



NC CLEAN WATER EDUCATION PARTNERSHIP

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CWEP Spring 2011 TV Campaign Summary **(2 of 2 FY11 TV Campaigns)**

Introduction

CWEP ran a Spring TV campaign as part of its Fiscal Year 2010-2011 program (a previous television campaign ran in Fall 2010). A total of \$30,157.56 was spent by the Partnership on dubs and airtime in this campaign. The total CWEP spent on television in FY11 was \$51,511.90.

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 in the Triangle on WRAL and WRAZ and at the Coast on WCTI from March 12 to April 10, 2011.

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. See table on following page for spot and impression counts by jurisdiction.

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, 23 people took the poll, and 11 of those responded that they had seen one of our commercials on television. (Of the remainder, 3 used a search engine, 3 clicked links on other websites, 0 had visited before, and 6 responded "Other.") This is a fairly typical response for a CWEP television campaign, and is in fact higher than might be 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 and campaigns run using other mass media as needed.

Jurisdiction	FY11 Population	No. of Spots Run	Jurisdiction's Impressions
Town of Apex	31,250	166	43,911
Town of Butner	6,344	166	8,914
Town of Carrboro	19,479	166	27,371
Town of Cary	141,167	166	198,360
Town of Chapel Hill	55,616	166	78,148
Chatham County	48,873	166	68,674
City of Durham	228,480	166	321,047
Durham County	28,915	166	40,630
Town of Fuquay-Varina	16,054	166	22,558
Town of Garner	26,109	166	36,687
City of Goldsboro	37,661	166	52,919
City of Havelock	22,808	86	62,056
Town of Hillsborough	6,660	166	9,358
Town of Holly Springs	20,631	166	28,990
Town of Hope Mills	13,496	166	18,964
Johnston County	115,591	166	162,422
City of Kinston	22,675	86	61,694
Town of Knightdale	10,967	166	15,410
Town of Morrisville	14,954	166	21,013
Nash County	37,921	166	53,284
City of New Bern	26,153	86	71,157
City of Oxford	9,426	166	13,245
Town of Pittsboro	2,536	166	3,563
City of Raleigh	377,353	166	530,235
City of Rocky Mount	59,228	166	83,224
Town of Smithfield	13,088	86	35,610
Town of Spring Lake	8,450	166	11,873
Town of Tarboro	10,383	166	14,590
Town of Wake Forest	27,496	166	38,636
Wayne County	70,142	166	98,560
City of Wilson	50,643	166	71,161