

Advertising Campaign Report



Cape Cod Stormwater Collaborative

Fiscal Year 2020 Educational Advertisement Campaign Report

On behalf of the members of the Cape Cod Stormwater Collaborative, Think Blue Massachusetts ran an educational advertising campaign from May 16th to June 5th, 2020. The “Fowl Water” advertisement helps viewers visualize stormwater pollution from motor oil, pet waste, and trash become stormwater pollution.

We selected Facebook and Instagram sponsored video and YouTube pre-roll advertisements because these channels offer superior “bang for the buck” to cable and broadcast television. They provide granular reporting that helps demonstrate what was accomplished.

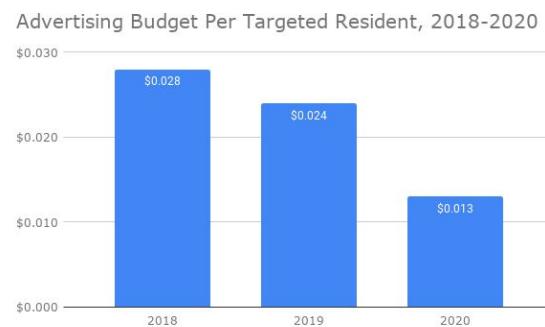
This effort helps coalition members meet their requirements to “document in each annual report the messages for each audience; the method of distribution; the measures/methods used to assess the effectiveness of the messages, and the method/measures used to assess the overall effectiveness of the education program.”



View the ad at <http://bit.ly/tbm-fowl-water>

Advertising Budget

Our advertising budget for the campaign worked out to approximately 1.3 cents per resident. Campaign budgets have been falling year over year:



This year’s campaign occurred during the COVID-19 lockdowns. The silver lining is that our advertising placement costs were lower and our message was shown to a semi-captive audience.

Post Campaign Survey Highlights

At the close of the advertising campaign, we surveyed Massachusetts residents in the areas where the campaign ran:

- 17% of residents surveyed recalled seeing the ads, up from 15% in 2019 and 8% in 2018.
- Those who recall the ad are more likely to recognize that stormwater goes directly to local waterways (52%) than those who do not recall the ad (32%).
- Those who recall the ad are more likely to describe stormwater has having “major” or “some” impact on waterways (49%) than those who do not recall the ad (31%).

Full survey results are available at www.thinkbluemassachusetts.org

FY 2020 Campaign Performance

Facebook and Google provided us with aggregate information for the region served by the stormwater coalition. We have allocated the impressions among each city on a proportional basis, using U.S. Census estimates of the population of each municipality.

Your municipality can use these numbers as your measurable goal for MCM1 in your Year 2 annual report.

| Town | Facebook/Instagram Impressions | YouTube Ad Impressions | Total |
|------------|--------------------------------|------------------------|---------|
| Barnstable | 45,965 | 53,600 | 99,565 |
| Bourne | 20,690 | 24,127 | 44,817 |
| Brewster | 10,237 | 11,938 | 22,175 |
| Chatham | 6,375 | 7,434 | 13,809 |
| Dennis | 14,485 | 16,891 | 31,376 |
| Eastham | 5,081 | 5,925 | 11,006 |
| Falmouth | 32,817 | 38,269 | 71,086 |
| Harwich | 12,641 | 14,740 | 27,381 |
| Mashpee | 14,770 | 17,224 | 31,994 |
| Orleans | 6,057 | 7,064 | 13,121 |
| Sandwich | 21,131 | 24,642 | 45,773 |
| Yarmouth | 24,291 | 28,326 | 52,618 |
| | 214,541 | 250,180 | 464,721 |