

Marketing Plan – Texas Water Conservation Public Awareness Campaign



Situational Analysis:

2004 research¹ shows that the social environment in Texas is prime for a public education campaign informing residents about the importance of water conservation.

Highlights from the comprehensive Statewide Water Conservation Public Awareness Research Study include:

- 87 percent of Texans believe it would be beneficial to increase the awareness of water conservation techniques through a public education campaign.
- 87 percent of Texans are more likely to conserve water after learning more about water conservation and hearing some ideas about ways to save water.
- 98 percent of Texas residents think water conservation is important.
- 48 percent of Texans think their communities will not have enough water 25 years from now.
- Only 28 percent of Texans say they “definitely know” the natural source of their drinking water.
- 99 out of 100 water stakeholders consider water supply to be the most important environmental issue for Texas.
- A majority of stakeholders identified public information and outreach as the most effective best management practices.

Statewide Conservation Goal:

The Water Conservation Implementation Task Force recommends that the State, through the Texas Water Development Board, will seek to achieve its goal of a reduction of total statewide per capita water demand through an average annual reduction of 1 percent per year.

Statewide Marketing Objectives:

Educate individual Texans of the importance of water conservation to their future as residents of the state and to complement and reinforce other local and regional water conservation public-awareness programs and activities.

Strive to make all Texans aware that their natural water resources are limited and not immune to the consequences of their individual behaviors.

FY06 Marketing: Water Awareness

Based on research, the more people know about their water the more likely they are to conserve it. Several brands, based on this finding, were tested in focus groups with Texas residents to gauge their effectiveness. The “Water IQ, Know Your Water” brand is compelling, bold and attention grabbing. The logo and tagline challenges Texans to be more aware of their water resources. The “Water IQ” brand resonates with the Spanish-speaking audience and clearly communicates water awareness. To deepen the brand’s connection to this audience, the tagline is translated to “Conozca su agua.”



¹Quantitative, Qualitative and In-Depth Interviews research conducted with a grant through the Texas Water Development Board, July – October 2004.

The communication strategy consists of implementation of a balanced, statewide media mix by leveraging the media budget to negotiate media placements that provide the lowest unit rate available and create added-value support for outreach programs.

The marketing plan consists of the following strategies:

- Strong “branding”
- Advertising and media relations
- Corporate and non-governmental partners
- Grassroots outreach and public relations

Target Audience:

Ideally, the marketing will reach all Texans in some way. However, to maximize results we have identified a primary audience on which to focus marketing efforts. Based on the research, the target audience displaying the greatest likelihood to conserve water is the educated, higher income family man and woman.

Primary Target

Male (slight skew) and Female

18 – 49 years of age

\$50k+ household income

College graduate

Has a lawn or cares for a lawn

Recommended Media/Tactics:

A comprehensive media mix is recommended to increase visibility of the brand and create awareness of the campaign messages. Additionally, statewide PSA placement of the campaign materials will provide increased return on investment.

Television

The major strengths of television are cost efficiency, impact and influence. Television brings to the media plan wide reach, which is extremely cost efficient. Strong impact is created by the interaction of sight and sound and induces a level of consumer involvement. Television is also highly influential because it is a critical source for news and education in our society. Television legitimizes a campaign and is critical to establishing a new brand.

Radio

Radio offers several advantages. It reaches specific types of audiences by offering specialized programming. It can be adapted to diverse populations throughout the state, at different times of the day to reach the target audience at the most relevant time. Because airtime costs are relatively low, extensive repetition of the message is possible, adding frequency to the plan, which can establish a brand.

Out-of-Home

Out-of-home embraces all advertising that is displayed outside the home – from billboards, to bus posters, to in-store posters, to painted walls – this is a natural fit for this campaign and our target audience. Research shows that the primary target audience is highly mobile and spends a lot of time in their cars and outside the home.

Media Relations

Media relations garners positive attention through the media and adds credibility to our issue and brand. A comprehensive media relations plan includes a statewide campaign launch, news releases, TV and radio interviews, feature stories and outreach coverage.

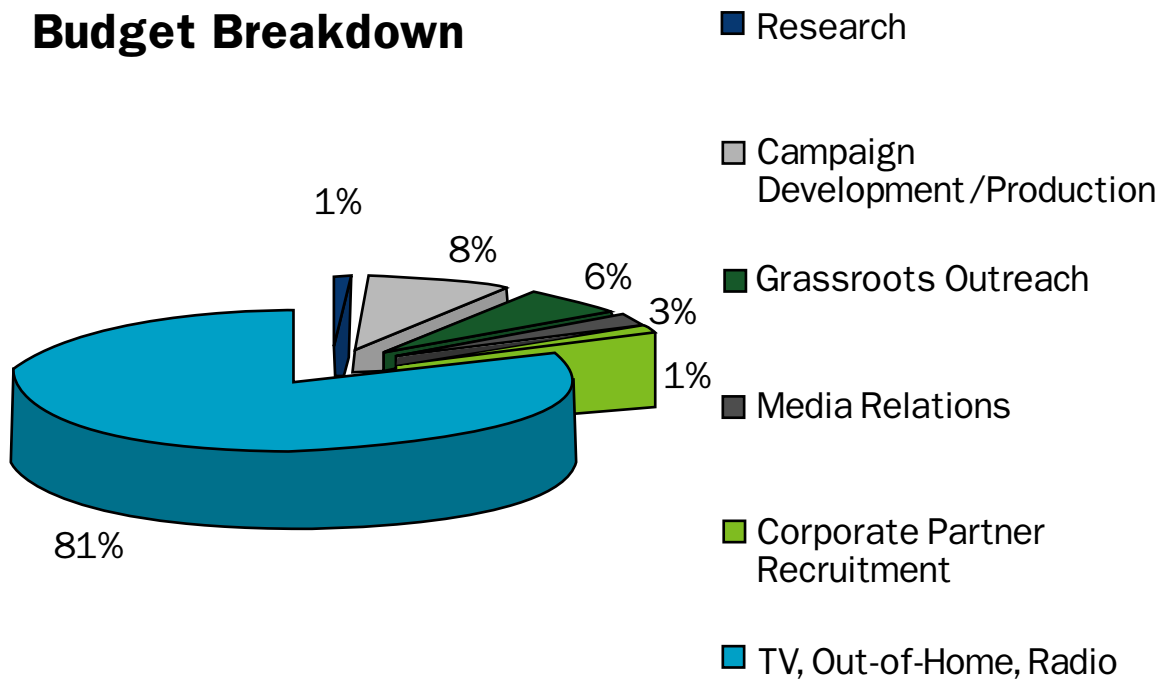
Grassroots Outreach

Grassroots outreach will strengthen relationships with local and regional water conservation groups and build relationships with Texas residents. Specific tactics include educational toolkits for regional outreach and youth, educational collateral materials, stakeholder outreach, newsletters and educational video.

Corporate and Non-Governmental Partners

Solicitation of corporate and non-governmental partners creates reciprocity by allowing partners to help fund campaign/outreach events while gaining positive association with our message. Tapping into strategic partnerships throughout the state can also generate increased awareness of our water conservation messages. Potential partners may include home improvement stores, gardening centers, water suppliers/providers, major employers and schools.

Budget Breakdown



Budget:

Public education requires initial funds to launch the brand, as well as long-term funding to sustain the program and the associated supporting research and evaluation efforts. The estimated budget to successfully initiate a new, statewide comprehensive public awareness campaign for water conservation is approximately \$10 million in the first year launch period and approximately \$6.7 million the second year. First year investment of \$10 million requires a per capita investment of approximately \$0.50.

Timing:

Ideal implementation of recommended tasks would take place from September 2005 to August 2006. The media plan will consist of approximately 12 weeks of flighted traditional media (TV, radio and out-of-home). Since most water is consumed in Texas during the summer, a significant portion of the campaign resources will be budgeted for May through August.

Measurement of Success:

Research and evaluation of the program includes conducting qualitative research each year and quantitative research every two years following the campaign. These results will be measured against the 2004 Statewide Water Conservation Public Awareness Research Study benchmarks. Three key benchmarks would be the percentage of Texas residents aware of these campaign components:

- Conservation efforts and messaging in their part of the state to conserve water,
- The “Water IQ, Know Your Water” brand and
- Knowledge that state government is doing something to promote water conservation.

Research will also be used to measure the awareness and effectiveness of specific campaign messaging, as well as measuring behavior change effected by campaign exposure.