



Central Massachusetts Regional Stormwater Coalition

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 31 to June 25th, 2018. The “Fowl Water” advertisement helps viewers visualize stormwater pollution from motor oil, pet waste, and trash become stormwater pollution.

We selected Facebook sponsored video and YouTube pre-roll advertisements for two primary reasons:

- These channels offer superior “bang for the buck” to cable and broadcast television
- Facebook and YouTube will accept the file formats that were available to us in 2018

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/-tbn-fowl-water>

Message Targeting

Think Blue Massachusetts targeted the advertisements to residents of the following municipalities:

- Ashland
- Auburn
- Charlton
- Dudley
- Fitchburg
- Framingham
- Grafton
- Holden
- Hopkinton
- Leicester
- Lunenburg
- Marlborough
- Millbury
- Natick
- Northborough
- Northbridge
- Oxford
- Palmer
- Paxton
- Rutland
- Shrewsbury
- Southborough
- Southbridge
- Spencer
- Sterling
- Sturbridge
- Upton
- Uxbridge
- West Boylston
- Westborough

Google & Facebook estimate they can reach approximately 570,000 people in these areas. Residency is determined using a combination of account registration information and IP addresses.

Campaign Performance

Here are some highlights about how the campaign performed in Central Massachusetts:

Facebook

# of People Reached	Average # of Impressions Per Person	Total # of Impressions	Watched 10+ seconds	Visited www.ThinkBlueMassachusetts.org
80,848	2.2	178,070	5,714	140

Google

# of People Reached	Average # of Impressions Per Person	Total # of Impressions	Watched 10+ seconds	Visited www.ThinkBlueMassachusetts.org
115,483	1.89	226,000	82,509	286