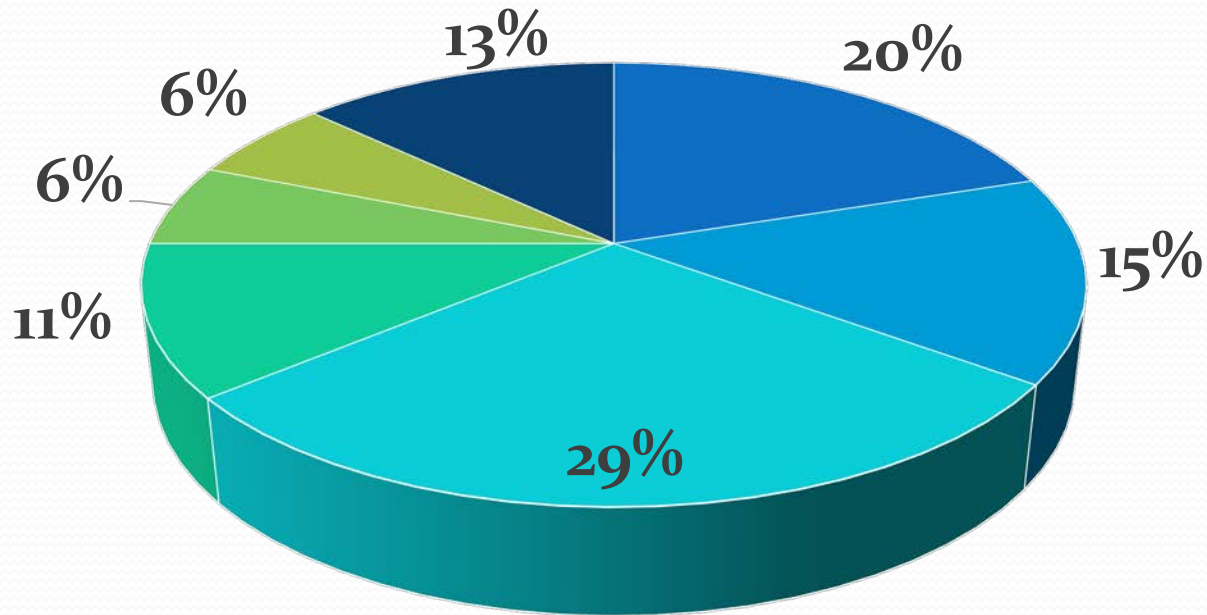
- BAWSCA e-mail
- Flyer
- Agency mailer
- Newspaper Ad
- Google search
- Friend
- Other/Not Specified

Lessons Learned

- Targeted online messaging works for the BAWSCA service area

- Messaging most effective at reach the 18 – 34 age group

- Google/YouTube Advertising most effective for general public information

- Additional piloting and analysis needed to maximize effectiveness of online program marketing

Follow Up and Next Steps

- Online video advertising continued for 2015 drought campaign
  - In conjunction with cable advertising
- BAWSCA website revisions underway
  - High bounce rate with current website referrals
  - Website redesign to be complete Dec. 2015
  - Additional piloting of targeted online advertising to follow
- Social media plan completed – Facebook advertising may be considered

Questions?

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