



## Merrimack Valley Stormwater Collaborative

### Fiscal Year 2021 Educational Advertisement Campaign Report

On behalf of the members of the Merrimack Valley Stormwater Collaborative, 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.

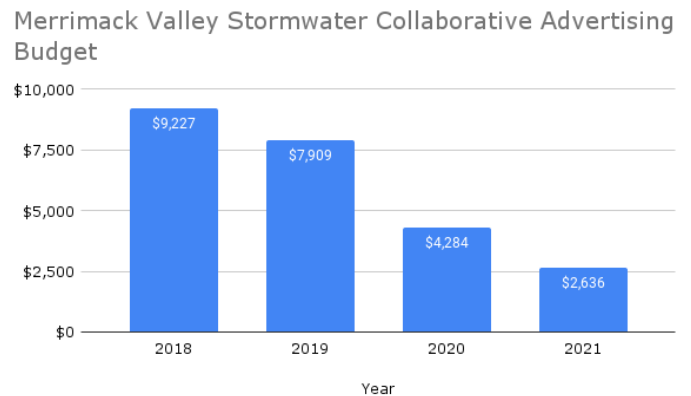
This effort helps coalition members meet their requirements to “document in each annual report the messages for each audience; the method of distribution; the measures/methods used to assess the effectiveness of the messages, and the method/measures used to assess the overall effectiveness of the education 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](http://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
Amesbury	6,619	17,743	3,067	27,429
Andover	3,301	8,849	1,529	13,679
Boxford	3,254	8,722	1,508	13,484
Georgetown	3,305	8,860	1,531	13,696
Groveland	2,581	6,918	1,196	10,695
Haverhill	24,881	66,694	11,528	103,103
Lawrence	30,282	81,170	14,030	125,482
Merrimac	2,605	6,981	1,207	10,793
Methuen	18,935	50,756	8,773	78,464
Newbury	2,667	7,149	1,236	11,052
Newburyport	6,804	18,238	3,152	28,194
North Andover	11,684	31,319	5,413	48,416
Rowley	2,383	6,388	1,104	9,875
Salisbury	3,121	8,365	1,446	12,932
West Newbury	1,747	4,683	809	7,239
	124,170	332,834	57,529	514,533