

City of Minneapolis



TAP MPLS

Opportunity

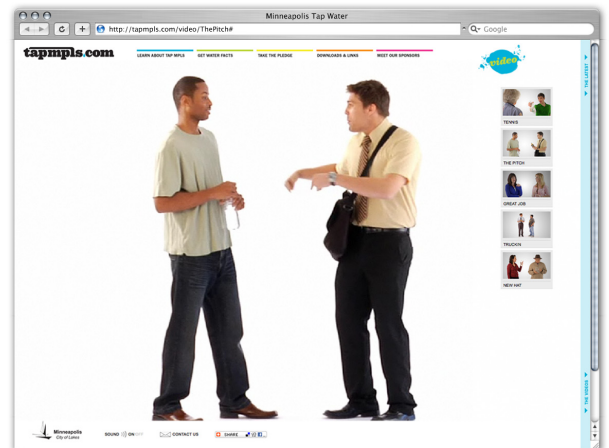
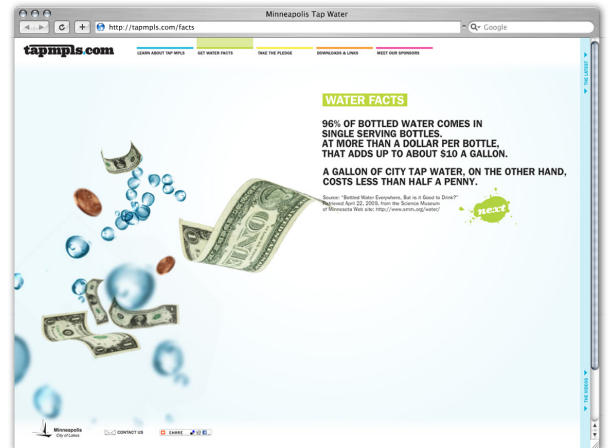
The City of Minneapolis hired LaBreche to lead positioning, strategy and execution of a public awareness program aimed at getting more Minneapolis residents drinking the city's high quality tap water. Over 500,000 people who live, work and play in Minneapolis were the target audience. How do you convince consumers to switch from bottled to tap?

Insight

Since the program launched during a recession when consumers were re-evaluating lifestyle and purchasing habits, LaBreche focused the positioning strategy and key messages on the value and sustainability of tap over bottled. The agency also leveraged humor, developing light-hearted promotional videos that poked fun at Minnesota stereotypes. The Web was chosen as the home of the campaign because it was a cost-effective way to scale messages to a wide range of audiences. Other supporting tactics included social media, community events, public relations and display advertising.

Outcome

In the first eight weeks after the Web site launched, traffic exceeded 2,600 unique visitors, resulting in over 13,000 page views and an average time spent on the site of over 3 minutes. Over 4,000 total people were engaged in the integrated program in the first two months, resulting in over 700 people pledging their support for tap water on the Web site.



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