

PARTNERS

In 2016, Save Our Water sought to maximize public education through new and creative efforts and stronger collaboration with water agencies and other partners. The program partnered with California's water agencies on six paid media partnerships totaling more than \$100,000; more than a dozen social media and digital campaign partnerships; and research collaboration and information sharing. Business partners also stepped up big for Save Our Water, with significant donations of airtime and paid media and extensive promotion on social media channels. In 2017, partnership opportunities will be key in expanding Save Our Water's reach.



Transformation Stories

From reimagining landscaping to replacing old toilets and fixing leaks, many Californians are hearing Save Our Water's messaging promoting permanent change. They are taking action to embrace water conservation as a habit for life. Dozens of Californians have shared their landscape transformation stories with Save Our Water and partner water agencies online, demonstrating they are making permanent changes both inside and out to reduce water use. These stories of transformation are showcased prominently on the Save Our Water website at saveourwater.com/conservation-lifestyle/around-the-neighborhood.



Marina Smith from Alta Loma used a landscaping rebate from Cucamonga Valley Water Department to reimagine her landscape.

PLANS FOR 2017

Planning for 2017 public education campaigns is already underway, building off the success of the program in reaching Californians more than 160 million times in 2016. Save Our Water will continue its commitment to research by gauging public opinion and awareness later this winter.

The program is looking at new and creative ways to tailor and target its messaging and campaigns:

- EVERGREEN MESSAGING: crafted to resonate and be credible with public
 - Water conservation is part of the California lifestyle and a habit for life
 - Messaging encouraging making permanent changes to save water
 - Use less water; we cannot take water for granted
- Expand translations and campaigns in Chinese, Russian, and Vietnamese
- Outreach to schools to encourage conservation with children
- Continue and build new partnerships with businesses and organizations
- New paid and earned media campaigns

Governor Jerry Brown's 2017/2018 State Budget has included \$2 million to support Save Our Water's public education campaigns. This funding will become available in July if approved by the State Legislature.



SAVE OUR WATER: 2016 BY THE NUMBERS

Building on the incredible momentum created in 2015 around the need to reduce water use, Save Our Water shifted focus this year from extreme messaging to thanking residents for their efforts and encouraging them to continue to conserve. The program reflects the need to shift to permanent changes both inside and out to save water, and to adopt, as Governor Jerry Brown said in his May 2016 Executive Order, "water conservation as part of the California lifestyle."

Save Our Water secured \$2 million dollars in the 2016/2017 state budget to reach Californians through extensive paid media campaigns. As with years past, the program received a boost from the hundreds of partners, including water agencies, organizations and corporations, that donated media and used SOW materials and tools to further promote water conservation across the state.



In 2016 Save Our Water developed a new statewide campaign to engage, educate and encourage Californians to shift their emergency water saving habits into a permanent lifestyle change.

Save Our Water continued its commitment to research, assessing Californians opinions and attitudes about conservation. This data helped to shape the 2016 campaign: **“Water Conservation. It’s For Life,”** including all messaging and creative.

MESSAGING: We thanked Californians for all their conservation efforts to date and encouraged them to make conservation a part of their daily habits. The campaign focused on permanent changes and made direct asks related to outdoor landscaping, adjusting sprinklers, and fixing leaks.

CAMPAIGN ELEMENTS:

- Broadcast Radio
- Total Traffic & News
- Cap Public Radio
- Social
- Out of Home
- Digital Smart Retargeting
- Outreach
- Earned Media
- Events

TOOLKIT: New partner toolkit featuring materials in English, Spanish, Cantonese, and Vietnamese.

MARKETS: Los Angeles, Sacramento, San Diego, Fresno/Visalia, Stockton, Bay Area – Surrounding San Francisco, Redding, Chico, Merced, San Luis Obispo, Santa Maria, Santa Barbara, Oxnard, Palm Springs, Bakersfield, Monterey, Riverside and Victor Valley.

 SaveOurWater.com

The program launched an all-new website in both English and Spanish that frames current conditions and specific actions that people can take to make a difference. Saveourwater.com has become a catalyst for connecting people with up-to-the-minute conservation news, tips for indoors and in the yard, along with conservation transformation stories from real Californians that educate, inform and inspire. The website launch also provided water agencies with an all-new portal with hundreds of new customizable collateral pieces and tools.

 **1,700** TOOLKIT DOWNLOADS



The Save Our Water program continued **“Water Conservation. It’s For Life,”** as a way of life campaign for fall and winter 2016 with seasonal message adjustments.

MESSAGING: The focus shifted to seasonal tips like adjusting sprinkler timers to account for weather and time of year, continued outdoor landscaping and fixing leaks messaging.

CAMPAIGN ELEMENTS:

- Broadcast Radio
- Total Traffic & News
- Out of Home
- Social
- Gas Pumps
- TV Weather Sponsorships
- Outreach
- Earned Media
- Events

MARKETS: Sacramento, Bay Area - Surrounding San Francisco, Bakersfield, Los Angeles, San Diego, Fresno, Modesto, Monterey, Riverside, Stockton, Victor Valley and Visalia

Digital Retargeting

The program utilized the new digital retargeting technology and became the media partner’s most successful campaign to date. Through digital retargeting, campaign digital banner ads were delivered to mobile devices of Californians who had passed by a “smart” poster/billboard earlier in the day. The digital retargeting created more exposure and more engagement with the Save Our Water website.

OVER 1 MILLION STATEWIDE IMPRESSIONS
AND
4,402 DIGITAL BANNER CLICK THROUGHS

