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**Metropolitan Washington Council of Governments
Advertising Campaign Testing Focus Group
May 2002**

The Metropolitan Washington Council of Governments (MWCOG) needed a public awareness program for their area. "Water – Use It Wisely" interested MWCOG, however they were unsure if the campaign would carry the same impact in the D.C. area since it was created in a different market.

In March of 2002, MWCOG surveyed consumer attitudes and behaviors towards water use and recorded their reactions to the "Water – Use It Wisely" campaign. Additionally, participants were asked how the campaign would be received in their area. The focus groups were shown a variety of "Water-Use It Wisely" advertising materials to review and form their opinions.

The research found overwhelming support for "Water-Use It Wisely" as an effective program that would work in the D.C area. Conclusions follow:

- λ The "Water-Use It Wisely" campaign was recommended *as it provides clear and concise water conservation tips that the public can easily employ. This is the step frequently missed from action campaigns, problems are often easily identified but the steps towards rectifying that problem are much less obvious, hence people are left wondering, "What can I do?" The "Water-Use It Wisely" campaign speaks to this specifically in straightforward language.*
- λ *Nearly all respondents appreciated the campaign for its highly practical, easily implemented practice tips. Dually noted was the vibrant, attention-getting imagery of the campaign.*
- λ *The "Water-Use It Wisely" campaign, coupled with an awareness raising effort would provide both the motivation and the means for people to begin to conserve water on a daily basis.*

D.C. consumers found the campaign *informative and easily accessible.*

- λ *"I like this...it gives you actual information...that's often what's missing from these campaigns, they don't give you actual tips. They warn you but don't tell you how to fix it. And this is giving you actual ideas...anyone can put to use."*
- λ *"This is the type of stuff that they [the utilities] could put in the water bill...don't make it a lot of words. The pictures are going to catch your eye."*

The D.C. consumers initially felt a "scare tactic" campaign would be the only way to express a conservation message. After viewing the "Water-Use It Wisely" campaign they felt this program would be a powerful tool in their area.