

JANUARY 2019 UPDATE

# TEXAS WATER CAMPAIGN



# TIM LOFTUS

**Water Conservation Advisory Council Member &  
Chief Conservation Officer at the Meadows  
Center**

Funded development of statewide water campaign.





UNIFYING MESSAGE & CAMPAIGN

# WHAT WE NEED

Texans come in all shapes, sizes and motivations. We need a campaign platform that is flexible enough to reach them all: Texans who want to “clean it up,” Texans who are concerned we might run out, Texans who will do anything they can to help and Texans who ask “Why change my ways?” And if we do it right... we’ll even influence that small group of Texans who says “not my problem.”





UNIFYING MESSAGE & CAMPAIGN

## WHAT WE NEED



Although there are many educational campaigns that teach the importance of water conservation, there is little coordination and collaboration.



PROJECT OVERVIEW

# A LITTLE HISTORY

## Inspiration

Roy Spence, co-founder of GSD&M, expressed need for campaign

2016

## Audience Analysis

Created 5 distinct groups of Texans based on value of water

2018

## Stakeholder Input

Presented audience analysis and creative concepts to stakeholders

2018

## Funding Awarded

The Meadows Center received private funds to develop framework for campaign

2017

## Creative Development

Developed 3 creative concepts and creative brief for campaign branding

2018





STEP ONE

# AUDIENCE ANALYSIS



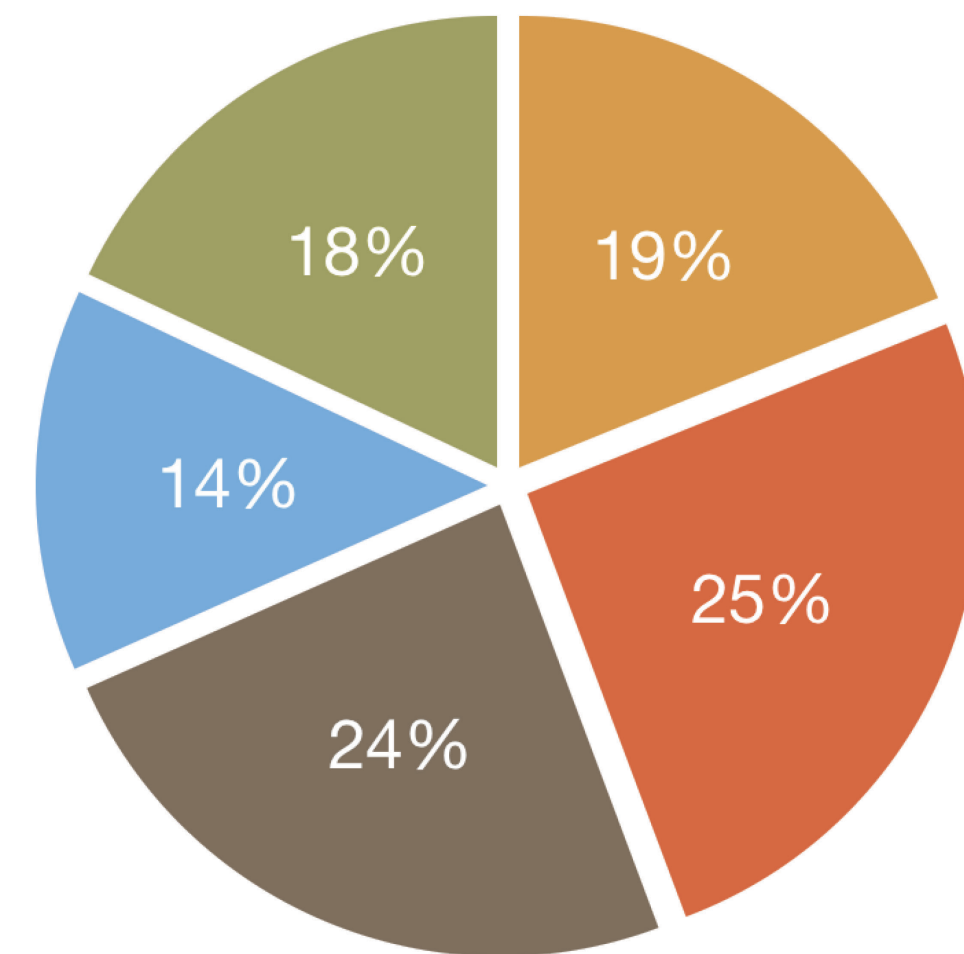
## AUDIENCE ANALYSIS

# BEHIND THE NUMBERS

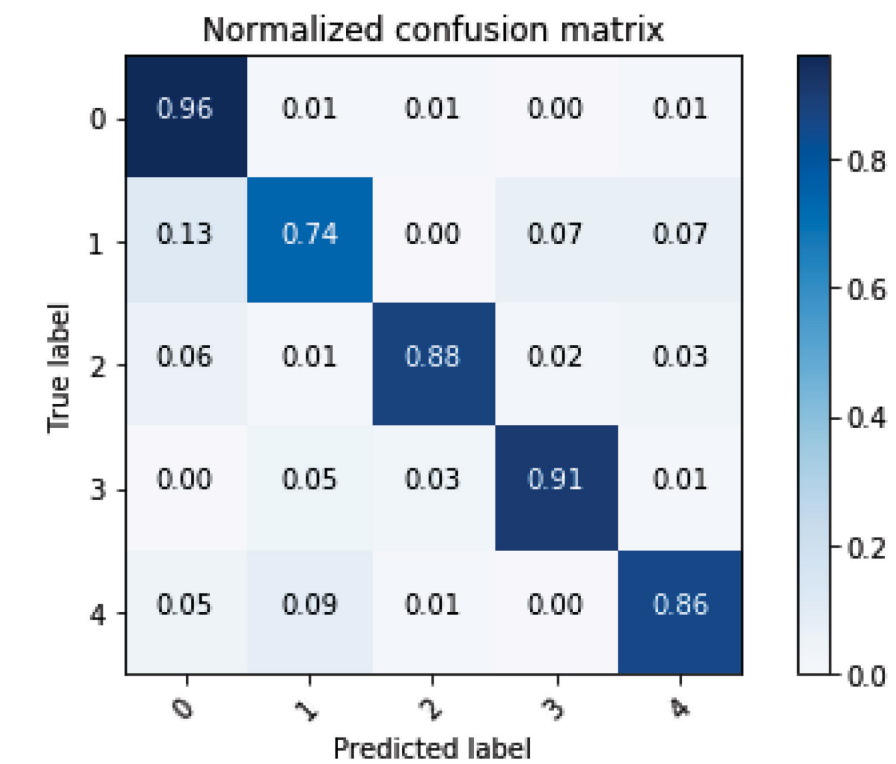
Most data is underutilized. Our goal is to make it actionable.



**ORIGINAL SURVEY**



- Clean it up.
- Why change my ways?
- What can I do to help?
- Not my problem.
- Hope we don't run out.



Then, with just a few questions, we can identify which group someone belongs to, with 90% accuracy.



## AUDIENCE ANALYSIS

# BEHIND THE NUMBERS

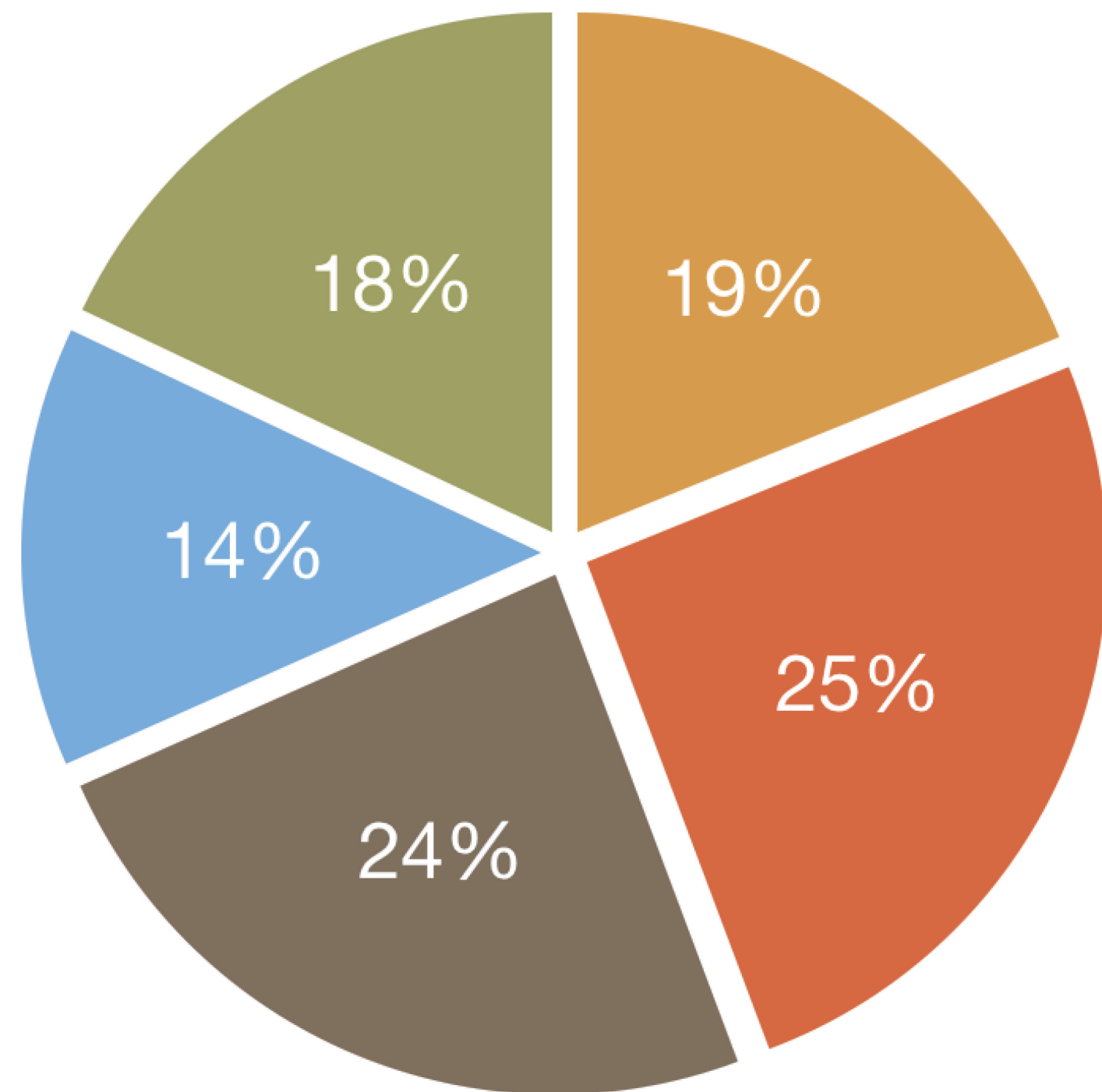
1. When you think of water in Texas, what's the first thing that comes to mind? (Open Ended)
2. Who do you think uses the most water (multiple choice)
3. What do you think is the biggest environmental problem in Texas (multiple choice)
4. Do you think you could conserve more water?
5. How concerned are you about your water bill?





## AUDIENCE ANALYSIS

## THE GROUPS



- Clean it up.
- Why change my ways?
- What can I do to help?
- Not my problem.
- Hope we don't run out.

**19%****CLEAN IT UP**

Prideful Texans. This is the group who remembers “Don’t Mess” from the beginning and sees dirty water an extension of pollution.

**25%****WHY CHANGE MY WAYS?**

This group does things the same way they always have ... but they respond to practical advice when they understand the benefit.

**24%****WHAT CAN I DO TO HELP?**

Most likely to take action and will appreciate tips and information. These are the champions of the cause, most educated on issues.

**14%****NOT MY PROBLEM**

Resistant to change and don’t appreciate the problem. This group would be the most difficult to convert.

**18%****HOPE WE DON'T RUN OUT**

Understand supply issues (may have experienced drought). Eager for information from state and wants others to be aware.



STEP TWO

# CREATIVE DEVELOPMENT



# TEXAS WATER CREATIVE BRIEF

**BACKGROUND:** Texas is one of the fastest growing states and the country, and our water supply isn't. If trends continue then we'll significantly reduce our water supply over the next 50 years and everything we love about the state will start to disappear: the economy, recreation, our way of life... living. It is a serious issue, but one that most people don't understand because when they turn on their faucet, water still comes out.

**TASK:** Create a cohesive messaging platform that gets people to **think** about water. They used to say *Texas is like a whole other country*, that's because of how diverse the regions, people, and lifestyles are across the state. Everyone has their own way of life, their own thoughts... and none of those thoughts tend to be about water. If people understand their personal impact when it comes to water, even just a little bit, it can impact how and how much water they use, which has significant long-term impact.

**PROBLEM:** Most people live in the now, they will deal with the future when it comes... but right now they have water.

**UNDERSTANDING THE PROBLEM:** Texans are a prideful bunch, they care about the things they choose to care about... and that means something a little bit different to everyone. While we need a unifying brand and platform, specific executions should be tailored to the audience by tapping into context of placement and targeted mindset.

**CREATIVE CHALLENGE: MAKE THE LACK OF WATER PALPABLE**

**WHAT?:** Show Texans the importance of water through the things that matter to them the most.

**CLEAN IT UP.**

Prideful Texans. This is the group who remembers "Don't Mess" from the beginning and see dirty water as an extension of pollution.

**WHY CHANGE MY WAYS?**

This group does things the same way they always have... but they respond to practical advice when they understand the benefit.

**WHAT CAN I DO TO HELP?**

Most likely to take action and will appreciate tips and information. These are the champions of the cause, most educated on issues.

**NOT MY PROBLEM.**

Resistant to change and don't appreciate the problem. This group would be most difficult to convert.

**DON'T RUN OUT.**

Understand supply issues (may have experienced drought). Eager for information from state and wants others to be aware.

**DEFINITION OF SUCCESS:** This is the variable we will measure and optimize the campaign to. We need to establish this before creative development begins.





CREATIVE DEVELOPMENT

# PRIDE + ACTION



**Don't  
mess with  
Texas.**



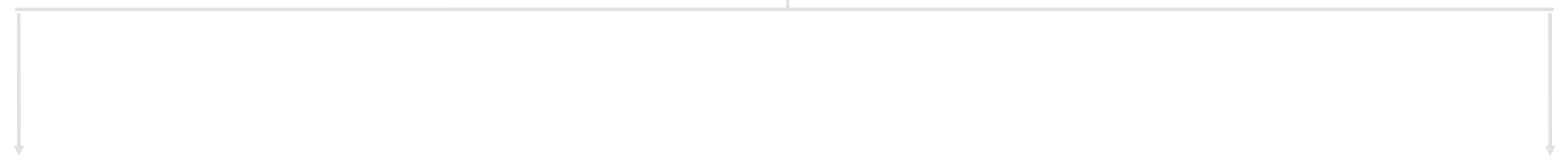


CREATIVE DEVELOPMENT

# PRIDE + ACTION



PRIDE + ACTION





STARTING HIGH LEVEL

AND WORKING OUR WAY DOWN

TO PERSONALIZED MESSAGES





CREATIVE DEVELOPMENT

# CUSTOMIZING THE MESSAGE

	Clean It Up	Why Change?	What Can I Do?	Not My Problem	Don't Run Out
<b>Tagline</b>	✓	✓	✓	✓	✓
<b>Bumper Sticker</b>	✓	✓	✓	✓	✓
<b>Execution 1</b>	✓	✓	✓	✓	✓
<b>Execution 2</b>	✓	✓	✓	✓	✓
<b>Execution 3</b>	✓	✓	✓	✓	✓



CREATIVE DEVELOPMENT

# 3 CREATIVE CONCEPTS

We presented three different creative concepts to decision-makers and stakeholders in the Texas water community, and the team chose *Do or Dry* as the final creative concept.





**D  
O  
R  
D  
R  
Y**





*Texas.*

*It's big. It's beautiful.*

*And it gets hotter than a stolen tamale.*

*But imagine that heat without any water to cool us off.*

*To wet our whistles, wash our cars, and catch us when we let go of that rope swing.*

*Without water, the Lonestar would be drier than the heart of a haystack.*

*And a Texas that dry is not a Texas worth singin' about.*

*That's why it's our duty to do something about it, and start respecting our water.*

*Start paying attention to it.*

*Start being smarter with how we use it.*

*This is not something to be taken lightly.*

*Just like when it comes to keeping her beautiful, we Don't Mess with her.*

*When it comes to protecting our water supply, it's Do or Dry.*





SUAVS

Barbecue Wife

YETI

YETI

TEQUILA 512  
MEX ↔ ATX

PARTS &  
LABOUR

clean  
SURF

TOMMYRUN

CLOSED SESSIONS

The Switch  
SMOKED MEATS & CRAFT BEER  
BBQ AND BREW

DO  
OR DRY

BLUE OWL  
BREWING  
AUSTIN

ROOFING AND GENERAL CONTRACTING

JO'S

AUSTIN FACIAL HAIR CLUB

DOÑA IS MY CO-PILOT

OSKAR BLUES  
BREWERY






D  
O  
R  
Y  
OR DRY




Do your part, or Texas will be...

# SO DRY THE CATFISH

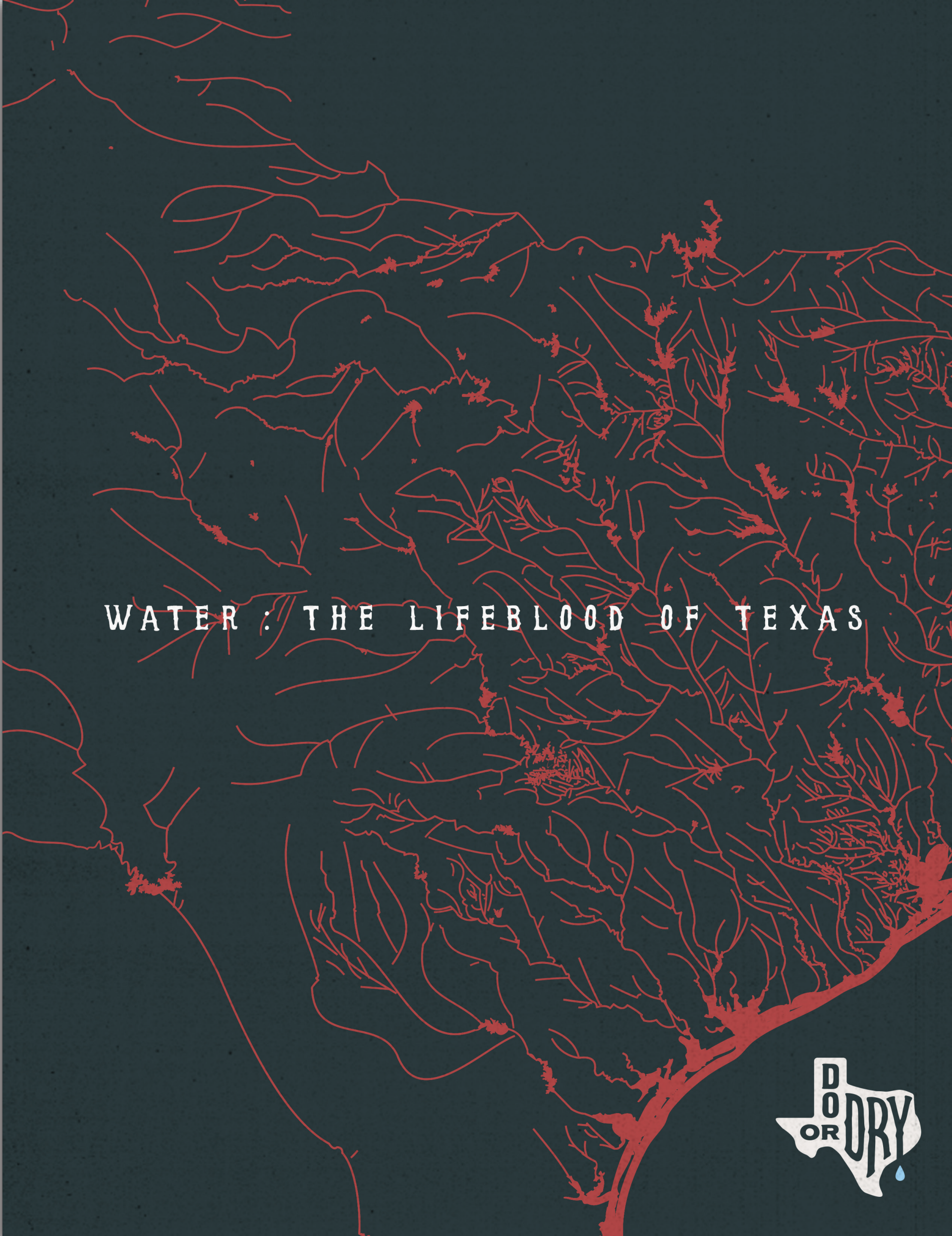

WILL BE CARRYING CANTEENS



PROTECT OUR WATER SUPPLY




## WATER : THE LIFEBLOOD OF TEXAS





Stop wasting, or Texas will be...

# SO DRY WE'LL BE SPITTING COTTON



PROTECT OUR WATER SUPPLY










# POINT OF PURCHASE



**A leaky faucet can  
cost you hundreds  
of gallons per month**

PROTECT OUR  
WATER SUPPLY

**DO  
OR  
DRY**



# TEXAS TECH



CovenantHealth 


*Coca-Cola*



**DO OR DRY WATER BREAK**



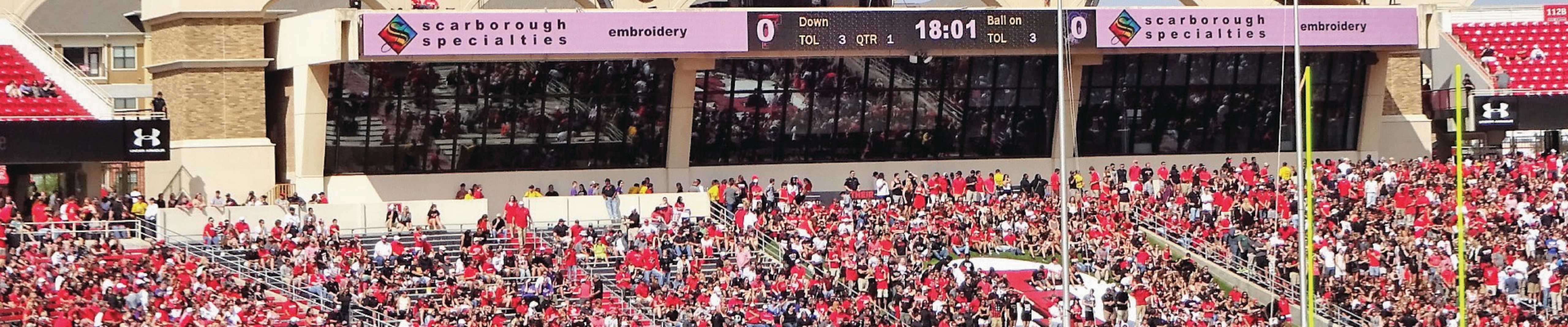
**United**  
supermarkets

 **scarborough specialties** embroidery

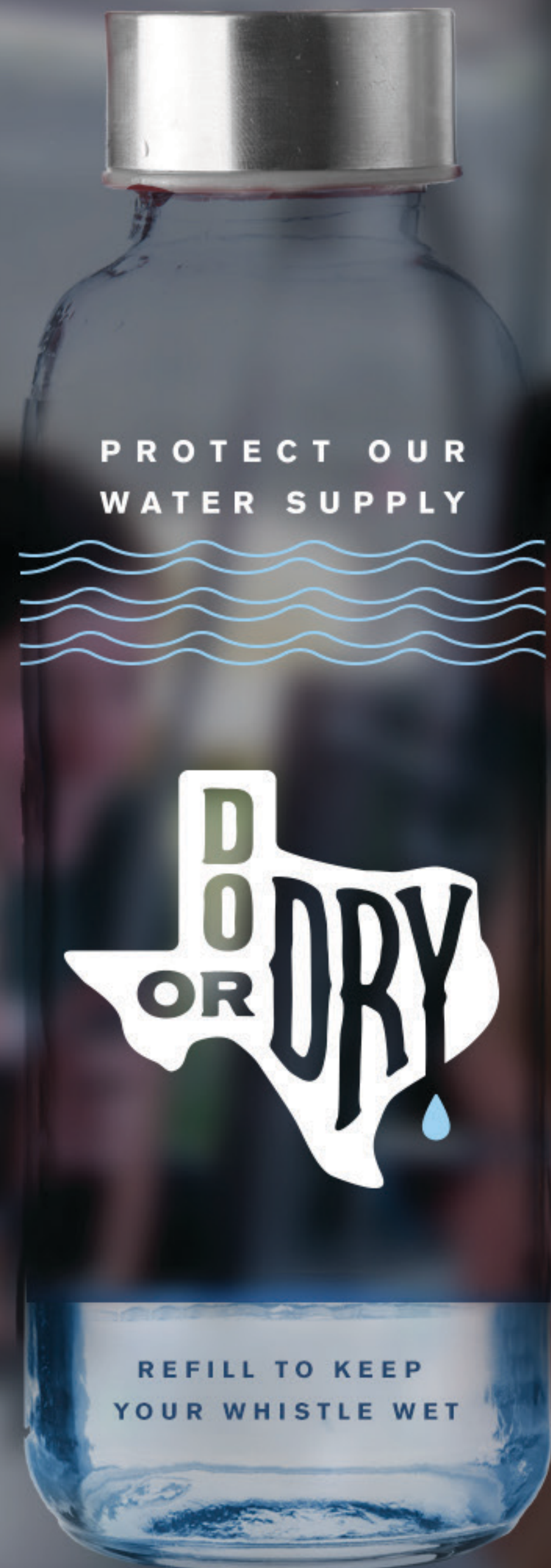
 Down **18:01** Ball on  
TOL 3 QTR 1 TOL 3

 **scarborough specialties** embroidery

29







# NOT QUITE FULL BOTTLES

*Imagine going to an event when it is 100 degrees to discover a water bottle kiosk handing out bottles that were only 1/8 full. You'd want more.*

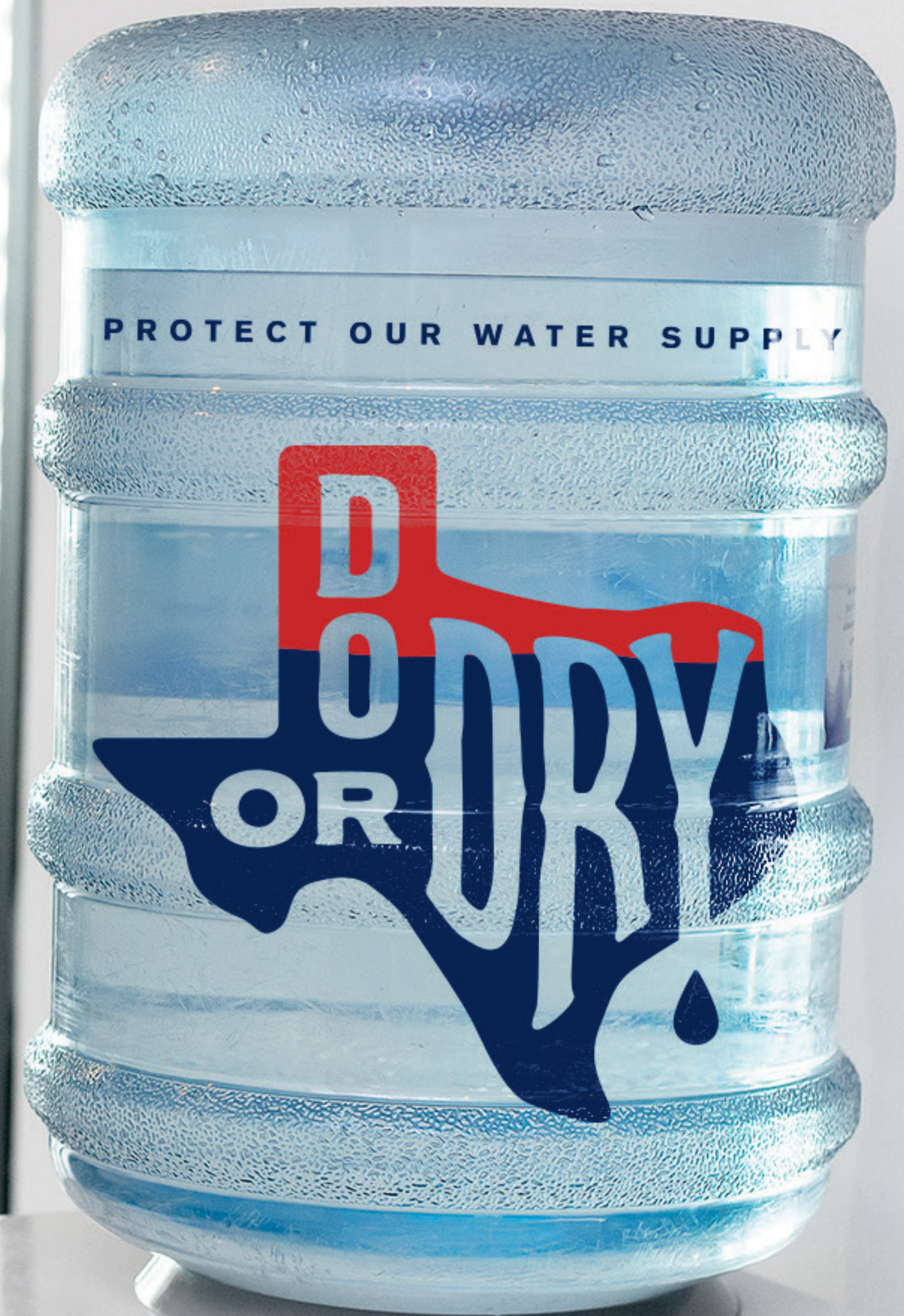
*While these bottles would look like standard-issue 1-time-use bottles, they would be higher quality reusable bottles people will want to hold on to... and we'll offer a place to re-fill them to keep the peace.*



# DRAINING TEXAS

*Everybody wants to create some water cooler talk... so why not leverage the actual water cooler?*

*We'll create a special set of Texas Flag water jugs that change color with moisture. As the water drains from the jug, so do the rivers.*





# SCOUTS & SUMMER CAMPS



*Boy Scouts, Girl Scouts and kids camps across Texas are trying to teach today's youth how to be better, more responsible citizens. We'll develop a curriculum that can be widely adopted from the class room to the camp ground.*

*As kids take part and learn, they will be rewarded with a Texas Water patch they can adorn to their uniform, backpack, or wherever else they please.*





# WORKING UPSTREAM WITH SCHOOLS

*Work with Texas schools to implement education in children's curriculum that makes them aware of the water supply, where it came from and what the future could look like if we're not careful.*

*This could manifest itself in video competitions, science fair projects, water fountain signage, and other relevant executions.*



# TEXAS WATER RESPONSIBILITY STAMP



*Some of the largest strains on our water supply are business, manufacturing and farming. We'll introduce a new standard of water conservation in Texas.*

*Where companies and business that use water responsibly will strive to have our stamp of approval. Texas consumers should be conscious whether their products were produced responsibly or not.*





STEP THREE

# STAKEHOLDER INPUT



STAKEHOLDER INPUT

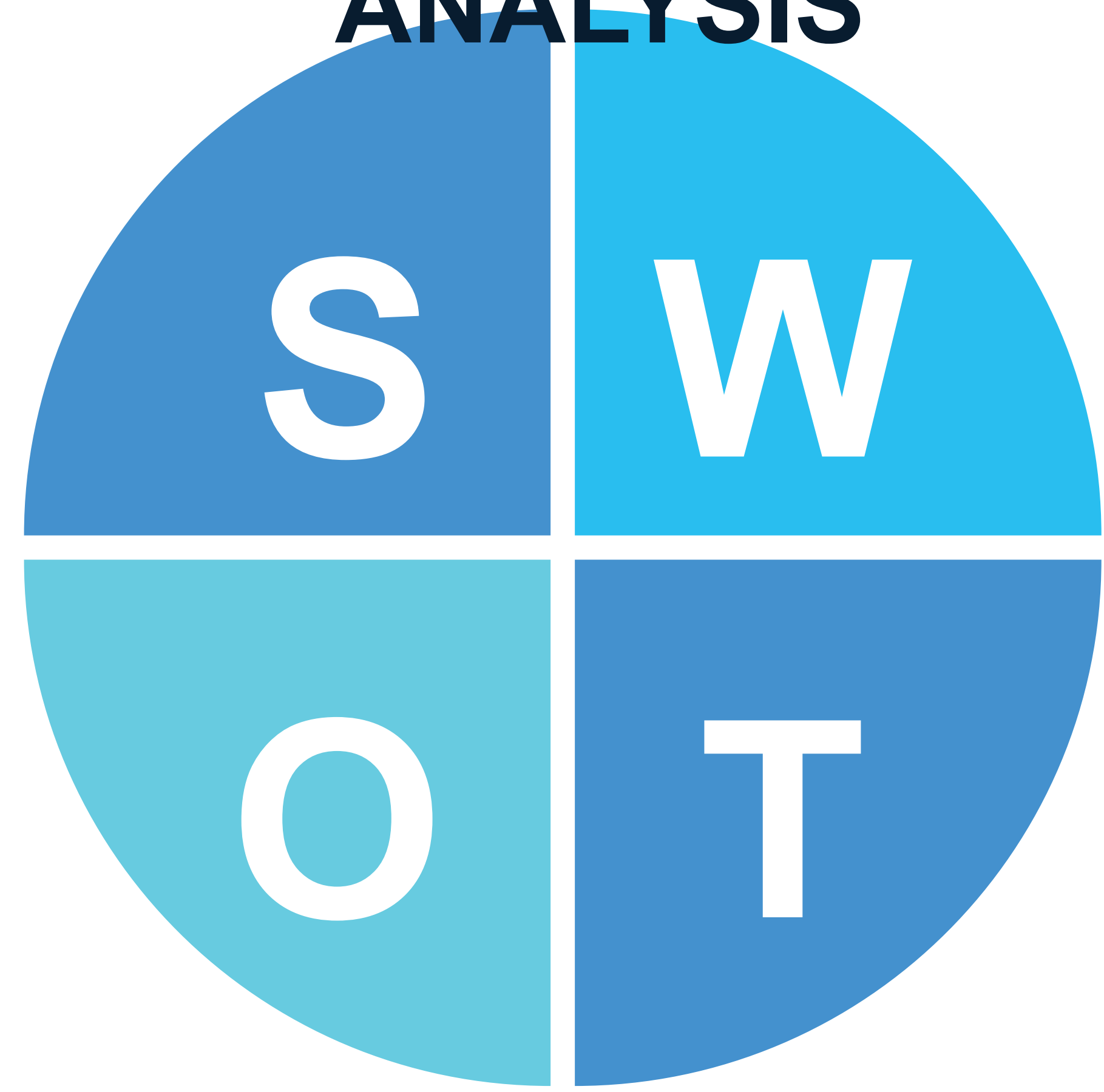
# 'DO OR DRY' SWOT ANALYSIS

## STRENGTHS

- Supported by diverse group of stakeholders

## OPPORTUNITIES

- Private funders supportive of continuing campaign development



## WEAKNESSES

- Hurricane Harvey – Leg focused on flooding issues
- No budget or measurement metrics developed

## THREATS

- Continued lack of support from decision-makers



**NEXT STEPS**



PROJECT OVERVIEW

# LOOKING AHEAD...

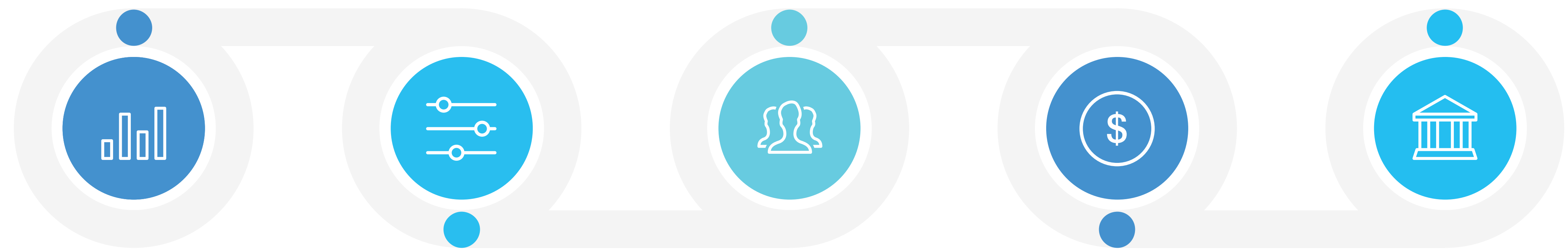
## Further Research

Continue refining campaign messaging and brand

## Launch Pilot

Test campaign on 5 identified groups of Texans

## 2021 Legislative Session



## Determine Success Measurement

Develop metrics to measure campaign's effectiveness

## Develop Budgets

Create scalable media and production budgets



**THANK YOU!**