This presentation premiered at WaterSmart Innovations

watersmartinnovations.com
Water Conservation in a Season of Abundance

Marketing & Outreach

Thursday, October 5th, 2017
Overview

• The Situation – Challenges Faced & Outcome Desired
• Our SAGE Approach
• Results and Where We Are Now
• Our Strategy Moving Forward
• In Closing
• Q & A
The Situation – Challenges Faced

Pre-Drought- “Spare Sac Water”

State of Emergency

• California experienced more than five years of drought. Governor Brown declared a drought emergency in January 2014.

• City’s reduction target was 20%, then 28%, then 25%

• The drought state of emergency ended in April 2017.
Community Involvement

• Increased compliance with our watering 2 Day/1 Day watering schedule
• Increased public participation in our programs via video, social media, and the internet that we want to sustain and even increase.
The Situation – Outcomes Desired

Need

• Continued water-use reduction from residents (20% by 2020)
• Permanent/sustainable practices
• Increased utilization of landscape rebate programs
• Enhance our programs with engaging campaigns to encourage community participation and sustained behavior change.
• New messaging and direction for outreach efforts beginning in late 2016
• Move away from SpareSacWater.org
Our SAGE Approach

1. Set Goals
   We start with assessing your goals, desired outcomes and target audiences. Then we work with you to establish measurable goals for changing attitudes, awareness and behavior.

2. Conduct Research
   We analyze research to understand where you've been, the brand image that the public perceives you to be, and identify barriers to attitude and behavior change.

3. Create Plan
   Planning is where we look forward and develop strategies to reach the audience to get the desired behavior change we are looking for and achieve the goals we've set.

   DISCOVERY

   STRATEGY ALWAYS GUIDES EXECUTION!

4. Execute
   Flawless execution is THE key to success of an effective campaign. Managing timelines, schedules and budgets will ensure all outreach activities happen on time and on budget.

5. Measure Results
   Each major outreach tool developed and activity implemented will be measured against the specified, results-driven objective.
Create an integrated advertising campaign to inform public awareness and encourage water conservation by getting homeowners to replace turf lawns with water-friendly landscaping and to more efficiently water by installing drip irrigation.
Focus Group Methodology

Creative and Message Testing

• Recruited through screener
• Performed groups in January 2017
• Homeowners with yards/lawns
• 1 all male group and 1 mixed male/female group
• Ethnically representative of Sacramento (diverse groups)
• Wide range of ages
Campaign Concepts

Concepts

Three alternative campaigns

1. Get A Grip/Take A Pass
2. Made Possible By
3. Save Water
Campaign Option 1 – “Get A Grip/Take A Pass”

TAKE A PASS ON THE GRASS
Remove your turf. Save both water and money at SaveWaterSac.com

GET A GRIP SWITCH TO DRIP
Install a drip system. Save both water and money at SaveWaterSac.com
Campaign Option 1 – “Get A Grip/Take A Pass”

Results

• Neither concept shows the viewer a positive outcome.
• Few got or liked the joke
• “Take A Pass” elicits mixed reactions. The main message that you can save money by removing lawn is effective.
• They want to know about the environmental benefits.
• “Get A Grip” image was confusing.
• Saving money wasn’t necessarily the priority
Campaign Option 2 – “Made Possible By”

Made possible by:
Water conservation
Saving water doesn’t mean missing out on a beautiful garden.
Grow your own. SacWaterWise.com

Made possible by:
Using less water
Saving water doesn’t mean missing out on a beautiful garden.
Grow your own. SacWaterWise.com

No need for a rock lawn.
Having a drought tolerant yard is beautiful.
Grow your own. SacWaterWise.com
Campaign Option 2 – “Made Possible By”

Results

• Most effective among women but men also liked it.
• “Water conservation” viewed negatively
• Interested in the names of the flowers
• “Rock lawn” term is highly polarizing
• Created highest level of conversation amongst groups
• Favorite URL
• Most impactful campaign overall
Campaign Option 3 – “Save Water”

SAVE WATER....
LICK YOUR DISHES CLEAN

Or you can just install a water-saving drip system.
See other ways to save water. NewWaysToSave.com

SAVE WATER....
LICK YOUR DISHES CLEAN

Or you can just install a water-saving drip system.
See other ways to save water. NewWaysToSave.com

SAVE WATER....
BREAK UP WITH YOUR LAWN

Grass requires hundreds of gallons of water to keep it green.
It’s time to break up. See other ways to save water. NewWaysToSave.com
Campaign Option 3 – “Save Water”

Results

• Concept 1 and 2 didn’t capture or hold their attention.

• Groups enjoyed the humor of 3rd concept.
  • Most effective campaign among men.
  • The imagery piques curiosity. They want to learn more.

• “Break Up With Your Lawn” subhead was surprising and newsworthy to participants.
Focus Group Results

**Messaging**

• Residents said that water conservation/the drought is the primary environmental issue faced by Sacramento. The issue is known and accepted.
• Even though the water supply has improved, they know that water continues to be a critical issue.
• Homeowners vastly underestimate the amount of total household water usage that goes to irrigating and landscaping.
• **Result:** Focus on surprising facts about household water consumption and how they can continue to save water.

**Barriers**

• Visualizing a beautiful water-wise yard and cost of lawn conversion.
• **Result:** Focus on beautiful water-wise yard examples and rebates.
Recommended Campaign Direction

2 Campaigns

Winning “Spring” Campaign
• The “Made Possible By” campaign was found to be the most effective campaign among women and was also effective among men.
• The phrase “Using less water” was found to be the most direct & effective.

Winning “Fall” Campaign
• The “Break up with your lawn” concept was found to be effective, humorous and clever.
• Message to stop loving your lawn and that being tied emotionally to your lawn can be dysfunctional.
The “Made Possible By” campaign was perfect for Spring because it shows some of the beautiful, water-wise plants and flowers available.

We even designed seed packets of water-wise plants with the campaign look.
“Made Possible By” Tactics

• Digital Banner Ads
  • The Weather Company
  • The Sacramento Bee
• Social Media & Promoted Posts
  • Facebook & Twitter
• Radio Spots
  • CBS
• Print
  • Bus Tails
  • Sacramento Bee Post-Its
  • Car Magnets
• Outreach Events
"Made Possible By" Facebook A/B Testing

**Message 1**

Did you know that in one year, your grass requires as much water as you drink in 34 years? Saving water never looked so good. Visit [www.SacWaterWise.com](http://www.SacWaterWise.com) to learn how to keep your yard beautiful and water-wise.

Budget: $15
Run Dates: 4/3-4/5
Relevance Score: 7

**Message 2**

The average person needs about 7 gallons of water per week while your lawn needs nearly 1,000 gallons just to stay green. Serve yourself, not your lawn. Using less water can be beautiful. [www.SacWaterWise.com](http://www.SacWaterWise.com)

Budget: $15
Run Dates: 4/10-4/12
Relevance Score: 8
“Made Possible By” Facebook A/B Testing Continued

**Message 3**

City of Sacramento Department of Utilities
April 17

To keep the average lawn green for one year, it requires 50,000 gallons of water—that could fill your office water cooler 10,000 times. Visit www.SacWaterWise.com to learn ways to save water.

**Message 4**

City of Sacramento Department of Utilities
April 24

An average lawn requires 50,000 gallons of water per year. Reimagining your yard never looked so good. Visit www.SacWaterWise.com and learn how using less water can be beautiful.

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Budget: $15
Run Dates: 4/17 - 4/19
Relevance Score: 8

Budget: $15
Run Dates: 4/24 - 4/26
Relevance Score: 9
Made possible by: Using less water.

Made possible by: 2 day-per-week watering

Lawns and landscaping may be watered up to 2 days per week starting March 12, 2017. Learn about your schedule and rebates at www.SacWaterWise.com

Using less water can be beautiful. Find out how at www.SacWaterWise.com

An average person needs about 7 gallons of water per week and a lawn needs 1,000. Both are important. We do.
The “Break Up With Your Lawn” campaign was perfect for Fall since it is a great time to remove your grass before winter and in time for Spring.
Our Strategy Moving Forward

Campaigns

• Continue traction with “Made Possible By” but incorporate permanent two day per week spring/summer water schedule.

• Potential launch “Break Up with Your Lawn” campaign in early 2018.

Supporting Efforts

• Revamp website to reflect current messaging and new look and feel.

• Continue social media and event outreach to engage the community directly.

• Outreach to public regarding watering schedule
Water Conservation Program

• The City of Sacramento faced and continues to face the challenge of changing residents’ behaviors around water consumption, particularly when the drought emergency was lifted.

• Using less water must become a sustained permanent lifestyle change for Californians. Sagent was a perfect fit, focusing on behavior change for good.

• Now, we are challenged to make customers understand our permanent 2 day per week spring/summer watering schedule and the exemptions
  • “What is a smart controller?”
THANK YOU!

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