



The Metropolitan Water District of Southern California

NEWS RELEASE

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July 1, 2015

METROPOLITAN ROLLS OUT SUMMER 2015 ADVERTISING, OUTREACH CAMPAIGN ASKING CONSUMERS TO “TAKE A TURN” AND HELP SAVE WATER DURING DROUGHT
For the first time, Metropolitan’s entire campaign will be produced in five languages—English, Spanish, Mandarin, Korean, Vietnamese—to reach more of region’s diverse audience

As the Metropolitan Water District today began restricting its wholesale deliveries in the fourth year of statewide drought, the district unveiled a region-wide, multi-media advertising and outreach campaign asking Southern Californians to “Take A Turn” and save water this summer.

Featuring television, radio, billboards, transit shelter posters, as well as digital news, video, music channels and online advertising, the “Turn” campaign officially launches next week and centers around the central message that if all Southern Californians do a little more to save water, it adds up to make a big difference.

“What I think is important about this campaign is how it is an individual call to action,” said Metropolitan board Chairman Randy Record. “This campaign has a simple but powerful message. Every bit that every one of us does to save water will add up to big savings. And it is now all of our turns to take conservation to the next level.”

Using eye-catching images of indoor and outdoor knobs, faucets, handles and irrigation timers, each ad illustrates the importance of turning off water whenever possible and provides tips on how to conserve. Viewers will be directed to Metropolitan’s bewaterwise.com website for more tips and videos on saving water in their homes, yards, communities and businesses. The campaign will use the hashtags #TakeATurnCA and #bewaterwise.

“‘Turn’ has a powerful double meaning: Much of water conservation begins with the action of ‘turning’ something off and now it’s time to take our ‘turn’—the word encourages us to take action,” said Metropolitan General Manager Jeffrey Kightlinger.

Sue Sims, Metropolitan’s manager of external affairs, said up to \$5.5 million will be spent as part of the ongoing effort to get the water conservation message out to millions of Southern Californians through a multi-cultural, multi-lingual and multi-generational outreach initiative.

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For the first time, Metropolitan’s entire advertising campaign will be produced in five languages—English, Spanish, Mandarin, Korean, and Vietnamese—to reach more of Southern California’s diverse audience, she noted.

“The research that helped shape this campaign showed that most Californians are willing to conserve more water, said Sims. So the goal of this campaign is to showcase lot of little ways we can all embrace a water saving lifestyle.”

Metropolitan developed the campaign in collaboration with its advertising firm, Quigley-Simpson of Los Angeles, and its team of agencies with extensive expertise in ethnic and cultural communications to ensure the outreach campaign resonates across diverse communities throughout the district’s 5,200-square-mile service area.

The television commercial, produced by award-winning director Johan Perjus, provides playful, but direct messages about water-saving steps in the home, garden and at work. Featuring children, home gardeners, business owners and even a cat, everybody takes a turn to cut their water usage.

The television commercial will air on all major broadcast stations in the Los Angeles and San Diego markets including eight general-market stations and 12 cable networks in the Los Angeles media market, and six stations and six cable networks in the San Diego media market. The commercial also will run on 13 Spanish language stations, seven Chinese stations, four Korean stations, and two Vietnamese stations.

The television campaign will run in July, August and early September. The radio and digital portion will extend until November, and the social media components will support the entire campaign. The radio component will include more than 100 radio stations serving the region, including 75 general-market, 25 Hispanic and eight Asian language stations.

The campaign also will feature 570 billboards, transit posters and other outdoor displays in key locations in all six counties served by Metropolitan. Overall, the total media buy of \$3.7 million is valued at more than \$5.9 million—about a 60 percent increase in value, Sims said.

“This added value was made possible in part by high interest from Southern California media companies to help us all get through the drought,” Sims said.

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The campaign's digital element is the largest ever for Metropolitan and will use numerous ad and social networks, each with unique target groups, along with digital radio (Pandora and Univision's Uforia) and regional online publisher sites (Los Angeles Times, Sunset magazine, Univision). These activities are expected to produce a total of 131 million impressions, she said.

The advertising campaign is part of a series of actions and tools that will be used by Metropolitan and its 26 member public agencies to help customers reduce water use and meet the governor's call for a 25 percent reduction in urban water use statewide.

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The Metropolitan Water District of Southern California is a cooperative of 26 cities and water agencies serving 19 million people in six counties. The district imports water from the Colorado River and Northern California to supplement local supplies, and helps its members to develop increased water conservation, recycling, storage and other resource-management programs.