



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



Media Coverage



Video of media clips and press interviews

Summer Conservation Campaign

CURRENT EXTERNAL AFFAIRS BUDGET 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.

For water-saving tips and rebates
bewaterwise.com



**Ready
on set.**

Southern Californians
know what to do
in a drought.

For water-saving tips and rebates
bewaterwise.com



**First bar
same as
the last.**

Southern
Californians
know what
to do in a
drought.

For water-saving tips and rebates
bewaterwise.com



**Been
down
this road
before.**

Southern
Californians
know what to do
in a drought.

For water-saving tips and rebates
bewaterwise.com



Orange you glad you conserve?

Southern Californians know what to do in a drought.

For water-saving tips and rebates
bewaterwise.com

This advertisement features a blue background. On the left, a branch with green leaves and several ripe oranges is shown. A white showerhead is positioned in front of the oranges, as if it were one of them. The text is in white and blue.



Sketchy climate.

Southern Californians know what to do in a drought.

For water-saving tips and rebates
bewaterwise.com

This advertisement has a white background. On the left, a blue vertical pipe is shown with two orange, cage-like water valves attached to it. A blue speech bubble with the text "Sketchy climate." is at the top. The text is in blue and black.



You know the score, SoCal.

Southern Californians know what to do in a drought.

For water-saving tips and rebates
bewaterwise.com

This advertisement has a yellow background. On the left, a blue water pipe with a red-handled valve is shown. A soccer ball is stuck in the pipe. A blue speech bubble with the text "You know the score, SoCal." is at the top. The text is in blue and black.



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



Fullerton, 57 Freeway



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
- Impressions – 1.5 million
(As of September 7)



Multicultural Outreach

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



Videos

“Water Zombies” series

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





Video of Water Zombie series

Outreach Timelines



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 fall-winter campaign

October

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

