

Kansas *Runs* on Water

Our most precious resource is the focus of a new awareness campaign

Research shows Kansas residents don't fully understand the important role water plays in the health of our state. It's important to our economy to conserve and protect our most precious resource.

That's why the state of Kansas is creating an informational campaign to provide water consumption facts, conservation tips and success stories featuring Kansas businesses that have committed to use less water.

We'll reach our neighbors everywhere they go

The campaign will reach homeowners, business executives, children and others when and where they're most receptive, put more information at their fingertips and enable them to share what they learn with their fellow Kansans. The multifaceted campaign will encompass:

- Website coming soon! kansarunsonwater.org
- TV, Radio & Billboard Advertising
- Digital & Social Media
- Guerilla Marketing
- Influencer Marketing
- Best Practices Guidelines
- Education & Kids Programs
- Corporate Partners



A campaign created just for Kansans

Ad campaigns are more successful when they're more relevant to the audience. So we designed the "Kansas Runs on Water" theme to be flexible and focused specifically on the many ways we depend on water in our state. As you can see in these ads, the campaign will focus on a broad range of water uses, from daily activities and recreation to agriculture and manufacturing.

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KansasRunsOnWater.org

