

# MEMO



DATE: July 10, 2018  
TO: Regional Advisory Committee Members  
FROM: Tracy Streeter, Director  
RE: Development of a Statewide Education and Public Outreach Marketing Campaign

900 SW Jackson Street, Suite 404  
Topeka, KS 66612  
Phone: (785) 296-3185  
Fax: (785) 296-0878  
www.kwo.ks.gov

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*The Long-Term Vision for the Future of Water Supply in Kansas*, Education and Public Outreach Supplement calls for the development of a statewide marketing campaign to improve the knowledge and awareness of water resources. Included in the campaign are the creation of a brand and the development of a website equipped with campaign information and education materials. Walz-Tetrick, one of the state's contract providers for marketing, was selected by the Kansas Department of Agriculture (KDA) and the Kansas Water Office (KWO) to develop the campaign. In 2017, both agencies redirected agency funds to initiate this effort.

For FY 2019, the Kansas Water Authority (KWA) recommended \$500,000 for Vision Education efforts. This funding was to be utilized to continue the development and execution of the campaign, which included hiring a statewide water education coordinator and offering grant funding for regional education efforts and events. The Legislature approved \$100,000 as part of the \$3.25 million restoration. The approved funding will be utilized to complete the development of the campaign and provide some match to begin the execution. The KDA and the KWO will continue to support the project with the redirection of existing funding in FY 2019. The Kansas Department of Health and Environment (KDHE) has also pledged financial support and the Kansas Department of Wildlife, Parks, and Tourism (KDWPT) has pledged in-kind support.

Below are a few graphics, provided by Walz-Tetrick to the KWA at their April meeting in Lenexa, that show some of what the campaign will include.

## CREATIVE STRATEGY

- Inspire to appreciate the importance of water
- Educate about the vast amount of water used every day
- Warn that our water supply is limited
- Personalize through compelling facts and visuals
- Drive people from thought to action

## Research Methodology

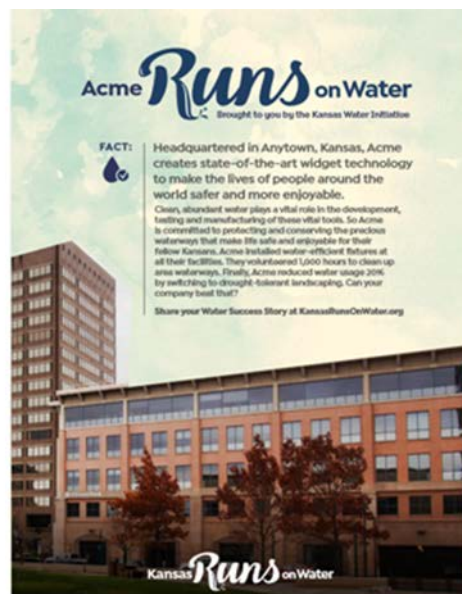
Qualitative : 6 focus groups & Quantitative :500+ on line surveys

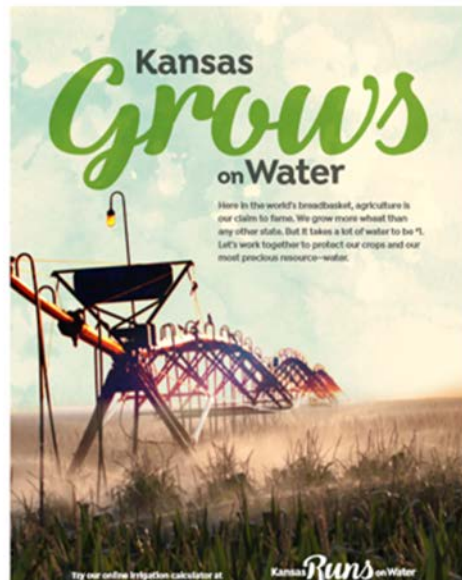
### KEY CONCLUSIONS

1. Awareness but not much action
2. Situation needs to be made personal
3. Need facts – people won't take at face value
4. Impact happens at the community level
5. Cost alone won't create action
6. More than just saving water

### CAMPAIGN DIRECTION

Kansas *Runs* on Water





#### OUTDOOR 1



#### TACTICS

- Website
- Advertising (TV, radio, billboards)
- Digital/Social Media (paid + organic)
- Guerilla Marketing
- Influencer Marketing (celebrities + ambassadors)
- Education for Best Practices
- Education & Kids Programs
- Corporate Partners