



Report **04.664**
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Committee **Utility Services**
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 Greater Wellington Water

Water Conservation Promotion Update - Summer 2005

1. Purpose

To update the Committee of developments in the planning for Greater Wellington's summer water conservation campaign, including linkage to the Council's 'Be the Difference' campaign, that have occurred since the Committee last met, on 9 September 2004 (see **Attachment 1** – Report 04.528 - for the report on water conservation promotion to that meeting).

2. Campaign Aim

To reduce garden water demand relative to climate conditions and avoid excessive peak water use days by reaching gardeners who are predisposed to conserving water and reminding them that a few simple actions could make a useful difference to the region's environment.

Campaign messages are based on research showing that greater awareness about the impact of garden watering on summer levels of water use would help to raise the perceived worth of water-wise gardening. Addressing uncertainty about appropriate actions, including frequency and duration of watering sessions, could then yield a positive response in terms of water use.

3. Campaign Elements

In response to our brief, Greater Wellington's 'Be the Difference' communications partner, Clemenger BBDO, has proposed a campaign consisting of three components: print, radio and a direct mail item.

3.1 Print

The purpose of the print advertising component is to achieve wide coverage of households in our supply area. Advertising copy will outline the link between summer watering and care for the environment, and a few things they can do to help make a difference. Readers will also be directed to the 'Be the Difference'

web site to join the programme or for more information about water conservation and how to help the region's environment.

Two advertisements are being developed. The key message for each advertisement is to be:

- Check soil moisture levels once or twice a week and only water if needed.
- Watering sessions with a portable sprinkler only need to be 30 minutes long.

In both versions the lead message will be supported by advice that promotes targeted watering to the roots of plants and using mulch to slow evaporation. Both advertisements will also outline that gardens can use a lot of water, which has an impact on the region's rivers and aquifers.

The visual style of advertising will be consistent with other press advertising developed as part of the 'Be the Difference' campaign. The programme's logo and web site address will feature in addition to the Greater Wellington logo.

Bookings have been made with weekly community newspapers that provide a good fit with the areas served by our four water supply customers: The Wellingtonian (WCC area); The Hutt News; The Upper Hutt Leader; and Kapi-Mana News (PCC area). An estimated 70-75% of all people aged 20-60 in our supply area would see this advertising.

Advertisements will be in colour and page-dominant. They can be cancelled at relatively short notice, but we would consider doing so only in the event of a poor summer.

3.2 Radio

The purpose of the radio advertising is to provide placement of messages on days and at times of day when watering is most likely to occur in a typical summer, to give our messages more immediacy and frequency of exposure.

Two radio advertisements are being developed; one based on each of the two print advertisements. In both versions the lead message will be supported by advice that promotes targeted watering to the roots of plants. They will be branded Greater Wellington.

From mid January we have booked airtime from Saturday through to Monday on The Breeze and Newstalk ZB for five weeks. The radio advertisements can also be cancelled at relatively short notice. We will assess the need to use the full schedule of radio advertising as the summer progresses.

An estimated 25 percent of all people aged 20-60 would hear our radio advertising.

3.3 Direct Mail (DM)

The purpose of the DM piece is to communicate directly with 'Be the Difference' members about how to make a difference to the environment through their watering practices. The mail item is being designed to be hung over an outside tap, to serve as a watering point-of-use reminder.

The advice on the tap hanger will be consistent with the press advertising. The DM will be branded as for other 'Be the Difference' communications, with the programme and Greater Wellington logos. The mail-out is planned for mid January, in the first full working week following the Christmas/New Year holiday.

All 'Be the Difference' members (circa 6,800 households) will receive the DM piece. Only those costs associated with reaching members in Wellington, the Hutt Valley and Porirua (5,000 households) will be met from the bulk water levy.

4. Budget

The Utility Services budget allocation to the summer water conservation programme for 2005 is a maximum of \$75,000. Anticipated maximum costs are \$38,000 for print, \$23,800 for radio and \$13,200 for direct mail. An additional \$10,000 is available for advertising or promotions in the event of an extremely dry year, at the discretion of the Divisional Manager Utility Service or the Strategy and Asset Manager.

5. Communications

There is no communications opportunity arising directly from this paper.

6. Recommendation

*That the Committee **receives** the report and **notes** its contents.*

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Attachment 1: Report 04.528