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
Love water. Save water.
bewaterwise.com

No dejes correr el agua mientras te afeitas.
bewaterwise.com

Show Off Your New Love Handle.
bewaterwise.com

Put a trigger nozzle on your garden hose.
bewaterwise.com
2016 Campaign - Print

- 53 community and in-language 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
H2LoveStories

I promise to pay attention to my water use! 😊

August 2016
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

August 2016
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

August 2016
Social Media – Ethnic Outreach

US Hispanics and Facebook: The Generation of Growth

August 2016
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

H2❤️ Love Water. Save Water.

August 2016
## 2016 Campaign – Media Buy

### 2015 Media

<table>
<thead>
<tr>
<th>Spending</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>$4.2m</td>
<td>1.1 billion</td>
</tr>
</tbody>
</table>

### 2016 Media *(proposed)*

<table>
<thead>
<tr>
<th>Spending</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1.9m</td>
<td>380+ million</td>
</tr>
</tbody>
</table>

*estimated*
August 2016

Radio 31%
Digital and Online 40%
Print 12%
Social Media 8%
Search 6%
Sponsorship 3%

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.

August 2016
Outreach and Partners

California Friendly Contest Partners with Rogers Garden

Armstrong Garden Center videos

Bewaterwise.com in Chinese language