

# Tap Water Plan

## Background and Purpose

Seattle Public Utilities provides some of the best drinking water in the world – available from the nearest tap – yet many people purchase bottled water under the mistaken assumption that bottled is better. It is not and Seattle Public Utilities should take every opportunity to remind people of this fact. Encouraging our customers to use tap water is a true “triple bottom line” opportunity. It is good for them (and us) financially, it is good for the environment, and is a benefit to underserved and immigrant communities, who often use bottled water out of misunderstanding or legacy mistrust of public water supplies. In 2008 SPU worked with then Mayor Greg Nickels to promote an eight week ad campaign touting Seattle’s excellent drinking water and deriding the bottled water industry (see exhibit A). The campaign cost \$40,000 and included a mix of radio spots, some voiced over by the Mayor.

## Strategy

The plan for marketing outreach includes a tiered based campaign that allows for options to be incorporated as funding and budgets allow. The campaign takes advantage of outreach which does not incur any out-of-pocket expenses for the utility as well as a combination of earned and paid media outreach. Earned media includes proactive outreach to broadcast, print and local on-line media such as neighborhood blogs. Paid media includes various levels of outreach incorporating paid advertising. This plan proposes a tier of options to meet various budget needs and Seattle Public Utilities to expand or contract the campaign as monies become available.

## Strategic Messaging

- Seattle Public Utilities has some of the best drinking water in the world
  - It comes from two protected sources in the Cascade Mountains
  - (Need a statement here about the health of tap water)
  - It costs less than a penny per gallon
  - Carry your own water bottle and fill up at the tap
    - It is easy and convenient to use
- Bottled Water costs a lot and is bad for the environment
  - Nationally, only one in ten water bottles get recycled
  - It takes 1.75 gallons of water to produce one gallon of bottled water
  - The manufacture of plastic bottled water requires 17 million barrels of oil annually in the U.S., also producing 2.5 million tons of carbon dioxide
  - Bottled water costs 2,400 times more than water from your tap.

## **Proposed Outreach Elements**

### **2012 Campaign**

- Focused Message in 2012 Drinking Water Quality Report
- Article in @Your Service
- Home Page Branding
- Web page(s) developed on existing site.
- Earned Media outreach to blogs and area news media
- Media Event (timed to take place with release of DWQR.
- Possible special public education event(s) at Education Center
- Possible radio advertising/PSA component
- Participation in fairs and community events.

### **2013 Campaign**

- Approach various local businesses and organizations to partner with us to promote tap water (more below)
- Updated web site messaging and pages promoting Seattle's water
  - Seattle Public Utilities develops an interactive map that shows where all public drinking fountains are located (must be mobile friendly, or signs up with TapIt Water to become part of their App. See Metro Vancouver's Tap App for an example of a custom design, or below for TapIt Water info.
  - Approach Starbucks with a proposal to promote Seattle retail outlets as drinking water refill stations. We can approach Starbucks this year (2012) and seek a partnership that adds a drinking water element to the current SB interactive map showing each retail location. <http://www.starbucks.com/store-locator> .
  - Encourage other businesses (mostly Coffee places) to sign up with "TapIt Water App" (<http://www.tapitwater.com>) that shows businesses that agree in advance to fill up your refillable bottle for free (although it says it's only in San Fran, New York, Portland, Des Moines and Reno, there actually is one place in Seattle, West Seattle that is).
- Develop advertising for online blogs and top local web sites.
- Purchase ads in local neighborhood papers
- T-shirts, water bottles, etc available through a partner(s) such as REI, Starbucks, Bartell Drugs, etc.

- Approach Starbucks, REI or some locally based company to work out a water bottle promotion to give (discounted or free) water bottles to Seattle area residents. This could be as part of a call to action, event driven, or another idea).
- Encourage customers to take our logo water bottle with them on their travels, and send us photo's of them and their water bottle in exotic places (see Portland Water web site for example)

### **2013 or Beyond (In addition to above/as budgets allow)**

- Continuation of growing partnerships
- Develop full multi-media campaign with a well-known hometown Seattle celebrity or a number of famous Seattleites enjoying and espousing Seattle water. This campaign could encompass, TV, radio, print, public events, social media, etc.
- Purchase broad based radio ads for local and foreign language stations in the Seattle market
- Approach Seattle based musician/entertainer whom might be interested in being a spokesperson for this campaign. Would need to be willing to work at scale for this cause.
- Dedicated Seattle Tap Water Facebook page or blog, and twitter site?
- Tap Water Pledge – Take the pledge (online or printed, see San Francisco or Vancouver for examples) and enter to win a free tour for four people on a summer weekend “Tap Water Tour” of the Cedar River Watershed, T-shirts, water bottles, etc.
- Create your own YouTube video promoting Seattle’s Tap Water, enter to win a free tour for four, T-shirts, Water bottles, etc.

### **Programmatic Possibility**

Develop a new program to install public refill stations around Downtown Seattle, and possible neighborhood business districts.

### **Proposed Tag Lines** (Optional for advertising, water bottles, etc.)

- Seattle Water – Great from the tap
- Seattle Water – Best from the tap
- Seattle Water – The Best There Is
- Drink Tap
- Rediscover Tap Water
- Tip top tap
- It's better from the tap
- Goodness from the tap
- Tap water is Tops
- Seattle Tap...Great water is just a faucet away
- Seattle Tap Water...Drink Up! (slight modification of the 2008)
- Drink Tap, Seattle!

- Tap into Seattle Water!
- Seattle Tap Water. Clean. Mountain fresh.
- What's green, clean and extreme? Seattle Tap Water!
- What's green, fresh and clean? Seattle Tap Water!
- Seattle Tap Water. Cascade clean!
- Seattle Tap Water: green, fresh and clean!
- I "heart" Seattle Tap Water (shameless theft of San Francisco's idea)
- Tap into Great Water

T-Shirts Sayings:

- Do the tap
- Get it at the tap
- Just Tap It
- Tap is Better
- Just go to the tap
- Just Tap and Save

## Proposed Campaign Timeline

Timed to kick off when the annual drinking water quality report is due to arrive in mailboxes – the week of May 7. Campaign events can be scheduled to take effect over the following 2 – 4 weeks.

### February

- Development of DWQR with tap water theme incorporated **Cornell**
- Arrange proposal and buy-in for campaign by Ray and E-Team **Dave**
- Begin planning media event (venue, theme, choreography and participants) **Andy Ryan & Cornell**
- Web planning and preparation – needs to be a change or update to existing pages (???)

### March

- Continue developing DWQR **Cornell**
- Get buy-in for campaign by Ray and E-Team **Dave**
- Begin planning media outreach for Seattle Times, local neighborhood papers and blogs **Andy Ryan**
- Begin planning Tap Water education event(s) for Watershed **Ralph**
- Develop strategy and concept for radio spots promoting tap water **Cornell**
- Approach Starbucks marketing/community relations dept. to begin dialogue regarding promoting water bottle refills at all Seattle locations **Cornell**
- Web planning – writing, etc. (???)

### April

- Finalize DWQR **Cornell**
- Development of radio spots for May – June timeframe (beget allowance) **Cornell**
- Proposal for Watershed Education Center event(s) **Ralph**
- Venue and staging for media event set – Mayor scheduled (optional) **Andy**
- Outreach to print media and blogs **Andy**
- Continued dialogue with Starbucks **Cornell**
- Web updates changes finalized and update to pages scheduled???

### May (week of May 7)

- Media Event Staged **Andy**
- DWQR drops in mail **Cornell**
- Dates for watershed events announced **Ralph**
- Radio spots begin airing **Cornell**
- Web pages go live on morning of media event **Web Team**

### June and Beyond

- Radio spots continue to air (Cornell)
- Watershed education events
- Continue developing partnerships

**Exhibit A**

**Media Plan: 2008 Drinking Water Paid Media Campaign**

**Budget: \$40,000**

**Dates: 05/10/2008 – 06/28/2008**

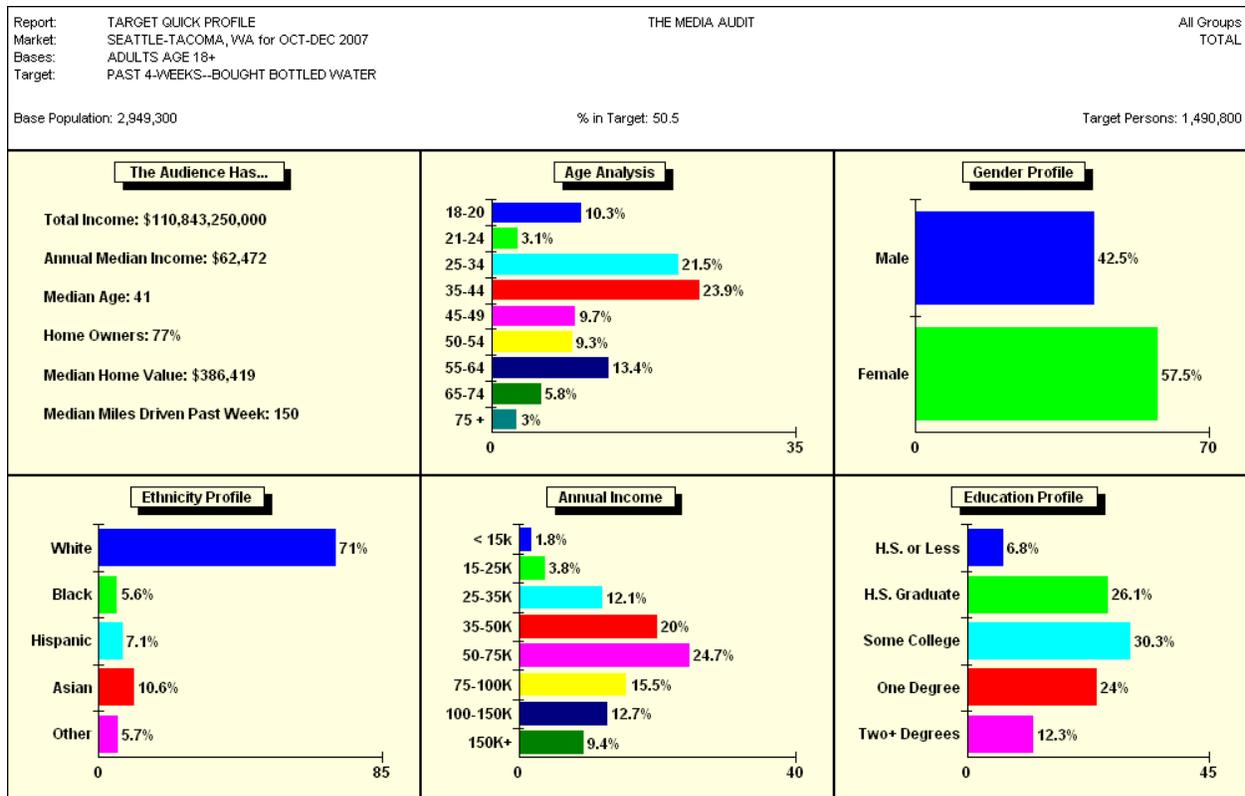
**Objective:** To educate Seattle residents and employees on the benefits of drinking Seattle tap water.

**Demographic Media Target Recommendation:** Adults 25-64, King County ratings, Seattle residents who have purchased bottle water in last 4 weeks.

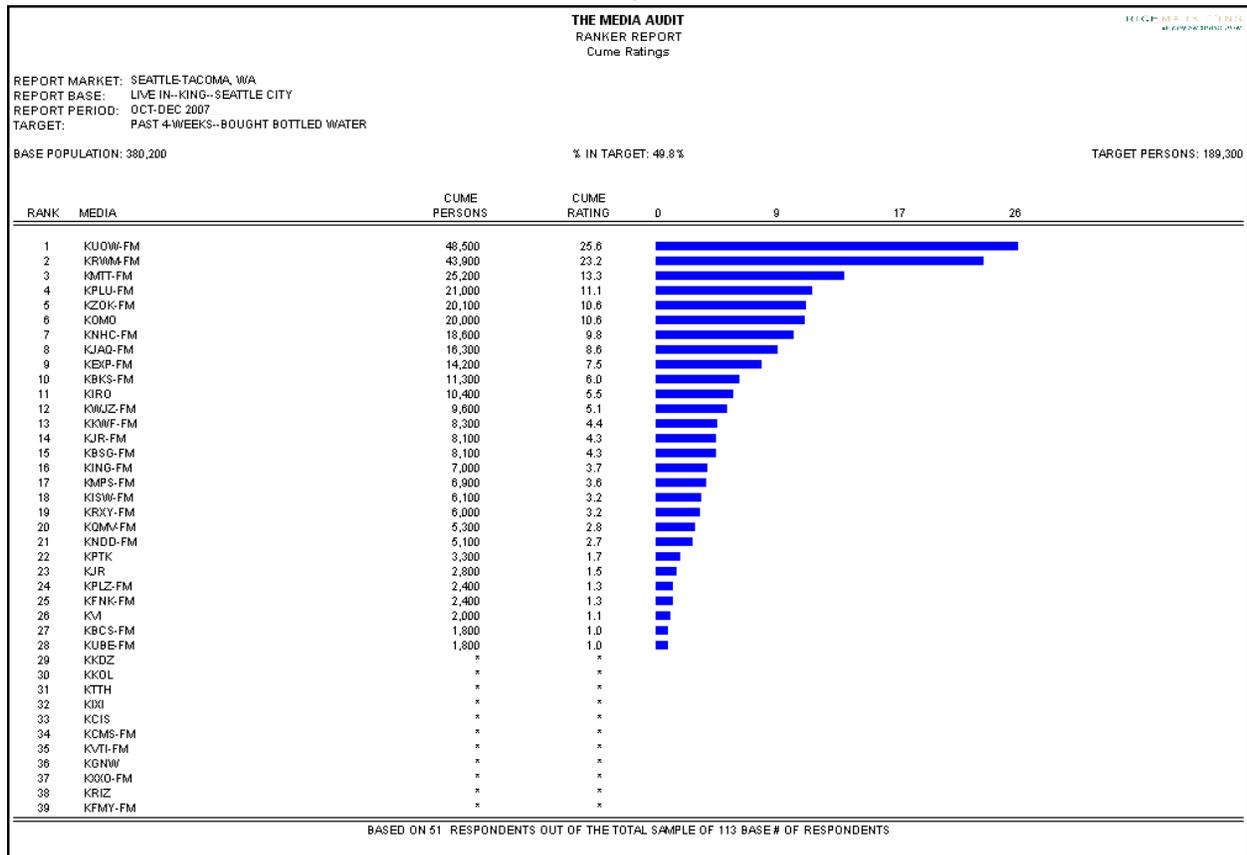
**Sub-Target:** Ethnic residents of Seattle

**Media Recommendations:  
Main Stream Broadcast Radio**

Just over 50% of the population reports having purchased bottled water in the last 4 weeks.



## Radio ranker for Seattle residents who have purchased bottle water:



## Ethnic Audience Composition

White    Black    Hispanic    Asian    Not Reported

| Target: City   | 66.5% | 7.8% | 3.0% | 15.7% | 7.0% |
|----------------|-------|------|------|-------|------|
| <b>KUOW FM</b> | 82.8% | 1.9% | 2.6% | 6.5%  | 6.2% |
| <b>KEXP FM</b> | 88.0% | 0.0% | 4.1% | 0.0%  | 7.9% |
| <b>KMTT FM</b> | 81.8% | 0.0% | 4.5% | 9.4%  | 4.3% |
| <b>KPLU FM</b> | 85.2% | 5.8% | 5.5% | 0.0%  | 3.4% |

|                |       |      |      |       |      |
|----------------|-------|------|------|-------|------|
| <b>KOMO AM</b> | 79.1% | 3.6% | 5.4% | 7.7%  | 4.3% |
| <b>KRWM FM</b> | 65.3% | 6.5% | 7.4% | 13.4% | 7.3% |

**Target Profile: Living in City of Seattle**

**Source: The Media Audit, Seattle - Tacoma, WA DMA, Oct-Dec 2007**

**Media Strategy:**

- Launch paid media on the Saturday (5/10) following the Mayors press event (5/7).
- Include stations and dayparts with slight female skew to match profile.
- Flight stations to stretch media spend and promotional support through June.

**Estimated budget allocation for Mainstream Broadcast Radio: \$37,500**

**Potential reach of four-station buy: 57%**

| THE MEDIA AUDIT                            |              |             |                    | 1111 1111 1111 1111<br>WWW.MEDIAAUDIT.COM |                         |
|--|--------------|-------------|--------------------|---|-------------------------|
| AD CAMPAIGN PLANNER                        |              |             |                    |   |                         |
| REPORT MARKET: SEATTLE-TACOMA, WA          |              |             |                    |   |                         |
| REPORT BASE: LIVE IN-KING--SEATTLE CITY    |              |             |                    |   |                         |
| REPORT PERIOD: OCT-DEC 2007                |              |             |                    |   |                         |
| TARGET: PAST 4-WEEKS--BOUGHT BOTTLED WATER |              |             |                    |   |                         |
| BASE POPULATION: 380,200                   |              |             | % IN TARGET: 49.8% |   | TARGET PERSONS: 189,300 |
| MEDIA                                      | CUME PERSONS | CUME RATING | NET CUME REACH     | 0   | 50                      |
| KJOW-FM                                    | 48,500       | 25.6        | 25.6               |   |                         |
| KRWM-FM                                    | 43,900       | 23.2        | 44.2               |   |                         |
| KPLU-FM                                    | 21,000       | 11.1        | 47.9               |   |                         |
| KOMO                                       | 20,000       | 10.6        | 57.1               |   |                         |
| Radio                                      | 108,000      | 57.1        | 57.1               |   |                         |
| Net Cume Reach %                           |              |             | 57.1               |   |                         |
| Net Cume Persons                           | 108,000      |             |                    |   |                         |
| GRPs                                       |              | 70.5        |                    |   |                         |

MEDIA MIX HAS A MAXIMUM POTENTIAL REACH OF 108,000 PERSONS IN THE TARGET AUDIENCE  
BASED ON 51 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 113 BASE # OF RESPONDENTS

**Media Recommendations:**

**Ethnic Radio**

Many ethnic Seattle residents rely on small community radio stations to keep them connected. The following two radio media groups and stations will be contacted for

programming, rate information, and community outreach programs for possible inclusion in the campaign.

| <u>Radio Group</u>   | <u>Call Letters</u> | <u>Dial Position</u> | <u>Ethnicity</u> |
|----------------------|---------------------|----------------------|------------------|
| Bustos Media         | KDDS FM             | FM 99.3              | Hispanic         |
|                      | KWVG AM             | AM 1210              |                  |
| Salem Communications | KKMO AM (Radio Sol) | AM 1360              | Hispanic         |

**Estimated budget allocation for Ethnic Radio: \$2,500**