



Water – Use It Wisely

Messaging with a Splash to
Inspire to Save Every Drop

Regional Campaign Steering Committee Partners:

Partners

19 Campaign Partners



City of Phoenix



Regional Campaign Partners:



Highly Targeted Traditional Media



Bear Essential News for Kids



Green Living Magazine



The Arizona Capitol Times



Hardware Store Signage

Highly Targeted Traditional Media

Billboards

Television PSAs

Radio – Rosie on the House & NPR



YOUR WATER IS THERE FOR YOU.

BE THERE FOR IT.

WaterUseItWisely.com



YOU MAY BE A DROP.

YOUR ACTIONS CREATE A RIPPLE.

WaterUseItWisely.com

Online Communication Tactics – Web & Social

WaterUseItWisely.com



@wuiw 13.7k



@wateruseitwisely 18.5k



@wateruseitwiselyaz 2.5k



@wuiw 1.5k

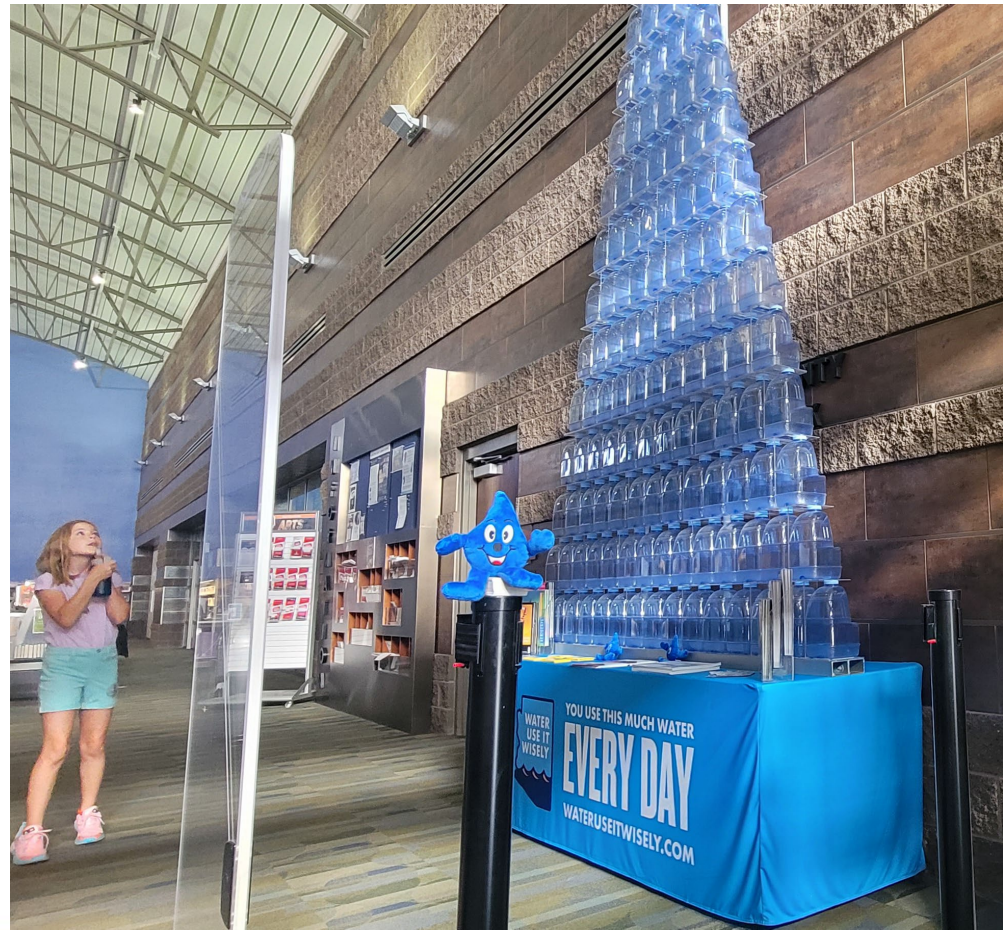


Email subscribers 29k



Water Tower

120 one-gallon water jug display



Wayne Drop

Water – Use It Wisely mascot



Seasonal Messaging

Monsoon season is here – batten down the hatches and turn off your sprinklers!



**WHY PAY FOR WATER
WHEN IT'S FREE?**



**GIVE YOUR SPRINKLERS
A FEW DAYS OFF.**



**MONSOONS ON.
SPRINKLERS OFF.**



