



Northern Middlesex Stormwater Collaborative *Fiscal Year 2020 Educational Advertisement Campaign Report*

On behalf of the members of the Northern Middlesex Stormwater Collaborative, Think Blue Massachusetts ran an educational advertising campaign from May 16th to July 5th, 2019. 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.

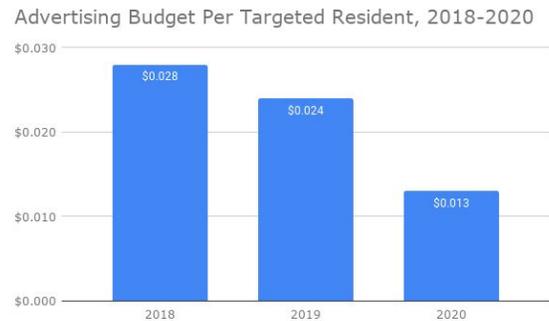
This effort helps coalition members meet their requirements to “document in each annual report the messages for each audience; the method of distribution; the measures/methods used to assess the effectiveness of the messages, and the method/measures used to assess the overall effectiveness of the education 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 as 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:
BillERICA	70,021	57,500	127,521
Burlington	39,019	32,042	71,061
Chelmsford	55,904	45,908	101,812
Dracut	50,361	41,356	91,717
Dunstable	5,382	4,420	9,801
Lawrence	127,678	104,848	232,526
Littleton	14,214	11,672	25,886
Lowell	177,347	145,635	322,982
Pepperell	19,346	15,886	35,232
Tewksbury	49,769	40,870	90,638
Tyngsborough	19,682	16,162	35,844
Westford	38,720	31,796	70,516
Wilmington	35,558	29,200	64,758
	703,000	577,295	1,280,295