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Essex & Suffolk Water

Spring Gardening Campaign 2014

September 2014

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Contents

1. Introduction 5
1.1. Aim and Objectives 5
1.1.1. Aim 5
1.1.2. Objectives 5
2. Background Information 6
2.1. Summary of Spring Gardening Campaign 2013 6
2.2. Whole Town Approach 8
3. Methodology 10
3.1. Timescales 11
4. Campaign Approach 13
4.1. Advertising 13
4.1.1. Radio 13
4.1.2. Newspaper 16
4.1.3. Websites and Social Media 18
4.2. Garden Water Saving Kit 21
4.2.1. The Kit 21
4.2.2. Results 22
4.3. Campaign Stalls 25
4.3.1. Logistics and Set-Up 25
4.3.2. Results 26
5. Summary of results and analysis 28
5.1. Customer's targeted 28
5.2. SowPot distribution 28
5.3. Garden Kit distribution 28
6. Evaluation 29
6.1. Discussion 29
6.2. Recommendations and limitations 30
7. Conclusion 32

List of Figures

Figure 1: Spring Gardening Campaign 2013 logo 6
Figure 2: Example of the seeded paper that was sent out to customers. 7

Figure 3: Example of an advertisement used in the Spring Gardening Campaign 2013 7
Figure 4: The outcomes of the different campaign components. 8
Figure 5: An example of the Whole Town Approach billboard advertisement 9
Figure 6: A flowchart illustrating the structure of the campaign 11
Figure 7: Timescale in weeks for the 2014 Campaign. 12
Figure 8: Number of kit requests from radio listeners 15
Figure 9: An example of the newspaper advert included in the Essex Enquirer newspaper. 17
Figure 10: Example page used in the Enquirer showing the campaign advert. 17
Figure 11: The ESW website with 'Save a bucket load' front page 18
Figure 12: Example of a Spring Gardening Campaign tweet 19
Figure 13: Spring Gardening Campaign twitter activity 20
Figure 14: Comparison of 2013 and 2014 total monthly rainfall. 23
Figure 15: The relationship between the number of garden water saving kits requested and the promotional activities that occurred beginning in May. The blue bars show when the promotional activity occurred and the green line shows the number of kits requested. 24
Figure 16: The campaign stall in Southwold High Street. 25

List of Tables

Table 1: Summary of radio station results 14
Table 2: Number of SowPots given out at campaign stalls. 26

1. Introduction

The Spring Gardening Campaign 2014 built upon the achievements of the previous year's campaign and aimed to promote sustainable and efficient water use in the garden and to generate a behavioural change within our customers in time for the summer peak demand period of the year. This report summaries and evaluates the campaign including the 2013 campaign and suggests improvements and recommendations for future campaigns of this nature.

1.1. Aim and Objectives

1.1.1. Aim

The aim of the Spring Gardening Campaign 2014 is to raise the awareness of customers on how to use water wisely in their gardens over the summer period.

1.1.2. Objectives

This aim will be achieved through the following objectives:

1. To advertise garden water wisely behaviour through newspapers, radio and social media.
2. To raise the awareness of customers to use water wisely in the garden by running campaign stalls through-out Essex and Suffolk. At these stalls customers can receive useful tips to save water outdoors and the new SowPot and Garden Water Wisely leaflets to encourage them to change their behaviour.

2. Background Information

Essex & Suffolk Water (ESW) supplies water in the driest part of the country. It is important that we work together with our customers to make sure there is a safe and constant supply of water for future years. Gardening is a popular pastime and the garden itself is a great place to enjoy the outdoors and also use a lot of water. This project will educate and inform customers to encourage them to change their gardening behaviour and become more water efficient. The 2014 campaign built on the success of last year's project and aims to continue to inform customers of sustainable gardening using innovative approaches. A brief summary on the 2013 campaign is now given.

2.1. Summary of Spring Gardening Campaign 2013

The Spring Gardening Campaign of 2013 aimed to help customers 'Save a Bucket Load' in the garden. The campaign achieved this through a variety of formats such as advertising across the region through newspapers, shopping centre stalls, twitter and radio, providing free garden water saving kits to our customers and offering water butts at a 40% discounted price.

Figure 1: Spring Gardening Campaign 2013

Numerous ways were utilised to communicate to our customers the message of 'using water wisely' in the garden which would together aim to enable a behavioural change in our customers to use water sustainably in their gardens, especially during the summer. Firstly we offered a free 'garden water saving kit' to our customers which contained innovative products to aid the customer in water efficient gardening. The products included were:

- Trigger hose gun- this product attaches to the end of a garden hose allowing the flow of water to be stopped when moving around the garden or washing the car.
- Waterstick- this device indicates whether potted plants need watering
- Water storing gel sachets- ensure hanging baskets and potted plants stay moist for longer
- Seeded paper – a card that contains drought-tolerant seeds which can be planted

- Garden water wisely information leaflet – containing helpful advice and useful tips to be water efficient in the garden.

Figure 2: Example of the seeded paper that was sent out to customers.

The customer could either request the kit through our website or collect a kit at one of the shopping centre campaign stalls. A total of six shopping centres located throughout the ESW area were visited during the two month period. The campaign stalls were located in a central location in the shopping centres to ensure a good foot fall and raise the maximum awareness about the campaign. The staff at the stalls engaged with customers explaining not only how to save water in the garden but the need to do so and the great benefits to the customer. As well as supplying free water saving kits the stall also advertised the discounted water butt sales offer.

Figure 3: Example of an advertisement used in the Spring Gardening Campaign 2013

The water butt mega sale offered customers the special opportunity to purchase water butts with a 40% discount off the price from ESW's supplier's Straight plc. A dual branded website was created where customers could select the water butt size and also request free garden water saving kit and free delivery included. The water butt mega sale was advertised to customers not only through the website and on campaign stalls but also in local newspapers, a local radio campaign and through ESW's Twitter page.

In total 4,865 kits were given to customer's over this two month period. All the kits distributed provided an assumed average total saving of 13,379

litres per day (using Ofwat's assumed savings methodology). A total of 901 water butts were sold during the discounted offer campaign. This equates to an estimated average 2,816 litres per day saved across ESW's area. Both water butts and free garden water saving kits are still available for customers to request.

Overall the campaign effectively raised awareness of using water wisely in the garden and promoted a behavioural change in ESW's customers. The free garden water saving kit and water butt encouraged customers to adopt sustainable water behaviours. The outcome of the different components that made up the Spring Gardening Campaign 2013 is shown in Figure 4. The short report of the 2013 campaign is found in Appendix A.

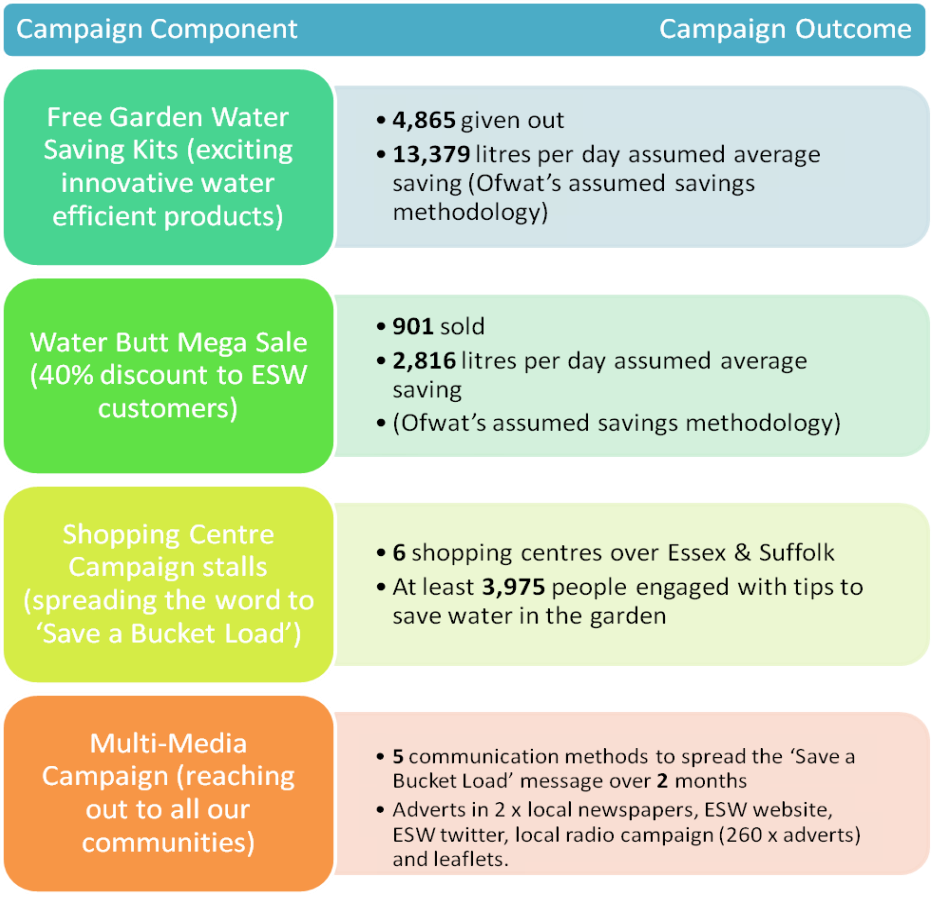

Figure 4: The outcomes of the different campaign components.

2.2. Whole Town Approach

The town of Billericay, Essex has been the focus this year of our new 'Whole Town Approach' Campaign - 'Make every drop count'. The whole town approach is designed to focus all our efforts on one town to make the community as water

efficient as possible. This is achieved through focusing all our water efficiency projects in the town of Billericay simultaneously along with a large media campaign. With the Whole Town Approach in mind the Spring Gardening Campaign 2014 had a greater focus on advertising in and around the Billericay area through the use of local community radio stations, newspapers and campaign stalls.

Figure 5: An example of the Whole Town Approach billboard advertisement

3. Methodology

The Spring Gardening Campaign 2014 built on the success of last year's project and continues to aim to raise the awareness of customers on how to use water wisely in their gardens over the summer period. In light of reviewing the 2013 campaign the campaign this year was split into three sections in order to achieve the project's aim and objectives. These were; advertising, kit and campaign stall. Each of these sections of the campaign is discussed in greater detail in section 4 of this report however a brief background is now given.

The advertising section of the 2014 campaign aimed to reach a broad spectrum of customers using a variety of different media routes, namely radio, newspaper and social media. In reaching a range of customers with a repetitive message on using water wisely in the garden, a greater effect on behavioural change in customers is anticipated.

A garden water saving kit was available for customers to request and contained products that aid the customer in saving water in the garden. This year it included a new innovative product, the SowPot, which is designed to remind customers to use water in a sustainable way when gardening.

Campaign stalls operated through the Essex and Suffolk supply zones in local shopping centres. The stalls enabled engagement with customers about the issue of using water wisely in the garden this summer and offered helpful tips to do so. The SowPot was also available to customers along with examples from the garden water saving kit.

For clarification a flowchart is shown in Figure 6 to illustrate the structure of the 2014 Spring Gardening Campaign.

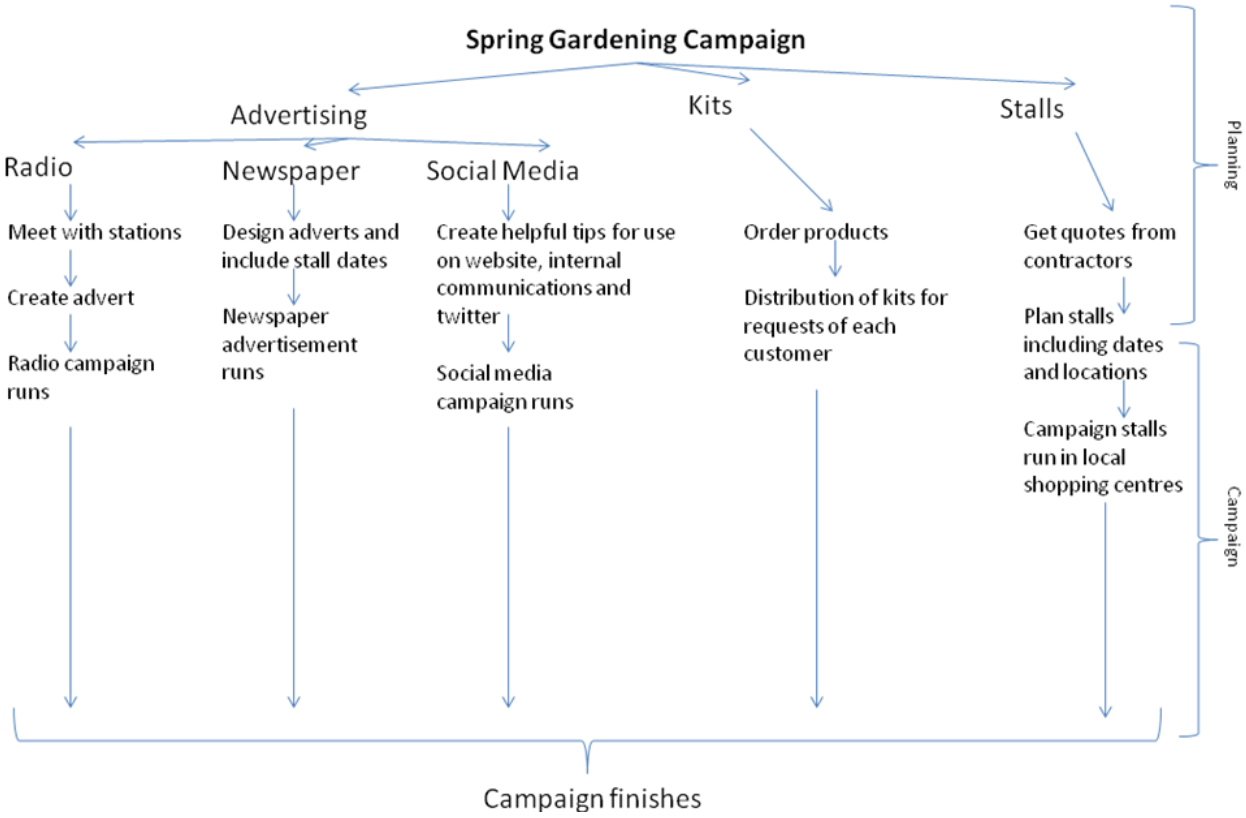

Figure 6: A flowchart illustrating the structure of the campaign

3.1. Timescales

The Spring Gardening Campaign 2014 ran between May and June 2014. By targeting customers with this campaign before the summer holiday season it was believed their awareness of saving water outdoors would be ready in time for this peak demand period. Planning for this campaign to begin in May started earlier in the year in February. Figure 7 shows the timescale of the project.

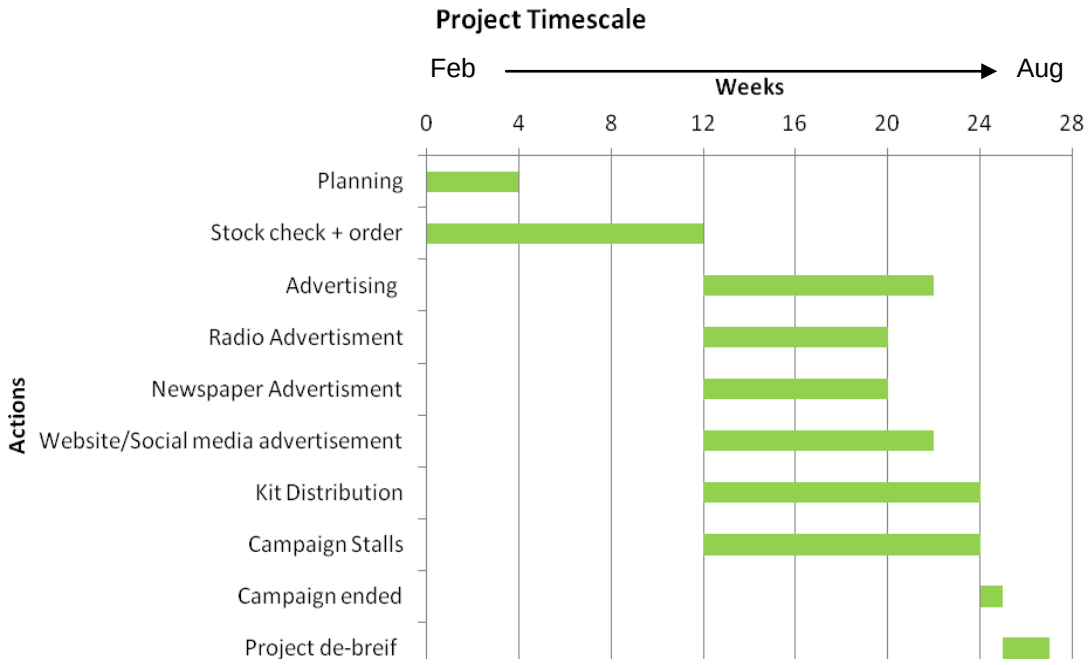

Figure 7: Timescale in weeks for the 2014 Campaign.

4. Campaign Approach

This year's campaign was split into three sections to achieve the objectives and aims of the campaign. These were advertising, garden water saving kit and campaign stalls. These sections are now discussed.

4.1. Advertising

In order the reach the most customers with a message of 'using water wisely' in the garden over the summer period a multi-media awareness program was produced. The three media areas that were utilised to reach the largest range of customers in our supply area was radio, newspaper and social media. To organise all these media approaches we worked with Oliver Rodgers in the Corporate Affairs team.

As with all advertising routes it is challenging to measure the success of the media campaign. To solve this challenge a different promotional code was created for each station / newspaper / website that was advertised with. It was then hoped that customers would use this promotional code when requesting a garden water saving kit and through this we would be able to gauge the success of using this type of media.

4.1.1. Radio

In the 2013 Spring Gardening Campaign we focused on two large local radio stations within our supply area; Heart Essex and The Beach. Once again, we advertised with these radio stations as they reach a large proportion of our supply area with their broadcasts. However this year we also trialled advertising with the local community radio stations throughout our supply area. These were Blyth Valley Community Radio (Blyth), Phoenix 98 FM (Brentwood) and Gateway 97.8FM (Basildon).

The reason behind this approach is firstly the cost incentive. Community radio stations are in most cases managed by volunteers so prices for advertising with them are significantly lower than larger stations. Secondly as a company we wanted to develop a relationship with these community stations with a view to working with them for future marketing. Thirdly community stations broadcast content which is popular and relevant to the local, specific audience but that is often overlooked by commercial or mass-media broadcasters. This could generate a more active

response from the listeners as they believe the messages broadcast are more personal to them and their community.

In addition the promotions with the local community radio stations in Brentwood and Basildon also reached the town of Billericay where this year it has been the focus of our 'Whole Town Approach' campaign.

Radio Advert Production

The first step in producing a radio campaign advert for the Spring Gardening campaign was to meet with all the stations we were hoping to advertise with. This enabled us to discuss us our ideas and also allow them to offer suggestions that would work better with their listeners. The Beach and Heart Essex stations would also be producing the advert for us. The advert to be used with the community radio stations was produced by John Rose of 'Hot Rocking Radio'. All the radio campaign adverts emphasised the 'save water' message and the offer of a free garden water saving kit for our customers. Each radio station advert had a different promotional code to measure the success of advertising with that station (not including Heart Essex / The Beach). An example of one of the transcripts of these adverts can be found in Appendix B and here is a link to an example of the community radio broadcasted advert. Most of the radio stations also promoted the campaign on their websites as well.

Results

Based on results from RAJAR[1] the estimated weekly radio audience for Heart Essex is 455,000 and for The Beach is 57,000[2]. Phoenix FM through independent research claim to have a weekly listenership of 30,000. It is not possible to obtain figures for the other community radio stations but we can assume that an estimated 542,000 people listened weekly.

Table 1 shows the total number of plays our advert had over the campaign period of May – June 2014 along with the individual spots per day total for each station. In summary there were 1,642 plays of the advert over the campaign.

Table 1: Summary of radio station results

[1] RAJAR (August 2014) http://www.rajar.co.uk/listening/quarterly_listening.php
[2] The number of people aged +15 who tune into the radio station for at least 5 minutes within 1 quarter hour period over the course of a week.

Radio Station	Estimated number of people reached / week	Total number of plays	Notes
Heart Essex	455,000	168	3 week during May, 30 sec advert, 8 spots / day
The Beach	57,000	552	4 week during May, 30 sec advert, 20 spots / day
Blyth Valley	NA	438	6 weeks beginning May,30 sec advert, 9-11 spots / day
Phoenix FM	30,000	168	4 week during May, 30 sec advert, 6 spots / day
Gateway FM	N/A	316	4 week during May, 30 sec advert, 11 spots / day
Total	**542,000**	**1642**	

The number of customer garden water saving kit requests using the individual promotional code for the local community radio station is shown in Figure 8. Although there were only a total of 23 kit requests made using the promotional codes it allowed us to make a few assumptions. For instance, Phoenix FM achieved the most kit requests out of the three community radio stations; therefore we can assume they generated the largest listener response to the advert.

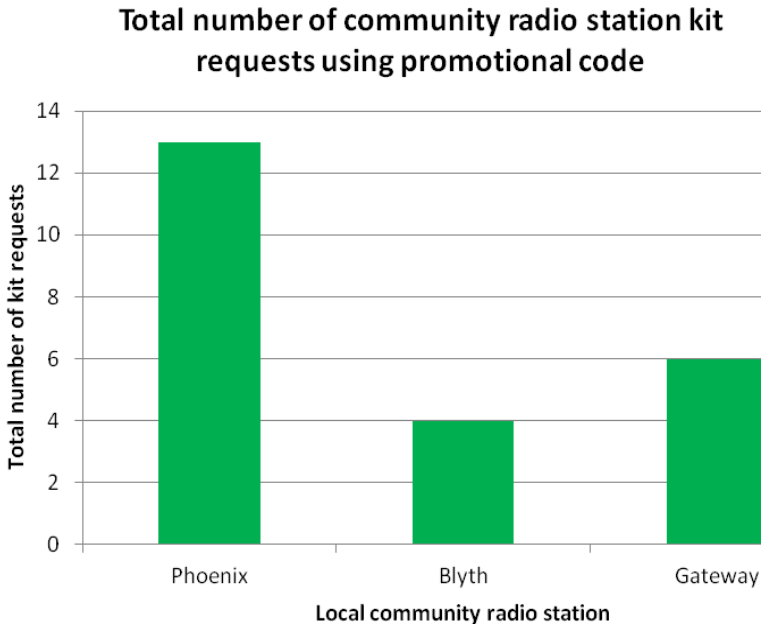

Figure 8: Number of kit requests from radio listeners

Evaluation

The use of radio for advertising is still considered to be a great cost-effective way of reaching a large variety of customers. It allows advertising that is specific to the local

community and can generate an active response to promotions. The use of community radio stations this year was believed to be a good improvement to the campaign and would be recommended for future water efficiency campaigns. Changes could be made to promote different aspects of the campaign in the radio advert, for example some more water saving tips, however time is limited in a 30 second advert.

4.1.2. Newspaper

The Spring Gardening campaign focused this year on publicity in two newspapers; The Essex Enquirer and The Lowestoft Journal. This is a slight change to last year where we used the Essex Chronicle instead. The company had recently organised a new sponsorship with Essex Enquirer's environmental page which gave us a good place to publicise this campaign. Both these newspapers are free weekly newspapers serving their local community with the Essex Enquirer having a circulation of 60,000. We also were approached to include an advert in the Hyland's Park Boys Toys event magazine this year as well.

Newspaper advert production

The benefits of newspaper advertising are that they allow a lot more information to be conveyed to the customer within the advert. The adverts were designed by our internal marketing team and included helpful hints and tips to 'Save a bucket load this summer' when watering and planting the garden. The adverts also promoted the free garden water saving kit and the campaign stalls happening through-out our area as well.

An example of the advert used within the Essex Enquirer is shown in Figure 9 and Figure **10**.

Figure 9: An example of the newspaper advert included in the Essex Enquirer newspaper.

Figure 10: Example page used in the Enquirer showing the campaign advert.

Results and Evaluation

It is difficult to test the impact of advertising using newspapers. With Essex Enquirer estimating a circulation of around 60,000 we can conclude at least that amount of

newspapers were picked up. The promotional codes were included in all the adverts but only two requests used the Lowestoft Journal code. This limits the conclusions we can get from newspaper advertising but it does continue to be thought of as an effective form of advertising and engaging with the customer providing them with helpful hints and tips to save water in the garden over the summer.

4.1.3. Websites and Social Media

Website and social media advertising are increasingly becoming popular as more people have access to the internet on the go through mobile phones and tablets. This allows promotions run through websites and social media to reach a range of customers and offers a range of opportunities to provide information, link to different sites and engage with customers.

The Spring Gardening Campaign made use of our own Essex & Suffolk Water (ESW) website (see Figure 11) for providing customer information about the campaign and links to requesting the free garden water saving kits available. We also promoted the campaign internally through our internal communications newsletter ‘h2info’ and intranet ‘Cascade’.

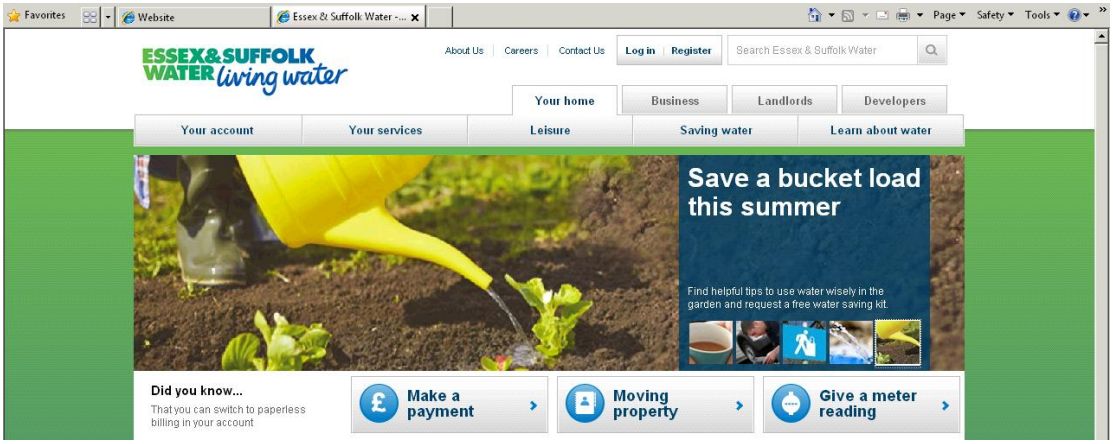

Figure 11: The ESW website with 'Save a bucket load' front page

Daily helpful hints and tips to save water in the garden over the summer period where tweeted from ESW twitter page. Twitter also allows the opportunity to link up with other organisations and re-tweet.

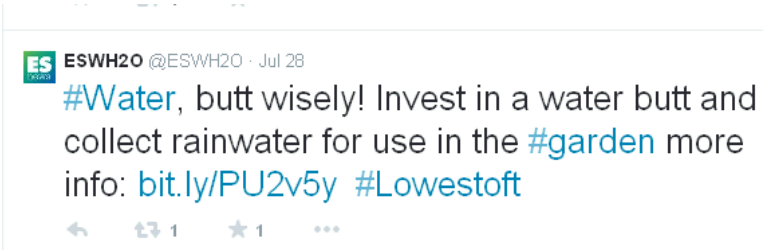

Figure 12: Example of a Spring Gardening Campaign tweet

It is hard to measure the success of website and social media advertising however an interesting diagram (see Figure 13) has been created by our communications team showing the tweets posted during the first two weeks in May and the 17% growth in followers during that period.

Website and social media use for advertising is a quick and free way to easily spread the message about a campaign that is happening and would be recommended for future campaigns.

#Water, butt wisely! Invest in a water butt and collect rainwater for use in the #garden more info: http://bit.ly/RU2v5v #Essex #Suffolk

Customers of @ESWH2O could help save #water and money by ordering our free #garden water saving kit: http://bit.ly/1fwhUCW #Essex #Suffolk (RT: 1)

#Water plants in the evening so water is retained in the soil for longer - more #garden water saving tips: http://bit.ly/R7ACIx #Essex (RT: 2 F: 1)

#Water plants in the evening so water is retained in the soil for longer - more #garden water saving tips: http://bit.ly/R7ACIx #Suffolk

#Water at the base of the plant as watering leaves means more evaporation and can lead to disease more info: http://bit.ly/R7ACIx #Essex

#Water at the base of the plant as watering leaves means more evaporation and can lead to disease more info: http://bit.ly/R7ACIx #Suffolk

Plant #garden borders densely - helping reduce weeds and avoiding #water loss through exposed soil: http://bit.ly/R7ACIx #Essex (RT: 2) — Also tweeted as #Suffolk

Check out the @ESWH2O #Water #Carbon Calculator and find out about your water CO2 footprint:http://bit.ly/RmCtIz #Essex (RT: 1) — Also tweeted as #Suffolk

Don't over #water your #garden plants as the soil may become waterlogged and it could kill your plants: http://bit.ly/R7ACIx #Essex

We're helping businesses save #water and cut their bills for more info: http://bit.ly/Rq48JJ #BrentwoodHour #Essex

@ESWH2O customers can get their FREE garden water saving kit by visiting our website: http://bit.ly/1J0JOAG #BrentwoodHour #Essex (RT: 2) — Also tweeted as #ChelmsfordHour (RT: 1)

We're pleased to be working with @phoenixfm #Brentwood - listen out for the #water saving kit advert on-air: http://bit.ly/1s9vXyk #Essex (RT: 3 F: 1)

#Southwold and #Reydon check out @Blyth105Radio and get your FREE #water saving kit - details online: http://bit.ly/1gflbpH #Suffolk

Use mulches as they help control weeds - keep soil cool - and reduce #water evaporation and soil compaction: http://bit.ly/R7ACIx #Essex (RT: 1) — Also tweeted as #Suffolk

We're helping businesses save #water and cut their bills for more info: http://bit.ly/Rq48JJ #WithamHour #Essex

@ESWH2O customers can get their FREE garden water saving kit by visiting our website: http://bit.ly/1J0JOAG #WithamHour #Essex

1st May	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	13th	14th

@ESWH2O Followers: 306

@ESWH2O Followers: 313

@ESWH2O Followers: 323

@ESWH2O Followers: 332

@ESWH2O Followers: 357

Figure 13: Spring Gardening Campaign twitter activity

4.2. Garden Water Saving Kit

A garden water saving kit was again offered to customers for free for this year's Spring Gardening Campaign with the aim to include products and information that help the customer save water in their garden. The garden kit was available to customers from May 2013 either by requesting the free kit or picking up the kit at one of the campaign stalls.

4.2.1. The Kit

The garden kit included six items and these are listed below. These could be requested along with the standard water saving kit that is offered to customers.

1. *Trigger hose gun*

This product attaches to the end of a garden hose using a hose end connector, allowing the flow of water to be stopped when moving around the garden or washing the car.

2. *Waterstick*

This device indicates whether potted plants need watering. As the soil begins to dry out the water stick will change colour from blue to red signalling the plant needs to be watered. An instruction sheet was also included for this product.

3. *Water storing gel*

Water storing gel sachets ensure hanging baskets and pot plants stay moist for long periods of time. The water gel reduces watering by up to four times, improves plant quality and flower production and productivity of dry soils.

4. *Garden water wisely edition*

This is a special edition of the Using Water Wisely leaflet focusing on water efficiency in the garden.

5. *SowPot*

This year we offered a new innovative product – the SowPot. This is a collapsible plant pot containing expandable soil, wild flower seeds and helpful tips to save water in the garden. It is designed to be kept by the customer as a reminder to use water wisely in the garden.

The customer could request a garden kit through our website where the request page was placed alongside our water saving kit page. These requests came through the demand planning inbox and where put together and sent out by the demand planning team. SowPots were also available at the campaign stalls to our customers.

4.2.2. Results

Over the May –June period that the campaign ran for 810 kits were given out through requests via website, email and telephone (these do not include any meter option kit requests). Of these 810 requests, 199 included a minimum of one garden water saving kit item and 168 had requested a SowPot. 58 kit requests used a promotional code with the most popular code used ‘ESW Garden’ from the Using Water Wisely Garden edition. This is included in kits and campaign stalls. From these results we can assume approximately 25% of kit requests were linked to the Spring Gardening Campaign.

Last year at the same time of year a total of 248 kits were requested that included at least one garden water saving item. This is a 20% decrease in kit requests. A reason behind this decrease in requests could firstly be due to the weather we have experienced this year. Earlier on in the year we experienced a much higher rainfall in the area compared to last year (see Figure 14). The average rainfall for 2013 between Jan-Jul was 28.7mm compared to 57.2mm in 2014. During the campaign period of May-June the total rainfall in 2013 was 45.9mm compared to 71.1mm in 2014. A higher rainfall total will naturally deter people from water saving products as they have little need to save water in the garden during that time. Therefore this is believed to be a key factor for a decrease in garden water saving kit requests.

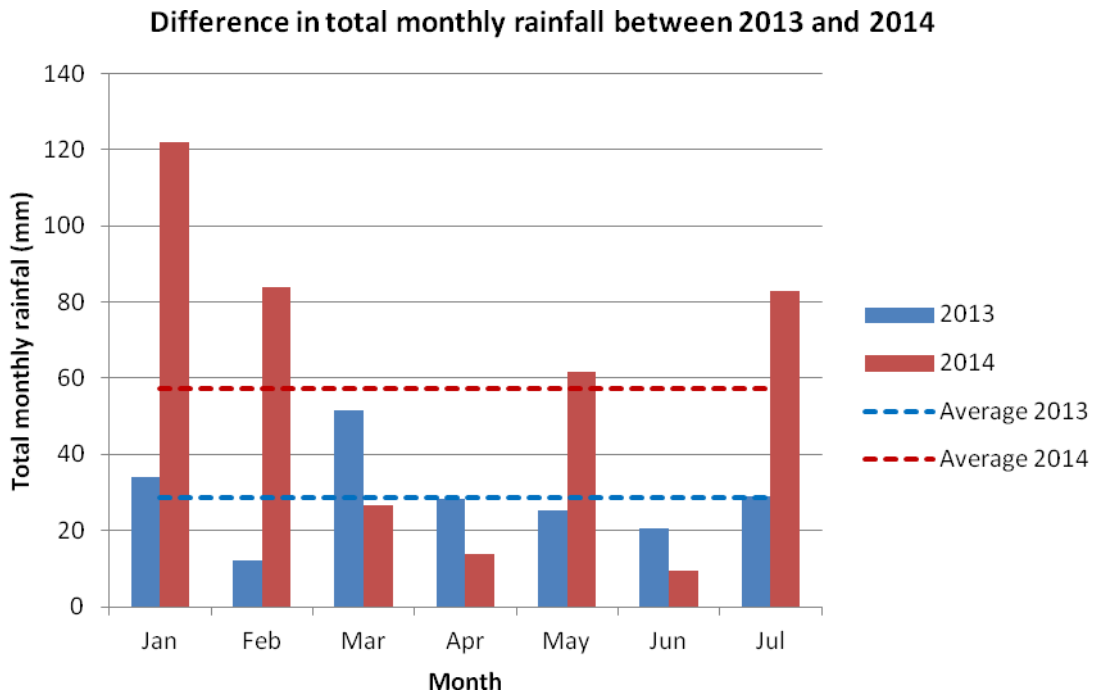

Figure 14: Comparison of 2013 and 2014 total monthly rainfall.

It is also interesting to see the relationship between the promotional activities that occurred as a part of the campaign and the number of it requests received (see Figure 15). In summary garden kit requests increased over the campaign period of May to June but it is also interesting to note that when the radio and newspaper advertisements finished there was a slight decline in kit requests. This then grows again during the month of June alongside campaign stalls beginning and rainfall decreases.

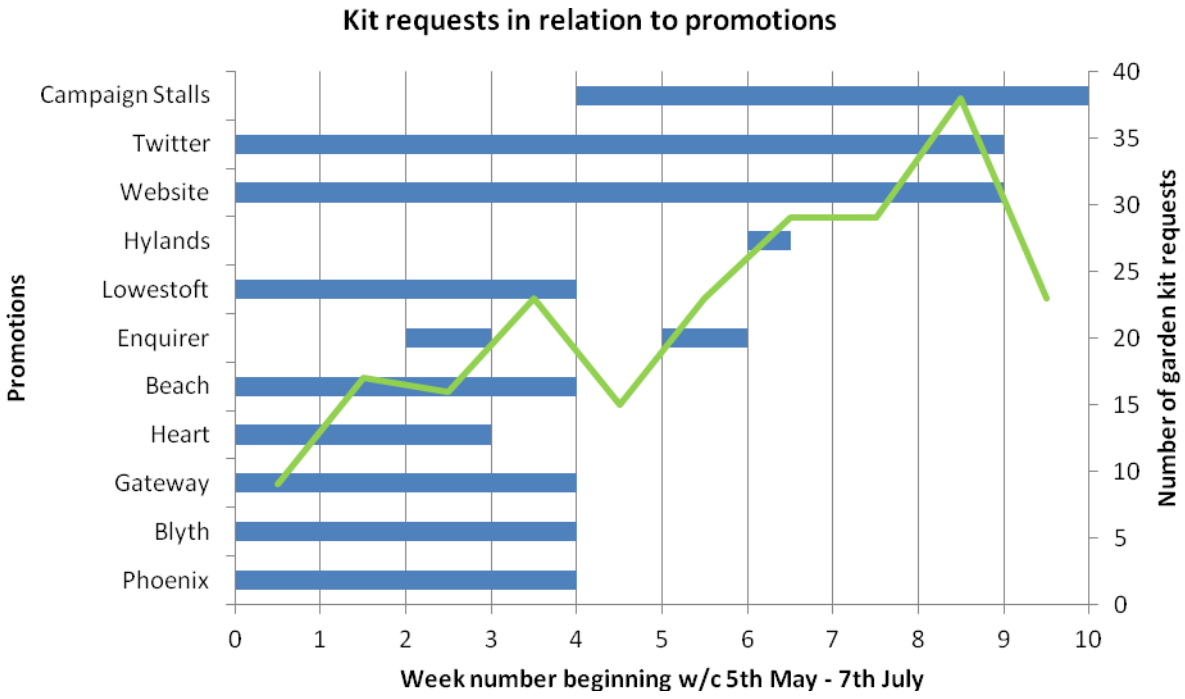

Figure 15: The relationship between the number of garden water saving kits requested and the promotional activities that occurred beginning in May. The blue bars show when the promotional activity occurred and the green line shows the number of kits requested.

The garden kit was a useful pack which aided the customer in saving water in their garden using products and behavioural information. It was readily available to all Essex & Suffolk Water customers throughout the two months of the campaign and water saving products continues to be available via the website. Overall the garden kit played an important role in encouraging customers to save water and increasing customer awareness of water use in the garden.

4.3. Campaign Stalls

In the 2013 campaign the delivery of stalls to raise the awareness of the Spring Gardening Campaign was a great success. Last year 3,975 garden water saving kits were given out at stalls across our area as a part of the campaign. This year a slightly different approach was adopted. Once again the primary aim of the stalls was to raise the awareness of our customer's use of water in the garden and provide them with advice on how to use water more sustainably. Instead of giving out the garden water saving kits at the campaign stalls it was decided to only offer the SowPot product and Garden Water Wisely leaflet to make sure the emphasis of the stalls was to engage with customers and explain the importance of using water wisely. Last year the kits, due to their size, created logistical and storage problems so only having the one product made this simpler. The campaign stalls this year where run by our contractor Groundworks.

4.3.1. Logistics and Set-Up

The campaign stalls were run at six different shopping centres across our area and five different business locations from May- July and were pitched in prominent locations to ensure a good foot-fall by the stall. The campaign stall was staffed with two – three people and was set-up with ESW banner stands, a water butt for demonstration, and SowPots and leaflets for customers to collect. As recommended by last year's campaign new banner stands highlighting the free products were used. Groundworks collected all the products and equipment for the stalls from ESW offices. Customer's contact details were also collected as evidence for WETT.

Figure 16: The campaign stall in Southwold High Street.

4.3.2. Results

A total of 4,000 SowPots and Garden Water Wisely leaflets were given out at the campaign stalls with 53% in Suffolk and 47% in Essex. This is a good achievement and a slight increase compared to the number of kits given out last year. Last year an average of 209 kits were given out each day in shopping centres whereas this year an average of 271 SowPots were distributed each day at the shopping centre stalls. So in comparison more SowPots were given out each day on average this year. Table 2 shows the results of the campaign stalls with the number of SowPots given out at the different locations. We can assume through this that at least 4,000 customers were explained how to save water in the garden and the importance of doing so which is a great way to connect with the public about these important issues.

Table 2: Number of SowPots given out at campaign stalls.

Event/Activity	No.
Billericay 26th May	237
Southwold Shopping Area 2nd June	204
Market Gates Shopping Centre 5th and 6th June	681
Britten Centre Shopping Centre 9th and 10th June	699
Businesses Chelmsford 11th June	232
Meadows Shopping Centre Chelmsford 16th and 17th June	482
Brewery Shopping Centre Romford 19th and 20th June	477
Businesses Lowestoft 23rd June	89
Businesses Great Yarmouth 24th June	68
Southwold Shopping Area 26th June	205
Basildon Businesses 30th June	103
Businesses Southwold 3rd July	125
Businesses Chelmsford 15th July	337
Additional Businesses by request	32
Other	29
Total	4000
Garden Using Water Wisely	4000

The campaign stalls were a great way to meet with the public and allows the opportunity to explain the importance of saving water outdoors. Offering a new and different product such as the SowPot was an effective give-away to customers and a lot easier to transport and store than the full kit. The water butt and new banner stands drew people to the stall and customers were able to interact with stall

operators and ask any questions face-to-face to a person. Overall the distribution of information and SowPots was effective through the use of campaign stalls.

5. Summary of results and analysis

5.1. Customer's targeted

The messages of 'using water wisely' and 'save a bucket load' were communicated to our customer's using a variety of formats including radio, newspaper and social media adverts, campaign stalls and garden water saving kits. By utilising different routes to target our customers the messages of the Spring Gardening Campaign will have reached a broad range and a large number of customers across our supply area. Based on the assumed listenership of the local radio stations and the distribution of newspapers it is possible to estimate that around a third of the ESW population were targeted with the campaign[3].

5.2. SowPot distribution

An important part of this year's campaign was to trial the new product the SowPot and to distribute it to a number of customers to remind them in an innovative way to be sustainable with their water use in the garden. During the months of May and June, when the campaign was running, a total of 4,161 SowPots were distributed to customers through website requests (161) and campaign stalls (4,000). Since the end of the campaign a further 82 SowPots have been requested. On average 271 SowPots were distributed to customers each day by the campaign stalls. These results clearly demonstrate the effectiveness of campaign stalls in reaching a large number of customers over a few days.

5.3. Garden Kit distribution

During the campaign a total of 222 garden water saving kits were requested through the website. Since the campaign has ended a further 87 kits have been requested given a total to date of 309 kits that included at least one garden water saving item. Out of the sum of water saving kit requests we received during the campaign period, 24% of them included garden water saving items and 17% of them included a SowPot.

[3] Based upon the RAJAR figures for Heart Essex and The Beach, Phoenix FM independent research, Essex enquirer distribution totalling 602,000. Total ESW population from demand forecast v32.0 1,815,000.

6. Evaluation

6.1. Discussion

The Spring Gardening Campaign 2014 effectively raised the awareness of our customer's water use in the garden over the summer period through the communication of key messages such as 'save a bucket load' through advertising, campaign stalls and water saving kits.

The multi-media advertising programme allowed the promotion of the campaign to reach a broad range and large number of people. By totalling the estimated listenership of local radio stations and the distribution of newspaper around a third of the population of ESW was targeted with the campaign. It is challenging to measure the success of using different advertising techniques and the use of a promotional code was devised but proved ineffective in analysing response of customers.

The radio advertising campaign was considered to be a cost-effective way of reaching a large variety of customers. It allowed advertising to be specific to the local community and generates an active response to promotions. This year local community radio stations were trialled and this is believed to have made an improvement to the campaign by involving local businesses.

Newspaper advertising continues to be a useful form of advertising with the benefits of substantial information being communicated to the customer. It was believed the advert used in newspapers this year was not quite as eye-catching as the one used last year. The use of websites and social media provided a free way to promote the campaign to our customers in a different and easy to access format. Twitter created a fun way to present helpful hints and tips to our customers to save water in the garden and during the first two weeks of the campaign saw a 17% increase in followers therefore it would be worthwhile in future campaigns.

Customers were able to request free garden water saving products including the new product the SowPot that was trialled. It is noted that the amount of rainfall before and during the campaign may have a significant effect on the number of customers who choose to take up the offer of free water saving kit items that they may think unnecessary given the current weather they are experiencing. It is also interesting to see the relationship between the different promotions that took place during the campaign and the number of kits that were requested (See section 4.3.2).

The SowPot was trialled this year for the first time and was well received by customers who came to the campaign stalls. They appealed to a lot of people as something to put on their windowsill and get the children involved in growing flowers. In combination with the interaction and engagement with customers at the campaign stalls this product works best as a reminder for the customer as to what they have just been informed of at the stall. The SowPot on its own sent with the water saving kit is not thought to be as beneficial to water saving without having an explanation alongside.

The campaign stalls run this year were successful in interacting with the general public about the campaign. Offering a new and different product such as the SowPot was an effective give-away to customers and a lot easier to transport and store than the full kit. Overall the distribution of information and SowPots was valuable through the use of campaign stalls.

6.2. Recommendations and limitations

The campaign highlighted the challenge of measuring the media promotions success. The use of promotional codes proved ineffective in analysing the success of the advertising therefore preventing further in-depth examination into the different media promotions that were run as a part of the study. A suggested solution to this problem could be that when people request a water saving kit online there is a question that they must fill in to say where they heard about the kit from. It could be a drop-down menu with a list of projects and possible routes where customer could have heard about the water saving kit. This may provide more concrete results to the advertising campaigns that are running in our supply areas.

It is recommended that the newspaper advert should include less information and be more eye-catching or thought provoking so that it stands out to the reader. The radio campaign advert could also include or focus on water saving tips rather than the water saving kit although it is noted that time is very limited in these types of adverts.

The SowPots were a great addition to the campaign stalls and an improvement on the kits handed out last year as they were much easier to transport and store at the different stall locations. One disadvantage with the SowPots is that they were not secure and easily fell apart. SaveWaterSaveMoney have been notified of this defect.

There are still a number of collapsible buckets that were used in last year's campaign that could be used again at campaign stalls.

7. Conclusion

In summary the campaign achieved its objectives of promoting using water wisely in the garden through a variety of advertising routes and using campaign stalls to effectively engage with customers.

A broad range and large number of customers were targeted with the campaign and this resulted in a total of 4,161 SowPots distributed during the campaign. The campaign stalls achieved an average of 271 contacts with customers and SowPots distributed each day. The SowPots were a great addition to the campaign stalls and an improvement on the kits handed out last year as they were much easier to transport and store at the different stall locations. The messages ‘using water wisely’ and ‘save a bucket load’ were communicated through a range of advertising routes and promotional codes were created to try and measure the success of the advertising. These proved ineffective however a solution to this issue has been recommended.

Overall the campaign effectively raised awareness of using water wisely in the garden and promoted a behavioural change in our customers by building on the achievements of the 2013 campaign.