

2017 - 2018 STORMWATER COMMITTEE CAMPAIGNS REVIEW

Messaging	Campaign	Dates / Length of Run	Total Budget (Media + Creative)	Plus Added Value Obtained	Online/Digital Impressions	Clicks/ Actions	Video Completion Rate	Radio Impressions	Number of Radio Spots	ROI	Cost Per Thousand Impressions	Assessment
Leaves Down the Drain / Pet Waste	Are You About To Blow It?	10/23/17 - 11/5/17 (one week)	\$9,322.50	\$6,655.00	269,206	2,036	N/A	1,211,300	257	\$1.71	\$6.30	This campaign brought in high radio impressions, high digital impressions on social media, and a well-received native content ad, plus we had a well-promoted and popular radio contest for a free Pet Waste Station (with display at radio-station events). This was a very efficient, effective one-week campaign.
Lawncare & Outdoor Watering	Work Smarter, Not Harder	04/16/18 - 04/30/18 (two weeks)	\$9,122.26	\$5,153.46	166,713	1,262	84.52%	900,200	228	\$1.56	\$8.55	Great completion rate for campaign video run on digital Full Episode TV (with 25,971 watching 100% of the video). Exceeded all anticipated media impressions with social media impressions more than 200 times expected. To note: this campaign ran for two weeks during Earth Week, with many competing environmental messages targeted at this audience. May want to consider different campaign dates.