



BRAND AWARENESS RESEARCH

POST-CAMPAIGN SURVEY OVERVIEW

PRESENTED BY  FLEISHMANHILLARD

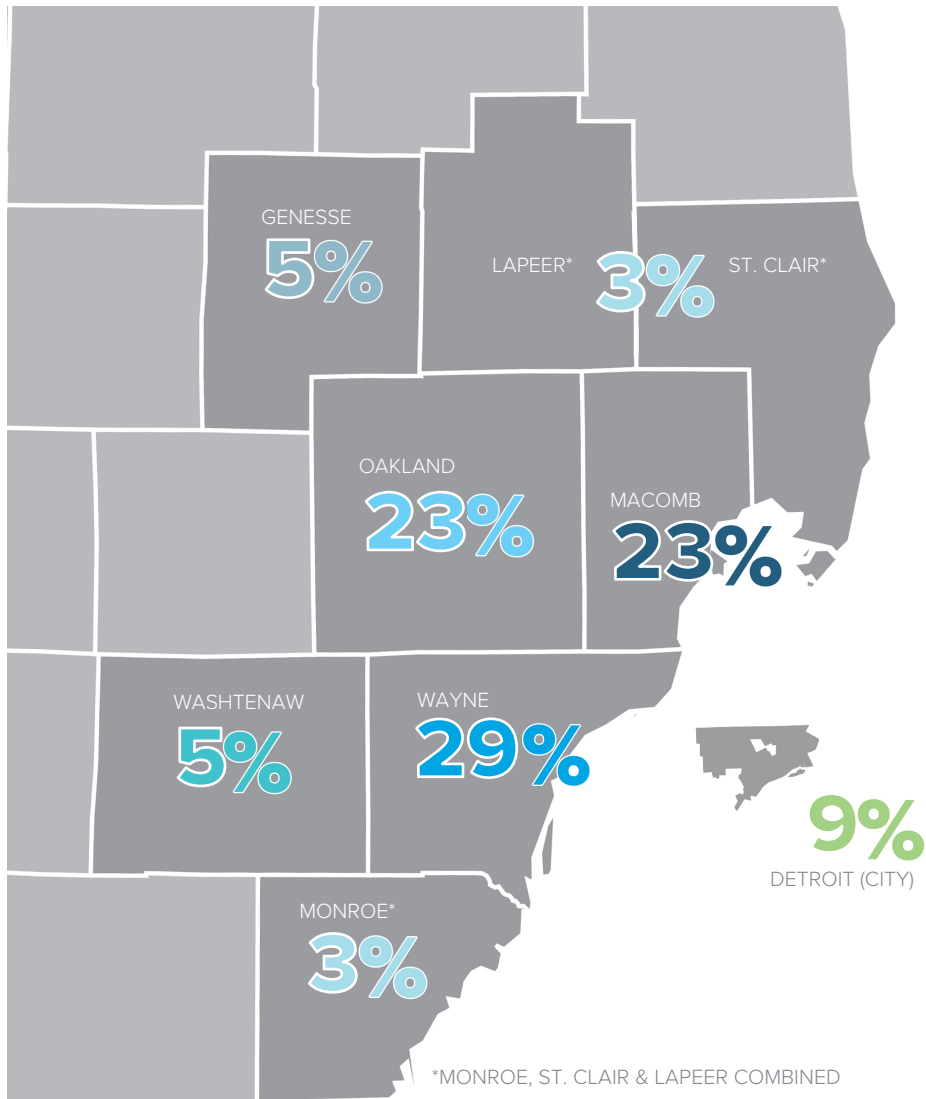
KEY TAKEAWAYS

In comparing pre-campaign baseline and post-campaign benchmark data, we see significant shifts have been achieved in the specific sub-group of those familiar with GLWA.

- We saw a significant increase in recognition of GLWA's role as the regional water system.
- We also saw significant increase in awareness of GLWA's messaging (quality drinking water, wastewater treatment expertise, being trustworthy, responsible and innovative).
- A main goal of GLWA's campaign was to enhance trust in the Authority. Among those familiar with GLWA, there was an increased level of trust.

Important Base to Monitor

The segment of residents familiar with GLWA is the prominent group to monitor through research and to continue to influence through future brand awareness campaigns. In contrast, the GLWA unfamiliar residents are not as far along in the engagement journey and therefore less efficient to influence.



RESEARCH OVERVIEW

An online survey was fielded with 1,195* qualified residents in counties GLWA serves from October 14 - November 6, 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 Descriptions of GLWA
- #5 Agreement with GLWA attributes
- #6 Trust in GLWA (among those familiar with GLWA)

*An online survey was conducted with residents during October 14-November 6, 2019 (n=1,195) within days of the campaign ending, using the same defined GLWA service area as the pre-campaign baseline survey March 7-22, 2019 (n=827). Sample size of 1,000 = a 3% margin of error.

KPI #1 – UNAIDED AWARENESS

Achieving statistically significant changes in awareness among a general, untargeted population takes time, investment and a series of campaigns to influence.

Who treats your drinking water?

GLWA mentioned by **1%**
My city mentioned by **10%**
Detroit/DWSD mentioned by **24%**
Don't know mentioned by **55%**

Significant changes:

- ✓ Fewer said Detroit/DWSD (31% pre-campaign baseline)
- ✓ More don't know (48% pre-campaign baseline)

Who treats the wastewater from your municipality?

GLWA mentioned by **1%**
My city mentioned by **8%**
Detroit/DWSD mentioned by **18%**
Don't know mentioned by **62%**

Significant changes:

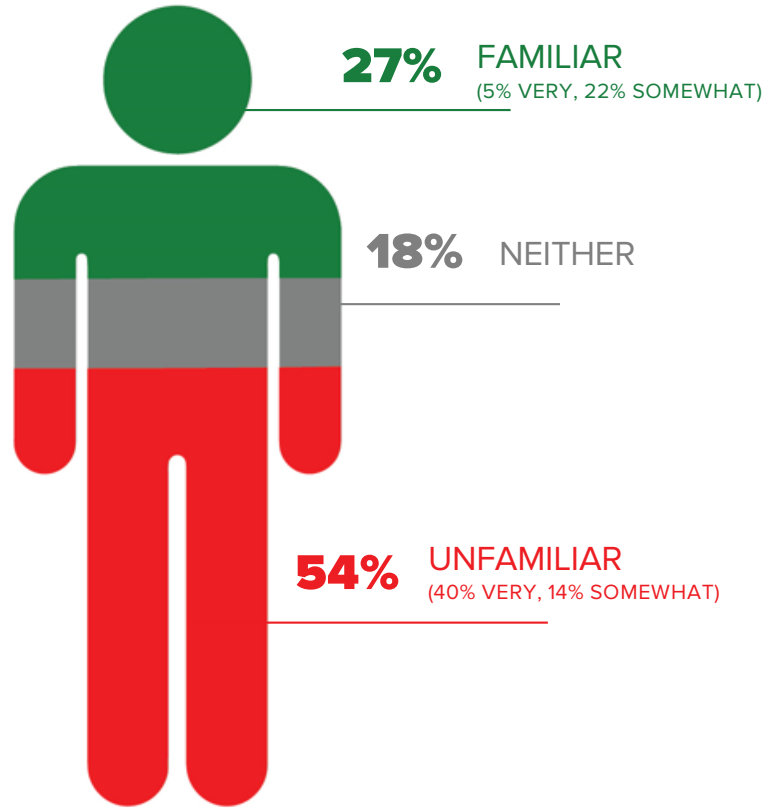
- ✓ Fewer said Detroit/DWSD (22% pre-campaign baseline)

n = 1,195 total surveyed

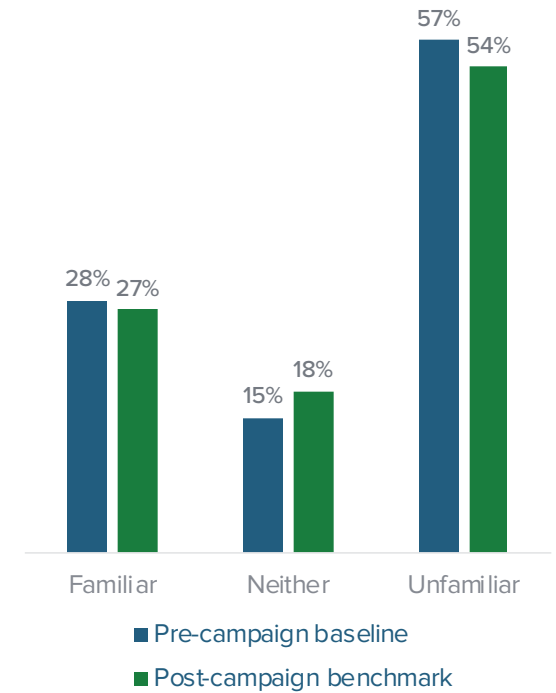
KPI #2 – AIDED AWARENESS

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

27%



pre-campaign baseline n=827 post-campaign benchmark n=1,195 total surveyed



KPI #3 – IDENTIFICATION OF GLWA

Among those familiar with GLWA, an average of

45%

correctly identify these GLWA descriptors

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

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

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

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

PRE-CAMPAIGN
BASELINE

POST-CAMPAIGN
BENCHMARK

36%



21 points

57%

40%



13 points

53%

35%



No
Change

35%

46%




13 points

33%

N = 327 Familiar with GLWA


KPI #4 – ACCURACY OF DESCRIPTIONS

This qualitative exercise asked those familiar with GLWA to describe specifics on what they knew about the GLWA.

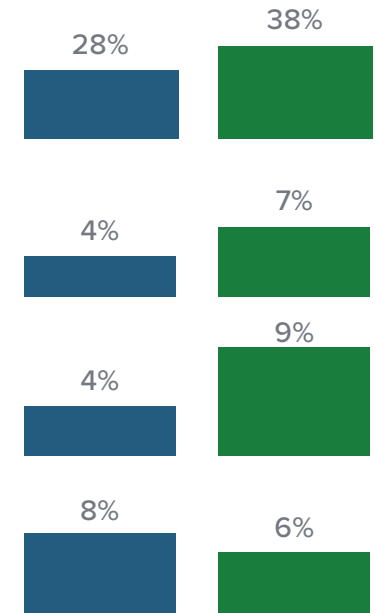
More residents who are familiar with GLWA accurately identify the company with its drinking water and wastewater services on an unaided, volunteered basis.  **10 points**

More residents who are familiar with GLWA accurately identify the company with its quality drinking water and water services.  **3 points**

More associate GLWA with operating throughout southeast Michigan.  **5 points**

Fewer residents who are familiar with GLWA inaccurately think GLWA’s primary responsibility is to monitor water safety for southeastern Michigan.  **2 points**

Pre-campaign baseline (226) *Post-campaign benchmark (327)*



(IF FAMILIAR WITH GLWA) What do you know about the Great Lakes Water Authority/GLWA? Please be as specific as possible.






KPI #5 – AGREEMENT WITH GLWA ATTRIBUTES

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



*Significant increases achieved;
up 5% from pre-campaign baseline average of 57%*

62% average agreement among familiar individuals across 11 attributes

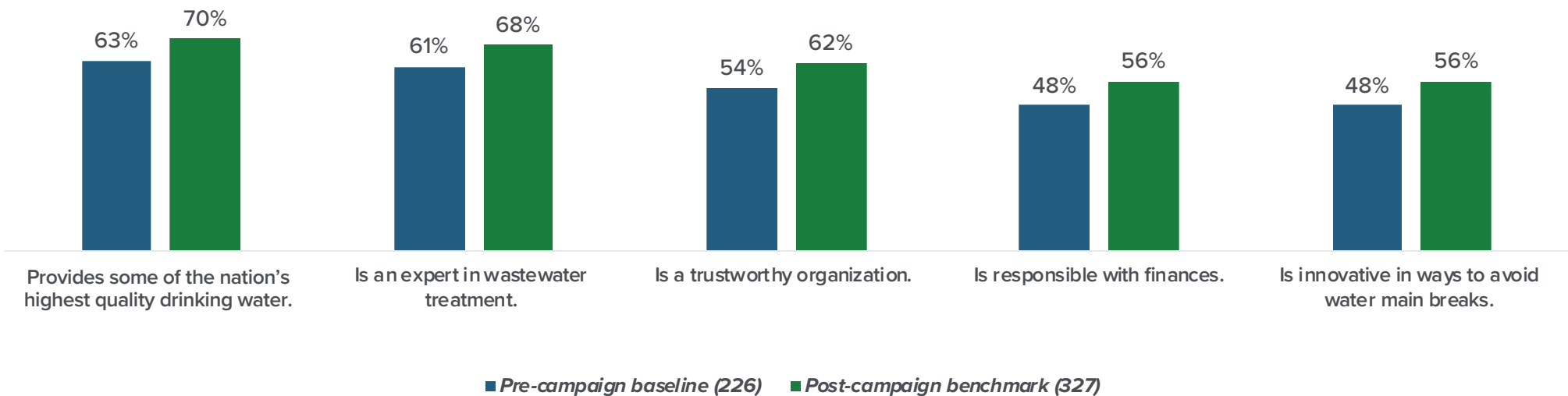
- Provides some of the nation's highest quality drinking water.  7 points
- Is an expert in wastewater treatment.  7 points
- Is a trustworthy organization.  8 points
- Is responsible with finances.  8 points
- Is innovative in ways to avoid water main breaks.  8 points

Showing total agree somewhat or very much of statistically significant changes from pre-campaign baseline

KPI #5 – AGREEMENT WITH GLWA ATTRIBUTES

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

There were statistically significant increases in agreement for these five attributes from pre-campaign baseline to post-campaign benchmark.

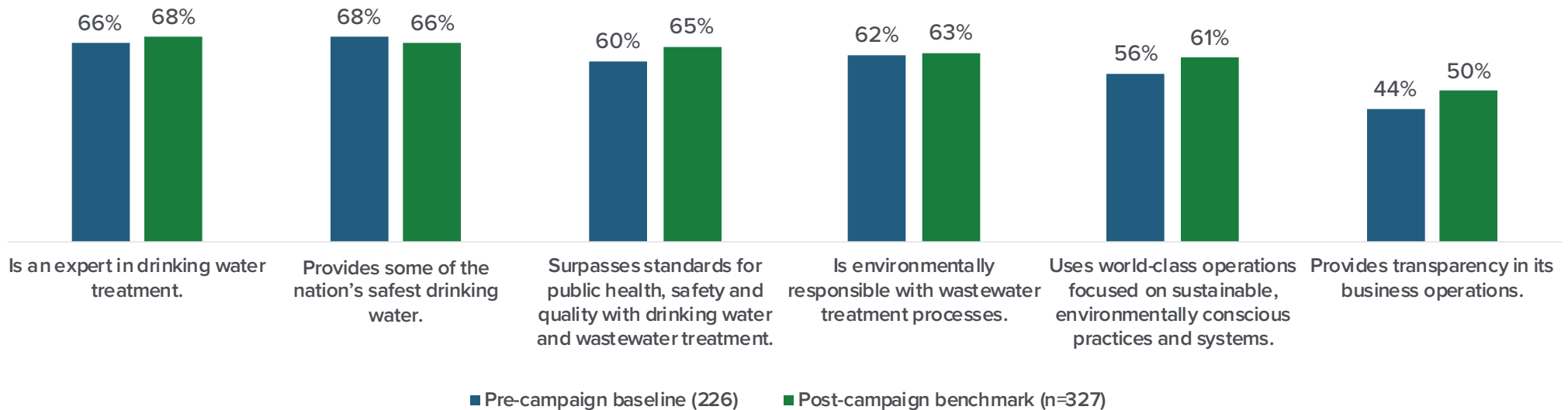


Showing total agree somewhat or very much of statistically significant changes from pre-campaign baseline

KPI #5 – AGREEMENT WITH GLWA ATTRIBUTES

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

There were increases in agreement for these five attributes from pre-campaign baseline to post-campaign benchmark.



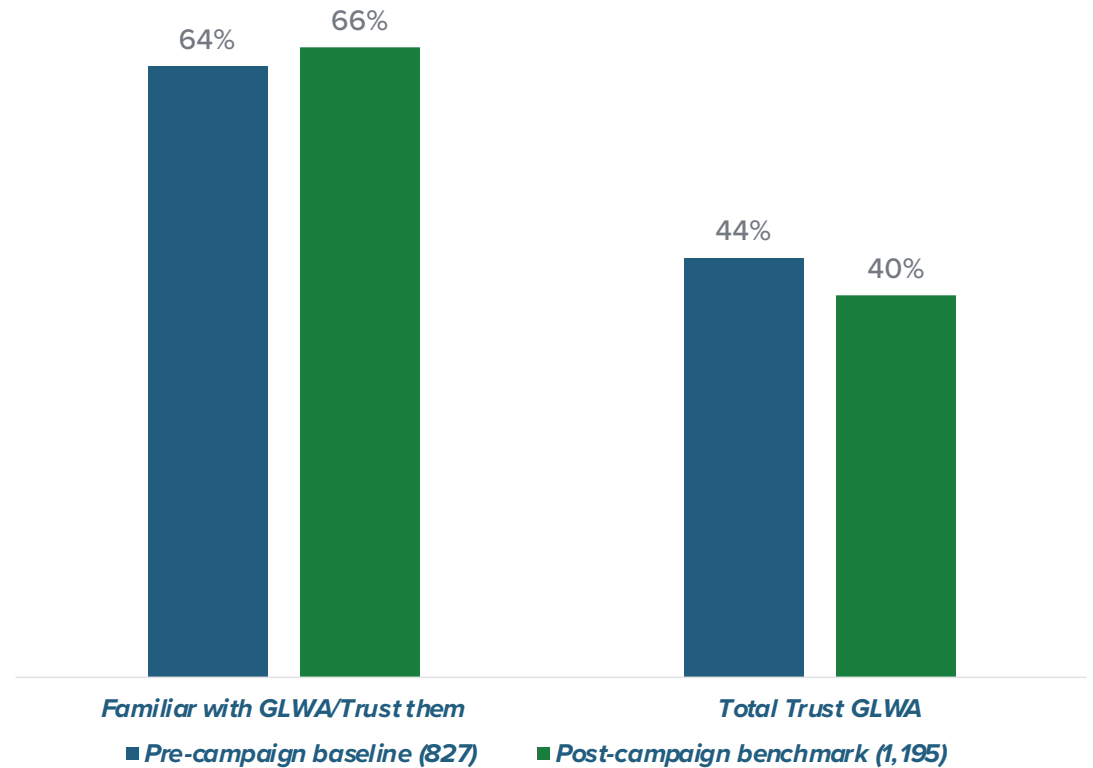
Showing total agree somewhat or very much of attributes with no significant changes from pre-campaign baseline

KPI #6 – TRUST IN GLWA

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

66% familiar with GLWA trust them

40% of total trust GLWA



Within the margin of error

PAID CAMPAIGN

LESSONS LEARNED

- Across all platforms, the “**Surpassing Standards. Surpassing Expectations**” messaging and creative resonated the strongest among our target audiences.
- **Facebook** was the top-performing platform in terms of **Cost Per Impressions**.
- All of our paid efforts (Digital, Facebook, Twitter) were maximized to get the most reach for the most efficient spend.
- **Digital** was the most effective platform in terms of driving **clicks** to GLWA landing pages.

CPM = cost-per-1000 impressions CPC = cost-per-click

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GLWA
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**SURPASSING STANDARDS.
SURPASSING EXPECTATIONS.**

As the primary provider of water and sewer services to 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

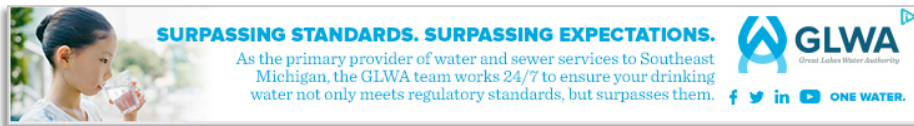
f t in v ONE WATER.

GLWATER.ORG
**Water System - Great Lakes
Water Authority** [LEARN MORE](#)

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

TOP PERFORMING: MAY 13 – OCTOBER 13

DIGITAL



0.36% CTR

Top Performing Keywords:
water+authority: 0.26% CTR
water+gl: 0.11% CTR

Top Performing Creatives:
728x90: 0.32% CTR
320x50: 0.23% CTR
300x50: 0.16% CTR

Top Performing Geo-Fences:
Farmington Hills: 0.80% CTR
Brownstown: 0.44% CTR
Burtchville: 0.44% CTR

CTR = click through ratio

FACEBOOK



4.9% CTR

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

TWITTER



0.36% CTR



NEXT STEPS

2020 CAMPAIGN RECOMMENDATIONS

Based on the findings and campaign performance, we identified the following opportunities for GLWA's next campaign, including:

- Increase focus on core audience where we can make a greater impact on awareness.
- Reduce the number of messages to communicate and focus on those resonating most with target audiences to influence trust, quality and safety; continue to monitor those under unaided awareness.
- Identify different geographic targets to geofence correlating with GLWA sponsored events and activities ex. 5K sponsorships, Grand Prix.
- Review and revise the paid media mix to optimize and align with audience targets to continue getting most efficient and effective use of spend.

THANK YOU!

