



Integrated Marketing & Communications Year in Review

Feb. 2018-Jan. 2019



**Water & Sewerage
Department**

Advertising, Digital and Social

Advertising—Billboards, Bus Posters, TV and Print

Two Campaigns : April-August and September-November

35

Billboard placements
across the city

6,479

Comcast spots

54

Bus Posters

7

Ads in *The Michigan Chronicle*

18

Detroit Gas Station
TV (GSTV)

168

GSTV Screens



Advertising—Radio, Digital and Social Media

RADIO

7,270
Broadcast radio spots

3.34 Million
Total digital broadcast
media impressions



SOCIAL MEDIA

6.4 Million
Impressions

482% Increase

328,000
Impressions

556% Increase

7,688
Followers



1,461
Followers



95

Videos (short vignettes for social as well as DWSD Employee Spotlights)



Digital Display Campaign (Google display, pre-roll, YouTube)

190,000
Video Views





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Collateral

Designed collateral pieces
to support programs & initiatives
(brochures, flyers, billboards, bus posters,
mailers, print ads, folders, infographics,
newsletters, presentations, etc.)



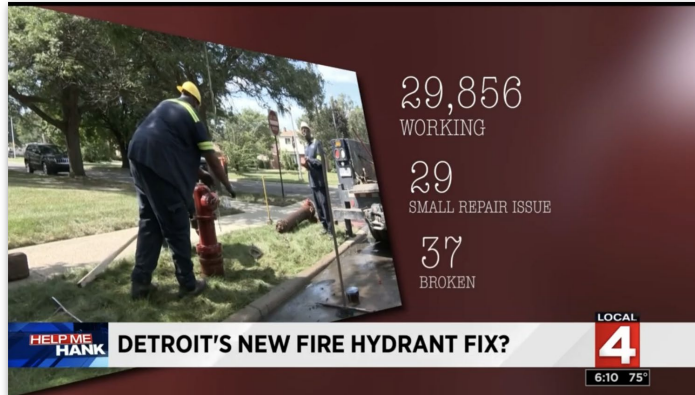
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PR, Media Relations and Community Relations

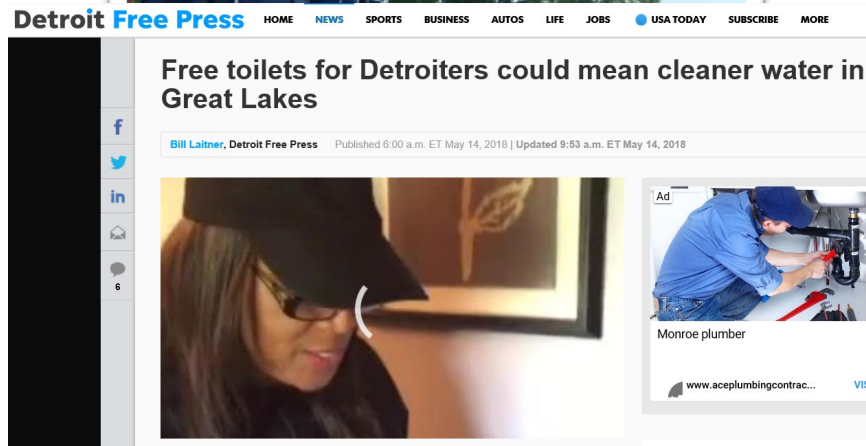
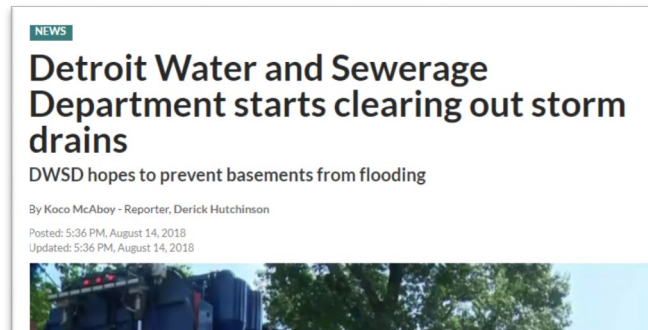
Public & Media Relations



"The system was streamlined."



121 Positive (Pitched) Stories
1.063 Neutral/Negative Stories
3 Crisis Plans Developed (Strategic Response Counsel)



"DWSD did the work for me."
-- WWJ's Ken Rogulski



"Within minutes, a crew pulled up to Gibson's house, and his water started flowing again."

Community Relations

"I thought the presentation would be boring, but it was interesting. I'm glad to have heard this presentation."

– Greater Sandhill Resident

"I was pleased to receive the quick response to having an inspector come to my house to look at the sinkhole in my backyard."

– Kathleen McBride

"Very informative and helps make people aware of their own responsibility."

– L. Owens, Warren Avenue Community Organization



80 **Community Meetings**
across all 7 districts

2,205 **Attendees** (approx.)

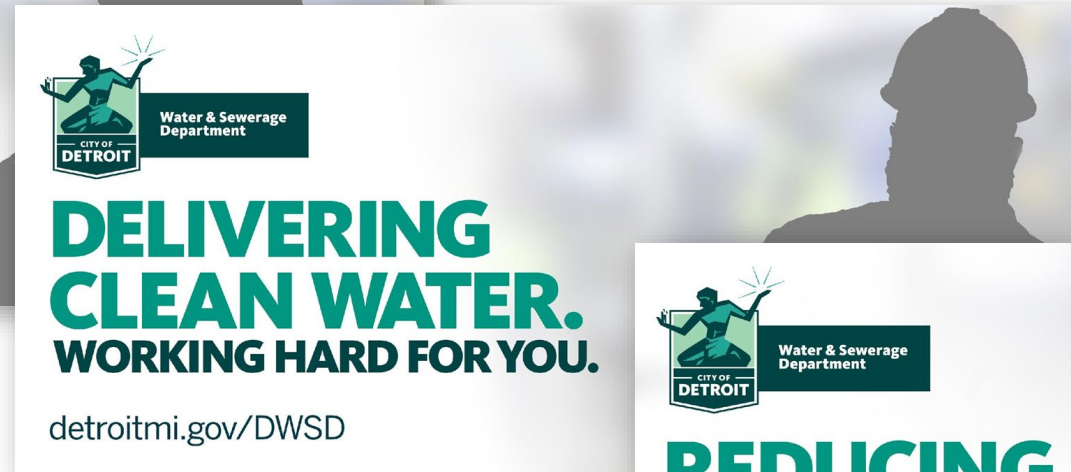
86 **Relationships Developed**
with community leaders including DONs,
elected/appointed officials



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What'sNext?

What's next?



April's Billboard Ad Concepts



What's next?

Implementing a Chat Bot

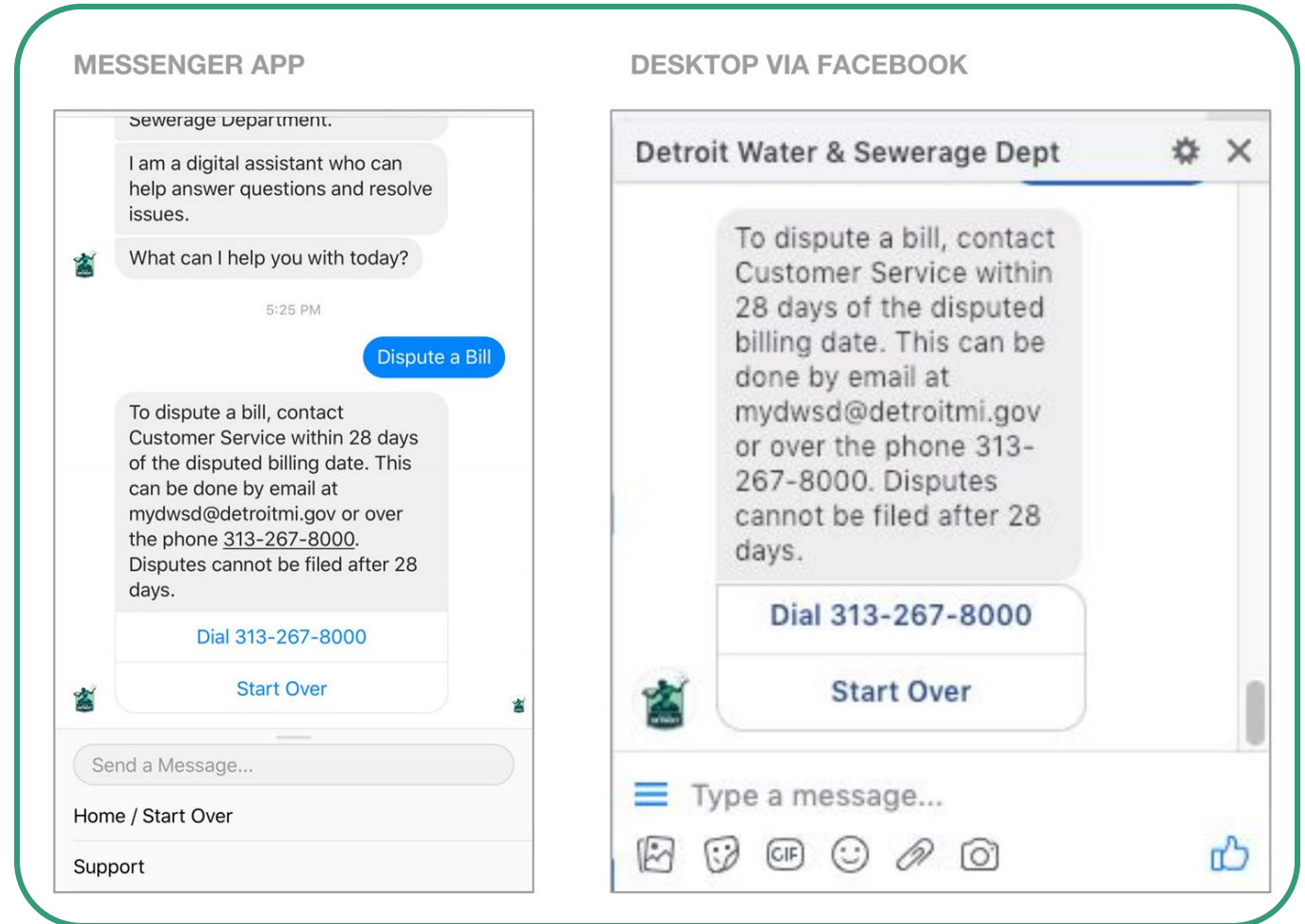
- Chat bot that will *provide answers through Facebook messenger*.
- Bot can ask relevant questions to route them to the information they seek.

Customer Service Process on Facebook

- Complaints and comments will be addressed through an inbox process
- Customers will send private message and internal teams will work together to resolve
- Customer will receive a response



Chat Bot Sample





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