



Client Case Study



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the creative
act is the
defeat of habit
by originality.





Building Public Awareness...



Overall Objective: Continue to raise public awareness of the need to conserve Dallas' water resources.

Upon embarking on a two-year assignment for Dallas Water Utilities starting in 2005, Quill Advertising was tasked with increasing Dallas-area public awareness of the need to conserve water. The approach of promoting both indoor- and outdoor-oriented household water conservation tips through a variety of media resulted in 65% unaided recall of advertising and 69% overall change in behavior in 2005, compared with 51% recall and 53% behavior change in 2004.

The beginning of Year Two of the assignment (2006) brought an even greater purpose to Quill's advertising efforts – continue to raise public awareness of the need to conserve water, especially as Dallas had been experiencing the most significant drought since the 1950's.

The more urgent need to get the water conservation message out to the general public meant utilizing a different graphic approach for the 2006 creative. Since the use of household water-saving tips proved successful in 2005 by ultimately changing behavior, Quill continued to promote the message of the tips in multiple languages. The tips were emphasized in the creative through the use of large type popping against backgrounds of vibrantly colored graphic illustrations. Each creative layout supported the three indoor and three outdoor water-saving tips by reminding the audience of the increased importance of conserving water during drought conditions, and directed the audience to an online destination to find more information about ways to further conserve. The 2006 creative was applied to a variety of forms of advertising, including newspaper print, radio, television, outdoor billboard, transit and online.



Client: City of Dallas, Dallas Water Utilities

Assignment: Public awareness of the benefits associated with water conservation

Space: Resource conservation

Target: General English-speaking Population and Targeted Ethnic Populations (Hispanic, African-American, Chinese, Korean and Vietnamese) of the City of Dallas (adults and children)

Scope: Creation to response measurement for an integrated public awareness campaign

Business Issue: Continue to raise public awareness of the need to conserve water in general, especially Dallas' water resources, while experiencing the most significant drought in the area since the 1950's.

Recommendation: After achieving a 65% advertising recall rate and a 69% overall change in behavior in 2005 during Year One of Quill's assignment, compared to 51% recall rate and 53% behavior change in 2004, Quill recommended continuing the successful approach of promoting household water conservation tips through various forms of advertising. In an effort to continue to improve advertising recall and changes in behavior, Quill created more of a vibrant, graphic look for the visual advertising than had been used in 2005.

Solution: Produced an integrated advertising campaign utilizing multiple forms of media (print, radio, television, outdoor, transit and Internet) in order to reach as much of Dallas' population as possible, in multiple languages.

Strategy/Tactics/Media:

- Create communications in multiple languages including: English, Spanish, Chinese, Vietnamese and Korean
- Media research, planning and buying
- Focus group testing
- Print advertising placements in *The Dallas Morning News* and a variety of ethnically-targeted community newspapers
- Radio traffic sponsorship spots, :10 - :15 (English and Spanish languages)
- DFW-area television broadcast affiliate advertising (English and Spanish languages)
- DFW-area cable television advertising (English language)
- Outdoor billboard advertising (English and Spanish languages)
- Transit advertising (English and Spanish languages)
- Internet Web banner advertising on major local news Web sites (English language)

Results: Through the use of multiple forms of media to communicate both indoor- and outdoor-oriented household water conservation tips, Quill increased advertising recall rates and behavioral changes achieved through the 2005 campaign.