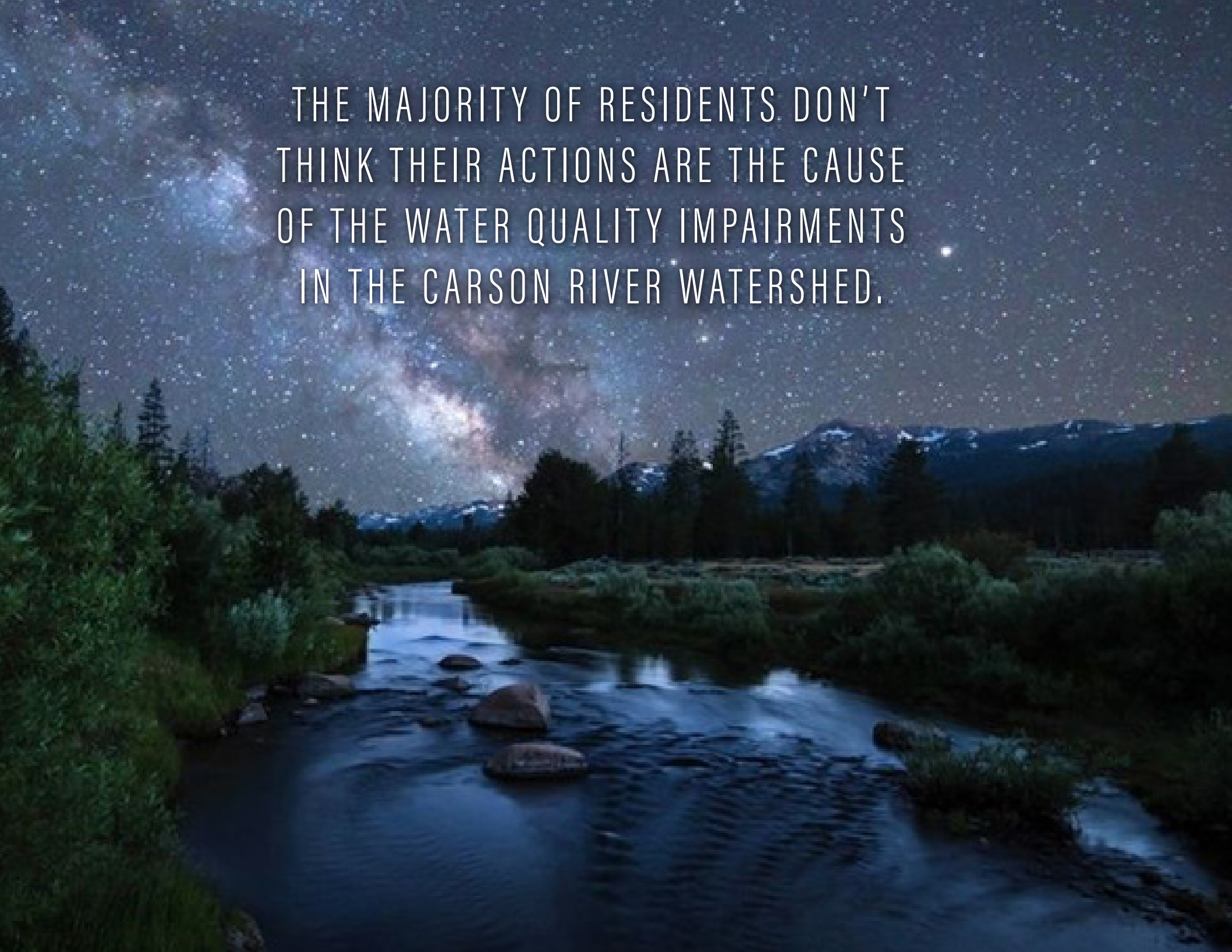


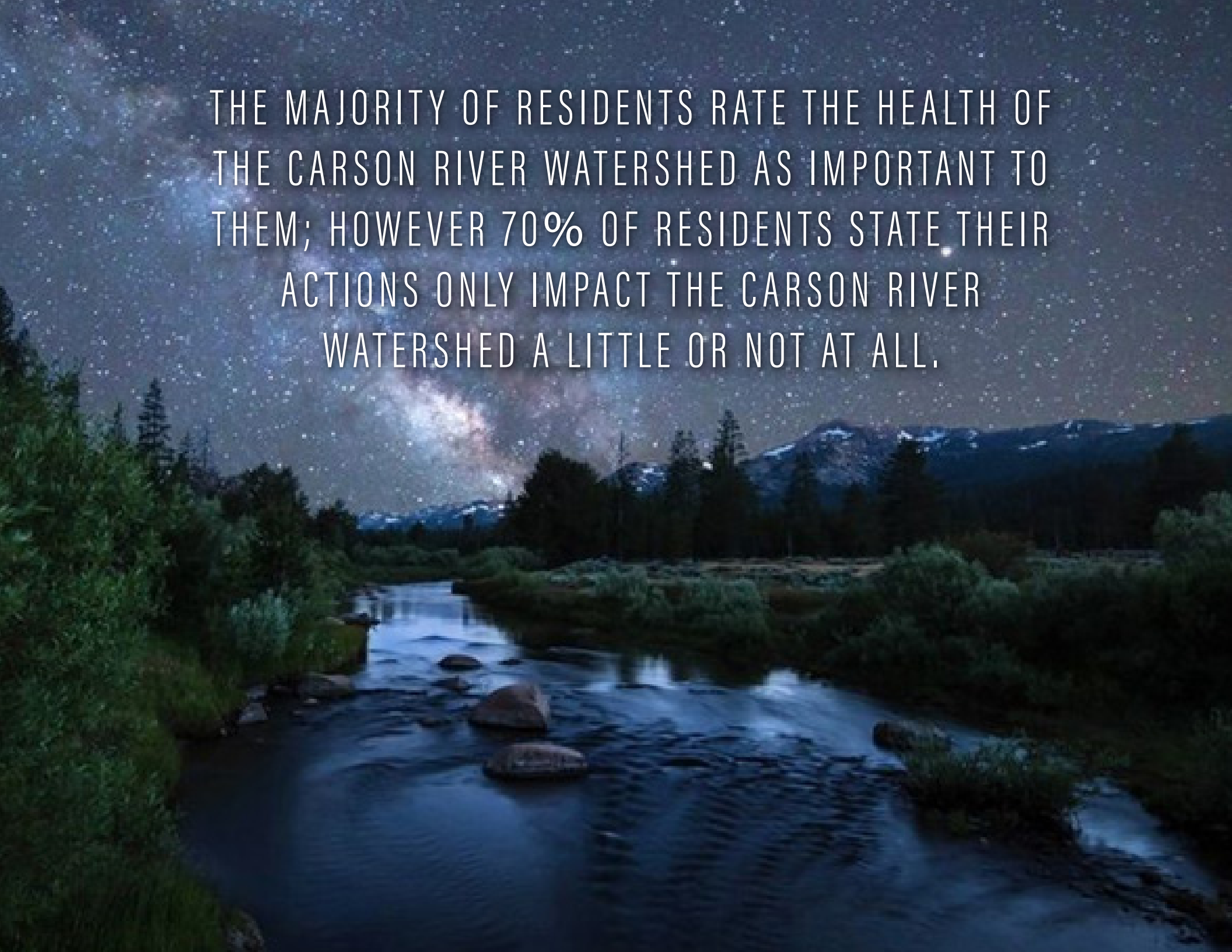
CWSD 2018 PSA / MULTI MEDIA CAMPAIGN IDEAS



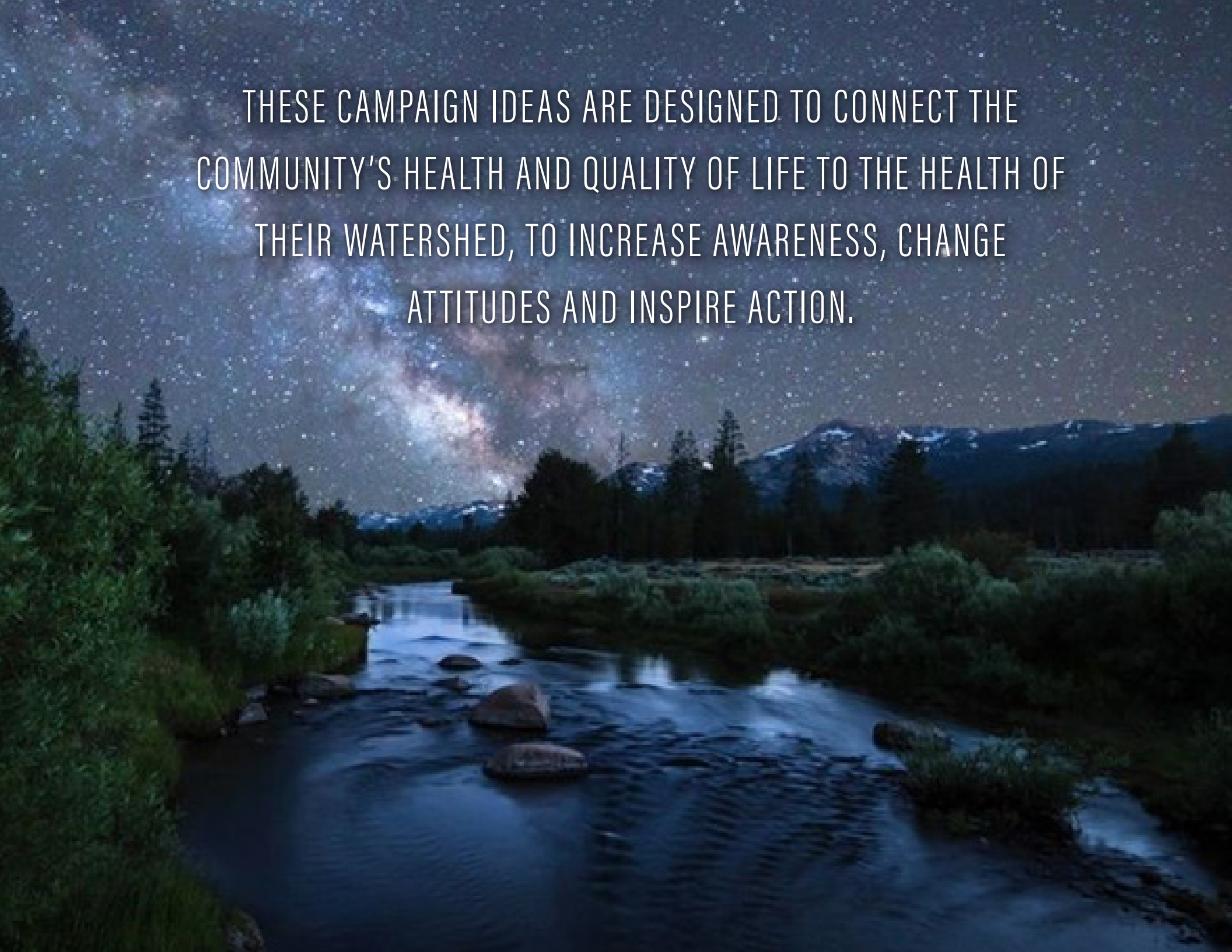
THE MAJORITY OF RESIDENTS DON'T
THINK THEIR ACTIONS ARE THE CAUSE
OF THE WATER QUALITY IMPAIRMENTS
IN THE CARSON RIVER WATERSHED.



THE MAJORITY OF RESIDENTS RATE THE HEALTH OF
THE CARSON RIVER WATERSHED AS IMPORTANT TO
THEM; HOWEVER 70% OF RESIDENTS STATE THEIR
ACTIONS ONLY IMPACT THE CARSON RIVER
WATERSHED A LITTLE OR NOT AT ALL.



THESE CAMPAIGN IDEAS ARE DESIGNED TO CONNECT THE
COMMUNITY'S HEALTH AND QUALITY OF LIFE TO THE HEALTH OF
THEIR WATERSHED, TO INCREASE AWARENESS, CHANGE
ATTITUDES AND INSPIRE ACTION.



CREATIVE POSITIONING 1

THE CAMPAIGN MUST BE INSPIRING. THE RIVER RUNS THROUGH US.
LITERALLY. THE RIVER AND THE WATERSHED ARE THE LIFE-BLOOD OF
THE COMMUNITY. WE WANT THIS CAMPAIGN TO TELL THAT STORY IN
AN UPLIFTING AND POSITIVE WAY.

CREATIVE POSITIONING 2

THE CAMPAIGN MUST BE SIMPLE. SIMPLE IN A GOOD WAY, A WAY THAT
IS SMART AND ENGAGING BUT NOT PREACHY OR ELITIST.

CREATIVE POSITIONING 3

THE CAMPAIGN MUST BE INCLUSIVE. WE WANT THE WHOLE COMMUNITY TO BE ENGAGED SO LET'S PLACE THE COMMUNITY AT THE VERY HEART OF THE CAMPAIGN. THIS WILL GIVE IT AN AUTHENTIC AND ORGANIC VOICE THAT SPEAKS TO ALL. IT WILL ALSO BE A HUGE FACTOR IN HELPING US AMPLIFY THE CAMPAIGN THROUGH PEER TO PEER SHARING AND WORD OF MOUTH.

OVERARCHING CAMPAIGN IDEA.



ON AVERAGE, THE HUMAN BODY IS 65% WATER. SO, SEEING AS THE
MAJORITY OF OUR WATER COMES FROM THE CARSON RIVER AND
SURROUNDING WATERSHED, THAT MAKES...

...YOU

65%

CARSON RIVER

CONCEPT 1

"THE RIVER RUNS THROUGH US"

HERO TV / ONLINE VIDEO
(FEATURING ALL LOCAL RESIDENTS)

The video starts on a face of a local resident. We are zooming out to reveal more and more local faces.

(VO BY A LOCAL RESIDENT)

"We're all connected in the Carson Basin by one special thing"



As we zoom out to reveal more faces we see that we're also zooming in from on high.

We see that we're also zooming in the Carson Valley from above.

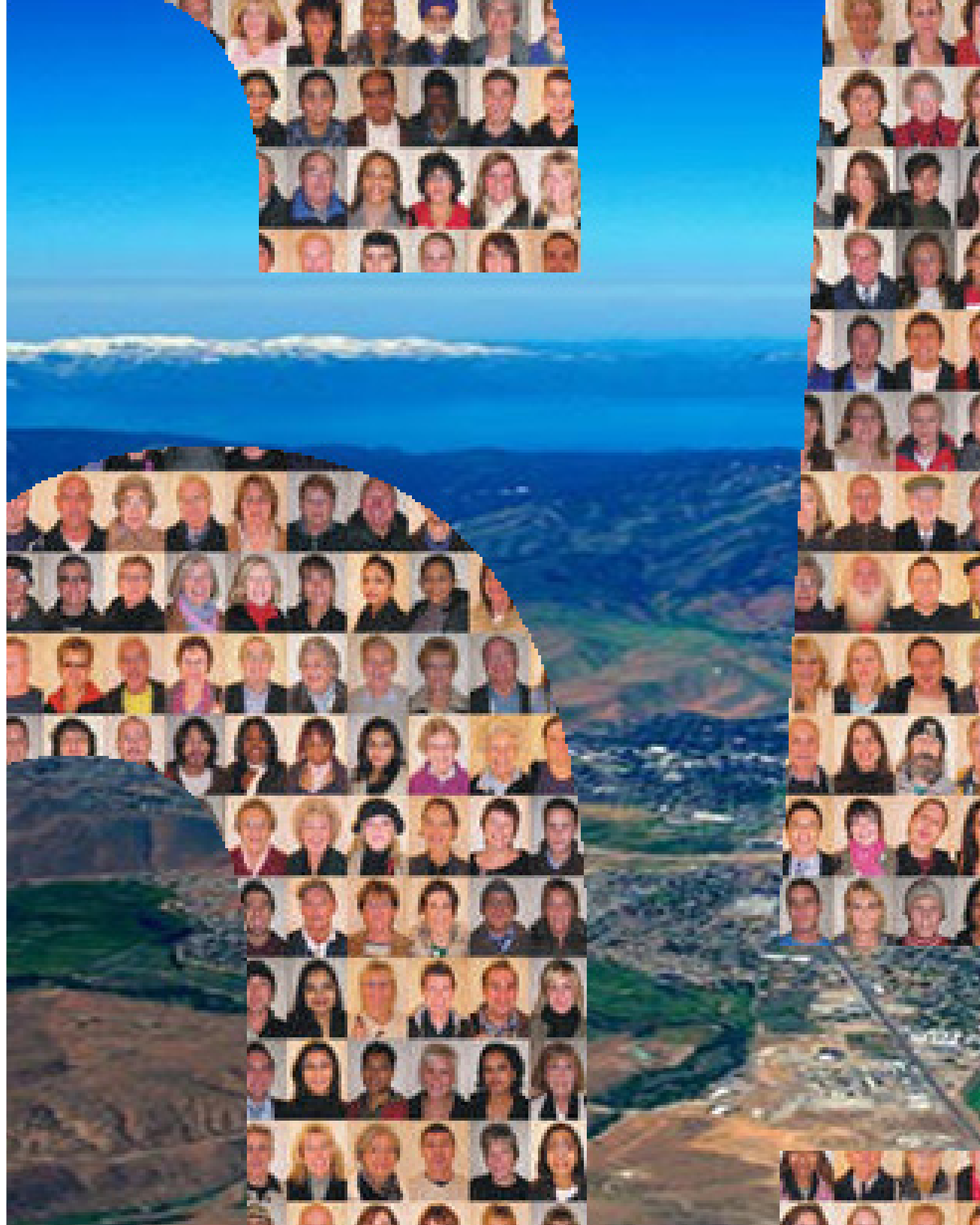
"That's me."

(we see a face of the voiceover person in the faces), him (image of the mayor or another famous male local resident)



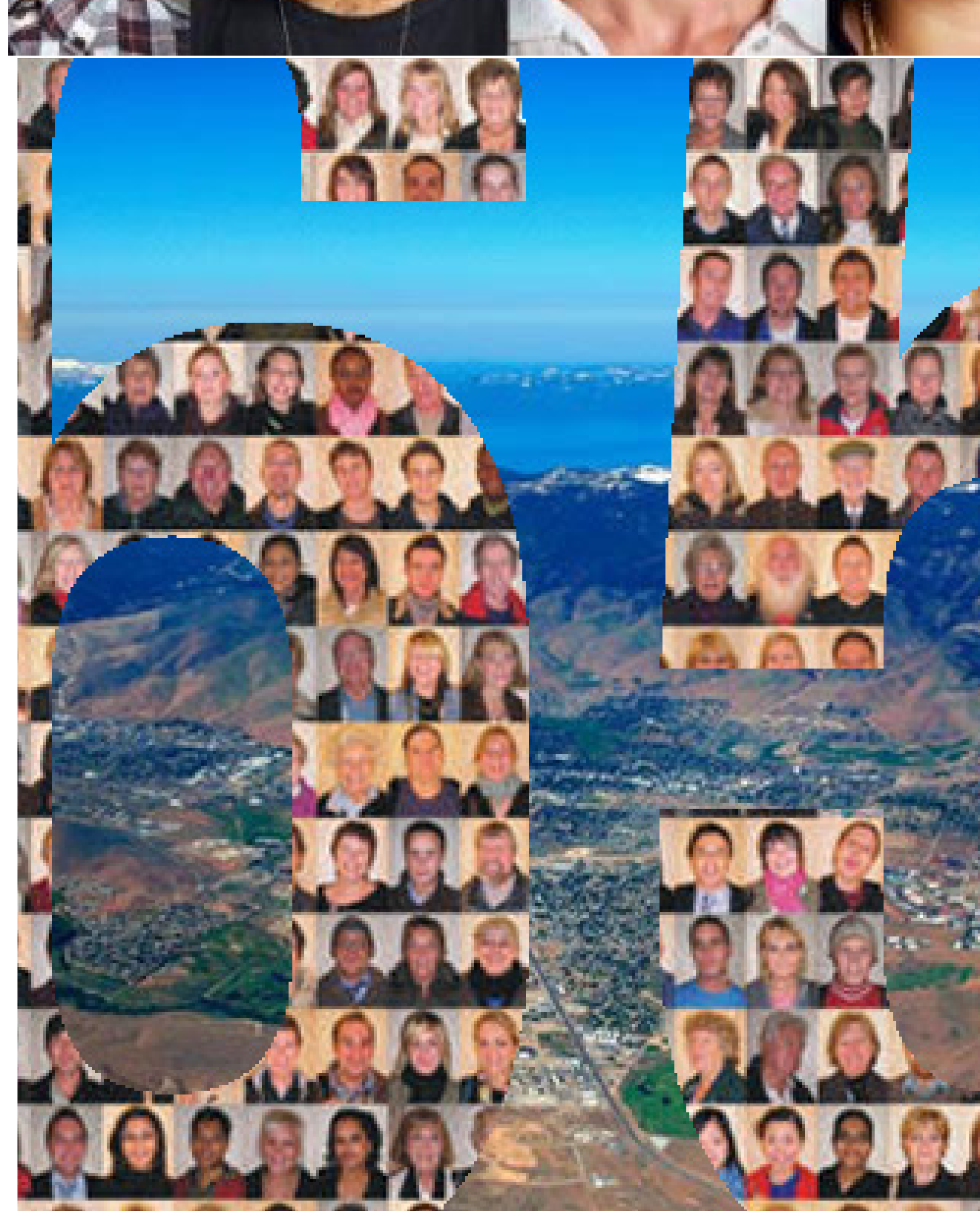
We continue to reveal more faces whilst also zooming in closer.

'...and her' (an image of a famous female resident and she's winking) and them (we see a image of two toddlers)



We now see a number is starting to form as we zoom closer in from above.

“Because, as we’re all made of roughly 65% water, and seeing as the majority of our water comes from the Carson River and surrounding watershed...”



We have zoomed right to the surface of the river from on high and the number is fully revealed.

"That makes us all 65% Carson River! So let's look after it.

Go to www.cwsd.org to follow simple steps and let's keep the Carson clean for all of us."



CONCEPT 2

“I'M 65% CARSON RIVER”

HERO TV / ONLINE VIDEO
(FEATURING ALL LOCAL RESIDENTS)

We open on a close-up shot of a mom's hand pouring a glass of water.

"On average, the human body is 65% water. So seeing as the majority our water comes from the Carson River and surrounding watershed... that makes YOU 65% Carson River."



We cut to a medium
shot of our mom.

"And me"



Shot of a local school sports star playing basketball/baseball/football wearing a jersey with 65 on it. He hits/dunks/catches a ball and takes a swig from his water bottle.

“I’m 65% Carson River”



Shot of teenage girl
skateboarding.

"Me Too!"



Dad brushing teeth.

"Gargle gargle"

Subtitles:

I'm 65% Carson River.



Older couple at a local gym or
having lunch at a local
restaurant.

"And us!"



The Mayor raises his glass.



A woman with Latino heritage drinking a local coffee.

"Soy sesenta y cinco por ciento Carson River"



A hipster in Shoe Tree
Brewery sitting next to his
beer.

He nods (he has a 65 tattoo
on his arm).



Carson City car salesman.

Looks at 65% on a car
window and rubs his hand.



A dog next to his water bowl.

“Woof!” (his name tag has a 65 on it)



Old, slightly gnarly, but cool looking man.

“Even me... the rest is whiskey.” (laughs)



The screen pulls-out to reveal a 65 made of the faces of local residents.

"We're all 65% Carson River so let's look after it.

Go to www.cwsd.org to find out more or follow the simple steps we're sending you in the mail, and keep the Carson clean for all of us."



A 3-year old drinking water
from a sippy cup.

"Ahhh."



SUPPORTING CAMPAIGN IDEAS



65% POSTCARD / STICKER



65% MURAL



65% PRINT AD



65% PR STUNT. FIRST 65 GET A FREE CAR WASH

CONCEPT 4

“WATERSHED MOMENTS”

FULL IDEA TO BE DEVELOPED...

THANK YOU.

