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# Texas Water Development Board Focus Group Report

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Enviromedia

# Testing Creative Concepts

*Logos, Taglines and Messaging*

November 2004



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## TWDB FOCUS GROUP REPORT

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**TO:** Robin Rather, Director of Research  
EnviroMedia

**FROM:** Kevin Jessop  
WRS Research

**SUBJECT:** TWDB Focus Group Report

**DATE:** Tuesday, September 29, 2009

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### Methodology

Five focus groups were conducted over a period of four nights (October 18-21, 2004). The groups were held in five different geographic locations in the state of Texas.

Date	Location	Moderator
Mon., October 18	Houston	Kevin Jessop
Tues., October 19	Dallas	Kevin Jessop
Wed., October 20	Lubbock	Chris Wilson
Wed., October 20	Laredo	Ruben Cuellar
Thurs., October 21	El Paso	Ruben Cuellar

The respondents were all college graduates, had annual household incomes of \$50,000 or more, and were between the ages of 18 to 49. The groups skewed slightly male. Group members were required to have a lawn (and at least three members needed to care or maintain their lawn).

Respondents could not participate if they:

- Worked for an advertising agency
- Worked for a market research firm
- Worked for a lawn/garden maintenance company
- Worked for water utilities company
- Had taken part in a focus group in last 6 months

### Research Goals and Objectives

- Assess awareness of water as a finite resource including:
  - Attitudes and uses of water
  - Awareness of water resources
  - Attitudes toward water conservation
- Test creative concepts for a water awareness campaign:
  - Attitudes toward proposed campaign messaging
  - Attitudes toward creative concepts: taglines and logos (in both English and Spanish where relevant)

### Report Objectives

The purpose of this report is to provide a thorough understanding of the results of the five focus groups.

The report provides an in-depth exploration of each of the focus groups' creative sections. However, an overall summary of all other results (i.e., the non-creative sections of the focus group) is presented at the front of this report.

## Executive Summary

- Awareness of water resources was very low (apart from El Paso where the group displayed a high knowledge of their water source). In general, people do not know where their water comes from.
- The possibility of the state of Texas running out of water has not crossed people's minds and is generally thought to be unbelievable.
- Water supply is considered to be a conservation issue. The border group of El Paso was very water conservation-savvy.
- Most people conserve water but do not necessarily do so in an effort to conserve – e.g., they don't run the water while brushing their teeth, because they don't want to waste water.
  - However, the Laredo group displayed a lower awareness of water conservation issues and a lower propensity to conserve water themselves.
- Awareness of water-related campaigns was very low in the Houston and the Dallas groups, but high in El Paso.
- Of the concept logos and taglines tested, *Water IQ*, *Know Your Water* (the version incorporating the graphic of the water ripples) was the favorite among the Houston, Dallas and Lubbock groups.
  - The logo was seen as challenging, the graphic was attention-catching and the tagline complemented the logo text perfectly.
- The groups held on the Texas border, Laredo and El Paso preferred different English concept logos and taglines.
  - *Water, The Source of Life* (the footnote version) was the favorite in El Paso.
  - *Water, It's Life* (the "seventy" branding using the partly depleted seventy) was preferred among the Laredo group.
- Spanish concepts were evaluated among the largely Hispanic El Paso and Laredo groups. More interest was generally shown in the English concepts in the El Paso group – but in the Laredo group, more time was spent evaluating the Spanish versions.
  - The Laredo and El Paso groups preferred the *Agua, La Fuente De Vida* of all of the Spanish concepts.
- The "seventy" branded concepts were somewhat controversial. With the exception of Laredo, most groups rejected these concepts because of uncertainty as to what seventy meant (70% of your body is water). However, observations of the groups reveal that these concepts prompted the most discussion and excitement.
- In every group, the message "getting tips on ways to save water" was among the favorite and most effective messages.
  - A unifying factor among group participants is that they like facts to back up messages – they simply refuse to rely on anything else other than fact. Getting tips on ways to save water is factual and practical.
- Being made aware of the threat of not having enough water is not considered to be a particularly effective message across all groups.
  - "Threat" is a word that does not resonate with most respondents.



- Three of the four groups preferred combining messages (with the exception of Lubbock, they did not mention combining messages).
  - Single messages are not as effective as a combination of messages, e.g., this is what you can do, and this is how you do it.
  - Combining the message of “receiving savings on your water bill” with “getting tips on how to save water” was seen as a logical and effective combination among the Houston, Dallas and Lubbock groups.
- The quality of water in Texas is generally thought to vary from city to city. Most groups (apart from El Paso) felt the quality of their water was an issue.

### **General Group Observations**

Each of the five groups had their own individual dynamics and personalities. Some groups were more responsive, some groups displayed more knowledge of conservation issues, and some groups were more creative.

The following bullet points summarize the major differences among the five focus groups.

- The El Paso group demonstrated an extremely high level awareness of water conservation issues. They had been exposed to many conservation campaigns in the past and were used to implementing conservation into their every-day lifestyle. This is likely to be a direct factor of their geographic location, i.e., desert-like environment.
- The border group of Laredo was least enthusiastic – their awareness of water conservation issues was very low.
- Houston and Dallas were low on awareness of water sources, but were very enthusiastic when considering water conservation and water conservation campaigns. They generally had not been exposed to previous conservation campaigns but were very interested in the subject matter.
- The Lubbock group consisted of individuals who displayed many differing opinions.



# The Focus Group Summary

## Attitudes toward the uses of water

## Water Uses and Conservation Summary

### Associations with Water

*What would you associate with the word "water"?*

- Group participants were asked what they most would associate with the word water. Respondents offered words that were both physically descriptive of water and words that were associated with the functions and quality of water. There were some negative associations with the quality of water across most groups. Words used were:
  - Life
  - Tranquility
  - Flow
  - Prosperity
  - Drought
  - Pollution
  - Cleaning
  - Drinking
  - Ocean
  - Lawns
  - Irrigation
  - Rain
  - Bathing
  - Swimming
  - Wet
  - Fire

*When you think about water in Texas specifically, what comes to mind?*

- The physical *imagery* that is associated with water in Texas is:
  - Rivers
  - Aquifers
  - Pollution
  - Sewage
  - Lakes
  
- Many respondents had negative associations with the *quality* of water in Texas. This was for a number of reasons. The border group of Laredo tended to blame the quality of water on Mexico, specifically mentioning the effect of Mexican industry on the quality of water. Negative associations with the quality of water are:
  - Pollution (from Mexico)
  - Dirty
  - Bad taste
  - Old pipes
  - Foggy
  - Smell
  - Inconsistent throughout Texas (varies by city)



- There was also a general conservation focus when considering water in the state of Texas. Words mentioned were:
  - Shortage
  - Seasonal
  - Too much in some places
  - Flood
  - Save
  - Plenty
  - Scarcity

### Uses of Water – Critical and Frivolous

Respondents were asked to consider how they use water. Of these various uses, they were then asked to decide which they thought were critical uses of water and what they thought to be frivolous or largely non-essential uses of water.

The following table illustrates the critical versus frivolous uses of water:

Critical	Frivolous
Drinking	Recreation
Bathing	Washing car
Cleaning	Swimming
Washing Clothes	Lawn
Hygiene	Decoration
Agriculture	
Fighting fires	
Cooking	

*Critical Versus Frivolous Uses of Water*

### Water Resources

*What do you know about your water resources?*

- The groups displayed a mixed knowledge of their water source. The larger cities of Dallas and Houston tended to display less knowledge of the origin of their water compared with the smaller cities. Lubbock respondents were vocal in their knowledge of their water resource. El Paso was highly knowledgeable with regard to their source of water.
- Common non-specific sources of water mentioned were wells, aquifers and various lakes.
- A common perception of local water quality is that it is poor or polluted. The group of Laredo associated the border country of Mexico with pollution, contamination and waste. This perception is largely driven by Mexican industry.
- For most groups, although not Houston, the quantity of water is considered a seasonal issue simply because in summer, there is less available. In Lubbock and Dallas, this is when conservation efforts are made by the City.

- In terms of water consumption, the perception is that the agriculture industry tends to be the biggest consumer of water. Consumer use (while seen as being voluminous) is not seen as being as high as industry (specifically the energy industry) or agriculture.
- Laredo had a very low awareness of water issues.

### Environmental Problems in Texas

- The biggest environmental problems in Texas were thought to be:
  - Air pollution
  - Water pollution (from pesticides and subsequent run-off)
  - Trash
  - Acid rain
  - Oil and gas pollution
- Running out of water is something that most people have **never** thought about.
- Because of the necessity of water, when prompted about water supply, it was considered an important environmental issue.

### *“No water, no people, no life”*

- Respondents were asked if they thought they would run out of water in the next 2 decades:
  - Although water supply is very much an important issue, most people cannot see the water in Texas running out in the next two decades because:
    - It is always going to rain.
    - People always figure out a way (reliance on technology).
    - Very low probability, look at the past for an example.
    - It is unbelievable and will never happen.

### Conservation

- Group participants were asked what water conservation meant. The most popular responses were:
  - Waste prevention
  - Addressing shortage
  - Reducing use
  - Re-using
  - Cutting back
  - It is political
- Water conservation is not generally seen as being a current environmental issue, although it is seen as necessary. Reasons for this are:

- Water conservation as an environmental issues receives low visibility - to some, it is a matter of out of sight, out of mind.
- To others, it is something that just happens without them having to think about it.
- Most people do currently conserve water – although they are not thinking conservation, they are thinking about wasting water.
  - People’s behaviors have adapted and changed over the years, and the majority actually conserves water without even thinking about it.
    - Parents are likely to teach their children to be responsible with water by telling them not to leave their taps running when they brush their teeth, etc.
- The attitude to water conservation is effectively reflected in the following verbatim:

***“I don’t conserve it, but I don’t waste it.”***

- People do many things to conserve water:
  - Proactively install low flow fixtures.
  - Cut down sprinkler usage (mostly driven by city restrictions).
  - Wash only when washing machine or dishwasher is full.
  - Use a carwash, not wash car themselves.
  - Turning sprinklers off on rainy days.
  - Listen and learn from their kids.
  - El Paso displayed various water-recycling/conservation behaviors – e.g., using water-saving appliances.

### **Conserving more water**

Respondents suggested a variety of ways of conserving more water:

- Cost played a part in motivating people to conserve more water:
  - The more water you use, the more you pay – incremental amounts like with electricity (tiered pricing).
  - Fines – people should be fined more heavily for misuse. The idea of a water warden was not met negatively.
  - Raising the cost of water (although this would not be popular!).
- Water rationing was seen as a way to conserve more water (only watering lawns on certain days, etc.).
- Lead by example:
  - By taking part in an exercise, such as being without water for one day, could motivate people into conserving more.
- A water awareness campaign would make people conserve more water.
- Taking action against businesses and industry who are seen as wasting water.



# Creative Section

## Creative Section

### Introduction

The focus of this section is an assessment of various creative messages and concepts that were tested in the groups. An in-depth look at the creative section of the focus group follows examining each geographic region separately.

### Summary Matrix

The following matrix surmises the most popular messages and creative concepts among the five focus groups:

	Houston	Dallas	Laredo	Lubbock	El Paso
Receiving savings on your water bill.	①	①		①	
Being made aware of the threat of not having enough water		↑			
Getting tips on ways to save water such as not running the dishwasher until it is full or washing a load of laundry only when the machine is full.	○	○	○	○	○
Being made aware that water conservation is good your personal environment (family, friends, community).	↓				↓
Being made aware that your actions impact your water quality and water quantity.	○				○
Logos and taglines		 	 		 

The dotted lines in the matrix above show effective combinations of messages.



## Houston

### Group Breakdown

- 4 males
- 3 females

### Awareness of previous campaigns

Respondents of the Houston group were asked if they were aware of any water-related campaigns, either past or present. Awareness was *extremely* low and the respondents initially did not make the connection between water campaigns and conservation. Instead, they focused on water-related products such as:

- The Culligan Man (water filtration system)
- Brita Water Filters
- Ozarka bottled water
- Coors (made from spring-water)
- Pure water filter systems

Not a single conservation campaign was spontaneously mentioned.

### Messaging

Five messages that could be used in a water awareness program were tested among the group to gain an understanding of the reaction to that message and any preference to a single message.

The table below indicates the message tested, the reaction to that particular message and an indication of the rank (in terms of favorability) of that message.

Message	Reaction	Rank
1. Receiving savings on your water bill.	<ul style="list-style-type: none"> <li>• “Everyone likes to do something when you receive something... it hits you in the wallet.”</li> <li>• This message was agreed by the group to be very effective because of its direct message of saving money (which directly impacts the end-user).</li> <li>• This message is aimed at the consumer and middle class and is seen as something that is easy to understand.</li> <li>• In terms of grabbing attention, it was thought that if a dollar amount was displayed then perhaps it wouldn't be as effective because the amount of money that one can save is going to generally be low. However, receiving savings is enough to grab people's attention and pull them in to read the fine print.</li> <li>• An effective way of communicating this message is the less you use, the more you save (tied in with a tiered rate system).</li> <li>• In terms of effectiveness, this was considered to be the best message. It immediately conveys a measurable effect – something that is tangible. To this particular</li> </ul>	1



<p><b>2. Being made aware of the threat of not having enough water.</b></p>	<p>group, saving money was a great attention grabber.</p> <ul style="list-style-type: none"> <li>• <i>“Just like with this flu shot epidemic, people don’t necessarily trust that it is the truth...it is hyped up.”</i></li> <li>• This message was associated with being a scare tactic, and scare tactics are something that people do not appreciate.</li> <li>• Since the group had never before thought about not having enough water, this message would be ineffective since it is addressing something that they do not necessarily believe will happen. <i>“We have all been saying that we have never thought about not having enough water. If you can explain to us what it is like to not have water, but if my mind says that we are always going to have enough water, then that doesn’t scare me.”</i></li> <li>• The word “threat” has negative connotations and people do not particularly like that word – it could create panic and turn people away.</li> <li>• This message was considered to be aimed at the consumer but with a bias towards people where water can affect their livelihood (such as in agriculture).</li> <li>• This was seen as a message that needed to be backed up by facts or statistics since the group would not consider this message to be true unless it had information to back it up (this could include visual-based facts).</li> <li>• Although this message is easy to understand, to make this message more effective, it would need to show that the threat was imminent or that it would happen in the next couple of years. People don’t usually think long-term.</li> </ul>	<p>3</p>
<p><b>3. Getting tips on ways to save water, such as washing a full load of laundry only when the machine is full.</b></p>	<ul style="list-style-type: none"> <li>• The initial reaction to this message was mixed. It was seen as being able to prompt people into action because it offered something practical, but it needed to be combined with something else, such as the first message (receiving savings on your water bill) in order to grab people’s attention.</li> <li>• When asked who they thought this message was aimed at, the initial reaction was housewives or women because of stereotyping. However, the men seemed to like this message more than the women.</li> <li>• In terms of effectiveness of the message, it was suggested that this one should be combined with another message (such as message 5). To make the message more effective, it is not enough to demonstrate how to save water, but the effects of saving water on the environment need to be shown too – again, arming the target audience with as much relevant information as possible.</li> </ul>	<p>2 (tie)</p>
<p><b>4. Being made</b></p>	<ul style="list-style-type: none"> <li>• The reaction to this message was initially negative,</li> </ul>	<p>5</p>



<p><b>aware that water conservation is good for your personal environment.</b></p>	<p>indicating that it was not seen as being particularly effective, “nice but who cares?”</p> <ul style="list-style-type: none"> <li>• This message was seen as being a good side message, something that could be combined with another message (such as message 1) in order to make it work.</li> <li>• This message would need to be backed up by fact, such as how it is good for the personal environment.</li> <li>• This message was seen as being aimed at members of the community and young kids because “it would plant the seeds in their mind”.</li> <li>• In terms of effectiveness, this one was considered to be too vague.</li> </ul>	
<p><b>5. Being made aware that your actions impact your water quality and quantity.</b></p>	<ul style="list-style-type: none"> <li>• <i>“That’s interesting because I think that a lot of the time I don’t think that really we connect our personal actions with affecting the quality of the water.”</i></li> <li>• In terms of being an effective message, it was thought that if it was also demonstrated which action could affect the quality and quantity of the water, and then the effectiveness of the messaging would be greatly enhanced. Again, a fact needs to be used to back the message.</li> <li>• It was mentioned that people are really visual and therefore a visual fact would complement this message and enhance the message.</li> <li>• This message was seen as being aimed at industry as well as consumers.</li> <li>• Women liked this message more than men.</li> </ul>	<p>2 (tie)</p>

This group was very clear in stating that an effective message needs to be backed up by fact or statistics. Most of the messages on their own were seen as being vague. However, if a fact or visual was shown to complement the message, the effectiveness would be enhanced – people don’t generally tend to pay attention to a message that isn’t believable.

Receiving savings on the water bill was thought to be the best message because most people can relate it to their wallets. For that reason, it was seen as being very good at grabbing attention. However, small dollar savings do not need to be mentioned (because if the savings are only a few dollars, then this will actually have a negative effect on the success and penetration of the message). Just communicating the word savings is enough to grab people’s attention – then any other messaging can be communicated in the fine print.

Message 3, tips on how to save water, and was seen as being a message that needs to be combined with another. The message actually communicates a tangible and practical way to save water, but it was generally thought that another message needs to be communicated indicating why we need to save water in the first place. That is why this message was seen to complement message 5, being made aware that your actions impact the water quality and quantity (this message was seen as being particularly effective because this group had never really considered what it would be like to be without water).

## Concepts

Concept logos and taglines were distributed among the group. Upon the moderator leaving the room, the group immediately began to assess and rank the concepts.

The three favored concepts were:

1. *Water IQ, Know Your Water*
2. *Water, Think About It*
3. *Water, Clearly Essential*

The initial unguided discussion produced interest in the *Water IQ* concept (the version that incorporates the water drop and ripples graphic). One respondent even connected this logo with a water awareness message: “*That would be a good one if they followed it up with something like tips on saving water.*” Discussion around the concept showed that the group thought the logo was strong and eye-catching and that it could be universally used to communicate a variety of messages. “*You could do a whole campaign on that.*”

The particular effectiveness of *Water IQ, Know Your Water* is attributed to the fact that the group feels that as individuals, they are ignorant to water conservation and that this particular message prompts awareness of water-related issues. Maybe the logo could be softened – the capitalization of all of the letters could be considered a little aggressive as it seems as if the logo is shouting at the reader. This could be done by either changing the color of the font to gray or maybe even changing the case of the lettering. This logo beat the two runner-up concepts (*Water, Think About It* and *Water, Clearly Essential*), because the word ‘water’ on its own does not make you think as much as *Water IQ* – this prompts more thought and consideration. The strength of *Water IQ* is that it inspires more active thought (i.e., challenge). As one respondent put it, *Water IQ* was perceived as a friendly challenge to test how much they knew about the subject.

Although the tagline, *Know Your Water*, was seen to be relevant, it is the actual *Water IQ* part of the logo which seems to be driving the effectiveness of this concept. The *IQ* is seen as challenging the observer to see how much they really do know. The tagline is seen as being one that directly prompts questions from the reader and actively makes them think about water as a resource – it challenges you to think. The tagline and the logo are perfectly suited. It was seen as a more practical concept that could prompt action.

The two other favorites, or runners-up, were the logos that featured the word water that incorporates the droplet of water into the letter ‘a’. Because of the color of the logo, the fact that it is in lower-case letters and the paired tagline, these concepts were considered to be softer than the *Water IQ* concept. The single word water does not initiate as much thought as *Water IQ*, and therefore these concepts do not make the observer think as much. However, the tagline, *Think About It*, prompts the observer to do just that. It was noted that some people (although not those in the group) may be more receptive to subtle logos like these.

The taglines to these two concepts were seen as perhaps being more relevant to people who are thinkers and who are already thinking about things like this. These were seen as being concepts that appeal more emotionally.

As with the other groups, the initial reaction to the seventy themed logos was “*I don’t get it.*” However, it did prompt a lot of initial discussion. Because of this lack of understanding, the



group dismissed these two concepts first. The group did realize that 'seventy' referred to something water-related – the percentage of the Earth's ocean coverage was the most popular response. *"Since this message is kind of obscure to us, then for Joe Q public, they will be confused also."*

The concepts featuring the footnotes were also dismissed, (even though they liked the message, *Water, The Source Of Life*) because they did not understand what the symbol for a footnote meant.

The initial reaction to the head graphic with the drop of water inside was that the water droplet actually looked like a small brain, the group named the concept "pea-brain."

*WaterLogic* was dismissed mainly because it was seen as being similar to Water IQ, but the messaging wasn't as strong.



## Dallas

### Group Breakdown

- 5 males
- 5 females

### Awareness of previous campaigns

Respondents of the Houston group were asked if they were aware of any water-related campaigns, either past or present. The awareness was very low and prompted only two responses in total. Campaigns mentioned included:

- A TV campaign about saving water by catching rain water in tuna cans to assess how much water the lawn has had.
- A brochure sent out by the city showing the effects of wasted water.

### Messaging

Five messages that could be used in a water awareness program were tested among the group to gain an understanding of the reaction to that message and any preference to a single message.

The table below indicates the message tested, the reaction to that particular message and an indication of the rank (in terms of favorability) of that message.

Message	Reaction	Rank
1. Being made aware of the threat of not having enough water.	<ul style="list-style-type: none"> <li>• This message prompted the initial response of being a scare tactic.</li> <li>• The message was also not seen as being believable – not as something that would happen in the respondent’s lifetime.</li> <li>• <i>“It is more of an abstract thing – how does it apply to my life?”</i></li> <li>• There was a suggestion that this kind of message has been heard before – it was a regurgitation of an old threat which is no longer believable.</li> <li>• Because of the groups negative reaction to the message, the target of this message was not realized, apart from a general audience (although the majority of the group could not actually say who the target audience actually were).</li> <li>• The message was liked the least because it was unbelievable and it is also a message <i>“that people don’t want to believe either.”</i></li> </ul>	5
2. Getting tips on ways to save water, such as washing a full load of laundry only when the machine is full.	<ul style="list-style-type: none"> <li>• This message was met well by the respondents.</li> <li>• <i>“When you get a message like that, you tend to incorporate it more into your daily life.”</i></li> <li>• The message is seen as something that is actionable can prompt thought about conservation.</li> <li>• The easy-to-understand message would be effective because it was asking the target audience to do</li> </ul>	2



	<ul style="list-style-type: none"> <li>something that was easy and that would be of benefit. However, there was some concern that the message may prompt action which only had a short lifecycle, i.e., people would only participate for a short while (because of the novelty value) before resorting back to their old ways. Some respondents disagreed and used the example of brushing their teeth – turning the faucet off while brushing teeth is now habit, something that it was not several years ago. This kind of messaging could promote water-saving habits.</li> <li>The message is seen as being aimed at the consumer.</li> <li>This message would only affect people who pay a water bill.</li> </ul>	
<b>3. Receiving savings on your water bill.</b>	<ul style="list-style-type: none"> <li>This was seen as being a common-sense message and was immediately associated with the previous message, ‘getting tips on how to save water’. <i>“If you could take those tips, and equate that to a savings on my bill, then that would register with me.”</i></li> <li>Although this message is the most popular (because savings grab attention), by combining it with the previous message, it is seen as a very effective tool.</li> </ul>	1
<b>4. Being made aware that water conservation is good for your personal environment.</b>	<ul style="list-style-type: none"> <li>This message was immediately met with the reaction that it needs to be more specific – <i>how</i> is it good for my personal environment? It was clear that the group wanted to know exactly how it would affect the personal environment.</li> <li>One respondent mentioned, which instigated agreement among the group, that the average person does not care.</li> </ul>	4
<b>5. Being made aware that your actions impact your water quality and quantity.</b>	<ul style="list-style-type: none"> <li>Although people are generally concerned about the quality of their water (the fact that so many people buy bottled water drives this opinion) this message was not seen as being particularly effective because the average person does not care about this.</li> <li>However, <i>some</i> people are going to be concerned about the quality and quantity of the water. Again, they need be told <i>how</i> their actions impact quality and quantity.</li> <li>The fact that the message says <i>your</i> water makes a difference to the respondents because it makes the message really personal and relevant.</li> </ul>	3

As with the Houston group, there was a call for these messages to be backed up by fact. If a message is unbelievable then it is going to be ineffective. A combination of messages 2 and 3 was seen as being extremely effective in terms of grabbing attention and changing behavior. The price-based message grabs attention because everybody wants to save money, but people want to know *how* they can do this – message 2 perfectly demonstrates how they can save money (and water) and could prompt behavior changing action.



The first message, *'being made aware of the threat of not having enough water'*, demonstrates how an unbelievable message is an ineffective message. Also, the negativity associated with the message does not prompt positive behavior.

## Concepts

Concept logos and taglines were distributed among the group and each concept was examined.

The three favored concepts were:

1. *Water IQ, Know Your Water*
2. *Water, Think About It*
3. *Water, Clearly Essential*

The unifying factor of the three most liked concepts, was the simplicity of design. The visual design and the content of the logos and taglines was not hard to understand – and therefore they are thought of to be effective.

*Water IQ, Know Your Water*, was seen as a concept that could be equated with water awareness. It was seen as a concept that could educate, “*Like it’s going to teach you something about water.*” The graphic of the water drop and the ripple was pleasing to the eye and most respondents vocally agreed that they liked it. This concept was the most popular. The group was very clear on the importance of the visual. The drop of water graphic sets it apart from the alternate Water IQ logo (which does not feature a water graphic at all). Having this graphic produces an immediate visual association with the subject, water. There was a similarity between the tagline, *Know Your Water* and *Think About It*. It was thought that Water IQ would work well with the think about it tagline too. However, reaction from the group suggests that *Know Your Water* was the most popular tagline. There seems to be a natural connection between the Water IQ and the tagline. The word ‘IQ’ was associated with being smart.

*Water, Think About It* was the second most-popular concept (and was generally favored among women). The styling of the logo was pleasing to the eye, and the tagline, *Think About It* resonated well with the respondents in the context of raising water awareness. As with the *Water IQ* logo, a visual representation of water is featured which the respondents like as it immediately conjures up an image of the subject matter.

With the third most popular concept, *Water, Clearly Essential*, positive reception among the group was driven by the graphic. The message was only commented upon by one respondent. Perhaps clearly essential does not drive the desired behavior of actually taking time to consider water as a resource and how we use it (which *Think About It* and *Know Your Water* clearly does).

Initially, the ‘seventy’ themed campaign produced the most initial discussion – the ambiguous nature of the term ‘seventy’ prompted this. However, the majority of the groups said that they didn’t like the two concepts simply because they didn’t understand it. The tagline, *It’s Life*, was thought to possibly be too light in color.

*WaterLogic* was dismissed as looking like a company name as opposed to something that would be used in a water awareness campaign. *WaterLogic* was not seen as containing as clear message as *Water IQ*, although they are similar. *WaterLogic* was seen as needing more explanation.



The logo featuring the head graphic was not well-liked. It was thought to look like a company logo.

The concepts featuring the footnote styling were disliked because of the size of the fonts and the '1' was seen as throwing people off.

*KNOW Your Water* was said to look like a radio station but the concept was not liked. The reaction among the group was flat.

These concepts were expected to be seen among a variety of mediums including water bills, newspapers, billboards and TV (public TV was mentioned) and a variety of magazines (perhaps aimed at the more educated audience). The highly visual nature of the concepts drives a bias towards print-based mediums.

The group played around with the idea of how else they would best communicate this messaging if they were in charge of this particular water awareness campaign. The general consensus was that they would do it in a very visual style communicating what it would be like to have no water. Interestingly, when talking about the five messages earlier, 'being made aware of the threat of not having enough water' was the least liked message. However, the group's proposed visual communications were not necessarily associated with solely being made aware of the threat of not having enough water – it was more of an action or reaction of a number of messages (of which tips and receiving savings were the most popular). It was more of a visual cue than an actual message.

The group indicated that the messages, whatever they may be, all sit under the umbrella brand of the concept logo – which is generally how a campaign works. It was mentioned that different people are likely to be motivated by money. Other people (not the group, but who the group suggested) may be more likely to take action simply for the better of the environment, as opposed to saving money. The group was very aware of the inner-workings of the campaign and how messaging and branding work together. By associating messages (using various forms of advertising) with the logo, one would only have to see the simple logo and be able to relate the logo back to a series of messages. This would *"tie everything together."*



## Laredo

### Group Breakdown

- 4 males
- 2 females

### Awareness of previous campaigns

There was no one defining campaign that all respondents of the Laredo group had knowledge of. There was awareness of water conservation campaigns, but this was limited to a per respondent level. The campaigns that the group were aware of were:

- One respondent said that he remembered a Mexican commercial – “drop by drop, you waste the water.”
- General TV commercial which was aired recently – featuring a man turning off the hose that was running in the street illustrating that everybody can do their part to save water.
- Culligan Man
- Recent TV commercial of a goldfish in a tank with oil being dumped into it – the effect of pollution on water life. This is a federal commercial.
- “Water is Life” – slogan seen in San Antonio for their water company.
- TV commercial stating that one single drop of oil could contaminate a lot of water in a water system – maybe it was by the Texas Commission of Environmental Quality.

### Messaging

Five messages that could be used in a water awareness program were tested among the group to gain an understanding of the reaction to that message and any preference to a single message.

The table below indicates the message tested, the reaction to that particular message and an indication of the rank (in terms of favorability) of that message.

Message	Reaction	Rank
1. Receiving savings on your water bill.	<ul style="list-style-type: none"> <li>• This message was liked because saving money is seen as an incentive.</li> <li>• It was seen as being aimed at the consumer and people who owned a home.</li> <li>• If the idea was implemented to include a fact such as “<i>this month, you saved four gallons so you save \$x</i>”, then it would be an effective message. People would like to know how much water they are saving. One respondent said that this would get you to the point where you were being more conservative on your use of water.</li> </ul>	
2. Being made aware of the threat of not having enough water.	<ul style="list-style-type: none"> <li>• This message was seen as being able to get an individual to think more about water.</li> <li>• However, maybe it would only catch certain people’s attention, such as environmentalists. It was reported that the best way to catch someone’s attention it to put</li> </ul>	



	a dollar sign next to the message.	
<b>3. Getting tips on ways to save water, such as washing a full load of laundry only when the machine is full.</b>	<ul style="list-style-type: none"> <li>• One respondent took this message literally and suggested that in terms of communication, the message should simply read, getting tips on ways to save water.</li> <li>• When this message was tested, it prompted the desire for a combination of fact-based messages (see below).</li> </ul>	1
<b>4. Being made aware that water conservation is good for your personal environment.</b>	<ul style="list-style-type: none"> <li>• One respondent thought this would work well as a combination of another 2 messages – receiving savings and getting tips on ways to save water.</li> <li>• One respondent favored this message saying that if you value your friends and community then the message will make you reflect.</li> </ul>	
<b>5. Being made aware that your actions impact your water quality and quantity.</b>	<ul style="list-style-type: none"> <li>• This message was considered to be a little vague – “<i>what type of actions?</i>” Again, the need for a fact to support the message was called for.</li> </ul>	5

The group touched upon the effect of combining messages and the importance of having fact-based messaging. A campaign starting with “Did you know...[fact]” would be very effective and then a combination of the above messages could be applied. One message on its own was seen as not being too effective.

As with other groups, there was a need for the messages to be backed up by facts in order for the recipient to relate to the message and prompt action. The group discussed a hypothetical message communication campaign headed by “Did You Know...”. This effectively shows the need for fact-based messaging.

**Concepts**

Both English and Spanish concept logos and taglines were distributed among the group. A general observation of the group was that they were not particularly communicative in terms of their preference of various concepts. The reasoning for their preference was vague and largely unexplained.

Firstly, the English concepts were discussed. The final favorites (in order of preference) were:

1. *Seventy, Water. It’s life (featuring the word graphic)*
2. *Know Your Water (incorporating the head graphic) (tie for first place)*
3. *WaterLogic*
4. *Water IQ (the blue stamp)*

The “seventy” concepts provoked questions as to the meaning of seventy. It was mentioned that if you didn’t understand what seventy meant then you were unlikely to understand the campaign. Although the group was not particularly vocal in terms of their preference toward a favorite, the concept featuring seventy percent of the word, ‘seventy’, was favored over the

other 'seventy' (which was dismissed by all). Three respondents of a total of six said that 'seventy' featuring seventy percent of the word was the best concept.

The Spanish concepts were then tested. The favorites, in rank order, were:

1. Agua, La Fuente de Vida.
2. The head graphic featuring the slogan, *Sabes Tu Agua* (change the wording, see below)
3. *Setenta, Agua Es La Vida* (featuring seventy percent of the word)

The most popular concept was *Agua, La Fuente De Vida* was well liked. However, it was suggested that the font for the word 'agua' was changed to the font used in the '*Agua, Para Tu Vida*' concept.

The initial reaction to *Sabes, Tu Agua*, (both concepts) was that it was worded incorrectly. The group decided that it needed question marks incorporated into the design. The group thought that the word 'Sabes' be substituted with the word 'Conoce'. The general consensus was that the word 'know' cannot be literally translated. The logo should also be made more informal, *Conoce Su Agua*.

*Agua IQ, Sabes Tu Agua* was again flagged by the group as being a bad translation (the concept looking like a blue stamp). The *Agua IQ* concept featuring the water drop graphic was perceived as being humorous due to the mix of English and Spanish – it was deemed not to be a good idea. The respondents knew what IQ meant in English, but by combining it with Spanish words causes some sort of disconnect.

*Agua CI, Sabes Tu Agua* was flagged not just because of the translation of 'sabes' but it was thought that a lot of the people would not understand what CI meant. One person was able to explain that it was a translation of IQ.

*AguaLogica, Es La Clarida* was met with positive responses from four of the six group members. However, it was dismissed later on. This was seen as something that looks more like a company name and was not liked as part of a conservation program.

The group vocalized a preference to using H<sub>2</sub>O to refer to water because it translates in both languages. One respondent suggested a concept ad of "H<sub>2</sub>O + Conscience = Life" and stated that this would translate very well into Spanish.

The concepts were seen as all being aimed at the general public – the consumer.

The taglines prompted thoughts of responsibility and conservation among the groups. It was acknowledged that they were there to educate them about their water source. "*It makes you really think that water does have a value in life.*"

These concepts are largely expected to be seen on billboards. However, the group had other ideas too: bumper stickers, magazines, shirts, hats, TV Commercials (the end of a TV commercial). "*Should be aimed at the MTV crowd because they are younger.*" The most effective place to place these concepts was largely thought to be TV and billboards because of their high visibility.



## Lubbock

### Group Breakdown

- 7 males
- 3 females

### Awareness of previous campaigns

When asked about specific water campaigns, there was a low awareness among the group. However, during the course of the discussion, a city council TV campaign and an Agricultural Extension TV campaign were mentioned. The city council ran a TV campaign which basically communicated that they were going to fine people for excessive water use (this was something that the group as a whole had seen). The campaign encourages people to use a hotline to inform the city of people who were using water excessively (e.g., watering the lawn at the wrong time of day) and a \$10 reward was an offer for the 'informant'.

Interestingly, when asked about specific water campaigns, logos and slogans, only one member of the group mentioned 'a little water drop character', otherwise the group couldn't think of any.

Campaigns mentioned in the group were:

- City Council TV Campaign, targeting excessive water users
- Agricultural Extension TV campaign, tips on how to save water (take a Star tuna fish can, put it in your yard, when that is full then your yard has had plenty of water – this campaign was mentioned by one participant of the Dallas group) – public service announcement
- A little water drop character

### Messaging

Five messages that could be used in a water awareness program were tested among the group to gain an understanding of the reaction to that message and any preference to a single message.

The table below indicates the message tested, the reaction to that particular message and an indication of the rank (in terms of favorability) of that message.

Message	Reaction	Rank
1. Receiving savings on your water bill.	<ul style="list-style-type: none"> <li>• The prospective target audience for this message prompted a somewhat heated debate – some group members thought that 'rich' people would not care for saving money on their water bill, whereas some thought that everybody likes to save.</li> <li>• However, this particular message was deemed by the majority of the group to be the most effective.</li> </ul>	1
2. Being made aware of the threat of not having enough	<ul style="list-style-type: none"> <li>• "I think that this message probably depends upon your values. If you have kids then you are going to care about it."</li> <li>• This message was seen to be aimed at families.</li> </ul>	5



<p><b>water.</b></p>	<ul style="list-style-type: none"> <li>In terms of the effectiveness of this message, the group generally agreed that this would not be effective because of their lack of receptiveness to 'threats' (something that has been mentioned in the other groups).</li> <li>This message was seen as being, perhaps, more aimed towards women because <i>"women lean more towards nurture and therefore we are thinking about their kids and their future."</i></li> </ul>	
<p><b>3. Getting tips on ways to save water, such as washing a full load of laundry only when the machine is full.</b></p>	<ul style="list-style-type: none"> <li>One member of the group thought that this was a good way to communicate a water awareness message because he was more receptive to that. <i>"If someone comes on [the TV] and says, 'here's ways to save water and have a better place for your family and here are some ways to conserve...then I am more open to that.'"</i></li> <li>This was generally seen as being an effective message (although not as effective as the 'savings' message).</li> </ul>	2
<p><b>4. Being made aware that water conservation is good for your personal environment.</b></p>	<ul style="list-style-type: none"> <li>There was an affinity with the word, 'personal', <i>"Not a lot of people like to think globally, so we like to think like right here, right now and about me, and that is how our society works."</i></li> </ul>	
<p><b>5. Being made aware that your actions impact your water quality and quantity.</b></p>	<ul style="list-style-type: none"> <li>NO COMMENTS.</li> </ul>	

The Lubbock group wasn't as vocal as the other groups when examining the messages.

Although it was mentioned by one respondent, there was no desire to combine messages (something that we have seen in the other groups). The favorite single message among the respondents was 'receiving savings on your water bill'. This is a tangible and measurable message that impacts the end-user directly. Receiving tips on how to save water was the second most popular message, although it was not as popular as in other groups. People like to be told how to do something in order for it to drive behavior.

**Concepts**

Concept logos and taglines were distributed among the group. Upon the moderator leaving the room, the group passed around the concepts and examined them more in-depth.

An observation of this group is that they were more critical of the concepts than any other groups. They would frequently select a personal favorite but want to modify it in some way.

The four final favored concepts were:

1. *Water IQ, Know Your Water*

2. *KNOW Your Water*
3. *Water, Clearly Essential*
4. *WaterLogic, Clearly Essential*

The first reaction to the concepts concerned the “seventy” brand. Questions not only derived from not understanding the meaning of “seventy” but also the logo featuring seventy percent of the word, ‘seventy’, was initially seen as being a printing error. However, the respondents vocally communicated what they thought “seventy” referred to. Comments included, seventy percent of the Earth is covered in water and (the correct interpretation) seventy percent of the body is made up of water. “Seventy” could be interpreted as being a company name. The ‘seventy’ concept featuring seventy percent of the word was rejected by the group. It was suggested that the word “seventy” should be outlined so you could more clearly see the water draining out of the word – otherwise it looks like a computer error.

The “seventy” concept was popular among two respondents. The tagline, *Water. It’s life*, seems to resonate well with one because water does actually represent life (without no water, there would be no life). The ‘seventy’ logo featuring the three waves also was favored by some of the group as the waves were seen as being a simple rendering of water.

*Water IQ, Know Your Water*, featuring the graphic of the water drop and the ripple, was favored by one respondent because he reported that it was the “*only concept where you can relate to water without even reading it.*” By a process of elimination, this concept came out as the majority winner. Some respondents stated that they felt the graphic and tagline would work better if it dropped “*Water IQ*” but retained “*Know Your Water*” and the ripple graphic. Nobody disliked this message.

*KNOW Your Water* was the second most favored concept (“*But I would drop the raindrop out of the ‘O’ because it kind of looks cheesy*”) because it was seen as carrying a short and to-the-point message.

*WaterLogic, Clearly Essential* was seen by one respondent as standing out the most because he could relate the content of the focus group to water logic. *That’s what we have been talking about.*” And to the respondent, *clearly essential*, sums up the essence of water. Another who favored this logo said that *WaterLogic* represented common sense in terms of saving water.

*Know Your Water* featuring the graphic of the head containing the water group was not liked by the group.

*Water, Think About It* was rejected by the group although their reason was not explored.

The concepts featuring the footnote were dismissed – they reminded the respondents of the periodic table (agreed by most of the group).

The concepts were seen as being effectively communicated via billboard. Unlike the other groups, one respondent mentioned that it would not be a good idea to communicate these via water bill because some people just pay their water bills online.



## El Paso

### Group Breakdown

- 6 males
- 4 females

### Awareness of previous campaigns

Awareness of water conservation campaigns in El Paso was relatively high – there was a high level of familiarity of various past campaigns among the respondents. Campaigns that they were aware of took advantage of varying mediums:

- Radio
- Billboards
- TV
- Water bills
- On book covers at schools

Some of the campaigns seemed to be memorable to individual respondents and jingles and catch-phrases were remembered from campaigns that were running years ago. It was agreed that the various campaigns were all aimed at communicating water conservation. Some people believed, especially with the “Willy Water Waster” campaign, that the campaigns were primarily aimed at children. Specific campaigns recalled were:

- “Be Water Tight”
- “Fix The Drip”
- “No, no, no, don’t waste my water” (radio jingle)
- Willy Water Waster – mascot of El Paso water (on billboards)
- Tips on how to save water (fliers in water bills)

### Messaging

Five messages that could be used in a water conservation program were tested among the group to gain an understanding of the reaction to that message and any preference to a single message.

The table below indicates the message tested, the reaction to that particular message and an indication of the rank (in terms of favorability) of that message.

Message	Reaction	Rank
1. Being made aware of the threat of not having enough water.	<ul style="list-style-type: none"> <li>• This message was liked the least because it was considered to be too negative and scary. <i>“When things are too harsh and too scary, you tend to block them out and think, well, that’s not going to happen – I didn’t see that.”</i></li> <li>• <i>“This message communicates that we are running out of water.”</i></li> <li>• A respondent indicated that it was rare to see any negative messages or associations with having no water – most campaigns use positive messaging to prompt action.</li> <li>• The message was perceived to be vague – <i>“It doesn’t</i></li> </ul>	1



	<p><i>tell me anything, like when we are going to run out of water.”</i></p> <ul style="list-style-type: none"> <li>As a message, it was not that easy to understand because of the ambiguity associated with it. It could be considered to be a very political message – maybe a scare tactic because it is a ‘threat’ and the threat is associated with something that may or may not happen.</li> <li>The word ‘danger’ was suggested to replace ‘threat’</li> <li>Actually running out of water might not happen but it is possible (the word ‘threat’ implies that). Threat is a ‘question mark’.</li> <li>The message is aimed at everyone.</li> </ul>	
<p><b>2. Getting tips on ways to save water, such as washing a full load of laundry only when the machine is full.</b></p>	<ul style="list-style-type: none"> <li>This message was liked the best because it is easy to understand, practical and a ‘no-brainer’.</li> <li>The message was associated as being useful and something that makes use of common sense.</li> <li>This message could motivate people into action because it provides practical solutions and actions.</li> <li>This message was seen as being most effective because not only was it a very practical and factual-based message, it was also aimed at all ages (not just homeowners who don’t necessarily waste the water).</li> <li>The message was seen as being aimed at everyone who does laundry – maybe it has a slight female bias.</li> </ul>	<p>5</p>
<p><b>3. Being made aware that water conservation is good for your personal environment.</b></p>	<ul style="list-style-type: none"> <li>It was seen by the group as being a common-sense message – but only for people who are similar to the respondents in terms of attitude and demographic profile. It was acknowledged that not everybody has common sense and therefore this message could be ineffective to some of the population.</li> <li>There was some concern over the definition of ‘personal environment’ – as a term, it is a bit vague.</li> <li>The importance of associating practicality and water conservation was voiced by group members. This message does not offer anything practical which could prompt the recipient of the message into action.</li> <li>Wasn’t thought to be effective in prompting conservation action. It was considered to be too vague. The respondents indicated that this needs to be backed up by facts – <i>“if you don’t do such and such by a particular date, then this will happen.”</i></li> <li>The message was thought to be aimed at everybody – the ‘homeowner’ specifically.</li> </ul>	
<p><b>4. Receiving savings on your water bill.</b></p>	<ul style="list-style-type: none"> <li>Initially, this message was interpreted <i>“if you do your best to use water wisely, then you will save money.”</i></li> <li>Questions regarding the specificities of this message were raised. It was mentioned that water bills in El Paso were not actually that high, so how much <b>exactly</b> would someone be saving? The actual amount saved</li> </ul>	



	<p>was perceived as not being that significant.</p> <ul style="list-style-type: none"> <li>• Again, the need for being specific was mentioned, by combining this message with others – “...being specific, that’s what really catches people. Do this with your laundry and you can save \$10 on every gallon.” Simply saving money isn’t really enough.</li> <li>• The message is aimed at people who pay a water bill (not everybody pays a water bill).</li> <li>• This message alone wasn’t thought to be enough to get the recipient to take the required action. “You have to put it in black and white and show them how much they will be saving.” Everybody has heard the ‘save money’ hook before.</li> <li>• There was also an indication that the people who the respondents see as wasting water are the people who do not pay the water bill such as children.</li> </ul>	
<p><b>5. Being made aware that your actions impact your water quality and quantity.</b></p>	<ul style="list-style-type: none"> <li>• Generally seen as being a good message – people are keen to see what happens to the water quality and quantity as a result of things that they do.</li> <li>• This message was seen as being a start but it needed to be expanded (in order to make it more specific) in order for people to take action. Perhaps visual cues were seen as being something that could help communicate this particular message (showing an action and then showing the impact of this action).</li> <li>• Again, alone, this would not be that effective in communicating the message, but if the message was backed-up with specifics then it would be effective.</li> <li>• This message is seen as being aimed at everyone who uses water.</li> </ul>	

There was strong agreement that these messages are all aimed at both sexes although message 2 could possibly have a slight female bias because the tip example related to laundry.

The group’s strong desire for the messaging to be practical and fact-based meant that message number two was the clear winner as it provided actionable messaging. However, the effectiveness of the messaging could be strongly enhanced by combining messages. Message number 5, “being made aware that your actions impact your water quality and quantity,” was largely seen as a message that could be combined with message 2, “getting tips on ways to save water,” for maximum impact.

The importance of making the message visible, practical and actionable was clearly shown by the respondents. A message that is backed up by a fact is more likely to make it more believable and prompt action compared to one that is not. Also, a message that contains a fact or an action is easier to understand than one that doesn’t – ambiguity reduces the effectiveness of the message.

Although negative messaging was ruled out as a “scare tactic,” it was thought that a message that showed the positive and negative effects of conservation-related actions

would be an effective communiqué: “*Sometimes I think that you need to see both sides of the spectrum. It can be this good, or it can be this bad.*”

### Concepts

Concept logos and taglines were distributed among the group. In this particular group, both Spanish and English concepts were tested. The respondents were given four or five minutes to discuss the concepts among themselves.

Immediately, it was thought that the English versions were more effective than the Spanish versions. The Spanish versions seemed to have certain translation issues and the nuances of communication seemed to be better suited to the English language. The particular market of El Paso was populated by more people who could speak English or who were bilingual than those who could speak just Spanish.

The top five English concepts decided by the group were (in rank order):

1. *Water, The Source Of Life.*
  2. *WaterLogic, Clearly Essential.*
  3. Head graphic, *Know Your Water (mixture of graphic and other tagline)*
  4. *Water, Clearly Essential.*
  5. *Water, Think About It.*
- } Not in rank order

*Water, The Source of Life*, was the most popular concept. As the respondents were sorting through the concepts, one respondent read the logo and tagline aloud. The group very vocally acknowledged that they liked this concept. At this stage, the logo wasn't thoroughly examined as no one questioned the footnote appearing beside *Water*. We can therefore assume that the actual messaging, *Water, The Source of Life*, and not necessarily the creative presentation of this, was something that resonated among the group. The affinity with *The Source of Life* could be partly attributed to the geographic location and climate of this group, where water could be considered more of a scarcity due to the desert setting of El Paso. In this kind of environment, there really is the feeling that water is, indeed, the source of life. The respondents later took note of the graphical orientation of this concept, and although it wasn't noted as being a foot note, it was understood “*with that number on there, it makes you kind of think that it is the first definition in the dictionary – it is the source of life.*” The tagline drove the popularity of this concept. However, once the respondents saw the Spanish concepts, they decided that the tagline, the source of life, could be replaced by the English equivalent of *la fuente da vida*, the fountain of life. This was the general consensus among the group.

The logo featuring the head graphic instigated a lot of reaction to the current tagline, *Know Your Water*. The logo featuring the head graphic was made more effective by replacing the current tagline, *know your water*, with the tagline, *think about it*. *Be Water Smart*, was another tagline that the group came up with and was thought to be particularly effective when combined with the head graphic. One respondent said “What about ‘NO Your Water’” with the word ‘no’ having a double meaning in terms of thinking about water restrictions and understanding water. This was thought as being a little softer than just the word ‘know’. Another suggested tagline was *Make It Worth The Water*.

*Water, Clearly Essential* and *WaterLogic, Clearly Essential* were both popular concepts. The group opted for the WaterLogic logo. The connection with the tagline was made that water is both clear (in terms of imagery) and that it is essential (in terms of practicality). *WaterLogic* seems to contain an actual message or action whereas *Water* does not.

Water IQ, unlike the Houston, Dallas and Lubbock groups, was not liked and was immediately rejected. The tagline, *Know Your Water*, prompted the response, “*Know what about it?*” The group did not seem to connect with this at all. The graphic (with the ripple) was liked but the tagline was not liked. The block graphic of Water IQ was very unpopular.

Among the initial respondent discussion, concerns were expressed over the ‘seventy’ themed concepts. There was a lack of understanding of what the term ‘seventy’ pertained to and it was initially thought to represent a brand of water. The concept wasn’t liked because the respondents did not know what ‘seventy’ means. “*Why is it Seventy? It must be the name of the product, or the brand, or the amount of years we have left. I don’t know.*” However, it was later revealed that they actually liked the graphics and the presentation of this concept. It was suggested that the concept featuring 70 percent of the logo should have the whole word outlined, so that it is clearer that 30 percent of the word is missing. This concept was misunderstood as representing water as a resource running out. This message was considered to be too obscure and was liked the least in both the English and Spanish translations. However, after it was revealed that 70% of the human body consists of water, it was voiced that this would make an excellent teaser campaign based on the fact that the lack of understanding of ‘seventy’ could prompt people to talk about it.

The Spanish concepts that the group decided that they liked the best are:

1. *Agua, La Fuente De Vida*
2. *Sabes, Tu Agua*
3. *Agua, Piensalo*
4. *Agua, Para Tu Vida*

When examining the Spanish concepts, it was noted almost immediately that the English equivalent of the Spanish tagline, *La Fuente De Vida*, was not present. The Fountain of Life was considered to be a good message (in both Spanish and English). In fact, the respondents liked the tagline, *la fuente de vida*, so much that they decided that the English translation should replace the tagline in the most popular English concept tested. This concept was considered to be the most popular of the Spanish concepts. The respondents not only liked the tagline, but the graphics seemed to suit the concept too. It was thought that the word, *agua*, should be in capital letters, using the capital ‘A’ to incorporate the graphic of a water drop.

*Sabes, Tu Agua* prompted some discussion with regards to the creative. It was thought that the word, *Sabes*, would look better in a different font – the same font as used for the word ‘*agua*’ in the other concepts. The group thought that the way that this concept was presented it was informal in tone. However, there seemed to be some concern over the grammatical presentation of the concept as it may need question marks incorporated.

*Agua, CI* was thought to be a bad translation of IQ. It was thought, given that most people on the border speak both Spanish and English, that people would understand IQ, but only Spanish speakers would understand CI. As with the English equivalent of this concept, *Agua IQ* was not particularly liked.



*AguaLogica, Es La Claridad*, was not generally liked. While the graphic was somewhat pleasing, the tagline did not translate well. However, it was mentioned that AguaLogica sounded like a company name (“a company that might deliver drinking water”). The head graphic (with the water drop inside it) would work better if it had the Spanish equivalent of the slogan, *think about it*.

Overall, these concepts were expected to be seen on a billboard. After further discussion, residents of El Paso could actually see these concepts as moving billboards (i.e., on the side of a bus). These concepts could also be seen on inserts (water bills), newspaper ads and on TV (public service announcements).

## Conclusions and Recommendations

- Running out of water is something that most people have not considered and do not believe – communicating something that is unbelievable is not effective.
- Receiving savings is a great way to attract people's attention, and by combining saving money with saving water (how to and the effects of) produces an effective message.
- The target audience, typically the more educated and affluent people, rely on proven facts and statistics to shape their opinion. When considering the associated messaging to complement a water awareness campaign, the audiences' preference for facts should be incorporated into the mix.
- People do not respond well to threats. Something that makes them feel uncomfortable has the propensity to be blocked out. Educate them, don't threaten them.
- Water IQ as a logo (with the ripple graphic) is bold and attention grabbing. A combination of the content of the logo text and the tagline, *know your water*, challenges those who are not too savvy on conservation to think about water in a more reflective light. This logo may not be as effective on people who already know their water such as El Paso. It is recommended that the logo be softened so that it is less aggressive.
- In the Hispanic markets, it may not actually be necessary to communicate a campaign in Spanish – these groups showed a disconnect between English concepts and their Spanish counterparts.
  - This was a product of translation.
  - It was acknowledged that more people in the target demographic speak both English and Spanish in the border towns.

## Disclaimer

- Finally, these groups are qualitative in nature, and one single group does not necessarily reflect the overall opinion of that particular market. This should be considered when interpreting these results.

