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# B A S M A A

**Project:** Regional Advertising Campaign IV

**Description:** Since FY 95/96, BASMAA has run three multi-year regional advertising campaigns (RACs). This fourth multi-year campaign is expected to follow up and expand on the RAC III project. The first and second years of that campaign focused on establishing a general watershed awareness message, while year three added a behavior change message about the indirect connection to the storm drain system. The behavior change message used trash/litter as a kind of ‘poster pollutant.’ The local stormwater programs complemented the RAC III project by using the same messages and creative materials in various local advertising and public outreach efforts.

Whether or not some of the RAC III deliverables are used in the RAC IV project, the RAC work group did generally agree that, having established a campaign theme that had some demonstrable impact, it was desirable to try to use and build on that theme while incorporating a stronger call-to-action message as well as conveying more explicitly than was done via the *Beautiful* commercials the indirect connections to the storm drain system. It is possible that those watershed messages and images will become subordinate to stronger call-to-action and indirect connection messages and images, while still being used ‘in the background’ to convey the connection to the previous campaign.

The BASMAA Executive Board directed that a portion of the year 1 and 2 monies (\$60,000) be directed toward pesticides by branding the *Our Water, Our World* program, and the rest of the funds be focused on trash.

**FY:** 05/06, 06/07, 07/08, and 08/09

**Overseer:** Regional Advertising Campaign Work Group

**Contracting Agency:** Contra Costa Clean Water Program

**Contractor:** Astone (formerly Panagraph)

**Budget:** Year 1 (FY 05/06 - \$241,000); Year 2 (FY 06/07 - \$161,000); Year 3 (FY 07/08 - \$199,000); Year 4 (FY 08/09 - \$201,000)

**Participants:** Alameda, Contra Costa, Fairfield-Suisun, Marin, San Mateo, Santa Clara, and Vallejo

**Status:** Pesticides – Done  
Litter/trash – Done

## Regional Advertising Campaign IV

**Deliverable(s):** Pesticides – *Our Water, Our World* branding via movie theater animation and transportation signage ads

Litter/trash – Annual work plan; Public opinion survey (400 respondents),  
Intercept interviews with target audience (100 respondents); Creative approach options

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