

spring

THE AGENCY FOR CHANGE



DESIGN EFFECTIVENESS AWARD 2019

CLIENT: ANGLIAN WATER

CAMPAIGN: H₂OMG!

FOR PUBLICATION

love
every
drop!
anglianwater

ROLL
UP!

EXECUTIVE SUMMARY

East Anglia is drier than Jerusalem and South Sudan. By 2050 the region is predicting a 20% population rise and up to 20% predicted reduction in rainfall. With an economy highly dependent on agriculture the region faces challenges in ensuring a sustainable supply of water into the future.

- Unlike other utilities, Anglian Water's customers do not choose their water supplier, which creates a challenge when encouraging high quality brand engagement.
- We were appointed by Anglian Water to design a consultation event that would educate its customers on the importance of water resilience and provide quantitative and qualitative research to form Anglian Water's five-year investment plan in line with Ofwat's mandatory PR19 plan that will review tariff pricing in 2019.
- The H₂OMG! sub-brand for the consultation was designed to inspire families to engage with Anglian Water during the height of summer 2017 in Norwich. For consultation our design thinking needed to instantly unlock a response from the customer.
- Using H₂OMG!, we designed and produced a funfair themed interactive community engagement event, staffed by Anglian Water volunteers, that communicated the key issues around water resilience with its customers and captured their opinion on how best to tackle them. The use of funfair in the design was critical to achieving high quality brand engagement because it was a format that families understood and already knew how to engage with.
- A huge success, the campaign exceeded its KPIs by three times. Over three million people in the region were reached, with 33,000 specific interactions with H₂OMG!.
- By getting its customers' buy-in on future investment, Anglian Water can plan to ensure that water will be available for decades to come.





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CONTEXT

Anglian Water is amongst the leading companies in the world for sustainability, ethics and innovation, having won Business in the Community's 'Responsible Business of the Year' in the same year that we worked together on H₂OMG!. It has 4.3 million customers in the East Anglia region.

A key brand for UK plc, helping our country grow in reputation and strength, it manages the supply of water to an area of the UK that is drier than Jerusalem and South Sudan. By 2050 the region is predicting a 20% population rise and up to 20%

predicted reduction in rainfall. With an economy highly dependent on agriculture the Anglian region faces challenges in ensuring a sustainable supply of water into the future.

Unlike other utilities, consumers don't choose their water supplier, which presents a challenge for brand engagement. Ofwat is running a price review for all UK water companies in 2019 (PR19). As part of this, Anglian Water will submit its five-year investment plan addressing pricing tariffs. Consumer engagement around water resilience forms an important part of the insight to this plan as any investment in the infrastructure will be reflected in household bills. It takes place on the ground in the region and is vital to the Anglian Water because customers are disinclined to connect water resilience with higher bills, don't actively choose their supplier and see their water supply as given.





PROJECT BRIEF

In order to inform the new pricing structure in relation to its infrastructure investment included in its five-year plan, Anglian Water needed to harvest a large amount of quantitative and qualitative data from its customers.

The data needed to show customers understood the issues, alongside capturing public opinion on the effect water resilience has on their water bills. This can be a timely, arduous, and expensive task through traditional door step methods. People are disinclined to engage with utilities businesses, who they associate with bills! As a result, we were challenged to apply design thinking to Anglian Water's public consultation work to make it more appealing and encourage high quality engagements.

The consultation objectives were to:

- Design and implement an Anglian Water sub-brand that engages the public in its consultation around water resilience at the height of summer when the region experiences the lowest rainfall.
- Use the sub-brand to deliver the data for Anglian Water's PR19 five-year investment proposal.

KPIs for the project were set as:

- 25,000 visitors with 8,000 interactions
- 300,000 reach through social media, 10,000 engagement through social media alongside a significant impact through traditional media.

The campaign had a total budget of £65,000 to cover insight, branding, design and build. The event opened on 14th August 2017 and was available for customers and their families to visit for a week.

We were solely responsible for delivering the project and worked closely with Anglian Water's in-house team to ensure design and build were signed off at board level; the event was staffed voluntarily by its employees and that the sub-brand was communicated via social media channels and regional media.



AUDIENCE

Understanding that children are priorities for parents during the summer holidays, we developed the concept of a water funfair that was designed to reach family decision makers by resonating with everyone in the household.



CREATIVITY AND INNOVATION

Given the need for the public to actively engage in order to gain consultation data, and our understanding that 'water resilience' itself wouldn't capture the imagination, the agency looked for inspiration from summer family activities and designed a funfair inspired event at The Forum in the region's largest city Norwich, called H₂OMG!

H₂OMG! was developed into a standalone activity sub-brand of Anglian Water, to provide differentiation from traditional corporate communication and, appeal to children and parents alike. H₂OMG! had to look, speak and feel like a funfair while staying true to Anglian Water's established brand guidelines. To be authentic, the design needed to be informative and educational but the concept of funfair ensured customers did more than just interact with the brand. The use of funfair in the design was critical to achieving high quality brand engagement because it was a format that families understood and already knew how to engage with. The design instantly unlocked a response from people.

We applied the design approach to H₂OMG!, including logo, colour palette and water drop graphic, to a plethora of activities, handouts and decor: four large activity stands, three face-in-the-hole boards, and in the dressing of The Forum. We designed a 4.5m inflatable tap, which was made and hung in front of the building.

Designed to educate as well as engage, guests could vote on a response to drought risk through a 'Wheel of Fortune', choose from eight options

for deficit reduction on a 'Magnet Maze', create conversations about saving water in the loo by 'Beating the Bog' and take part in a children's or adult's digital quiz for engagement on future service levels and restrictions. An information desk was the first and last port of call and dealt with billing queries, meter installations and water saving tips while providing an opportunity to capture what visitors had learned.

To ensure footfall, we hired street performers and invited local press to photograph the giant tap and talk with Anglian Water representatives. 4,000 leaflets using the H₂OMG! brand were distributed in Norwich city centre, and a mixture of Anglian Water organic channels and social media advertising was used to communicate the H₂OMG! design and maximise the number of customers involved.

Social media was also used as part of the consultation. Anglian Water ran twitter polls around how customers felt about water meters, % of customer bills that should be invested in leakage, behaviour in response to drought risk and how they are most likely to save water in their homes. We created videos of the event that were published via social media and we created a H₂OMG! snapchat geofilter covering Norwich City Centre during the week of the event.

Design fees were 40% of the budget with the remaining used for venue hire, build and staffing.

43 volunteers from Anglian Water and alliance partners took various roles with a brilliant level of enthusiasm that really bought the event to life.



RESULTS AGAINST OBJECTIVES

H₂OMG! exceeded all KPIs set at the beginning of the project.

OBJECTIVE: Design and implement an Anglian Water sub-brand that engages the public in its consultation around water resilience at the height of summer where the region experiences the lowest rainfall.

RESULTS: H₂OMG! was used to attract 33,000 people to engage in its consultation event over six days, receiving 21,000 actual interactions – three times more than the KPI target set of 25,000 visitors with 8,000 interactions.

H₂OMG! reached 347,000 through social media with 24,000 (6.4%) engagement and 99% positive or neutral sentiment. This included two significant

retweets from The Environment Agency and the Water Minister, Therese Coffey. The snapchat and Instagram stories were viewed up to 150 times each. This was against KPI targets of 300,000 reach and 10,000 (3.3%) engagement.

The H₂OMG! identity was used across all PR and marketing including live broadcasts on BBC Look East and Anglia News, and achieved its significant total media reach of 3,634,000.

OBJECTIVE: Use the sub-brand to deliver the data for Anglian Water's PR19 five-year investment proposal.

RESULT: H₂OMG! took place at The Forum in Norwich for one week from 14th August 2017. The 21,000 interactions from the consultation have been used to support Anglian Water's five-year investment plan which will be submitted to Ofwat in 2019.





PROOF OF EFFECTIVENESS

The quantitative and qualitative research has been included in Anglian Water's five-year investment plan that it will be presenting to Ofwat next year as part of PR19.

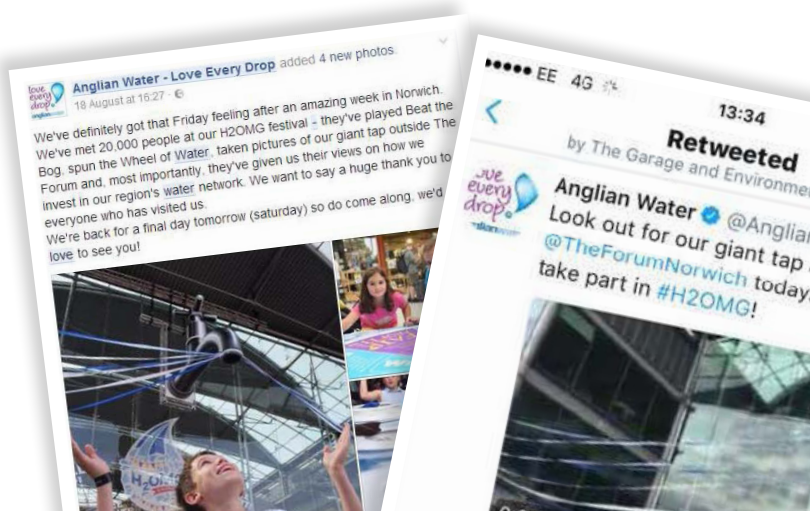
It sits alongside other marketing projects including Anglian Water's consumer behaviour change campaign 'Love Every Drop' and its Shop Window in Newmarket where it tests new technologies and customer services with a controlled number of households.

In particular H₂OMG!'s design ensured that customers took part in a consultation that allowed Anglian Water to evidence consumer priorities for PR19. This included a greater support for investment on the demand side (repairing leaking pipework and infrastructure) before building new reservoirs and support for hosepipe bans during hot weather, but not for rota cuts or standpipe shut offs, should it become necessary to ration water supply. Most importantly for Anglian Water it evidenced that customers are happy with the concept of metering (65%) to help the environment even if it comes with a cost to them.

This is in line with the recent report published by the Government Environment Committee on the 9th October 2018 advising that water companies should be given new powers to introduce compulsory metering in an effort to reduce waste. Anglian Water is keen to push the agenda for water metering, not just because of the impact on demand and the environment, but because meters are a great way of identifying household leaks which account for a vast amount of water waste every year.

The event proved cost efficient as, despite the creativity, the cost per contact is lower than traditional methods of consultation.

There was a huge amount of positive feedback for the campaign internally and the event was covered by the brand's internal newspaper. The campaign was so successful that the production was used to represent Anglian Water at the Science Festival Norwich and a number of subsequent internal facing events for employee engagement.





POSITIVE WORLD-CHANGING IMPACT

Over three million Anglian Water customers were reached with the campaign that served to highlight the significance of water resilience.

This, alongside Anglian Water's Love Every Drop campaign, plays an important role in customer behaviour change needed to tackle sustainability in the future.

ANGLIAN WATER'S RESILIENCE LEGACY

This consultation is central to Anglian Water's resilience strategy.

By getting its customers' buy-in on future investment, part of which they will be responsible for funding through their water bills, it will ensure that despite the challenges facing the region, water should be available for decades to come.

"The agency provided really imaginative and innovative design thinking to attract the maximum possible interest and attention to a new campaign about water efficiency. They delivered a range of exciting and fun ideas, that caught the imagination of the public and which helped to stimulate thinking about putting water at the heart of a whole new way of living. The numbers of those involved and the very positive feedback received made this one of our best campaigns"

Mark Pendlington, Director of
Corporate Affairs, Anglian Water



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