



Watersmart South Shore

Fiscal Year 2021 Educational Advertisement Campaign Report

On behalf of the members of Watersmart South Shore, Think Blue Massachusetts ran an educational advertising campaign from May 17th to June 4th, 2021. 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.”

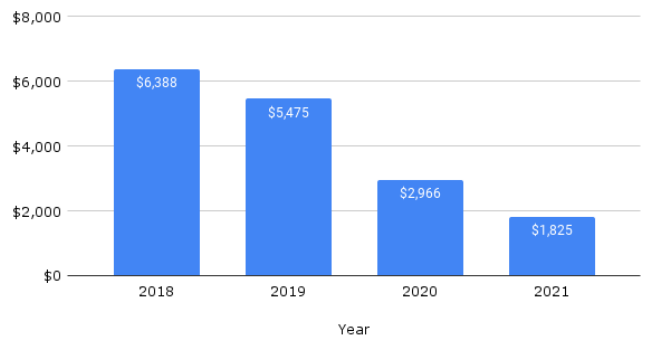


View the ad at <http://bit.ly/tbm-fowl-water>

Advertising Budget

Our advertising budget for the campaign worked out to just less than 1 cent per resident. Campaign budgets have been falling year over year:

Watersmart South Shore Advertising Budget



Post Campaign Survey Highlights

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

- 16% of residents surveyed recalled seeing the ads, down from 17% in 2020, but within the survey margin of error
- Those who recall the ad are more likely to recognize that stormwater goes directly to local waterways (50%) than those who do not recall the ad (36%).
- Those who recall the ad are more likely to describe stormwater as having “major” or “some” impact on waterways (53%) than those who do not recall the ad (27%).

Full survey results are available at www.thinkbluemassachusetts.org

FY 2021 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 3 annual report.

Town	Facebook/Instagram Impressions	YouTube Ad Impressions	Spanish Language Impressions	Total
Cohasset	2,896	6,713	1,491	11,100
Duxbury	5,406	12,533	2,783	20,722
Hanover	4,463	10,346	2,298	17,107
Hingham	8,111	18,802	4,176	31,089
Hull	3,490	8,090	1,797	13,377
Kingston	4,282	9,926	2,204	16,412
Marshfield	8,783	20,360	4,522	33,665
Norwell	3,768	8,736	1,940	14,444
Pembroke	6,255	14,499	3,220	23,974
Rockland	5,929	13,745	3,053	22,727
Scituate	6,385	14,802	3,288	24,475
Weymouth	18,347	42,532	9,446	70,325
	78,115	181,084	40,218	299,417