Metropolitan Advertising and Outreach Campaign

Presentation to MWDOC August 3, 2016



2015 Campaign and Media Recap



\$5.5 million + 60% added value media



Presented in five languages



1,000 news stories, 89% approval rating



1.1 billion impressions, award-winning

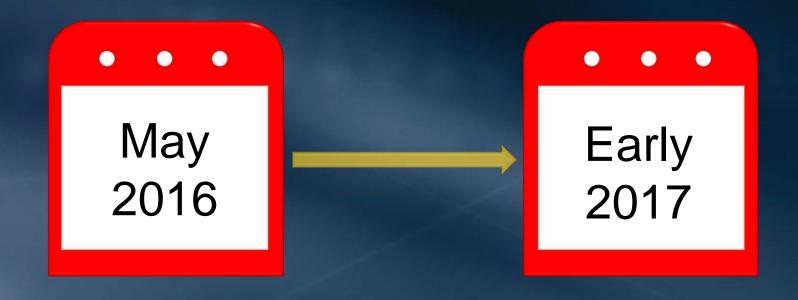
Evolution of the Campaign



Turn into a Water Lover

Messaging Supported by Research and Focus Groups

Campaign Timeline



- Paid media and search through 2016
- Reaching diverse audiences
- Raise awareness, promote action



H2

Love water. Save water. bewaterwise.com°

Yêu Nước. Tiết Kiệm Nước.

TÌM THÊM HƯỚNG DẪN TIẾT KIỆM NƯỚC

bewaterwise.com



Feel the love,

get a nozzle.

Turn on the love by holding back the water. Put a trigger nozzli garden hose and save more. #H2Love



bewaterwise.com

H2♥

Show Off Your New Love Handle.



H2♥



Put a trigger nozzle on your aarden hose.



Like - Comment - Share

2016 Campaign - Print



Démosle la vuelta

Usa una escoba en lugar de una mangu para limpiar afuero. Haz este cambio, y ahorra hasta 150 galones de agua. Hay otras maneras fáciles para reducir lu consumo de agua. Arregla los rociadores rolos y usa plantas California Friendly^a en lu jardín. Si todos le damos la vuelta,



It's everyone's turn

Use a broom instead of a hose to clea outdoors. Every time you make this switch, save up to 150 gallons of water. There are sprinklers and use California Friendly® planyour yard. If everyone takes a turn to save together we can make a huge difference.



실외 청소엔 호스 대신 빗자루를 사용하세요. 이렇게 쇼즘을 바꿔 청소하실 때마다 많게는 150절전의 물이 절약됩니다. 물 사용을 줄이는 손쉬운 방법은 이 밖에도 약습니다. 그정난 스프링클리는 고치시고, 마당에 심는 "니이에 적합한 것으로 선택하세요 글 바뀌어 무리는 함께



清揚戶外時續用捲把來代替用水沖洗。每次營修做出 這樣的轉變,應將實施省高速150用病的水一當然還有 其它簡單的方式可以減少用水,像是條好損壞的畫水器 沒有在後院就機勢用州環境友養的權物。如果領徵人都 高岛口之方来省水,我們跟熊 尼桑生很大的影響力



- 53 community and inlanguage newspapers
- English, Spanish, Chinese, Vietnamese, Korean and Tagalog
- Advertisements
- Print and graphic content for articles

2016 Campaign - Radio



Radio –

- Series of water saving tips and reminders
- Weather/traffic sponsorships
 400-500 spots a week
- "Sound drops"300-350 spots a week

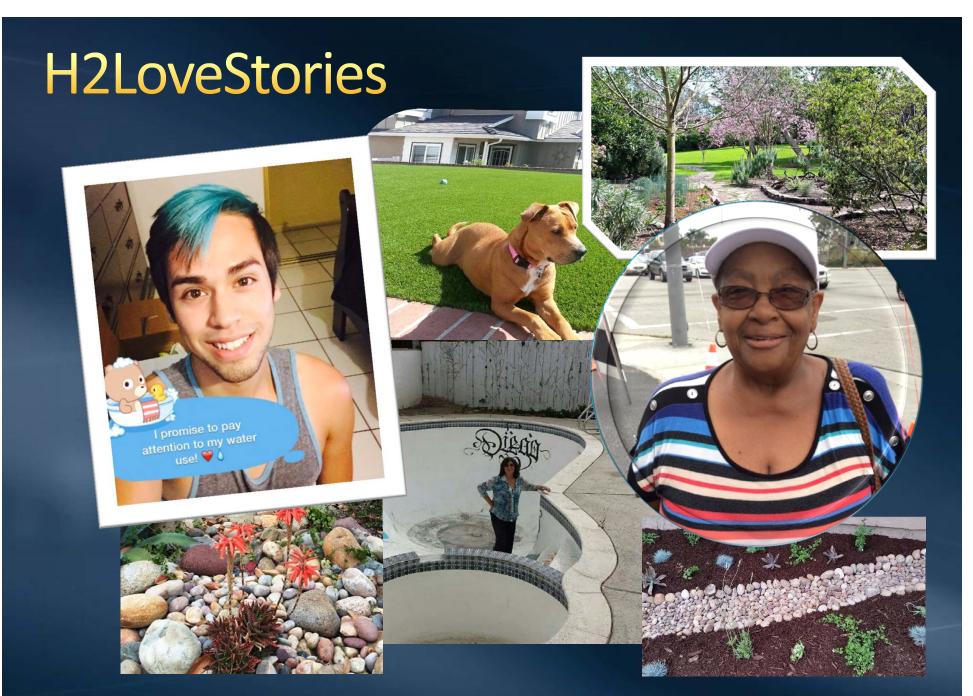
2016 Campaign – Digital

- Digital and mobile in the absence of television
- Local sites, networks
- Geo-targeting by region, language



Digital Banners in Spanish





Digital Partners



133 million impressions

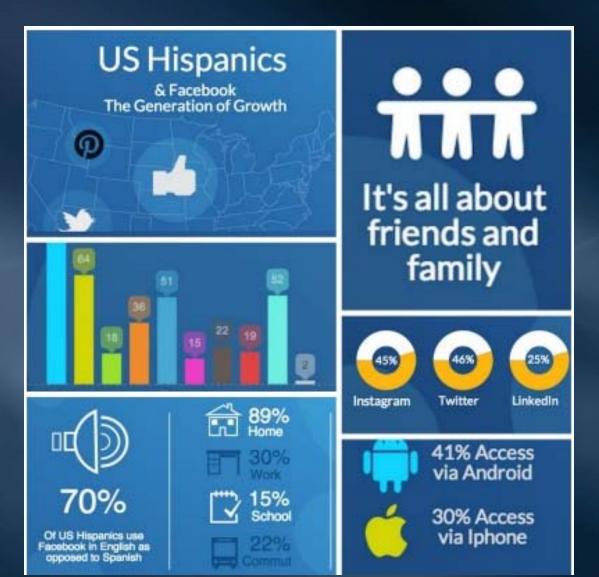
- 53 million General Market
- 10 million in publications with high African American viewership
- 40 million Spanish language 21 million Chinese, Korean, Vietnamese

Expanding Use of Social Media



- 30 million views of MWD's Facebook posts last year
- 1,400+ Instagram followers
- 300,000 impressions on Twitter and 2,600 followers

Social Media – Ethnic Outreach



US Hispanics and Facebook: The Generation of Growth

Social Media - Snapchat

The fastest growing social network

60% of Snapchat users exclusive to the platform

Snapchat skews to younger demographic, best way to reach 18-34 year olds.



LA Galaxy Partnership







2016 Campaign – Media Buy

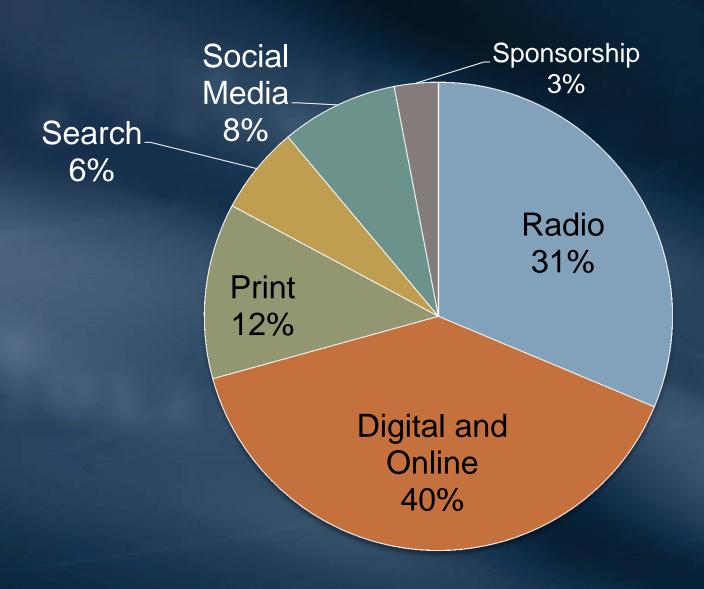
2015 Media

2016 Media (proposed)

Spending	Impressions
\$4.2m	1.1 billion

Spending	Impressions
\$1.9m	380+ million
estimated	estimated

Media Budget Breakdown 2016/17

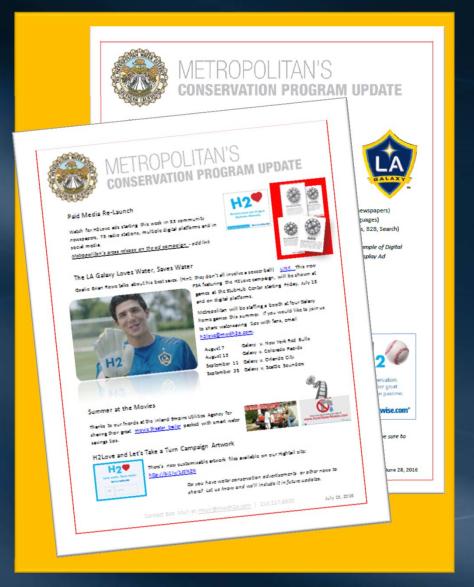


Coordination with Agencies, Media

Bi-weekly newsletter/update on the campaign

Customizable materials for member agencies

H2 community events



Angels and MLB All-Star Game Programs







Conservation.
Another great
American pastime.

bewaterwise.com®

Outreach and Partners

California Friendly
Contest Partners with
Rogers Garden





Armstrong Garden Center videos

Bewaterwise.com in Chinese language



