

Picking the Low Hanging Fruit: Efficient Use of Marketing Dollars in Promoting Free Efficient Showerheads

Jason Argo

**Sr. Public Relations Specialist
Seattle Public Utilities**

Why Showerheads? = Water Savings

- The average American family uses 400 gallons of water every day (EPA), with 70% of it indoors.
- Almost 17% of indoor water use is in the shower.
- Conservation delays development of new sources.

How Much Water Do We Use?



Source: American Water Works Association Research Foundation, "Residential End Uses of Water," 1999

Why Showerheads? = Energy Savings

- Heating water is the second-largest residential energy-user (Dept. of Energy).
- Energy is also needed to treat, pump, and deliver water.
- Reduced energy use = decrease in greenhouse gas emissions.

2005 Pilot Program



- Saving Water Partnership conducted a 2005 pilot project of 15,000 households that achieved a 21% participation rate.
- The 2005 pilot enabled SWP to estimate participation and establish savings goals for the 2007 program.

2005 Pilot Survey Results

- Biggest motivating factors for households requesting and installing showerheads:
 - *Saving Money*
 - *Helping the Environment.*
- Respondents liked the new showerhead and were glad their utility provided the free showerhead offer.

Regional Partnership



- Partners consisted of water and energy utilities covering cities of Seattle, Bellevue and surrounding areas:
 - Saving Water Partnership (incl. Seattle Public Utilities) (SWP)
 - Seattle City Light (SCL)
 - Puget Sound Energy (PSE)
 - Cascade Water Alliance (CWA)

The Showerheads

- The showerheads were 20% more efficient than standard efficient showerheads (2.0 gallons per minute compared to 2.5).
- Supplied by New Resources Group.



Four Program Objectives



1. Distribute 100,000 showerheads and aerators = 30% participation.
2. Save water and energy and reduce greenhouse gas emissions.
3. Raise customer awareness of program.
4. Obtain an 85% or higher customer satisfaction level with the products.

Target Audience



- Target audience was dispersed across greater Seattle and surrounding cities.
- Single-family only program added complexity to targeting.
- Media

Challenges

The top of the slide features a decorative horizontal row of six circles. From left to right, the colors and styles are: a solid light purple circle, a white circle with a light purple outline, a solid light purple circle, a white circle with a light purple outline, and a solid light purple circle.

- Showerhead Performance
- **Timeline**
- **Geographic Media Messaging**
- **Single-Family Only**

Tactics



- Campaign employed the following tactics:
 - Direct mail
 - Television & radio advertising
 - Earned media
 - Customer newsletters
 - Internet advertising and webpage
 - Promotional giveaways
 - Mid- and Post-Campaign surveys

Direct Mail Offer


Hurry! Limited Time Offer!





FREE

Showerhead

offer inside!

Become part of the solution to global climate change



 Saving Water Partnership
 Seattle City Light
 PUGET SOUND ENERGY
 CASCADE WATER ALLIANCE

Free Showerhead and Faucet Aerator Offer

U.S. POSTAGE
PAID
Seattle, WA
Permit No. 1046

Tear off perforation

Please check the appropriate box for how your water is heated:

Gas Electric

Tear off perforation

Thank you for helping to conserve water and energy future generations will thank you too.

Tear off perforation





Please check the appropriate box for how your water is heated:

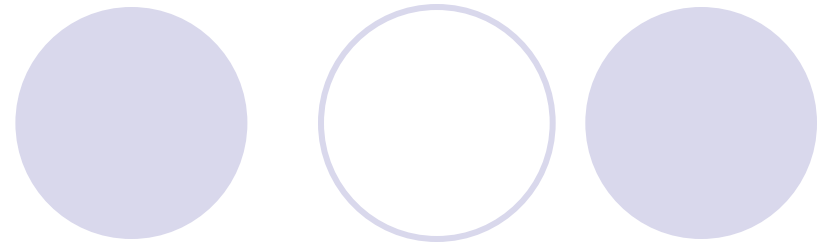
Gas Electric

Tear off perforation

September 15, 2007.

Please check the appropriate box, tear off, and return reply card by September 15, 2007.

 Saving Water Partnership
 Seattle City Light
 PUGET SOUND ENERGY
 CASCADE WATER ALLIANCE



Getting Clean never felt so good!

Your local water and energy utilities have joined forces to save you money, water and energy, while helping to tackle global climate change. Help us conserve our region's natural resources by taking advantage of this **FREE**, easy offer. Check the appropriate box, tear off and mail back the form below to receive a **FREE** efficient showerhead and faucet aerator!

These free showerheads and aerators:

- are easy to install
- provide superior performance
- use less water and energy
- will save you money on your utility bills
- reduce greenhouse gas emissions

And best of all, they're **FREE!**

Already have an efficient showerhead? These new showerheads are proven to save up to 20% more and provide you with the performance you demand.

Want to learn more about energy efficiency and water conservation? Contact your local utilities for information on easy ways to save water, energy and money!



Hurry! Limited time Offer expires September 15, 2007.

Showerhead kits are available to qualifying single-family residential households, while supplies last. Please allow four weeks for delivery.

Accommodations are available upon request. Please call (206) 838-5392.

www.savingwater.org

Và phien dịch xin gọi 206-838-5392.

Para servicios de interpretación por favor llame al 206-838-5392.

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BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 617 SEATTLE WA

POSTAGE WILL BE PAID BY ADDRESSEE

SHOWERHEAD REPLACEMENT PROGRAM
PO BOX 84203
SEATTLE WA 98124-9625



NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES



TV Advertisement



Budget

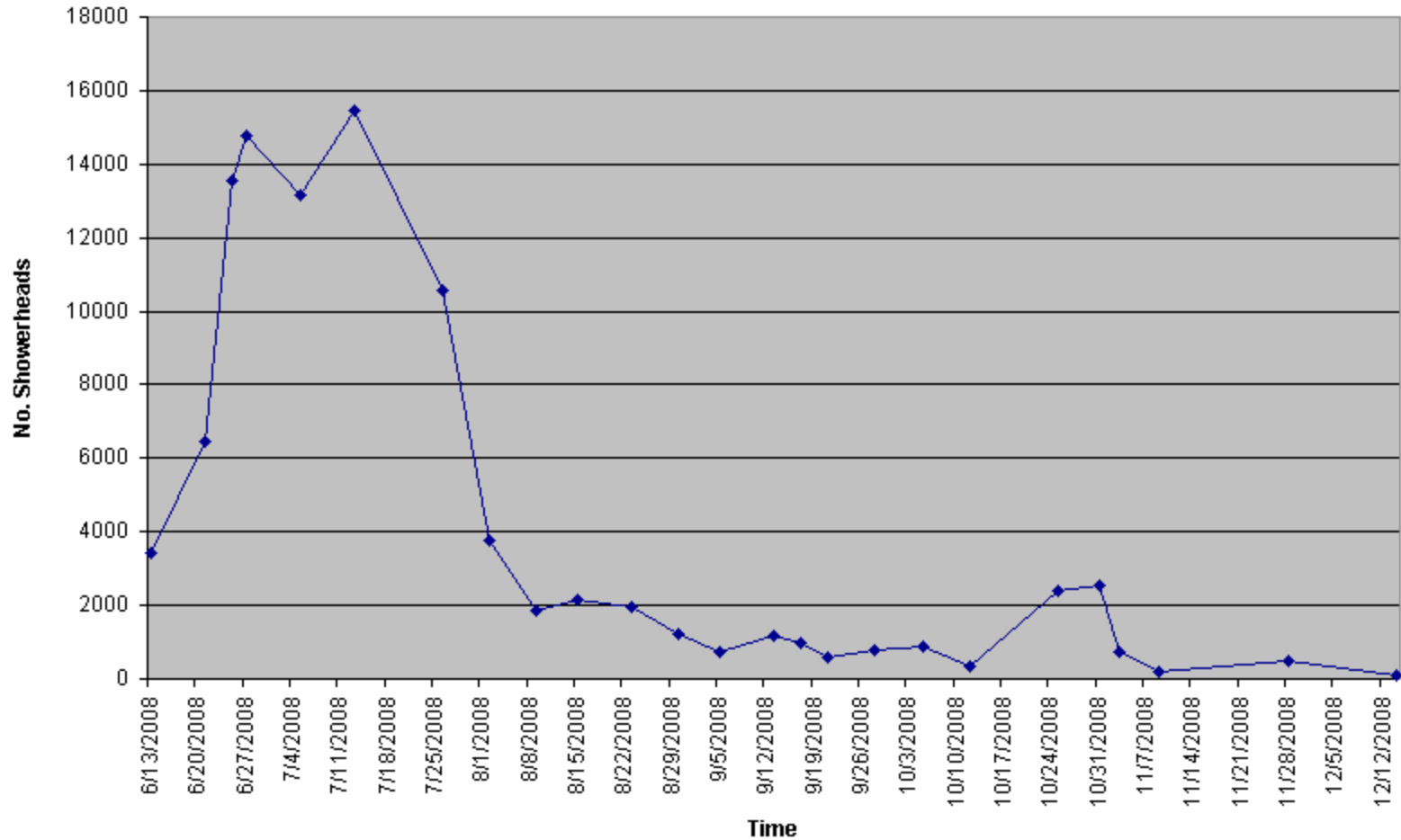
- Primary budget items were:
 - Direct mail
 - TV advertising
 - Radio and Internet advertising



Customer Participation

- 77% of participants responded in first seven weeks of campaign.
- Remaining 18 weeks of campaign yielded only 23 percent of participants.
- Costs of recruiting final 23% were significantly higher than first 77%.

Showerhead Redemption Over Time

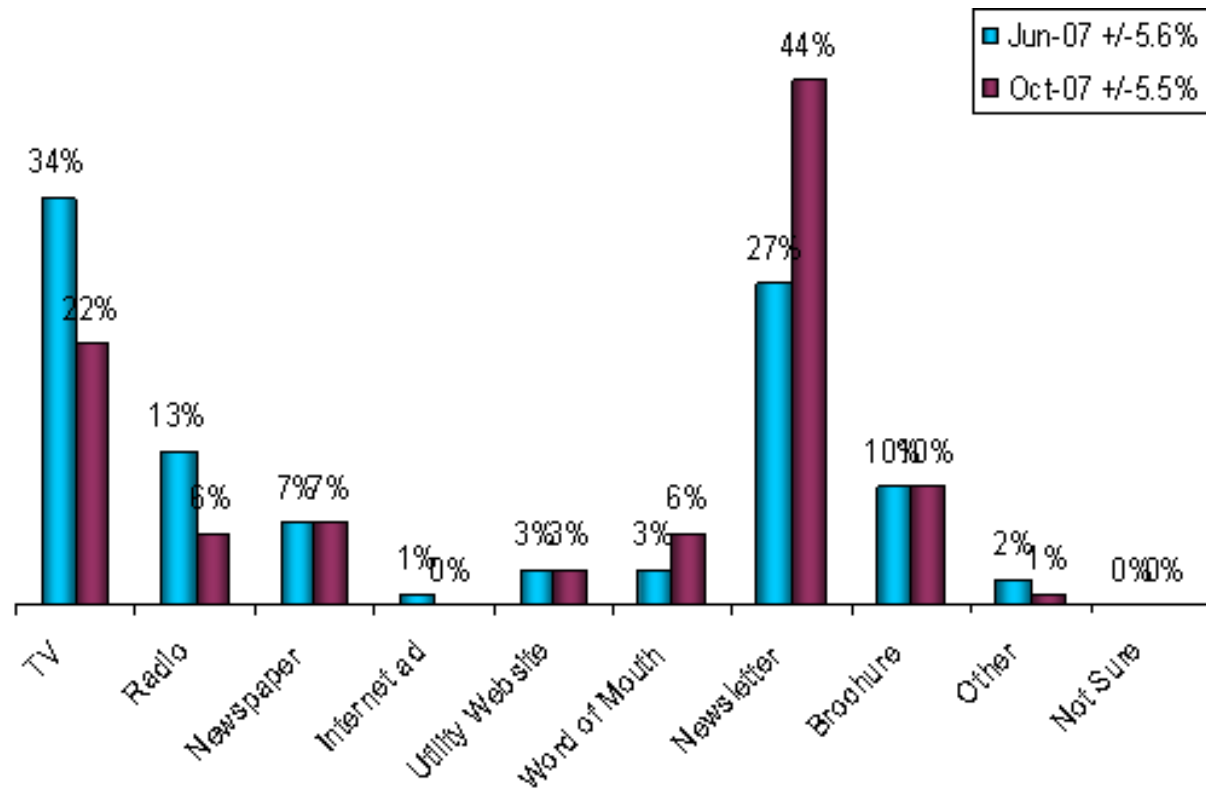




Results of Media Campaign

- TV Advertising
- Earned media
- Radio Advertising
- Internet Advertising

TV and Direct Mail Most Effective



Web Hits – www.savingwater.org

Report: Data Over Time - SavingWater

Date Range: 06/06/2007 - 11/01/2007

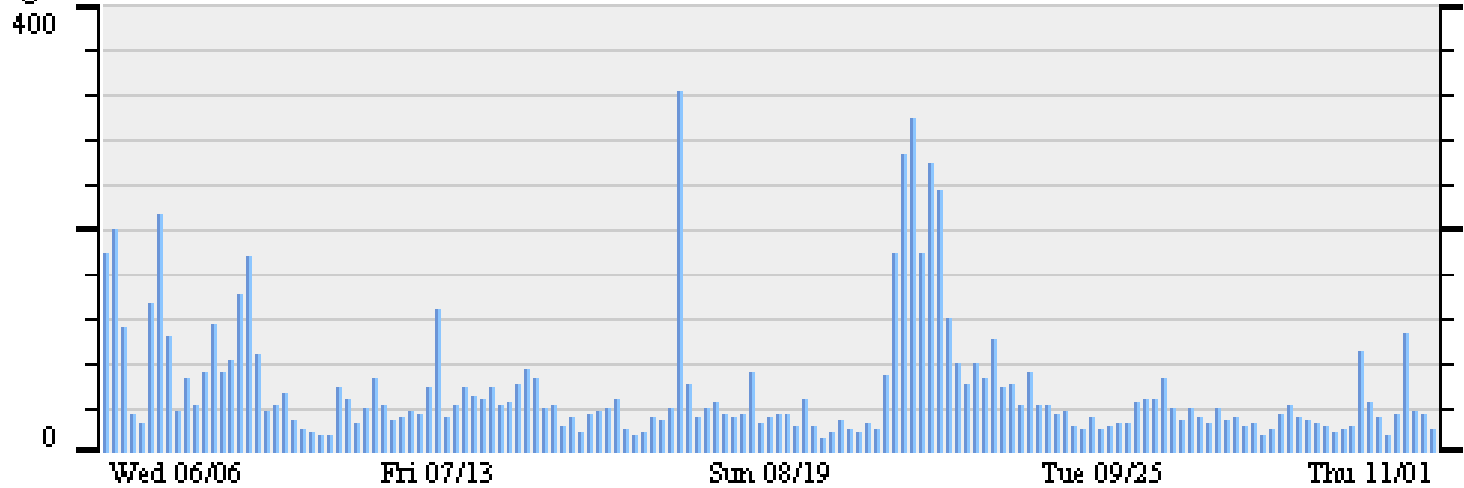
Export:



Range Total: 8,797 **Daily Average:** 59.04

/inside_bathroom_showerheads.htm

Pageviews



Web Hits – www.seattle.gov/util

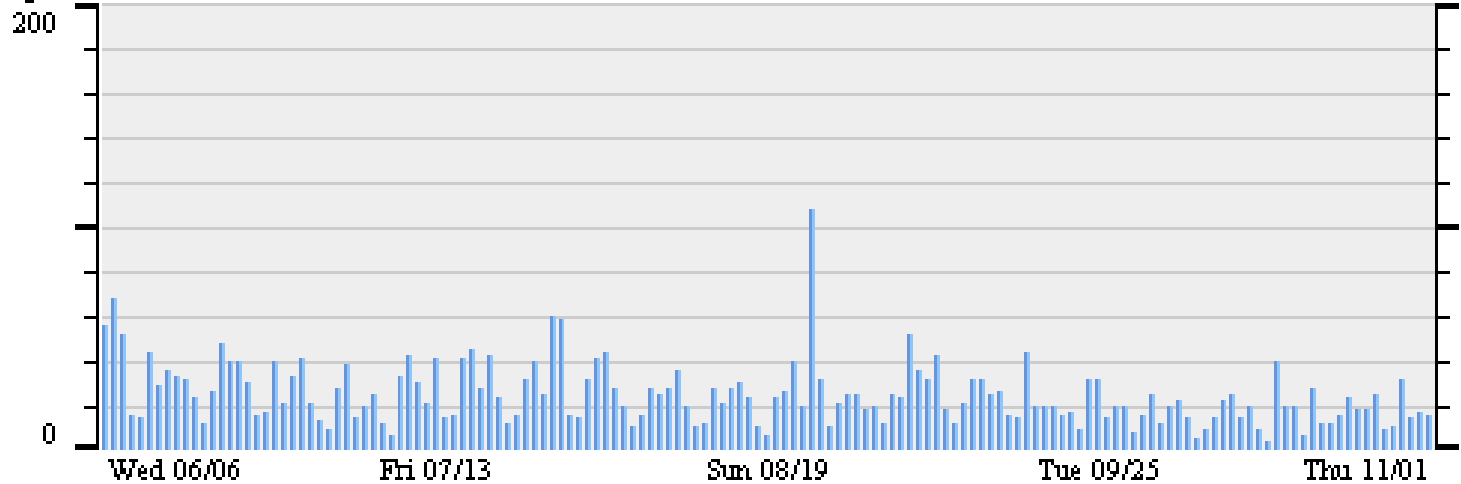
Report: Data Over Time - spu
Date Range: 06/06/2007 - 11/01/2007

Export:   

Range Total: 3,844 **Daily Average: 25.80**

[/util/services/water/reduce_water_use/freeefficientshowerheadoffer/index.htm](#)

Pageviews



Lessons Learned

A decorative graphic at the top of the slide consists of six circles arranged in a horizontal line. The first circle is solid light purple. The second circle is a light purple outline. The third circle is solid light purple. The fourth circle is a light purple outline. The fifth circle is solid light purple. The sixth circle is solid light purple.

- Media mix
- Research
- Ease of participation
- Political support
- Flexibility to overcome barriers

Questions?



City of Seattle



Jason Argo

Sr. Public Relations Specialist

Seattle Public Utilities

Customer Service Branch

PO Box 34027
Seattle, WA 98124-4027
jason.argo@seattle.gov

Tel: (206) 684-0367
Fax: (206) 684-3811
www.seattle.gov/util