

Legislation, Regulatory Affairs, and  
Communications Committee



# Update on Water Conservation Outreach, Advertising & Messaging

Item 7a  
August 14, 2023

Update on Water Conservation  
Advertising, Outreach and  
Messaging

# Campaign

**GOAL:** Continue to drive down demand for water and promote Metropolitan and member agency rebate and conservation programs

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**MEASUREMENTS OF SUCCESS:**  
Visits to [bewaterwise.com](http://bewaterwise.com) for tips and resources, rebate performance, research findings, engagement with social media, videos, digital ads, influencers and mobile games

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## Video

[Sizzle Reel v02.mp4](#)

Metropolitan's water conservation advertising has been at the **forefront of public agency campaigns**, employing groundbreaking communication strategies, showcasing a **diverse and inclusive** pool of talent, and **maximizing each dollar** for impactful outcomes



[bewaterwise.com](http://bewaterwise.com)<sup>®</sup>

## Examples of Performance

FY 2022/23 campaign had 430 million media and social media impressions and helped drive a **158% increase in turf rebate** spending over previous fiscal years.

Generated more than **30 million impressions** on social media and reached more than 13 million people and more than **220,000 clicks to [bewaterwise.com](https://www.bewaterwise.com)**.

Influencer campaign, which elevated Metropolitan, [bewaterwise.com](https://www.bewaterwise.com) and water-saving rebates generated a **40% increase in social media engagement**

# Building Conservation Awareness Among New Audiences

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## Influencers from Diverse Industries

545k Followers



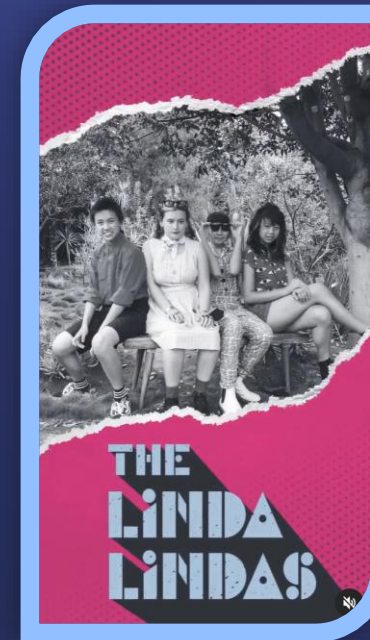
Interior Design/Art

578k Followers



TV/Film

285k Followers



Music

105k Followers



Professional Sports

# Summer/Fall 2023 Campaign

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Multimedia  
to Maximize  
Reach to  
Audiences



Television (English &  
Spanish)  
Community Newspapers  
Digital and Streaming  
Search Engine (Google  
Search)  
Angel City Football Club

In-store Rebate Ads  
Social Media  
Transit Shelters  
Radio  
Billboards

# Research- based Messaging

- Probolsky Research, Focus Groups, 2023
- EMC Research, Surveys English & Spanish, 2023

- **Research Findings to Inform Messaging**
- Californians want to be **thanked** for conserving and want to know how agencies, companies and industries are saving water.
- **Effective water conservation messages** focus on **cost savings** and **actionable steps**; motivated by tips and programs which provide solutions
- The public is concerned about future water supplies: **Every drop of water we save today is water we can store and make available for use in the future.**



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# Television Commercial

Key themes of weather  
extremes, infrastructure,  
conservation, sustainability

Airing on broadcast, cable  
and streaming TV channels

Produced in three  
languages

Created entirely in-house,  
using state-of-the-art 3d  
and video animation  
techniques. Cost savings of  
approx. \$450,000

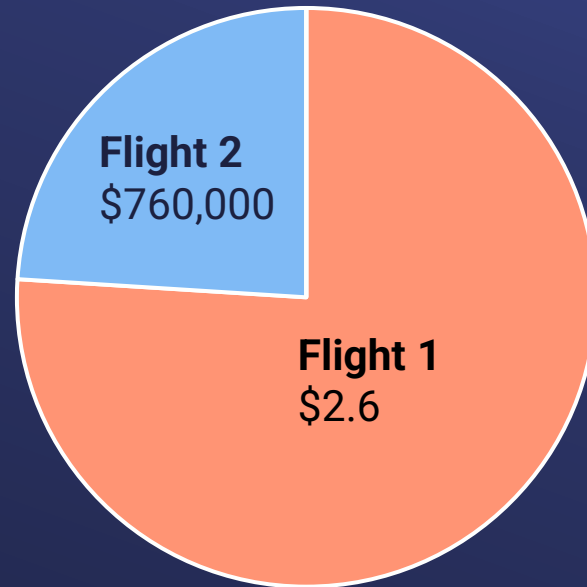




# FY 23-24 Media Budget

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## Year 3 Media Buy



### Flight One - Summer/Fall 2023

- An increased budget will focus on driving strong conservation awareness ; emphasis on TV, OOH, Radio

### Flight Two - Winter/Spring 2024

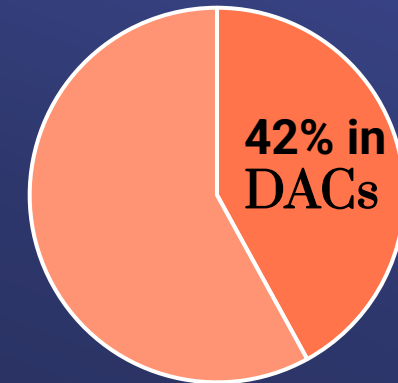
- Maintain momentum and marketing efforts

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# Multilingual and Focused Placements

Creative assets in:  
English  
Spanish  
Chinese (Mandarin)  
Korean  
Vietnamese  
Armenian  
Tagalog

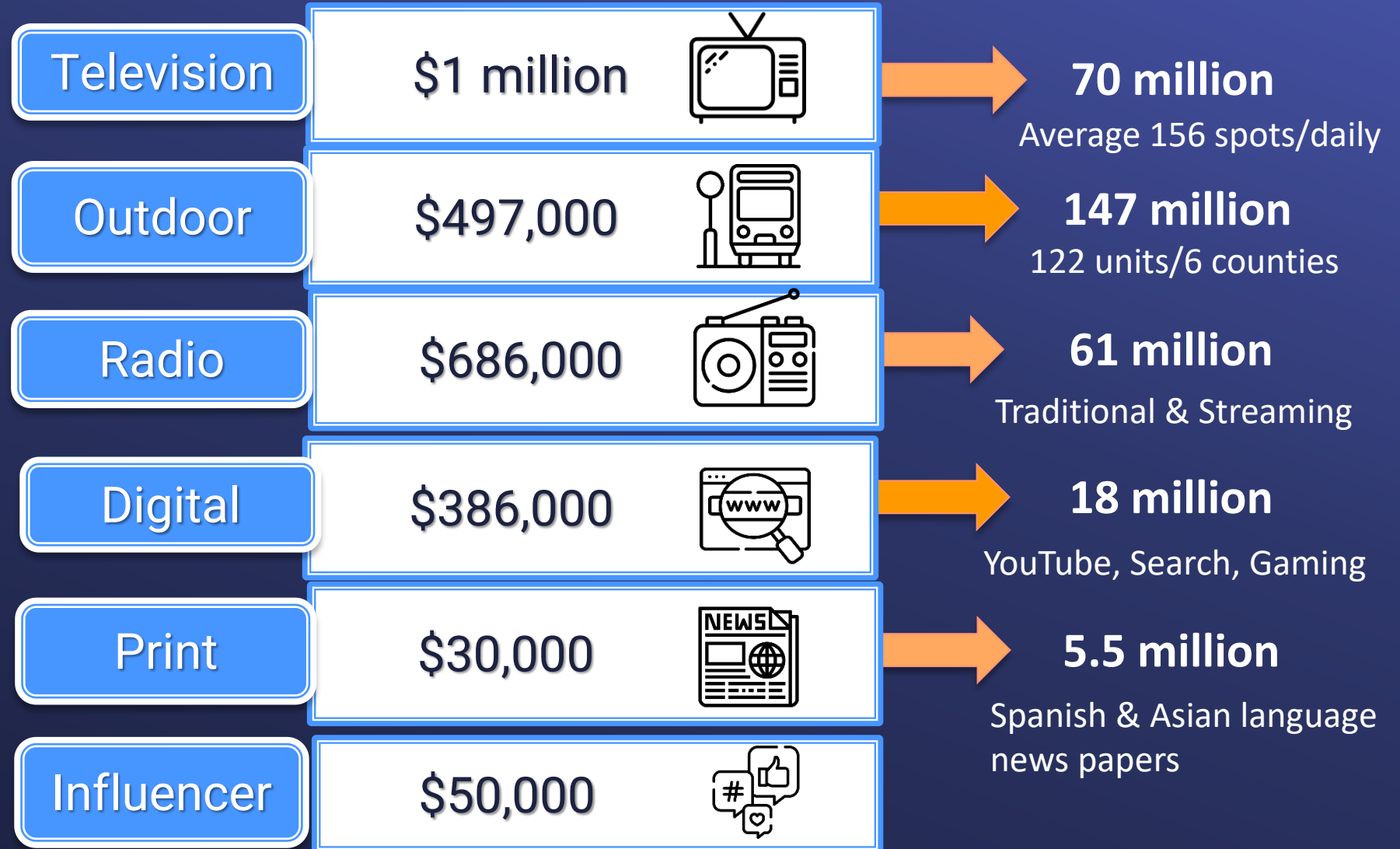
# Outdoor Advertising FY 2023/24 Flight One (July-Nov)



# Anticipated Impressions & Views/Clicks

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## FY 23/24 Media Buy Budget Flight One



# Added Value of Approx. 26% for TV and Radio

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## Added Value Maximizing Dollars

**Television:** KTLA, KMEX,  
Ballys Sports, Cable TV

- Daily in news water saving tips, billboards
- Additional Spots: 976
- Added Value: \$250,000

**Radio/Audio:** General Market  
& Spanish Radio

- Interviews, bonus spots, integrations,
- Additional Spots: 1,756
- Added Value: \$195,000



# Timeline for Future Advertising Campaign Plans

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## Next Steps



