



Communications & Legislation Committee

Update on Water Conservation

Item 6a
May 9, 2022

Spring/Summer 2022
Campaign(s)

Messaging Strategy



- Implementing Board-approved media buy for water conservation advertising
- Bifurcate outreach to include
 - regional campaign centered on tips/personal action and
 - SWP-dependent area campaign for one-day watering restrictions
- Target advertising for precise messaging/multi-language
- Closely coordinate with member agencies

Spring/Summer 2022
Campaign(s)

Messaging Strategy



Đây là
**CÁCH QUÝ
VỊ TIẾT KIỆM
NƯỚC**

**TÔI TƯỚI CÂY
VÀO BUỔI
SÁNG SỚM ĐỂ
GIẢM NƯỚC
BỐC HƠI**

bewaterwise.com*



Así es
**COMO
AHORRAMOS
AGUA.**

**USO UNA ESCOBA EN LUGAR
DE UNA MANGUERA PARA
LIMPAR EL PAVIMENTO**

bewaterwise.com*



That's
**HOW
WE SAVE
WATER.**

**I HAVE A SHUTOFF NOZZLE
ON MY GARDEN HOSE**

bewaterwise.com*

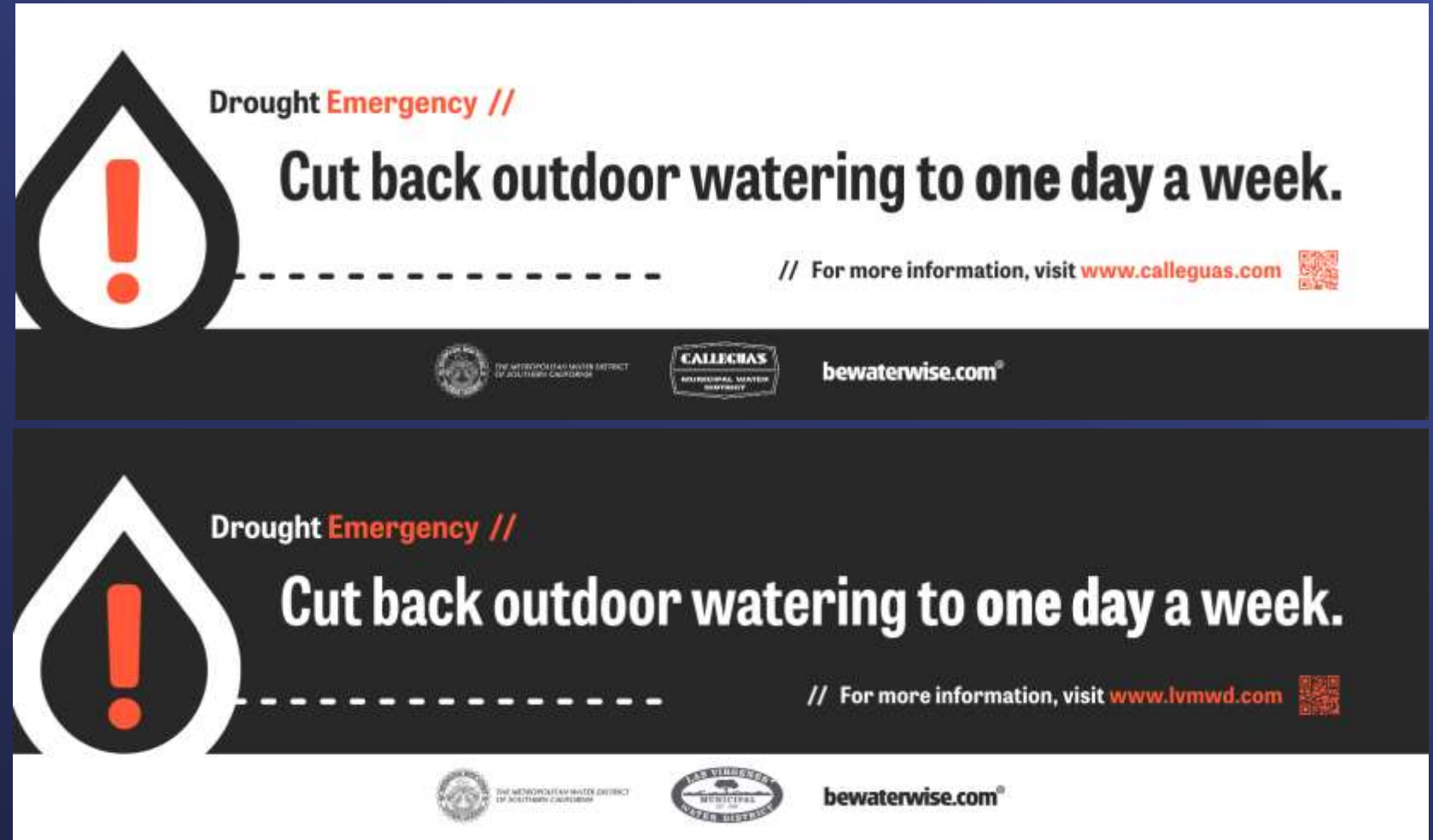
Spring/Summer 2022
Campaign(s)

Messaging Strategy



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Messaging Strategy



Spring/Summer 2022
Campaign(s)



Immersive experience with tips across multiple platforms:

- Billboards
- LA Live
- Transit shelters
- Ethnic publications
- Digital media
- Radio

Prominent Placements at Venues such as LA Live, LA Galaxy games, LA Kings games



Sample
Radio



Spring/Summer 2022
Campaign(s)

Media Coverage

Metropolitan's announcement of new water restrictions was covered by outlets including:

- CNN
- Bloomberg News
- The Wall Street Journal
- The Washington Post
- USA Today
- The New York Times,
- Los Angeles Times
- Sacramento Bee
- SoCal News Group
- Associated Press
- Telemundo
- KPCC
- KFI & KNX Radio
- Spectrum News

Our media briefing was covered by major local & national media outlets, reaching residents in Southern California and across the U.S. more than 25 million times.



Media Event



Reuters Interview

Spring/Summer 2022
Campaign(s)

Media Strategy



Multimedia, Immersive, Multilingual



Traditional
TV, radio, print,
outdoor



Digital
Web banners,
mobile, video



Search



Social
Paid & organic

Spring/Summer 2022
Campaign(s)

Budget

May-June 2022

Platform	Projected Spend
Television	\$975K
Radio	\$652K
Digital	\$1.1M
Outdoor	\$743K
Local Print	\$55K
TOTAL	\$3.5M

Emphasis on digital tactics in SWP reliant area zip codes. Highly targeted with specialized drought messaging.

Spring/Summer 2022 Campaign

Television

Strategy

- English and Spanish networks with coverage across Los Angeles, Oxnard/Ventura, Riverside and San Bernardino
- Create, develop and produce customized sponsorships and integrations for added visibility during news segments + key personnel



Spring/Summer 2022 Campaign

Radio

Strategy

- Increase message frequency with Spot Radio to help remind Californians about ways to save. Broad coverage and reach to help effectively launch the campaign.
- Includes NPR and Chinese, Korean and Vietnamese stations

94.7 THE WAVE

La Ranchera
96.7 FM

QUE BUENA
106.5/104.5 FM

Audacy



iHeart
MEDIA

Digital

Strategy

- Highly targeted and continuous presence for all audience segments, counties and languages served by MWD. Includes banner ads, video, CTV and Paid Search.
- Advanced capabilities to target homeowners, home renters and business owners



Spring/Summer 2022 Campaign

Outdoor

Strategy

- Broad reach, targeted based on zip codes as well as individual locations for bulletins/posters. Billboards, transit shelters, and place-based signage included.
- SWP areas emphasized and counties not in SWP area are also included (SD, OC).



