



# CLEAN WATER EDUCATION PARTNERSHIP

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## CWEP Spring 2007 (FY2007) TV Campaign

### Introduction

CWEP ran a heavy TV campaign this Spring for two reasons:

- 1) CWEP received a 319 grant from DENR to conduct television outreach, in the amount of \$35,370
- 2) CWEP had money left over from developing its "Buffer Improvement" television spot and decided to spend it on broadcasting.

A total of \$103,409.85 was spent, approximately 2/3 of which was paid by the Partnership.

### Flight

Late February through early April 2007. Two full campaigns were run approximately one month apart (one in late February and one in early April) with some spots run in the interim during the ACC Basketball Tournament on WCTI and WRAL.

### Spots

Two 30-second television spots (advertisements) were run in even rotation. Both featured the CWEP tag (spoken tagline, written URL, and written phone number).

- CWEP's new "Buffer Improvement" spot
- DENR's new "Johnny Fishpatrick" spot

### Target

Men ages 35–54, homeowners, who spend less than \$500 per year on lawn care. Research shows that this is the demographic most likely to do their own yard care (rather than hiring a service) and because our Buffer Improvement spot was designed with this group in mind.

### Campaign Performance

TRIANGLE MARKET

Vendor	Impressions	Spots	Cost
WTVD / abc11	4,981,000	88	\$24,628.75
WRAL/cbs5	16,485,000	95	\$38,965.00
Time Warner Cable	1,519,458	803	\$13,282.70
<b>MARKET TOTALS:</b>	<b>22,985,458</b>	<b>1,118</b>	<b>\$76,876.45</b>

COASTAL MARKET

Vendor	Impressions	Spots	Cost
Time Warner Cable	129,196	489	\$2,113.40
WCTI / abc12	4,288,000	132	\$24,420.00
<b>MARKET TOTALS:</b>	<b>4,417,196</b>	<b>621</b>	<b>\$26,533.40</b>

Impressions: how many times the spot was viewed in the market.

TRIANGLE MARKET: Apex, Carrboro, Cary, Chapel Hill, Chatham County, Durham, Durham County, Fuquay-Varina, Garner, Goldsboro, Hillsborough, Holly Springs, Johnston County, Knightdale, Morrisville, Nash County, Orange County, Oxford, Raleigh, Rocky Mount, Smithfield, Spring Lake, Tarboro, Wake County, Wake Forest, Wayne County, Wilson

COASTAL MARKET: Havelock, Kinston, New Bern