

QUALITY. VALUE.
ECONOMIC
GROWTH.
CAMPAIGN

 /MIAMIDAEWATER	QUALITY. VALUE. ECONOMIC GROWTH.	
 @MIAMIDAEWATER	WWW.MIAMIDADE.GOV/WATER	 MIAMI-DADE COUNTY

CAMPAIGN MARK

MARK WITH SOCIAL MEDIA:



MARK WITHOUT SOCIAL MEDIA:



TRANSIT - TROLLEY



Driver Side



Rear



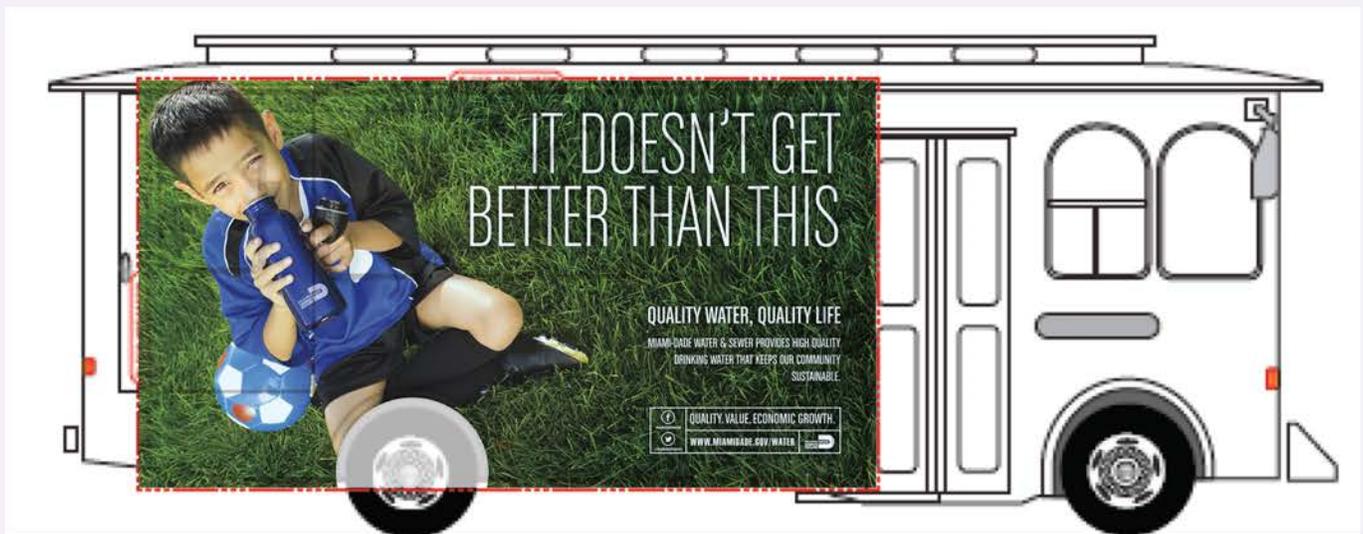
TRANSIT - TROLLEY



Driver Side



Rear



TRANSIT - BUS EXTERIOR KONG



QUALITY WATER, QUALITY LIFE

MIAMI-DADE WATER & SEWER PROVIDES HIGH QUALITY DRINKING WATER THAT KEEPS OUR COMMUNITY SUSTAINABLE.

QUALITY. VALUE. ECONOMIC GROWTH.
WWW.MIAMIDADE.GOV/WATER

MIAMI-DADE WATER & SEWER



TRANSIT - BUS EXTERIOR KONG



QUALITY WATER, QUALITY LIFE

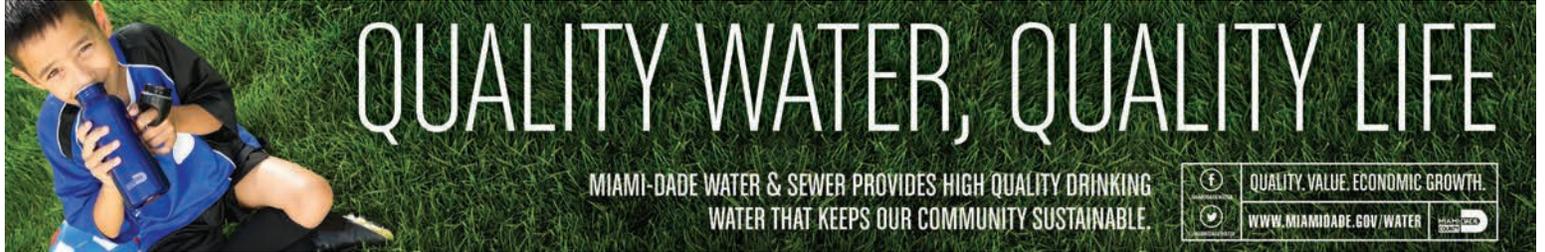
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MIAMI-DADE WATER & SEWER



TRANSIT - BUS EXTERIOR KONG



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TRANSIT - BUS OPTIMA KONG

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TRANSIT - BUS OPTIMA KONG



TRANSIT - BUS OPTIMA KONG



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TRANSIT - BUS OPTIMA KONG



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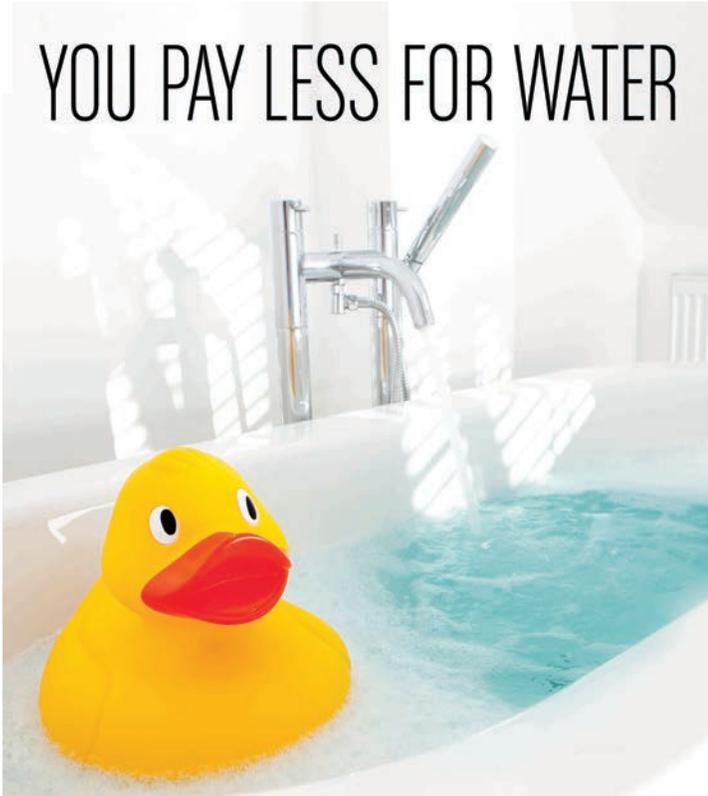
  

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OUTDOOR - BUS SHELTER

YOU PAY LESS FOR WATER

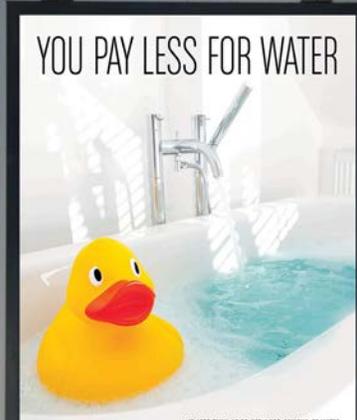


AT LESS THAN \$2.60 PER 1,000 GALLONS OF WATER, MIAMI-DADE WATER & SEWER CUSTOMERS PAY AMONG THE LOWEST RATES.

 MIAMI-DADE WATER & SEWER	QUALITY. VALUE. ECONOMIC GROWTH.
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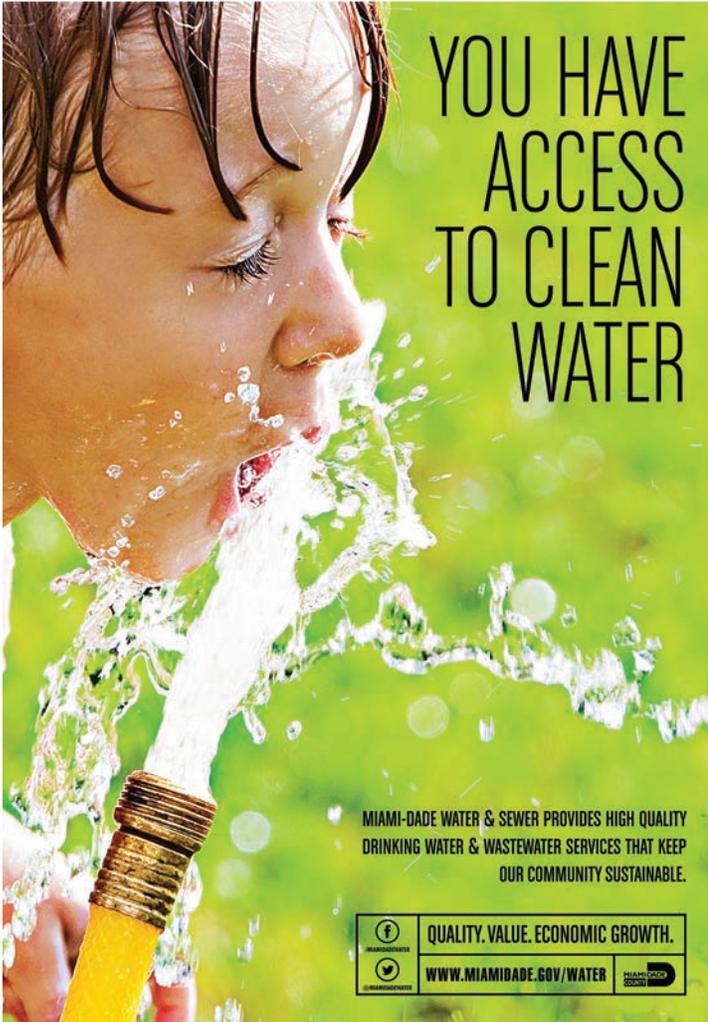
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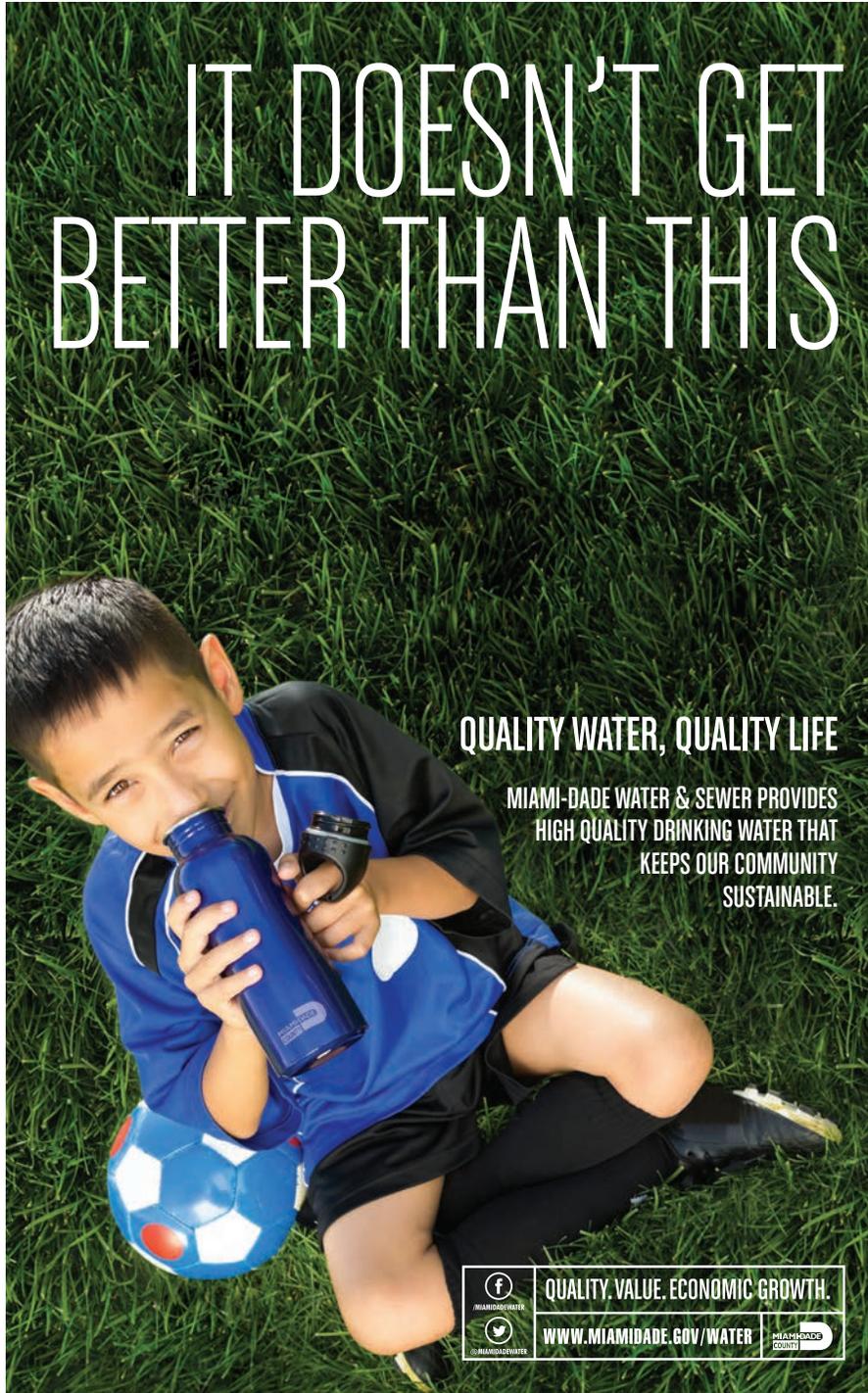
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OUTDOOR - BUS SHELTER



PRINT ADS



IT DOESN'T GET BETTER THAN THIS

QUALITY WATER, QUALITY LIFE
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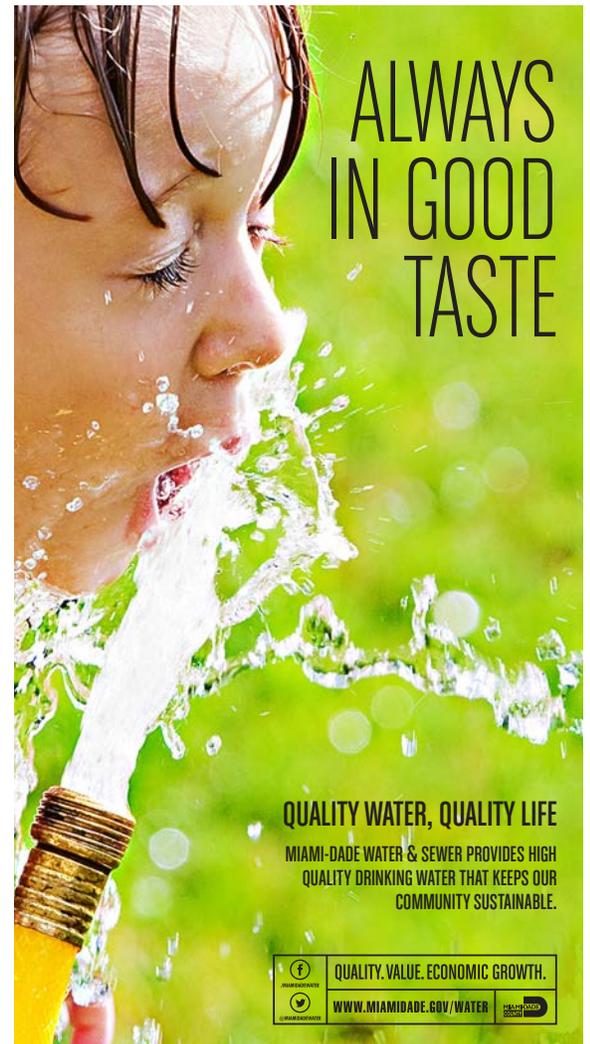
MIAMI-DADE COUNTY



IT DOESN'T GET BETTER THAN THIS

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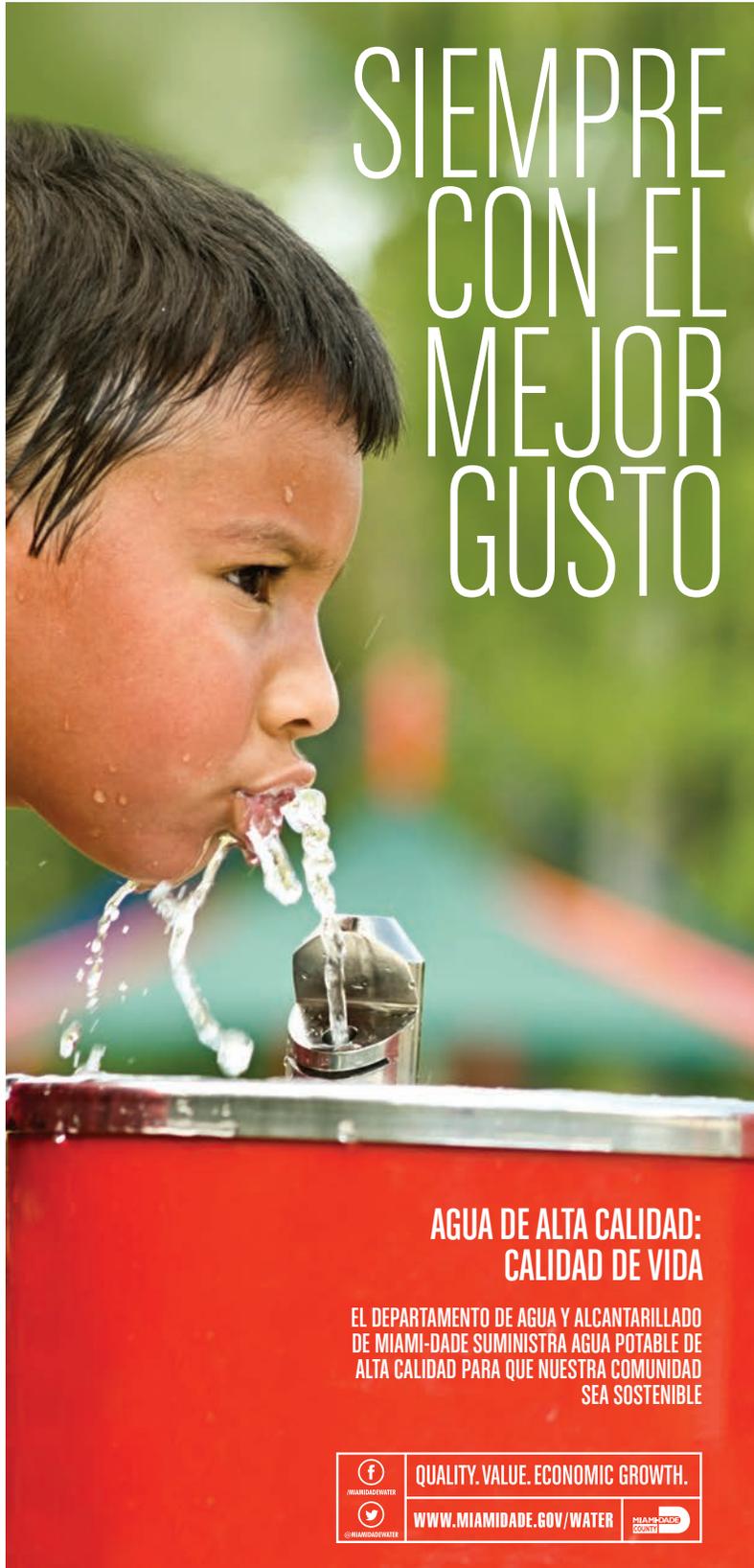


ALWAYS IN GOOD TASTE

QUALITY WATER, QUALITY LIFE
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PRINT ADS



SIEMPRE
CON EL
MEJOR
GUSTO

**AGUA DE ALTA CALIDAD:
CALIDAD DE VIDA**

EL DEPARTAMENTO DE AGUA Y ALCANTARILLADO
DE MIAMI-DADE SUMINISTRA AGUA POTABLE DE
ALTA CALIDAD PARA QUE NUESTRA COMUNIDAD
SEA SOSTENIBLE

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PA GEN PI
BON PASE'L

KALITE DLO, KALITE LAVI
SÈVIS DLO POTAB AK EGOU MIAMI-DADE
BAY BON KALITE DLO KI KENBE KOMINOTE
NOU AN DJANM.

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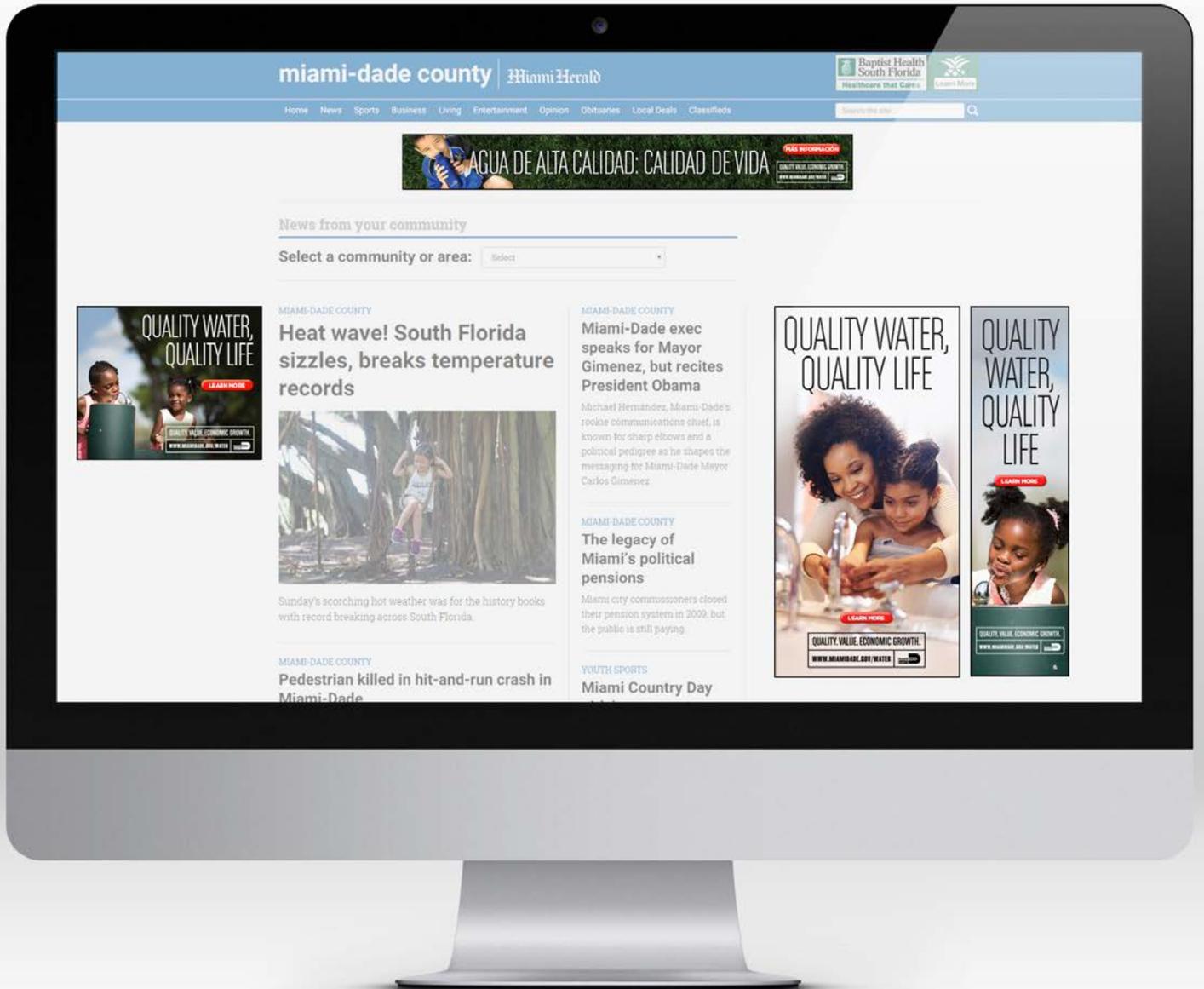
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ONLINE ADS



COFFEE SLEEVES





Campaign Goal



Campaign Goal

Public Awareness

“To increase public awareness of new infrastructure improvements that will result in increases in residents’ water bills”



Campaign Objective



Campaign Objective

Positive Brand Image

- Create **buy-in** for future rate increases
- **Education** about the essential service the department provides in the community



Current Challenges



Current Challenges

Communication Challenges

- Rates are increasing thereby causing some negative reactions
- Traffic will be affected by some of the projects also potentially resulting in negative feedback
- Residents are skeptical about infrastructure projects managed by government entities



Target



Target

Three Targets

Decision Makers

- Scarborough Criteria:
 - Public Administration
 - Management
 - Small Business
 - Household Income
 - Education

WASD Customers

- Scarborough Criteria:
 - Single Family Homes/Townhomes
- Zip Code Exclusions:
 - North Miami (33161, 33162, 33167, 33168, 33169, 33181, 33261)
 - North Miami Beach (33160, 33162, 33169, 33179, 33180, 33181)
 - Miami Beach (33109, 33119, 33139, 33140, 33239)
 - Hialeah (33002, 33010, 33011, 33012, 33013, 33016, 33018)

Frequent Travelers in Construction Zones

- Scarborough Criteria:
 - Miles Traveled Quintile (Medium to Very Heavy)
- Zip Code (Residence & Employment)
 - Brickell (33129, 33130, 33131)
 - Doral (33178, 33166, 33172, 33126)
 - Biscayne Corridor (33137, 33138, 33181, 33132, 33160)



Messaging Strategy



Messaging Strategy

Emphasize Value, Service & Benefits

- Convey value of what WASD customers are getting
 - In spite of rate increase, still among lowest water bill in state and receive 1,000 gallons of water for \$2.36
- Emphasize the numerous services available daily to residents and visitors alike
- Discuss short and long term benefits to community
 - Job creation, fewer water main breaks, better infrastructure for our future generation

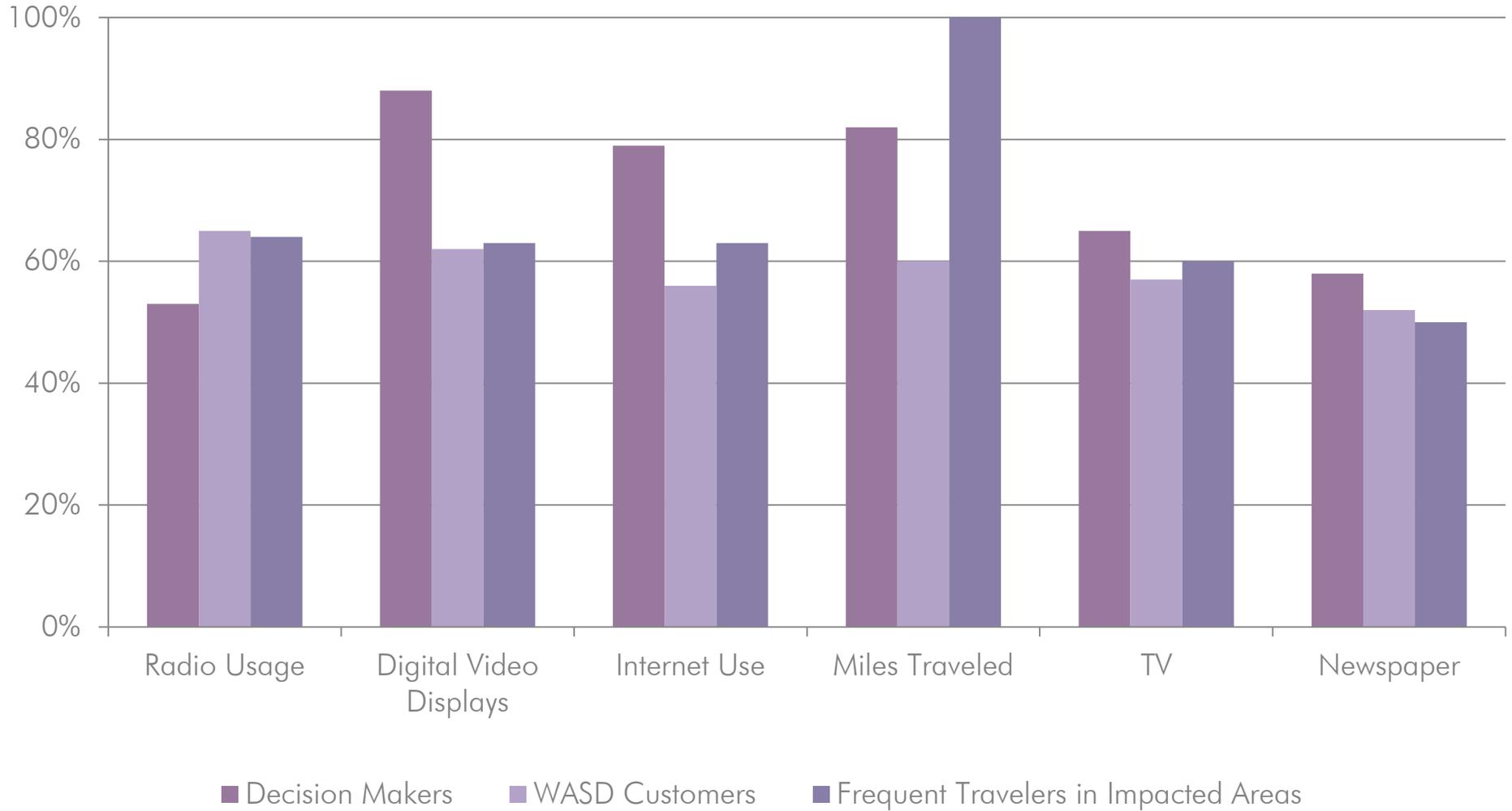


Media Habits



Media Habits

Quintiles/Ranker

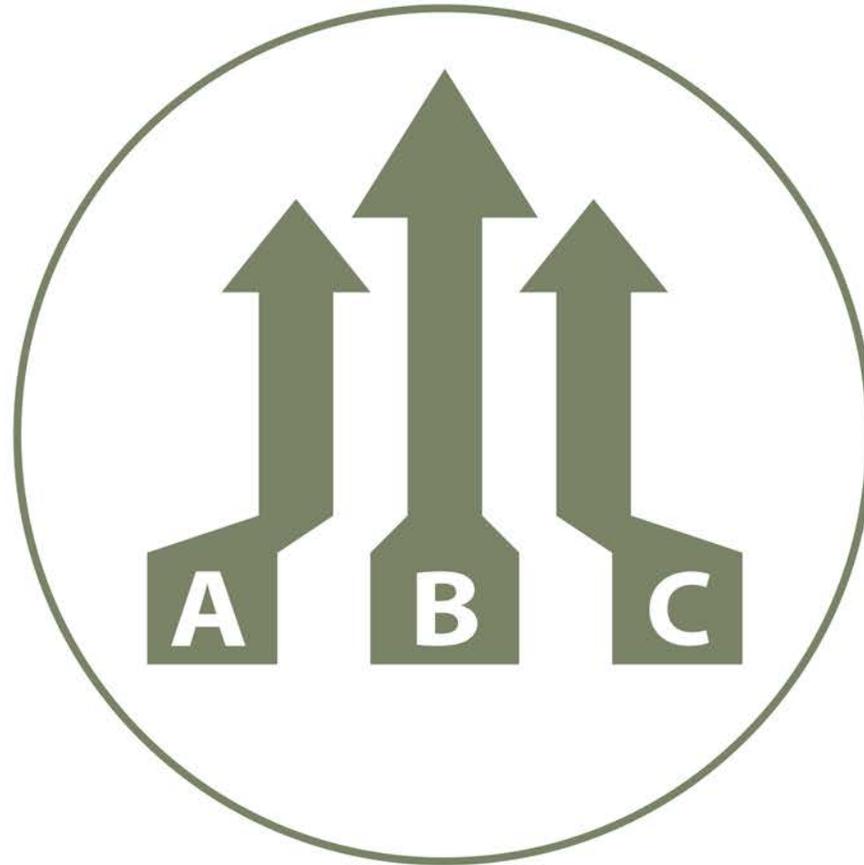


Source: MIAMI-- Release 2 2014 Feb 14-Jul 14 Scarborough



Community Information & Outreach



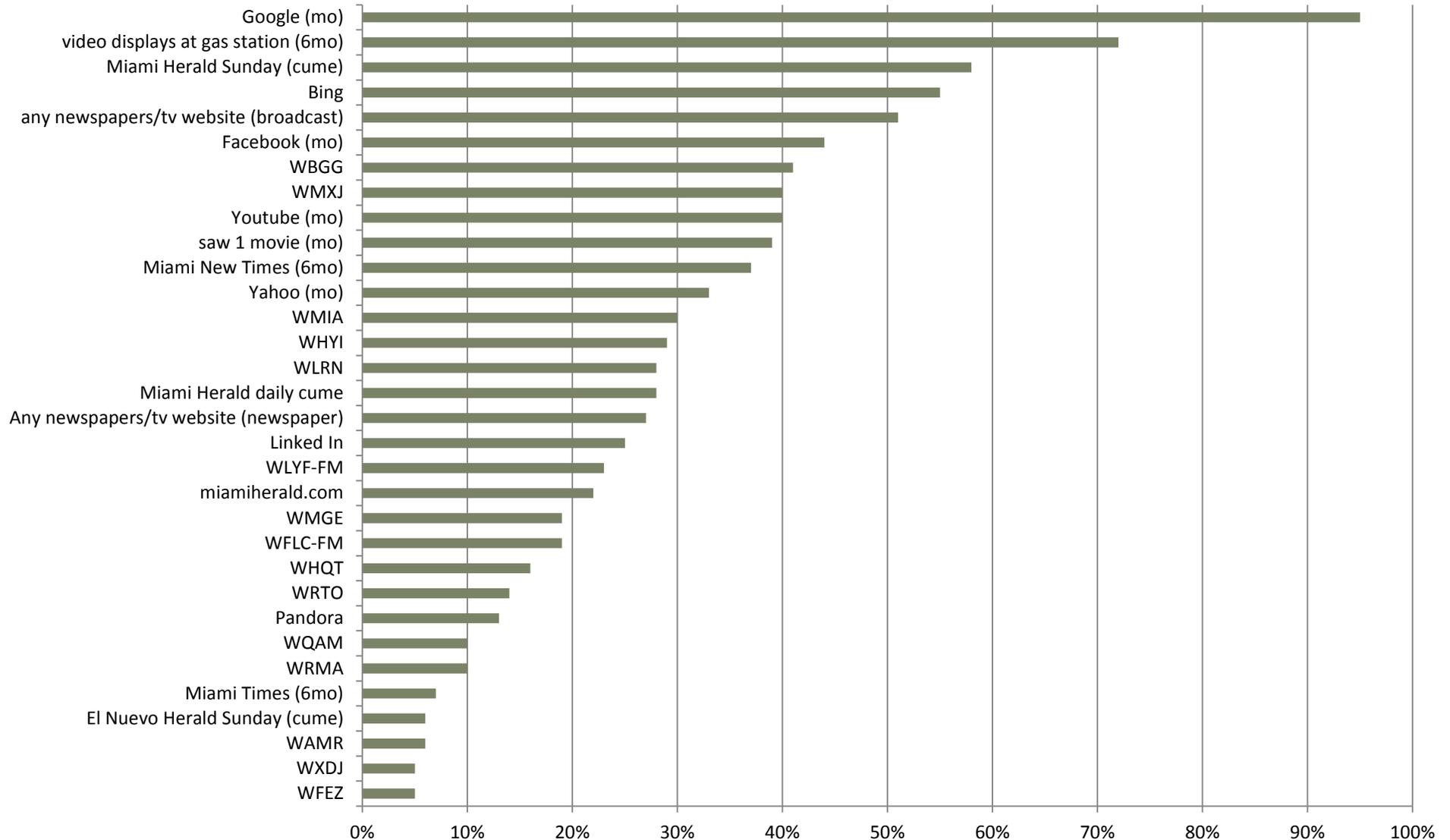


Media Consumption



Top Media Outlets: Decision Makers

Media Consumption



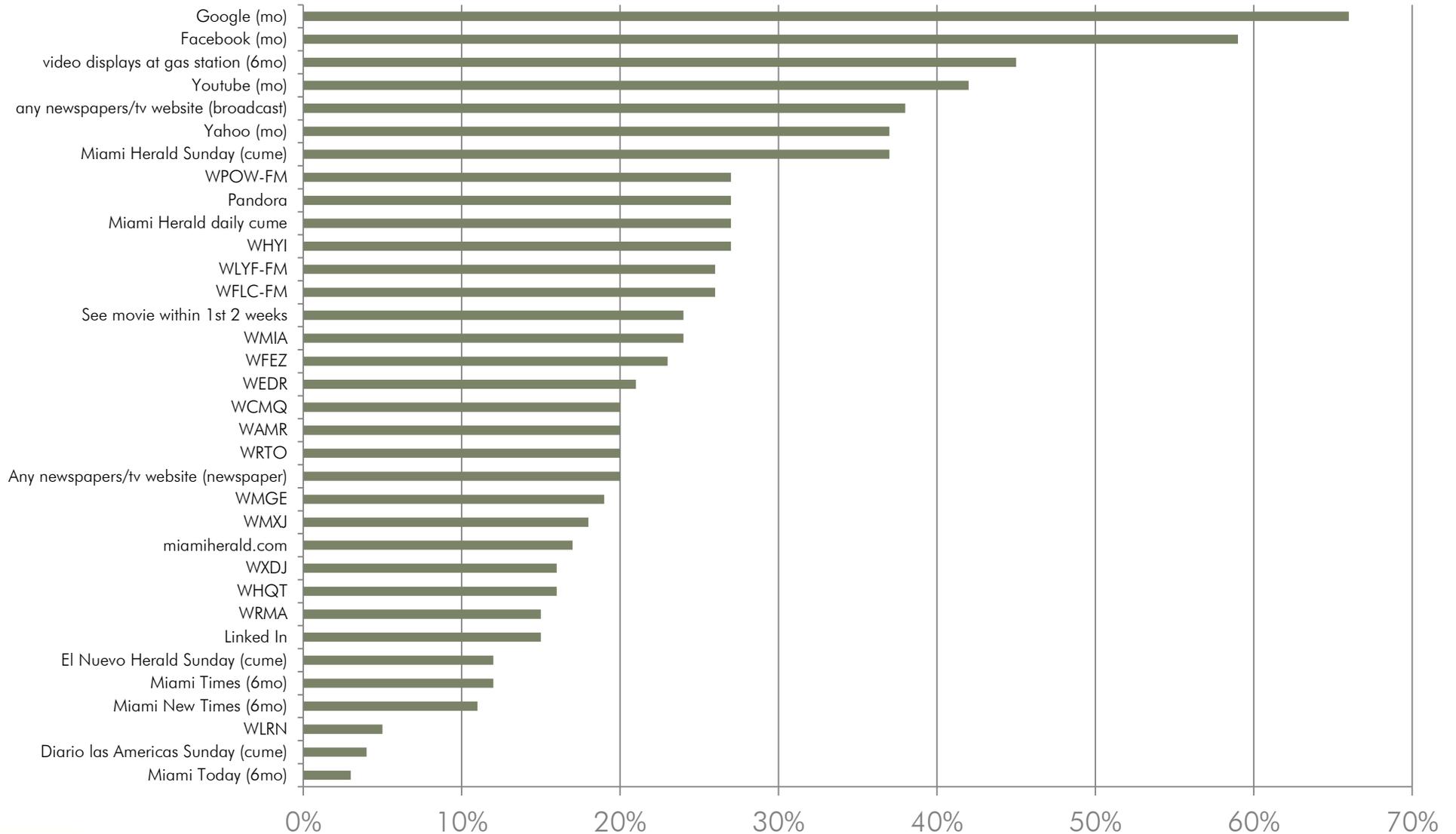
Source: MIAAMI -- Release 2 2014 Feb 14-Jul 14 Scarborough





Top Media Outlets: WASD Customers

Media Consumption



Source: MIAMI -- Release 2 2014 Feb 14-Jul 14 Scarborough



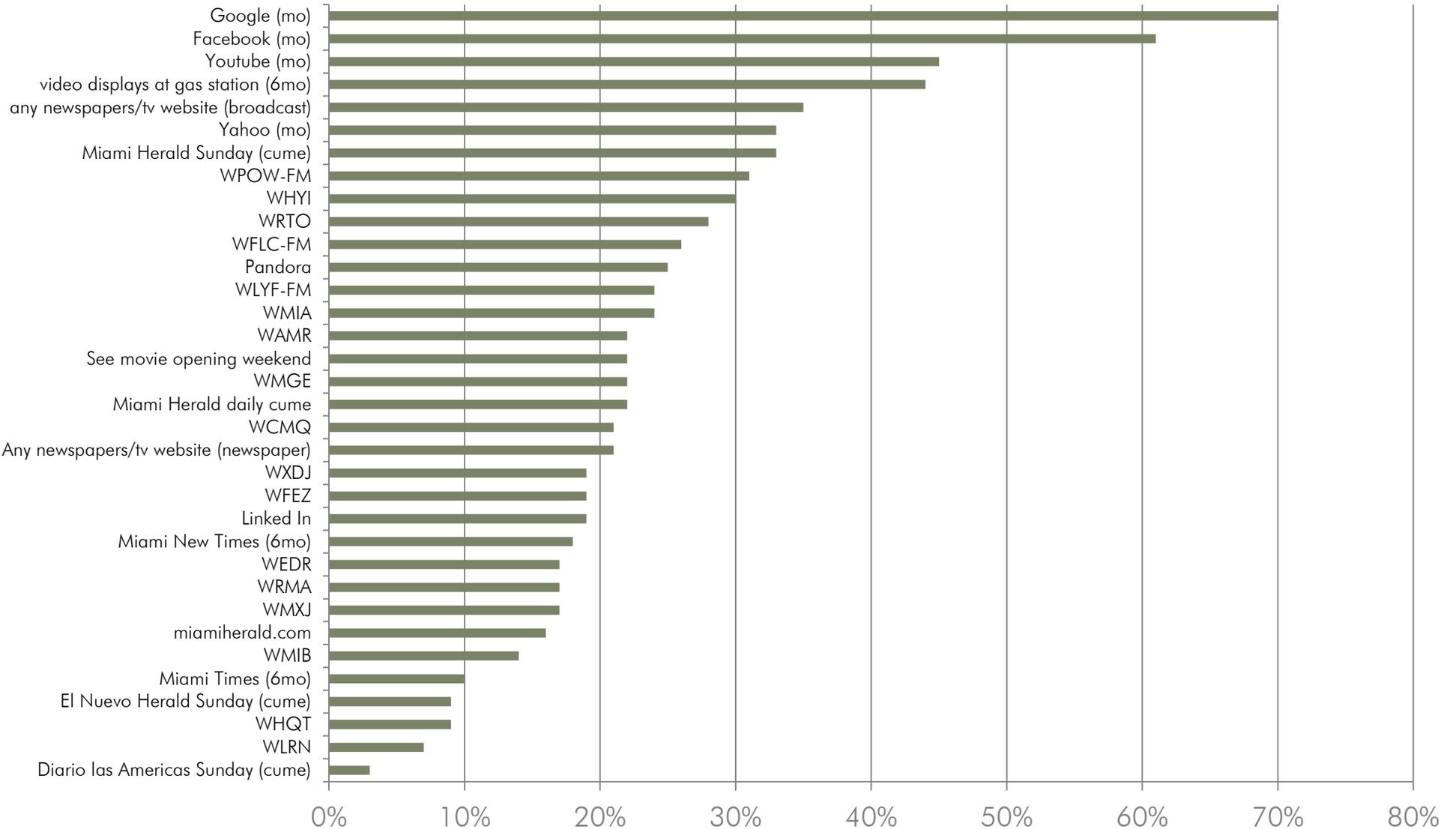
Community Information & Outreach





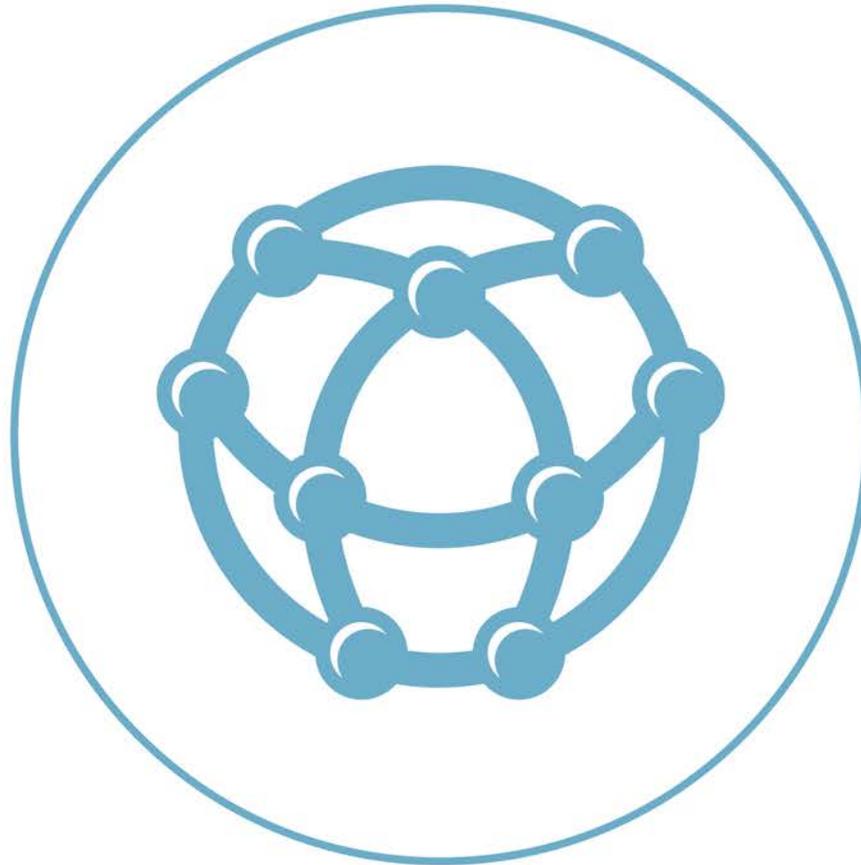
Top Media Outlets: Frequent Travelers

Media Consumption

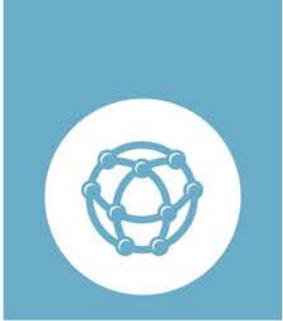


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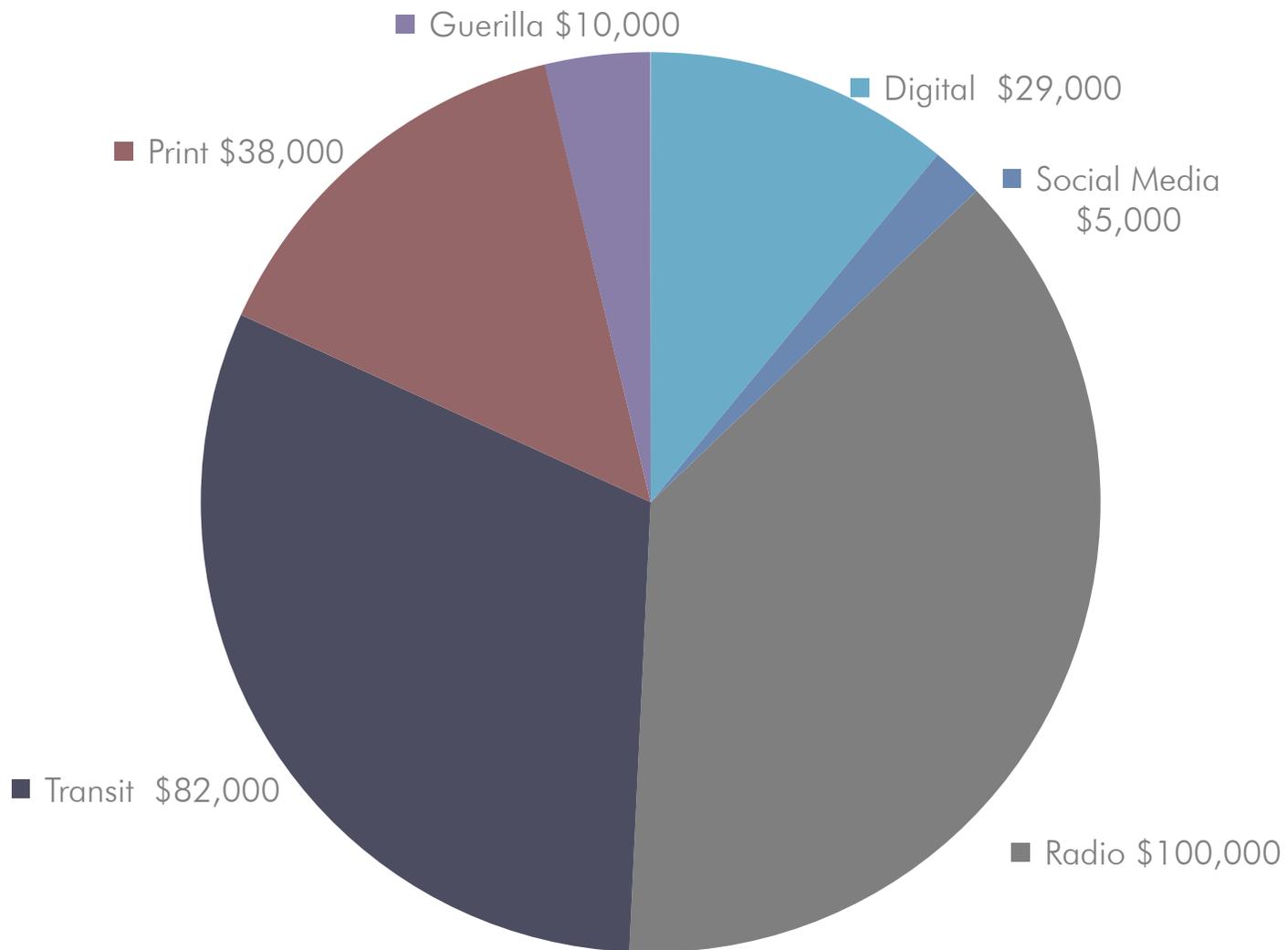


Media Strategy



Media Strategy

Breakdown of Budget: \$264k





Media Strategy

Strategy by Target: Media

Decision Makers

Radio- Top stations highlighted in the research

Print- Miami Herald, Miami Today

Online- Top digital publications for news
SEO and Google

Social- Twitter/LinkedIn

WASD Customers

Radio- Top stations highlighted in the research

Online- SEO, etc.

Social- Facebook

Guerilla- Nontraditional promotion

Direct Mail- Circulars

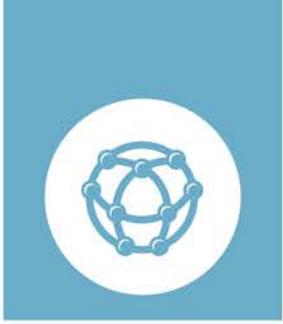
Frequent Travelers

Transit- Buses (Exterior and interior),
Trolleys, Bus Shelters

Radio – Top stations highlighted in the research

Online- Mobile ads delivered to specific
areas where projects will be

Digital Display- Gas Station TV



Media Strategy

Strategy by Target: Message

Decision Makers

Community Benefits:

Emphasis on the business aspects of the Capital Improvement Plans and their impact on the community will be key to communication with this audience to create a buy-in

WASD Customers

Value of WASD:

Brand Image

The numerous WASD services and direct to consumer benefits will be emphasized to customers

Frequent Travelers

General Information + Direct Benefits:

Because this audience will be negatively impacted in their commute, it is important to inform them about the projects and snapshot the positive impact it will have on the surrounding area



Radio



Media Strategy
Radio

Top Radio Stations

- **WLRN**
 - 28% of Decision Makers are listeners and 14% consider it their preferred station
 - 1 in 5 WASD customers are listeners
- **WBGG**
 - 41% of Decision Makers are listeners and 25% consider it their preferred station
 - 1 in 5 WASD customers are listeners
- **Total Traffic**
 - Participating stations will reach a large segment of those commuting in affected areas

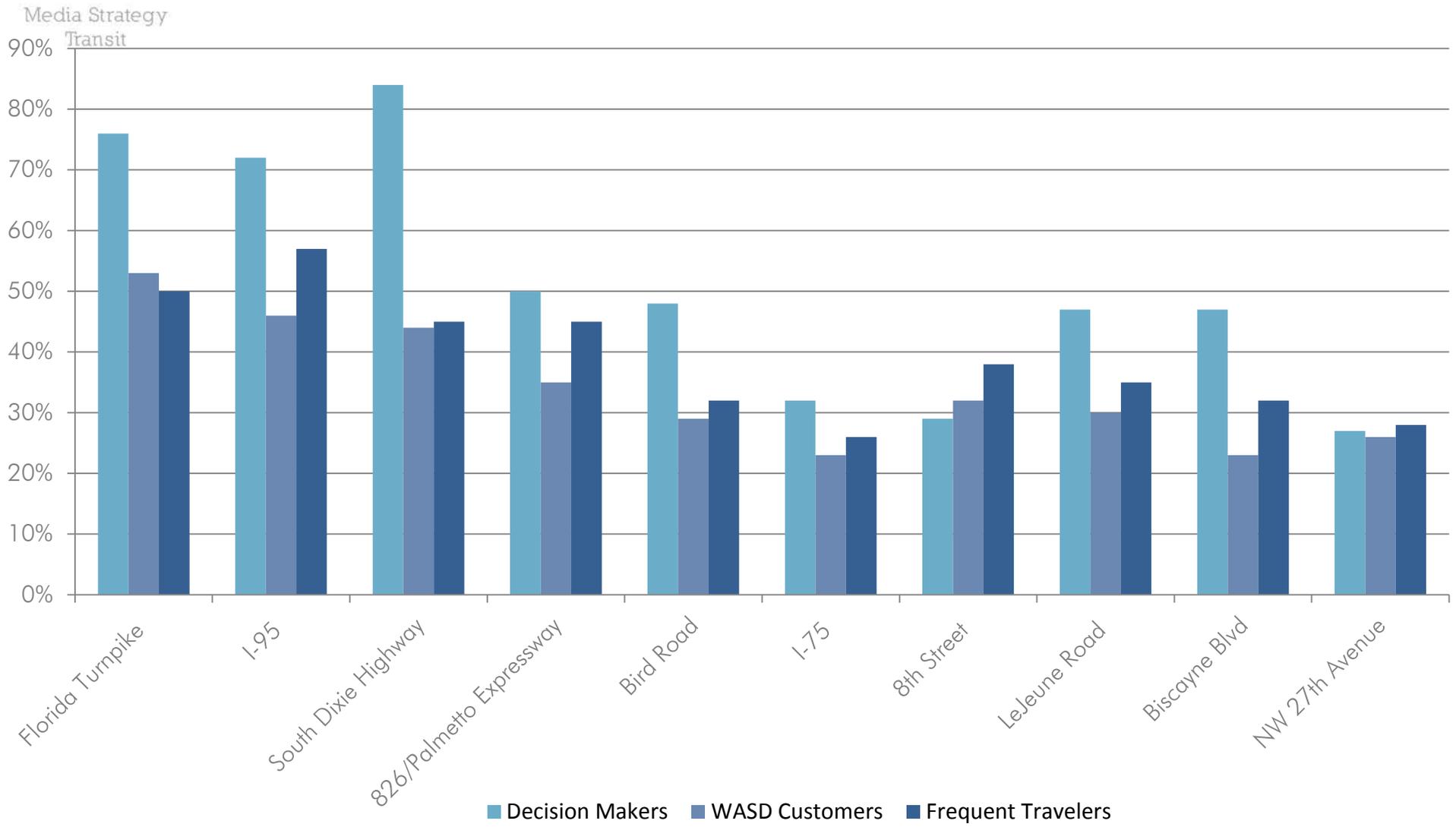




Transit



Roads Traveled



Source: MIAMI -- Release 2 2014 Feb 14-Jul 14 Scarborough



Community Information & Outreach





Print



Media Strategy
Print

Top Publications for Decision Makers

- 6 out of 10 read the *Miami Herald Sunday* edition
- 1 in 3 read the *Miami Times*
- Other top papers such as the *New York Times* and *Wall Street Journal* will have ads served through the online editions





Online



Media Strategy
Online

Digital Consumption Habits

- Mobile usage is strong in all groups
 - 95% of Decision Makers own a smartphone
- Across the board 4 in 10 spend...
 - 10+ hours on the internet weekly
 - 1-4 hours on social media sites weekly





Conclusion



Conclusion

Final Remarks

- A multimedia campaign using radio, transit, print, online, social and guerilla will kick off in March
- Value, service and benefits will be emphasized in messaging
- 3 targets or audiences will be reached including the Decision Makers, WASD Customers, and travelers impacted in their commute
 - The messaging will vary slightly based on audience