

Campaign on Leaks

Winter 2020-21

November 17, 2020



BeWaterSmart.info

TODAY'S BRIEFING

Agenda

- Winter Campaign Goals
- Target Audiences
- Timing
- Approach/Tools
- Questions—feel free to ask as we go



BeWaterSmart.info

BE WATER SMART Winter Campaign on Leaks

Campaign Goals

Raise Awareness About the Following:

Primary: Toilet Leaks

- Most common household leak
- Amount of water wasted
- Easy ways to diagnose and fix toilet leaks

Secondary: Other Common Leaks

- Dripping faucets and showerheads
- Sprinkler system leaks



BeWaterSmart.info

BE WATER SMART Winter Campaign on Leaks

Target Audiences and Timing

Target Audiences

- Customers within the RWEPA participant area
- Above age 30

Timing

- Start date: October 23, 2020
- Portions through Fix a Leak Week (March 15-21, 2021)



BeWaterSmart.info

BE WATER SMART Winter Campaign on Leaks

Approach Overview

- Advertising on Facebook with Sweepstakes
- Free Give-Away (Toilet Leak Detection Kits)
- Advertising on Spotify
- Public Service Announcement on Television (Water Spots Winner)
- Media Outreach
- Tools for You to Help Spread the Word About Leaks!



BeWaterSmart.info

<https://woobox.com/m9uvqk>

THE GREAT DEBATE

BE WATER SMART NEEDS YOUR HELP TO SETTLE ONE OF THE GREAT QUESTIONS OF MODERN TIMES. WHICH IS THE PROPER WAY TO HANG THE TOILET PAPER?

Over or Under?



THE GREAT DEBATE

BE WATER SMART NEEDS YOUR HELP TO
SETTLE ONE OF THE GREAT QUESTIONS
OF MODERN TIMES. WHICH IS THE PROPER
WAY TO HANG THE TOILET PAPER?



Beard
or
Mullet?



SINCE WE'RE TALKING TOILETS....

DID YOU KNOW THAT A LEAKY TOILET IS THE MOST COMMON TYPE OF HOUSEHOLD LEAK? MOST TOILET LEAKS CAN BE EASILY FIXED BY REPLACING THE FLAPPER. LEARN HOW IN [THIS ONE-MINUTE VIDEO](#) FROM OUR FRIENDS AT WATERSENSE.

ORDER A FREE TOILET LEAK DETECTION KIT AND LEARN MORE WATER-WISE TIPS AT BEWATERSMART.INFO.



TOILET LEAKS ARE More Than a Drop in the Bucket



The average running toilet can waste 200 gallons of water per day—enough for 600 dog baths every month!

The non-toxic blue dye tablets in this packet give you a quick, easy way to check for leaks. Just follow the simple instructions on the back of this card. **If you find a leak, please turn off water to the toilet and fix it fast!**



Learn more about leaks and how to fix them at BeWaterSmart.info

Toilet Leaks Are the Most Common Household Leak



Toilet leaks are the most common type of leak found inside the home and are commonly caused by a malfunctioning flapper or fill valve. Toilet flappers warp over time and can compromise their seal to hold water in the toilet tank.

Some toilet leaks are easy to hear (a "running toilet"), but smaller leaks may be silent. The good news is that testing your toilet for leaks is simple. Here's what to do:

Step 1: Drop the enclosed dye strips into the toilet tank. **DO NOT FLUSH.**

Step 2: Wait 15-20 minutes.

Step 3: If the water in the toilet bowl turns blue, then you might have a leak.

If you find a leak, turn off the water to your toilet and make repairs. New toilet flappers can be found at most hardware stores and are generally easy to replace. If you are not sure about what to do, consult a professional plumber for help.



If you decide to replace your toilet, remember to look for the WaterSense label, which indicates the toilet has been third-party certified to be 20 percent more efficient than non-labeled fixtures without sacrificing performance.

If you think your home has a leak but can't find it, your water provider may be able to help. Many offer complimentary Water Wise House Calls, during which a trained water efficiency professional will visit your home and show you how to check for leaks. Contact your water provider for more information.

Find "how to" videos for finding and fixing toilet and other household leaks and learn more water-wise tips at BeWaterSmart.info.

BE WATER SMART Winter Campaign on Leaks

Current Results

Over/Under: Homeowner vs. Renter

- Ads are performing better with renters

Over/Under: Men vs. Women

- Ads are performing well with both

Beard/Mullet: Men vs. Women

- Ads are performing better with men



BeWaterSmart.info



Be Water Smart

Sponsored · Paid for by Be Water Smart - Regional Water Authority · Public



The average home loses nearly 30 gallons of water a day to leaks. That's enough for 80 dog baths every month.



BEWATERSMART.INFO

Learn How To Find And Fix Leaks

Tips and information at [BeWaterSmart.info](https://www.bewaterSMART.info).

[Learn More](#)

Like

Comment

Share



Learn tips for finding
and fixing toilet leaks at
BeWaterSmart.info





“Leak Protection Program”





BE WATER SMART Winter Campaign on Leaks

Be Water Smart Tool Kit

- BWS Leaks Artwork
- Key Messages on Leaks
- Social Media Graphics and Posts
- Leak Facts: Graphics and tip sheets from WaterSense
- Spanish Language Materials from WaterSense
- Looking Ahead: Materials for Fix a Leak Week (to be updated)

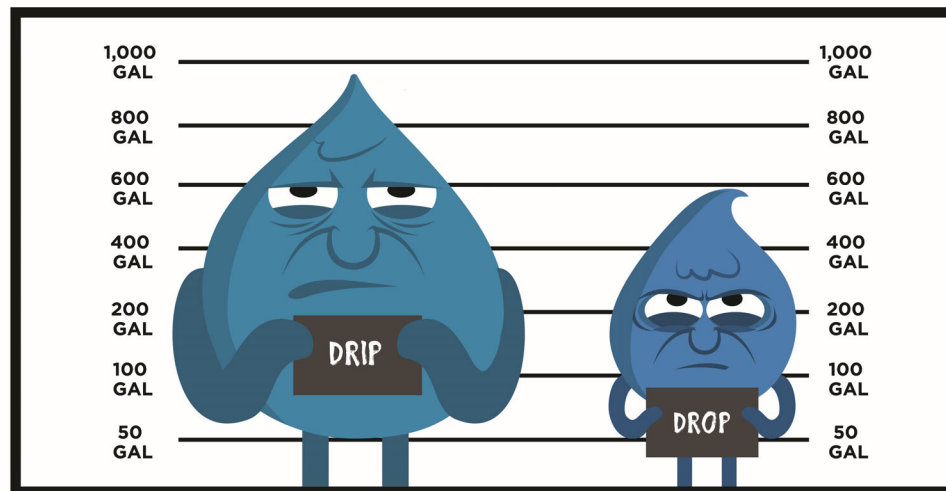


BeWaterSmart.info

★ WANTED ★

FOR WASTING WATER

**GUILTY OF DRIPPING FROM SHOWERHEADS,
RUNNING TOILETS, AND SOAKING YARDS**



Be a Leak Detective

Visit BeWaterSmart.info to learn
how to stop these wasteful droplets



More Than a Drop in the Bucket

A small sprinkler leak
can waste 6,000 gallons
of water per month

That's enough to fill
660 of these buckets



Learn more about leaks and how
to fix them at BeWaterSmart.info

Thank You!

The IN Communications Team

Christine * Bruce * Chris G. * Brooke * Chris P.

christine@INprOnline.com
916.548.8988



BeWaterSmart.info