



Legislation, Regulatory Affairs and Communications Committee

Update on Water Conservation Advertising & Outreach

Item 6b
May 8, 2023

Budget & Board Direction

In 2022, the Board approved funding for media placement services for a three-year water conservation advertising and outreach campaign and related research activities not to exceed \$10.5 million.

Essential Elements to Execute Strategy

- Multi-media, multilingual (six+ languages)
- Outreach to underserved communities
- Showcase DEI and diversity
- Build on success of past campaigns
- Research-based, creative & cost-efficient
- Customizable for member agencies

July – November 2022

Update on
Conservation Messaging_

Fiscal Year 2022/23 Flight One Media Buy & Results



Traditional
TV, radio, print,
out of home



Social
Paid & organic



Digital
Programmatic display,
mobile, video

Key Performance Indicators

- Nearly **300 million** total impressions with **67 million** in added value
- **46 million impressions** on digital media
- Over **6,000 radio spots** in multiple languages
- 50 print insertions ran in Spanish and Asian-language community publications, generating **5 million impressions**




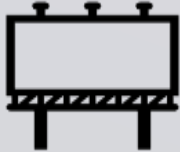
Campaign Firsts

Update on
Conservation Messaging_

Fiscal Year 2023 Campaign

- Going “BIG” on digital advertising on the largest digital billboard in the world
- Entire transit shelter buy devoted to **in-language** advertising
- Social media **influencer campaign** engaging with younger, more diverse audiences
- **In-app video game** developed “Tap the Tap”
- **EV charging** and gas stations kiosks
- “**Geo fencing**” targeted mobile notifications
- Partnership with Angel City Football Club

Update on
Conservation Messaging_
Flight 2
March –
June 2023.

RADIO	\$108,000	
DIGITAL	\$585,000	
INFLUENCER CAMPAIGN	\$54,000	
OUT OF HOME	\$621,000	

Spring/early
summer
2023 campaign
total spend:
\$1.37 million

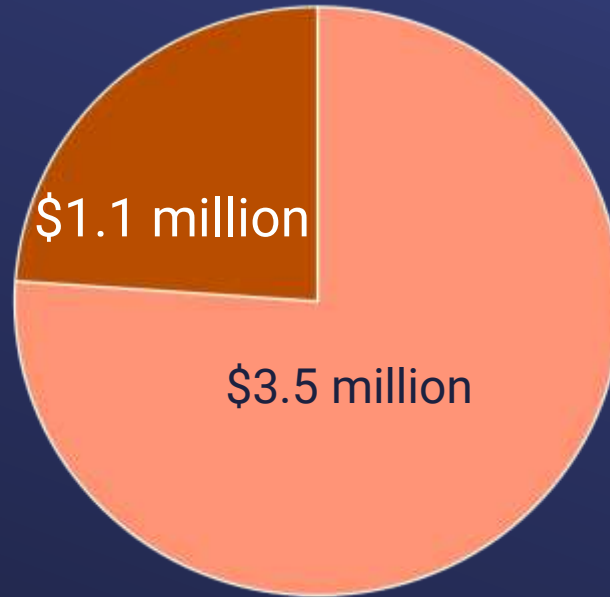
Amplified with
earned media,
social media
and partnerships

Update on
Conservation Messaging...

Added Value Maximizing Media Buy Dollars.

Total Media Buy, Plus Added Value of Approximately 30%

Fiscal Year 2022
April-June 2022



Media Buy Added Value

Fiscal Year 2023
Flight One
July-November 2022



Media Buy Added Value

Update on
Conservation Messaging_

Evolving Messaging Based on Conditions.



English/Spanish Radio including
Traffic & Weather Sponsorships

Update on
Conservation Messaging_

Social Media Influencer Campaign.

Fall/Winter 2022

- The Linda Lindas, Atiba Jefferson

Winter 2022/Spring 2023

- Josie Maran – model, beauty influencer
- Fred Armisen – actor, writer, musician, producer, comedian of SNL fame, Portlandia, HBO's Los Espookys
- Justina Blakeney – entrepreneur, creator of Jungalow home brand

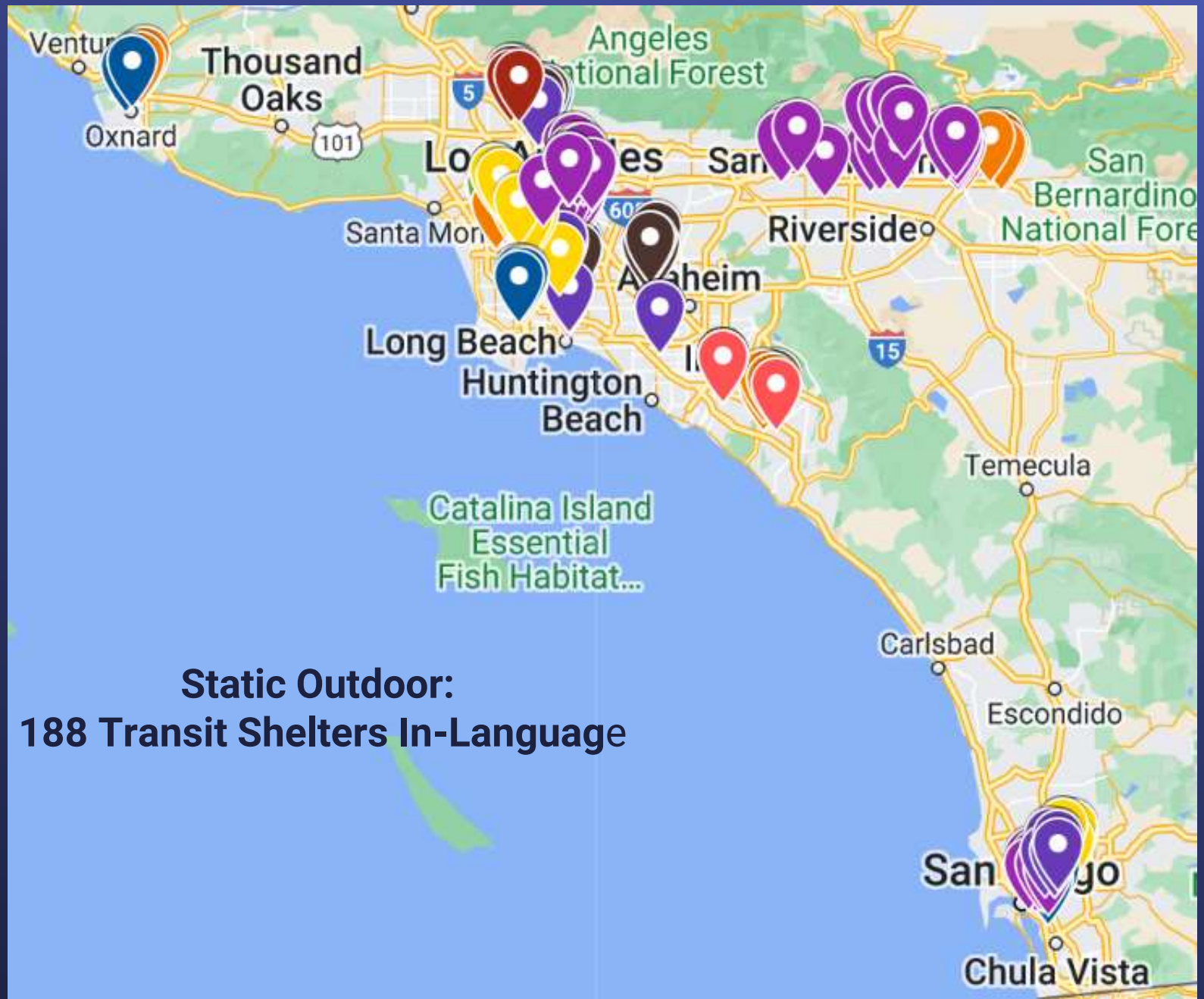


Update on
Communications & Messaging

Reaching Many Audiences.

Static outdoor
coverage throughout
entire service area

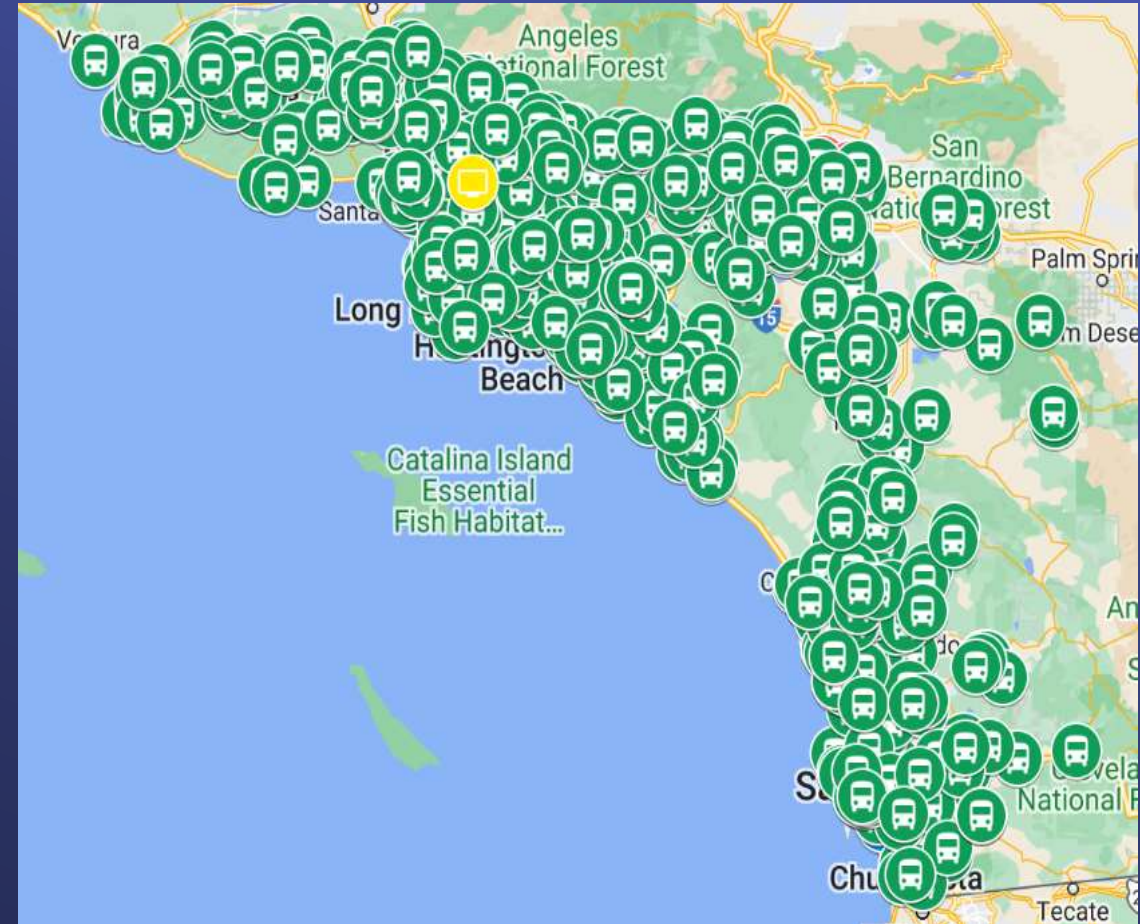
**Static Outdoor:
188 Transit Shelters In-Language**



Update on
Conservation Messaging...

Reaching New Audiences.

Digital outdoor coverage
throughout entire service
area



Pop-up digital messaging (geo-fencing) at 769 stores: Home Depot, Lowes, Ace, Armstrong, True Value, Green Thumb, Harbor Freight and independent nurseries

Angel City Football Club Partnership

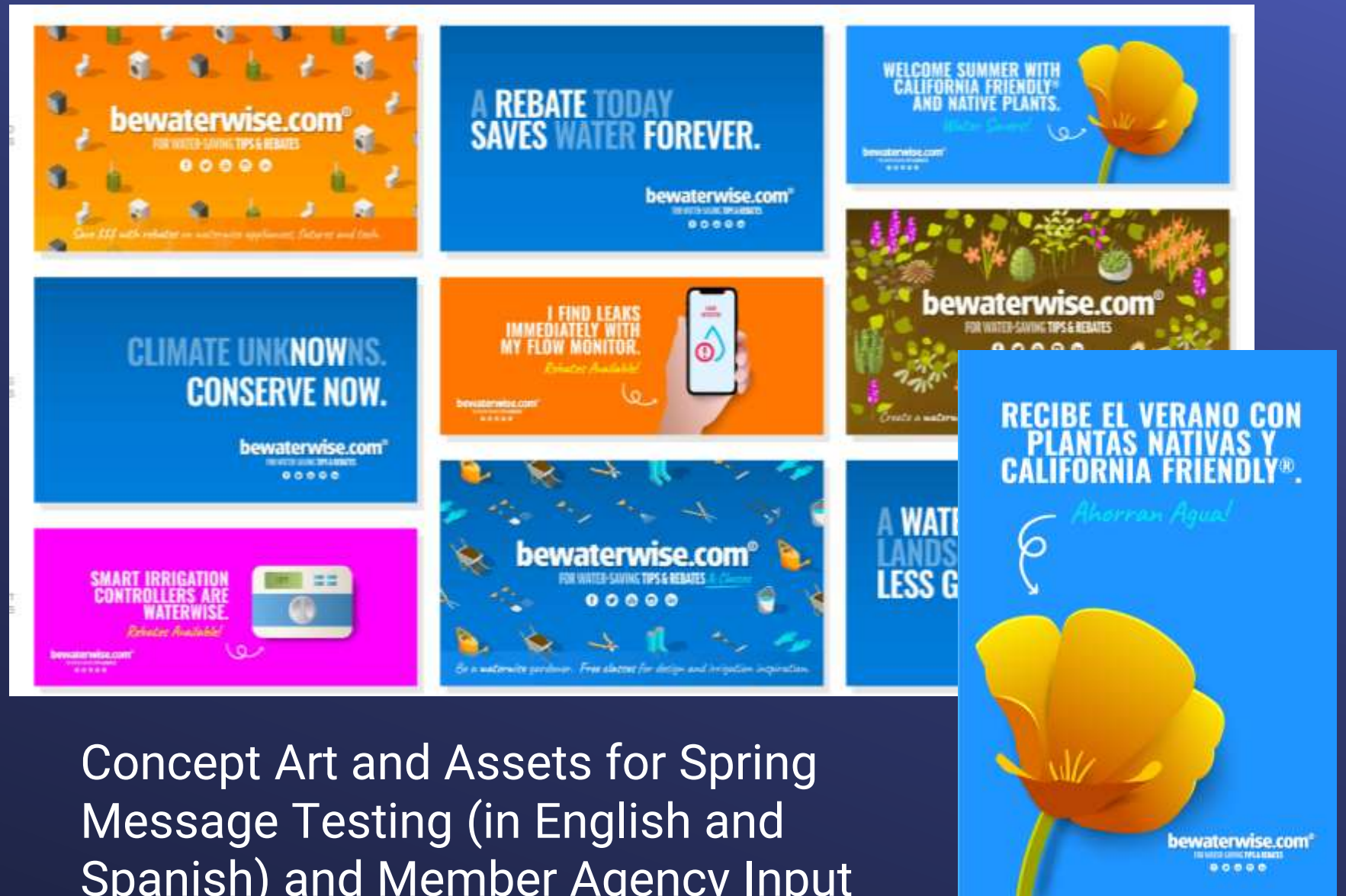
Update on
Communications & Messaging

In the Community.



Update on
Communications & Messaging

Summer Strategy Informed by Research.



Concept Art and Assets for Spring
Message Testing (in English and
Spanish) and Member Agency Input

