

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

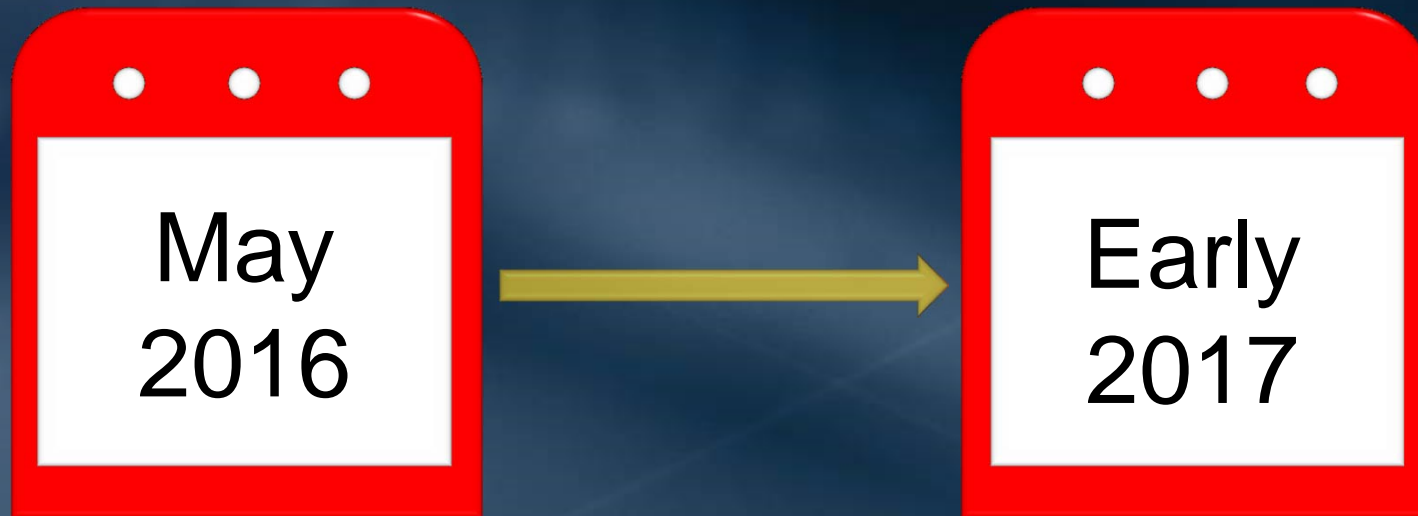
Evolution of the Campaign



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 

Yêu
Nước.
Tiết
Kiệm
Nước.

TÌM THÊM HƯỚNG DẪN
TIẾT KIỆM NƯỚC

bewaterwise.com

H2 

Love water. Save water.
bewaterwise.com

H2 

 Metropolitan Water District of Southern California
January 01 1:00pm

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



No dejes correr el agua
mientras te afeitas.

bewaterwise.com



Feel the love,
get a nozzle.

Like · Comment · Share

H2 

Show Off
Your New
Love
Handle.

 bewaterwise.com

H2 



Put a trigger
nozzle on your
garden hose.

 bewaterwise.com

August 2016

2016 Campaign - Print

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



August 2016

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

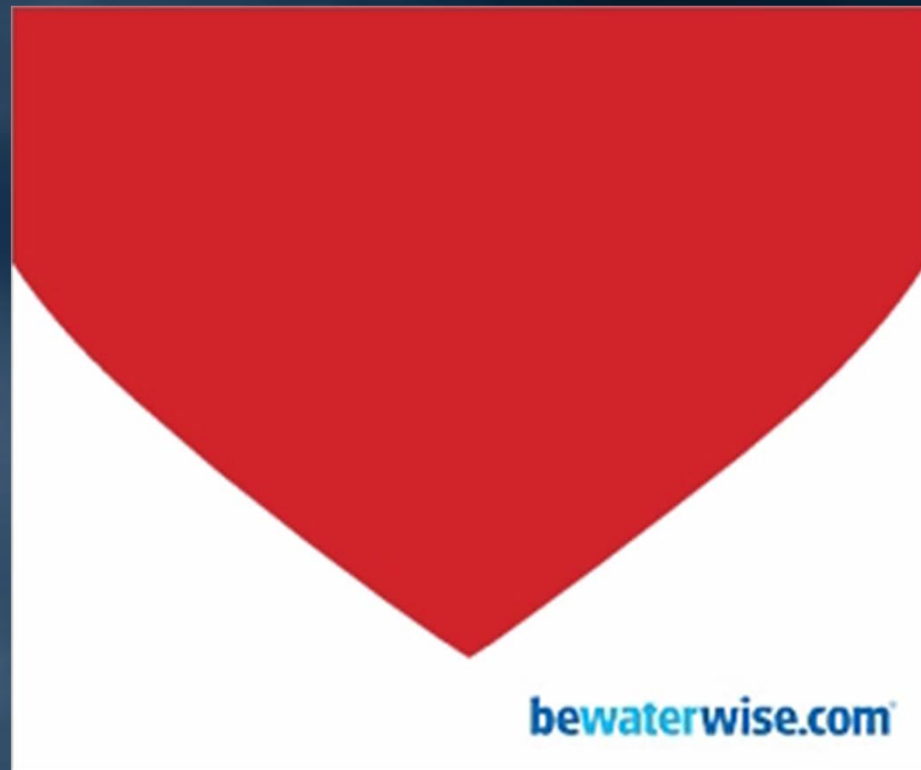
2016 Campaign – Digital

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



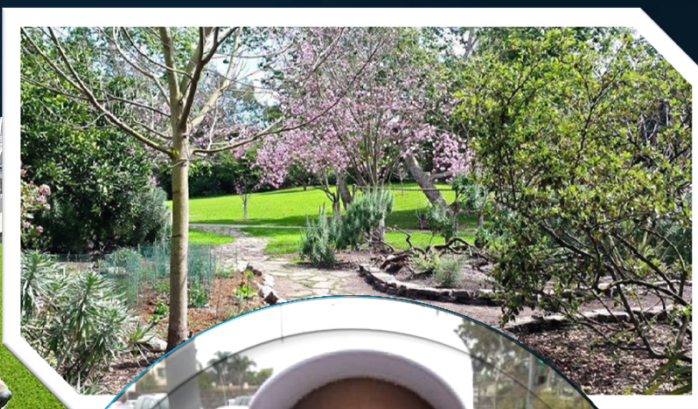
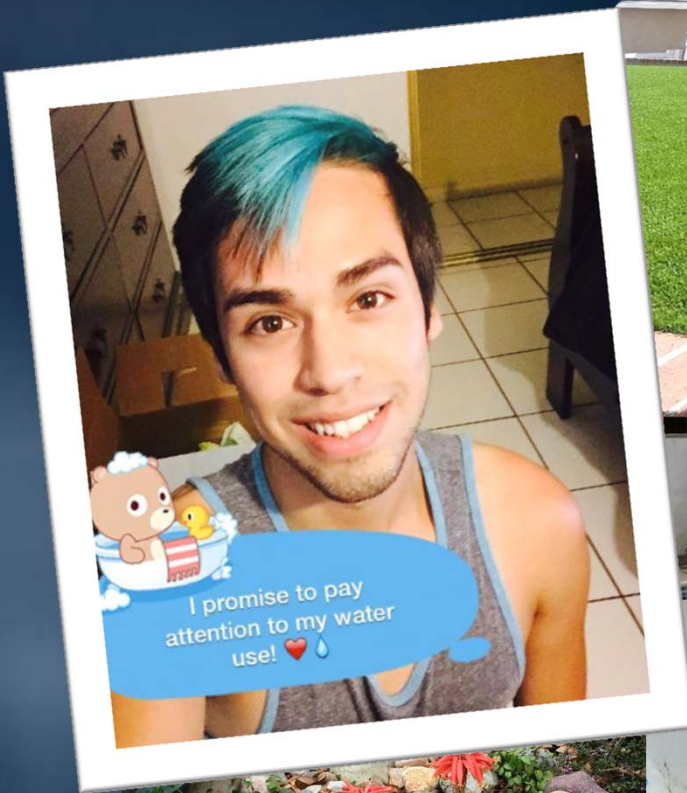
August 2016

Digital Banners in Spanish



August 2016

H2LoveStories



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

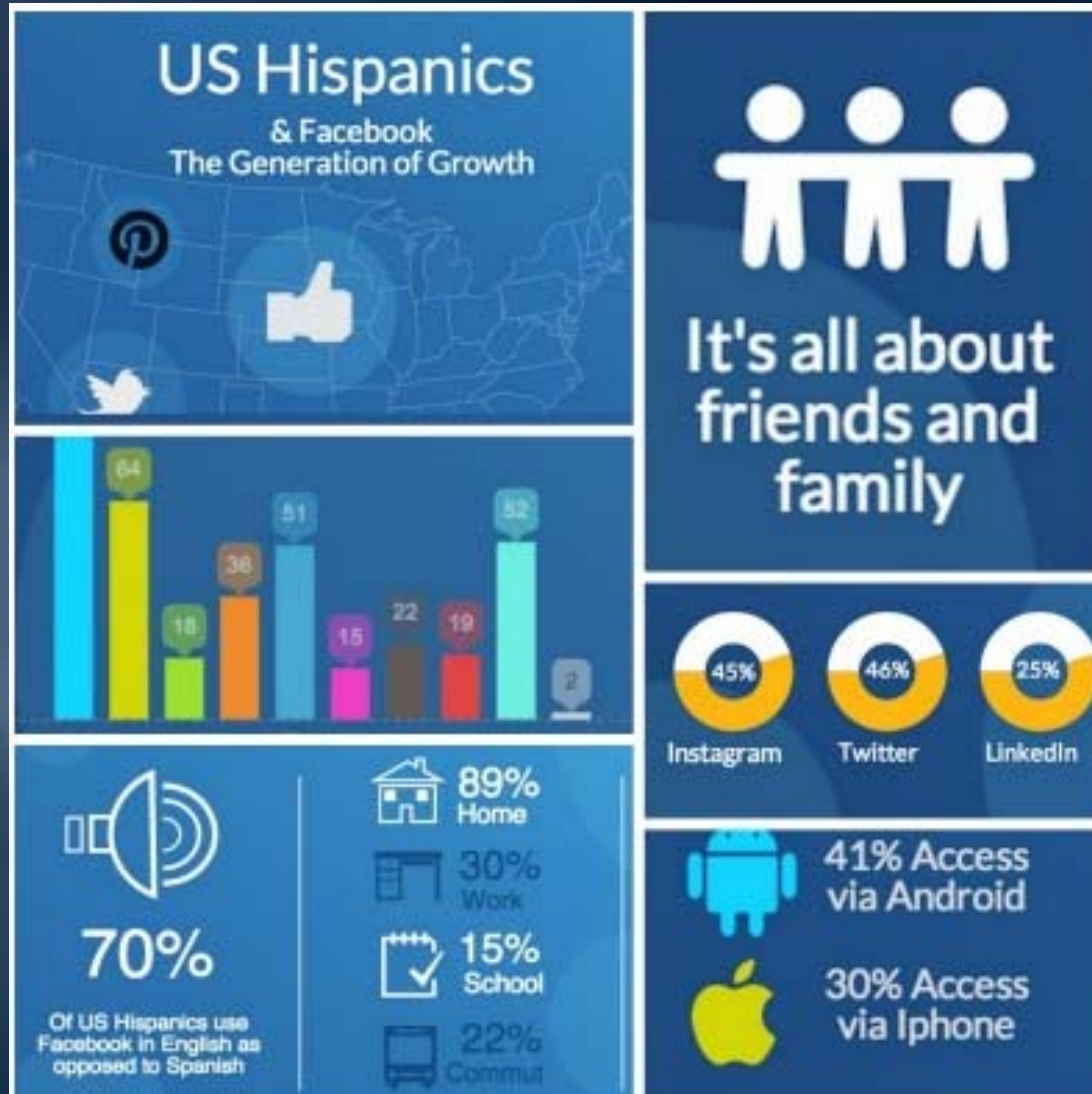


Expanding Use of Social Media



- 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

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.



August 2016

LA Galaxy Partnership



August 2016

2016 Campaign – Media Buy

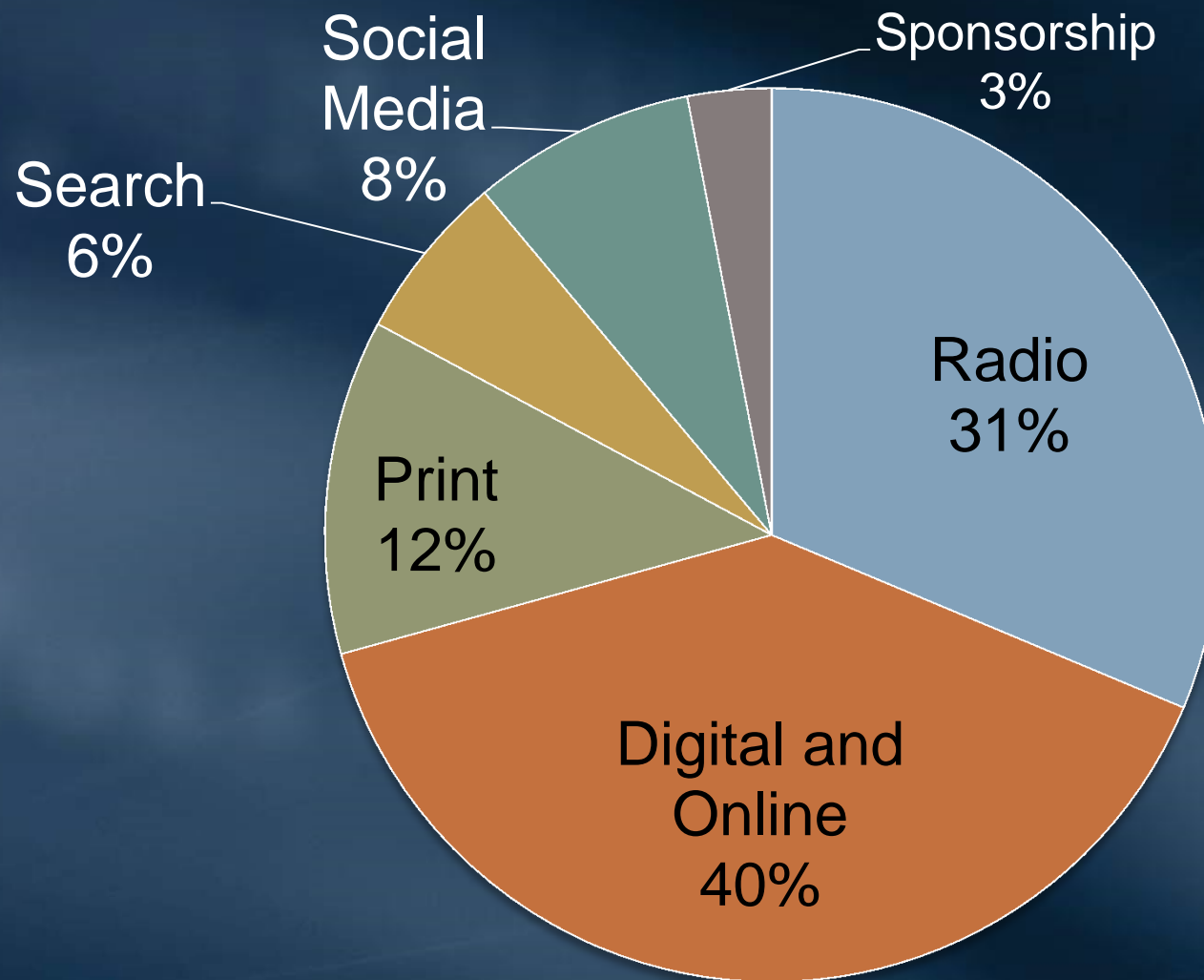
2015 Media

Spending	Impressions
\$4.2m	1.1 billion

2016 Media *(proposed)*

Spending	Impressions
\$1.9m estimated	380+ million estimated

Media Budget Breakdown 2016/17



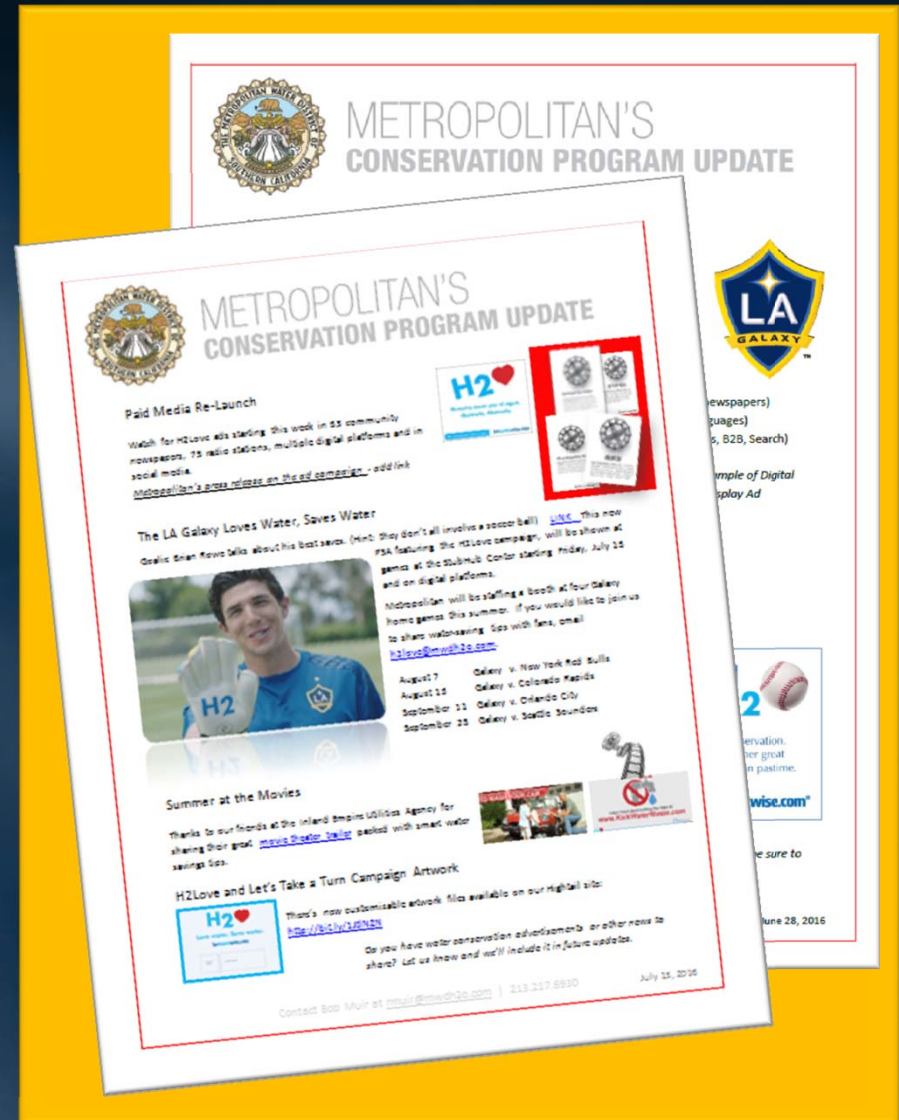
August 2016

Coordination with Agencies, Media

Bi-weekly
newsletter/update
on the campaign

Customizable
materials for
member agencies

H2 ❤️ community
events



August 2016

Angels and MLB All-Star Game Programs



H₂



Conservation.
Another great
American pastime.

bewaterwise.com[®]

August 2016

Outreach and Partners

California Friendly
Contest Partners with
Rogers Garden



Armstrong Garden
Center videos

Bewaterwise.com in
Chinese language



