CLOG ALERT

Campaign Playbook

Water Environment
Association of Texas

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Program Partners

In collaboration with Kimley-Horn and Signature Automation

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ARLINGTON
THE AMERICAN DREAM CITY

City of Dallas

GARLAND

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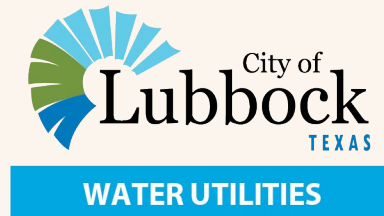
Start Here

Welcome to the Water Environment Association of Texas (WEAT) statewide ad campaign. This project is the culmination of months of collaborative planning with key stakeholders across the state. From these initial meetings, the planning committee at WEAT hired Rogue Water, a public communication company, to develop a statewide ad campaign. The purpose of the campaign is to increase awareness of utility customers' roles in protecting the sewer system, their property, and the environment. The deliverables include social media ads, articles, posters, talking points, and a photo library. This document serves as the playbook, or guide, for utilities like you to successfully deploy the campaign in your community.

We understand the level of internal communications staff and support varies across utilities. With that in mind, this playbook contains options for utilities with or without dedicated communication staff. For utilities without communication staff, the statewide ad campaign provides the opportunity to tap into a turnkey program, and for those with dedicated staff, it offers resources that can enhance the utilities' existing efforts.

Anatomy of an Ad Campaign

Did you know the average person is bombarded with 5,000 messages a day? We may not be selling products like Nike and Apple, but we are competing with them. We're all competing for a person's time and attention. Our messaging must utilize the same tools as Nike and Apple to capture attention that drives awareness — the first step towards behavior change.

Introducing: Clog Alert!

The Clog Alert campaign is designed with the same principles as an advertising campaign you would see from Nike or Apple. The goal of the visuals is to capture people's attention, keep them hooked, and drive them to the website to learn more.

The purpose of the landing page is to introduce people to information that may be new to them, demonstrate authority on the issue by showing the role of WEAT and its members, and giving people the opportunity to dive deeper if they wish.

The call to action to visitors will be to share something they learned or to visit their city's website to learn more. The campaign assets include these:

- Social Media Ads
- Videos
- Seasonal Articles
- Talking Points
- Posters
- Landing Page
- Photo Library

Links to these assets can be found in the appendices and are available for use by all WEAT members.

How to Use This Playbook

Choose your next step based on your current communication support/staff.

NO COMMUNICATION SUPPORT/STAFF

Check out the playbook that begins on the following page. The playbook is a best practices guide to implement the ad campaign, including tips on how to incorporate the campaign with any existing efforts.

EXISTING COMMUNICATION SUPPORT/STAFF

Feel free to skip ahead to the appendices and download the campaign assets, style guide, and campaign checklist.

The ABCS of Communication

This campaign playbook is a road map to launch an effective communications campaign designed for utilities without dedicated communication support/staff. It is structured around the Rogue Water ABCS — assessment, branding, content, and strategy — the building blocks of a successful communication campaign. This section is a brief guide on how to use the playbook and what to expect in each subsequent section.

A Assessment

Each playbook begins with the project's goals that meet the definition of success for the project and include specific measurable and time-bound actions.

B Branding

These branding recommendations ensure consistency and clarity across all communication channels and touchpoints.

C Content

This section focuses on the audience, key messaging, and call(s) to action necessary to execute the strategy.

S Strategy

This section maps out the tactics and timeline designed to meet the objectives laid out in the Assessment section.

Assessment

This section includes the desired outcomes, goals, and metrics for this plan.

WHAT DOES SUCCESS LOOK LIKE?

The purpose of this campaign is to increase awareness of the harmful effects of putting fats, oils, and grease (FOG) and non-flushable items down the drain or toilet. The primary goal identified by the WEAT key stakeholders is to reduce the health impacts to the community caused by the sanitary sewer overflows. Stakeholders believe the primary cause is that most people think their actions don't influence the problem when, in fact, their actions hold the greatest potential to positively impact the issue.

MEASURING THAT SUCCESS

The learning model — awareness, knowledge, skills, action — outlines the journey all people follow when introduced with new information. Behavior change, or action, lies at the end of the journey and only happens when people embrace the other steps along the way. Change can be challenging and requires patience to see through to the long-term goals of the initiative — a reduction in sanitary sewer overflows and damage to the system. Most people have no idea the impact their daily choices have on the sewer system. Therefore, the short-term goal is engagement as an indicator of increased awareness of the issue.

GOALS & TACTICS

The goal is to increase customer awareness of the impact of fats, oils, grease, and other non-flushables to the sewer system and the environment.

How? Through an ad campaign focused on educating the community in these ways:

- Social Media Ads
- Videos
- Seasonal Articles
- Talking Points
- Posters
- Landing Page
- Photo Library

Engagement will be measured by...

Utilities:
- Number/percentage (%) increase in social media followers and engagement
- Number/percentage (%) increase in points of in-person contact

WEAT:
- Number/percentage (%) increase in visitors to campaign website/ landing page
- Percentage (%) increase in visitor engagement with campaign website/ landing page (i.e., time spent on page)

Branding

Branding is more than just visual elements. Branding communicates the personality and inherent values of an organization or campaign. It builds trust, because it ensures the audience knows where the information is coming from and the authority of that source on the subject matter. A style guide is a tool that dictates the rules for how assets are shared with the community to ensure brand consistency. This consistency is essential to build trust and demonstrate the reputation and credibility of the participating utilities and the Water Environment Association of Texas (WEAT).

The style guide can be found in the appendices and includes the font, images, and best practice guidelines to be followed across all communication channels.

The assets were designed to be customized, so a space was left for one additional logo. The style guide appendix also includes a Canva tutorial for organizations that don't have a graphic designer on staff or lack access to Adobe applications.

Content

This section focuses on understanding and communicating to the target audience and the core messaging developed to meet project goals.

AUDIENCE

Demographics

The core audience for the Clog Alert campaign is Texans ages 18 and up. This campaign was developed to attract the attention of anyone who does the dishes.

Behind the Scenes: The creative direction shows real images of common problem items that anyone who does the dishes (and flushes a toilet) would notice. The item tells the story, similar to how Arby's advertisements just show the sandwich. The sandwich alone tells the story.

Psychographics

The campaign will be most effective with residents who are inclined to care about protecting their plumbing or our shared assets (sewers) but are uneducated about the impact of wipes, FOG, and other damaging objects.

CORE MESSAGING

Social Media and Print

The Clog Alert campaign uses "did you know" messaging as a humble way to approach residents. That way blame is asserted to the thing, not the person. The assumption is that people are putting the wrong things down the drain because they don't know better, and if they did, they'd make a different choice. This implies trust in the person and invites curiosity and future knowledge building. "Did you know" language is less adversarial then "don't" and less likely to make the audience feel talked down to.

CTA (Call to Action)

All messages point the audience to the landing page, unflushables.org. The call to action should be consistent and always some iteration of "Putting [problem item] down your drain causes clogs. To learn more about all the items that cause clogs, visit unflushables.org."

Behind the Scenes: But what about all the other problem items that get put down the drain? The focus on clogs is the hook. It's the most intuitive for the intended audience to understand. It invites the audience to learn more on the landing page, which will include additional "did you know" facts about other problem items.

Strategy

This section focuses on the different channels/touchpoints and tactics used to reach the audience.

CAMPAIGN ASSETS

The following campaign assets should be used to boost awareness in your community.

- Landing Page: information hub where all campaign assets will direct traffic towards. The landing page will provide more detail about the issue and actions customers can take to be a part of the solution.
- Social Media Ads: a collection of brightly colored ads designed to capture attention on social media and drive people to the landing page. These posts can also be shared as regular posts in your feed. Adding logos to the smaller social posts distracts and waters down the power of the hook.
- Videos: 15-second videos for paid or organic social media posts.
- Seasonal Articles: timely best practice articles for customers based on the season (e.g., proper disposal of grease from Thanksgiving turkey frys).
- Posters: the social media ads resized as posters for in-person events or other points of interest. Posters include space for the inclusion of one additional logo.
- Photo Library: photos of the grease, wipes, and other problem items for extended future content development. Available soon.

Tactics: A Closer Look

In this section, we tie tools and tactics together to meet our goal.

LAUNCH

On average, a person must be exposed to something seven times before they even take notice. Combine multiple points of contact and channels with repetition to launch an effective campaign where the audience sees your message repeatedly and everywhere. For example, share a social media post, drop an article on your website, then go out to a community event with posters and get some quality facetime. Debrief anything you learned along the way and then rinse and repeat.

LANDING PAGE

WEAT will tweak content from time to time, even if that means simply reordering "problem item" content seasonally. Utilities can direct customers to the landing page as a trusted resource for solutions to protect our pipes and our environment. Visit unflushables.org.

SOCIAL MEDIA

Suggested frequency: weekly for 4 weeks, then post once per month for 4 months, then weekly for 4 weeks.

The social media content of the Clog Alert campaign is intended for utilities across Texas to post through the applicable utility or city social media accounts, including Facebook, Twitter, NextDoor, and Instagram. The content library is in Appendix A. Each post in the appendix contains an image and corresponding text. You can download the image from a link in the appendix, then post it to your utility's feed along with the text. Images are square designs, as these dimensions work well across most platforms and are shown to be the most effective.

Most social media platforms are a pay-to-play model, meaning only relying on organic post reach (unpaid posts) doesn't promise much exposure for your content. However, a small budget of $50-100 can greatly increase the reach of a single Facebook post through boosting. Think of boosting as a mini-advertising campaign. Most utility or local government communications professionals will know what boosting is and how to do it. If you are not familiar, here are the steps to take to boost your first post:

- Find the Clog Alert post on your page that you want to boost.
- Click the blue "Boost Post" button and fill in the advertising details.
- Change the button text to "Learn More" and link to unflushables.org.
- Edit the Audience Details.
- Remove the default audience setting.
- We recommend dropping one or more pins on the map with a radius appropriate for your community. You can use overlapping circles, like a venn diagram.
- Set the duration and budget of the campaign.
- Add your payment method.
- Click the button to launch the boost.

If your utility doesn't have social media accounts, here's how to pitch the Clog Alert content so that it's included in the citywide content calendar.

- **Briefly describe why FOG and wipes are a problem for the utility. Make it local!**
- **Make them aware that WEAT is a trusted trade association of which your utility is a member.**
- **Make it easy for them. Show them the campaign materials so it's clear this doesn't mean more work for them.**
- **Share the playbook with bookmarks for recommended posting frequency (listed above) and core messaging.**
- **Inform them that suggested copy is included with the images in the asset library.**

VIDEOS

Suggested frequency: substitute videos for still images using a mix of video and images for the social media campaign: weekly for 4 weeks, then post once per month for 4 months, then weekly for 4 weeks.

Visual storytelling demonstrates the "why" or purpose of the campaign. These videos further explain the consequences of putting problem items down the drain — making clogs, an issue that's often "out of sight, out of mind," seen.

As mentioned before in the "Social Media" section, organic posting of this content will reach only a limited number of people. Boosting a video will have a similar effect as it would for social media images. Refer to the boosting instructions under "Social Media." These can be found in Appendix A .

Behind the Scenes: The videos are created like GIFs to have a stop motion look. This allows the video to be consistent with still images with colored backgrounds. The bright colors and unexpected motion will create the thumb-stopping effect we desire for social media advertisements.

SEASONAL ARTICLES

Suggested frequency: seasonal

Many cities and utilities have a news section on their websites which highlights important activities or projects for the organization. The news section can be used to distribute the articles, if no existing email or print newsletter is an option. These can be found in Appendix A .

Repurpose content from the articles to create social media posts. Tips and guides do well on social media, but be sure to use a friendly, approachable tone. You're the subject matter expert, but people appreciate a more neighborly expert-next-door approach.

TALKING POINTS

Suggested frequency: ongoing

The talking points are meant to answer residents' frequently asked questions and inspire them to change their habits around flushing wipes or putting grease and other damaging objects down the drain. Conduct a 30-minute to 1-hour training with relevant personnel (customer service and field teams, for example) to highlight the benefits of talking about non-flushables with residents. Print the talking points flyer and distribute to the training attendees.

Take the talking points with you to in-person events. Before you go, practice with a partner, where one of you plays the role of someone who knows nothing about the consequences of flushing wipes or pouring grease down the drain. Have some fun with it by coming up with odd questions to ask each other about drains, clogs, and sewers. These can be found in Appendix A .

POSTERS

Suggested frequency: at in-person events

Bright colors draw attention, so invest in some quality printing to keep the colors vibrant.

Print the posters on thick 3' x 4' boards and keep them in protective packaging. Display them at in-person events around town as conversation starters. Print smaller, flyer-sized versions and post at city facilities including City Hall, libraries, community centers, and other public-facing buildings. Reach out to existing community partners and local businesses to see if they'll put up posters, too. Swap out posters seasonally to keep people engaged and the information fresh. These can be found in Appendix A .

PHOTO LIBRARY

The photo library of non-flushable products provides you with the opportunity to create customized content, such as web banners, that meet your specific design requirements. These can be found in Appendix A .

Appendices

SOCIAL MEDIA ADS

Download ⬇

VIDEOS

SEASONAL ARTICLES

We recognize that copying and pasting from a PDF can be difficult; therefore, we have provided a document download for easy-of-use. Download articles here.

A Greasy Super Bowl Sunday Story
Publication timing: early January

Super Bowl Sunday starts in the kitchen with preparing chicken wings, sausage queso, and all those must-have game day snacks, and it ends on the couch with friends and family. Or does it?

As bowls and plates of food pile up in laps and on tables, that translates to dishes stacked up in and around the sink at the end of the night. We know that cleaning up after hosting a big party can be tiring, and in your exhausted state, you may not even realize that a simple swipe of a paper towel can prevent clogged pipes and save yourself from a huge headache down the road (or should we say downfield?).

That's right. When fats, oil, and grease from those Instagrammable party foods you cooked are rinsed down the drain, they can solidify in your pipes and create a plumbing nightmare. There are simple steps you can take to make a big impact, though. Instead of putting greasy pots and pans under the faucet, call an audible, if you will, and grab a paper towel to first wipe that grease into a trash can.

In addition to clogging your home plumbing, fats, oil, and grease cause backups and clogs in the sewer system beneath our streets. Sure, you might not see these problems, but they are there — and they can lead to bigger problems like sewer overflows. Nobody wants that! Your simple act of wiping grease into the trash can directly impacts the health of our community. That's a win for everyone.

So, while there's no "clog alert" alarm system to warn you before you pour something potentially harmful down your drain, there is unflushables.org. Let's work as a team to avoid clogs altogether! Game on.

### Breakfast of Champions: Don't Let Fats, Oil, and Grease Take Your Trophy

Publication timing: any time of year

The savory aroma of bacon cooking on the stove. The sizzle and pop of a frying egg with an unbroken yolk. That crunchy swipe of the knife as the softened butter spreads across the toast. Waking up Saturday morning and preparing a delicious family breakfast is a great way to kick off the weekend.

Don't let a clogged sink ruin your breakfast of champions.

Did you know that the fats, oil, and grease that make breakfast taste amazing are problematic when rinsed down the drain? You're better off scraping and wiping excess bacon grease and butter into the trash can. Even small amounts of grease can add up over time to cause a big problem such as clogged pipes.

In addition to clogging your home plumbing, fats, oil, and grease cause backups and clogs in the sewer system beneath our streets. While you might not see these problems, they are there — and they can lead to bigger problems for everyone, such as sewer overflows. Nobody wants that! Your simple act of wiping grease into the trash can directly impacts the health of our community. Let's avoid clogs altogether with unflushables.org!
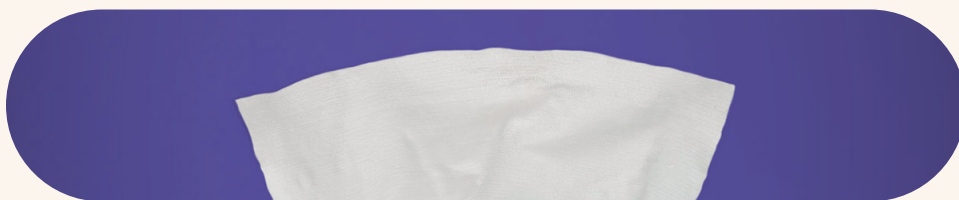
Wiping Away the Winter Blues

Publication timing: February - April

Spring is coming. While some rejoice at the beautiful weather, others may cringe at the thought of deep-cleaning our homes. Scrubbing behind the toilet, wiping all those baseboards, and cleaning out the drawers and cabinets are made a little easier when we use a package of wipes. So we buy them in bulk from Amazon or Costco, and we get down to the dirty business of spring cleaning.

What do you do when you're done wiping the toilet? Do you drop that wipe in the bowl and flush it down? If so, you may want to reconsider. That may

not set off a "clog alert" alarm, but that flushed wipe could cause serious plumbing problems like clogged home pipes and clogged sewers in the streets. It's best to throw wipes in a trash can, even when the package says "flushable."

In addition to clogging your home plumbing, wipes (yes, even those labeled "flushable") cause backups and clogs in the sewer system beneath our streets. You might not see these problems, but trust that they are there — and they can lead to bigger problems such as sewer overflows. Nobody wants that! Your simple act of throwing wipes into the trash can directly impacts the health of our community. Let's avoid clogs altogether with unflushables.org!

Giving Thanks for the Convenience of Wipes
Publication timing: October - early November

Family is gathering: the in-laws, the cousins, the nieces and nephews, plus all their spouses and kids. Your home will be filled to the brim, just like everyone's bellies at the end of Thanksgiving dinner. You'll probably spend the days before thoroughly cleaning your home, and sanitizing wipes make the job that much easier. You might also buy the cute Thanksgiving-themed package of wipes and leave it sitting by the toilet for your family's convenience.

What you may not know is that flushing those wipes down the toilet, even the "flushable" kind, can cause clogs in your home plumbing — on Thanksgiving, no less!

That's right. Something so convenient can turn into a real nightmare for the whole family. Instead of flushing wipes, do yourself a solid and drop them in a trash can. Save yourself a big plumbing bill later when those wipes collect in your pipes. You'll be thankful you did.

In addition to clogging your home plumbing, wipes (yes, even those labeled "flushable") cause backups and clogs in the sewer system beneath our streets. You might not see these problems, but they are there — and they can lead to big problems such as sewer overflows. Nobody wants that! Your simple act of throwing wipes into the trash directly impacts the health of our community. Let's focus on stuffing ourselves rather than our pipes. Together, we can avoid clogs altogether with unflushables.org!

POSTERS

[Download ⤓]

TALKING POINTS

Talking Points

Practice these talking points before heading out to a local event. Take this with you so you stay on message during each interaction.

[Download ⤓]

PHOTO LIBRARY

Available soon.

Appendix B: Style Guide

A style guide is a tool that dictates the rules for how assets are shared with the community to ensure brand consistency. This consistency is essential to build trust and demonstrate the reputation and credibility of the participating utilities and the Water Environment Association of Texas (WEAT).

WORDMARK

TYPOGRAPHY

Montserrat
fonts.google.com/specimen/Montserrat

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHh
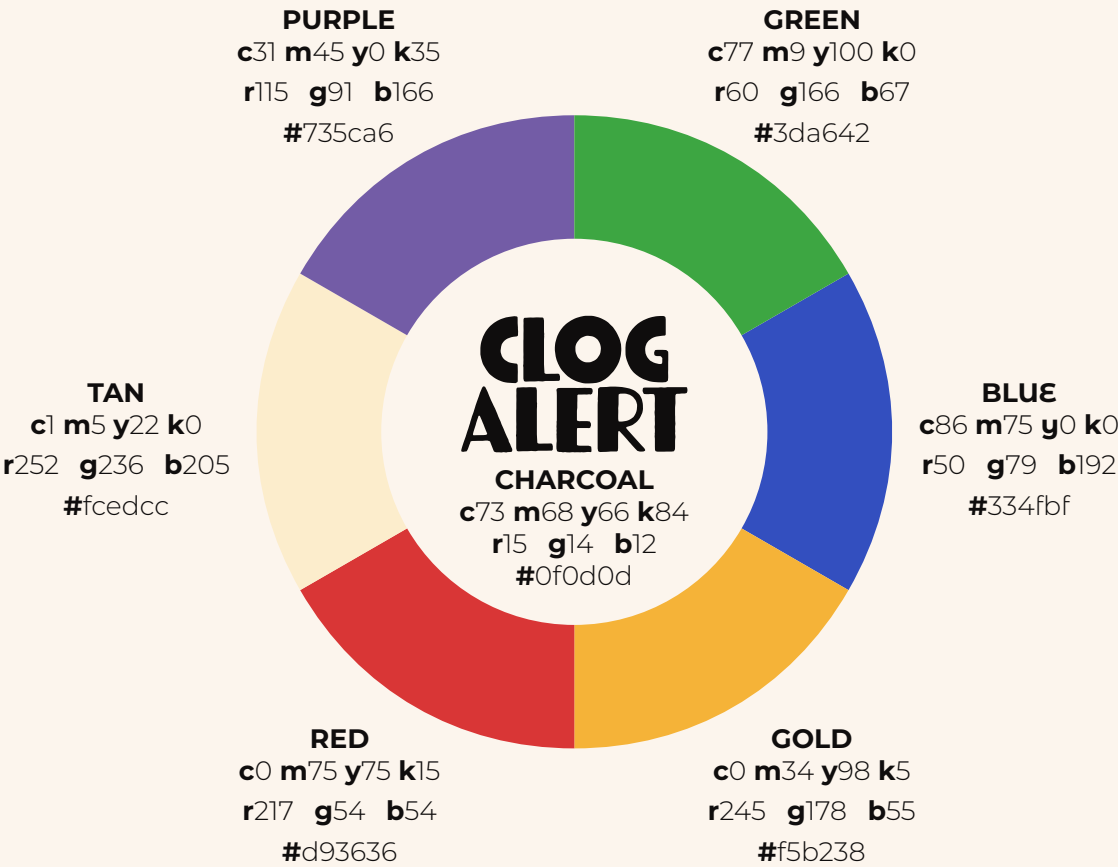**IiJjKkLlMmNnOoPpQq**
RrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz

HEADER 01
HEADER 02

HEADER 03

Body Copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

COLOR

PURPLE
c31 **m**45 **y**0 **k**35
r115 **g**91 **b**166
#735ca6

GREEN
c77 **m**9 **y**100 **k**0
r60 **g**166 **b**67
#3da642

TAN
c1 **m**5 **y**22 **k**0
r252 **g**236 **b**205
#fcedcc

CLOG ALERT

CHARCOAL
c73 **m**68 **y**66 **k**84
r15 **g**14 **b**12
#0f0d0d

BLUE
c86 **m**75 **y**0 **k**0
r50 **g**79 **b**192
#334fbf

RED
c0 **m**75 **y**75 **k**15
r217 **g**54 **b**54
#d93636

GOLD
c0 **m**34 **y**98 **k**5
r245 **g**178 **b**55
#f5b238

Appendix C: Canva Tutorial

ADDING A LOGO OR CREATING A WEB BANNER

You can add one logo to the Clog Alert existing assets by following the guidelines included in this document, or you can create a web banner to your specifications using the photo library. While other uses of the Clog Alert assets are discouraged, contact WEAT to discuss any ideas you may have for additional assets.

If you do not have staff resources for graphic design, a great place to start is a free account with Canva. Here is a brief tutorial on how to use Canva to add a logo or create a web banner.

SET UP A CANVA ACCOUNT
- Visit canva.com/signup
- Create a login with your email account
- Ignore the Canva Pro ads because that is not required for this work

ADD A LOGO TO EXISTING CLOG ALERT ASSET
- Click the "Projects" link in the left-hand navigation
- Click the "+" symbol in the top right corner to upload images
- Upload the Clog Alert image
- Upload your utility/city/town/etc logo
- Click on the Clog Alert image
- Click the "Use in Design" button
- Make sure the dimensions are the same as the original image file (no white space)
- Click "Resize" on the top navigation to change the size of the design
- Insert your logo
- Click "Uploads" in the left-hand navigation
- Click on your logo image
- Move your logo into position
- Follow the instructions is the Style Guide
- Download the modified image
- Click the "Share" button in the top right corner
- Click "Download" and save as a PNG file

CREATE A WEB BANNER

- Click the "Projects" link in the left-hand navigation
- Click the "+" symbol in the top right corner to upload images
- Upload the Clog Alert product image
- Upload the "Don't Be A Clogger" word image
- Create a new design to your web banner specifications
- Click "Create a design" in the upper right corner
- Click the "Custom Size" button
- Enter your width and height in pixels (px)
- Insert the Clog Alert product image into the design
- Click "Uploads" in the left-hand navigation
- Click on the product image
- Insert the "Don't Be A Clogger" word image into the design
- Click "Uploads" in the left-hand navigation
- Click on the "Don't Be A Clogger" word image
- Move the product image and wordmark (logo) into position
- Add a call to action, such as: "Learn more at unflushables.org"
- Click "Text" in the right hand navigation
- Click "Add a Heading"
- Replace the text in the block with the call to action
- Change the font to "Montserrat"
- Change the color of the background to match the Clog Alert style guide
- Click in the empty space of the design
- Click the color pallet icon in the top navigation
- Click the "+" button and type in the hex code for a matching color (i.e. #d93636)

Appendix D: Playbook Checklist

(for utilities with dedicated communication staff/support)

This framework is designed like a playbook and is structured by the Rogue Water ABCS — assessment, branding, content, and strategy — the building blocks of a successful communication campaign. This appendix is a brief primer on the campaign and can act as a checklist for implementation.

Assessment

The goal is to increase customer awareness of the impact of fats, oils, grease, and other non-flushables to the sewer system and the environment.

Engagement will be measured by...

Number/percentage (%) increase in social media followers and engagement

Number/percentage (%) increase in points of in-person contact

Branding

Refer to the Style Guide in Appendix B for the branding guidelines, fonts, colors, and approved uses.

Content

AUDIENCE

Demographics

The core audience for the Unflushables campaign is Texans ages 18 and up. This campaign was developed to attract the attention of anyone who does the dishes.

Psychographics

The campaign will be most effective with residents who are inclined to care about protecting their plumbing or our shared assets (sewers) but are uneducated about the impact of wipes, FOG, and other damaging objects.

CORE MESSAGING

Social Media and Print

The Clog Alert campaign uses "did you know" messaging as a humble way to approach residents. That way blame is asserted to the thing, not the person. The assumption is that people are putting the wrong things down the drain because they don't know better, and if they did, they'd make a different choice. This implies trust in the person and invites curiosity and future knowledge building. "Did you know" language is less adversarial then "don't" and less likely to make the audience feel talked down to.

Strategy
CAMPAIGN ASSETS

The following campaign assets should be used to boost awareness in your community.

Landing Page: information hub where all campaign assets will direct traffic towards. The landing page will provide more detail about the issue and actions customers can take to be a part of the solution.

Suggested frequency: ongoing

Social Media Ads: a collection of brightly colored ads designed to capture attention on social media and drive people to the landing page. These posts can also be shared as regular posts in your feed.

Suggested frequency: weekly for 4 weeks, then post once per month for 4 months, then weekly for 4 weeks.

Videos: 15-second videos for paid or organic social media posts.

Suggested frequency: First video to be released at launch, the second video 30 days after launch.

Seasonal Articles: timely best practice articles for customers based on the season (e.g., proper disposal of grease from Thanksgiving turkey frys).

Suggested frequency: seasonal

Posters: the social media ads resized as posters for in-person events or other points of interest.

Suggested frequency: at in-person events

Photo Library: photos of the grease, wipes, and other problem items for extended future content development. Available soon.