Central Massachusetts Regional Stormwater Coalition

Fiscal Year 2021 Educational Advertisement Campaign Report

On behalf of the members of the Central Massachusetts Regional Stormwater Coalition, Think Blue Massachusetts ran an educational advertising campaign from May 17th to June 4th, 2021. The “Fowl Water” advertisement helps viewers visualize stormwater pollution from motor oil, pet waste, and trash become stormwater pollution.

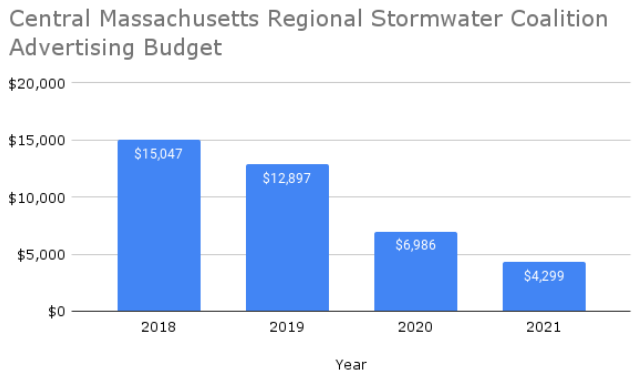
We selected Facebook and Instagram sponsored video and YouTube pre-roll advertisements because these channels offer superior “bang for the buck” to cable and broadcast television. They provide granular reporting that helps demonstrate what was accomplished.

This effort helps coalition members meet their requirements to “document in each annual report the messages for each audience; the method of distribution; the measures/methods used to assess the effectiveness of the messages, and the method/measures used to assess the overall effectiveness of the education program.”

View the ad at http://bit.ly/tbm-fowl-water

Advertising Budget

Our advertising budget for the campaign worked out to just less than 1 cent per resident. Campaign budgets have been falling year over year:



Post Campaign Survey Highlights

At the close of the advertising campaign, we surveyed Massachusetts residents in the areas where the campaign ran:

- 16% of residents surveyed recalled seeing the ads, down from 17% in 2020, but within the survey margin of error.
- Those who recall the ad are more likely to recognize that stormwater goes directly to local waterways (50%) than those who do not recall the ad (36%).
- Those who recall the ad are more likely to describe stormwater has having “major” or “some” impact on waterways (53%) than those who do not recall the ad (27%).

Full survey results are available at www.thinkbluemassachusetts.org

FY 2021 Campaign Performance

Facebook and Google provided us with aggregate information for the region served by the stormwater coalition. We have allocated the impressions among each city on a proportional basis, using U.S. Census estimates of the population of each municipality.

Your municipality can use these numbers as your measurable goal for MCM1 in your Year 3 annual report.

Town	Facebook/Instagram Impressions	YouTube Ad Impressions	Spanish Language Impressions	Total
Ashland	7,323	18,194	3,096	28,613
Auburn	6,683	16,603	2,826	26,112
Ayer	1906	4734	806	7445
Charlton	5,654	14,049	2,391	22,094
Dudley	4,872	12,105	2,060	19,037
Fitchburg	16,877	41,931	7,136	65,944
Framingham	30,187	75,000	12,764	117,951
Grafton	7,796	19,370	3,296	30,462
Holden	7,911	19,655	3,345	30,911
Hopedale	1402	3484	593	5480
Hopkinton	7,542	18,738	3,189	29,469
Leicester	4,704	11,686	1,989	18,379
Lunenburg	4,829	11,997	2,042	18,868
Marlborough	16,441	40,847	6,952	64,240
Millbury	5,724	14,222	2,420	22,366
Natick	14,956	37,159	6,324	58,439
Northborough	2,551	6,338	1,079	9,968
Northbridge	6,907	17,161	2,921	26,989
Oxford	2,519	6,260	1,065	9,844
Palmer	5,081	12,625	2,149	19,855
Paxton	2,015	5,006	852	7,873
Rutland	3,652	9,073	1,544	14,269
Shrewsbury	15,676	38,948	6,628	61,252
Southbridge	6,990	17,366	2,955	27,311
Southborough	4,198	10,430	1,775	16,403
Spencer	2,353	5,846	995	9,194
Sterling	3,381	8,400	1,430	13,211
Sturbridge	3,980	9,887	1,683	15,550
Uxbridge	5,819	14,457	2,460	22,736
West Bolyston	3,391	8,426	1,434	13,251
Westborough	7,922	19,682	3,350	30,954
	221,243	549,678	93,547	864,468

Advertising Campaign Report