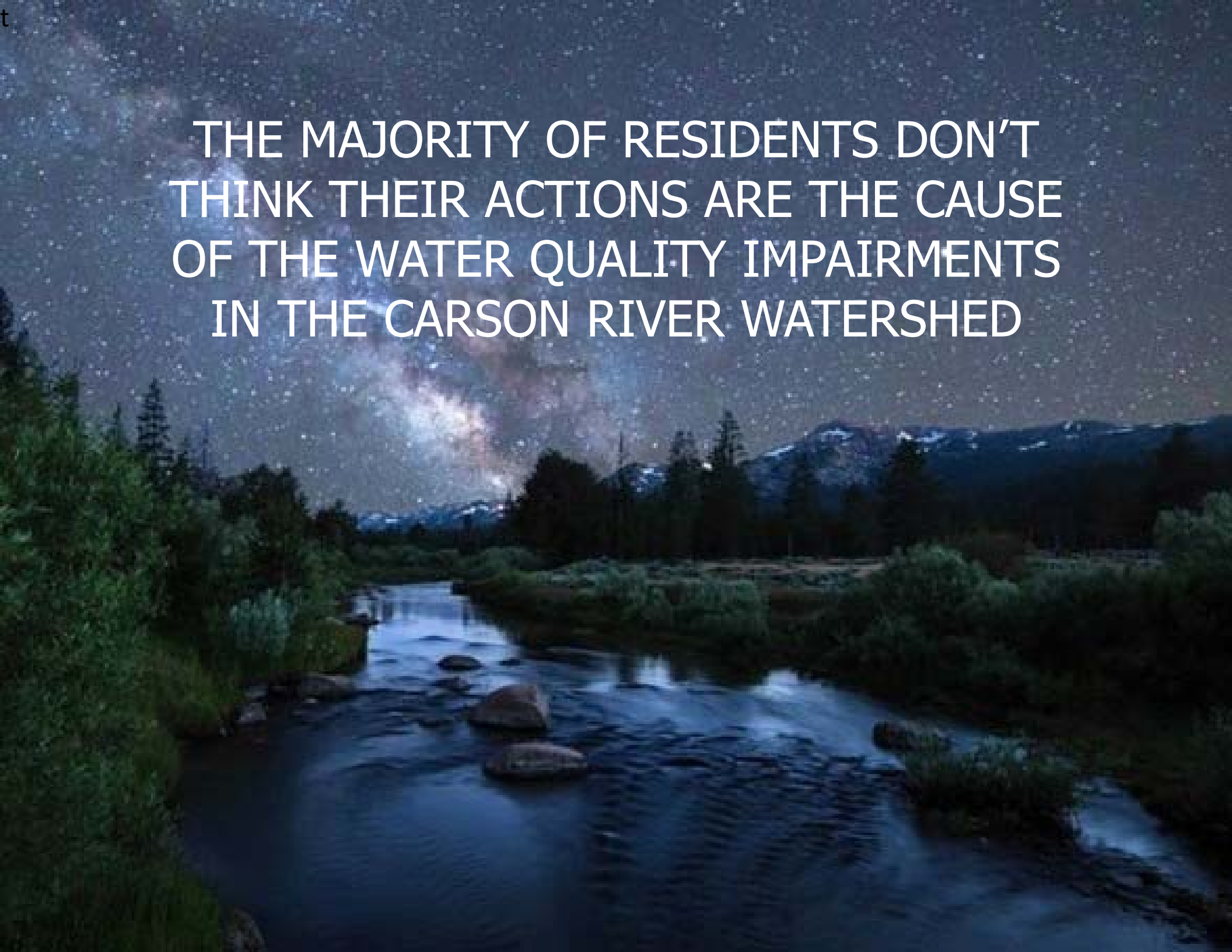


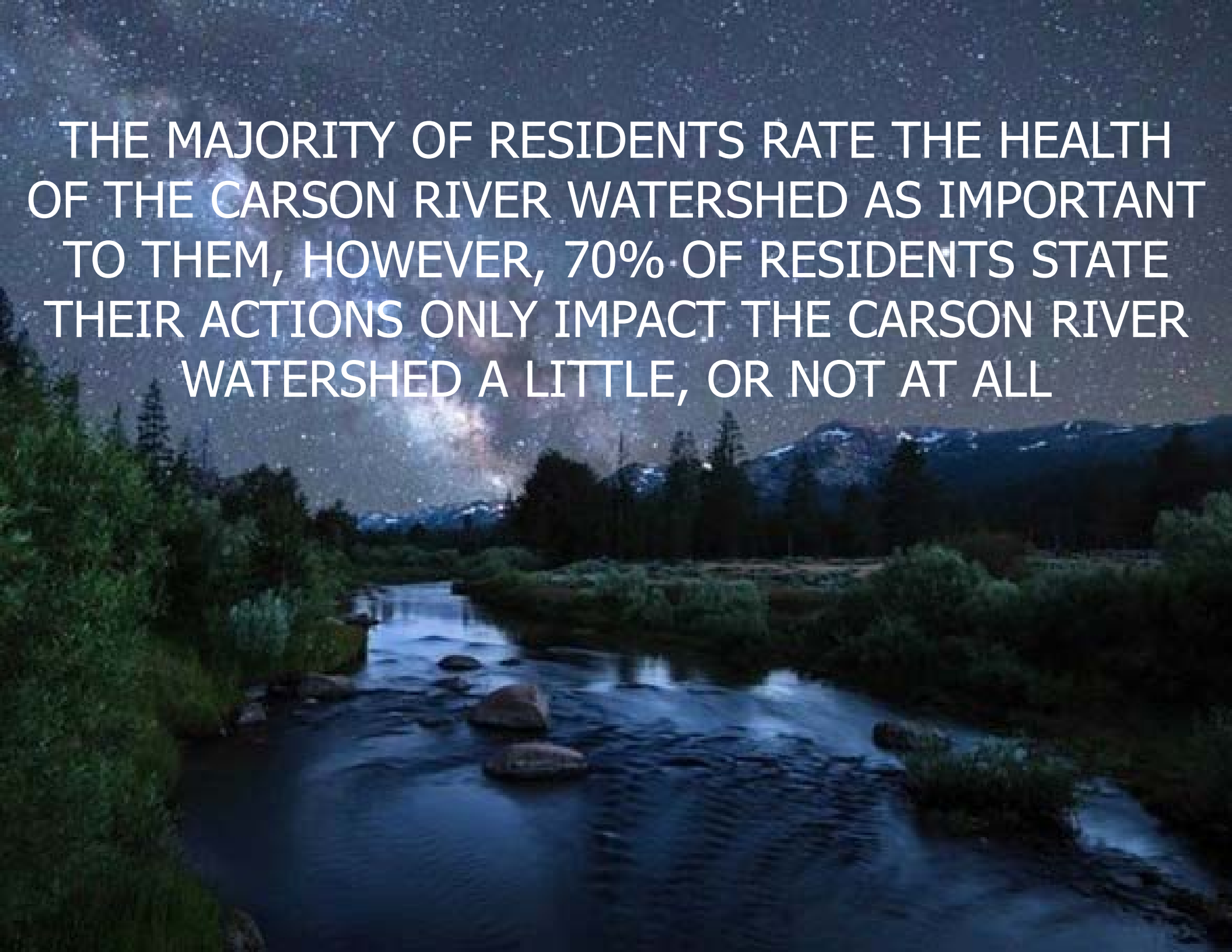
CWSD 2018 PSA/MULTI MEDIA CAMPAIGN



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



THE CAMPAIGN IS 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 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 WE PLACED THE COMMUNITY
AT THE VERY HEART OF THE CAMPAIGN.
THIS GIVES IT AN AUTHENTIC AND ORGANIC
VOICE THAT SPEAKS TO EVERYONE, AND
ALSO HELPS US TO AMPLIFY THE MESSAGE
BY ENCOURAGING PEER-TO-PEER SHARING

OVERARCHING CAMPAIGN IDEA



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



CARON RIVER

CREATIVE CONCEPT

“THE RIVER RUNS THROUGH US”

HERO TV/ONLINE VIDEO
(FEATURING ALL LOCAL RESIDENTS)

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

(V.O. by a carson 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 on the Carson Valley from above.

"That's Me"
(we see the face of the resident doing the voice-over) "him" (image of the Mayor)...



We continue to reveal more faces while also zooming in closer on the valley.

“...and her”
(an image appears of another resident winking at the camera)

“and them”
(we see an image of two toddlers)



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

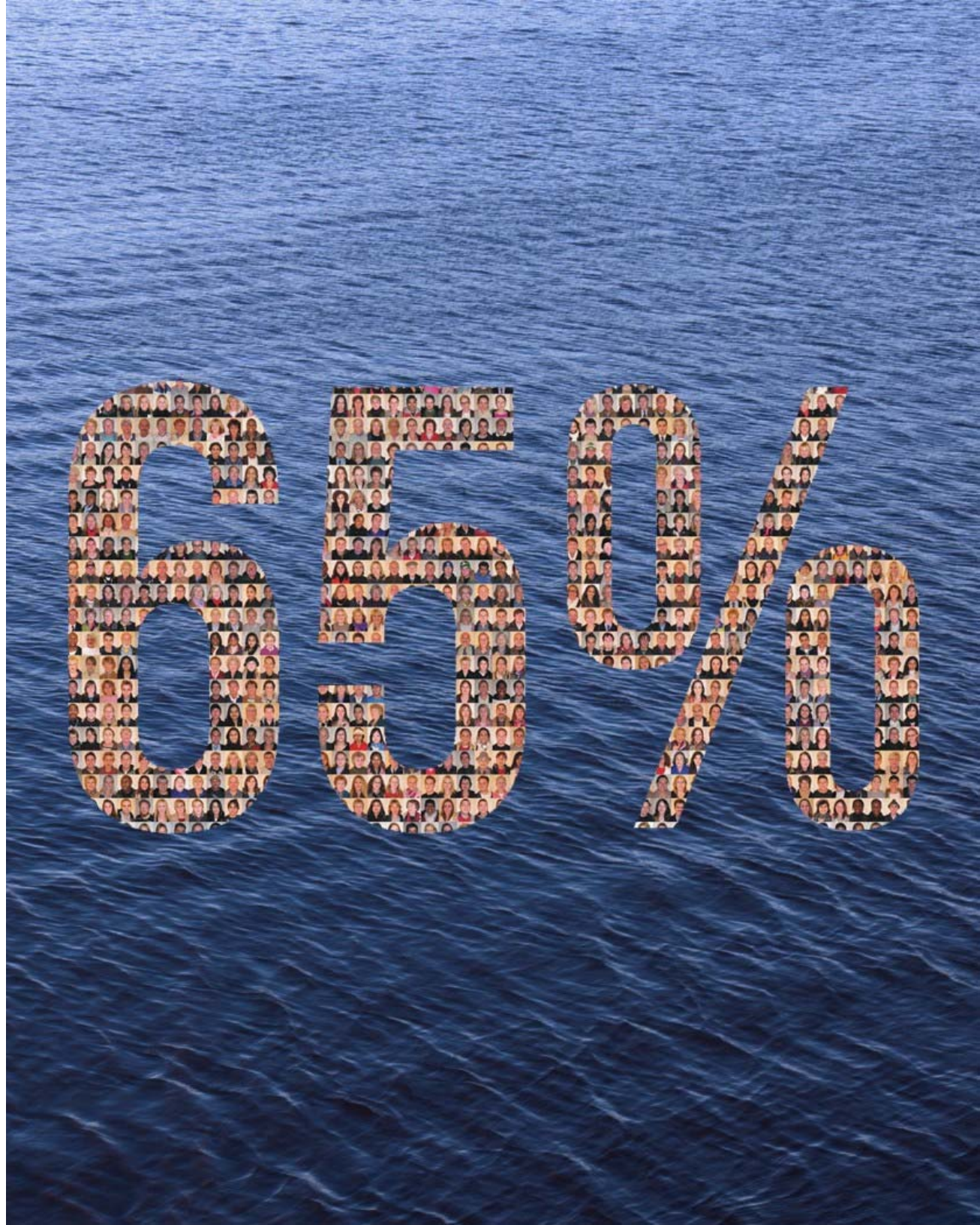
“Because, as we’re all made of roughly 65% water, and since the majority of our water comes from the Carson River and surrounding watershed..”



We have zoomed in 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!

Visit www.CWSD.org to follow a few simple steps and let’s keep the Carson clean for all of us”.



Supporting the Campaign



65% Postcard / Bumper Sticker



65% Mural



65 Print Ad



Community / PR Events

First 65 people get free car wash, plus water saving ideas

Thank you

