



Connecticut River Stormwater Committee

Fiscal Year 2021 Educational Advertisement Campaign Report

On behalf of the members of the Connecticut River Stormwater Committee, 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.

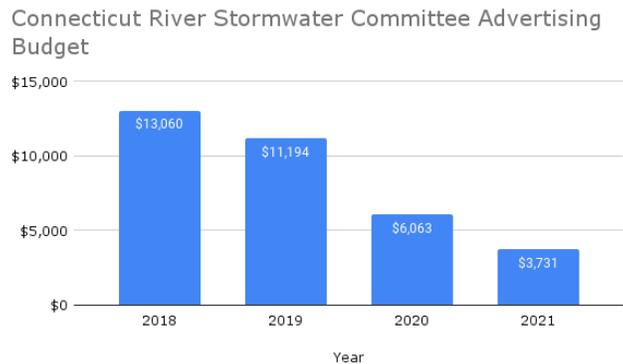
This effort helps coalition members meet their requirements to “document in each annual report the messages for each audience; the method of distribution; the measures/methods used to assess the effectiveness of the messages, and the method/measures used to assess the overall effectiveness of the education 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:



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 has 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
Agawam	12,681	28,123	4,964	45,768
Belchertown	4,666	10,347	1,826	16,840
Chicopee	20,612	45,713	8,069	74,394
Easthampton	7,158	15,875	2,802	25,834
East Longmeadow	3,111	6,898	1,218	11,226
Granby	2,824	6,263	1,105	10,192
Hadley	4,666	10,347	1,826	16,840
Holyoke	17,989	39,895	7,042	64,926
Longmeadow	7,074	15,688	2,769	25,531
Ludlow	9,588	21,264	3,753	34,605
Northampton	12,750	28,276	4,991	46,017
Palmer	5,081	12,625	2,149	19,855
Southampton	4,666	10,347	1,826	16,840
South Hadley	7,933	17,593	3,105	28,632
Southwick	4,351	9,649	1,703	15,704
Springfield	53,916	119,570	21,105	194,591
West Springfield	12,660	28,076	4,956	45,692
Westfield	16,527	36,653	6,470	59,650
Wilbraham	3,629	8,048	1,421	13,097
	211,881	471,252	83,101	766,233