

A large, stylized, light blue 'CCW' logo is positioned in the background on the right side of the page. It is rendered in a thick, rounded, cursive font that overlaps itself, creating a sense of depth and movement.

ccw

The voice for water consumers  
Llais defnyddwyr dŵr

# Communications Rulebook

# Campaign evaluation framework



## Appeal

Do people respond well to it?  
Who does it appeal to?



## Communication

Is there a clear key message?  
Is it easy to understand?  
Are there any points of confusion?



## Channel

Where would you expect to see it?  
What channels would work best?  
Which messengers would work best?



## Emotional response

What emotions does it provoke?  
Do people identify with it?



## Effect

Is there a clear call to action?  
Does it provide everything needed to  
act upon the message?  
Are people motivated to act upon  
seeing it?



## Execution

How is the execution helping to convey  
the message?  
How memorable is it?



## Straplines

Is the strapline relevant, memorable,  
helping to carry the message?



## Tone

Is the tone/style helping to convey the  
message?



# Appeal

Do people respond well to it?  
Who does it appeal to?

- Appeal **may not always be the best measure** of effectiveness when it comes to campaigns.
- Appeal can be **secondary**; an appealing campaign is not the end goal.
- In some cases, an **unappealing advert** (ie because it is shocking or annoying) can be memorable and shareable.
  - This is especially true for FOG/Flushing campaigns where ‘scary’ or ‘gross’ messages and imagery appeared to be effective.
  - But we wary of this! See: watchouts.



## Watchouts

- Campaigns or ads that people warm to or like are **not necessarily successful** in conveying a message.
- In a sector where building trust and protecting reputation is important, **unappealing adverts come at a risk.**



# Communication

Is there a clear key message?

Is it easy to understand?

Are there any points of confusion?

- **Be concise for written ads** – do not overwhelm pages/screens with text.
- **Keep longer-form videos engaging**– to avoid lost concentration.
- **Inform the audience** – don't assume they have prior knowledge of topics. discussed - especially true for environment and water pollution campaigns.
- **Prioritise clarity over detail** - give explanations as simply as possible.
- **Be cohesive** – the call to action should align with the overall campaign message/story.
- **Use visual aids** to break up text so it is digestible and memorable.
- **Enable knowledge expansion** – some people prefer additional information/context as an option. Offer a choice to find out more (without overwhelming those who prefer simplicity).



## Watchouts

- **Contradictory straplines** eg 'Reusable Generation' and 'Bin the Wipe'
- **Delayed 'call to action'** –placing this at the end of a video campaign creates confusion about what the audience is being asked to do.



# Channel

Where would you expect to see it?  
 What channels would work best?  
 Which messengers would work best?

- **Targeting using channel increases relevance and impact** – eg target football fans on Sky Sports, nappy disposers on new parenting websites.
- **Match length of comms to channel** – longer form content works best on TV/cinema, whilst snappy, attention grabbing comms are more suitable for social media (and capturing the attention of a younger audience).
- **Match location to key message**
  - eg public toilets are an ideal place to target blockage reduction.
- **Time comms release carefully** – certain populations and behaviours can be targeted at specific times eg FOG disposal at Christmas, university students during Freshers Week.
- **Encourage face to face conversations** – school education programmes and putting comms in public places were especially popular.



## Watchouts

- **Newspaper ads and leaflets are often discarded** - need to be extremely eye catching OR very clearly highlight benefit to the consumer eg 'how to save money'.
- **Attention spans are becoming ever-shorter** – use emotive stories/humour/hard-hitting content to keep people engaged.
  - Especially for water saving which is easy to ignore.

# Emotional Response

What emotions does it provoke?  
Do people identify with it?

- **Real-life stories are engaging and effective** - these feel genuine, emotive and relatable, especially when presented 'documentary style'.
- **Local context resonates more**, eg those living near the sea identify strongly with protecting coastlines.
- **Cultural identifiers increase relevance** – eg tea drinking. People feel 'seen'; encourages community minded behaviour.
- **Target comms to customer segments or specific demographics, where possible** – customers respond most positively to communications that feel personal.



## Watchouts

- **Treat real-life stories with care** – introducing humour or 'making light' of serious topics like sewage flooding can seem insensitive.



# Effect

Is there a clear call to action?

Does it provide everything needed to act upon the message?

Are people motivated to act upon seeing it?

- **Focus on positive actions to take** - 'do's' rather than 'don'ts' eg don't flush every time you use the loo.
- **For commonly known behaviours, position comms as a reminder** – people respond positively to being seen as knowledgeable.
- **Highlight the benefits of changing water usage behaviour** – financial motivations resonate particularly well when linked to energy spend due to the rising cost of living.
- **Consider offering free items** – these make behaviour change practically easier and more exciting. But ensure these are good quality and effective.
- **Emphasise actions taken by water companies to solve problems** – respondents often want to know about this before taking action themselves.
- **Provide solutions** – people are less clear about what is 'good' behaviour especially in relation to FOGs.



## Watchouts

- **Negative reinforcement can make people feel defensive** – avoid this where possible.
- **Behaviour change that might impact children can cause parental guilt** eg reducing paddling pool usage – be mindful of tone here.



# Execution

How is the execution helping to convey the message?  
How memorable is it?

- All comms coming from one organisation should have brand consistency eg corporate tone of voice, brand guidelines (logo, font etc) – even though executions may carry different messages directed at different audiences.
- **Use visuals help to convey serious outcomes:**
  - Dying fields and dry water sources for water saving, Fatbergs and blockages for FOGs/flushing, Polluted waterways for Environment
- Use visuals and icons to **break up text** and add light-heartedness – our participants responded poorly to serious, wordy comms.
- Visuals should **make message easier to understand** – FOG, water saving and environmental topics are hard topics to grasp; use images to support (or even replace) the text.



## Watchouts

- **Vague or unlabelled visuals** generate confusion eg not all respondents can identify an image of an empty reservoir.
- **Extremely graphic images** can discourage people from finishing reading/watching comms – visuals should strike a balance between being eye catching and jarring.





# Strapline

Is the strapline relevant, memorable, helping to carry the message?



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## Watchouts

- **A universal strapline for each area is recommended** – all fighting towards the same goal and helps disseminate message.
  - **Simple, concise** straplines remain preferable - avoid any hidden meaning and get straight to the point.
  - Use **repetition** to stress the strapline – needs to feature across campaign materials but also throughout videos, audio clips or written ads.
  - Use a **linguistic device** to make the strapline memorable eg:
    - alliteration
    - puns
    - play on words
  - Only include a strapline if it's **memorable and relevant** to the message
    - ... and consider alternatives - video campaigns can work well with a strong 'visual hook' instead of a strapline eg the tiny kettle.
- **Risk of missing the strapline if left to the end of video campaigns** – audiences are likely to forget it/be confused about its relevance.

# Tone

Is the tone/style helping to convey the message?



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## Watchouts

- **How the message is conveyed tonally is key;** word choice, writing style and ‘fit’ with message and channel.
  - **Memorable content;** a graphic or hard hitting tone can **grab audience attention** (this doesn’t necessarily need to be in a positive/appealing way - those that respond negatively to campaigns tend to recall the comms).
    - ‘Scare tactics’ work well for FOGs/Flushing
  - **Distinct personality:** creating comms that are recognisably from the same stable (consistent tone and character) – useful for maintaining ‘good’ behaviours
  - **Compelling narrative:** enabling deep engagement with more complex messages
- Response to tone is highly personal eg for some, a gloomy tone can detract from the message, whilst for others it emphasises it.

# Campaign Evaluation

The campaigns evaluated during this research were all past or current. Spontaneous recall of campaigns in each area of focus was very limited.

# Campaign evaluation framework



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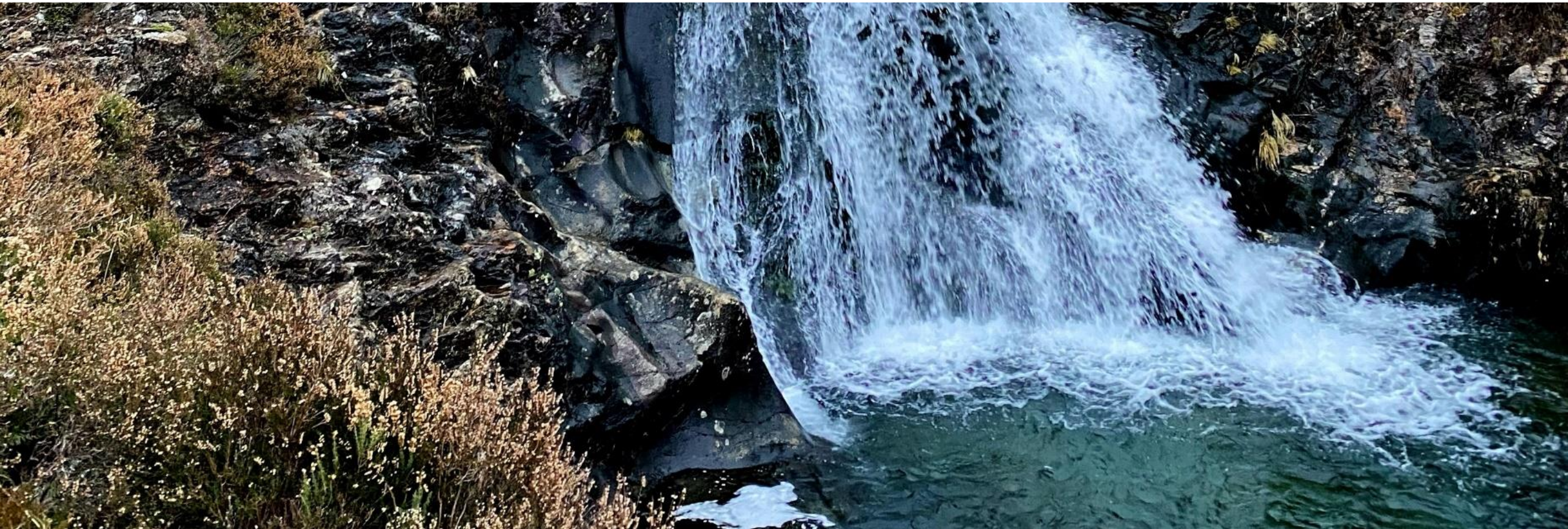


## Tone

Is the tone/style helping to convey the  
message?

**NOTE:** the campaigns evaluated were selected to illustrate a variety of examples of campaigns in each area

# Environmental campaigns



Measure	Commentary	Works well
<b>Appeal</b> 	<ul style="list-style-type: none"> <li>Majority found it a pleasant and moving video.</li> <li>Appears to be <b>addressing everyone</b> through focus of a typical family dynamic.</li> <li>Some felt it was bit long, dragged.</li> </ul>	
<b>Communication</b> 	<ul style="list-style-type: none"> <li>Messages around benefits to nature and link to mental health were clear.</li> <li><b>Lack of clarity around overall message</b> (that Thames Water have created wetland habitats), which is only revealed briefly at the end of the video.</li> <li>Campaign dives deep into a personal story of the characters but felt unclear how this is relevant.</li> </ul>	
<b>Channel</b> 	<ul style="list-style-type: none"> <li>Considered suitable for a <b>TV ad or YouTube advert</b>.</li> <li>Watchout re Thames Water as messenger – for some, felt like greenwashing considering recent bad PR around discharging sewage.</li> </ul>	
<b>Emotional response</b> 	<ul style="list-style-type: none"> <li>Family storyline feels <b>relatable, authentic and emotive</b>.</li> <li>Urban respondents resonate with the value of <b>escaping to nature</b>.</li> </ul>	
<b>Effect</b> 	<ul style="list-style-type: none"> <li>Understood that it's encouraging getting out and appreciating nature.</li> <li>But <b>motivation for the advert is unclear</b> – is there a bigger ask here and why are Thames Water putting this out there?</li> </ul>	
<b>Execution</b> 	<ul style="list-style-type: none"> <li><b>Visual style and scenery has strong appeal.</b></li> </ul>	
<b>Strapline</b> 	<ul style="list-style-type: none"> <li>“Live Wild” <b>strapline doesn't hold much meaning</b> and unclear what it's telling you to do/think/feel.</li> </ul>	
<b>Tone</b> 	<ul style="list-style-type: none"> <li><b>Moving and emotive</b> tone works well for the nature-based message.</li> <li>Helps evoke a broader message around mental health.</li> </ul>	



## Thames Water Live Wild Video campaign

*“I think they're trying to promote, saying that Thames Water are doing a lot for the environment in creating wetlands and lots of other areas, which is a conflict really because they don't spend money on things they should do, like repairing pipes, leaking, sewerage outflow, but this is probably a way of them actually showing to the public that they're giving something back.”*

<https://www.youtube.com/watch?v=roipVaLYn0s>

Measure	Commentary	Works well
<b>Appeal</b> 	<ul style="list-style-type: none"> <li>Clear, educational web content but <b>not eye-catching</b>.</li> <li>New information for most – reporting pollution seems desirably <b>community-minded</b>.</li> </ul>	
<b>Communication</b> 	<ul style="list-style-type: none"> <li>Message understood - tell us if you see signs of pollution in the river - but gets lost in text-heavy page.</li> </ul>	
<b>Channel</b> 	<ul style="list-style-type: none"> <li>Ideally a <b>physical sign near waterways</b>.</li> <li>Material considered suitable for <b>educating children</b> in schools (simple).</li> <li>Makes sense to come from Anglian Water but risk of coming across as ‘deferring’ responsibility.</li> </ul>	
<b>Emotional response</b> 	<ul style="list-style-type: none"> <li>Respondents that <b>value and regularly visit their waterways</b> connected more emotively with this piece of comms.</li> <li>For others, this doesn’t feel as relevant.</li> </ul>	
<b>Effect</b> 	<ul style="list-style-type: none"> <li>Would be helpful to have <b>more options for reporting pollution</b> eg QR code, phone number, webpage.</li> <li><b>Progress updates</b> once pollution reported could encourage action.</li> <li>A <b>location code</b> would give more flexibility over when the pollution is reported.</li> </ul>	
<b>Execution</b> 	<ul style="list-style-type: none"> <li>Use of diagrams/icons aids made it easier to understand.</li> <li>But <b>icons</b> seem basic - could be more professionally presented.</li> <li>Too much <b>text</b>.</li> </ul>	
<b>Strapline</b> 	<ul style="list-style-type: none"> <li>No strapline but would be useful to have an instructive strapline to guide behaviour.</li> </ul>	
<b>Tone</b> 	<ul style="list-style-type: none"> <li>Some viewed as water company ‘<b>shifting blame onto consumers</b>’; many feel the pollution causes highlighted are their fault and therefore responsibility of water companies.</li> <li>Tone emphasises they are taking the problem seriously.</li> </ul>	




## Anglian Water Pollution Watch Webpage

*“I feel as well that that it just puts responsibility on the actual user rather than on the actual, Anglian Water... basically if those things or some of those things are in the water, shouldn't they know about it, and haven't they at some time had some discharges which may have resulted in those things being in the river.”*

See ‘Stimulus A’ in a appendix.



Measure	Commentary	Works well
<b>Appeal</b> 	<ul style="list-style-type: none"> <li>• <b>Eye opening</b>; many respondents were surprised to learn that drought can be an issue during winter.</li> <li>• Feels specifically aimed at those with gardens (images of water use related to gardening).</li> </ul>	
<b>Communication</b> 	<ul style="list-style-type: none"> <li>• <b>Mixed understanding of key message</b>; some thought it was about using water responsibly during winter, for others, it was about the security of water supply and impacts of drought.</li> <li>• <b>Feels too long</b> and a bit repetitive – key message at the end could be missed/lost.</li> <li>• <b>Unclear what audience is being asked to do</b>: what are ‘small behaviour changes’ mentioned?</li> </ul>	
<b>Channel</b> 	<ul style="list-style-type: none"> <li>• Seems suitable for TV, radio, YouTube or on public transport - but <b>would need to be shortened if not directed at a captive audience</b> – too long to maintain attention.</li> <li>• CCW as messenger wasn’t picked up on – assumption that this is from water companies.</li> </ul>	
<b>Emotional response</b> 	<ul style="list-style-type: none"> <li>• Particularly <b>eye-opening</b> with those who aren’t familiar with impact of drought on environment eg city dwellers.</li> </ul>	
<b>Effect</b> 	<ul style="list-style-type: none"> <li>• <b>Vague</b> nods to water conservation and efficiency aren’t instructive enough; desire for clearer advice on how to act.</li> <li>• Doesn’t provide enough info about what water companies are doing – <b>feels ‘woolly’</b>.</li> </ul>	
<b>Execution</b> 	<ul style="list-style-type: none"> <li>• <b>Effective use of imagery</b>, eg low reservoir levels are impactful and clearly show consequences of high water usage/drought.</li> <li>• Subtitles distracted from impact of images.</li> </ul>	
<b>Strapline</b> 	<ul style="list-style-type: none"> <li>• No strapline – potentially unnecessary if key motive for video is to inform rather than to encourage behaviour change.</li> </ul>	
<b>Tone</b> 	<ul style="list-style-type: none"> <li>• <b>Overly formal</b> and very information-heavy.</li> <li>• Some felt that the video seemed more suitable for a conference than for consumers.</li> </ul>	



**CCW**  
**Explaining Winter Drought**  
*Video campaign*

*“It felt a little bit like it was produced by a water company, but it wasn’t practical, where was the practical advice of how to do things and change things.”*

<https://www.youtube.com/watch?v=p55vldYgl7Q>



# Water saving campaigns



Measure	Commentary	Works well
<b>Appeal</b> 	<ul style="list-style-type: none"> <li>Positive response to <b>linking energy and water costs</b> – feels like something new (and especially relevant due to the rising cost of living increasing bill scrutiny).</li> <li>Most people shower everyday – behaviour change here feels like it will have an impact.</li> </ul>	
<b>Communication</b> 	<ul style="list-style-type: none"> <li>Overall <b>very clear</b> and <b>easy to understand</b>.</li> <li>Key message of ‘change habits to save water and energy’ is clear.</li> <li>Some respondents were confused about what an <b>aerated showerhead</b> is and how it saves water/money – needs to be spelled out.</li> </ul>	
<b>Channel</b> 	<ul style="list-style-type: none"> <li>Could work well in a money saving newsletter (eg. Money Saving Expert communications), or accompanying bills.</li> <li>Broadly understood as a message that could come from the water industry as a whole (rather than just Southern Water), which seems logical.</li> </ul>	
<b>Emotional response</b> 	<ul style="list-style-type: none"> <li>Broad target audience – a universal activity appropriate for everyone.</li> <li>Some made reference to family of four as example of target audience.</li> <li>Resonates especially with <b>billpayers</b> who will see the financial benefits.</li> </ul>	
<b>Effect</b> 	<ul style="list-style-type: none"> <li>Behaviour <b>change required feels small enough</b> to be achievable.</li> <li><b>Financial plus environmental benefits</b> act as powerful motivation to change behaviour.</li> <li><b>Four minute shower</b> target is too ambitious for some – need to be more realistic.</li> <li>Figures are motivational – but not relevant for <b>unmetered</b> customers.</li> </ul>	
<b>Execution</b> 	<ul style="list-style-type: none"> <li><b>Eye-catching infographics</b> and images makes information easy to digest.</li> <li>Visuals are working hard to convey the messages without needing reams of text</li> </ul>	
<b>Strapline</b> 	<ul style="list-style-type: none"> <li>Strapline ‘Save water, save energy, save money’ has immediate appeal in its link to the <b>rising cost of living</b>.</li> <li>Could be presented even more boldly.</li> </ul>	
<b>Tone</b> 	<ul style="list-style-type: none"> <li>Helpful, direct and informative – the tone is appropriate for what it’s trying to achieve.</li> </ul>	











## Southern Water, Waterwise, Water UK Water’s worth saving Webpage

*“It’s saying if you save water, you save energy and you save money, which is very simple and clear to myself, just a normal person who is, especially now, thinking about energy and money.”*

See ‘Stimulus B’ in Appendix.




Measure	Commentary	Works well
<b>Appeal</b> 	<ul style="list-style-type: none"> <li><b>Mixed responses:</b> not relevant to those that don't have/use paddling pool; some thought it too dramatic considering paddling pools used only a few times during the summer, others thought the message is too restrictive (especially if paddling pools are used it to entertain their children).</li> </ul>	
<b>Communication</b> 	<ul style="list-style-type: none"> <li><b>Quantifying water</b> makes it easier to understand – cups of tea is most accessible way to visualise.</li> <li>Though the key message that paddling pools use a lot of water is clear.</li> </ul>	
<b>Channel</b> 	<ul style="list-style-type: none"> <li>Water usage messages seen to be suitable for a public place campaign: eg in <b>garden centres</b>.</li> <li>Could also work as a <b>radio campaign</b>.</li> <li>Appropriate and expected for a water company to deliver message – but comments around need to address leakage and investing in infrastructure crop up (potentially undermining authority to ask consumers to change).</li> </ul>	
<b>Emotional response</b> 	<ul style="list-style-type: none"> <li>Some shocked by figures outlining how much water is needed to fill a paddling pool, others felt targeting this behaviour isn't worthwhile as paddling pools are used so infrequently.</li> <li>Resonates with bill payers and those looking to save money.</li> <li>For those with <b>paddling pools</b>, key visuals and comparison images resonate.</li> </ul>	
<b>Effect</b> 	<ul style="list-style-type: none"> <li><b>No clear motivation</b> to change behaviour – money saving benefits are buried in the text and overlooked.</li> <li>Just highlighting high usage behaviours isn't enough (in case of paddling pool infographic); need to explicitly guide on how to cut down.</li> </ul>	
<b>Execution</b> 	<ul style="list-style-type: none"> <li><b>Too much text</b> is overwhelming, especially if all plain text in a big paragraph. There is a lot of information in both the text and dotted around the visual page and it can be hard to take it all in.</li> <li>Visual poster is along the right lines, but need to work harder to highlight key points to take out here.</li> <li>The more visual paddling pool example receives much more comment than the 'top tips' web copy.</li> </ul>	
<b>Strapline</b> 	<ul style="list-style-type: none"> <li>No strapline.</li> </ul>	
<b>Tone</b> 	<ul style="list-style-type: none"> <li>Tone of communications feels accusatory and forcing feelings of guilt.</li> </ul>	

**Top tips for saving water in hot weather**

We promote **saving water** all year round, but here are some extra things you can do to reduce your use in hot weather:

- Keep a jug of water in the fridge - then you won't need to run the tap while you wait for the water to go cold.
- Avoid using hoses/pipes or sprinklers (which can use as much as 1,000 litres of clean water an hour) - re-use dishwater or water used to boil vegetables or pasta, and fill a watering can instead. Using a watering can could save up to 4,050 litres a year, that's equivalent to more than 50 full bathtubs.
- Avoid non-essential chores, like washing cars and windows.
- Take a short shower instead of a bath (it uses much less water). Remember, keep it to four minutes and you could save money on your yearly bill too. In fact, one minute less in the shower saves around seven litres a day - over a year that's around £45 on water and energy bills and a further £52 on energy bills per year for a four person household.
- Leave the paddling pool in the shed and visit a local pool instead.
- Water plants before the sun comes out in the morning so the water doesn't evaporate, and will do the most good. Watering in the evening is also good. Watering in the morning is the worst. Watering in the evening is the best. Watering in the morning is the worst. Watering in the evening is the best.
- Lawns don't need constant watering, and going brown is a sign of drought. Mow your lawn in the evening and water it in the morning. Mow your lawn in the evening and water it in the morning.
- Check your home for dripping taps or leaks - or if you have a dripping tap, turn it off.










## Southern Water

### Top tips for saving water in hot weather + Your paddling pool costs how much?

Webpage

*“They’re just showering us with information, and unless you’re already interested and keen then you might not absorb...”*


See ‘Stimulus C’ in Appendix.

Measure	Commentary	Works well
<b>Appeal</b> 	<ul style="list-style-type: none"> <li>Potentially useful information however few imagine actively seeking out tips on a water company website.</li> </ul>	
<b>Communication</b> 	<ul style="list-style-type: none"> <li>Information generally clear but a lot of text; concerns that the <b>information would be missed</b> as there is so much there it wouldn't get read. Some note gaps eg information on water butts.</li> <li>Tips are good once you get into them. Would rather have more tips and less general info.</li> <li>Message about clean taps confusing – how does this link to water saving?</li> </ul>	
<b>Channel</b> 	<ul style="list-style-type: none"> <li>Expected of water companies – though few envisage visiting websites for information.</li> <li>If directed here from a digital campaign, want signposting to relevant tips.</li> </ul>	
<b>Emotional response</b> 	<ul style="list-style-type: none"> <li><b>Relevant for everyone</b> – especially those with bigger households and families.</li> <li>Some feel they're already doing these things so doesn't affect them – inclusion of 'out of the box' tips that are new news could appeal.</li> </ul>	
<b>Effect</b> 	<ul style="list-style-type: none"> <li>Clear instructions on what to do.</li> <li><b>Lacks motivating element</b> - could provide info on how much could be saved, both from a water volume and financial perspective.</li> </ul>	
<b>Execution</b> 	<ul style="list-style-type: none"> <li><b>Not eye-catching</b> - lacks visuals, colour, something to bring it to life. <b>Too wordy</b>, especially at first glance.</li> <li>If tips are going to be shown in isolation or small batches, suggest have short messages on posters or social media with a 'click to find out more'.</li> <li>If on a web page or leaflet, better to show all tips in one place.</li> </ul>	
<b>Strapline</b> 	<ul style="list-style-type: none"> <li>None</li> </ul>	
<b>Tone</b> 	<ul style="list-style-type: none"> <li>Overall, nothing exciting or attention grabbing.</li> <li>However, <b>informative tone is well-suited</b> to the content.</li> </ul>	

Dishwashing

Did you know?

New dishwashers can be more efficient than washing by hand in a bowl. Some use less than 12 litres per cycle!



**Top tips**

- Use a washing up bowl and turn the tap off to save up to nine litres of water a minute.
- Regularly clean your taps and use a mild disinfectant. This prevents the build-up of limescale which could provide a base for bacteria to grow on.
- Scrape plates into a food waste bin instead of rinsing them under a running tap – it will save water and help to avoid sewer blockages too.
- Wait for a full load before starting your dishwasher.

## Wessex Water










### Water saving tips

*Webpage*

*“It doesn't really entice you to want to read on. A lot more visuals would help.”*

See 'Stimulus D' in Appendix.

ccw.org.uk

Measure	Commentary	Works well
<b>Appeal</b> 	<ul style="list-style-type: none"> <li>Generally, people are sceptical of ‘clickbait’ articles like this.</li> <li>Usually claims like this aren’t believable – though there is a scenario where some could save the amount of money in the headline, it’s not the case for most.</li> </ul>	
<b>Communication</b> 	<ul style="list-style-type: none"> <li><b>Simple and easy to understand the message</b> (can save money on energy bills by using less water, specifically by using an aerated showerhead).</li> </ul>	
<b>Channel</b> 	<ul style="list-style-type: none"> <li><b>Martin Lewis is a trusted name</b> – gives an element of credibility to the article and claim of reducing energy bills. NB: he is less well known among younger audiences.</li> <li>However, for many <b>The Sun is not a trusted source</b>; some wouldn’t believe them and others would never click on it.</li> </ul>	
<b>Emotional response</b> 	<ul style="list-style-type: none"> <li>Concern that showerhead would reduce the pressure and therefore shower experience.</li> </ul>	
<b>Effect</b> 	<ul style="list-style-type: none"> <li>For many, the <b>saving is not worth a change in behaviour</b> (works out at only around £5 per month).</li> <li>In the context of the cost of living crisis, <b>some are willing to make small savings</b> wherever they can.</li> <li>However for others, saving £70 per year not enough to warrant reading the article.</li> </ul>	
<b>Execution</b> 	<ul style="list-style-type: none"> <li><b>Visuals not eye-catching or memorable</b> – nothing to grab attention.</li> <li>Considered a boring article with a picture of a shower head.</li> </ul>	
<b>Strapline</b> 	<ul style="list-style-type: none"> <li>None</li> </ul>	
<b>Tone</b> 	<ul style="list-style-type: none"> <li>Tone matches expectation of Martin Lewis content – informative and clear.</li> </ul>	














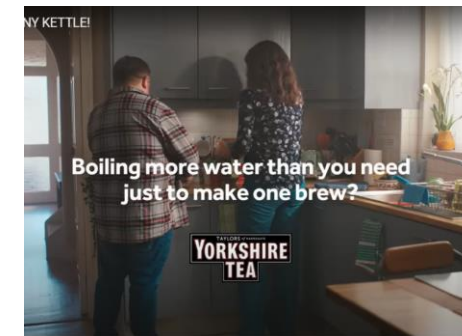
## The Sun Martin Lewis shares simple shower tip *Online tabloid article*

*“The Sun newspaper it is going to be slightly sensationalist and tabloid. it doesn’t say that Martin Lewis said that, it said that Martin Lewis shared a simple tip.”*

<https://www.thesun.co.uk/money/17932935/martin-lewis-simple-shower-tip-save-money-energy-bill/>












Measure	Commentary	Works well
<b>Appeal</b> 	<ul style="list-style-type: none"> <li>Overall <b>positive reception</b>; a <b>funny and memorable</b> ad.</li> </ul>	
<b>Communication</b> 	<ul style="list-style-type: none"> <li><b>Very clear message</b> (don't boil more water than you need when making a cup of tea).</li> <li><b>Lack of clarity around reason for message</b>; could be interpreted as related to energy saving rather than saving water (especially by those who already re-boil water in the kettle).</li> </ul>	
<b>Channel</b> 	<ul style="list-style-type: none"> <li>Most suitable for a <b>TV ad</b> – this is the time when people boil a kettle.</li> <li>Humorous tone means it could work well as an extended campaign on <b>social media</b>, or as a <b>poster campaign</b> (with the tiny kettle as the key visual element).</li> <li>Sharing environmental messages <b>reflects positively on Yorkshire Tea's brand</b>.</li> </ul>	
<b>Emotional response</b> 	<ul style="list-style-type: none"> <li><b>Family humour</b> feels relatable eg having to make tea for lots of people.</li> <li>Universal across UK households – almost everyone uses a kettle.</li> </ul>	
<b>Effect</b> 	<ul style="list-style-type: none"> <li>Water saving message is less powerful with this example; small volumes of water wasted - and most would use the water for their next brew.</li> <li>However, seen as <b>highly motivational</b> for those not already re-boiling kettle water.</li> <li>Could be clearer on the end benefit – eg personal energy/water saving and environmental benefit.</li> </ul>	
<b>Execution</b> 	<ul style="list-style-type: none"> <li><b>Tiny kettle is an effective visual motif</b>, summarising the message of the entire campaign.</li> </ul>	
<b>Strapline</b> 	<ul style="list-style-type: none"> <li>No strapline</li> </ul>	
<b>Tone</b> 	<ul style="list-style-type: none"> <li>Positivity and humorous tone makes campaign more memorable/engaging; does not detract from the message.</li> <li>Positivity is also motivational – encourages people to make the effort and 'do their bit'.</li> </ul>	



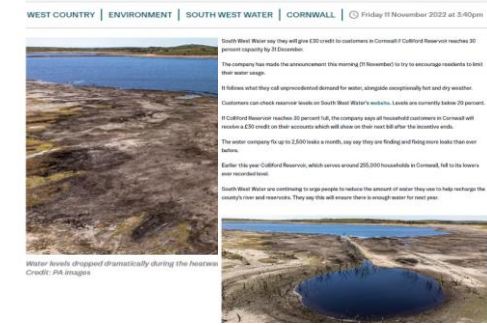
**Yorkshire Tea**  
**Tiny Kettle**  
*Video campaign*

*"I think it was pretty clear. You can get some campaigns that are a bit obscure, but the message was clear, with a unique way of presenting. I think this was a good advert."*

[https://www.youtube.com/watch?v=dLOrh\\_6A9S8](https://www.youtube.com/watch?v=dLOrh_6A9S8)

Measure	Commentary	Works well
<b>Appeal</b> 	<ul style="list-style-type: none"> <li>Muted appeal from sample from across England and Wales</li> <li>Respondents from SW region no more or less likely to find appealing (NB small regional sample).</li> </ul>	
<b>Communication</b> 	<ul style="list-style-type: none"> <li><b>Clear message</b> (if you save water and the reservoir reaches 30% capacity you could receive £30 off your water bill).</li> <li><b>Generates questions</b> about reservoirs and how they work BUT also whether incentive money could be spent better elsewhere, eg fixing leaks.</li> </ul>	
<b>Channel</b> 	<ul style="list-style-type: none"> <li>Assume social media and local press – but will it attract enough attention?</li> <li>Easy to scroll past – presented using too much block text.</li> <li>Imagery and key message as a standalone could work better – online or print.</li> </ul>	
<b>Emotional response</b> 	<ul style="list-style-type: none"> <li><b>Positive response</b> to the idea of <b>incentivising water saving</b>, but <b>negative reactions</b> to the size of the <b>incentive</b> – perceived too small to motivate.</li> <li>Negative response to incentive relying on <b>collective action</b> (people can only control own behaviour).</li> <li><b>NB a local audience who know the reservoir might find the campaign more salient.</b></li> </ul>	
<b>Effect</b> 	<ul style="list-style-type: none"> <li><b>Incentive not large enough</b> to be motivational. Some would like an <b>individual incentive</b> (with potential to benefit personally even if target isn't reached).</li> <li>Campaign runs for 2 months: <b>deemed too short to encourage long-term behaviour change.</b></li> </ul>	
<b>Execution</b> 	<ul style="list-style-type: none"> <li><b>Reservoir images not eye-catching</b> (some respondents unsure what photographs related to).</li> <li>Suggestion for visuals to show full and empty reservoir.</li> </ul>	
<b>Strapline</b> 	<ul style="list-style-type: none"> <li>No strapline</li> </ul>	
<b>Tone</b> 	<ul style="list-style-type: none"> <li>Some felt like the water company was <b>passing 'blame' and responsibility</b> for low reservoir levels onto customers; spontaneous mentions of the topic of leakage and what's being done about it</li> </ul>	

### South West Water to give customers £30 if reservoir reaches 30 percent capacity









## South West Water Reservoir level incentives Newspaper article

*“We’re living in a scroll culture right. You’ve got TikTok, Facebook, Instagram stories, you’ve got people rifling through. It’s about getting somebody to stop scrolling, this isn’t going to do it.”*

<https://www.itv.com/news/westcountry/2022-11-11/water-company-will-give-customers-30-if-reservoir-reaches-30-percent-capacity>





Measure	Commentary	Works well
<b>Appeal</b> 	<ul style="list-style-type: none"> <li>• <b>Hard hitting and impactful</b> – particularly due to the storytelling format and narrative.</li> <li>• <b>For some, it is too extreme</b> – not realistic and don't like the dystopian feel.</li> <li>• Many identified <b>football fans as main audience</b>. But others also said it could be aimed at future generations and young people as well as at parents / grandparents who watch football with children.</li> </ul>	
<b>Communication</b> 	<ul style="list-style-type: none"> <li>• <b>Most found the message clear</b> (the UK will experience drought and water shortages in the future due to climate change unless we act now).</li> <li>• For others, the <b>narrative was disjointed and a bit confusing</b>.</li> <li>• Some football fans distracted by the team (fans of another club) and the players involved.</li> </ul>	
<b>Channel</b> 	<ul style="list-style-type: none"> <li>• Would be most effective during <b>football matches shown on TV</b>, eg Sky Sports, BT Sports etc, either between different games or at halftime.</li> <li>• <b>Uncertainty about Xylem</b> – their role and what the company does.</li> <li>• <b>Some cynicism towards Manchester City</b> – PR stunt and wanting to look responsible.</li> </ul>	
<b>Emotional response</b> 	<ul style="list-style-type: none"> <li>• Using famous names and faces (eg Raheem Sterling and Phil Foden), as well as defining moments (Aguero goal to win the Premier League against QPR) grabs attention – particularly for football fans.</li> </ul>	
<b>Effect</b> 	<ul style="list-style-type: none"> <li>• Many mentioned there was <b>no 'ask'</b> – <b>nothing telling the audience what they can / should do</b> to prevent the situation depicted in the video from becoming reality.</li> <li>• For some, <b>images of dried football pitches and projections of the future were effective</b> – made it clear what the impact of climate change could be.</li> </ul>	
<b>Execution</b> 	<ul style="list-style-type: none"> <li>• Absorbing, striking but for some the dystopian images felt unrealistic and, at times, confusing.</li> <li>• Long form ad was too lengthy for some – harder to get the point.</li> <li>• Link between climate change, football, and Manchester City seen as tenuous to some.</li> </ul>	
<b>Strapline</b> 	<ul style="list-style-type: none"> <li>• 'The End of Football' <b>not very meaningful with little cut through</b>; only spoken once by commentator in video and not the main take out.</li> </ul>	
<b>Tone</b> 	<ul style="list-style-type: none"> <li>• <b>Mixed reaction to tone</b> – for some it was compelling and effective; for others, it was too depressing, excessive and detracted from message.</li> </ul>	















## Manchester City & Xylem

### The End of Football

Video Campaign

*"It's asking you to think, you know. Here is a scenario, have a think about it. But it doesn't tell you what you can do."*

[https://www.youtube.com/watch?v=tBF\\_AOUCi1b4](https://www.youtube.com/watch?v=tBF_AOUCi1b4)

Measure	Commentary	Works well
<b>Appeal</b> 	<ul style="list-style-type: none"> <li>• <b>Straightforward, impactful</b> campaign.</li> <li>• Aimed at <b>tourists</b> visiting the Balearics (or other drought-prone destinations); relatively narrow audience.</li> </ul>	
<b>Communication</b> 	<ul style="list-style-type: none"> <li>• <b>Clear, educational message</b> (the Balearic Islands suffer from water shortages; tourists should consider their water use when they come to the islands on holiday).</li> <li>• <b>Clear reasoning</b> behind request to save water: water shortages.</li> <li>• <b>Potential contradiction</b> with number of swimming pools in Balearics.</li> </ul>	
<b>Channel</b> 	<ul style="list-style-type: none"> <li>• <b>Captive audience</b> at the airport, motivating people before their holiday starts.</li> <li>• Could be expanded to <b>pre-flight videos</b> (although more likely to be ignored).</li> <li>• Identity of messenger not familiar– but makes sense that produced by government of Balearic islands asking tourists to use less water.</li> </ul>	
<b>Emotional response</b> 	<ul style="list-style-type: none"> <li>• Featuring real people instead of actors feels <b>genuine</b> and <b>relatable</b>.</li> <li>• Setting of arrivals carousel also relatable.</li> </ul>	
<b>Effect</b> 	<ul style="list-style-type: none"> <li>• Transferrable – could be extended to show comparisons to other tourist destinations. <ul style="list-style-type: none"> <li>• People more likely to act if situation reflects them directly.</li> </ul> </li> <li>• <b>Difficult to adapt to a UK context</b>; gives message that the UK <i>doesn't</i> lack water</li> </ul>	
<b>Execution</b> 	<ul style="list-style-type: none"> <li>• <b>Attention grabbing and impactful</b> – seeing the comparison of water levels side by side.</li> <li>• Slow intro intriguing at first – want to keep watching to see what happens and what it's all about.</li> </ul>	
<b>Strapline</b> 	<ul style="list-style-type: none"> <li>• No strapline</li> </ul>	
<b>Tone</b> 	<ul style="list-style-type: none"> <li>• <b>Documentary-style</b> – feels real; enjoy seeing the reactions of real people.</li> </ul>	



**Government of Balearic Islands**  
**Can a suitcase make you think?**  
*Video campaign*

*“I certainly didn’t realise that there are no rivers and lakes on the Balearics, that water shortages are a problem. It’s saying: “If you come here please make sure you’re very careful with the amount that you use.”*

[https://www.youtube.com/watch?v=\\_t1o5ypFs60](https://www.youtube.com/watch?v=_t1o5ypFs60)



# FOG/Blockage campaigns

















Measure	Commentary	Works well
<b>Appeal</b> 	<ul style="list-style-type: none"> <li>A generally positive response to this post, felt to be <b>clear, thought provoking and useful</b>.</li> <li>Some respondents said they had heard/seen similar information before or that they already flushed household items correctly, particularly older respondents (45+).</li> </ul>	
<b>Communication</b> 	<ul style="list-style-type: none"> <li>Clearly explained <b>FOG do's and don'ts</b>, as well as the consequences of inappropriate FOG behaviour.</li> <li>Instructive and clearly outlines the end goal.</li> </ul>	
<b>Channel</b> 	<ul style="list-style-type: none"> <li>Could work well to <b>target serial FOG and unflushables offenders</b>, eg through new parenting websites, hotel kitchens.</li> <li>Other communication channels suggested included workplaces, public toilets and TV/radio adverts.</li> </ul>	
<b>Emotional response</b> 	<ul style="list-style-type: none"> <li>Taking action to <b>prevent sewage from overflowing</b> into their homes resonated strongly with all respondents – some said this consequence could be stressed more to encourage behaviour change.</li> </ul>	
<b>Effect</b> 	<ul style="list-style-type: none"> <li>Including <b>free items</b> could increase motivation, eg if sink strainers and gunk pots were offered.</li> <li>Stating the <b>cost implication</b> of non-compliance, eg paying to unblock could further encourage behaviour change.</li> </ul>	
<b>Execution</b> 	<ul style="list-style-type: none"> <li><b>Visuals seen as basic</b>, could be more eye catching 'it's not jumping out, there's no colour'.</li> <li><b>Fatbergs</b> were mentioned by multiple respondents as an eye catching image to use, showing the consequences of inadequate FOG/RAG behaviours.</li> </ul>	
<b>Strapline</b> 	<ul style="list-style-type: none"> <li>"Stop the block" is clear, shown in the context of flushing - a <b>memorable strapline</b>.</li> </ul>	
<b>Tone</b> 	<ul style="list-style-type: none"> <li>Overall: instructive, simple, informative.</li> <li>Some respondents felt the simplistic presentation looked a bit <b>'childish'</b>.</li> </ul>	



## United Utilities Stop the Block Web/Online

*"It should be sent out to all the householders, because that's who you've got to sell this to. I would say send a letter with a little leaflet in it, pointing out what happens, or they spend a lot of money and buy a tv advert..."*

See 'Stimulus E' in Appendix.

Measure	Commentary	Works well
<b>Appeal</b> 	<ul style="list-style-type: none"> <li>A <b>very positive</b> response to this video; most found it enjoyable and informative</li> <li><b>Catchy, funny and memorable.</b></li> <li><b>Thought-provoking</b> for some as it highlights things you may not always think about such as water pollution in seas and rivers.</li> </ul>	
<b>Communication</b> 	<ul style="list-style-type: none"> <li><b>Clear, easy to follow (and worthwhile) message</b> – linking our behaviour with keeping waterways and beaches clean.</li> </ul>	
<b>Channel</b> 	<ul style="list-style-type: none"> <li>People perceive this ad as appearing across all digital, TV, cinema channels. catchy tune and lyrics also make it suitable for radio.</li> <li>Some said it could be a social media advert – but felt it would have to be shorter if in this format.</li> <li>Water company appropriate messenger; vested interest in avoiding cost of blockages and pollution.</li> <li>Some conscious of water company turning heads/blame away from themselves.</li> </ul>	
<b>Emotional response</b> 	<ul style="list-style-type: none"> <li><b>Seen as great for kids</b>, educational, catchy and fun to watch.</li> <li>Clear that it's <b>aimed at adults</b> too with inclusion of swearword.</li> <li>Sentiment of teamwork and taking care of beaches/the sea resonates.</li> </ul>	
<b>Effect</b> 	<ul style="list-style-type: none"> <li>Very watchable, catchy... a vehicle to embed messages about good behaviours at beaches, coasts etc .</li> </ul>	
<b>Execution</b> 	<ul style="list-style-type: none"> <li><b>Appealing visuals</b> – bright, colourful, cute and funny.</li> <li><b>Humour used at both child and adult level</b></li> </ul>	
<b>Strapline</b> 	<ul style="list-style-type: none"> <li>No strapline</li> </ul>	
<b>Tone</b> 	<ul style="list-style-type: none"> <li>Light-hearted way to highlight a serious problem.</li> <li>Positive 'vibe' and content <b>feel motivating: a good way to encourage good behaviours.</b></li> <li>For some, the fun tone felt a bit patronising and didn't sit well with the seriousness of the message.</li> </ul>	



## Anglian Water Keep it clear coastal campaign Video

*“Really catchy and nice singing voice...love the colours and drawings. This music gets stuck in my head and I want to listen to it again.  
It also explains and gives advice, info which is great.”*

<https://www.youtube.com/watch?v=RALdQSuqf1M>



Measure	Commentary	Works well
<b>Appeal</b> 	<ul style="list-style-type: none"> <li>• <b>Generally negative response</b> to this video – unclear, too much information and disliked the presentation style.</li> </ul>	
<b>Communication</b> 	<ul style="list-style-type: none"> <li>• Video felt to be <b>too long</b> – 3 individual stories could have been split into separate ads.</li> <li>• <b>Unclear what audience is being asked to do</b> – should lead with this rather than leaving it until the end of the video.</li> </ul>	
<b>Channel</b> 	<ul style="list-style-type: none"> <li>• Suggestions that it could work well as a TV or YouTube ad but would need to be significantly <b>shortened</b>.</li> <li>• Though relatively compelling, consider showing in captive audience settings eg cinema.</li> <li>• Can understand why a water company would want to deliver this message.</li> </ul>	
<b>Emotional response</b> 	<ul style="list-style-type: none"> <li>• Real people's stories of sewer blockages are felt to be <b>emotive</b> and encourage behaviour change; <b>impact of flooding on young child</b> resonated strongly.</li> </ul>	
<b>Effect</b> 	<ul style="list-style-type: none"> <li>• Lacking in clear call to action: what are the do's and don'ts?</li> </ul>	
<b>Execution</b> 	<ul style="list-style-type: none"> <li>• Creature comfort style <b>presentation</b> felt to be <b>insensitive</b> or <b>unnerving</b> by most - making light of a serious topic.</li> <li>• For a small number, the animated style made a 'taboo' subject easier to discuss.</li> </ul>	
<b>Strapline</b> 	<ul style="list-style-type: none"> <li>• <b>3 P's strapline</b> was memorable.</li> <li>• Could be more impactful if incorporated throughout the video; minimal reinforcement as line left to the end of the video.</li> </ul>	
<b>Tone</b> 	<ul style="list-style-type: none"> <li>• <b>Disconnect between serious/grave message and humorous visuals</b> – too much going on and didn't work well together.</li> <li>• Need to choose one or the other, and in this case 'serious' feels more appropriate.</li> </ul>	



## Southern Water, CCW

### The Unflushables

Video

*"You do one or the other, you either go realistic with that story or you make it into kind of a skit."*

<https://www.facebook.com/SouthernWater/videos/the-unflushables/10154514751923983/>

Measure	Commentary	Works well
<b>Appeal</b> 	<ul style="list-style-type: none"> <li>• <b>Short, effective</b> and <b>educational</b>.</li> <li>• Perceived as suitable for all age groups</li> <li>• A few found the execution a bit strange – mainly someone sitting on a toilet in a public place.</li> </ul>	
<b>Communication</b> 	<ul style="list-style-type: none"> <li>• <b>Clear message</b> on flushing behaviour (you can only flush pee, poo, and paper down the toilet)</li> <li>• <b>Informs</b> people which items contain plastic and shouldn't be flushed.</li> </ul>	
<b>Channel</b> 	<ul style="list-style-type: none"> <li>• Suitable for TV and/or social media.</li> <li>• Schedule with <b>TV programmes</b> about environment/plastic pollution.</li> <li>• Some felt <b>wipe brands should be responsible</b> for educating customers about product flushability.</li> <li>• <b>Messenger:</b> many unaware who City to Sea is (which doesn't appear to detract from message).</li> </ul>	
<b>Emotional response</b> 	<ul style="list-style-type: none"> <li>• Speaking to <b>real people</b> on the street makes comms feel <b>relatable</b>.</li> </ul>	
<b>Effect</b> 	<ul style="list-style-type: none"> <li>• Most said video would make them think more carefully about flushing behaviour.</li> <li>• Effective to <b>focus on items that can be flushed - 'pee, poo, paper'</b></li> </ul>	
<b>Execution</b> 	<ul style="list-style-type: none"> <li>• <b>Humorous visual</b> (someone sat on the toilet on the middle of the street) makes message memorable. However some found the concept of adults on toilets in public a little odd; potential to distract from the message.</li> </ul>	
<b>Strapline</b> 	<ul style="list-style-type: none"> <li>• Multiple straplines make the message memorable.</li> <li>• <b>'Bog standard'</b> (positive connotations of Britishness for older respondents, shows how easy changing behaviour is).</li> <li>• <b>'Pee, paper, poo'</b> (describes correct flushing behaviour).</li> </ul>	
<b>Tone</b> 	<ul style="list-style-type: none"> <li>• <b>Punchy and energetic</b> – captures attention but allows for key message to come through.</li> <li>• Use of <b>humour</b> helped to reinforce the point.</li> </ul>	



**City to Sea**  
**Toilet training for adults**  
*Video campaign*

*“Showing what you actually can flush. It’s just as simple as that.”*

<https://www.youtube.com/watch?v=eS0Gebxh9MY>



Measure	Commentary	Works well
<b>Appeal</b> 	<ul style="list-style-type: none"> <li>• <b>Impactful and thought-provoking.</b></li> <li>• <b>'Too graphic'</b> for some – menstruation taboo or private subject.</li> <li>• Aimed at <b>women</b>: most said they would never flush pads, with a few saying they do occasionally flush tampons.</li> </ul>	
<b>Communication</b> 	<ul style="list-style-type: none"> <li>• <b>Confusion about message:</b> is it advocating going plastic free or changing flushing behaviours?</li> </ul>	
<b>Channel</b> 	<ul style="list-style-type: none"> <li>• Would be particularly effective if shown to <b>pre-pubescent girls</b> e.g. in schools (establish good habits early on).</li> <li>• <b>Disagreement about whether it's appropriate</b> to show in cinemas/on television.</li> <li>• <b>Confusion about the messenger:</b> both who it is (Natracare) and what's their motivation?</li> </ul>	
<b>Emotional response</b> 	<ul style="list-style-type: none"> <li>• <b>Respondents that live near coastlines</b> feel especially strongly about plastic pollution and respond positively to this piece of comms.</li> <li>• Some felt that <b>targeting women was an effective strategy</b> to reduce a specific form of plastic pollution.</li> </ul>	
<b>Effect</b> 	<ul style="list-style-type: none"> <li>• <b>Educational:</b> some respondents had never considered using plastic free tampons before.</li> <li>• <b>Important:</b> potentially relevant to most women for much of their lives... knowing how to dispose of sanitary products properly is key.</li> <li>• <b>Could broaden to alternative non polluting sanitary products</b> eg reusable underwear, cup</li> </ul>	
<b>Execution</b> 	<ul style="list-style-type: none"> <li>• Some said the <b>graphic images detract from the message</b> – could be toned down (especially if being shown to young girls).</li> <li>• <b>Facts and figures</b> show scale of problem.</li> </ul>	
<b>Strapline</b> 	<ul style="list-style-type: none"> <li>• "Plastic free periods" – <b>didn't land</b> or provide much in the way of explanation as to what message the campaign is trying to convey.</li> </ul>	
<b>Tone</b> 	<ul style="list-style-type: none"> <li>• <b>Balance of responsibility:</b> some think that companies should be held responsible for eliminating plastic from their products, rather than asking consumers to change the behaviour.</li> </ul>	












**Natracare**  
**Sea Red**  
*Video campaign*

*"Women have periods, so why are we not talking about it, why are we not talking about the impact of flushing a tampon down the toilet."*

<https://www.youtube.com/watch?v=hw8dEn6ibgl>





Measure	Commentary	Works well
<b>Appeal</b> 	<ul style="list-style-type: none"> <li>Too long, elaborate, and dramatic for many – detracted from the message.</li> </ul>	
<b>Communication</b> 	<ul style="list-style-type: none"> <li><b>Message unclear</b>; many confused as to what video was about until the very end: don't flush wipes – they cause sewer blockages which can come back to haunt you...</li> </ul>	
<b>Channel</b> 	<ul style="list-style-type: none"> <li>While not always appreciating the intention of the film style, many identified <b>cinemas</b> as an effective place to show this campaign – captive audience, and could pass as a trailer for a film.</li> </ul>	
<b>Emotional response</b> 	<ul style="list-style-type: none"> <li>No one identified strongly with the ad.</li> <li>Target audience perceived to be women – but mentions of stereotypical roles in the video – woman causing the problem, man solving it.</li> </ul>	
<b>Effect</b> 	<ul style="list-style-type: none"> <li>If they make it to the end, people understand that they should not throw wet wipes down the toilets.</li> <li>However, video is not very motivating.</li> </ul>	
<b>Execution</b> 	<ul style="list-style-type: none"> <li>Dramatisation is <b>over the top</b> for the message and for some, simply a boring video.</li> <li><b>No particularly engaging visuals</b>; audio of the film was the key creative aspect (which some also found a bit too dramatic).</li> <li>Some expect to see the monster at the end of the film – some feel questions left unanswered.</li> </ul>	
<b>Strapline</b> 	<ul style="list-style-type: none"> <li><b>Strapline does not secure the message</b>: strapline in Catalanian (although read out / translated by moderator in English) however still gets lost in translation (as respondents trying to understand the message).</li> </ul>	
<b>Tone</b> 	<ul style="list-style-type: none"> <li>Tone and 'feel' of the film seen as too dramatic and unnecessary for the message.</li> <li>UK audience struggled to understand this as mimicking a film genre; too much of a cultural leap.</li> </ul>	



**The Government of Catalonia**  
**We are Creating a Monster**  
*Video campaign*

*"It's the most artistically elaborate way I've seen anyone say don't put a baby wipe down the bog."*

<https://www.youtube.com/watch?v=08mqFZ6IN4M>



Measure	Commentary	Works well
<b>Appeal</b> 	<ul style="list-style-type: none"> <li>For most, this <b>campaign didn't resonate</b> – appearing to specifically target young women.</li> <li>Impression that it would appeal to a younger audience, particularly young women and perhaps students.</li> </ul>	
<b>Communication</b> 	<ul style="list-style-type: none"> <li>Many pointed out a <b>contradiction</b> between 'reusable revolution' and 'bin the wipe' – advert for reusable wipes or info campaign telling people to bin wipes not flush them?</li> <li><b>Confusion</b> about 'my skin feels great' – feels more like an advert for beauty products.</li> </ul>	
<b>Channel</b> 	<ul style="list-style-type: none"> <li><b>Freshers or university events</b> would be good/appropriate times for this campaign to be used.</li> <li>Would work as a social media campaign, with an influencer promoting reusable wipes or encouraging young people to bin wipes.</li> <li>Style of advert seems strange coming from water company. Future customers thought the advert cheesy and like it's trying to sell skincare products rather than trying reduce blockages.</li> </ul>	
<b>Emotional response</b> 	<ul style="list-style-type: none"> <li>Within younger group (Under 30s), many said that they don't use wet wipes so wouldn't pay attention anyway.</li> </ul>	
<b>Effect</b> 	<ul style="list-style-type: none"> <li><b>Contradictory messages</b> within the poster make it confusing for the viewer to know which one they should do – should they bin the wipe or start using reusable wipes?</li> <li>Idea of 'binning' wipes for good, and instead using alternatives, did not cut through – campaign could focus on making this more apparent.</li> </ul>	
<b>Execution</b> 	<ul style="list-style-type: none"> <li>Visuals are <b>bright</b> and <b>eye-catching</b>.</li> <li>Campaign might be more effective if it used an influencer or someone more well-known.</li> </ul>	
<b>Strapline</b> 	<ul style="list-style-type: none"> <li>'Bin the Wipe' strapline is good, clear, and effective – but people felt that it contradicts the text above, which relates to reusing items.</li> <li>The 'Reusable Revolution' strapline also seen as good and catchy.</li> </ul>	
<b>Tone</b> 	<ul style="list-style-type: none"> <li>Tone and feeling for many is more like an <b>advert for beauty products</b>, rather than a campaign to change behaviours.</li> </ul>	











**Northumbrian Water**  
 Bin the Wipe – 'I'm part of the reusable revolution.'  
*Print campaign*

*"There is a slightly mixed message. Is she saying that the wipe goes in the bin, or is she saying, buy this because you can wash it and reuse it?"*

See 'Stimulus F' in Appendix



Measure	Commentary	Works well
<b>Appeal</b> 	<ul style="list-style-type: none"> <li>• <b>Mixed response</b> about the posters centring around the design and visuals – some like the striking style of the posters, whilst others thought that the style was jarring and made it difficult to read the message.</li> </ul>	
<b>Communication</b> 	<ul style="list-style-type: none"> <li>• Seen together the campaign intent is clearly about not flushing unflushables – however, <b>insolation the message is less clear.</b></li> <li>• If seen individually rather than as a set, some felt the <b>headline alone assumes too much knowledge</b>; not enough info in as a standalone strapline to convey the message.</li> </ul>	
<b>Channel</b> 	<ul style="list-style-type: none"> <li>• Many saw these a being <b>physical posters</b> placed in spaces like public toilets and toilets in bars / cafés.</li> </ul>	
<b>Emotional response</b> 	<ul style="list-style-type: none"> <li>• Resonated with around half the respondents, however the other half were really put off by the visuals and the message did not get through.</li> </ul>	
<b>Effect</b> 	<ul style="list-style-type: none"> <li>• <b>‘Bin the Wipe’</b> message is clear – tells viewer what they should do.</li> <li>• Other headlines <b>do not have a clear ask</b> – only tell the viewer what wipes do. Leaves questions around how wipes block roads and choke rivers.</li> </ul>	
<b>Execution</b> 	<ul style="list-style-type: none"> <li>• Some thought that the visuals were <b>eye-catching</b> and effective.</li> <li>• Others <b>struggled to see the text</b> as typography and graphic design was not clear.</li> <li>• Several found the design <b>jarring</b> – particularly the slanted text and design and the replacement of letters with objects.</li> </ul>	
<b>Strapline</b> 	<ul style="list-style-type: none"> <li>• ‘Bin the Wipe’ strapline is understood – but recessive on some executions</li> </ul>	
<b>Tone</b> 	<ul style="list-style-type: none"> <li>• Tone feels bold and urgent - in keeping with eye-catching colour and font style.</li> </ul>	



**Northumbrian Water**  
 Bin the Wipe  
 Print campaign

*“I don’t think the target audience care less. This doesn’t shame them into making the required effort.”*

See ‘Stimulus G’ in Appendix

# Stimulus materials

**Note: we have only included here the stimuli that do not have links on the evaluation slides**

# Stimulus A

## Pollution watch

We are always working with communities, taking care of our rivers and identifying possible pollution incidents as quickly as possible and together we can keep them clean and healthy. Very occasionally, wastewater from drains and sewers, can end up in rivers, streams and other watercourses and if this happens, we need it reported to us.



Anglian Water field technicians carry equipment in their vans to take immediate action. But reaction time is always the most important factor in avoiding any impact to the environment. If you think you have seen a pollution, please report it [here](#).

If you are unsure what Pollutions to report on, we have listed the different types of pollutions and what to look out for.

Once reported, we can then fix any problems causing pollutions and report them to the Environment Agency.

We then investigate how to prevent pollutions happening in future.

**Water pollution can be caused by blocked drains. If you see any of the following in or near a stream, waterway or river please let us know**



Wet wipes & toilet paper



Human waste, sewage and smells



Foam or milky looking fluids



Sanitary products



Fatty oil greasy film on the surface of the water



Dead or gasping fish

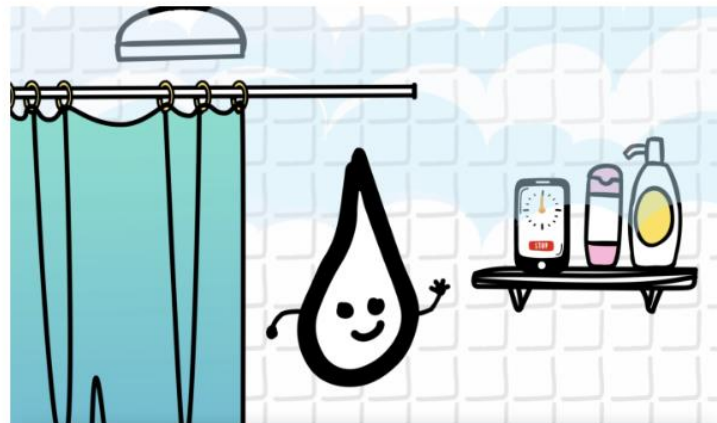
# Stimulus B

## Energy saving

**Save water, save energy, save money**

Water use and energy use are connected. By reducing your water use you could reduce your energy bills and carbon emissions. Our energy saving tips are supported by research from Energy Saving Trust\*

energy  
saving  
trust



### Keep your shower time to just 4 minutes

By keeping showers to four minutes, a household of four could save £165 a year on their energy bills and a further £100 on their water bill if on a water meter.



### Replace your old shower head with a water efficient version

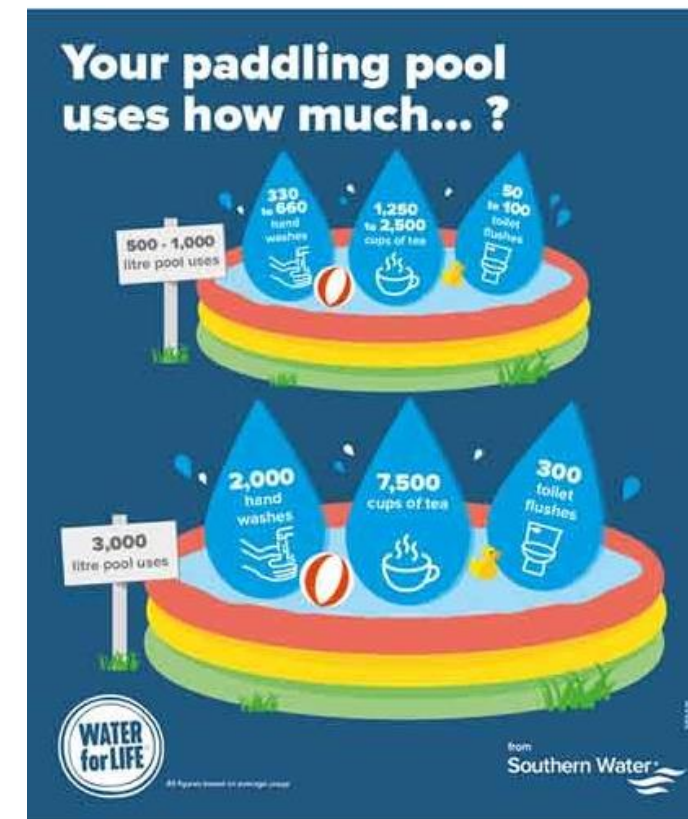
With an aerated showerhead, a family of four could save £75 off their energy bills annually and a further £45 off their water bills if on a water meter.

# Stimulus C

## Top tips for saving water in hot weather

We promote [saving water](#) all year round, but here are some extra things you can do to reduce your use in hot weather:

- Keep a jug of water in the fridge - then you won't need to run the tap while you wait for the water to go cold.
- Avoid using hosepipes or sprinklers (which can use as much as 1,000 litres of clean water an hour) – re-use dishwater or water used to boil vegetables or pasta, and fill a watering can instead. Using a watering can could save up to 4,050 litres a year, that's equivalent to more than 50 full bathtubs.
- Avoid non-essential chores, like washing cars and windows.
- Take a short shower instead of a bath (it uses much less water). Remember, keep it to four minutes and you could save money on your yearly bill too. In fact, one minute less in the shower saves around seven litres a day – over a year that's around £45 on metered water bills and a further £52 on energy bills per year for a family of four.
- Leave the paddling pool in the shed and visit a local beach or open air swimming pool instead.
- Water plants before the sun comes out in the morning if you can - then it's less likely to evaporate, and will do the most good. Watering in the evening encourages the slugs and snails to come out at night.
- Lawns don't need constant watering, and going brown is the natural survival mechanism of grass in hot weather according to [Brown Lawns are Cool by the Turfgrass Growers Association](#)
- Check your home for dripping taps or leaks - or if you see one out and about, [report a leak to us](#).



# Stimulus D

## Dishwashing

### Did you know?

New dishwashers can be more efficient than washing by hand in a bowl. Some use less than 12 litres per cycle!



#### Top tips

- Use a washing up bowl and turn the tap off to save up to nine litres of water a minute.
- Regularly clean your taps and use a mild disinfectant. This prevents the build-up of limescale which could provide a base for bacteria to grow on.
- Scrape plates into a food waste bin instead of rinsing them under a running tap – it will save water and help to avoid sewer blockages too.
- Wait for a full load before starting your dishwasher.

## Clothes washing

### Did you know?

A standard washing machine uses around 50 litres per wash or 70 litres for older models. The instruction manual will explain how different wash programmes affect the amount of water and energy used.



#### Top tips

- Make sure you always do full loads.
- Use an eco setting or wash at 30 degrees to save money on your energy bill.
- If buying a new washing machine look out for water efficient models which use up to 12 litres less per wash than standard new ones.

## Food preparation

#### Top tips

- Fill the kettle with only what you need to save water and energy.
- Try washing vegetables in a bowl and re-use the water for garden watering.
- Cooking water from boiling or steaming food can be used to make soup, stock or gravy and is a great way to ensure you consume all the nutrients.



# Stimulus E

## Stop the Block!

Millions of pounds are spent on cleaning drains and sewers right across the UK because of products that shouldn't be in them. Wet wipes, cotton wool, nappies, cotton buds and dental floss are just some of the culprits.

Things like wipes and nappies don't just disappear down the u-bend and dissolve - they clump together and cause havoc in the sewers.

And it doesn't stop there, cooking oil and fats can cause blockages and sewer flooding to your home and garden.

This is because fats, oils and grease can create what is known as a 'fatberg' (a congealed mess of fats, oils and other unflushable products) which can clog up the sewer pipes under the street.



## Here's how to Stop the Block!



### Only flush the 3 P's

Pee, Poo and (toilet) Paper



### Don't flush wet wipes

Please put them in the bin instead



### Don't flush cotton buds

Put them in the bin as well



### Don't pour cooking oils

Don't pour fats and oils down the sink and drains



### Scrape oils into the bin

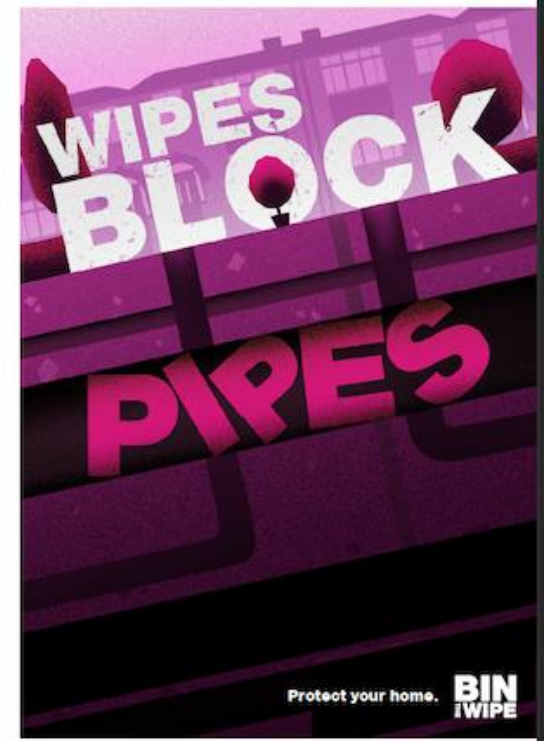
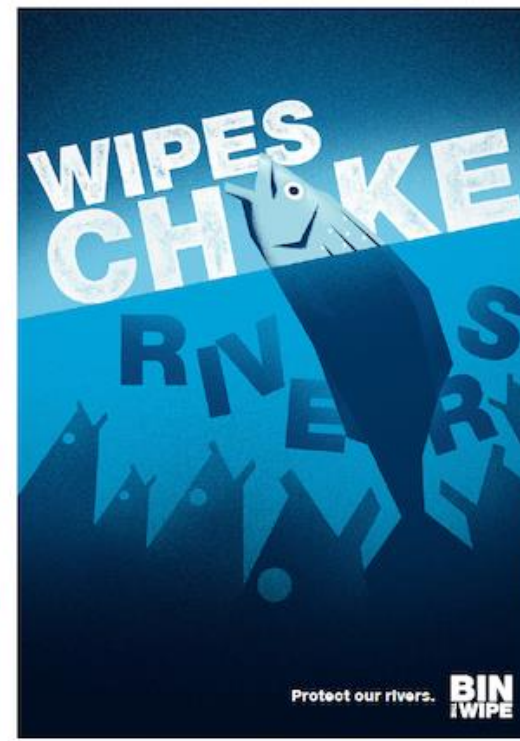
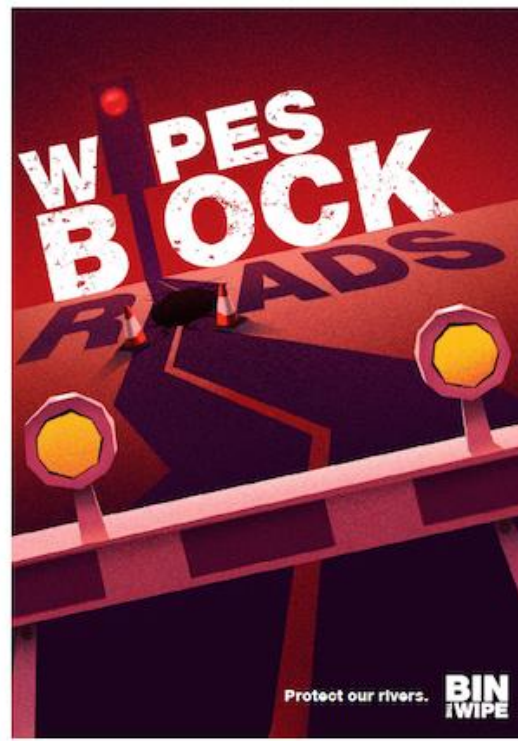
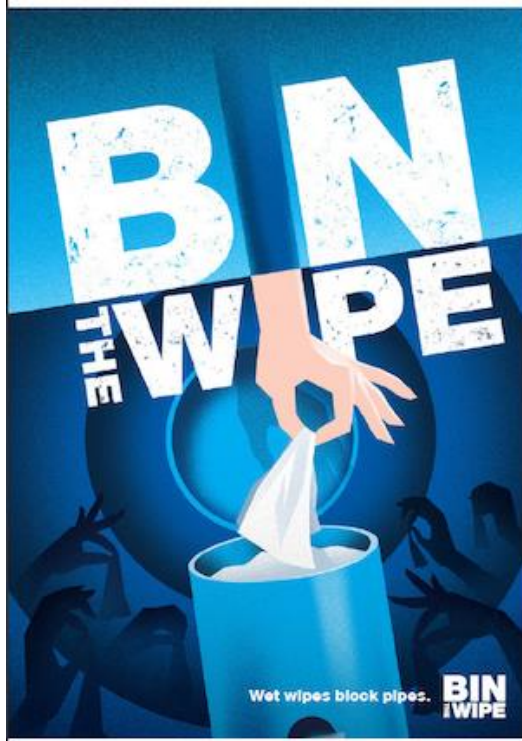
Wait for oils to cool and throw them away



### Use a strainer

Use a sink strainer to catch any leftover food bits going down the plughole

# Stimulus F



# Stimulus G



“  
I’m part of  
the reusable  
revolution.  
My skin feels great.  
”

*I choose to*  
**BIN THE WIPE**