



BRAND AWARENESS CAMPAIGN

# RESEARCH & CREATIVE REVIEW



PRESENTED BY FLEISHMANHILLARD

An aerial photograph of a water treatment plant facility. The plant features several large buildings with green roofs and a prominent dam structure extending into a body of water. The surrounding area includes a residential neighborhood with houses, a golf course, and a parking lot filled with vehicles. The word "AGENDA" is overlaid in large, bold, blue letters with a white outline.

# AGENDA

**RESEARCH  
RESULTS**

TOP 6 KPIS

**CAMPAIGN  
CREATIVE**

LAYOUTS (x7)

**MEDIA PLAN  
& EXECUTION**

CREATIVE MOCK UPS

**RADIO COPY**

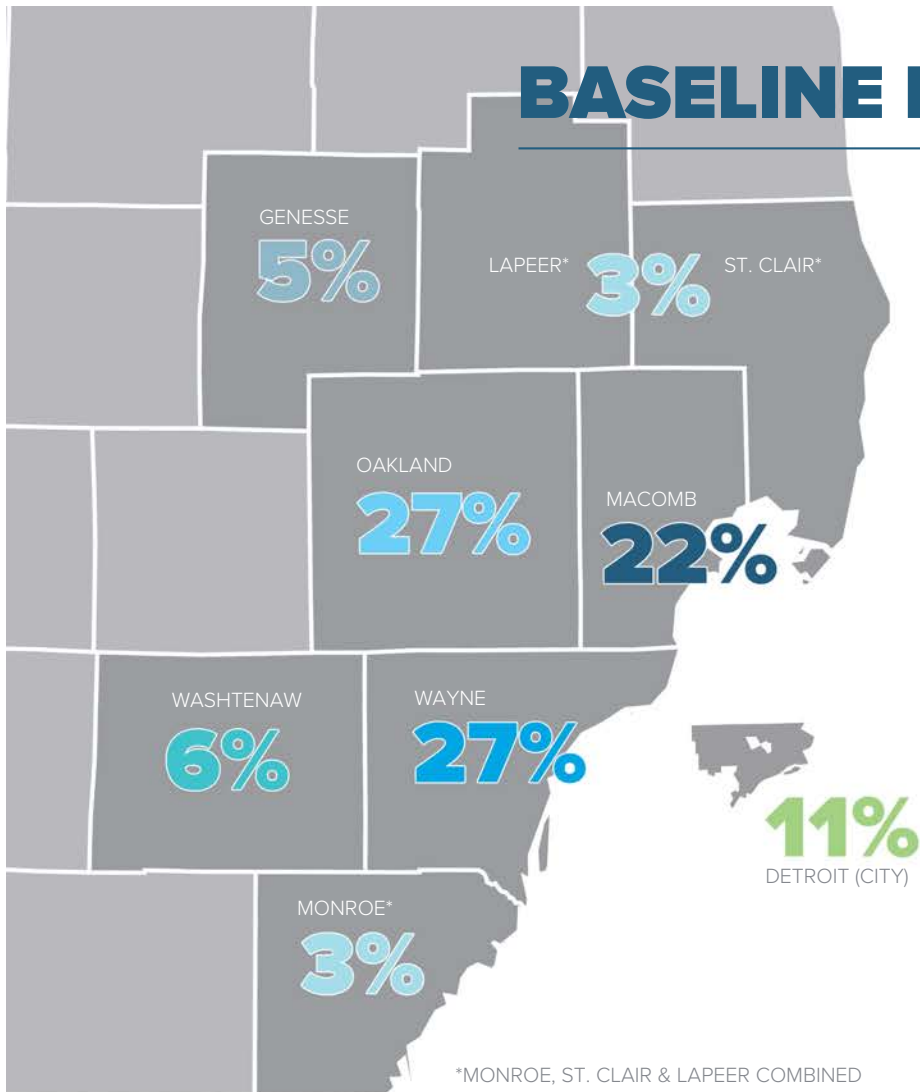
SCRIPTS x4 (:15)

## Project Background

Now in its fourth year of operations, GLWA's board has requested that **residents become a key audience** for the Authority's communications. While GLWA is a B2B wholesaler, it is important for end consumers to understand the source of their drinking water, especially in a post-Flint world.

With distrust and misinformation rampant, a brand awareness campaign will allow GLWA to **speak directly to the end consumer** allowing the Authority **to educate and reassure residents** in Southeast Michigan that **their water is of the highest quality.**

# BASELINE RESEARCH STUDY OVERVIEW



An online survey was fielded with 827 qualified residents in counties GLWA serves from March 7-22, 2019.

This study will be repeated at intervals to track change in key performance indicators from this baseline measurement.

The following KPIs are reported in this summary:

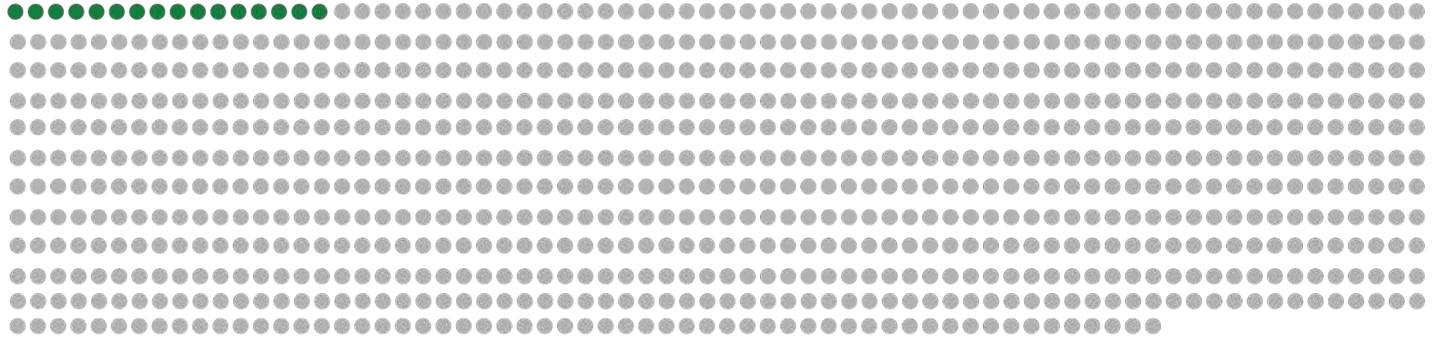
1. Unaided awareness of GLWA
2. Aided awareness/familiarity of GLWA
3. Identification of GLWA with four descriptor statements
4. Accuracy of GLWA descriptions by those familiar with GLWA
5. Agreement with GLWA attributes
6. Trust in GLWA (among those familiar with GLWA)

# KPI #1 – UNAIDED AWARENESS

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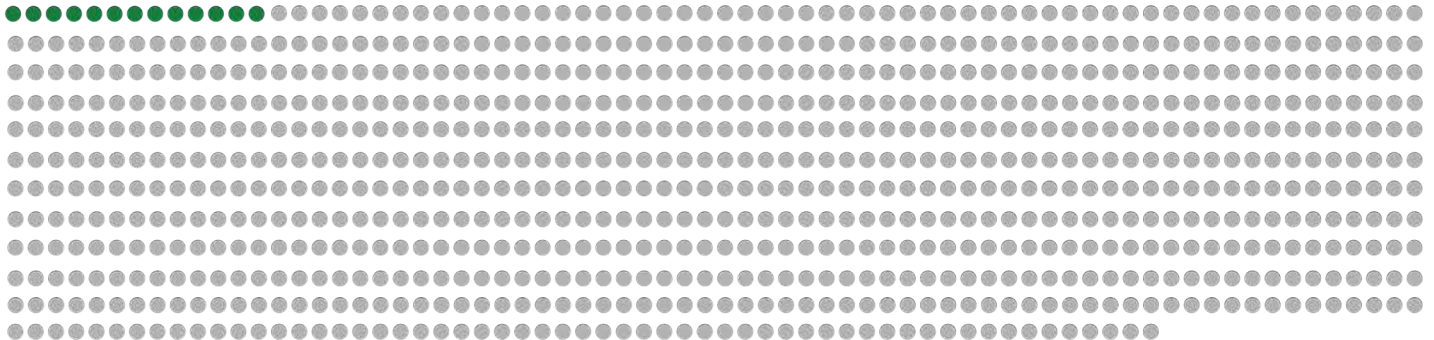
## Who treats your drinking water?

GLWA mentioned by  
**1.9%** (16 of 827 people)



## Who treats the wastewater from your municipality?

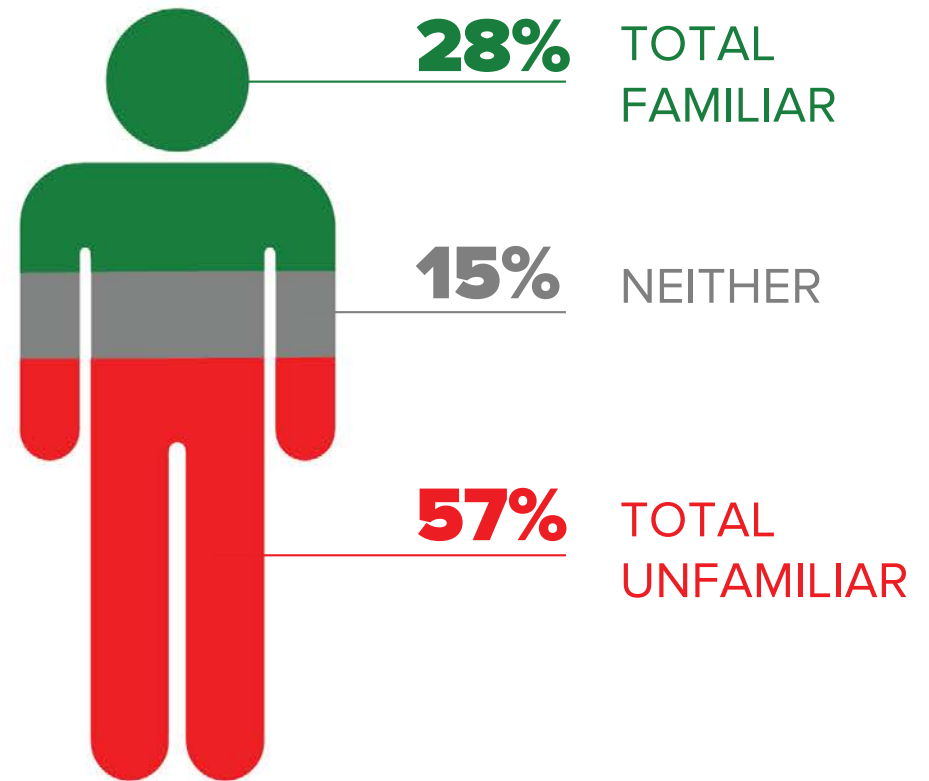
GLWA mentioned by  
**1.6%** (13 of 827 people)



## KPI #2 – AIDED AWARENESS

Aided familiarity with GLWA as a water or wastewater treatment provider is

**28%**



# KPI #3 – IDENTIFICATION OF GLWA

Average of  
**27%**  
 correctly identify these  
 GLWA descriptors

Has 127 municipality customers in eight counties, which server nearly 4 million people with water and server service.



**32%**



**26%**

Is the regional water system for eight Southeast Michigan counties, including the city of Detroit.

**28%**

**40%**

Operates and maintains five water plants, one wastewater plant and associated facilities and infrastructure in the region.

**25%**

**24%**

Bills communities for water and sewer usage, and the communities then bill customers for actual local water and sewer service.

**27%**

**35%**



# KPI #4 – ACCURACY OF DESCRIPTIONS

This qualitative exercise asked those familiar with GLWA to describe specifics about what they knew about the Great Lakes Water Authority.



Residents familiar with GLWA identify the company with its drinking water and wastewater services.

Associate GLWA with operating throughout southeast Michigan.

“They handle water and sewage treatment for several cities in the area, and have been working on saving costs for some time. This year is the lowest rate increase in ten years due to that.”



Many think GLWA’s primary responsibility is to monitor water safety for southeastern Michigan.

Some believe GLWA provides water services for the entire state of Michigan.

The association between the name “Great Lakes Water Authority” and the Great Lakes led to several residents identifying GLWA as a Great Lakes conservation group.

“I think they are responsible for water conservation throughout the Great Lakes region.”

“The body who oversees the use and health of the Great Lakes.”

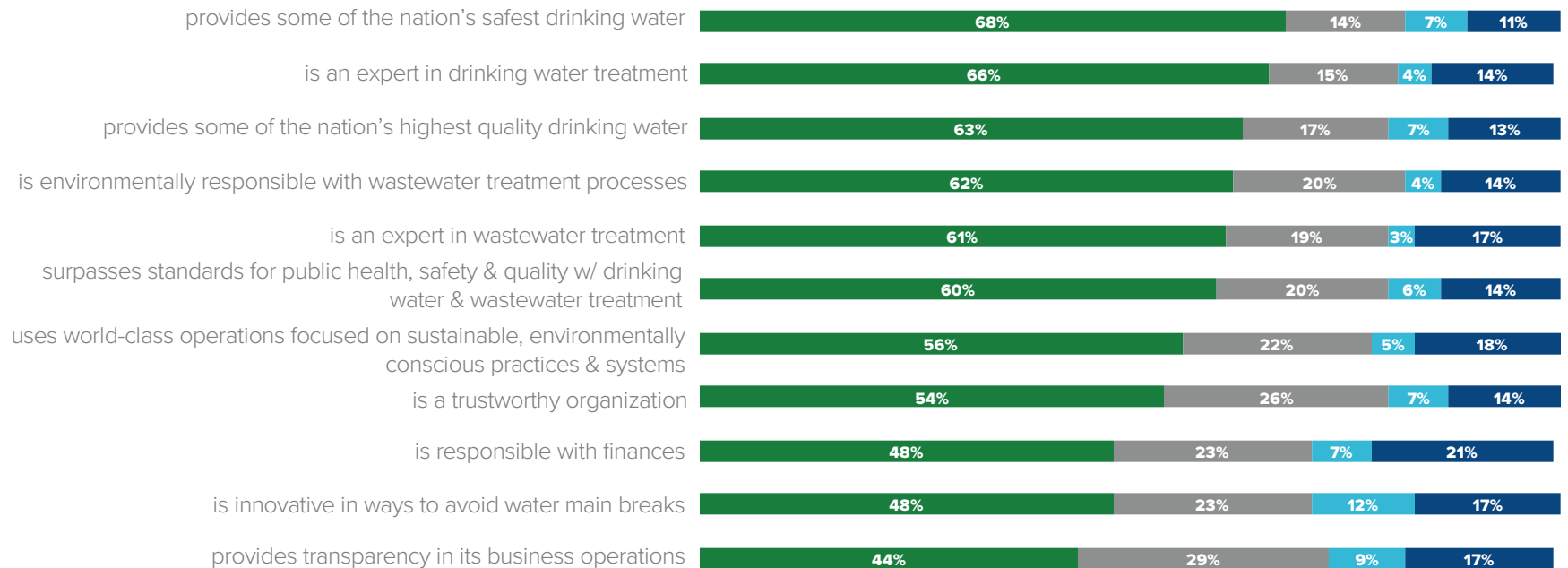


# KPI #5 – AGREEMENT W/ GLWA ATTRIBUTES

**57%**

average agreement among familiar individuals

**Q.** Do these statements describe your image of GLWA currently?



■ total agree  
 ■ neutral  
 ■ total disagree  
 ■ don't know

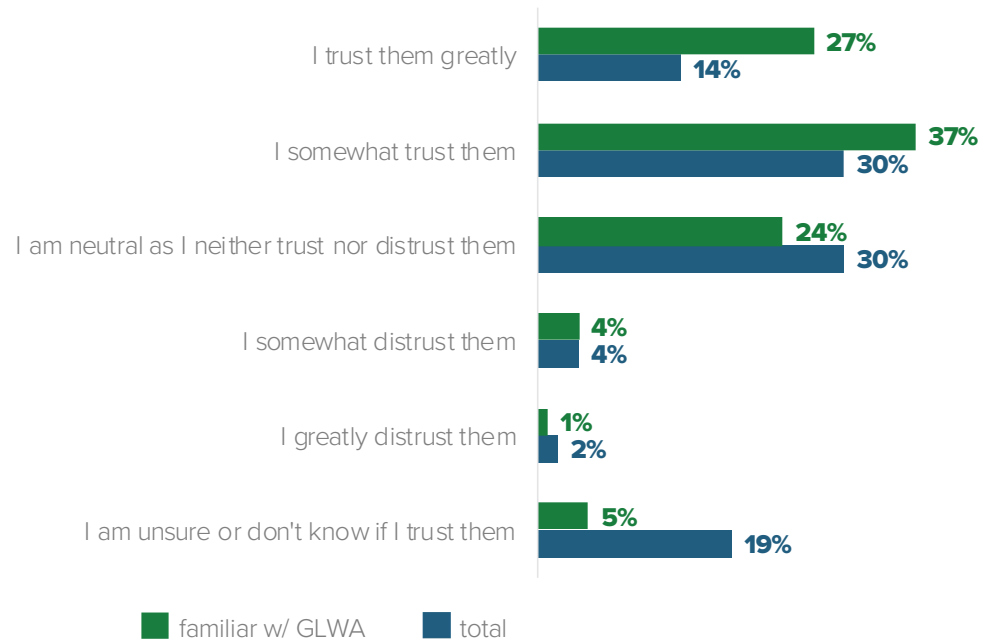


# KPI #6 – TRUST IN GLWA

**64%** familiar with  
GLWA trust them

**44%** of total trust GLWA

**Q.** Do you trust GLWA to provide high quality/  
safe drinking water where you live?



# **CAMPAIGN OBJECTIVES**

WE ARE  
**GLWA**

WE ARE  
**GLWA**

THIS CONCEPT GIVES THE END CONSUMER AN INTERNAL LOOK INTO THE ORGANIZATION. UTILIZING PROFESSIONAL PHOTOGRAPHY, WE WILL PUT A FACE TO GLWA.

GLWA TEAM MEMBERS ARE FRONT AND CENTER WITH THREE TEAM MEMBERS FROM WATER AND THREE TEAM MEMBERS FROM WASTEWATER.

# WE ARE **GLWA**



The advertisement features a photograph of Frank Czyz, an Electrical Instrumentation Control Technician at WRRF, wearing a yellow hard hat and a blue work shirt with a GLWA patch. He is standing in front of industrial control panels. To the right of the photo is a dark blue background with the GLWA logo and the slogan "GREAT LAKES. GREAT WATER." Below the slogan is a paragraph of text and a call-to-action button. At the bottom are social media icons and the tagline "ONE WATER."



logo

**GREAT LAKES.  
GREAT WATER.<sup>SM</sup>**

headline

As the primary provider of water and sewer services in Southeast Michigan, GLWA is committed to returning our water to the Great Lakes cleaner than when it entered our system.

subhead

learn more at [glwater.org](http://glwater.org)

cta to website

f t in y **ONE WATER.**

social icons  
& tagline



Frank Czyz – Electrical Instrumentation Control Technician, WRRF

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Zanetta Stewart – Team Leader, Wastewater Operating Services, WRRF

# WE ARE GLWA

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**CONNECTED SYSTEMS.  
CONNECTED COMMUNITIES.**

Pipes know no boundaries. As the primary provider of water and sewer services in Southeast Michigan, GLWA partners with local communities to ensure reliable operations and a sustainable system.

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Wanda Brown – Plant Technician, Connor Creek CSO



# WE ARE GLWA

The graphic is a vertical rectangle with a teal background on the right and a photograph of a worker on the left. The worker is wearing a white hard hat with the GLWA logo and a white short-sleeved button-down shirt with 'Karone' and the GLWA logo on it. He has his arms crossed and is looking towards the camera. On the teal background, the GLWA logo is at the top right, followed by the headline 'CONNECTED SYSTEMS. CONNECTED COMMUNITIES.' in large white letters. Below the headline is the subhead text: 'Pipes know no boundaries. As the primary provider of water and sewer services in Southeast Michigan, GLWA partners with local communities to ensure reliable operations and a sustainable system.' At the bottom of the teal area is a rounded rectangular button with the text 'learn more at glwater.org'. Below the button are social media icons for Facebook, Twitter, LinkedIn, and YouTube, followed by the tagline 'ONE WATER.'.

logo

headline

subhead

cta to website

social icons  
& tagline



Karone Law – Team Leader, Springwells Water Treatment Plant

# WE ARE GLWA

The advertisement features a photograph of Pawan Kapila, a man with glasses and a mustache, wearing a white button-down shirt with his arms crossed. The background is a solid blue color. In the top right corner, the GLWA logo is displayed, consisting of a stylized white 'A' shape and the text 'GLWA' above 'Great Lakes Water Authority'. Below the logo, the headline reads 'SURPASSING STANDARDS. SURPASSING EXPECTATIONS.' in white, bold, uppercase letters. Underneath the headline, a subhead in white text states: 'As the primary provider of water and sewer services in Southeast Michigan, the GLWA team works 24/7 to ensure your drinking water not only meets regulatory standards, but surpasses them.' At the bottom of the blue area, there is a white rounded rectangular button with the text 'learn more at glwater.org'. Below the button, there are social media icons for Facebook, Twitter, LinkedIn, and YouTube, followed by the tagline 'ONE WATER.' in white uppercase letters.

logo

headline

subhead

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cta to website

social icons  
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Pawan Kapila – Team Leader, SW Treatment Plant

# WE ARE GLWA

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As the primary provider of water and sewer services in Southeast Michigan, the GLWA team works 24/7 to ensure your drinking water not only meets regulatory standards, but surpasses them.

learn more at [glwater.org](http://glwater.org)

f t in y ONE WATER.

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Katherine Malcolm – Team Leader, Water & Field Services

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AT  W/  
**GLWA**

AT  W/  
**GLWA**

THIS CONCEPT FOCUSES ON THE END CONSUMER BENEFIT. WITH EMOTIONAL, LIFESTYLE IMAGERY, WE WILL SHOW THE EVERYDAY MOMENTS OF LIFE WHERE WATER PLAYS AN IMPORTANT ROLE.

AT  W/ **GLWA**



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*Great Lakes Water Authority*

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    **ONE WATER.**

logo

headline

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cta to website

social icons  
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cta to website

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AT  W/ **GLWA**



 **GLWA**  
*Great Lakes Water Authority*

**QUALITY PLAYTIME.  
QUALITY WATER.**

Quality is our #1 goal. As the primary provider of water and sewer services in Southeast Michigan, GLWA's experienced team uses leading treatment practices to ensure we provide you with the nation's cleanest drinking water.

[learn more at glwater.org](http://glwater.org)

    **ONE WATER.**

logo

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subhead

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# AT W/ GLWA



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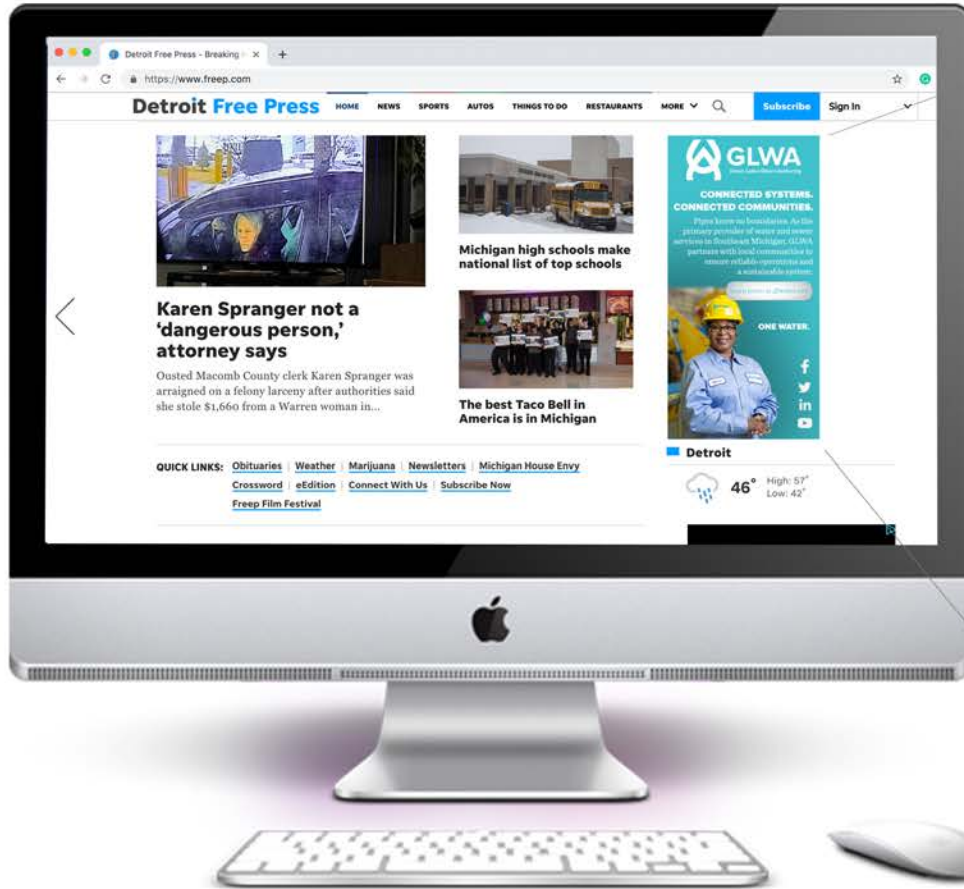
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**DIGITAL**

web - 300x600 px



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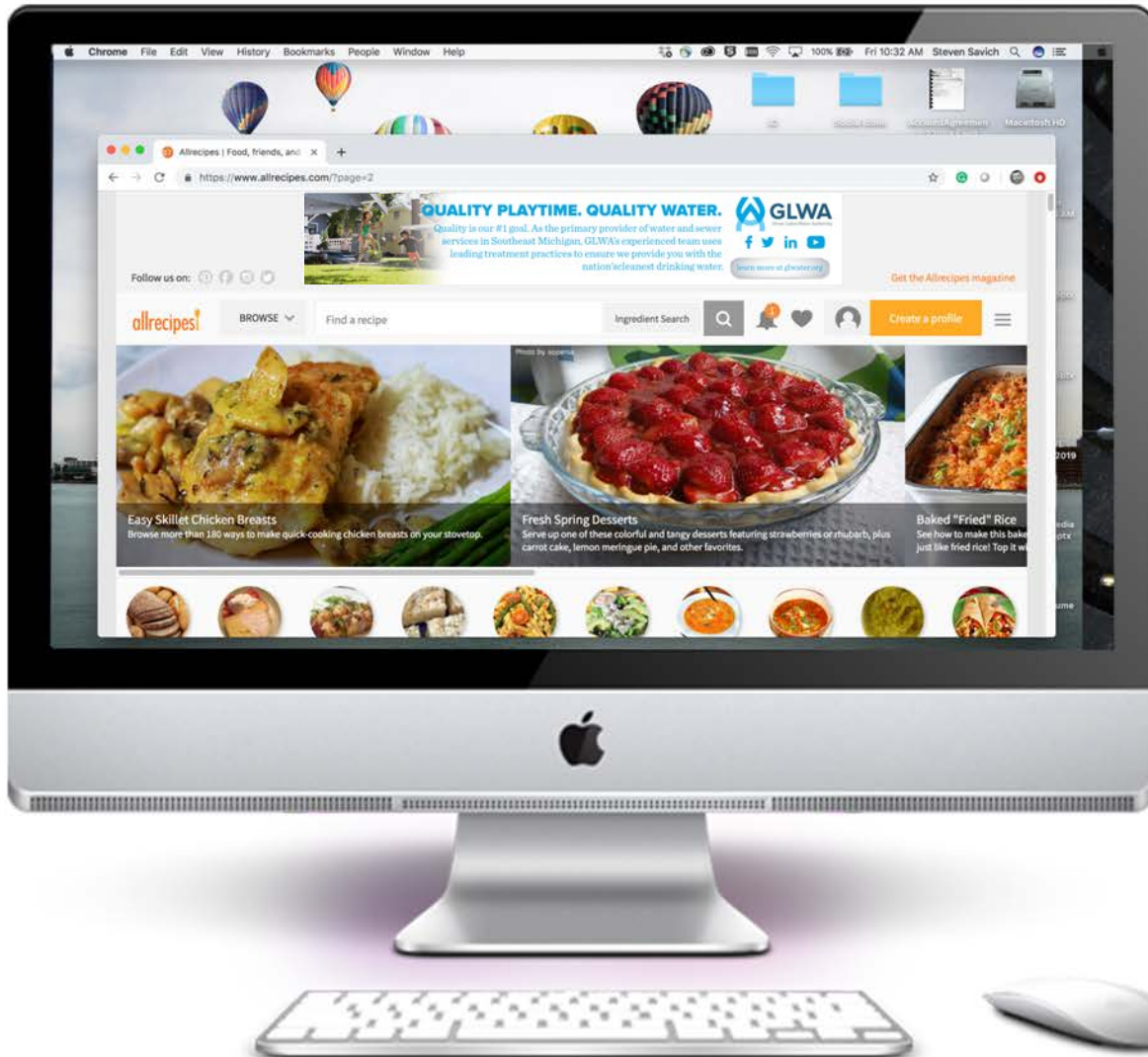
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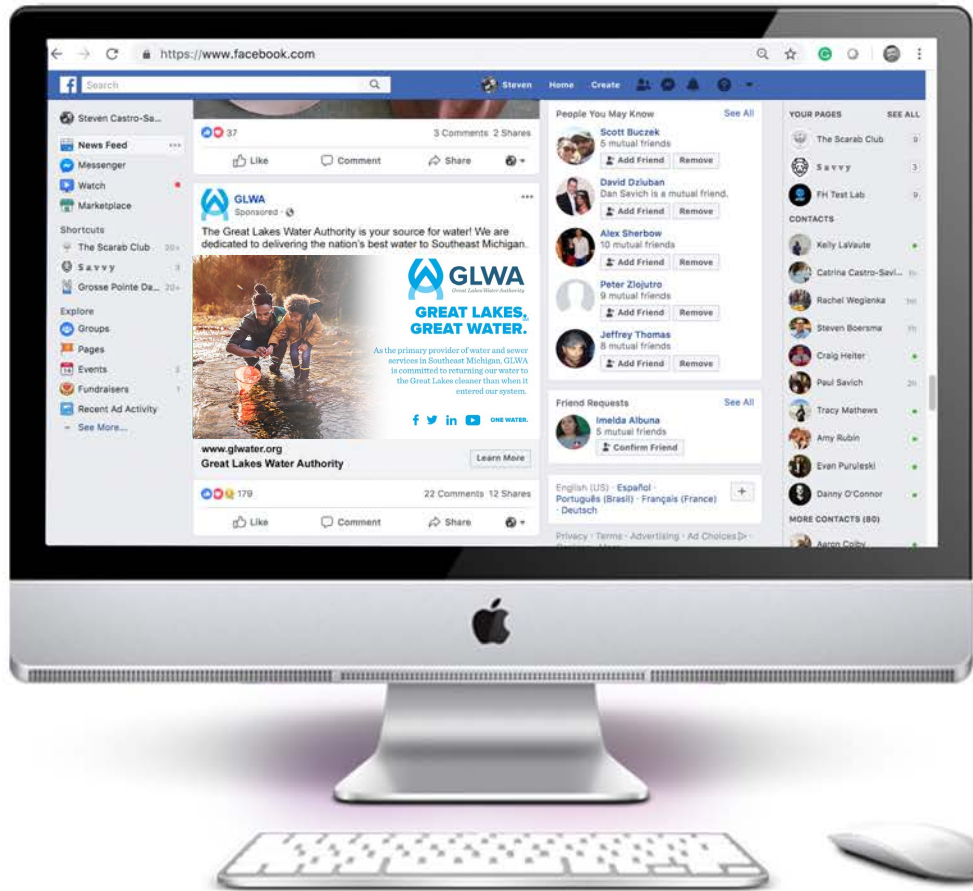
f  
t  
in  
v



web - 300x50 px



facebook - 1200x628 px



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f t in v **ONE WATER.**







**RADIO**

# RADIO BUY

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## WWJ-AM 950

- All News
- Core Demo: Adults 35-64
- Gender: Female 43%, Male 57%



## WOMC-FM 104.3

- Classic Hits
- Core Demo: Adults 25-64
- Gender: Female 49%, Male 51%



## WMXD-FM 92.3

- Urban Adult Contemporary
- Core Demo: Adults 18+
- Gender: Female 51%, Male 49%

## Dayparts



**M-F**  
6a-10a

**M-F**  
10a-10p

**M-F**  
3p-7p

**M-F**  
7p-12m

**Sa-Su**  
6a-7p

**:15 spots**

WE ARE  
**GLWA**

**SPOT #1 (:15)**



(Music intros and plays behind clip)

**For the Great Lakes Water Authority, regulatory standards aren't just something to meet, but rather surpass. Your health is our top priority, which is why we have water quality experts testing 24/7 to serve the communities of Southeast Michigan.**

**Learn how the GLWA is going above and beyond at [G-L Water dot org](http://G-L Water dot org).**



WE ARE  
**GLWA**

**SPOT #2 (:15)**



(Music intros and plays behind clip)

**At the Great Lakes Water Authority, we work with 138 Southeast Michigan communities to ensure we are serving as a responsible steward of our regional water and sewer system. Together we deliver the nation's highest quality drinking water to your community, all while protecting the environment.**

**Learn how the Great Lakes Water Authority is partnering with your community at [G-L Water dot org](http://G-L Water dot org).**



AT  W/  
**GLWA**

**SPOT #1 (:15)**



(Kids playing in the background, the sounds of a sprinkler, hose running, the feel of playing outside)

**We're lucky to have the Great Lakes as our fresh water source to serve 138 Southeast Michigan communities. With the nation's best water and sewer treatment facilities and a highly experienced team, the Great Lakes Water Authority returns water back to our water sources cleaner than when it entered our system.**

**Learn more about sustainable stewardship at [G-L Water dot org](http://G-L Water dot org).**



AT  W/  
**GLWA**

**SPOT #2 (:15)**



(Dishes clanging, an infant talking (“baby talk”), child splashing, etc – to get the feel of being in the kitchen)

**As your provider of water and sewer services in Southeast Michigan, the Great Lakes Water Authority is on the leading-edge of reducing contaminants that impact water quality in our Great Lakes and the environment.**

**Learn more about water treatment innovation at [G-L Water dot org](http://G-L Water dot org).**



# THANK YOU!



FLEISHMANHILLARD