



## NC CLEAN WATER EDUCATION PARTNERSHIP

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### **CWEP Fall 2007 (FY2008) TV Campaign Summary**

#### Introduction

CWEP ran a TV campaign in Fall 2007 to cover television activity for its Fiscal Year 2007-2008. A total of \$55,871.05 was spent by the Partnership on customization, dubs, and broadcasting/cablecasting. East Carolina University (ECU) conducted phone and mail surveys of the public after the campaign to measure changes in awareness compared to levels of awareness before the campaign based on data extracted from NCDENR's baseline survey conducted in 2005, also by ECU. The findings of this survey will be available on our website ([www.ncCleanWater.org](http://www.ncCleanWater.org)) when the analysis is complete.

#### Campaign

Flights ran on WTVD, CW22, WRAL, and Time Warner Cable (in the Triangle) and WCTI and Time Warner Cable (at the Coast) from September 3 through September 16, 2007. (WTVD under-delivered 57,000 impressions, so they ran a small flight of "make-goods" for CWEP in January 2008. Statistics for this make-good flight have not yet been provided by the vendor and are not included in the campaign performance calculations below. Since they were not run before ECU did the post-campaign surveys, they could not have affected awareness levels as measured by the surveys.)

#### Spots

Two 30-second television spots (advertisements) were run in approximately even rotation. Both featured the CWEP tag (spoken tagline: "Clean water begins with you and me!", written [www.NCcleanwater.org](http://www.NCcleanwater.org) URL, and written phone number).

- CWEP's 2006 "Buffer Improvement" spot
- DENR's 2006 "Johnny Fishpatrick" spot

#### Target

Men ages 25-54, homeowners, who spend less than \$500 per year on lawn care. Research shows that this is the demographic most likely to do their own yard care (rather than hiring a service) and because our Buffer Improvement spot was designed to communicate yard care stewardship concepts to this demographic.

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## CWEP Fall 2007 (FY2008) TV Campaign Summary (continued)

### Campaign Performance

Performance statistics are reported for the market's **population as a whole**. Performance statistics for the target audience are available upon request (contact Sarah Bruce).

GRPs (Gross Ratings Points): The sum of all ratings delivered by the vendor (broadcast or cablecast outlet). Each point represents 1% of the viewing audience. GRPs are commonly added with GRPs for other shows and other outlets, but note that then some viewership is double-counted (i.e., GRPs do not account for the fact that the spot was probably seen more than once by a single viewer).

CPP (Cost Per Point): CPP is an indicator of the campaign's efficiency. Cost may depend on a number of factors, including the market, the ratings of the shows the spot ran during, the target, the time of year, etc.

Reach: The number of unduplicated individuals exposed to the spot at least once.

Frequency: The average number of times persons viewed the spot. This number is derived by dividing the Gross Rating Points (GRP) by the total non-duplicated audience (cume).

Impressions: how many times the spot was viewed in the market by members of the population or target audience as indicated. (Spots may have been seen more than once by the same person; the impression count is based on total views regardless of duplication among the audience.)

### TRIANGLE MARKET

Vendor	Amount	Total # of spots	Actual/Gross Impressions	Reach	Frequency	CPP	GRP	Definition of Market "Population"
WTVD*	\$ 15,467.50	49	2,761,000	47.2	4.7	\$ 60.00	146.0	Persons 18+
WRAL	\$ 12,000.00	39	3,162,000	43.1	3	\$ 94.34	129.3	Persons 2+
CW22	\$ 3,070.00	16	363,000	12.0	1.5	\$ 7.00	18.0	Persons 2+
TWC - Triangle	\$ 15,575.00	424	2,045,954	54.6	2.7	\$ 110.00	147.4	Persons 2+
<b>TOTAL</b>	<b>\$ 46,112.50</b>	<b>528</b>	<b>8,331,954</b>			<b>\$ 104.63</b>	<b>440.7</b>	

\* WTVD's performance statistics are somewhat higher due to a make-good campaign run in January 2008 for which statistics were not available.

TRIANGLE MARKET: Apex, Carrboro, Cary, Chapel Hill, Chatham County, Durham, Durham County, Fuquay-Varina, Garner, Goldsboro, Hillsborough, Holly Springs, Hope Mills, Johnston County, Knightdale, Morrisville, Nash County, Orange County, Oxford, Raleigh, Rocky Mount, Smithfield, Spring Lake, Tarboro, Wake County, Wake Forest, Wayne County, Wilson

### COASTAL MARKET

Vendor	Amount	Total # of spots	Actual/Gross Impressions	Reach	Frequency	CPP	GRP	Definition of Population
WCTI	\$ 5,560.00	32	485,000	43.9	2.2	\$ 58.04	96.6	Persons 18+
TWC - Coast	\$ 3,396.00	375	131,474	46.3	2.5	\$ 30.00	115.8	Persons 2+
<b>TOTAL</b>	<b>\$ 8,956.00</b>	<b>407</b>	<b>616,474</b>			<b>\$ 42.18</b>	<b>212.3</b>	

COASTAL MARKET: Havelock, Kinston, New Bern, Smithfield

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