



● BEHAVIORAL CAMPAIGN & ENERGY & WATER




WHY

Denver Water reduced water usage and created a culture of conservation across Denver.



HOW

- The 'Use Only What You Need' campaign was launched in 2006 to reduce water usage by 22% over ten years.
- The campaign used media and non-traditional approaches to get residents to reduce water usage and raise awareness of the importance of water conservation.
- The campaign used creative visual metaphors through outdoor media, including bus signage, billboards and public installations to engage and spread the message.
- The creative approach generated media coverage and word of mouth.

BUSINESS VALUE

 REGULATION	Legislation – The results avoided the need for anticipated legislation on water consumption.
 RISK	Securing supply – The campaign delivered water savings and secured water supplies after a severe period of drought.
 REPUTATION	Brand sentiment – The campaign's core message and creative approach generated positive associations with the Denver Water brand.

CONSUMER VALUE

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FUNCTIONAL
By saving water, customers saved money on their utility bills.
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EMOTIONAL
Residents felt good about helping address a serious problem faced by their community.

RESULTS

- After only three months, the campaign reduced water consumption by 21%. [Source](#)
- 71% of customers reported that they had changed their behaviors and were using less water. [Source](#)
- 82% of Denver Water customers were aware of the campaign, and 10% of customers reported an increase in the perception of service from Denver Water. [Source](#)