

## Update on Fall-Winter Advertising and Outreach Campaign to be Paid with Board-Approved Conservation Budget

Communication and Legislation Committee Item #9-6 September 13, 2021

## Evolving Messaging, Based on Conditions

Promote CA Lifestyle Brand

- Recognize different voices, but shared values of 'We Are One'
- Reengage with consumers in creative ways about their environmental ethic and drought awareness

Public Awareness, Education

- Thank public for past conservation commitment
- Remind consumers they know what to do in a drought and Met is prepared thanks to investments and strategic planning

Support Statewide Drought Declarations & Responses

- Drought emergency, Govr's call to action for conservation
- Increase visitors to bewaterwise.com for rebates and tips

Critical Need to Save

• Stepped-up messaging to reflect urgency based on worsening conditions or mandates

## Media Coverage



Video of media clips and press interviews

### **Summer Conservation Campaign**

#### CURRENT EXTERNAL AFFAIRS BUDGET FOR ADVERTISING IN FY 2021/22

FOR ADVERTISING IN FY 2021/22	
	August - October
Digital Media/CTV	\$60,000*
Radio (traffic, spots, digital)	\$110,000
Out of Home	\$100,000
TV (sponsorships)	
Print	\$45,000
Google Search	\$40,000
Social Media	\$120,000
Strategy/Media Buy Services	\$35,000
TOTAL (estimated)	\$510,000

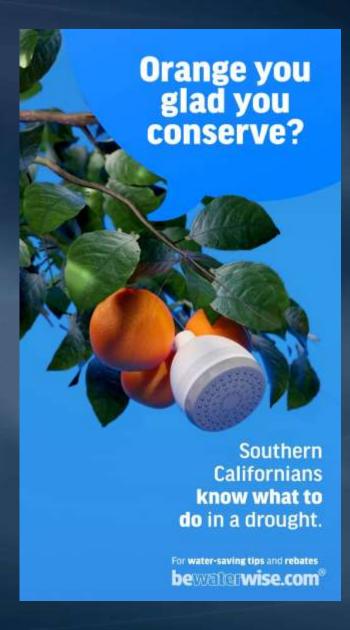
- Support Governor's call for voluntary conservation
- Paid multimedia advertising reaching all six counties
- Specialized messaging at the request of member agencies to reflect unique community demographics



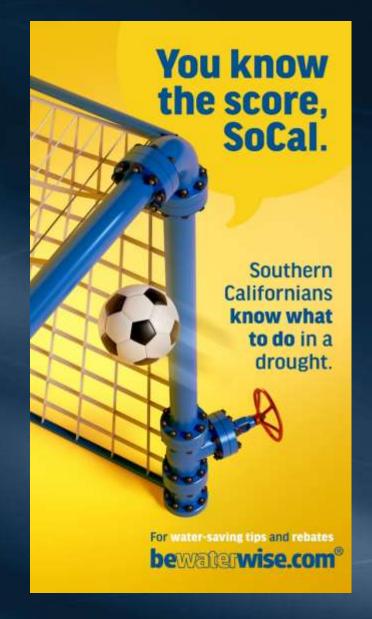














# This is not your first rodeo.

Southern Californians know what to do in a drought.

Video of social media GIFs

## Multilingual Media Strategy

#### **RADIO**

• 42 stations in all six counties

#### **OUT OF HOME**

• 26 billboards and transit shelters

#### **DIGITAL**

Supplements radio and out of home buys

Total of 27 million impressions including 7 million bonus impressions

### Media Placements - Outdoor





Perris, 215 Freeway

#### Media Placements - Radio















42 radio stations throughout SoCal Approx. 16 million impressions





#### Media Placements – Social Media



- 7,029 bewaterwise.com website visits
- Reach − 828,639



#### Multicultural Outreach

- Strategic partnership with LAGRANT Communications
  - Culturally relevant content
  - Diverse media buying
  - Research and data gathering



Ya hemos recorrido este camino.

La sequía está de regreso. Ya sabemos que hacer.



Trabajemos juntos para **ahorrar aún** más agua.

#### Videos

"Water Zombies" series

- In-house video production
- Optimized for digital media
- October media buy





Video of Water Zombie series

#### **Outreach Timelines**

2020 to mid-2021

August-September 2021

October 2021 to Spring 2022

Earned Media, Social Media on MWD Platforms

Radio, Digital,
Print, Outdoor
Billboards and
Multilingual Assets

- Messaging adapts to ongoing conditions and message testing
- Advertising and outreach, including targeted efforts in SWP exclusive areas
- Increased presence to reach and serve underrepresented communities
- Market new rebate and conservation programs, if needed

## Conservation Budget

- FY 2020/21-2021/22 Board-approved conservation budget
   Appropriation of \$43 million each year
   Revenue requirement of \$24 million each year
- FY 2020/21: \$17 million spent for conservation programs
- FY 2021/22: (projected): \$29 million including up to \$1 million for fall-winter advertising campaign to support conservation activities and rebate programs

### **Next Steps**

#### September

 Report to Board on summer campaign and planned spending of up to \$1 million for fallwinter campaign

#### October

 Seek Board approval to issue RFP for media group to support Metropolitan's ongoing conservation advertising campaign and outreach strategy

