



DETROIT  
**Water & Sewerage  
Department**

# **INTEGRATED MARKETING CAMPAIGN UPDATE**

October 3, 2018

**RESHAPING THE BRAND**  
*(February – July, 2018)*

# INITIAL CAMPAIGN WAVE FOCUSED ON TWO CATEGORIES

**CUSTOMER  
ASSISTANCE  
PROGRAMS**

**DRAINAGE  
CHARGE**



# RESHAPING THE BRAND

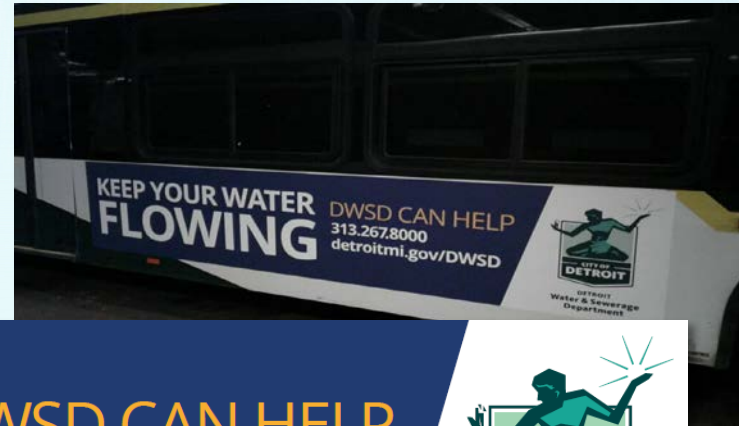
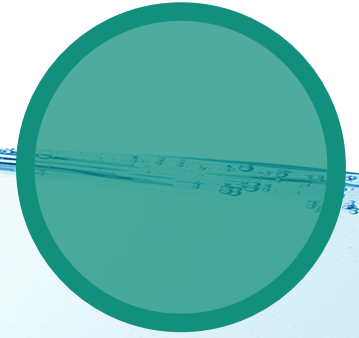
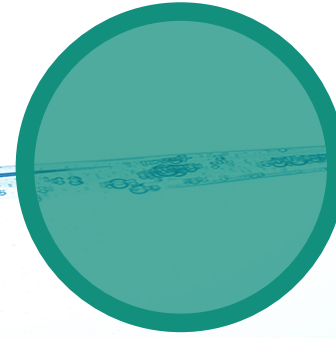
*(February – July, 2018)*

## ENGAGEMENT

- COMCAST VIDEO SPOTS
- RADIO
- SOCIAL MEDIA
- DIGITAL ADS
- OUTDOOR BILLBOARDS
- PR / MEDIA RELATIONS
- COMMUNITY RELATIONS
- VIDEO

# RESHAPING THE BRAND

(February– July, 2018)



KEEP YOUR WATER  
FLOWING

DWSD CAN HELP  
313.267.8000  
detroitmi.gov/DWSD



DETROIT  
Water & Sewerage  
Department



## BRANDING THEME

# WORKING HARD FOR YOU.

More than a utility:  
We are a community partner.

Humanize the face of those  
who work hard – **employees.**

We stand for what we  
**Promise to do.**



# OUTDOOR BILLBOARDS

(Sept. 17– November 11)

## Locations

- Woodward North of Hancock
- Woodward North of Willis
- E. 8 Mile West of MacArthur
- E. 7 Mile West of Queen
- Conner North of Canfield
- Mack East of Dickerson
- E. Jefferson East of Orleans
- E. Davison East of Mound
- Gratiot & Fischer
- Van Dyke & Almont
- W. 7 Mile East of Stahelin
- W. McNichols West of Rosemont
- Plymouth West of Faust
- Livernois South of Alaska
- W. Warren East of Livernois
- Michigan & 25<sup>th</sup> St.
- Fenkell West of Steel
- Grand River & Linwood
- W. 7 Mile East of Steel
- Puritan & Wildemere



 **DETROIT**  
**Water & Sewerage  
Department**

**CLEAN WATER.  
DELIVERED.  
IT'S WHAT WE DO**

**313-267-8000** [detroitmi.gov/DWSD](http://detroitmi.gov/DWSD)



# OUTDOOR BUS POSTERS

(Sept. 17– November 11)

13

UNITS  
WEST SIDE  
ROUTES

14

UNITS  
EAST SIDE  
ROUTES



# USE LESS WATER AND SAVE MONEY.

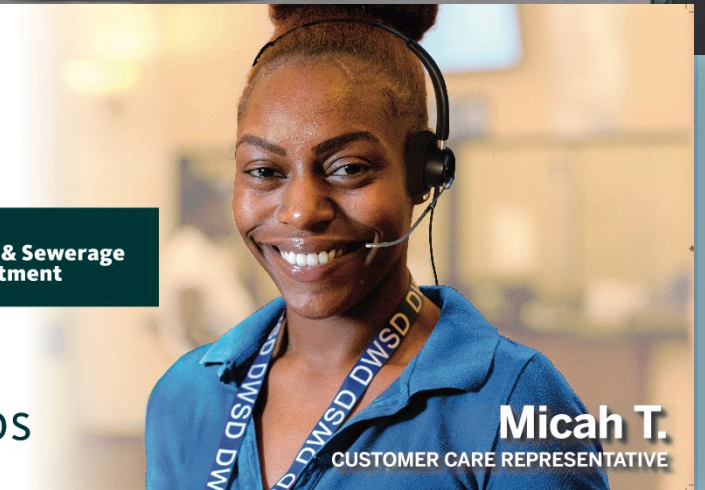
**ASK US HOW!**

**313-267-8000**

[detroitmi.gov/watertips](http://detroitmi.gov/watertips)



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**Micah T.**  
CUSTOMER CARE REPRESENTATIVE



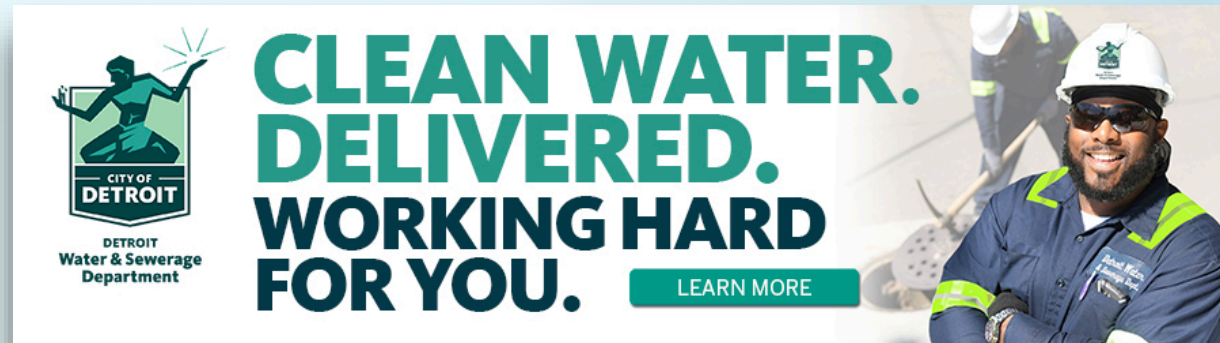
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# DIGITAL ADS



## AD MESSAGING:

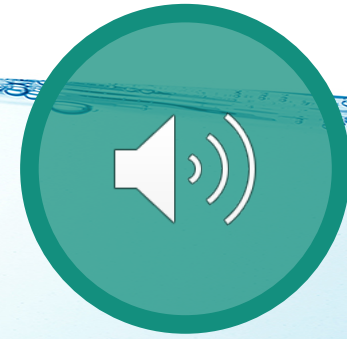
- **Water Quality** – Delivering clean water
- **Conservation** – Water usage & money savings
- **Convenient** – Payment methods
- **Text Only** – Providing clean water





# RADIO SPOTS

(Sept. 10 – Nov. 11)



Nearly 2.7 Million total AM/FM reach



# COMCAST SPOT

(60 / 30 / 15 sec.)

VH1

usa  
network

GSN

xfinity

A&E

nick™

OWN

Lifetime  
MOVIE NETWORK

truTV

WE  
tv

tvone

BET





# SOCIAL MEDIA



**Twitter**

**85.9K** Reach **42** Retweets



**Instagram**

**38** Reactions **4.18%** Engagement



**Facebook**

**3,006** Reach **19** Shares

Tweet

Potential Reach Responses Clicks Retweets

**85.9k** 56 405 **42**

**DetroitWaterDep**

#ICYMI: DWSD is inspecting and cleaning #Detroit's storm drains to reduce flooding in basements and on streets when heavy rains come. @Local4News has more details. <https://t.co/3Ln39XRk54>

(Tweet) by Maggie J. August 31, 2018 10:45 am

detroitwatersewerage

**38** 2 **4.18%**

A DWSD employee who was on this street with a crew resolving a water leak went to help a nearby resident shovel her sidewalk. #Detroitpride

#DWSDpride

(Image) February 07, 2018 10:06 pm

**Detroit Water and Sewerage Department**

August 22 ·

"Quality of life is important. People don't want huge puddles of water in front of their homes." DWSD Team Lead Kenneth Miller describes DWSD's efforts to clear #Detroit's storm drains to reduce street and basement flooding in heavy rains. Find out more.

**DWSD STARTS CLEARING OUT STORM DRAINS**

02:32

**DWSD's efforts to clear Detroit's storm drains**

Get More Likes, Comments and Shares

Boost this post for \$20 to reach up to 4,700 people.

**78,677** people reached

378

Boost Post

61 Comments **333** Shares









# Q&A

A&Q



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