

COPY

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Client: HRPDC
Job: Water Awareness Television Commercial
Job Number: 1850
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SPRING 2016 :30 TV AD CAMPAIGN —WATER AWARENESS

1A. [WATER AWARENESS-INFRASTRUCTURE]

:12

ANNOUNCER: In Hampton Roads, we live, work and play surrounded by waterways and water systems that don't know local boundaries. That's why we need to work together, protecting these valuable resources.

:12 DOUGHNUT HOLE [WATER AWARENESS—INFRASTRUCTURE]

What do we get from the 6,500 miles of pipeline in Hampton Roads? Water 24/7 for drinking, bathing, cleaning...our health & safety...you get the picture. Water is life. Support maintaining and improving our aging water systems.

:06

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Let's partner up and protect our region. And our resources. Questions? Just askHRgreen.org.

SUGGESTED IMAGERY: safety= fire protection, health= kids drinking water, bathing = baby taking bath

1B. [WATER AWARENESS-VALUE OF WATER]

:12

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:12 DOUGHNUT HOLE [WATER AWARENESS-VALUE OF WATER]

Just how valuable? On average, a gallon of water costs less than one cent. Think about all the water you use in a day and then imagine a day without it. For something so essential, it's amazingly inexpensive.

:06

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SUGGESTED IMAGERY: daily water usage tasks: cleaning, drinking, bathing, etc.

1C. [WATER AWARENESS-FIXING LEAKS]

:12

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:12 DOUGHNUT HOLE [WATER AWARENESS-FIXING LEAKS]

What can you do? Find and fix the leaks in your house to save water and money. A slowly dripping faucet or a running toilet can waste thousands of gallons of water.

:06

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