



Northern Middlesex Stormwater Collaborative

Fiscal Year 2019 & 2020 Educational Advertisement Campaign Report

On behalf of the members of the Northern Middlesex Stormwater Collaborative, Think Blue Massachusetts ran an educational advertising campaign from June 23 to July 12th, 2019. 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 approximately 2.4 cents per resident, which we divided evenly between Facebook/Instagram and YouTube.

Post Campaign Survey Highlights

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

- 15.25% of survey respondents recalled seeing the video (up from 8% in FY2018)
- Those who recalled seeing the video were more likely to correctly answer that stormwater pollution ends up in local waterways (comparable to FY2018)
- Those who recalled seeing the video rated polluted runoff as a more serious threat to waterways than those who didn't recall seeing the video (Comparable to FY2018)

Full survey results are available at www.thinkbluemassachusetts.org

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.

FY 2019 Campaign Performance

Your municipality can use this number as your measurable goal for MCM1 in your Year 1 annual report.

Town	Facebook/Instagram Ad Impressions	YouTube Ad Impressions	Total:
Billerica	29,217	25,434	54,651
Burlington	16,281	14,173	30,455
Chelmsford	23,327	20,307	43,633
Dracut	21,014	18,293	39,307
Dunstable	2,246	1,955	4,201
Lawrence	53,275	46,378	99,653
Littleton	5,931	5,163	11,094
Lowell	74,000	64,420	138,420
Pepperell	8,072	7,027	15,099
Tewksbury	20,767	18,078	38,845
Tyngsborough	8,212	7,149	15,362
Westford	16,156	14,065	30,221
Wilmington	14,837	12,916	27,753
	293,335	255,359	548,694

FY 2020 Campaign Performance

Your municipality can use this number as your measurable goal for MCM1 in your Year 2 annual report.

Town	Facebook/Instagram Ad Impressions	YouTube Ad Impressions	Total:
Billerica	100,521	27,477	127,998
Burlington	56,016	15,312	71,328
Chelmsford	80,256	21,937	102,193
Dracut	72,298	19,762	92,061
Dunstable	7,726	2,112	9,838
Lawrence	183,294	50,102	233,397
Littleton	20,405	5,578	25,983
Lowell	254,598	69,593	324,191
Pepperell	27,772	7,591	35,364
Tewksbury	71,448	19,530	90,978
Tyngsborough	28,255	7,723	35,978
Westford	55,586	15,194	70,780
Wilmington	51,047	13,953	65,001
	1,009,224	275,865	1,285,089