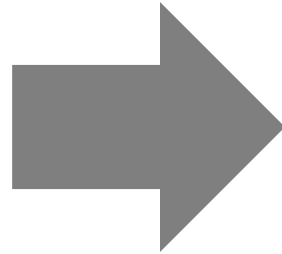


defend  
the  
drop  
Water's Worth It.

# Evolution



# Campaign Details



## CAMPAIGN GOALS

- Brand Recognition
- Audience Engagement
- Educate outdoor vs indoor



## CAMPAIGN RUN

- 2/12/18-7/27/18



36M Booked Impressions



\$9.50 CPM



# Customers exposed to Defend the Drop Message multiple times through various touchpoints

## Awareness



Billboards



Cinema



Gas Station TV

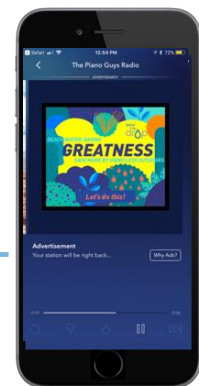


Bus Tails

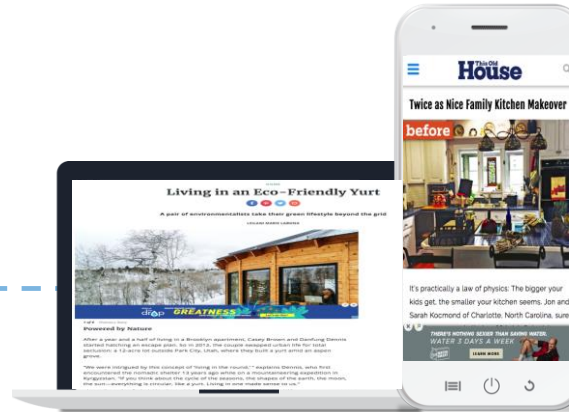
## Influence



Interactive Video



Streaming Radio



Display Ads



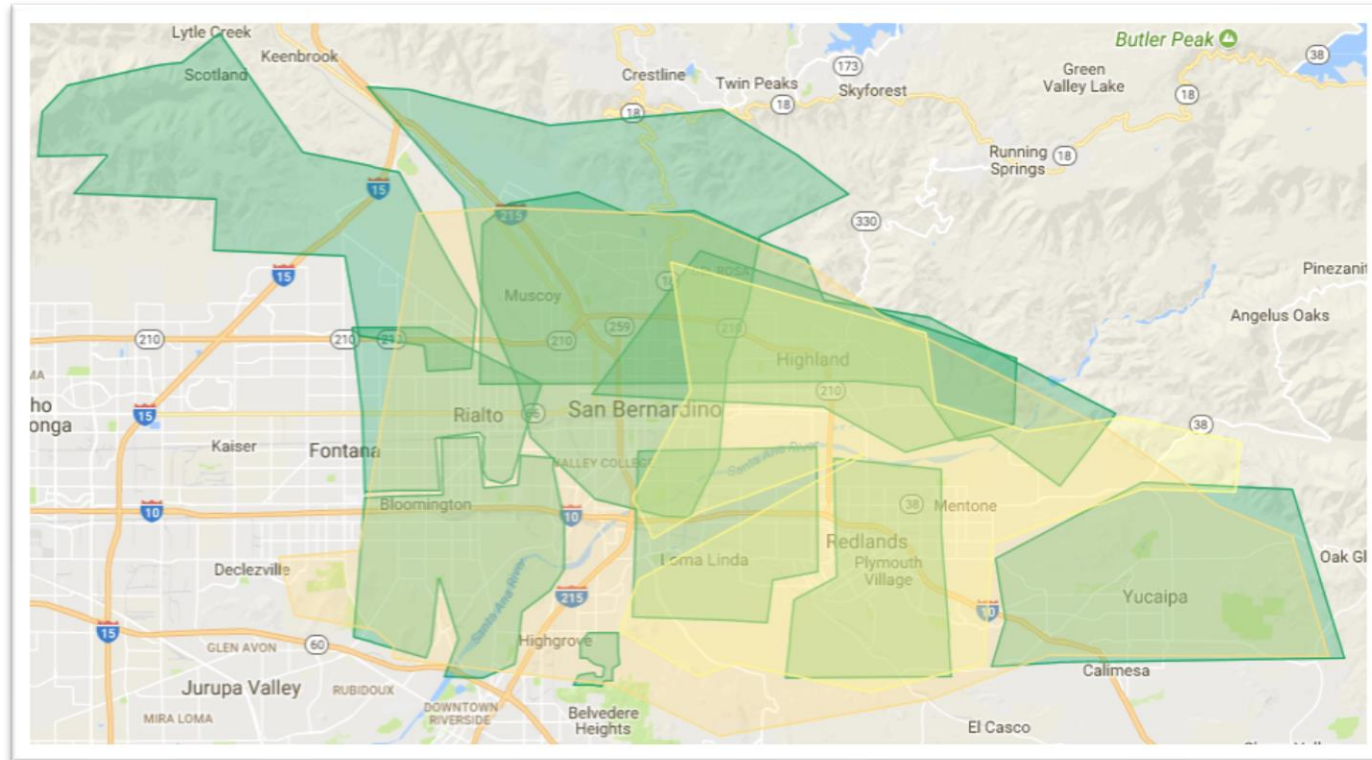
Social

## Action

# Markets

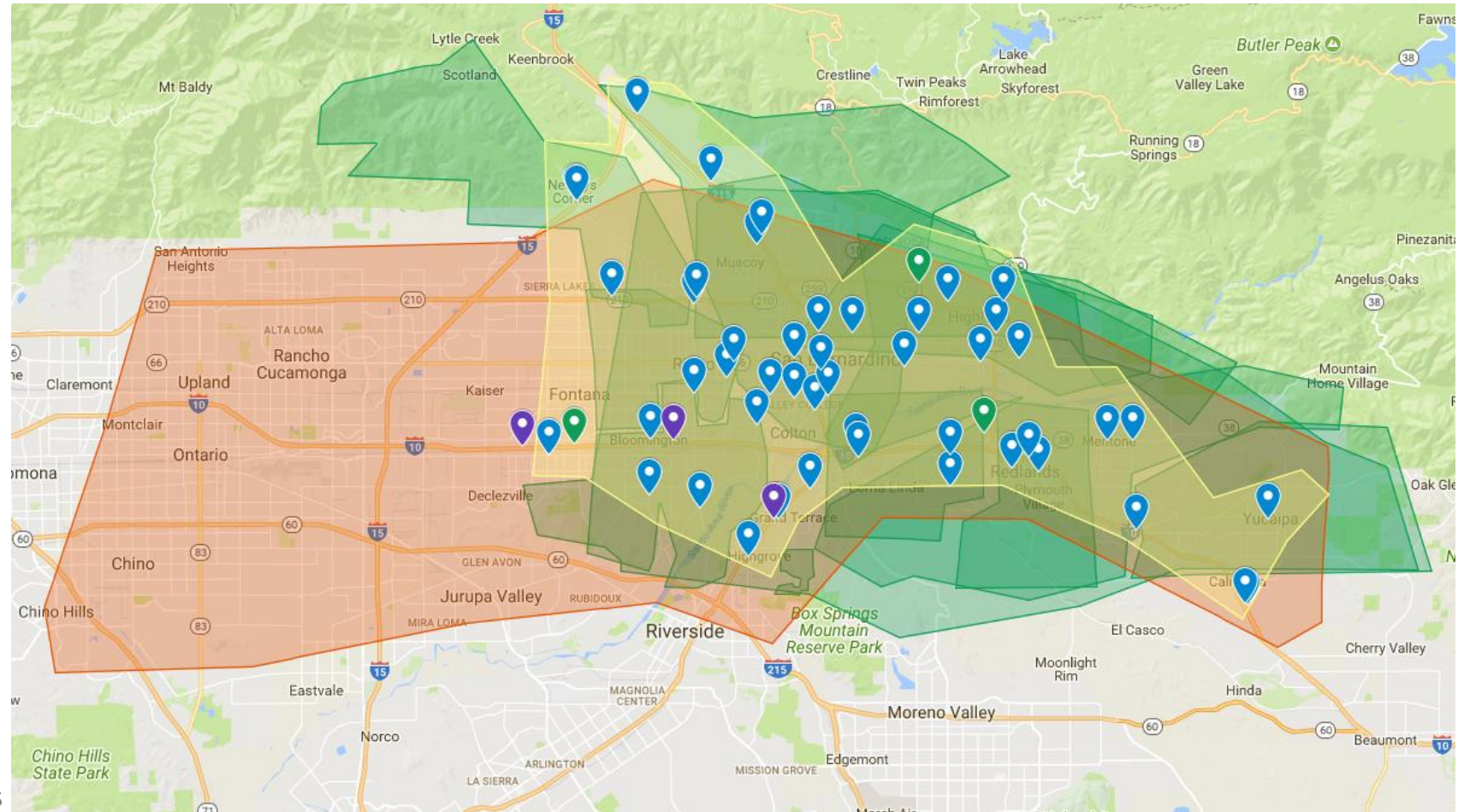
- Cover the service area of the 10 participating water agencies within San Bernardino County (population 695,000):

- City of San Bernardino Municipal Water Department
- San Bernardino Valley Water Conservation District
- San Bernardino Valley Municipal Water District
- East Valley Water District
- West Valley Water District
- Rialto Utility Authority
- Riverside Highland Water Company
- Yucaipa Valley Water District
- City of Loma Linda
- City of Redlands





# Campaign Coverage



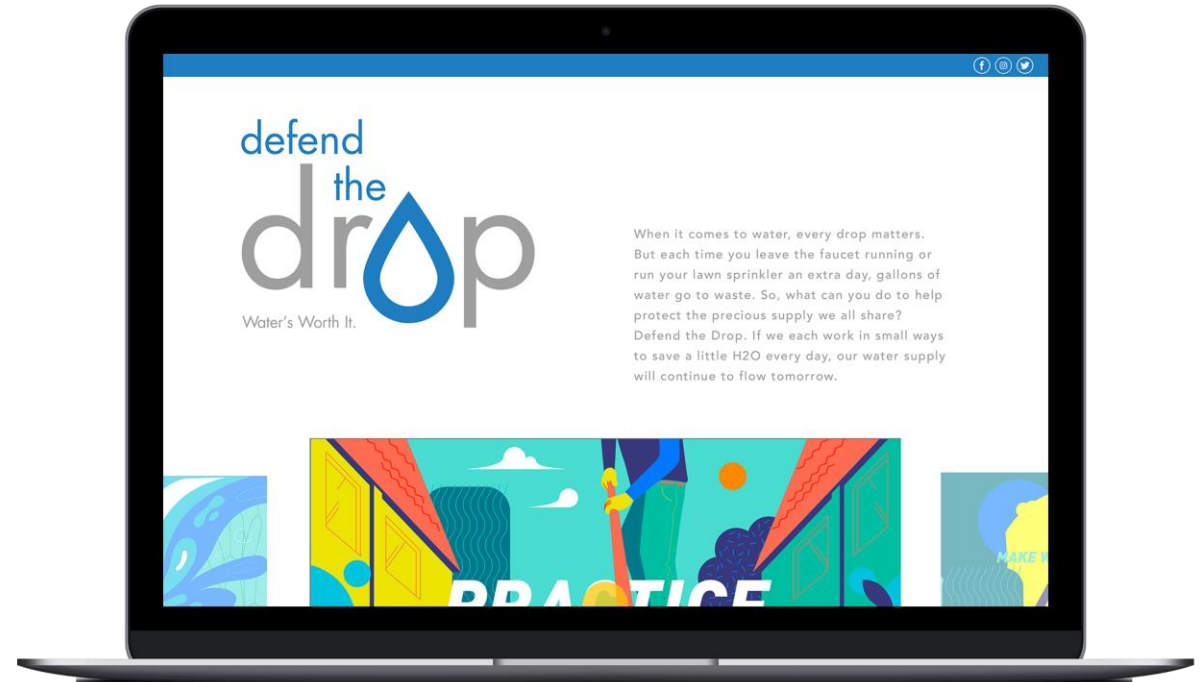
## LEGEND

- Red outline area - Bus tail routes
- Green outline area - DTD Markets
- Blue Icon - Gas TV locations
- Green Icon - Movie Theaters
- Purple Icon - Billboards

# Campaign Hub - DefendtheDrop.com



- 30,757 sessions from 26,215 unique users
- 37,863 pageviews
- 226 average sessions per day
- iEfficient.com FY2016/2017 - 14,114 sessions from 11,455 unique users



# Display Overall



**Campaign CTR**

**0.85%**

3.4x higher than the campaign goal of 0.25%



**Engagement**

**5.47%**

Over 1.6x higher than the benchmark of 3.3%



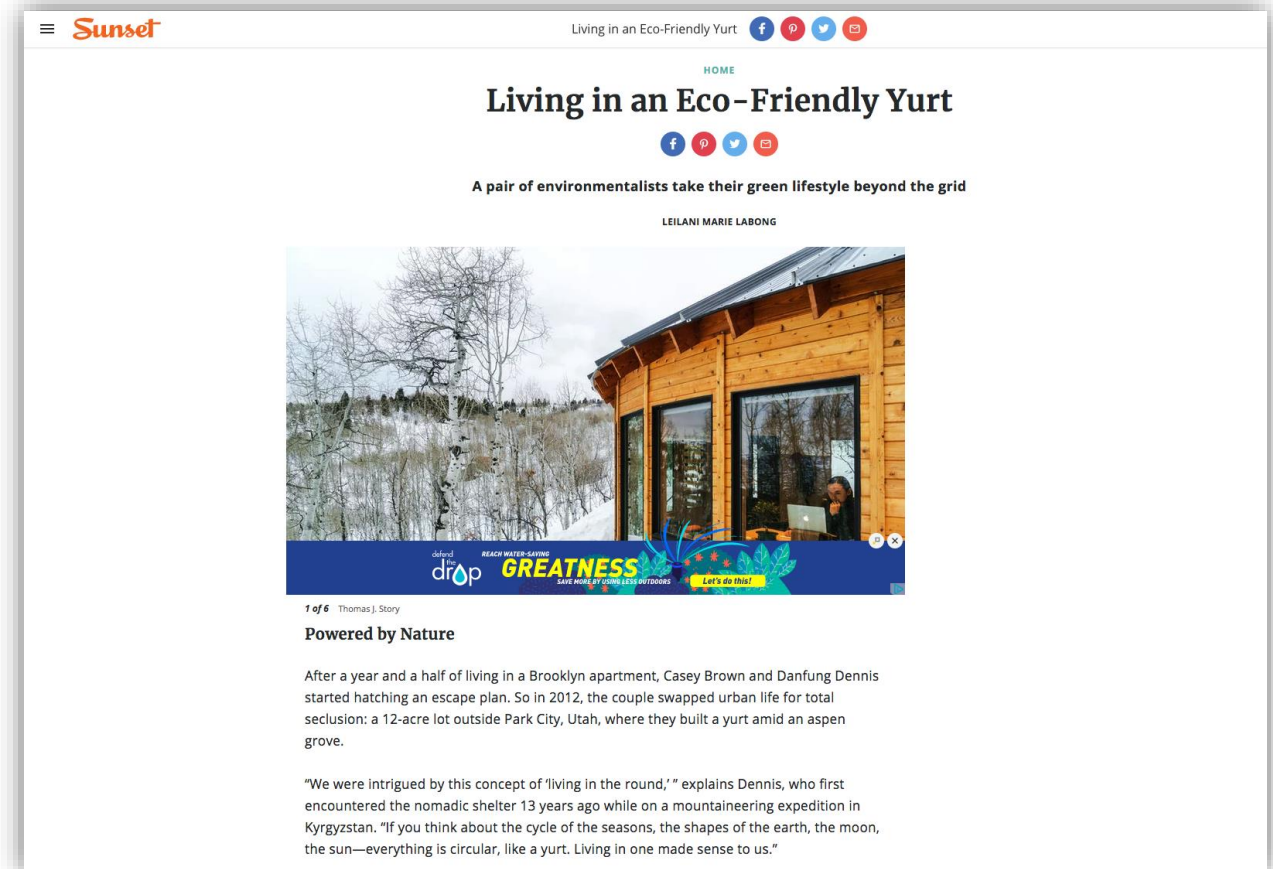
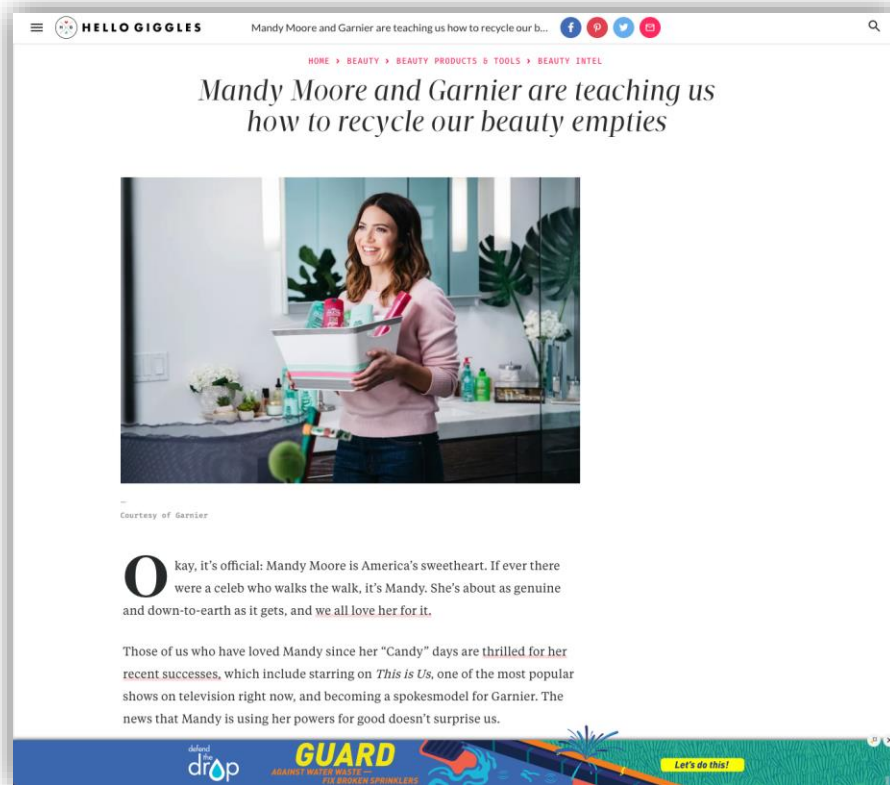
**IN-VIEW RATE**

**84.45%**

Over 1.5x higher than the benchmark of 54.5%



# Display Top Performers



# Video Overall



**Impressions/Views**

**7.5M**

In-Theater, Gas Station TV,  
trueX



**trueX Campaign CTR  
(Click Thru Rate)**

**7%**

Above platform average of 5%



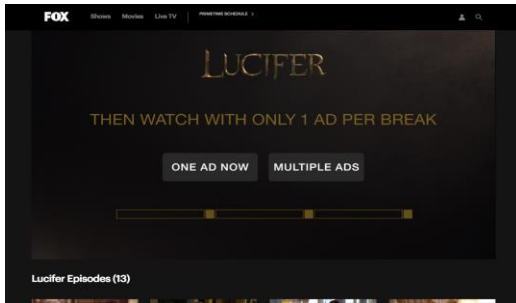
**trueX VCR (Video Completion Rate)**

**92.3%**

25% above the vertical  
benchmark

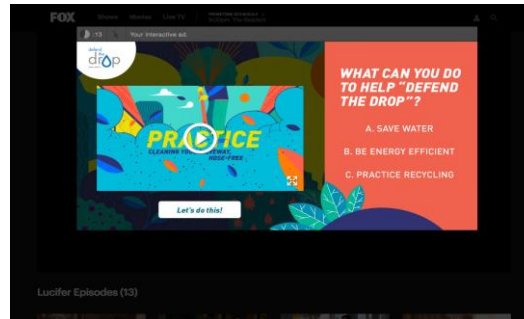
# trueX Engagement Userflow Heat Map

1



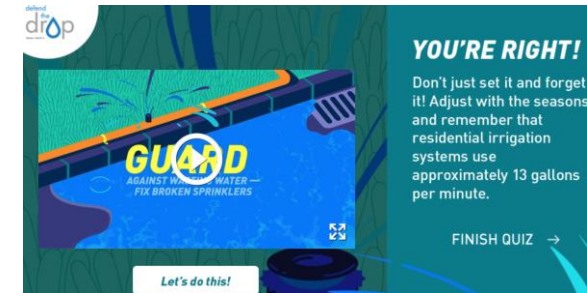
User initiates the brand engagement by electing their preferred ad experience from the launch point.

2



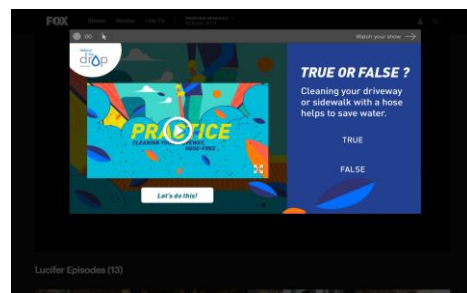
The 960x500 unit opens and a :30 clip auto-plays. After the :15 second mark hits the video auto-minimizes and an interactive quiz appears on the right, and a "Let's Do This!" CTA appears.

3



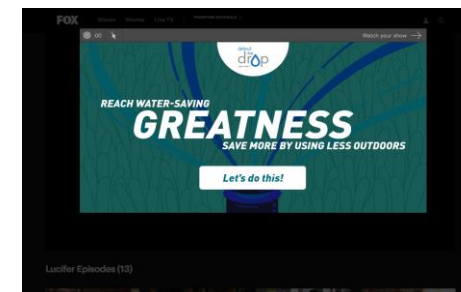
Depending on the user's selection, they are brought to either a "correct" or "wrong" frame informing them on why their choice was correct or incorrect.

4



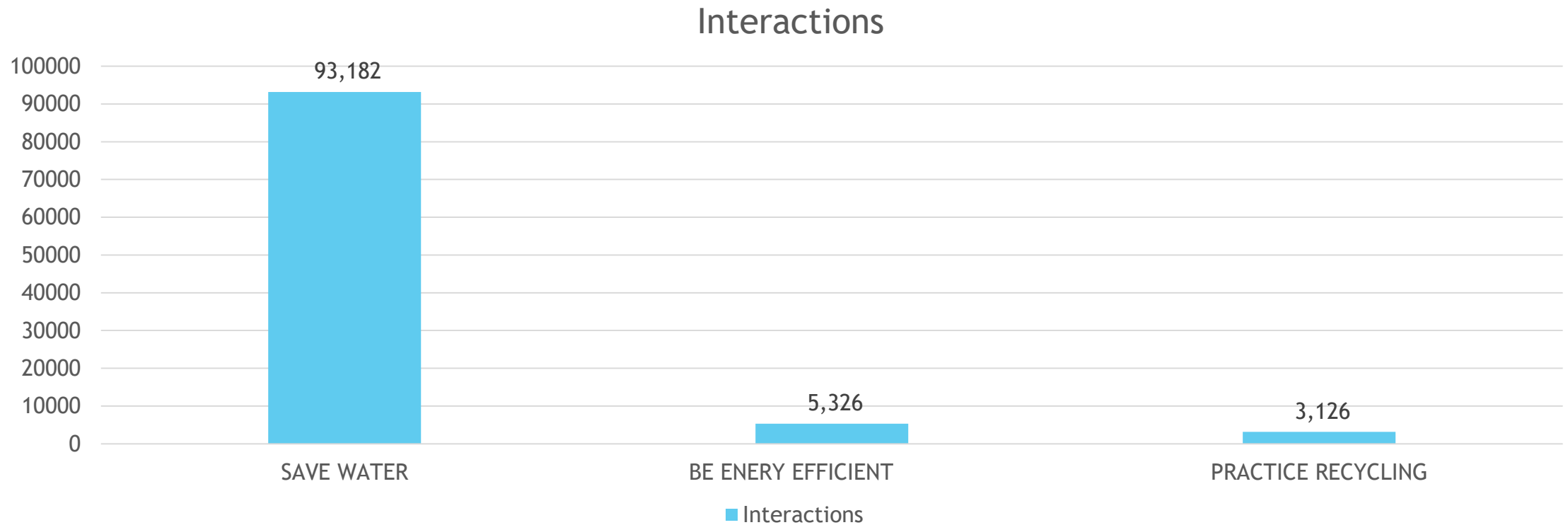
The user is brought to the next True/ False question.

5

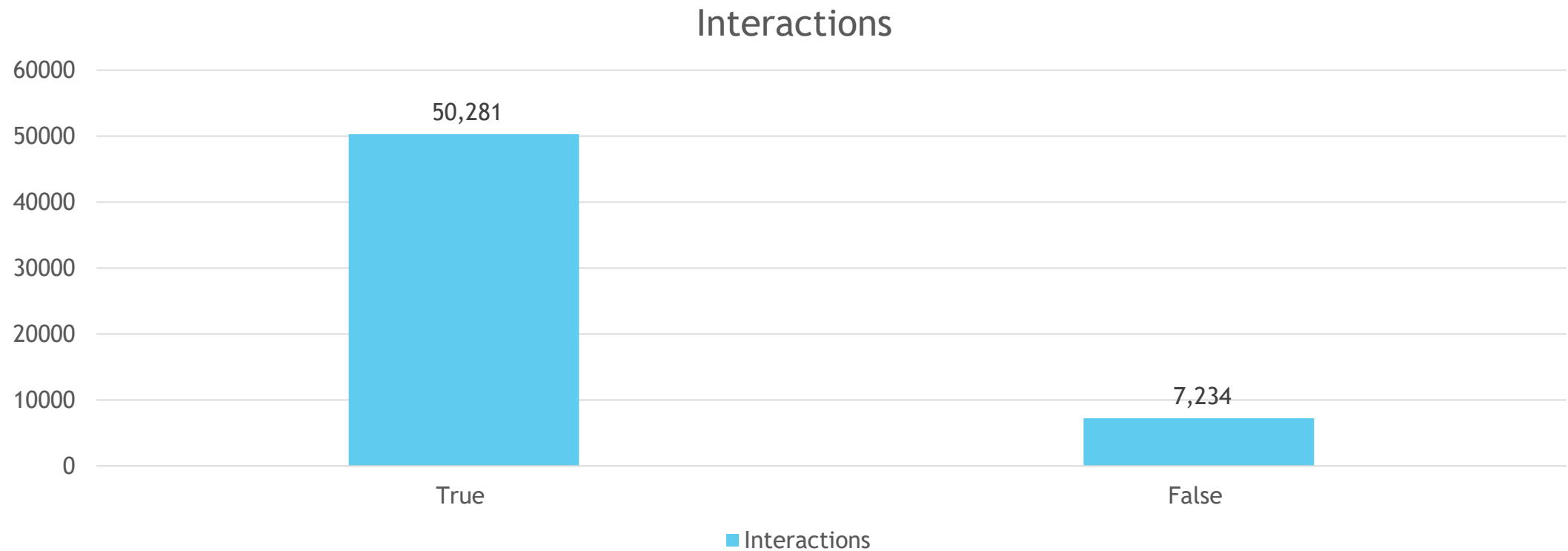


After the last question is answered the user is presented with another "Let's Do This!" CTA.

# What can you do to help “Defend the Drop”?

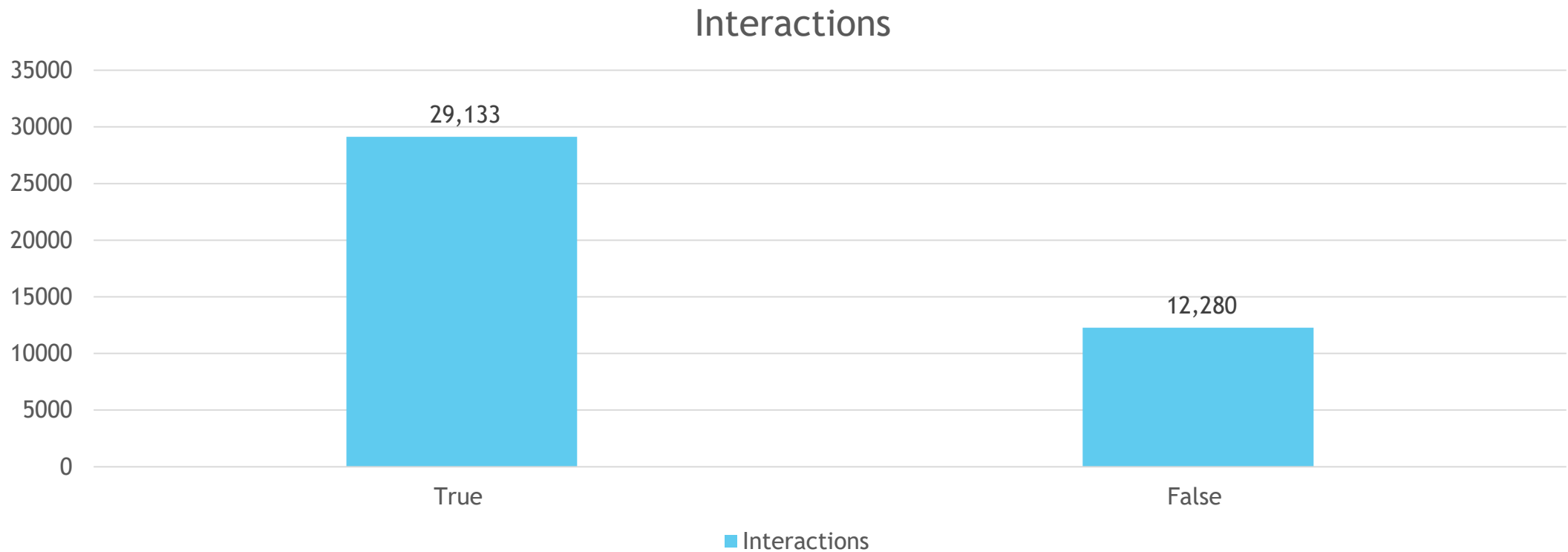


# More Water is used outdoors than indoors

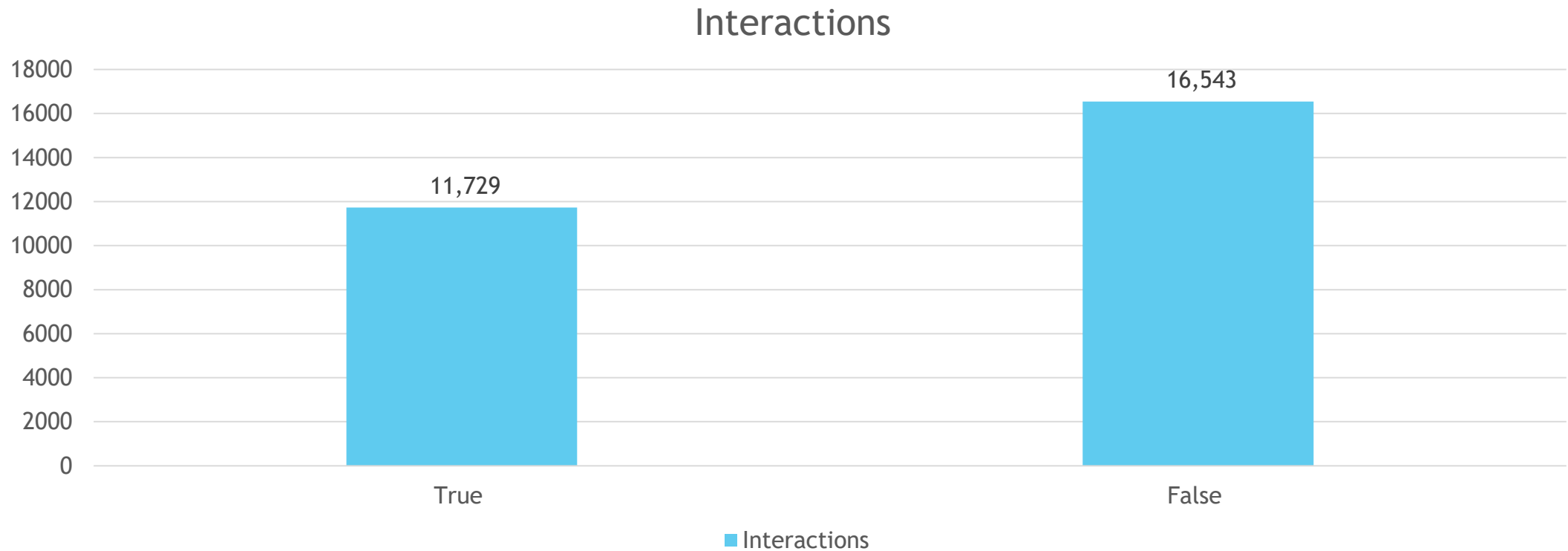




# Turning off sprinklers when it's raining helps save water



# You do not need to adjust your irrigation controller setting with the seasons



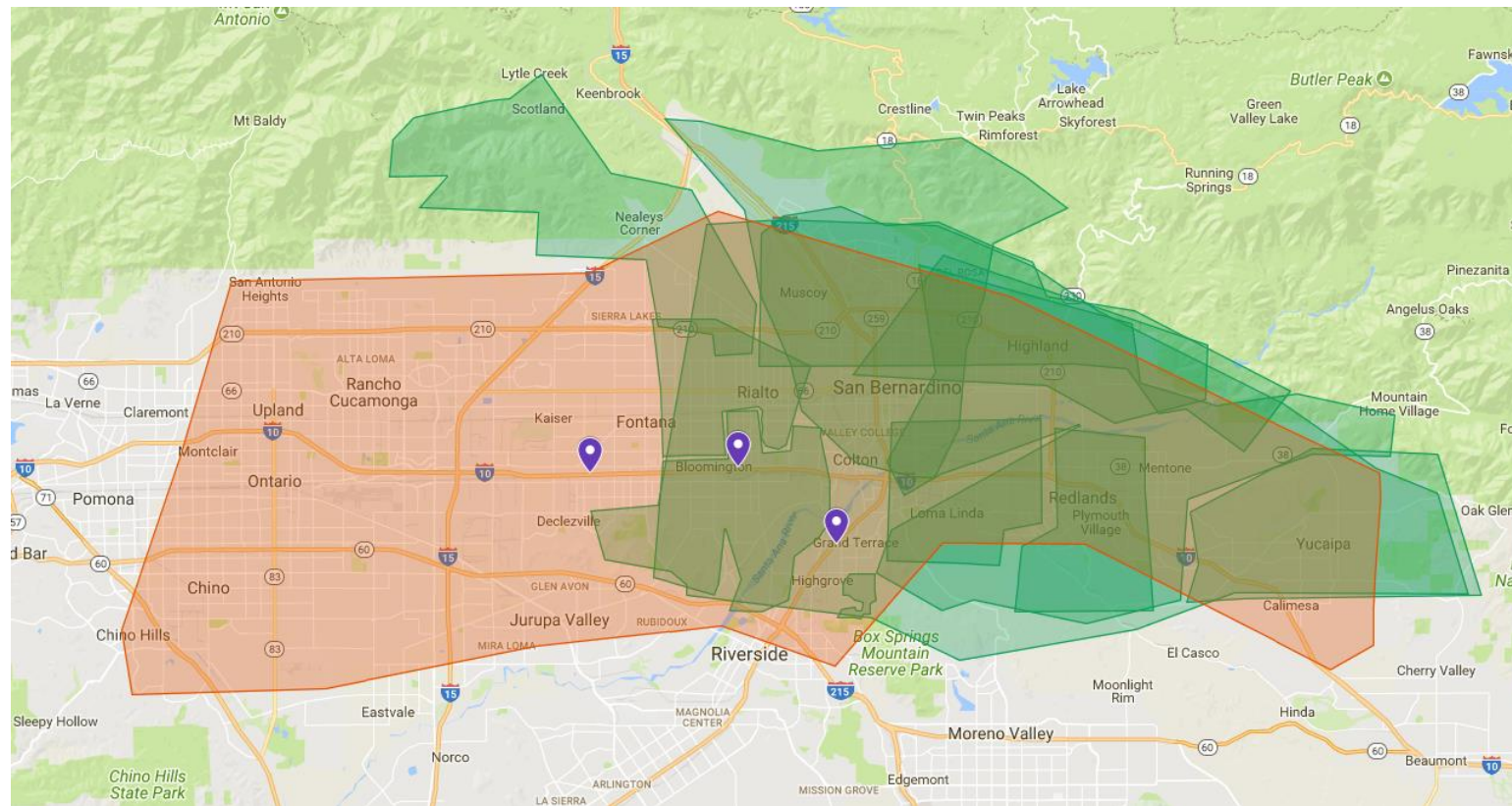
# OOH Overall



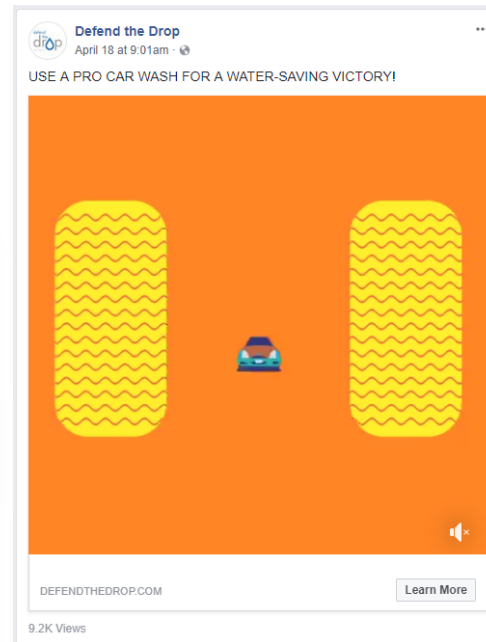
Impressions

**22M**

Bus Tails & Billboard



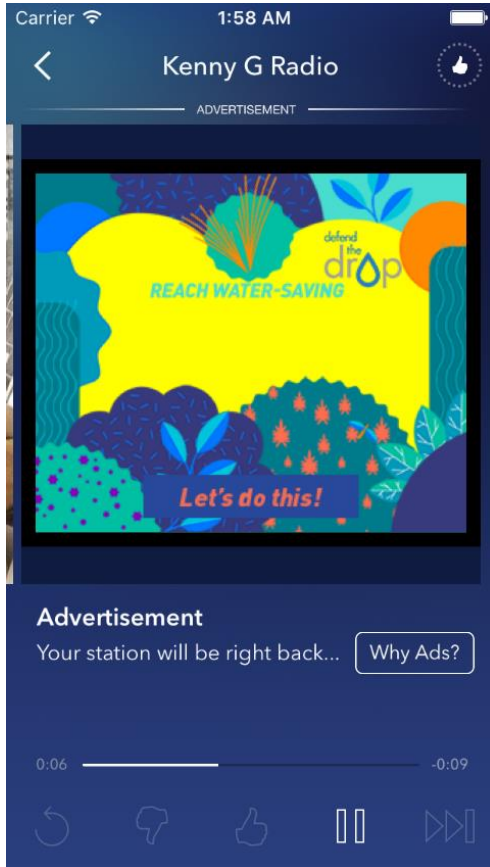
# Social Media Overall



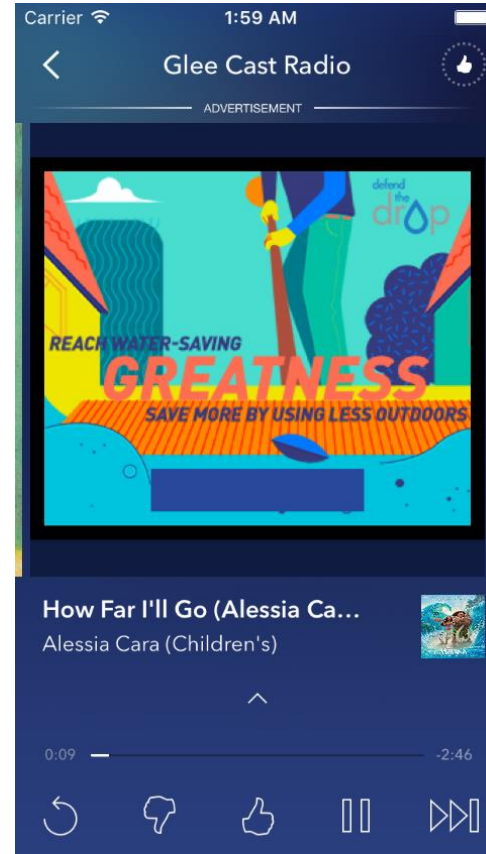
- 35K Total People Reached on Facebook and Instagram Through Boosted Posts
  - 28K Reactions, Clicks, Comments and Shares on Facebook and Instagram
- 155K Tweet Impressions



# Radio Overall



Mobile Audio  
Banner



Mobile Display



Impressions

**4.9M**

30-second Mobile Audio with  
Banner Ad & Mobile Display  
with Standard Banner





# **Water Conservation Awareness in the Inland Empire**

*Results of a survey of Inland Empire residents*

*Survey Conducted:  
July 12-22, 2018*



OPINION  
RESEARCH  
& STRATEGY

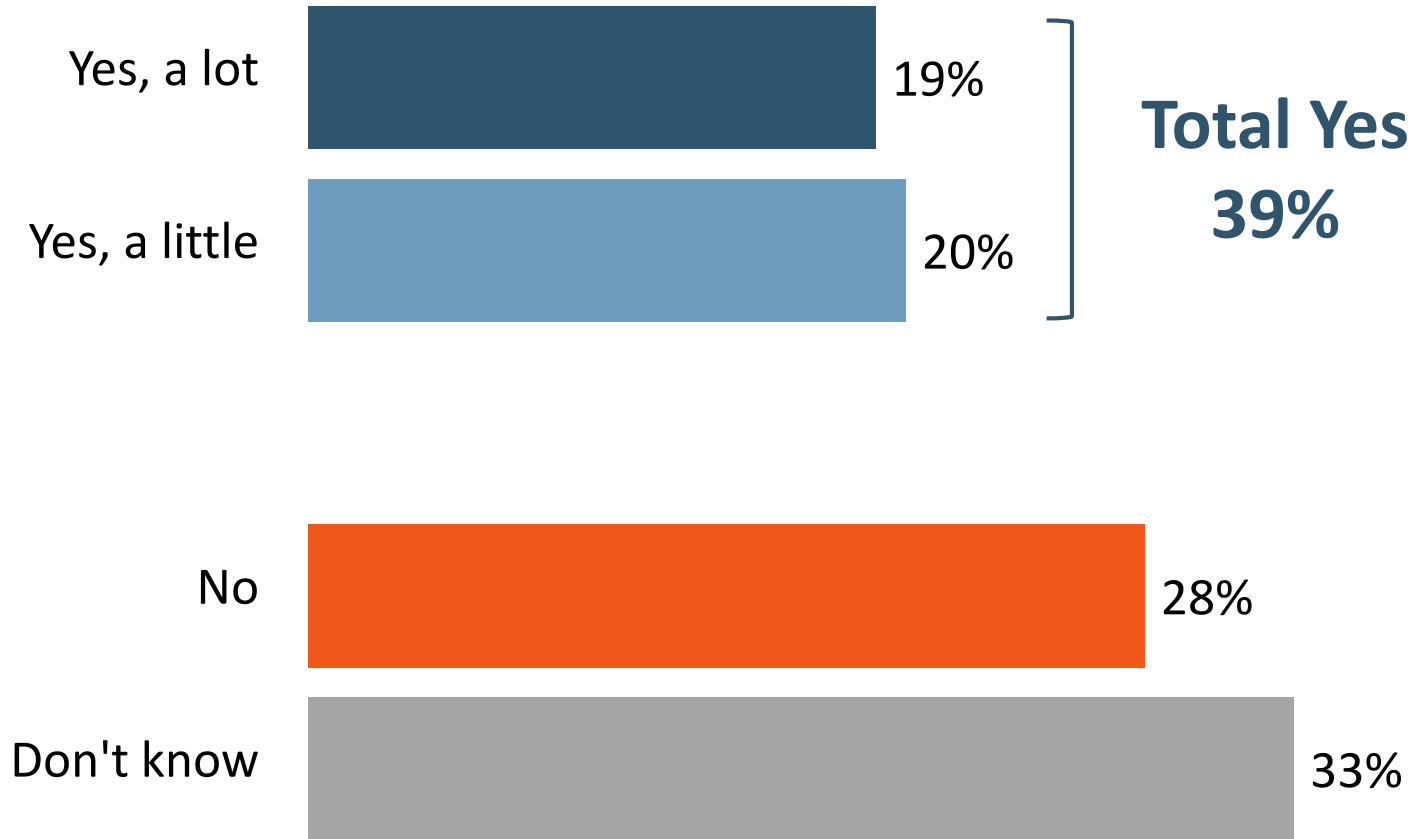
# Survey Methodology

- 866 interviews with residents 18 years of age or older (both voters and non-voters in the San Bernardino Valley Municipal Water District and Western Municipal Water District)
- Interviews online and on landlines/cell phones
- Survey available in English and Spanish
- Margin of sampling error of +/- 4.4% at the 95% confidence level
- Some percentages may not sum to 100% due to rounding
- Some questions tracked to previous surveys conducted solely with registered voters

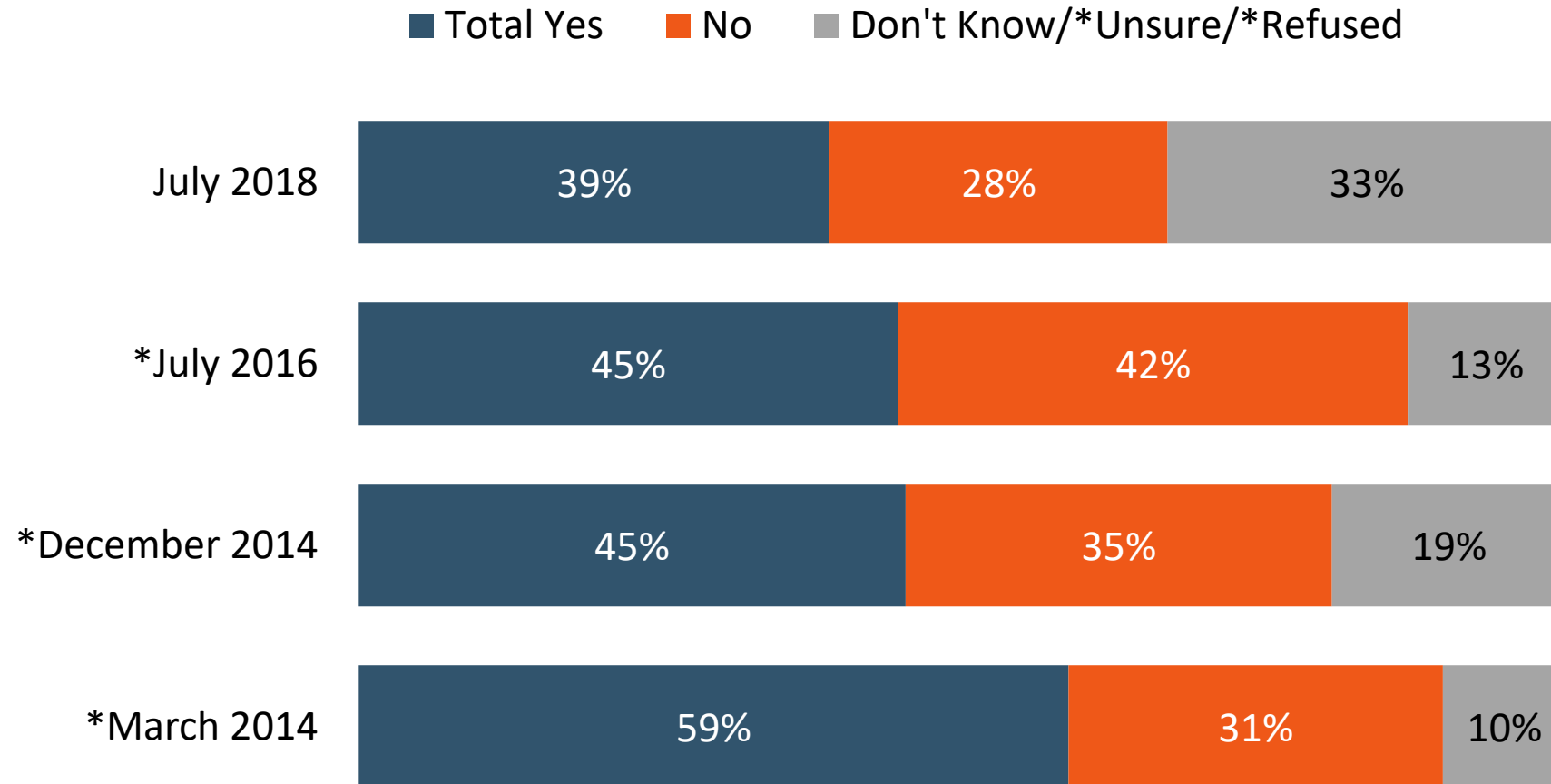


# **Need for Help from Water Agency to Conserve Water**

# Nearly four-in-ten respondents think their water agency could do more to help them conserve water.



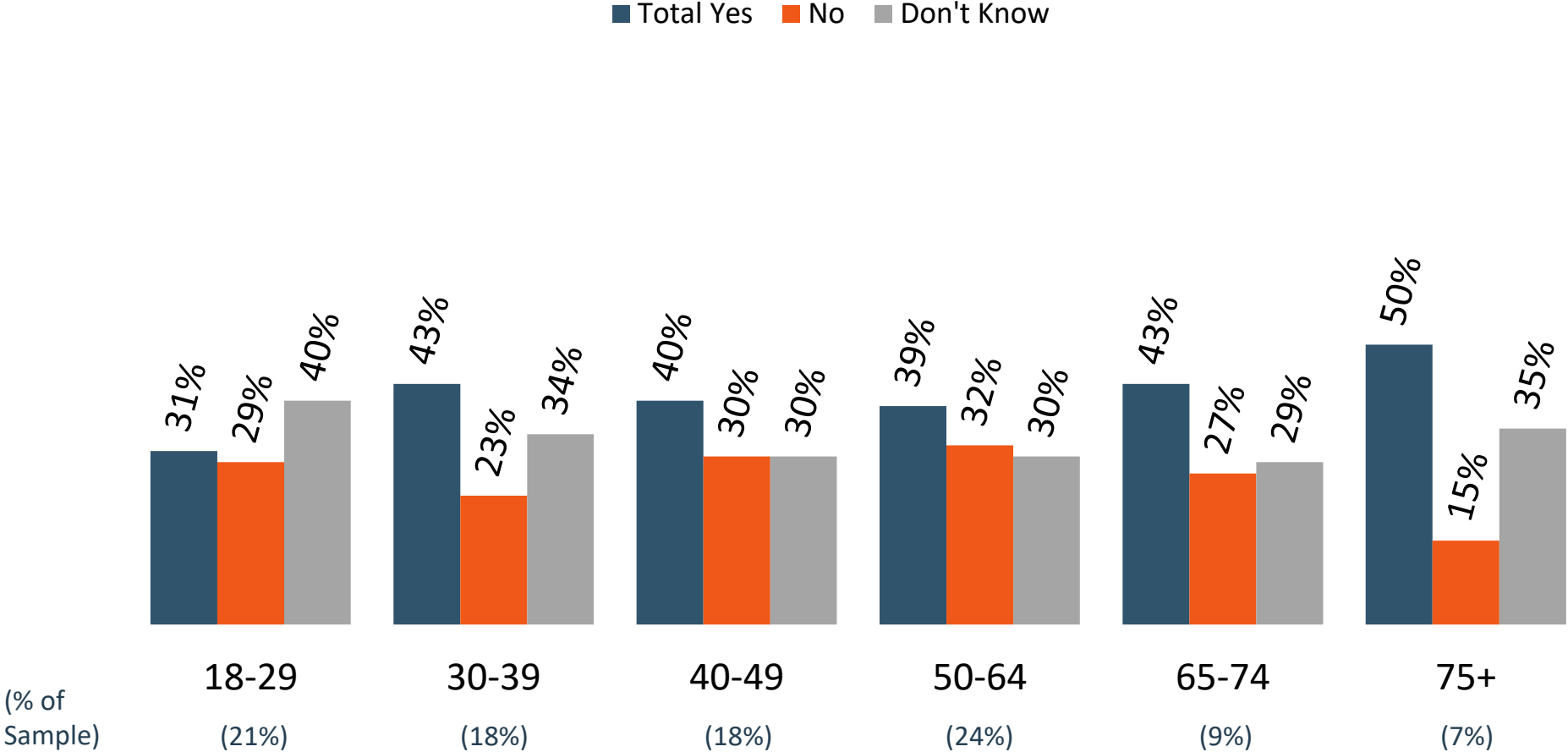
# The percentage who thinks their water agency could help them conserve water is lower than previously found (partially due to methodological differences).





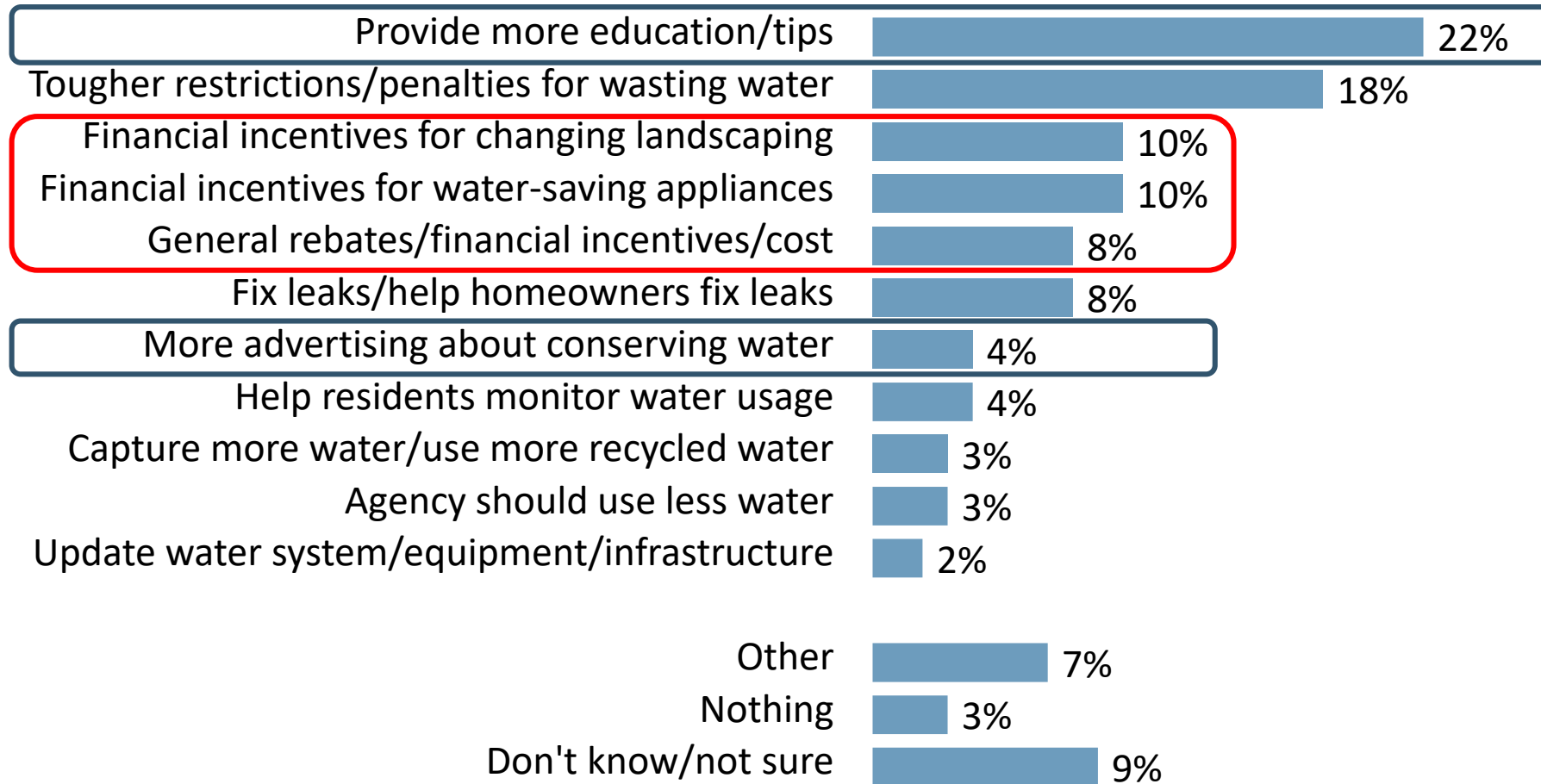
# Older residents are more likely to think the water agency can help them conserve water

*By Age*



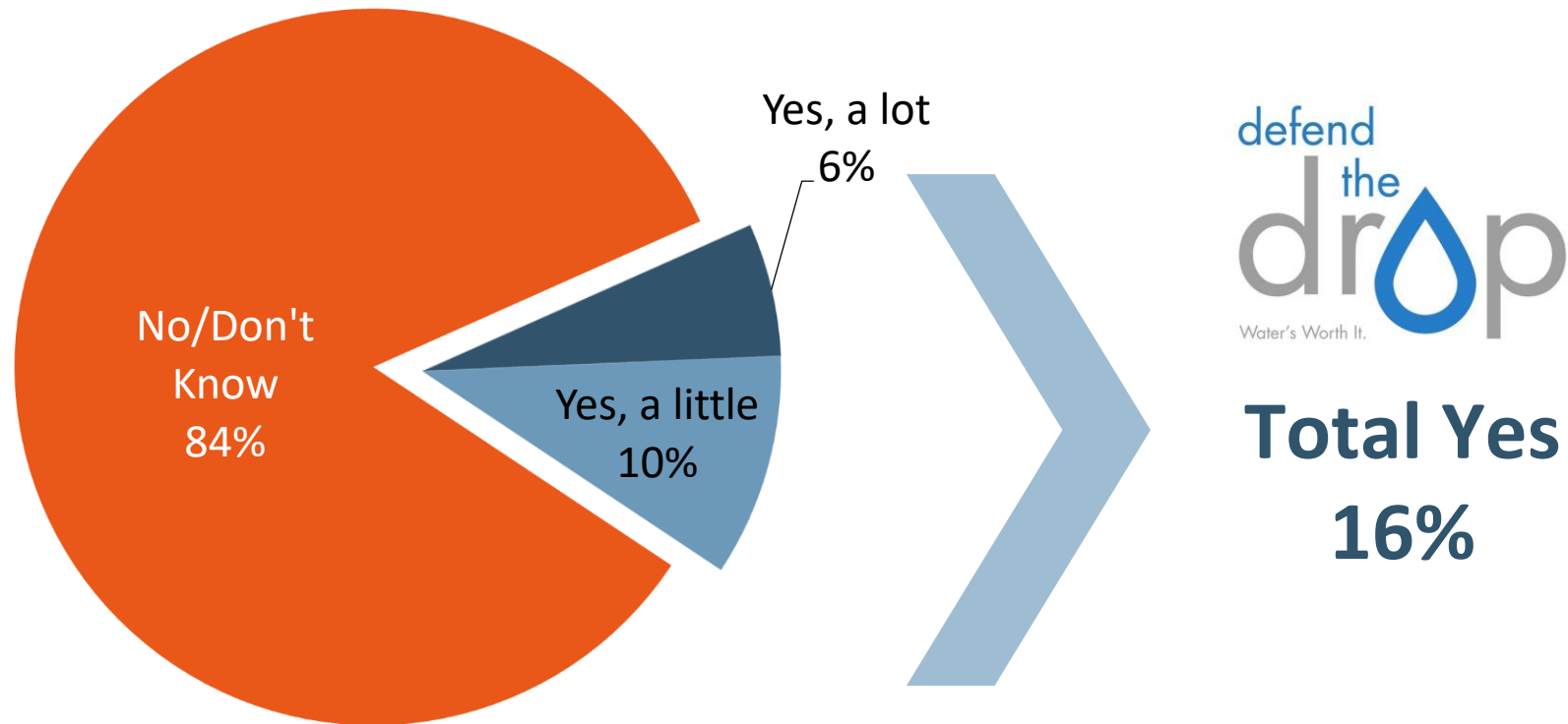
# Residents who think their water agency could do more are most interested in more education/tips, tougher restrictions and financial incentives.

*(Open-ended; Grouped Responses Shown)*

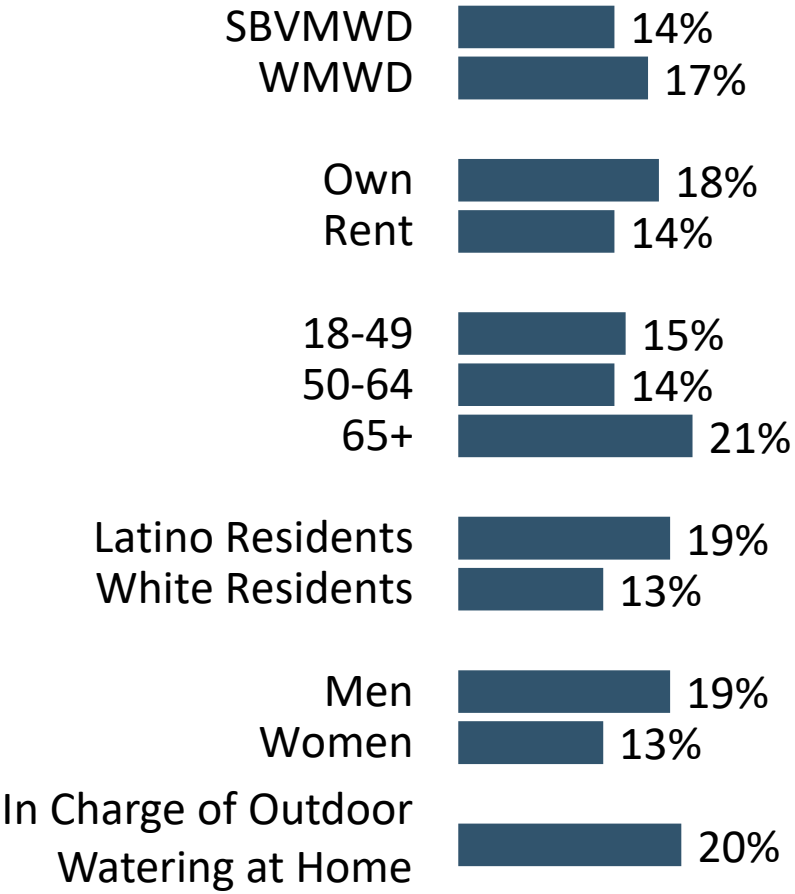
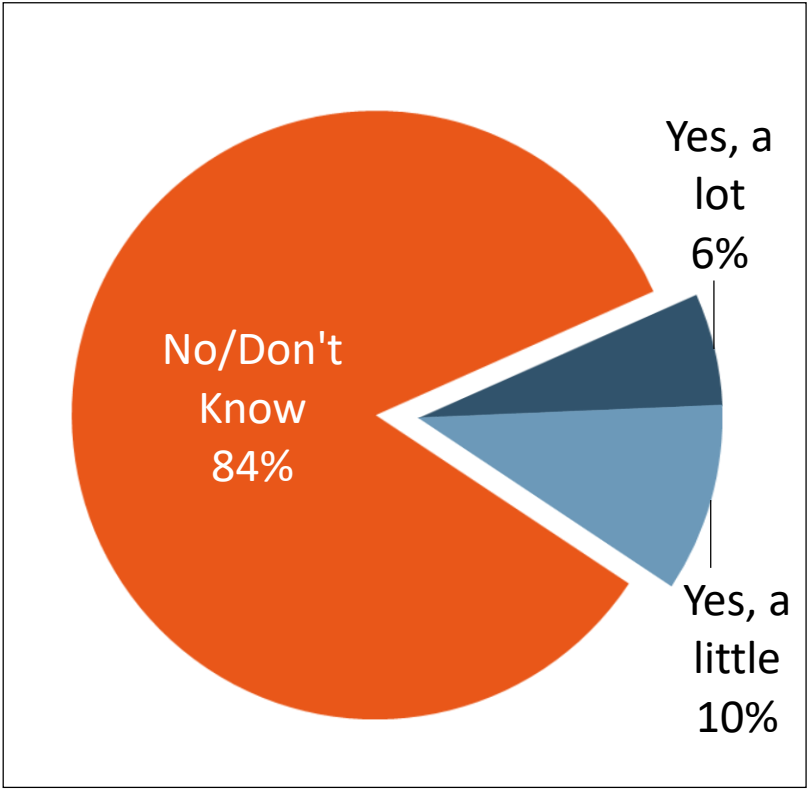


# **Awareness of Defend the Drop Campaign**

# 16% of respondents recognize the name of the “Defend the Drop” campaign.



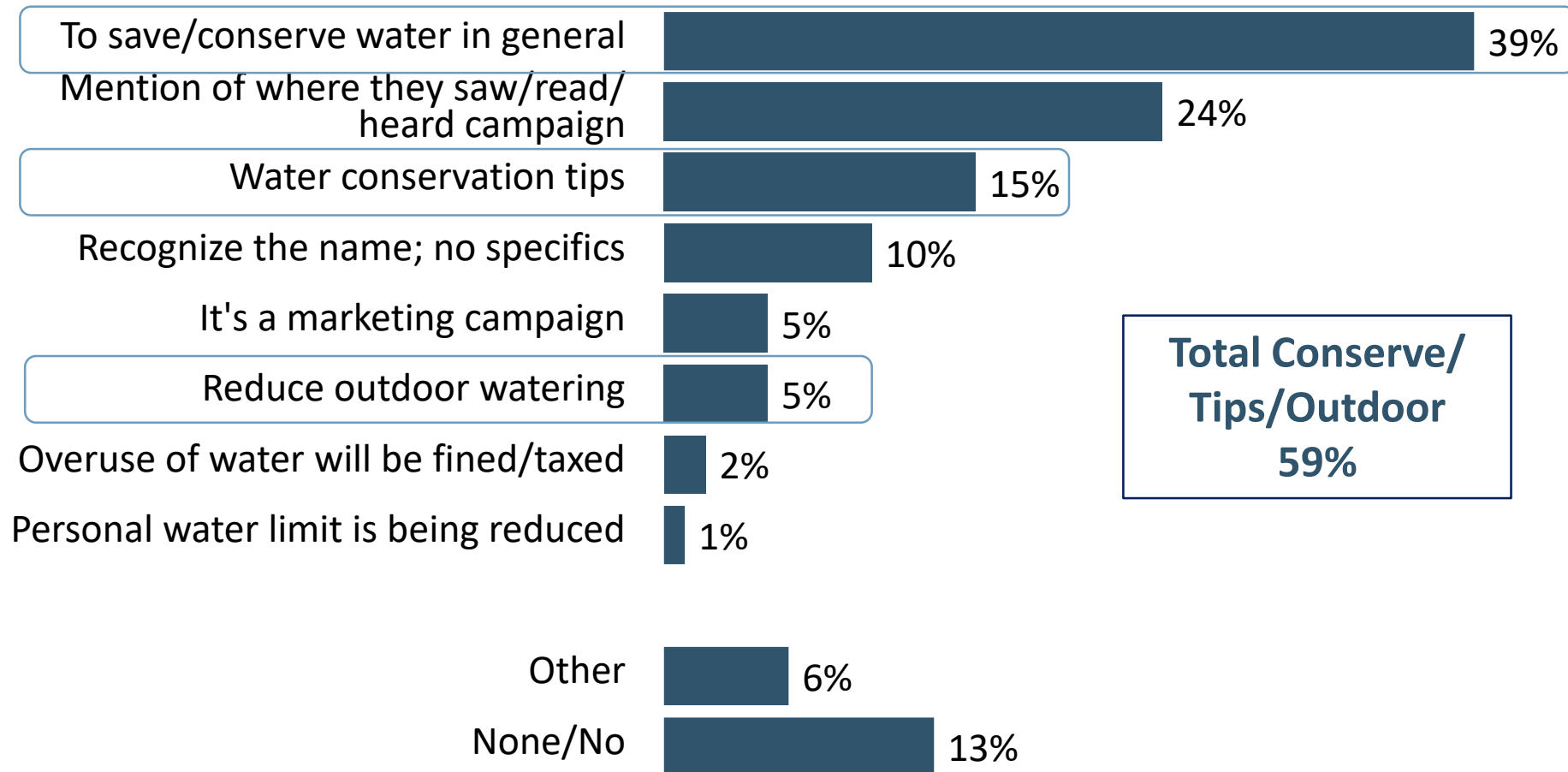
# Demographic Comparisons in Awareness of Name of “Defend the Drop” Campaign





# Those who had heard about Defend the Drop recognized that it is a campaign to encourage water conservation.

*(Open-ended; Grouped Responses Shown)*



# Verbatim Comments about Defend the Drop Campaign

*It's a campaign to raise water usage awareness and inform of ways to conserve water at home.*

*Don't shower longer than necessary, keep sprinkler water to a minimum.*

*Change your irrigation system.*

*We have to take care of the water supply for all.*

*I just heard that they are going to try and conserve water.*

*I have seen the website for the "Defend the Drop" movement.*

# Respondents who had heard about Defend the Drop recalled a variety of different sources for hearing about it.

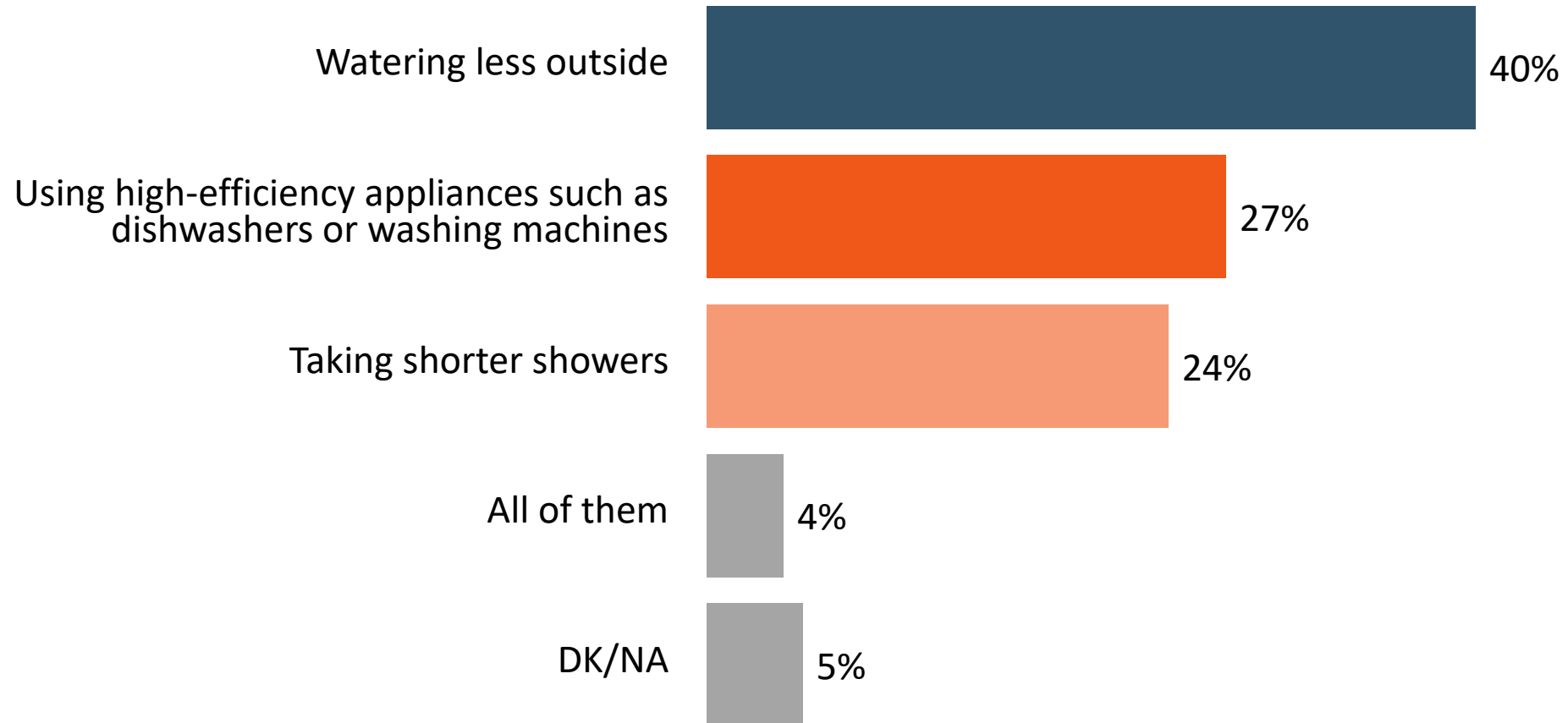
*(Up to 2 Responses Accepted; Ranked by Total Mention)*

Source of Information	1st Mention	2nd Mention	Total
Word of Mouth/Other People	23%	15%	<b>38%</b>
TV	19%	11%	<b>30%</b>
News in general	3%	20%	<b>23%</b>
Newspaper	7%	5%	<b>12%</b>
Water bill insert	9%	3%	<b>12%</b>
A billboard/On the freeway	8%	0%	<b>8%</b>
On the Internet (General)	6%	2%	<b>8%</b>
Pandora radio	4%	2%	<b>6%</b>
Terrestrial/"Regular" radio	3%	2%	<b>5%</b>
On a website (not including Facebook or Instagram)	2%	2%	<b>4%</b>
Facebook	3%	0%	<b>3%</b>
At a movie theater	3%	0%	<b>3%</b>
At a gas station	0%	3%	<b>3%</b>
Social media, other than Facebook or Instagram	2%	1%	<b>3%</b>
An e-mail/letter/newsletter from water agency	1%	2%	<b>3%</b>
On a bus	0%	2%	<b>2%</b>
Instagram	0%	0%	<b>0%</b>
YouTube	0%	0%	<b>0%</b>
Other	5%	1%	<b>6%</b>
None/No	0%	0%	<b>0%</b>
Don't know/Not sure	1%	0%	<b>1%</b>
Refused/N/A/No Opinion	0%	28%	<b>28%</b>

# **Attitudes about Water Conservation**

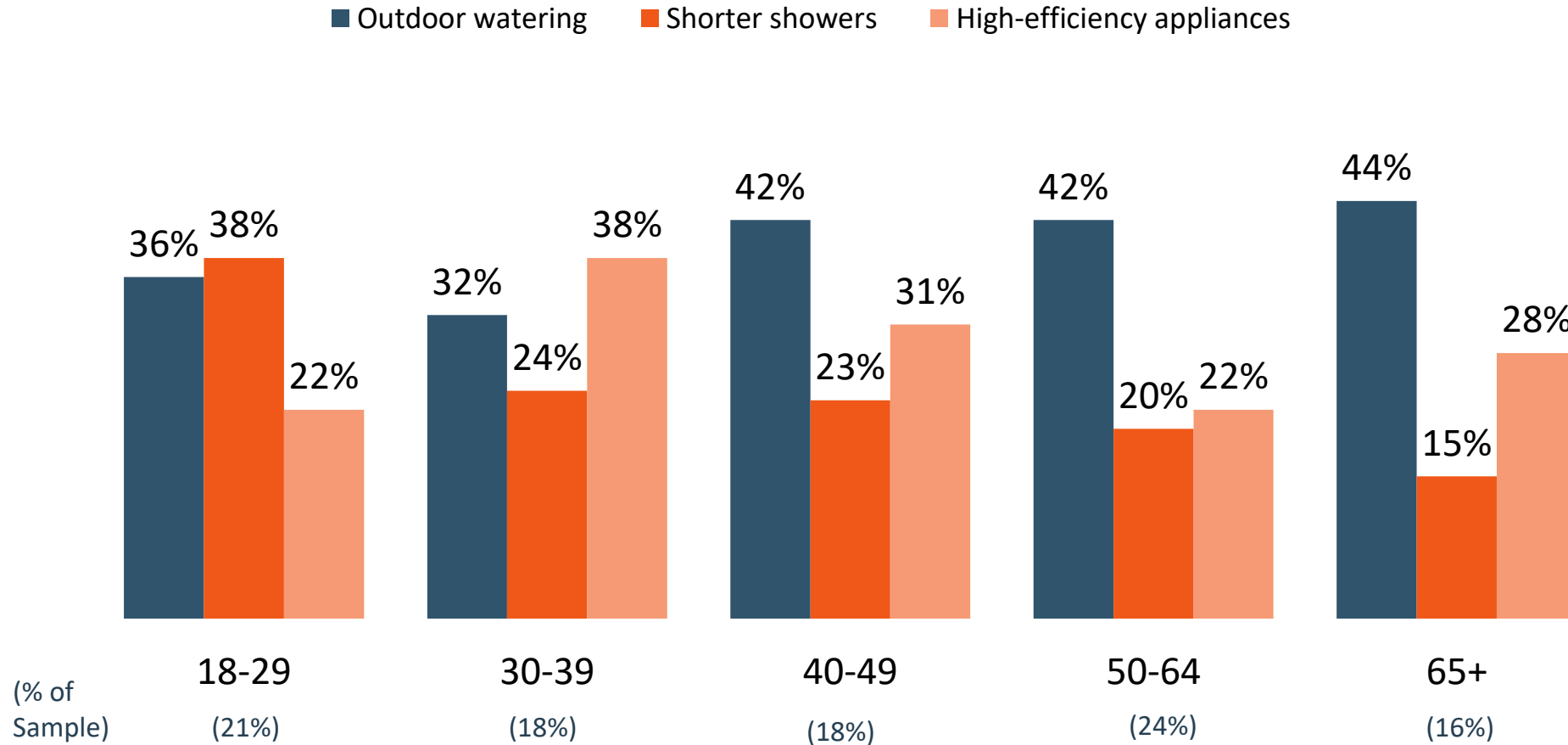
# The plurality of residents recognize that, in general, watering less outside saves the largest amount of water.

*Please tell me which one you believe saves the largest amount of water.*



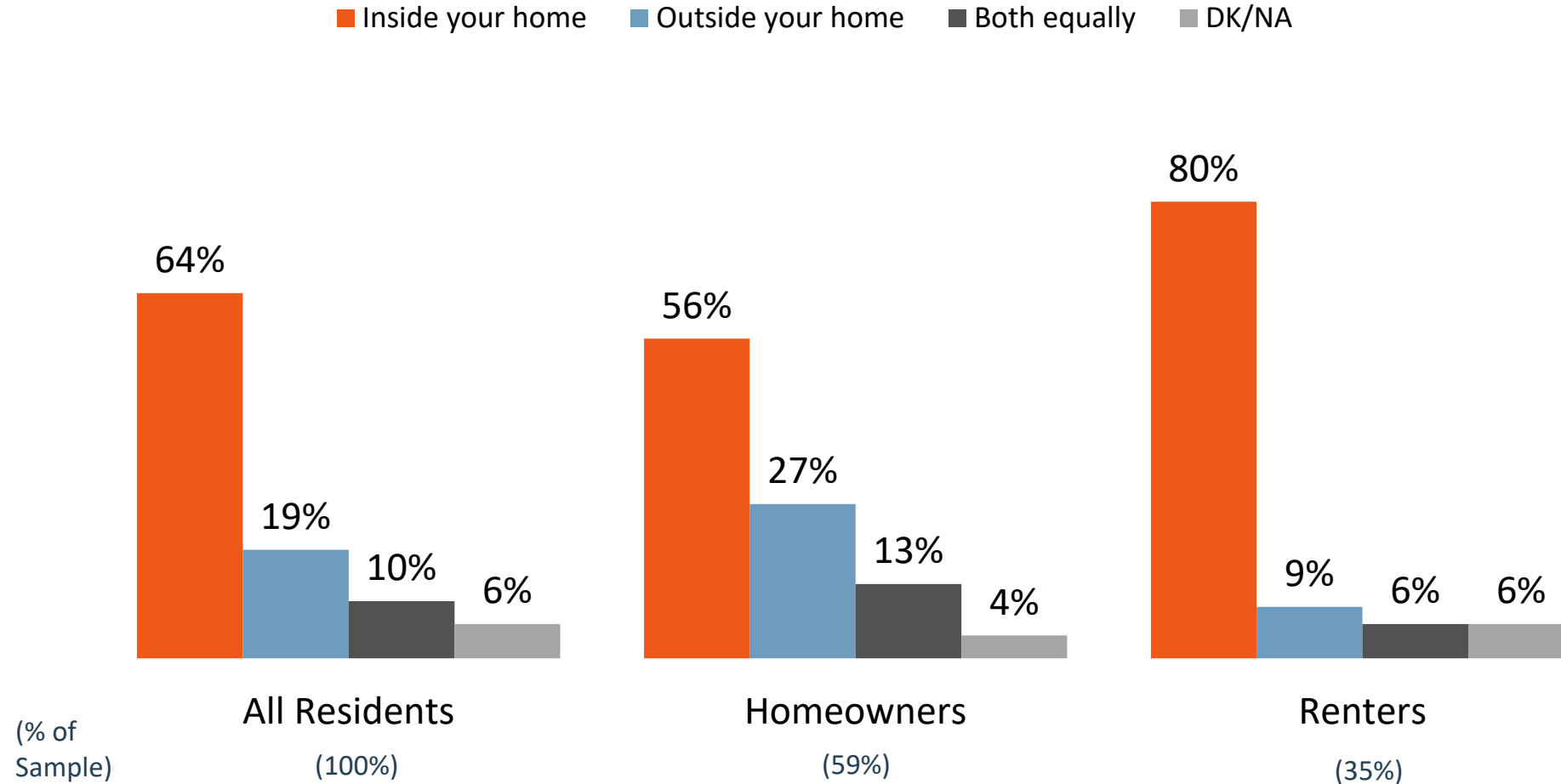
# Residents ages 40 and older are more likely to say that reducing outdoor watering saves the largest amount of water.

## By Age

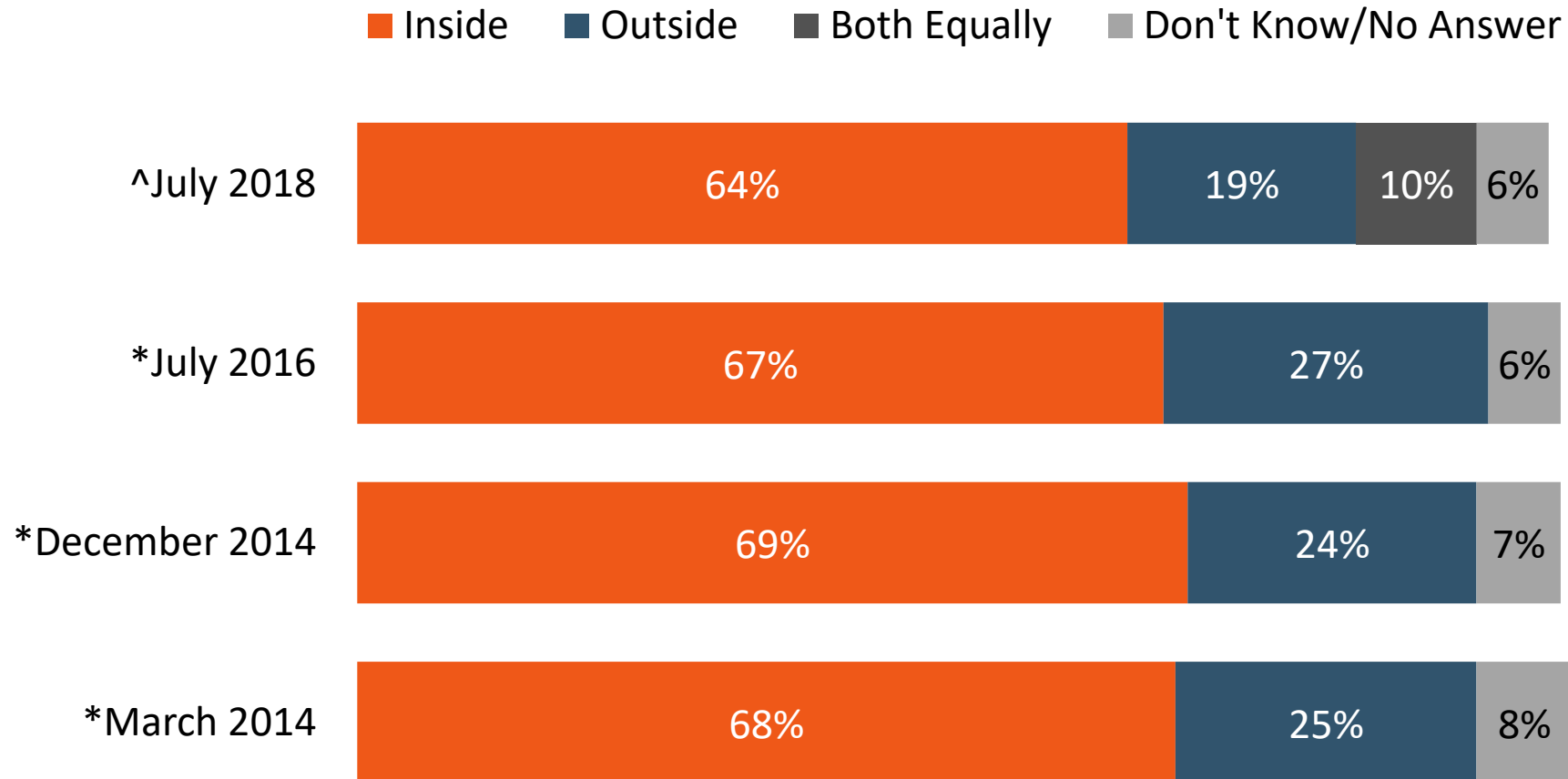




# Residents believe that their own household uses more water inside than outside, although it varies by home type.



# Assessments of the ratio of water use indoors to outdoors have not changed very much.

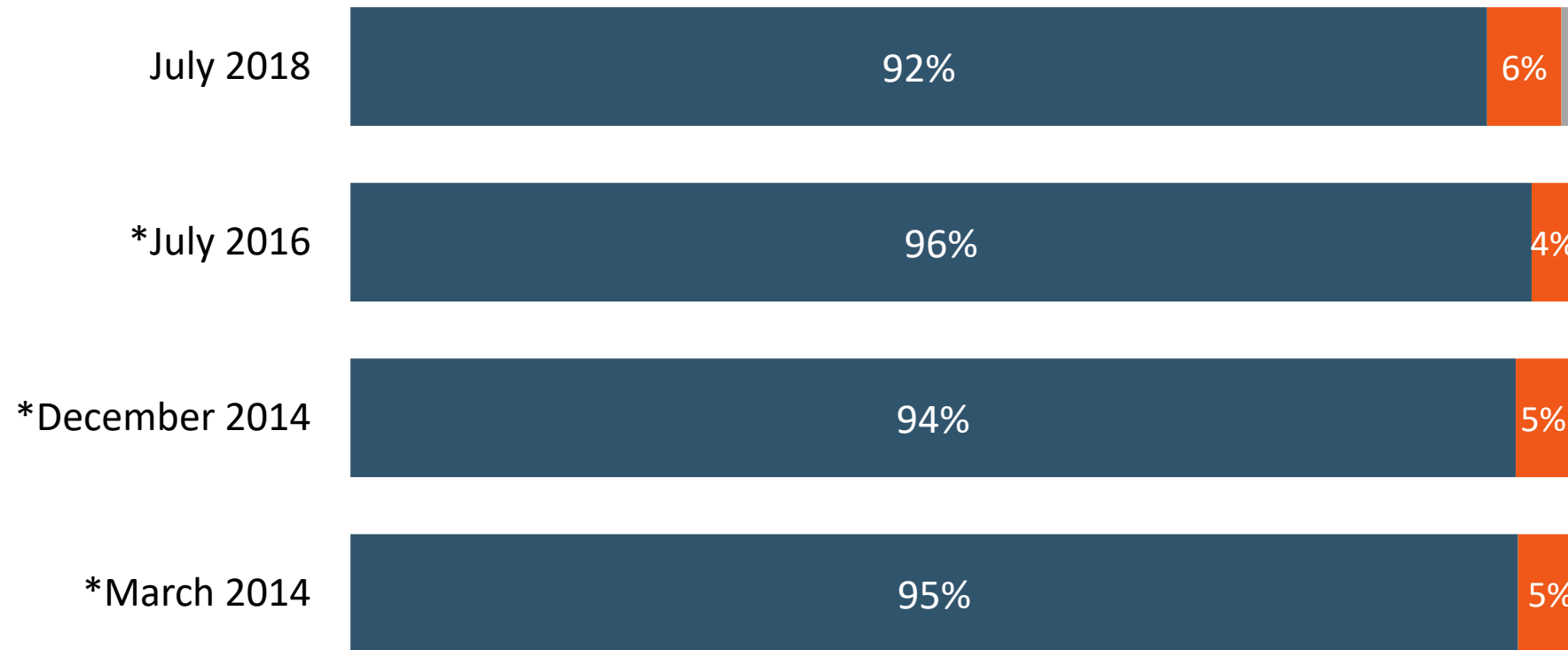


# **Water Conservation Activities**

# Nearly all respondents regularly try to conserve water, similar to survey findings from previous years.

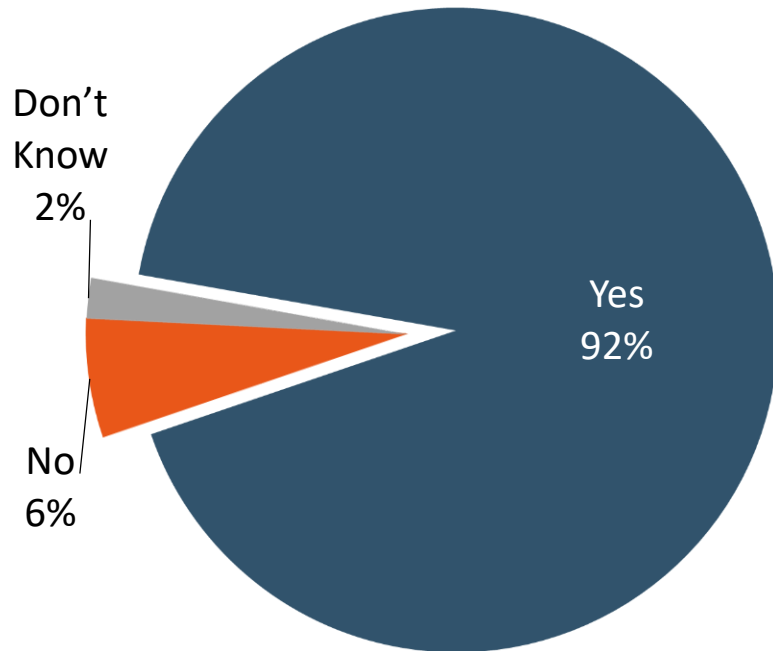
*Do you regularly try to conserve water?*

■ Yes ■ No ■ Don't Know/No Answer

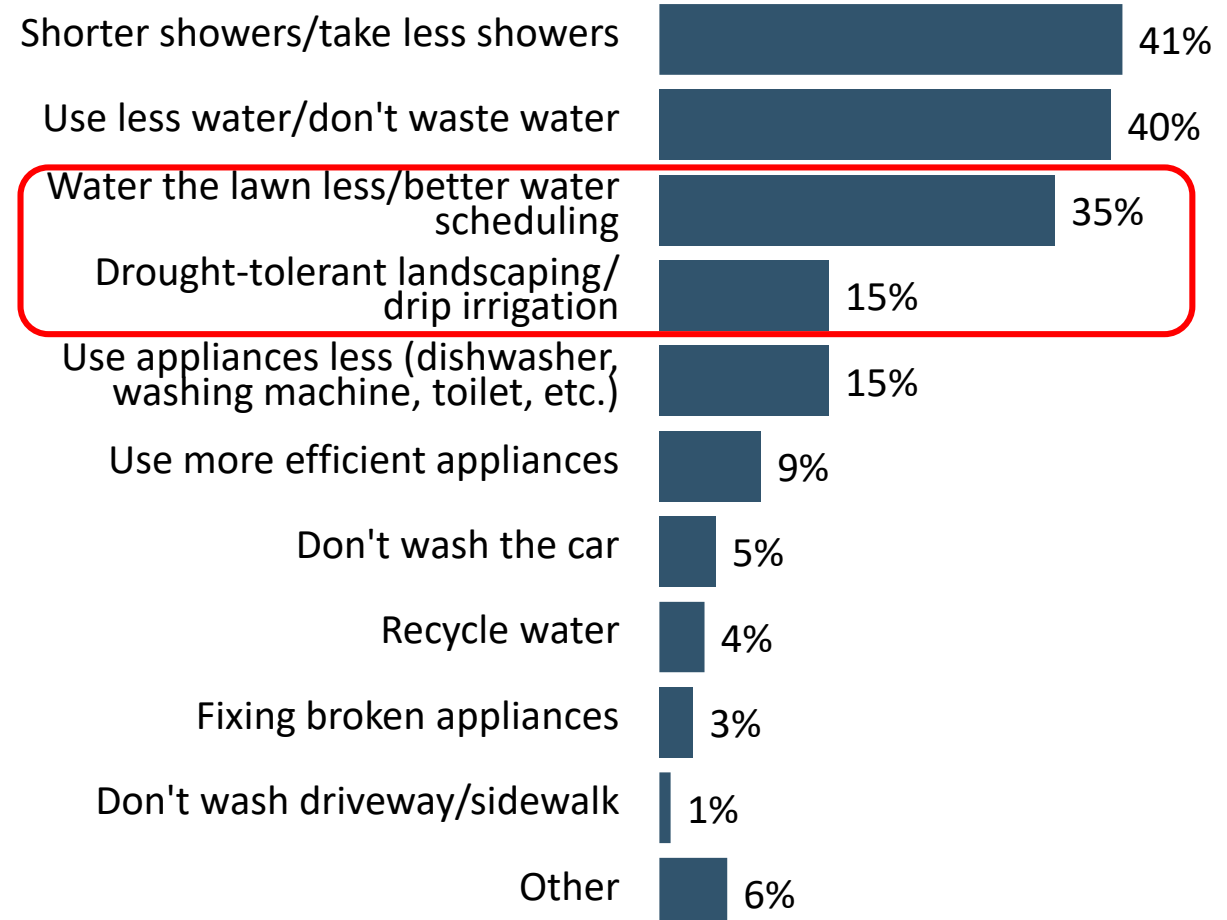


# The most commonly-thought-of activities that residents do to conserve water are taking shorter showers and reducing outdoor watering.

*Do you regularly try to conserve water?*

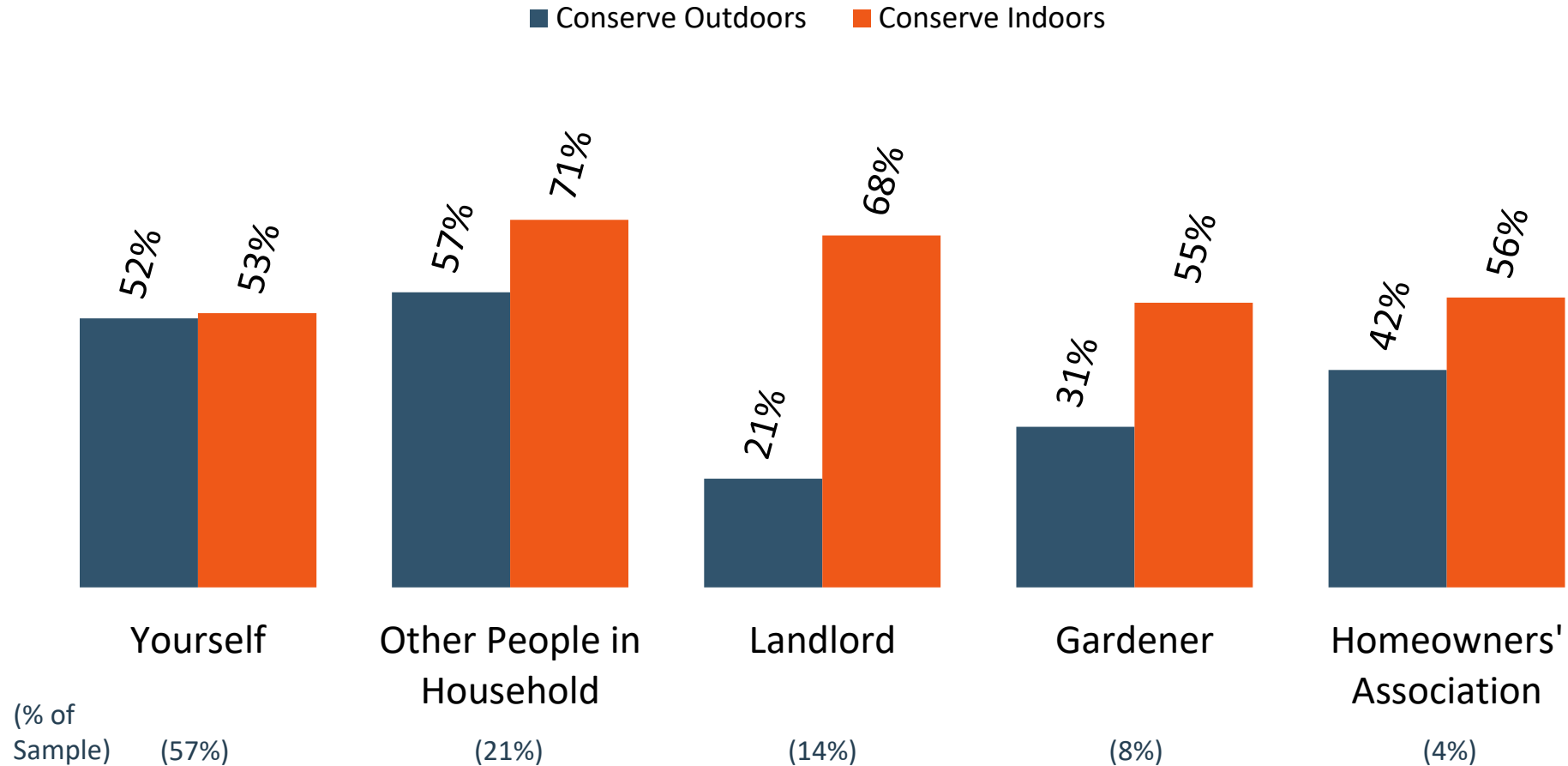


*What do you do to conserve water?  
(Open-end; Grouped Responses Shown)*



# Respondents for whom landlords or gardeners are in charge of outdoor watering are far less likely to say they have reduced outdoor watering.

## *By Outdoor Watering Decision Maker*



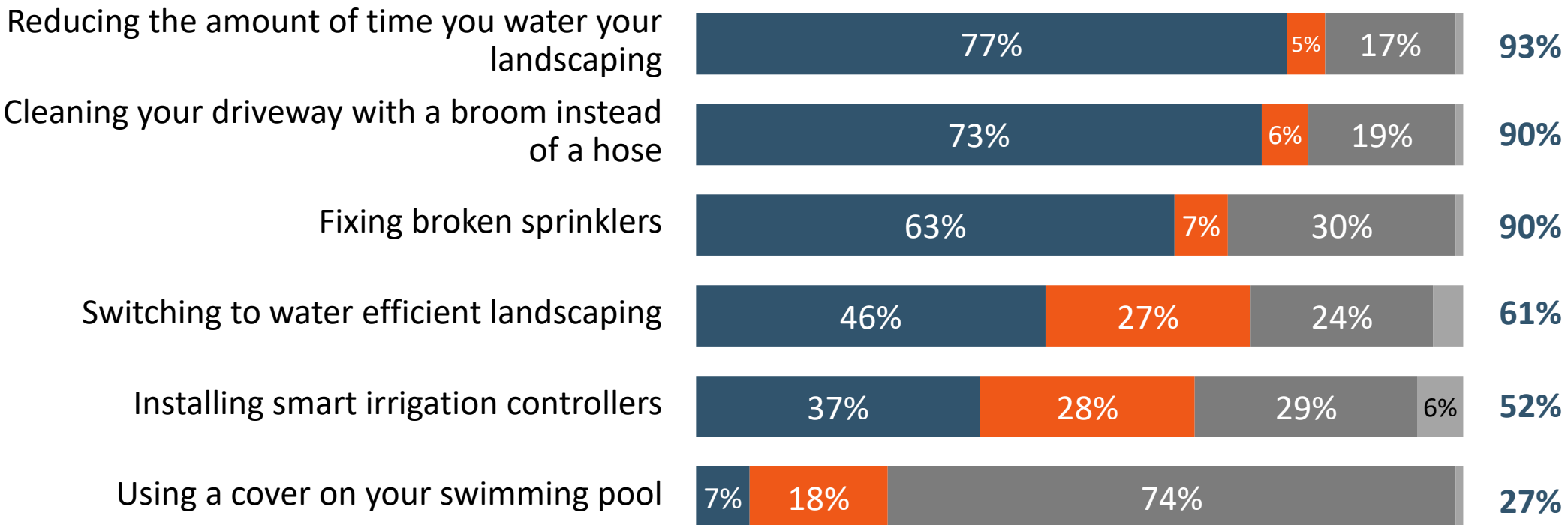


# Residents report having taken many of the steps recommended by the Defend the Drop campaign to reduce water usage.

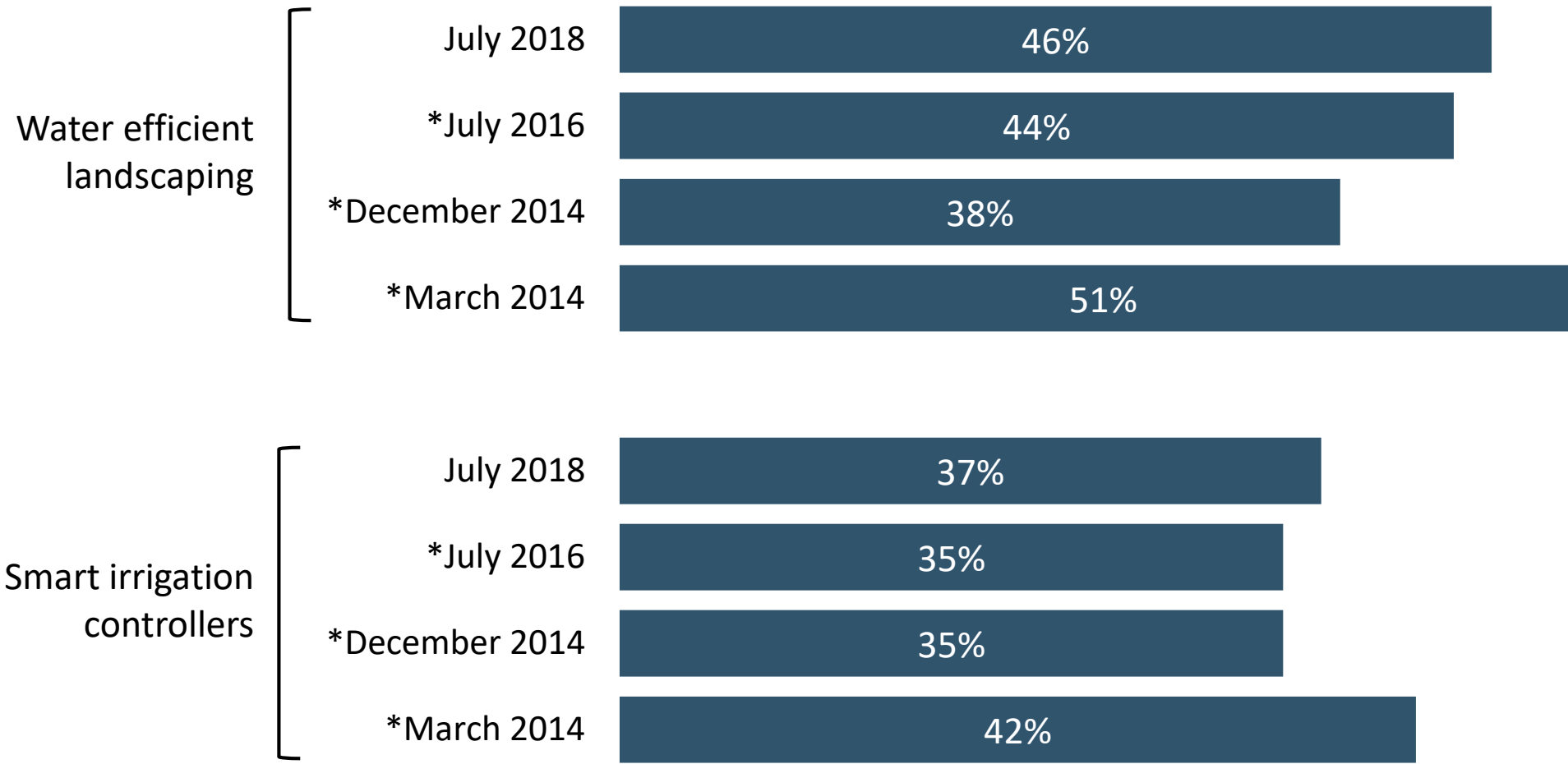
(Ranked by Total Yes)

■ Yes ■ No ■ Does Not Apply ■ DK/NA

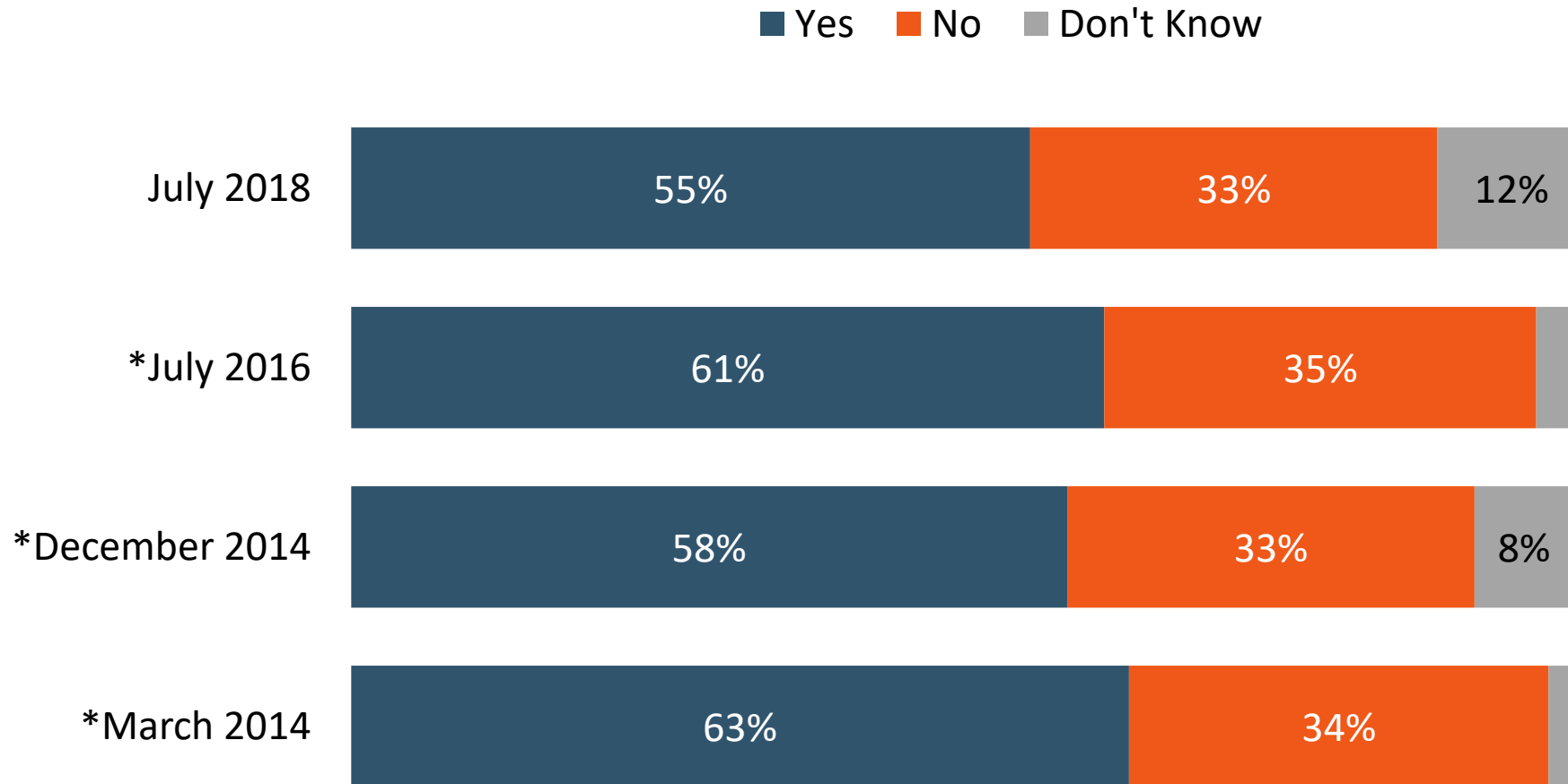
Yes, if  
applies



# The percentages installing water efficient landscaping and smart irrigation controllers in the 2018 survey are similar to the 2016 trends.



# More than half of residents report having water saving devices in their home, which is similar to past surveys.



# Conclusions

# Conclusions

- ✓ Residents continue to say that they want information from their local water agencies about how to save water, in addition to financial rebates/incentives to help them.
- ✓ About one-in-six residents recalls seeing, hearing or reading about the “Defend the Drop” campaign.
- ✓ Most who recall the campaign recognize that it is an effort to conserve water, with many specifically remembering that the campaign offered suggestions for conservation, particularly outdoors.
- ✓ Four-in-ten residents recognize that reducing outdoor watering saves the most water, yet they continue to believe that they themselves use more water indoors than outdoors and this is true for both homeowners and renters.
- ✓ It appears that water conservation is a “new normal.” Over the last four and half years, almost everyone believes they are already regularly conserving water. For many people, that manifests itself as taking shorter showers or just using less water in general. But, a significant number are also reducing outdoor watering and taking other steps.

# Conclusions, continued

- ✓ The benefits of a continued campaign would provide specific information about how residents can reduce their water usage, while recognizing that residents already feel like they are doing something to conserve.
- ✓ Residents feel that they have reduced their outdoor watering, but there is an opportunity for the campaign to encourage further reduction by providing direct information about the length of time and times of day that lawns should be watered (e.g., a watering schedule).
- ✓ There are also further opportunities to encourage the more complex steps of installing smart irrigation controllers and installing efficient landscaping. In both cases, a combination of helpful tips and financial incentives seems to be the best way to encourage the desired behavior.



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Thank you and let's make

defend  
the  
drop

our rally cry.