



## Proposal: KSPS Production for IWAC Messages on Reducing Outdoor Water Use



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Dawn Bayman, KSPS Director of Development

KSPS PBS shares the important mission to educate local residents on the need to preserve our sole source of drinking water. We propose creating new video messages for on-air and online use, promoting ways to reduce water use in the spring, summer and fall.

### DELIVERABLES

We propose two options, your choice:

- **2 x 30-second spots, and**
- **2 x 15-second spots**

*OR*

- **5 x 15-second spots**

Production to be completed by June 15, 2021.

Online versions will be available on YouTube.

Broadcast-ready versions will be available via a private online box link.

### Bonus on KSPS PBS:

KSPS will adapt these spots to run in promotional rotation on KSPS PBS and *KSPS Create* starting from the time they are produced through September 2022, minimum 150 airings.

### MESSAGING

*Why 15-second length?*

- 15-second promos can air on their own or as “bookends” in a pod on television commercials. Airtime for 15-second spots is less expensive, allowing an increase in frequency to help the message better sink in.
- 15-second promos are ideal for Instagram and Facebook Stories, meaning they get higher engagement from an adult demographic. They can also be used on TikTok.

KSPS staff will work with IWAC to develop scripts that work for you. With 15-second spots, you will want to focus on one idea within each spot. By producing 5 of them, all with the same look, feel, and end tags, you'll create synergy over time.

Each spot is targeted at adults, primarily homeowners with yards.

**Concept 1: Animation – ideal for 15-second spots**

Use a combination of animation over real video with a professional voice-over announcer, similar to these *Money Moments* long-length spots created by KSPS for STCU:

<https://www.youtube.com/watch?v=H25Y8maHfQY>

[https://www.youtube.com/watch?v=NO\\_MJmVxHP4](https://www.youtube.com/watch?v=NO_MJmVxHP4)

Animation in TV advertising has been proven to be an effective way to communicate complex ideas. Viewers are attracted to bright colors and the entertainment value of animation.

While these spots are aimed at adults, not children, this may be an opportunity to use the Drippy character.

**Concept 2: Professional Spokesperson – ideal for 30-second spots as well as shorter lengths**

Feature an IWAC spokesperson on each spot: Someone who projects friendliness and accessibility, along with authority on the subject of helping homeowners reduce outdoor water use in the warmer months. This will be a professional spokesperson chosen jointly with IWAC from a pool of candidates.

**Total Cost: \$5,000**

**Questions?**

Please contact Dawn Bayman, Director of Development, 509-994-6700.

We look forward to working with you on this important campaign!