

State of the Estuary Conference

Iconic Brands & Regional Campaigns: Improving Water Quality Through Outreach

CHERYL WESSLING * CITY OF SAN JOSE

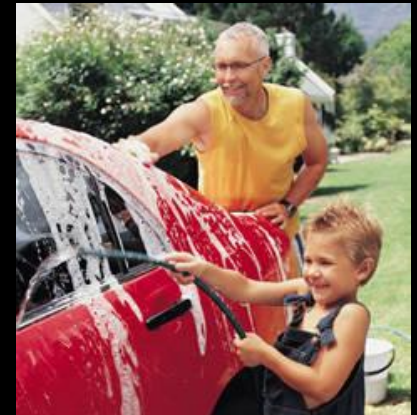
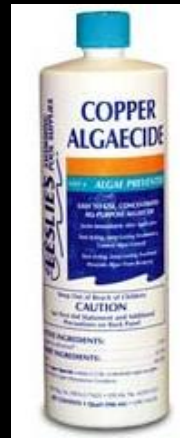
Representing the Collaborative for a Long-Term, Regional
San Francisco Bay Protection & Behavior Change Campaign

Wednesday, September 21, 2011
Watershed Stewardship ~ 1:55 p.m. session

CirclePoint's 3 recommended strategies

1. Emphasize the message, not the messenger
2. Use a single brand to overarch pollutant-specific campaigns *to help with assimilation*
3. Collaborate to roll out the brand and campaigns regionally *one loud voice*

We regularly handle pollutants which can directly or indirectly wash into and harm our creeks and the Bay.





How do we
achieve the
needed
awareness
and behavior
change?

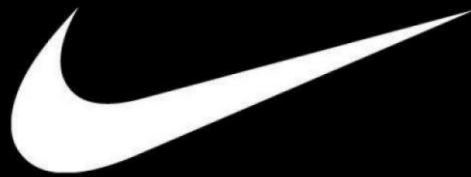
An iconic brand

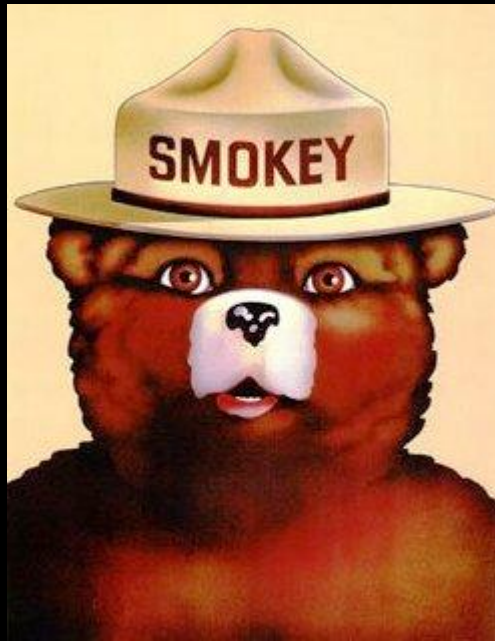
that overarches well-crafted
pollutant-specific campaigns

can lead to
awareness and behavior change.

WHAT IS AN ICONIC BRAND?

You know them
when you see them.





The logo for "Don't mess with Texas." features the text in a black, serif font. The words "Don't" and "mess with" are on the top line, and "Texas." is on the bottom line. A red oval shape is drawn around the text, with a blue five-pointed star with a white outline positioned to the right of the word "with".

Don't
mess with
Texas.

Cause brands can attract celebrity sponsors

YouTube Search Browse Movie

Don't Mess With Texas Ad

JoshG210 34 videos



0:14 / 0:16 240p



Iconic vs. Popular brands

Iconic Brands

- 58%

minimum
recognition
rate

Popular Brands

- 36%

minimum
recognition
rate

Examples of Long-Term Regional Campaigns Focusing on Water Quality



For **40 years**, this brand has overarched messages to change behaviors that cause algal blooms in the lake.



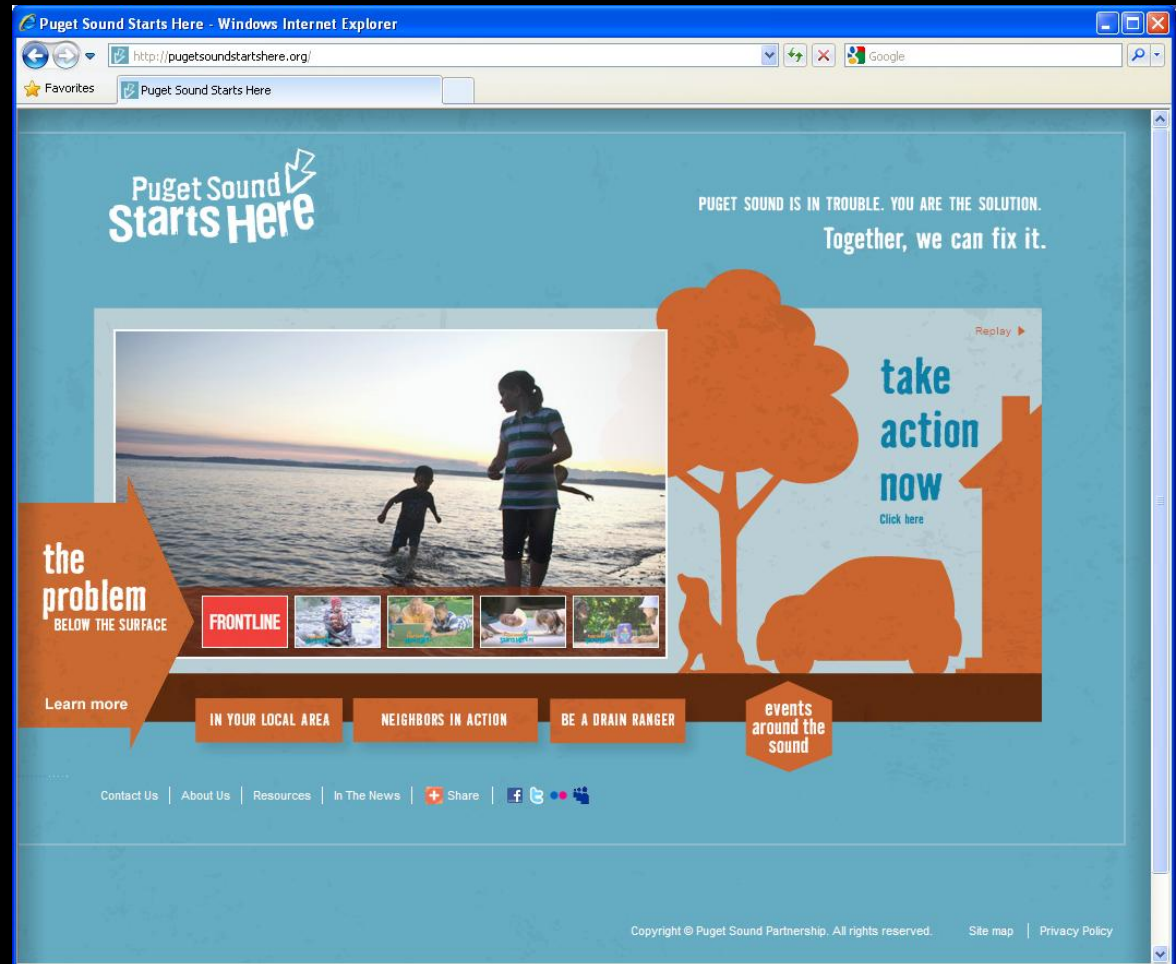
For **10 years**, 25+ agencies have united under this brand to promote stormwater pollution prevention.



For almost **3 years**, 65+ agencies have united under this single brand to overarch a series of pollutant-specific campaigns and BMP messages.

Benchmarking *Puget Sounds Starts Here*

Puget Sound Starts Here is the brand managed by the Puget Sound Partnership, and it overarches several pollutant-specific campaigns



People live, work, and play across service areas



Uniform brand & messages have the best shot at impressions needed for awareness and action

Uniform brand & messages enable investment efficiencies

Efforts of Informal Coalition

SF Bay Protection & Behavior Change Campaign
STARTING GATE

- Meeting every 6-8 weeks since May 2011
- ~20 agencies represented, including BASMAA & BACWA
- SFEP has agreed to be the fiscal agent
- Letter of support from Water Board
- Applying for EPA–Water Quality Improvement Fund grant
- If timely, brand could be used on 2012 pesticide campaign

To help people grasp their role in helping
Bay water quality, we should

*Develop an **ICONIC BRAND** for
pollution prevention and put it in play
so that it will **EMBED** in the
collective Bay Area psyche and culture.*