



## Greenscapes North Shore

### Fiscal Year 2021 Educational Advertisement Campaign Report

On behalf of the members of Greenscapes North 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.”

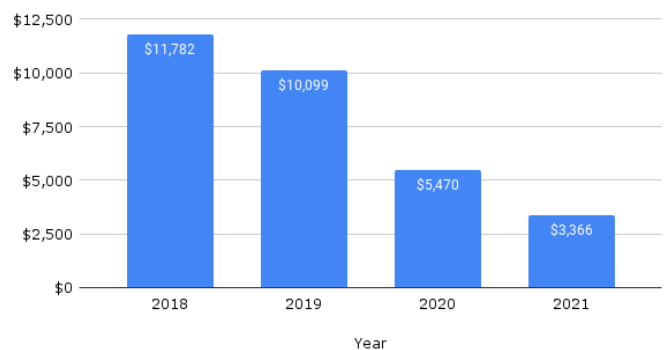


View the ad at <http://bit.ly/tbm-fowl-water>

### 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:

Greenscapes North 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 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	6,452	16,897	2,842	26,191
Andover	14,463	37,877	6,371	58,711
Beverly	16,766	43,908	7,386	68,060
Boxford	3,315	8,683	1,460	13,458
Danvers	10,857	28,434	4,783	44,074
Essex	1,388	3,636	612	5,636
Georgetown	3,476	9,104	1,531	14,111
Gloucester	12,046	31,548	5,307	48,901
Ipswich	5,221	13,673	2,300	21,194
Lynnfield	5,167	13,533	2,276	20,976
Manchester	2,151	5,634	948	8,733
Marblehead	7,849	20,555	3,458	31,862
Merrimac	2,764	7,238	1,218	11,220
Middleton	3,962	10,377	1,746	16,085
Nahant	1,396	3,657	615	5,668
North Andover	12,401	32,477	5,463	50,341
North Reading	6,225	16,303	2,742	25,270
Peabody	21,111	55,288	9,300	85,699
Rowley	2,519	6,598	1,110	10,227
Salem	17,260	45,202	7,603	70,065
Salisbury	3,760	9,847	1,656	15,263
Topsfield	2,626	6,877	1,157	10,660
Wenham	2,094	5,483	922	8,499
West Newbury	1,859	4,868	819	7,546
	167,128	437,696	73,624	678,448