



SAVE OUR WATER CAMPAIGN

RECAP VIDEO & SUPPLEMENTAL FINAL WRAP REPORT

SEPTEMBER 2022 – AUGUST 2024



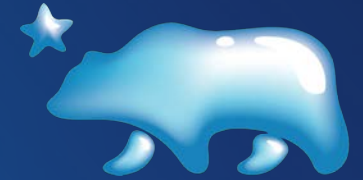
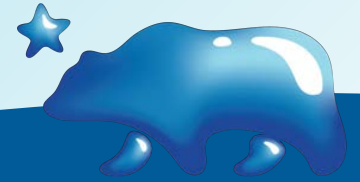


TABLE OF CONTENTS

- BACKGROUND**
- STRATEGY**
- CREATIVE**
- CHANNEL RESULTS & HIGHLIGHTS**
 - PAID**
 - OWNED**
 - EARNED**
 - EVENTS & PARTNERSHIPS**
- CALIFORNIA FAIRS**
- TOTAL IMPACT**

PROGRAM RECAP VIDEO



EFFORTS FOR CALIFORNIA'S STATEWIDE WATER CONSERVATION PROGRAM

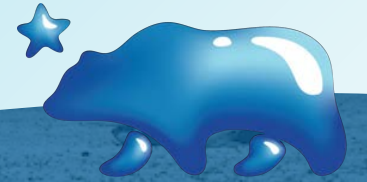
SEPTEMBER 2022 – AUGUST 2024



CAMPAIGN BACKGROUND

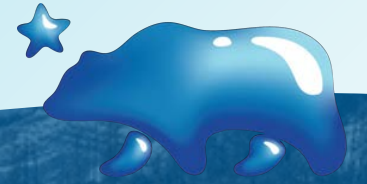


SITUATION: SEPTEMBER 2022



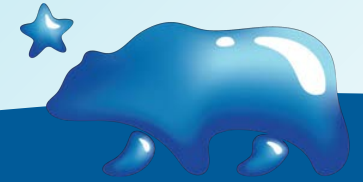
**AN INCREASINGLY WARMER AND DRIER
CLIMATE EXPECTED TO DIMINISH WATER SUPPLY
BY UP TO 10% BY 2040.**

OUR CHALLENGE



**CALIFORNIANS WEREN'T ALIGNED WHEN IT
CAME TO OUR NEW WATER REALITY.**

THE CAMPAIGN NEEDED TO ADDRESS DIVERSE CONSUMER SENTIMENT



**DROUGHT WEARY/
OVER THE SCARE TACTICS**

**DIFFERENT
CULTURAL
RELATIONSHIPS
WITH WATER**

**WEATHER-
DEPENDENT
ACTION**

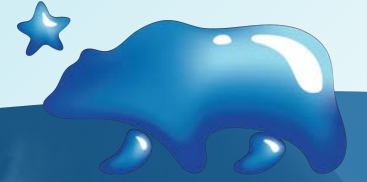
**NOT CONNECTING
THE NEED TO CONSERVE
WITH CLIMATE CHANGE**

**FEEL THEY ARE
ALREADY DOING THEIR
PART/ENOUGH**

NOT TOP OF MIND

**DISTRUST IN
BIG BUSINESS
& GOVERNMENT
DOING THEIR PART**

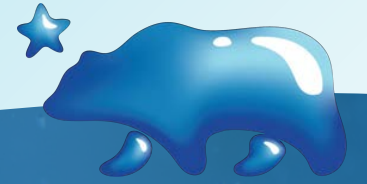
OMNI-CULTURAL INSIGHTS GUIDED CAMPAIGN DEVELOPMENT & DECISION-MAKING



**CALIFORNIANS UNDERSTAND THAT WATER
IS ESSENTIAL TO THEIR LIVES.**

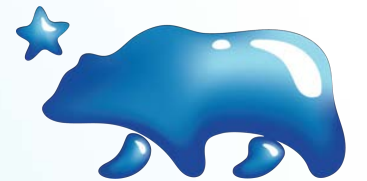
**CALIFORNIANS WERE EQUALLY SPLIT
ON NEEDING AN EMOTIONAL CONNECTION
VS. DIRECT ACTION AS A KEY DRIVER.**

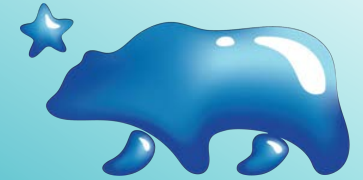
OUR GOAL



**HELP A DIVERSE POPULATION OVERCOME
DROUGHT-FATIGUE AND TAKE ACTION.**

CAMPAIGN STRATEGY





CAMPAIGN OBJECTIVES



GENERAL CONSERVATION

Encourage Californians to make conservation a way of life year-round.

Educate Californians on the importance of saving water.



YARD TRANSFORMATION

Educate Californians on yard transformation as the #1 way to conserve the most water.

Connect residents directly to local resources & rebates.

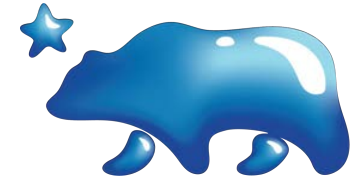


BUSINESS EDUCATION

Encourages businesses (big and small) to do their part to conserve water.

Share how the business community is doing their part.

DATA-DRIVEN, OMNI-CULTURAL BRAND POSITIONING STRATEGY



PURPOSE

MAKE WATER CONSERVATION A WAY OF LIFE FOR ALL CALIFORNIANS

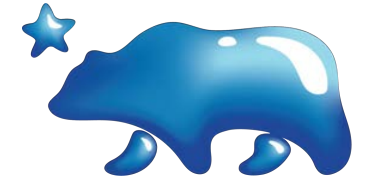
BRAND POSITIONING
WATER IS VALUABLE/PRECIOUS

CAMPAIGN PLATFORM
CONSERVE WATER RAIN OR SHINE

TONE

DIRECT, TRANSPARENT, PROACTIVE, EMPOWERING, OPTIMISTIC

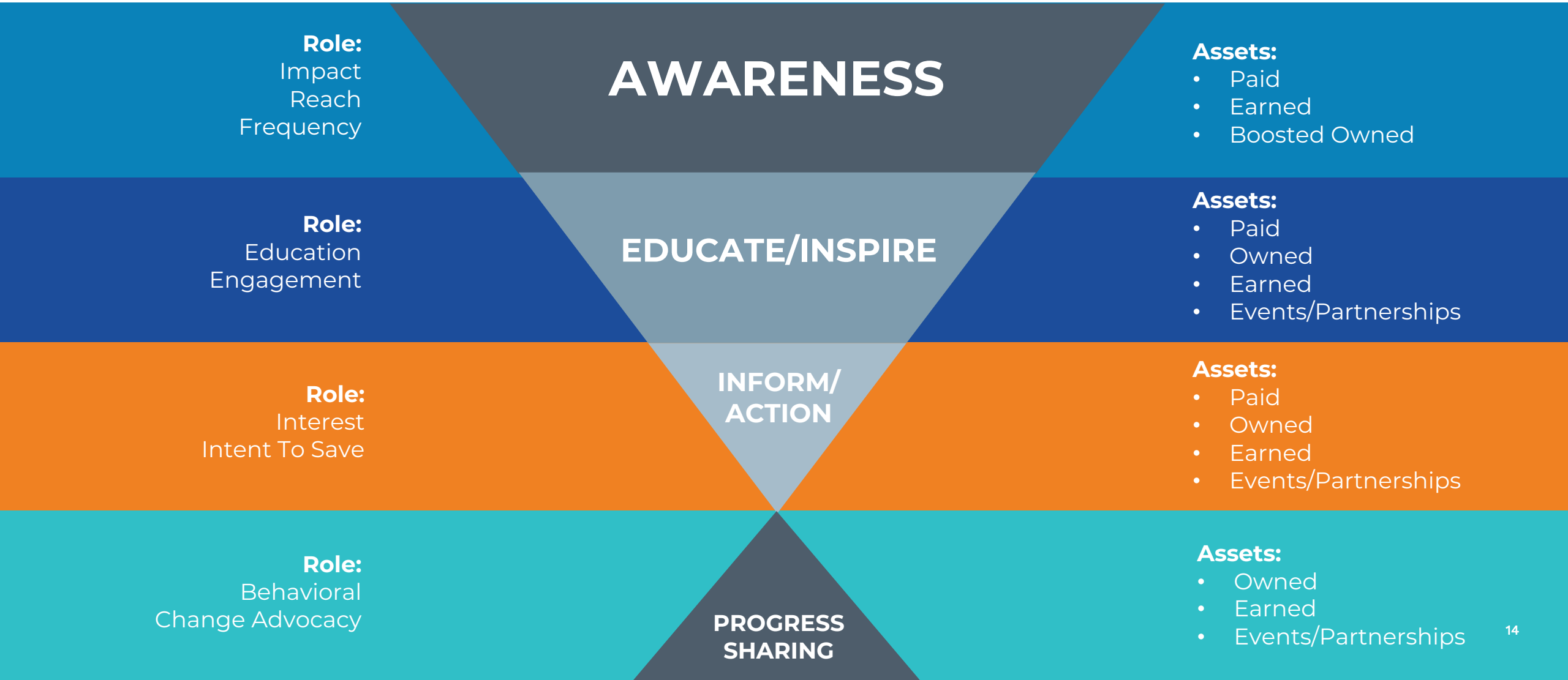
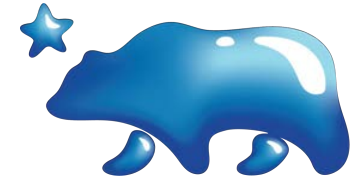
KEY MESSAGING FRAMEWORK



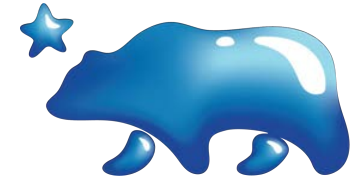
PURPOSE	MAKE WATER CONSERVATION A WAY OF LIFE			
MESSAGING OBJECTIVES	PRIORITY 1 Drive longer-term cultural shift in making water conservation a way of life	PRIORITY 2 Educate on Yard Transformation as the #1 way for consumers to save the most water	PRIORITY 3 Build awareness for business & gov't efforts to carve a path for broad-sweeping consumer change	
UMBRELLA MESSAGE	CONSERVE WATER RAIN OR SHINE			
CONTENT THEMES	New Water Reality	Sense of Urgency	Yard Transformation	Business & Government Conservation Efforts
KEY MESSAGES	Explainer Content (Hotter, Drier Climate)	Seasonality / Weather Triggered	Scalable Solutions For Any Budget	Small, Localized Business Stories
	Californians Are In This Together / Every Drop Counts	Water Savings Tips to Avoid Wasting Water	Local Resources & Rebate Programs	Innovation Stories
	Water Usage Education	Residential Stories	Water Wise Plants & Seasonal Planting	Infrastructure Stories

STRATEGIC CROSS-CHANNEL APPROACH

UNDER ONE CAMPAIGN UMBRELLA TO PULL CONSUMERS THROUGH THE FUNNEL AND DRIVE REAL CHANGE



GEOGRAPHY: LAYERED TARGETING FOR REACH & IMPACT



■ Sacramento/North	9%
■ Bay Area	20%
■ Central Valley	10%
■ Central Coast	4%
■ LA County	26%
■ Greater LA Area	22%
■ San Diego	9%

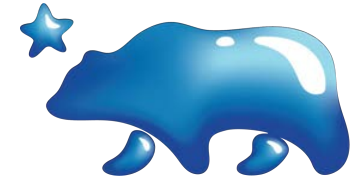
★ Indicates High-Water Use County (23% of respondents)

- Sacramento County
- Solano County
- Fresno County
- Tulare County
- Kern County
- San Bernardino County
- Riverside County



- Statewide foundational effort, to drive broad awareness
- Key market heavy-ups, with priorities in high-water-use counties
- Additional layer of ZIP code targeting, reaching priority ZIP codes in key markets

TARGET AUDIENCE: SEGMENTING FOR OPPORTUNITY



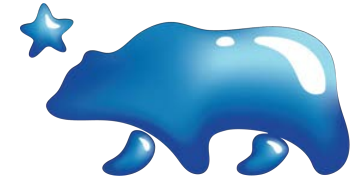
CORE CAMPAIGN TARGETED ALL CALIFORNIANS, AND THOSE LIVING IN HIGH-WATER-USAGE REGIONS, with specific general messages deployed to all segments and more specific deployed according to layered audience segments

	DOES NOT CONSERVE		CONSERVES	
	AMBIVALENT WATER WASTERS	ECO-BELIEVERS THAT DO NOTHING	SEASONAL WATER SAVERS	WAY-OF-LIFE WATER SAVERS
	REMOVE FROM EFFORTS	MOST OPPORTUNITY/VALUE TO IMPACT with General Conservation & Yard Transformation messages		CONVERT TO INFLUENCERS of General Conservation & emphasize Yard Transformation messages

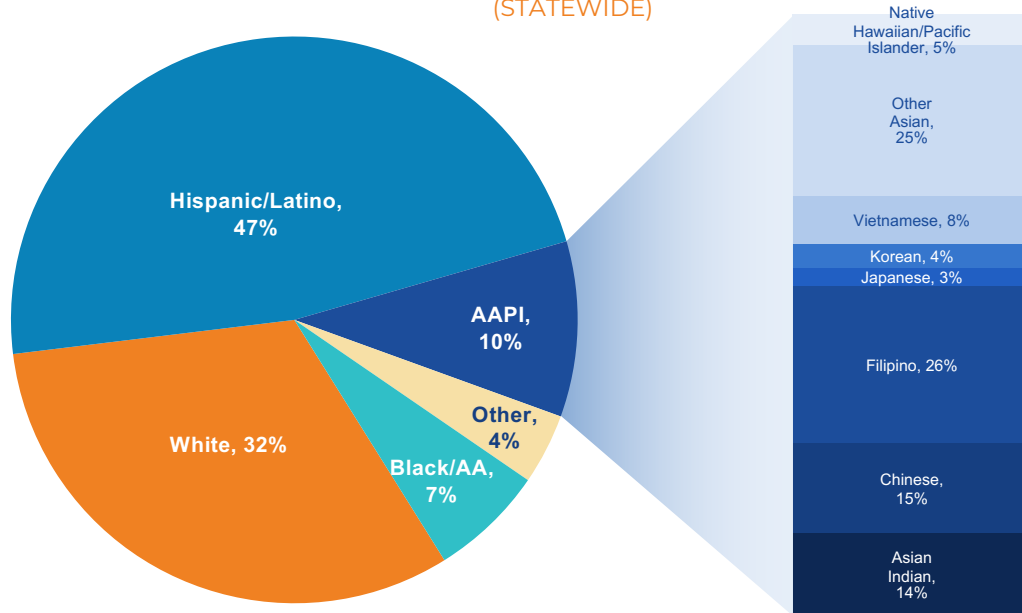


Further targeting considerations for Homeowners, Renters, Multicultural, & Hard-To-Reach audiences

IN-LANGUAGE OUTREACH: PRIORITIZED BY REGION



LANGUAGES SPOKEN
(STATEWIDE)



DMA	% Spanish Speakers	% Chinese Speakers	% Tagalog Speakers	% Korean Speakers	% Hmong Speakers	% Vietnamese Speakers
Fresno County	33.9%	0.47%	0.71%	0.14%	2.75%	0.41%
Kern County	38.6%	0.29%	1.10%	0.20%	0.01%	0.20%
Riverside County	33.0%	0.78%	1.37%	0.47%	0.06%	0.63%
Sacramento County	13.2%	2.41%	1.78%	0.43%	1.56%	1.61%
San Bernadino County	33.8%	1.30%	1.45%	0.60%	0.03%	0.55%
San Joaquin County	26.4%	1.11%	2.76%	0.17%	0.95%	0.98%
Solano County	16.6%	0.82%	6.87%	0.27%	0.05%	0.57%
Stanislaus	31.8%	0.45%	0.70%	0.14%	0.13%	0.28%
Tulare County	46.7%	0.19%	0.65%	0.07%	0.21%	0.13%

Legend Priority Tier 2

CAMPAIGN CREATIVE



NEW BRAND IDENTITY IN ENGLISH & SPANISH

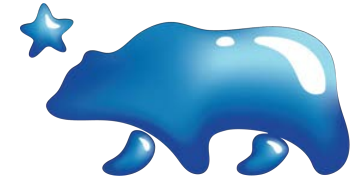
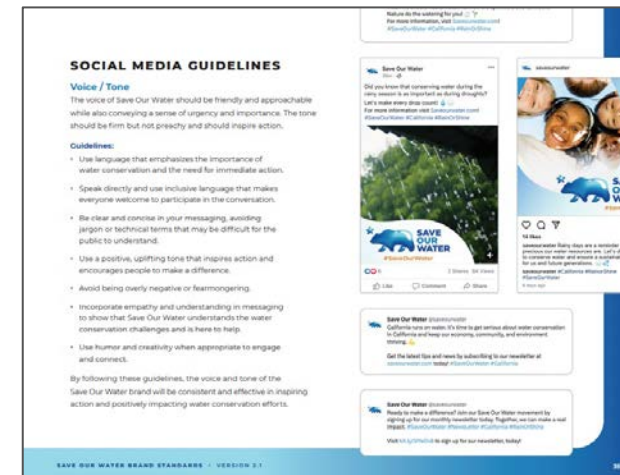
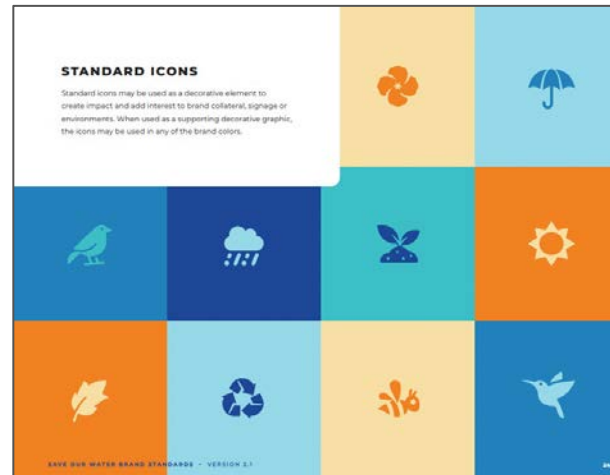
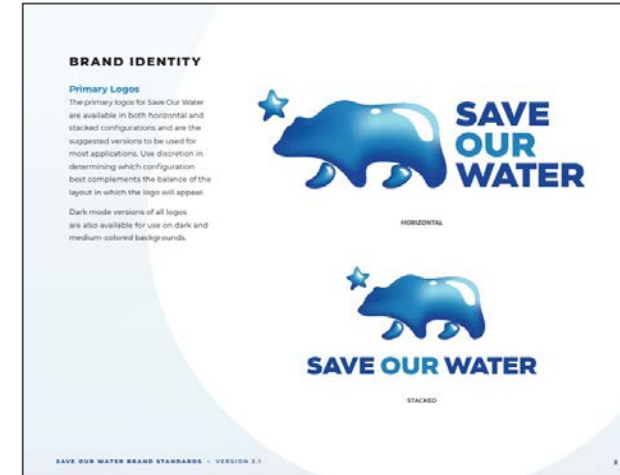
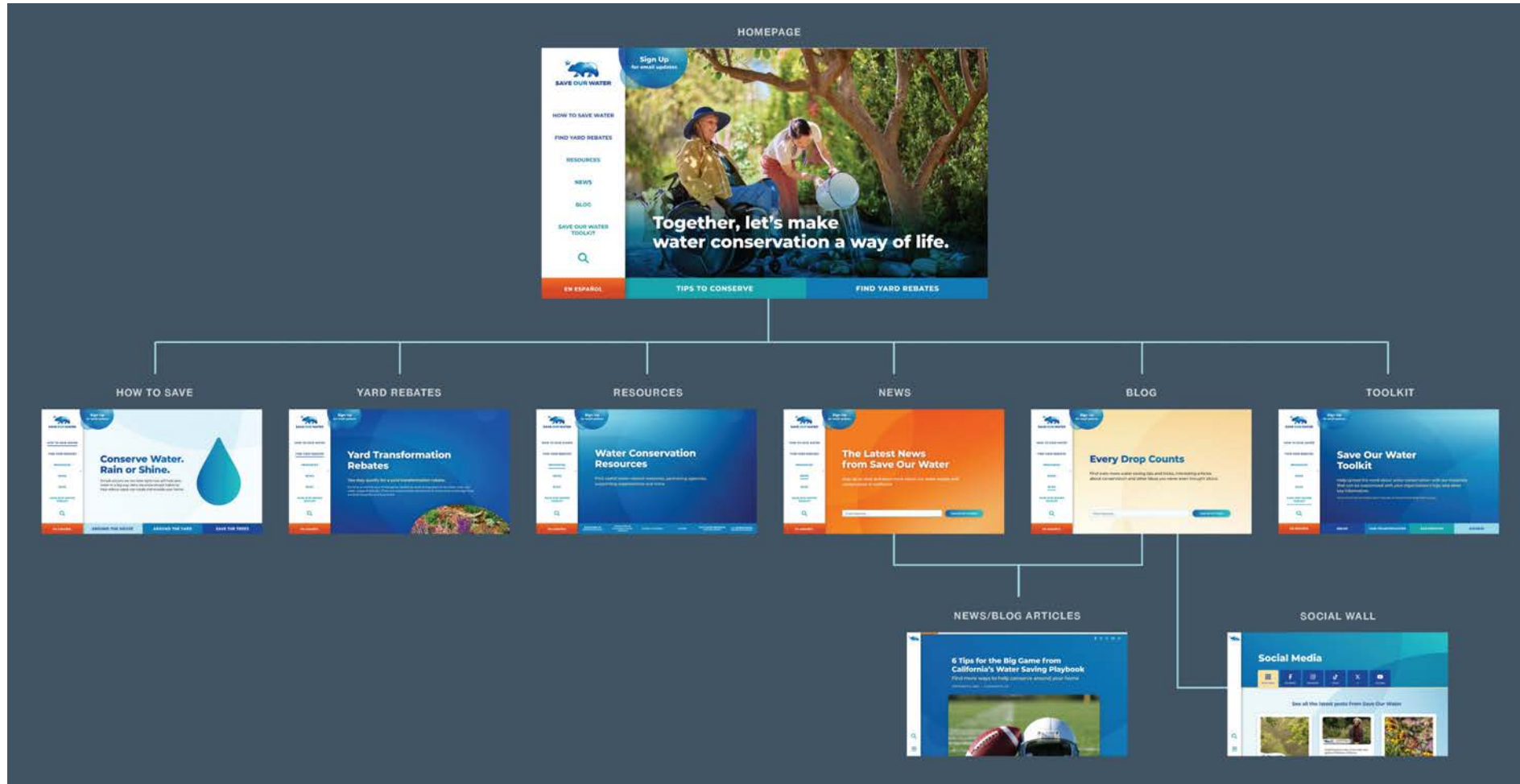
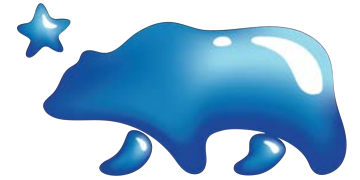


TABLE OF CONTENTS

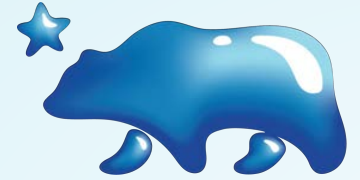
- 3 BRAND OVERVIEW
- 4 CA Water Bear
- 5 Primary Logos
- 8 Spanish Logos
- 10 TYPOGRAPHY
- 11 Typographic Hierarchy
- 13 COLORS
- 12 Primary Color Palette
- 13 Secondary Color Palette
- 14 Color Contrast / ADA Compliant Color Use
- 15 Gradients
- 16 ALTERNATE LOGOS AND MARKS
- 16 Single-color Logos
- 17 Digital Use - Social Icon
- 18 LOGO REQUIREMENTS
- 20 Logo Use Guidelines
- 23 GRAPHIC ELEMENTS
- 23 Water Drop Icons
- 24 Standard Icons
- 25 Textures & Patterns
- 27 Photography
- 33 BRAND IN ACTION
- 35 Design Applications
- 34 Social Media Guidelines



NEW WEBSITE IN ENGLISH & SPANISH



LAYERED CREATIVE INITIATIVES



GENERATE AWARENESS & EDUCATE ON THE ISSUE

EDUCATIONAL CONTENT

CREATE EMOTIONAL CONNECTION TO THE VALUE OF WATER

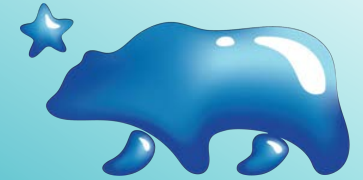
FOR THE LOVE OF WATER

EDUCATE ON ACTIONABLE WAYS TO SAVE WATER

TOUGH LOVE

DIRECTLY CONNECT TO LOCAL RESOURCES & REBATES

YARD TRANSFORMATION



FOR THE LOVE OF WATER

created an emotional connection, positioning water as something precious that we all have a special relationship with. It communicated how water empowers the unique California way of life and how important it is to protect for future generations.



**WATER
IS PRECIOUS**



**CONSERVATION
AS A WAY OF LIFE**



**APPEALS WITHOUT
SHAMING**



**WE'RE IN THIS
TOGETHER**



For the love of water, California.



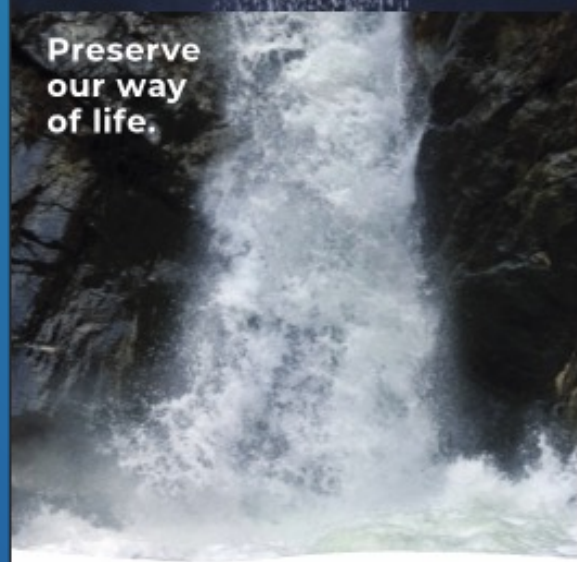
Reuse indoor water in your garden.



By finding simple ways to save water around your house, you can help preserve our most beloved resource. Let's make water conservation a way of life. Find ways to conserve at SaveOurWater.com



Conserve shower water.



Preserve our way of life.



By finding simple ways to save water around your house, you can help preserve our most beloved resource. Let's make water conservation a way of life. Find ways to conserve at SaveOurWater.com



캘리포니아를 위하여

물 절약을 생활화 합시다.

몇 차례 폭풍은 캘리포니아의 모수와 저수지의 수위는 상당히 상승했지만, 지속적인 물 절약은 우리의 삶을 지속하는데 중요합니다.

SaveOurWater.com 에서 더 많은 정보를 찾으세요.



Bởi vì Tình yêu Dành cho Nước, California.

Hãy biến việc bảo tồn nước thành một phương châm sống.

Mưa bão đã giúp làm đầy các hồ và bể chứa nước hơn, nhưng tiếp tục tiết kiệm nước là việc làm quan trọng như việc bảo tồn phương cách sống.

Tim thêm cách thức tiết kiệm tại SaveOurWater.com



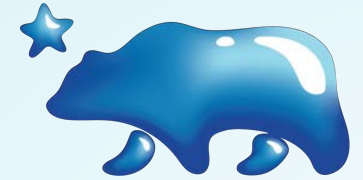
Por el amor al agua, California.

Cuidémosla para el futuro.

Haz pequeños cambios como reutilizar el agua de casa. Cuidarla hoy la asegurará para las futuras generaciones.

Aprende cómo en CuidemosNuestraAgua.com





TOUGH LOVE

got straight to water conservation tips in a way that was warm and funny without losing the seriousness of the message. Celebrities Danny Trejo & Niecy Nash harnessed their tough sides to deliver 'tough love' to Californians, so they didn't contribute to water waste and learned new ways to save along the way.



**WATER
IS PRECIOUS**



**CONSERVATION
AS A WAY OF LIFE**

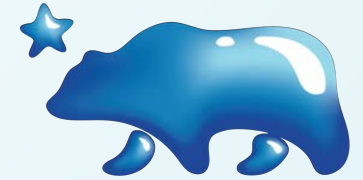


**WAYS TO
CONSERVE**



**SENSE OF
URGENCY**





YARD TRANSFORMATION

Educate on the value and promote action



**SCALABLE
SOLUTIONS**



BEAUTIFUL



**WATER-WISE
PLANTS**



**LOCAL
REBATES**

EL CONOCEDOR DE JARDINES



"GUERRAS DE CÉSPED"

PATROCINADO POR
CUIDEMOS NUESTRA AGUA

Transform your yard with water-wise landscaping.

FIND REBATES



SAVE OUR WATER

Ahorra más agua, elige plantas de poco riego.

VER REEMBOLSOS



CUIDEMOS NUESTRA AGUA

Go from water-waster to water-saver.

FIND REBATES



SAVE OUR WATER

Save Our Water
Sponsored - Paid for by California Department of Water Resources

Transform your thirsty lawn into a water-wise oasis. Find local rebates, save water, get curb appeal. Win win win.

Confirmed organizat...



SAVE OUR WATER

saveourwater.com
Beautify your yard **Learn more**

188 20 comments 12 shares

Like Comment Share

Cuidemos Nuestra Agua
Sponsored - Paid for by California Department of Water Resources

Los reembolsos pueden reducir el costo de transformar tu jardín sediento en uno hermoso de poco riego.

Confirmed organizat...




CUIDEMOS NUESTRA AGUA

cuidemosnuestraagua.com
Hora de transformar tu jardín **Learn more**

535 28 comments 59 shares

Like Comment Share



Find rebates for your yard.

SAVE OUR WATER

Big (or small) yard updates can cost less



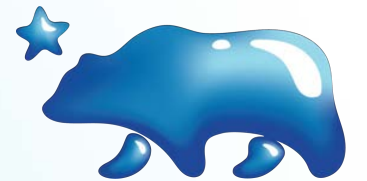
SAVE OUR WATER

Rebates can help you make beautiful water-wise gardens.

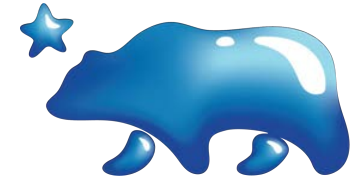


SAVE OUR WATER

CAMPAIGN RESULTS & HIGHLIGHTS

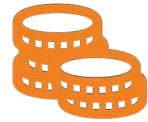


PAID PERFORMANCE



SPEND

19.5M



ADDED VALUE

4.7M



IMPRESSIONS

1.27B



VIDEO VIEWS

50M



CLICK THROUGH RATE

.26%



CLICKS

710K



SESSIONS

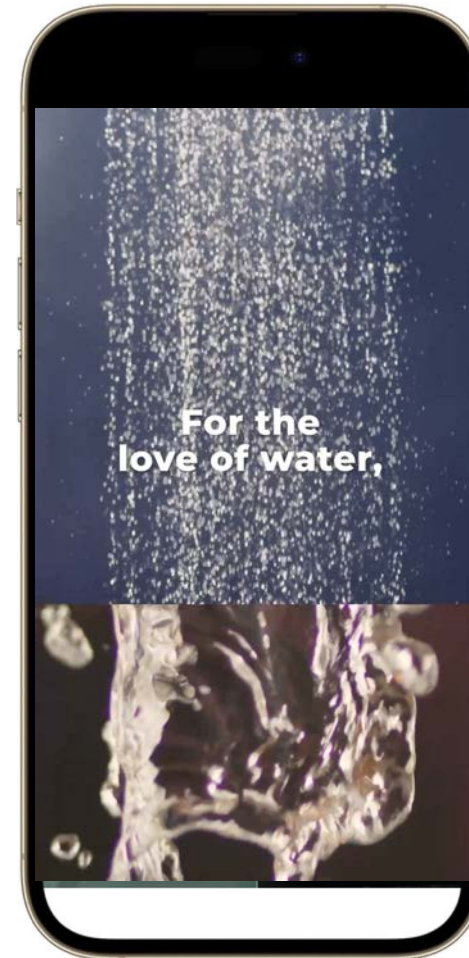
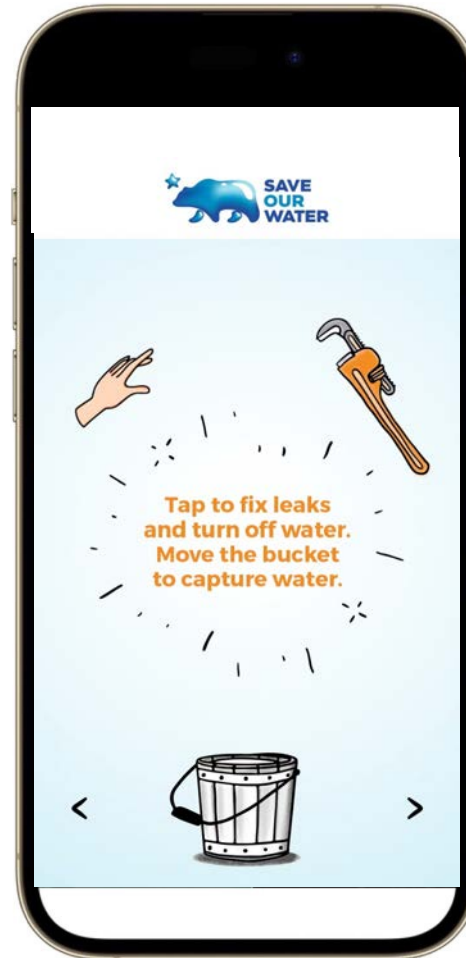
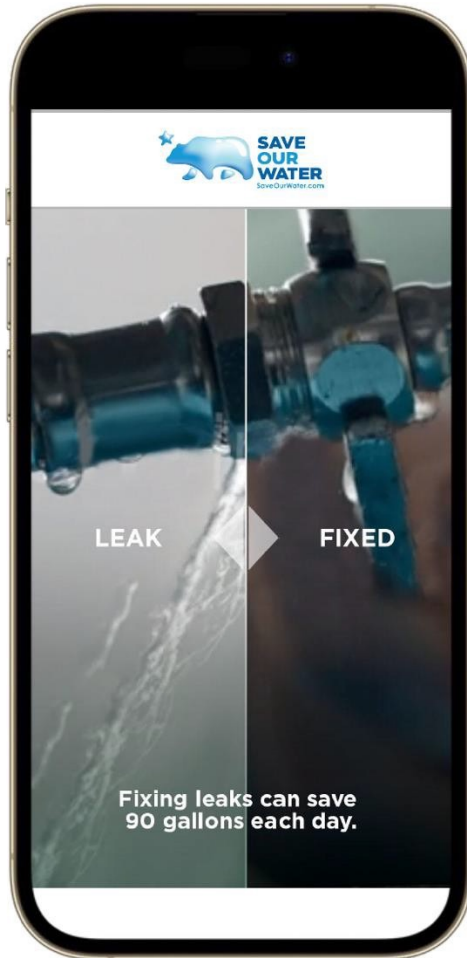
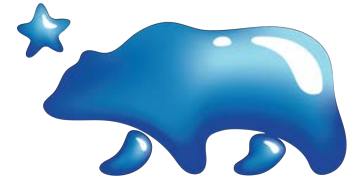
740K



AVG. TIME ON SITE

:30

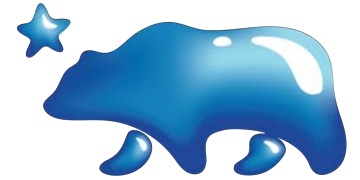
HIGHLIGHT: FOCUSED ON HIGHLY ENGAGING & EDUCATIONAL DIGITAL PLACEMENTS



KARGO



HIGHLIGHT: CREATED INTEGRATED, COMMUNITY-BASED COMMUNICATIONS




La Opinión 

CUIDAR EL AGUA Y PREPARARSE PARA EL CALOR

es la nueva realidad climática de California.

Esta nueva realidad nos reta a cambiar nuestro estilo de vida para adquirir las herramientas necesarias para el futuro.

A medida que avanzamos hacia los calurosos meses del verano, ¿cómo podemos trabajar juntos para adaptarnos a esta nueva normalidad?

Sigue leyendo para obtener consejos sobre cómo responder ante el calor extremo y trabajar hacia una realidad hídrica más sostenible.




La Opinión 

CONSERVING WATER AND PREPARING FOR HEAT

in California's new climate reality

Extreme weather challenges us to make daily lifestyle changes to ensure we have the tools we need for the future.

As we move into the summer months, how can we work together to adapt to this new normal?

Keep reading to get tips on navigating extreme heat and working toward a more sustainable water reality.




CuidateDelColorCA.com

SI HAY CALOR EXTREMO, POR FAVOR CÚDATE

Protégete a ti y a tu familia de las olas de calor

Nuestro clima ha cambiado ocasionando que las condiciones como el calor extremo sean cada vez más comunes. Las olas de calor pueden ser peligrosas para la salud, especialmente para las personas mayores, niños y personas con condiciones de salud preexistentes.

✓ **Acude a un lugar fresco:** cuando haga mucho calor, limita el ejercicio y las actividades en el exterior. Busca un centro de enfriamiento, centro comunitario, biblioteca, centro comercial o cualquier edificio con aire acondicionado en donde puedas refrescarte. Los parques con sombra o piscinas también pueden ayudar. También protégete usando gorros, gafas de sol, bloqueador solar y manteniéndote hidratado. Llama al 2-1-1 para servicios comunitarios y al 5-1-1 para información de transporte público por si lo necesitas.

✓ **Cuida a tu familia y amigos:** asegúrate de que los miembros de tu familia y comunidad estén a salvo. Las personas mayores son más propensas a sufrir térmicos. Ellos no se adaptan tan fácilmente a los cambios bruscos de temperatura, y ciertos medicamentos dan susceptibilidad a calores subtiles. Los bebés y niños sudan menos que los adultos, y tienen menor capacidad de refrescarse por sí mismos, incluso las mascotas se ven afectadas por el calor extremo! Asegúrate de que permanezcan a la sombra y beban agua.

✓ **Ahorra energía:** apaga las luces y evita usar electrodomésticos grandes, ajusta el termostato a 78 °F (25 °C) o menos, y evita recargar coches eléctricos durante los días calientes para prevenir incendios.

Estos consejos pueden ayudar a prepararse para la ola de calor extremo. Comparte esta información con amigos y manteniéndolos a salvo.

Obtén más consejos e información, visita: cuidatedelcolora.com



 **SAVE OUR WATER**

LET'S MAKE SAVING WATER A WAY OF LIFE

Though we saw a record amount of rain and snow this winter, we face a hotter, drier future. These weather extremes are why making water conservation a way of life is so important!

Simple changes in our daily lives make a big difference in the long run. Where should you begin conserving water? There are many easy ways to get started.

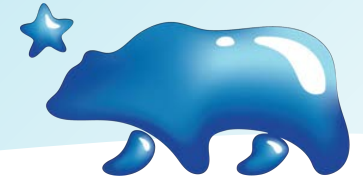
-  Fixing leaks inside and outside the home can save up to 90 gallons of water each day.
-  Running the washing machine only when full can save 45 gallons per load!
-  Running the dishwasher only when full saves 24 gallons per load compared to washing dishes by hand!
-  Installing aerators can save a half a gallon per minute. Installing high-efficiency toilets can save up to 35 gallons per day.
-  Placing a bucket inside the shower while your water warms up and using it in your garden is a great way to save. Shorten your showers, take cold showers, or turn off the water while shaving. Each of these actions can save over 10 gallons of water each shower.
-  Instead of letting the water run while washing veggies and fruits, fill a bowl with water, drop them in and wipe them dry.

Californians across the state are coming together to solve this challenge for the days ahead. Together, individuals, businesses, municipal government, and agriculture can help preserve and protect our water supply.

Find out all the ways to conserve water at SaveOurWater.com

Follow  @SaveOurWater  @SaveOurWater or  @CuidateMuestraAguaCA  @SaveOurWaterCA or  @CuidateMuestraAgua

HIGHLIGHT: SECURED ADDED VALUE MULTICULTURAL INTEGRATIONS



TOTAL VALUE OF OF TV + RADIO ADDED VALUE: \$3,330,000



Partner: Telemundo

Three-part Custom Content Series on Yard Transformation



YURINA MELARA
REPRESENTANTE DE CUIDEMOS NUESTRA AGUA

Partner: Univision

Custom segments Despierta América and Edición Digital



Partner: Estrella

Sponsorships of News, Pre-Season NFL

HIGHLIGHT: DEVELOPED PWA CO-OP PILOT PROGRAM



MICRO-CAMPAIGNS TO ACHIEVE LOCAL OBJECTIVES, DRIVING TRAFFIC TO PWA PARTNER WEBSITES.

GEOGRAPHY

Focused geotargets specific to local water agency service area.



CUSTOM TARGETING

Vendors to deploy custom SOW targeting segments to engage those with **Homes**

Demographic

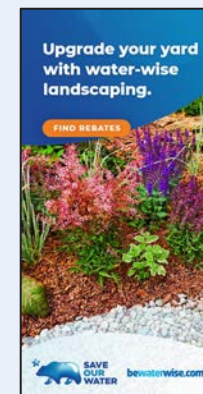
Home Ownership Status /
Home Type

Message Specific



CO-BRANDED ADS

Co-branded messages developed for each campaign, leveraging SOW's creative platform with partner logo inclusion.



OWNED PERFORMANCE



IMPRESSIONS
ACROSS CHANNELS

97M+



INCREASE IN
ENGAGEMENT

+80%



INCREASE IN
AUDIENCE

+39%



INFLUENCER
IMPRESSIONS

100M

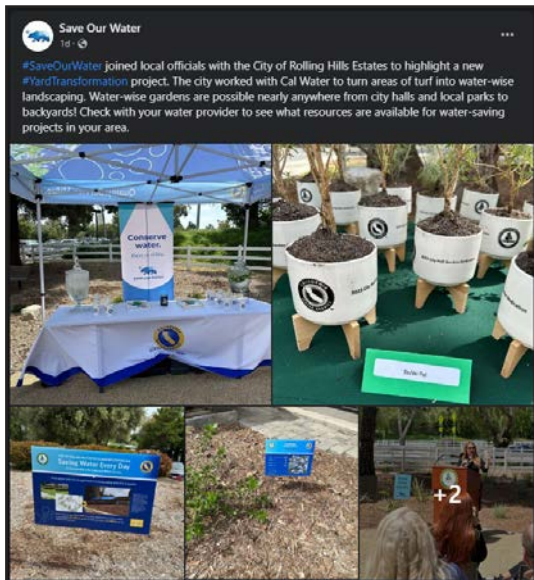
ACROSS 15 LANGUAGES



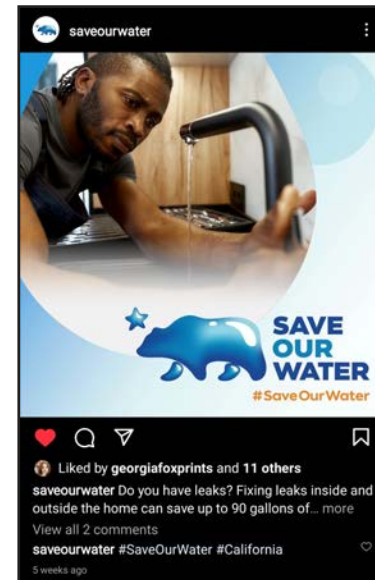
HIGHLIGHT: 2K+ ASSETS CREATED ACROSS KEY MESSAGING THEMES



RESIDENT & COMMUNITY STORIES



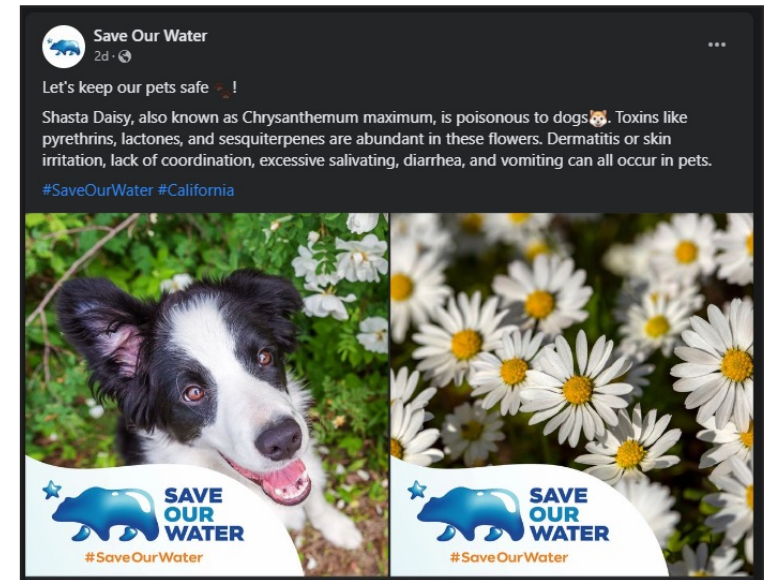
CONSERVATION TIPS



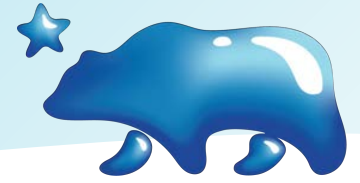
YARD TRANSFORMATION



EXPLAINER/EDUCATIONAL CONTENT



HIGHLIGHT: CREATED NEW SPANISH CHANNELS



HIGHLIGHT: #SWWM (SAVE WATER WITH ME) MICRO-INFLUENCER CAMPAIGN



20 messengers created and posted **100** pieces of content on TikTok, including shares



The campaign had an average engagement of **5.32%**



The content received over **1.6M** impressions on TikTok

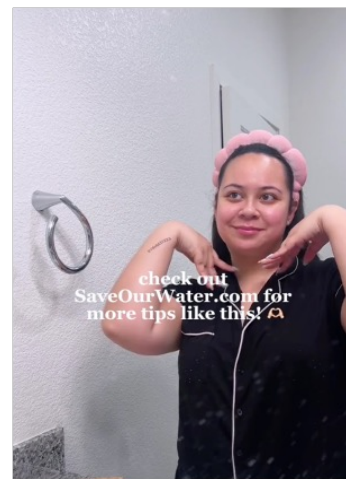
100% of the messengers identified as BIPOC, AAPI, or Latino/Hispanic



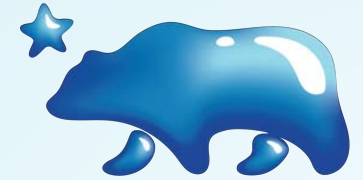
There were **962K audiences reached** through the campaign with many seeing 2+ pieces of content



The creators were located in 11 different CA cities & reached audiences in 37 different counties across the state



EARNED PERFORMANCE



410M

Earned Media
Impressions Statewide



Clear & Actionable
Narrative



Ethnic & General
Market



Storytelling
& Tips



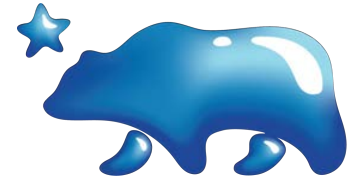
Yard
Transformation



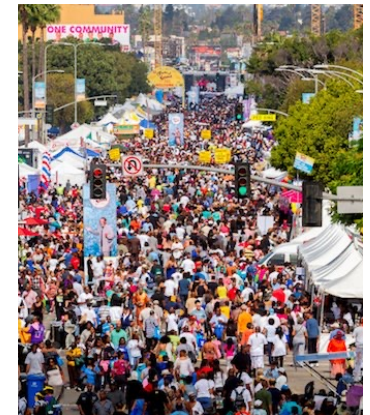
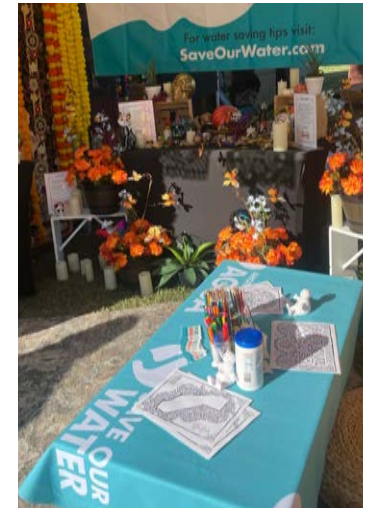
Speaker's
Bureau

- **Clear and actionable narratives helped Californians understand that despite shifts in weather, we still need to conserve all year round.**
- Storytelling built **strong emotional ties to water** and deepened knowledge of **conservation tips** with ethnic and general market media.
- **Yard transformation was a constant theme, cultivating earned coverage of water-wise options for Californians.**
- **Residential and business stories promoted innovation and celebrated communities.**
- Our **speaker's bureau and state agency engagements** brought stories to life through bylined articles and interviews.
- Save Our Water efforts also highlighted the greater context of the water supply strategy to **uplift State and local efforts.**

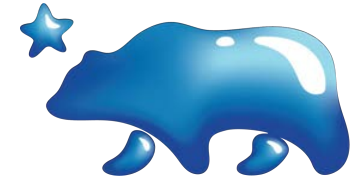
EVENTS & PARTNERSHIPS



- ANGEL CITY FC
- BLACK HISTORY MONTH
- DIA DE LOS MUERTOS
- GIRL SCOUTS
- HMONG FRESNO
- MLK JR. DAY
- ELEMENTARY SCHOOL GARDEN TOURS
- SAC REPUBLIC FC
- TASTE OF SOUL
- TET FESTIVAL
- VISALIA HOME EXPO



SMALL BUSINESS SUPPORT



DEVELOPED WATER-FOCUSED/ SUSTAINABILITY CONTENT FREE FOR ANYONE.

- Value generated across workstreams for paid, owned, and earned efforts
- Leveraged state chambers and small businesses for water workshops



Resources for water risk assessment



Operational efficiencies that reduce costs, protect reputation, and enhance brand value

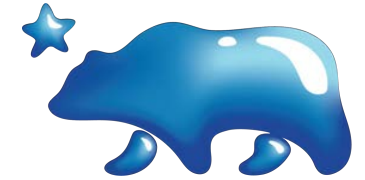


Water conservation efficiency tools, including best practices and creative solution case studies



Consumer connection points that demonstrate small solutions making a big difference

WATER AGENCY PARTNERSHIPS



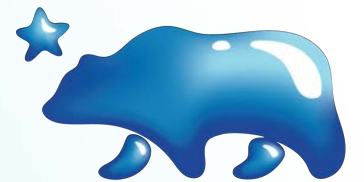
**COLLABORATED WITH
PWAs ACROSS THE STATE**

**PROVIDED EDUCATION &
TOOLKITS AT ACWA**

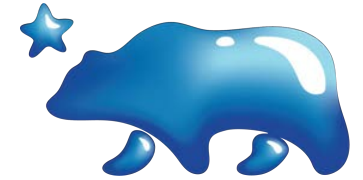
**AMPLIFIED PWA CONTENT
ACROSS ALL SOW CHANNELS**



CALIFORNIA FAIRS



FAIR ACTIVATIONS



San Diego County Fair

June 7 – July 4

Reported Attendance: 1,000,000

California State Fair

July 14 – July 30

Reported Attendance: 650,000

Kern County Fair

September 20 – October 1

Reported Attendance: 450,000



Alameda County Fair

June 16 – July 9

Reported Attendance: 415,000

Orange County Fair

July 14 – August 13

Reported Attendance: 1,000,000

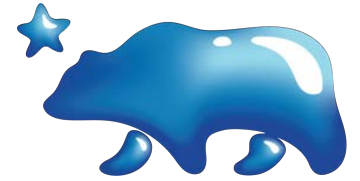
Big Fresno Fair

October 4 – 15

Reported Attendance: 560,000

Estimated # of Attendees = 4,075,000

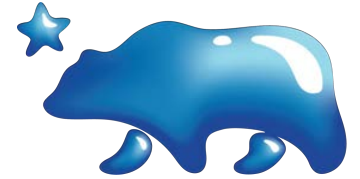
YARD TRANSFORMATION EDUCATION CENTER



Expo-style 'Education Center' spaces:

- Promoted key program messages including **the beauty, ease, and scalability** of Yard Transformation
- Included an **activity station for children** to learn about water conservation and water-wise plants via a coloring booth and building a planter
- Provided an interactive station for fair-goers to **create their own yard transformation plan** with resource references
- **Featured key partnerships** with Home Depot and the California Native Plant Society/Bloom California to provide expert education and resources

PARTNERSHIPS



CALIFORNIA
NATIVE PLANT SOCIETY

California Native Plant Society

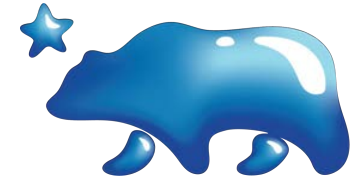
California Native Plant Society is dedicated to conserving California native plants and their natural habitats, while increasing the understanding, enjoyment, and horticultural use of native plants. They are our subject matter experts and will provide guidance to fair goers wanting to learn more about yard transformation.



BloomCalifornia.org

Bloom! California is CNPS' resource to help people growing their own gardens with native plants to grow a beauty unique to California while supporting wildlife and saving precious natural resources. CalScape is another CNPS resource used to find plants that grow well in your region. You can use the CalScape Garden Planner to find plants unique to your zip code and design ideas for a range of landscaping styles.

PARTNERSHIPS

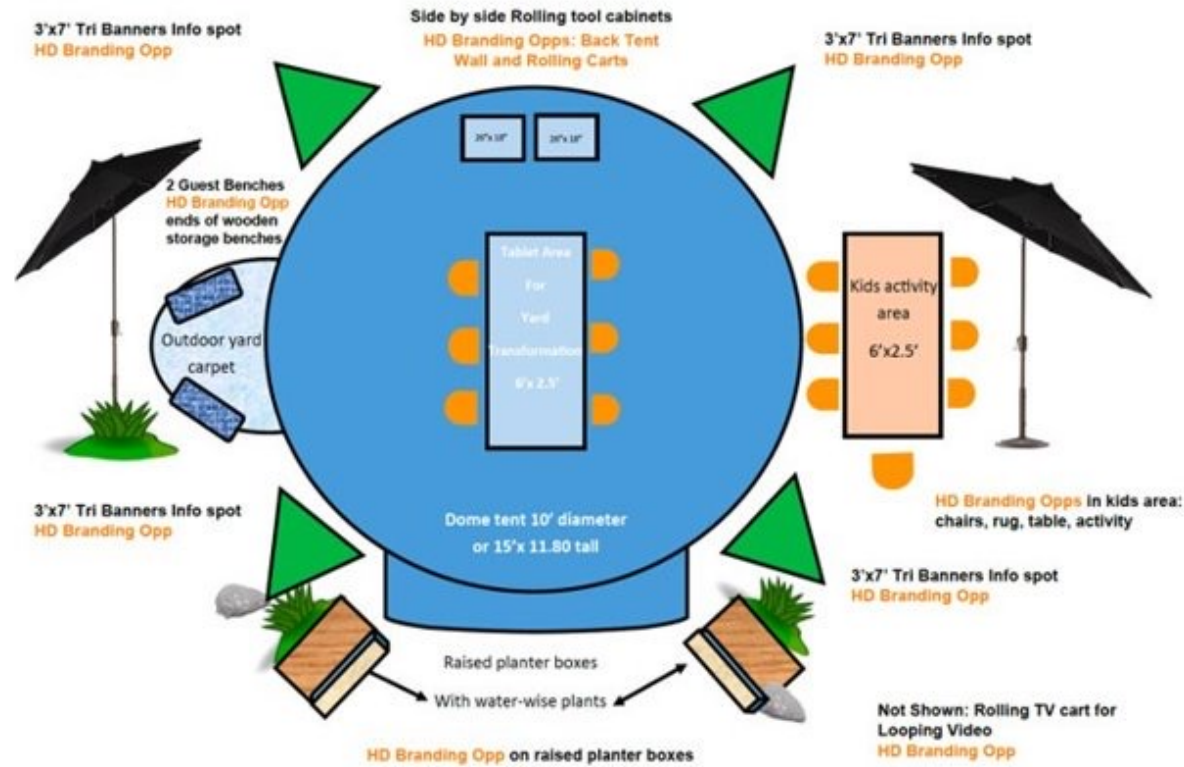
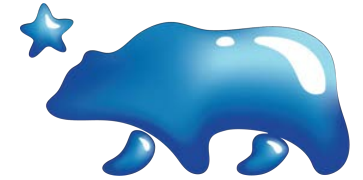


In-kind partnership details included:

- Donated soil, plants and other resources to bring the booth to life
- Facilitation of “Plant Your Own Water Wise Wonders” at the children’s station
- Provided support staffing at booth
- Featured in-store "Save Our Water" signage in 230 stores across the state to help customers identify water-wise plants.
- Terrestrial Radio in California Markets during Fourth of July event 6/26-7/5
- Included in Statewide Digital Streaming Audio (Pandora & Spotify) 6/22-7/4 totaling 70MM impressions



SPACE FOOTPRINT & DESIGN



*Adjustable layout 20x20 30 x 10 elongated

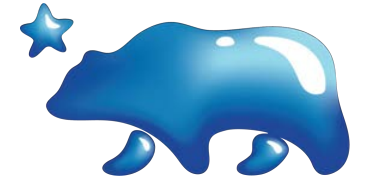
or can be compacted to fit space.

S.O.W. 2023 Fair Exhibit Kit Layout Version .01

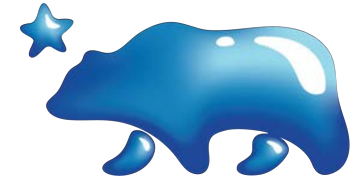
Submitted by KM Creative Solutions



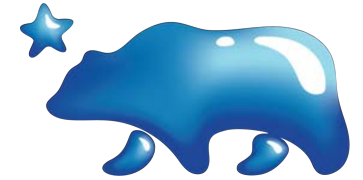
BOOTH EXPERIENCE



BOOTH EXPERIENCE (CONT.)



EARNED MEDIA



Save Our Water Campaign Launched Innovative Partnership to Bring Together Local Water Agencies, the State and Business to Educate Fairgoers on Outdoor Water Conservation

151.2M

TOTAL POTENTIAL AUDIENCE

286

TOTAL EXACT MATCHES

TOP EXACT MATCH PICKUP



Yahoo! Finance
43.7M visitors/month ^[1]



Seeking Alpha
7.5M visitors/month ^[1]



Benzinga
6M visitors/month ^[1]



KTLA [Los Ang...]
5.8M visitors/month ^[1]



WJW-TV FOX-8 ...
5.2M visitors/month ^[1]



PR Newswire
5.1M visitors/month ^[1]



WFLA [Tampa, FL]
3.7M visitors/month ^[1]



MarketScreener
2.6M visitors/month ^[1]



Morningstar
2.5M visitors/month ^[1]



KXAN-TV NBC-3...
2.4M visitors/month ^[1]



KDVR [Denver,...]
2.3M visitors/month ^[1]



WGN [Chicago,...]
2.2M visitors/month ^[1]



KTVI-TV FOX-2...
1.9M visitors/month ^[1]



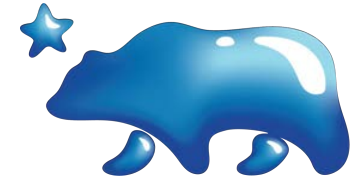
KRON [San Fra...]
1.9M visitors/month ^[1]



WXIN-TV FOX-5...
1.9M visitors/month ^[1]

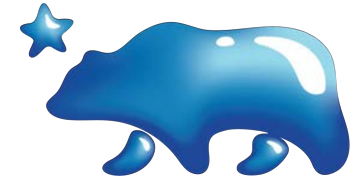
PAID MEDIA

SOCIAL PERFORMANCE AGGREGATION



Buy Delivery			
Metric	Delivered	Goal	% to Goal
Budget	\$59,996.36	\$60,000	100%
Impressions	6,808,555	6,000,000	113%
KPIs & Goals			
CTR	0.68%	0.50%	136%
Clicks	46,160	30,000	154%
GA4 Sessions	36,166	25,500	142%

COLLATERAL/GIVEAWAYS



Educational giveaway items at the booth included:

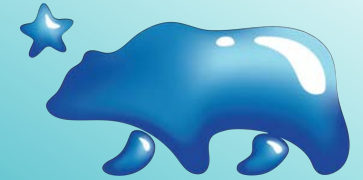
- 50,000 branded seed packets
 - California Poppy
 - Purple Coneflower
- 50,000 Branded Totes
- 50,000 Kids Coloring Books
- 50,000 Temporary Tattoos



TOTAL CAMPAIGN IMPACT

SAVE OUR WATER





KEY STRATEGIC/FOUNDATIONAL STATEMENTS	AD-AWARE	UNAWARE
CALIFORNIA RESIDENTS		
Water conservation should be a way of life	63%	54%
It is important to conserve rain or shine	68%	65%
A hotter, drier climate is our new reality	45%	37%
CALIFORNIA LATINO RESIDENTS		
Water conservation should be a way of life	63%	48%
It is important to conserve rain or shine	71%	64%
A hotter, drier climate is our new reality	46%	35%
CALIFORNIA HOMEOWNERS		
Water conservation should be a way of life	68%	63%
It is important to conserve rain or shine	69%	68%
A hotter, drier climate is our new reality	47%	41%
KEY CONSERVATION AND YARD TRANSFORMATION ACTION/BEHAVIORAL STATEMENTS	AD-AWARE	UNAWARE
CALIFORNIA HOMEOWNERS		
Add mulch around my trees	55%	44%
Update my outdoor watering with a more efficient irrigation system	45%	42%
Stop watering lawn	44%	41%
Replace lawn, garden, or plants with water-wise landscaping	40%	37%
Collect water in the shower with a bucket	36%	19%
Install a pool cover to prevent evaporation	33%	18%
Install a rain barrel or cistern	28%	11%
Install a greywater system	22%	10%

OVERALL, INTEGRATED CAMPAIGN EFFORTS SHIFTED THE HEARTS & MINDS OF AD-AWARE CALIFORNIANS.

90%

AGREEMENT WITH CONSERVATION PRINCIPLES

17%↑

WATER CONSERVATION SHOULD BE A WAY OF LIFE

THANK YOU



AGENCY PARTNERS



AXIS



IMPRENTA