This presentation premiered at WaterSmart Innovations

watersmartinnovations.com
Water – Use It Wisely’s

Drab to Fab
Backyard Rehab
Promotion & Contest

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Presented at WaterSmart Innovations, Oct 5, 2017
S Who is Water-Use It Wisely?
S Why a Drab to Fab Backyard Rehab Contest?
S What Marketing Strategies Did We Use?
S How Did it Turn Out? Results?
S Were There Challenges?
S Will There be Prizes at the End of the Session?
CAMPAIGN HISTORY

1999 - Campaign Created by Park&Co for Mesa
Mesa Opened to Regional Water Providers
Anyone in State of AZ Can Participate for Free
Park&Co Sold Campaign Outside of Arizona
YOU CAN'T GET WATER FROM A CACTUS
“Don’t ask us to save water, tell us how!”

Campaign Headline: There are a number of ways to save water and they all start with you.

Campaign Tagline: Water – Use It Wisely.

Wayne Drop
Water – Use It Wisely

100+ Tips
Featuring Everyday Water-Saving Devices... and More!
Our Mission

Keep water conservation in the forefront of people’s minds.
19 Regional Campaign Partners Contribute Funds, Passion, and Expertise

Phoenix, Mesa, Scottsdale, Chandler, Tempe, Glendale, Peoria, Surprise, Avondale, Queen Creek, Fountain Hills, Buckeye, Flagstaff, SRP, CAP, ADWR, AMWUA, EPCOR Water, Global Water
PARTNER MAP
Population >3.6 Million
OUTREACH

- Television (Network, Cable)
- Radio
- Print Ads
- Website
- Social Media
- Community Engagement
  - Events, Contest, Facebook
Digital vs Traditional Marketing
WEBSITE

Over 100,000 Page Views (monthly)

22,100 Email Subscribers

100 Pages of Info
100+ Tips
Landscape Watering Guide
Landscape Care
Water Saving Products
Indoor Savings
Kids page with games & lesson plans

Calendar with partner water conservation classes.

Blog features such as Plant of the Month
SOCIAL MEDIA

11,800 Twitter Followers

13,669 Facebook Fans

767 Pinterest Followers
Averaging over 50K monthly impressions
12 Boards: infographics, gardening, and more.

511 Instagram Followers
COMMUNITY ENGAGEMENT

**Events/Exhibits**

**Green Planet Festival**

**Nature Connects Exhibit at the Phoenix Zoo**

**Nature Connects**: Art with LEGO® Bricks by Sean Kenney
Phoenix Zoo. Building memories that last a lifetime.

Now thru Jan 2
COMMUNITY ENGAGEMENT
Engaging Displays/Mascot

Water Tower

You Use This Much Water Every Day

Wayne Drop
UP TO 70% OF YOUR WATER USE IS OUTDOORS
WE CAN FIND EXAMPLES THROUGH REBATE PROGRAMS, BUT DO NOT HAVE MUCH CONTROL
Contest for an $8,000 makeover with ABC15’s Sonoran Living Live

April & May 2016

Entries = Newsletter Subscribers

Promotional Partners
- Arizona Nursery Association
- Arizona Landscape Contractors’ Association
- Ewing Irrigation and Landscape Supply
ABC15's Terri O. Tapes Promo in Drab Backyard
XERISCAPE INSTALLATION: DO-IT-YOURSELF... OR NOT?

May 6, 2014

Are you willing to take a risk with your landscape investment?

Whether you're the type of person who has a do-it-yourself project in your future or you're just thinking about making some changes to your yard, Xeriscape can be a viable investment that can be very rewarding and lead to a substantial return. Finding the right resources to help you design, install, and maintain your landscape is the key to protecting your investment.

Roll up your sleeves

If you love a do-it-yourself challenge, there are many resources that can provide you with information about best practices for designing and installing a xeriscape landscape. Xeriscape is water efficient, which is great for our arid climate. It looks beautiful, and it’s also good for the environment. Xeriscape landscapes are characterized by the use of plants that are native to the climate zone. These plants are adapted to the region's climate and require less water and maintenance. Here are some tips for designing and installing a xeriscape landscape:

1. Choose an ALCA Certified Contractor
   - Before hiring a landscape contractor, check for membership in the Arizona Landscape Contractors' Association (ALCA), the only professional organization for landscape contractors in Arizona. When you contract with a member of ALCA, you are ensuring that the landscape professional you are hiring belongs to an association that provides specialized training. ALCA professionals have been trained to deliver proper installation methods and long-term maintenance practices for their customers. Their membership demonstrates a willingness to stay up to date on the latest trends and techniques, as well as the latest industries, rules, and regulations. Check if your landscape contractor is a member of ALCA by contacting the office at (602) 226-9137 or by email at ALCA@Gmail.com.

2. Check for ACLA Certification
   - Check to see if your contractor holds an ACLA Certified Landscape Professional (ACLP) designation. ACLP-certified contractors are experienced professionals who have attended a series of ten hands-on workshops and have passed extensive examinations covering all aspects of landscaping. If you are not satisfied with the work, money can be corrected or replaced.

Enter to win a Fabulous Landscape Makeover

Want to give your yard a makeover but don't know where to start? We're here to help! One randomly selected winner will receive a $1,500 gift certificate to Ace Hardware or $1,000 cash. Enter to win at UseItWisely.com.

10-Step Backyard Rehab

Overconsumption is a serious problem for many yards. Help your landscape curb its water habit and regain its vibrant, healthy life with this ten-step guide to backyard rehab.

1. Understand what's at stake
   - More plants die from over-watering than from under-watering.

2. Recognize the telltale signs
   - If your plant leaves turn light green or yellow, or if you notice algae or fungal growth, then your landscape is taking in too much water.

3. Cut out all the bad influences
   - Weeds compete with your good plants for nutrients, light, and water, so remember to weed your lawn and garden frequently.

4. Take inventory of your tools, and when broken, fix them
   - Check sprinkler system valves for leaks to keep sprinkler heads in good shape.

5. Practice moderation in all things
   - Water needs change depending on the season. Adjust your irrigation timers to make sure you water deeply but infrequently.

6. Limit your excesses
   - Avoid waterfalls and spray fountains. Opt instead for trickling or cascading features for your yard. These toppings use less water at evaporation.

7. Learn when to let go
   - Allow your lawn to go dormant (brown) in the winter. Dormant grass only needs watering every time to four weeks.

8. Seek assistance from above
   - Install gutters and downspouts to collect rainwater on your roof, then direct the runoff to plants and trees.

9. Find the right balance
   - Fertilizers help plants grow, but they also require more water. Apply the minimum amount of fertilizer necessary.

10. Call on a powerful source for knowledge
    - Before you start changing your landscape’s habits, consider attending a landscape class hosted by a water provider to learn the basics.
INTERVIEWS ON ABC15’s SONORAN LIVING LIVE TOPICS FOCUSED ON PLANTS, INSTALLATION, IRRIGATION, DIY VS. HOW TO HIRE A PRO, AND MORE
10,901 ENTRIES!

WINNER, LISA O. FROM AVONDALE
Marketing Strategy

S  Build a Marketing Plan
   - Develop a Strategy
   - Utilize Multiple Platforms
   - Develop Brand Visibility and Content Strategy

S  Market Above the Noise
   - Stand Out
   - Customer Engagement
WITH THE CONTEST ENTHUSIASM, WE DECIDED TO CAPTURE ON FILM
CREATION OF 10-PART VIDEO SERIES

How to Design Your Yard for Year-Round Beauty | Part 5 of 10

Video 5 - Learn how to design your landscape for year-round beauty
Find more helpful links and tips »

Video 4 – Learn proper irrigation techniques to design the right irrigation system solution.
Find more helpful links and tips »
Video 7 - Learn how to install your Xeriscape landscape
Find more helpful links and tips>
Create a Story and Build Suspense
- Our Brains Respond to Stories
- Seeing Something More Times Makes Us Like it More
- Social Influence Affects our Behavior
- Tap Into the Human Tendency to Imitate
DON’T JUST STAND THERE... PLANT SOMETHING!

FREE ONE-GALLON PLANT
EXPIRES: JULY 15, 2016

NO PURCHASE NECESSARY. NO CASH VALUE. OFFER GOOD FOR (1) ONE FREE 1-GALLON PLANT. ONE COUPON PER FAMILY. CHOOSE FROM EITHER HESPERALOE, LANTANA OR TEXAS SAGE. WHILE SUPPLIES LAST, SUBSTITUTIONS CAN BE MADE. VALID AT PARTICIPATING NURSERIES ONLY. TO FIND A PARTICIPATING NURSERY NEAR YOU, VISIT WWW.WATERUSEWISELY.COM/PLANT-SOMETHING-FA3

SOMETHING FOR THE OTHER 10,900 ENTRANTS!
Engage Your Losers

- Folks Who Don’t Win are More Important
- They are Your Social Media Fans and Share Content
- They Will Hopefully Remember You and Tell Their Friends
- Keep Them Happy
- Give a Consolation Prize (Helps Them Know You’re Real)
FALL MEDIA BUY

CREATION OF TEN “TIPS” SEGMENTS
10-STEP BACKYARD REHAB

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More plants die from over-watering than from under-watering.

#02 RECOGNIZE THE TELLTALE SIGNS
If your plant leaves turn light green or yellow, or you notice algae or fungi growth, then your landscape is taking too much water.

#03 CUT OUT ALL THE BAD INFLUENCES
Weeds compete with your good plants for nutrients, light and water, so remember to weed your lawn and garden frequently.

#04 TAKE INVENTORY OF YOUR TOOLS, AND WHEN BROKEN, FIX THEM
Check sprinkler system valves for leaks to keep sprinkler heads in good shape.

#05 PRACTICE MODERATION IN ALL THINGS
Water needs change depending on the season. Adjust your irrigation timers to make sure you water deeply but infrequently.

#06 LIMIT YOUR EXCESSES
Avoid waterfalls and spray fountains. Opt instead for trickling or cascading features for your yard. These toppings lose less water to evaporation.

#07 LEARN WHEN TO LET GO
Allow your lawn to go dormant (brown) in the winter. Dormant grass only needs watering every three to four weeks.

#08 SEEK ASSISTANCE FROM ABOVE
Install gutters and downsprouts to collect rainwater on your roof, then direct the runoff to plants and trees.

#09 FIND THE RIGHT BALANCE
Fertilizers help plants grow, but they also require more water. Apply the minimum amount of fertilizer necessary.

#10 CALL ON A POWERFUL SOURCE FOR KNOWLEDGE
Before you get started changing your landscape’s habits, consider attending a landscape-classes hosted by a water provider to learn the basics.
AND CONTINUED AFTER INSTALLATION TO INCLUDE CARE & MAINTENANCE
ABBIE, THE FAMILY’S BELGIAN TERVUREN (AN ACTIVE BREED), IS SEEN ENJOYING THE NEW LANDSCAPE THE FOLLOWING SPRING.
Marketing Strategy

5 Repurpose Your Content

- Best Value for Your Money, Make the Most of Your Efforts
- Create Less, Promote More
- Work on Getting Content You Already Have in the Hands of More People
- Alter Content to Make Fresh and Appealing
- Focus on Reaching New Audiences
- Reinforce Messages, Gain More Authority
DRAB
TO
FAB
BACKYARD REHAB

WE DID IT AGAIN, APRIL & MAY 2017
WE HAD FIRST YEAR’S CREATIVE TO HELP PROMOTE
SPRING ’17 MEDIA BUY

S April & May 2017
S Contest for a $9,000 makeover
S Sonoran Living Live Interviews
S 11am News Interviews
S Facebook Live w/ Meteorologist

WIN A BACKYARD MAKEOVER WORTH $9,000!
*Restrictions apply. See contest rules for details.

WATER USE IT WISELY
wateruseitwisely.com
11,576 Entries!
Winner, Paul M. from Tempe
HOME BUILT IN 1973, GRASS IN BACKYARD
Results

- Impressions
- Newsletter Signups
- Social Media Activity
- Added Promotion
- Creation of Evergreen Content
Contest Entries: 22,477

Newsletter Opt-Ins: 15,240

Social Media Engagement:
- Likes: 9,369
- Shares/Retweets: 1,001

Impressions/Impacts:
- TV Spots & Interviews: 21 Million
- Social Media (FB/Twitter): 5 Million
- Radio Ads & Interviews: 3.3 Million

Totals for the Spring 2016 & 2017 Contest, and Fall 2016 Promotion (from ABC15, Rosie on the House & Pandora)
Typical growth is about 200 to 400 subscribers a month.
SOCIAL MEDIA ACTIVITY

- Facebook: 12,000 (2015), 8,000 (2016), 4,000 (2017)
- Twitter: 10,000 (2015), 10,000 (2016), 10,000 (2017)
- Pinterest: 1,000 (2015), 1,000 (2016), 1,000 (2017)
- Instagram: 1,000 (2015), 1,000 (2016), 1,000 (2017)
Drab to Fab Backyard Rehab Landscape Installation

Late April was the start of Spring which was reflected in the sprouting of wildflowers and the blooming of trees. The season’s arrival was not only celebrated with the beauty of nature but also with the beginning of the gardening season. The Central Arizona Project (CAP), along with its partner organizations, decided to kick off the season by launching the ‘Drab to Fab Backyard Rehab Landscape Installation’ project.

The project aimed to transform drab backyards into beautiful and functional landscapes. Participants were encouraged to share their experiences and photos of their transformed spaces on social media using the hashtag #DrabToFab.

One of the participating organizations in the project was the Arizona Department of Water Resources (ADWR). They provided guidance and support to ensure the project’s success. The project also received contributions from local designers and landscapers who volunteered their time and expertise.

The project was a great success, with many homeowners expressing their satisfaction with the transformation of their backyards. The project not only enhanced the beauty of the landscape but also provided educational opportunities on water conservation and sustainable landscaping.

As the season progressed, the project gained momentum, with more homeowners and organizations joining in. The project’s success was a testament to the community’s commitment to environmentalconservation and sustainable living.

About Water – Use It Wisely

The Central Arizona Project (CAP) is committed to promoting water conservation and sustainable water use. They offer a variety of programs and initiatives to educate the public on the importance of water conservation. One of their key initiatives is the ‘Water Use It Wisely’ program, which aims to raise awareness about responsible water usage.

Through this program, CAP provides educational materials and resources to help individuals and organizations understand the value of water and its role in sustaining life. They also offer workshops and training sessions to teach people how to conserve water in their homes and businesses.

The ‘Water Use It Wisely’ program is an integral part of CAP’s mission to ensure a sustainable water future for the Central Arizona region. With the help of their partners and the community, CAP continues to make a positive impact on water conservation efforts.
EVERGREEN CONTENT

- Website Content
- 10-Part Video Series
- Social Media Topics
- Photos
- Video Clips
Challenges

- Artwork
- Coordinating Promotional Partners
- Scheduling Water - Use It Wisely
- Partners
- Budget & Meeting Expectations
Like a drop in the vast ocean, each of us causes ripples as we move through our lives. The effects of whatever we do - insignificant as it may seem - spread out beyond us.

- Margaret Weis
Thank You!

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