

Single Entry – Out of Home Advertising in a Social Marketing Program

Topic: Water Conservation

Metro Vancouver and its members work together to supply clean, safe drinking water to 2.8 million people and associated businesses, institutions, and industries in the region.

With an increasing population, climate change, and the increasing risk of water shortages in the summer months, Metro Vancouver implements lawn watering restrictions from May to October. Consumption measurements prove that residents are watering outside of their permitted lawn watering days which is caused by a common misconception: a brown/yellow lawn is a dead lawn. Some residents continue to water their lawn too often when in fact they only need just one hour of watering a week (whether by sprinkler or rainfall) to keep their lawn healthy. Because where we live, a brown/gold lawn isn't dead – it's dormant!

When we examine water consumption, we know that residents tend to water more often when it's hot, and often don't realize that when it has rained they can skip their lawn watering for that week. Because the messaging for lawn watering is influenced by weather, weather-triggered billboards were a perfect solution:

Cued to run when weather is dry and cooler than 24 degrees Celsius	<p>metrovancover WATER ONE HOUR A WEEK FOR A HEALTHY LAWN</p> <p>WE</p> <p>This billboard features a blue sky background with a green lawn. A sprinkler system is shown watering the lawn. The text is in white and blue. A small logo with 'WE' and two water droplets is in the bottom right corner.</p>
Cued to run when raining/drizzling	<p>metrovancover RAINING? Give your sprinkler a break this week.</p> <p>WE</p> <p>This billboard features a grey, rainy sky background with a green lawn. A sprinkler system is shown. The text is in white and blue. A small logo with 'WE' and two water droplets is in the bottom right corner.</p>
Cued to run when 24 degrees Celsius or warmer	<p>metrovancover SUNNY SKIES? Be waterwise. Let your lawn go golden.</p> <p>WE</p> <p>This billboard features a blue sky background with a golden-brown lawn. A sprinkler system is shown. The text is in white and blue. A small logo with 'WE' and two water droplets is in the bottom right corner.</p>

In 2022, the 10 digital billboards we purchased were on major traffic routes and achieved 21.5 million impressions. These billboards were part of an integrated mix of creative including television, radio, digital, social media and direct mail.

The campaign targeted homeowners with lawns (including those in detached homes, duplexes, and townhomes).