



## North & South Rivers Watershed Association *Fiscal Year 2020 Educational Advertisement Campaign Report*

On behalf of the members of the North & South Rivers Watershed Association, 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.

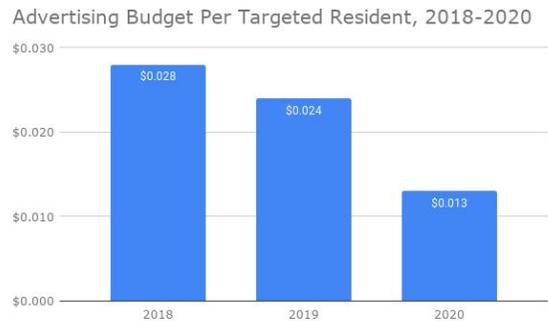
This effort helps coalition members meet their requirements to “document in each annual report the messages for each audience; the method of distribution; the measures/methods used to assess the effectiveness of the messages, and the method/measures used to assess the overall effectiveness of the education 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](http://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
Abington	19,314	17,360	36,674
Duxbury	18,762	16,865	35,627
Hanover	15,506	13,938	29,445
Hanson	12,026	10,809	22,835
Hingham	27,582	24,792	52,374
Marshfield	30,433	27,356	57,789
Norwell	13,036	11,718	24,754
Pembroke	21,647	19,458	41,105
Rockland	20,601	18,518	39,119
Scituate	22,013	19,787	41,801
Weymouth	63,746	57,299	121,044
Whitman	17,695	15,905	33,601
	282,362	253,805	536,167