



## NC CLEAN WATER EDUCATION PARTNERSHIP

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### CWEP Spring 2010 TV Campaign Summary (2 of 2 FY10 TV Campaigns)

#### Introduction

CWEP ran a Spring TV campaign as part of its Fiscal Year 2009-2010 program (a previous television campaign ran in Fall 2009). A total of \$25,110.68 was spent by the Partnership on dubs and cablecasting in this campaign. The total CWEP spent on television in FY10 was \$52,370.13.

#### Spots

One 30-second television spot (advertisement) ran, CWEP's 2009 "Overfertilizing" spot. The spot was tagged with a spoken tagline ("Clean water begins at home") and written/spoken URL for the CWEP homepage, which was updated to direct visitors to information about home yard care.

#### Campaign

Flights ran on Time Warner Cable in the Triangle (556 spots) and at the Coast (546 spots) as well as a special buy on Suddenlink Cable to cover the Kinston/Rocky Mount/New Bern area (136 spots) between March 9 and March 28, 2010. The three buys all cablecasted our spot on similar channels: Home & Garden TV, The Food Network, The Discovery Channel, CNN, MSNBC, FX, and The History Channel. See table on following page for spot and impression counts by jurisdiction.

#### Target Audience

Adults ages 35-54, homeowners, who spend less than \$500 per year on lawn care. Research shows that this is the demographic most likely to do their own yard care (rather than hiring a service) and because our Overfertilizing spot was designed to communicate yard care stewardship concepts to this demographic. The Impressions are given for the jurisdiction's and the market's population as a whole.

#### Campaign Performance

Spot count is a very gross measure not typically used in media because it does not account for the effectiveness of the campaign. The impression count for the jurisdiction is a simple measure that does account for the reach (audience penetration) and frequency (number of times members of the audience saw the spot). Impressions are simply the number of times the spot was seen by a member of the audience. Additional media metrics for each buy are available upon request.

CWEP also deploys a poll on our website during campaigns asking visitors to the CWEP "home page" what brought them to our site. During the Spring TV campaign, 19 people took the poll, and 7 of those responded that they had seen one of our commercials on television. (Of the remainder, 6 used a search engine, 3 clicked links on other websites, 1 had visited before, and 1 responded "Other.") This is a fairly typical level of response for a CWEP television campaign, and is in fact higher than expected considering we split our TV budget into two separate campaigns.

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## Estimated Campaign Performance by Jurisdiction

Impressions for each CWEP jurisdiction were calculated by multiplying the reach and frequency for each market's campaign ("buy") by the jurisdiction's population. If the jurisdiction was covered by more than one buy, the impression and number of spots for each buy were added together to arrive at the jurisdiction's total. These counts can be added to counts for previous campaigns as needed.

| <b>Jurisdiction</b>   | <b>FY10 Population</b> | <b>No. of Spots</b> | <b>Jurisdiction's Impressions</b> |
|-----------------------|------------------------|---------------------|-----------------------------------|
| Town of Apex          | 29,973                 | 556                 | 73,590                            |
| Town of Carrboro      | 19,178                 | 556                 | 47,086                            |
| Town of Cary          | 132,443                | 556                 | 325,174                           |
| Town of Chapel Hill   | 54,904                 | 556                 | 134,800                           |
| Chatham County        | 47,866                 | 556                 | 117,521                           |
| City of Durham        | 222,472                | 556                 | 546,213                           |
| Durham County         | 29,374                 | 556                 | 72,119                            |
| Town of Fuquay-Varina | 14,959                 | 556                 | 36,727                            |
| Town of Garner        | 24,832                 | 556                 | 60,968                            |
| City of Goldsboro     | 37,341                 | 556                 | 91,680                            |
| City of Havelock      | 22,604                 | 546                 | 34,335                            |
| Town of Hillsborough  | 6,584                  | 556                 | 16,165                            |
| Town of Holly Springs | 19,474                 | 556                 | 47,813                            |
| Town of Hope Mills    | 12,843                 | 556                 | 31,532                            |
| Johnston County       | 111,906                | 556                 | 274,752                           |
| City of Kinston       | 22,763                 | 136                 | 43,819                            |
| Town of Knightdale    | 9,810                  | 556                 | 24,086                            |
| Town of Morrisville   | 14,308                 | 556                 | 35,129                            |
| Nash County           | 38,521                 | 556                 | 94,577                            |
| City of New Bern      | 25,684                 | 682                 | 88,456                            |
| City of Oxford        | 9,342                  | 556                 | 22,936                            |
| City of Raleigh       | 367,098                | 556                 | 901,299                           |
| City of Rocky Mount   | 56,288                 | 136                 | 108,354                           |
| Town of Smithfield    | 12,821                 | 556                 | 31,478                            |
| Town of Spring Lake   | 7,524                  | 556                 | 18,473                            |
| Town of Tarboro       | 10,430                 | 692                 | 45,685                            |
| Town of Wake Forest   | 25,734                 | 556                 | 63,182                            |
| Wayne County          | 69,987                 | 556                 | 171,832                           |
| City of Wilson        | 49,947                 | 556                 | 122,630                           |