



Marketing Research Collaboration to Save Water

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Questions of Interest

- Measure Advertising Effects
 - How much of water reductions are due to ads, as opposed to background media etc.?
- Long-Run vs. Short-Run Change in Behavior?



Approach

- Run an “actionable” campaign
 - Our approach
 - Randomly withhold new digital communication from some customers to form control group
- Media
 - Focus on digital ads
 - Can track clicks to agency website or survey after exposure
- Measurement
 - Observe whether households changed behavior (relative to control)



Benefits

- Which ad content best leads to long-run change?
- Cost-Benefit of Action Alternatives
 - Decompose ad expenses, content and savings
 - Help determine marketing budget allocation



Team



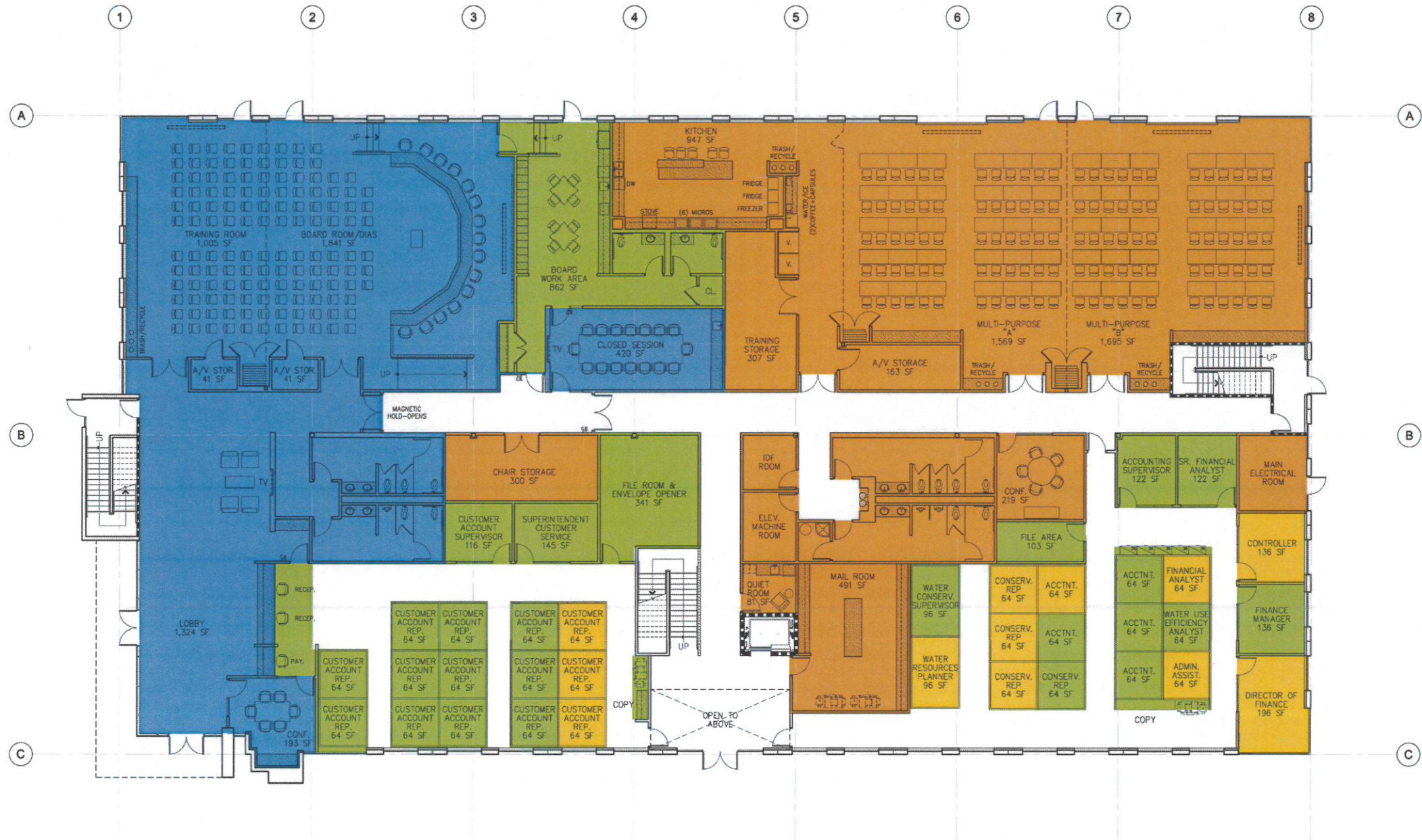
● Kristina Brecko

- PhD student in Marketing
- Skills
 - Econometric analysis
 - Marketing
- Research Interests
 - Advertising
 - Product strategy
 - Software
 - Restaurants (In-N-Out)



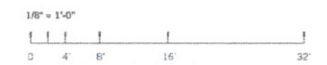
● Wes Hartmann

- Professor of Marketing
- Utilities & Behavioral Change
 - Electricity
 - Technology & Pricing
- Ad Effectiveness
 - Political Advertising
 - Super Bowl
 - TV vs. Digital Advertising



LEGEND

- PUBLIC AREA
- COMMON AREA
- OCCUPIED WORKSPACE
- FUTURE WORKSPACE



FIRST FLOOR

Space Plan

MOULTON NIGUEL WATER DISTRICT
LAGUNA HILLS, CA

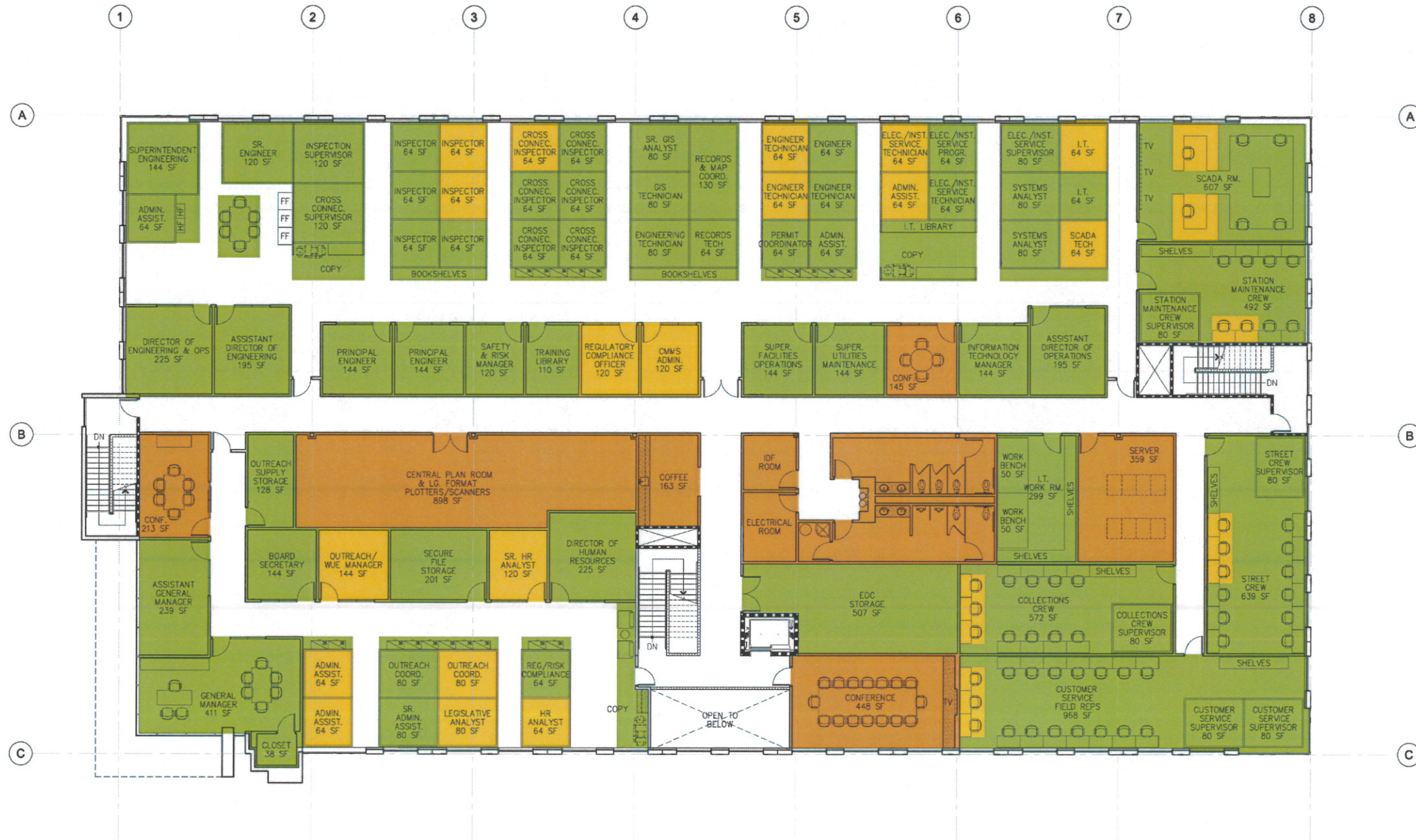
WARE MALCOMB

IRV14-0199-00
01.19.2015

SHEET
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This conceptual design is based upon a preliminary review of preliminary requirements and an assumed and possible. It is not intended to be a final design and is subject to change. It is not intended to be a final design and is subject to change. It is not intended to be a final design and is subject to change.





LEGEND

- PUBLIC AREA
- COMMON AREA
- OCCUPIED WORKSPACE
- FUTURE WORKSPACE

1/8" = 1'-0"

↑
NORTH

SECOND FLOOR

Space Plan

MOULTON NIGUEL WATER DISTRICT
LAGUNA HILLS, CA

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This conceptual design is based upon a preliminary review of preliminary requirements and an assumed and possibly incomplete site plan and building information and is intended merely to assist in envisioning how the project might be developed.



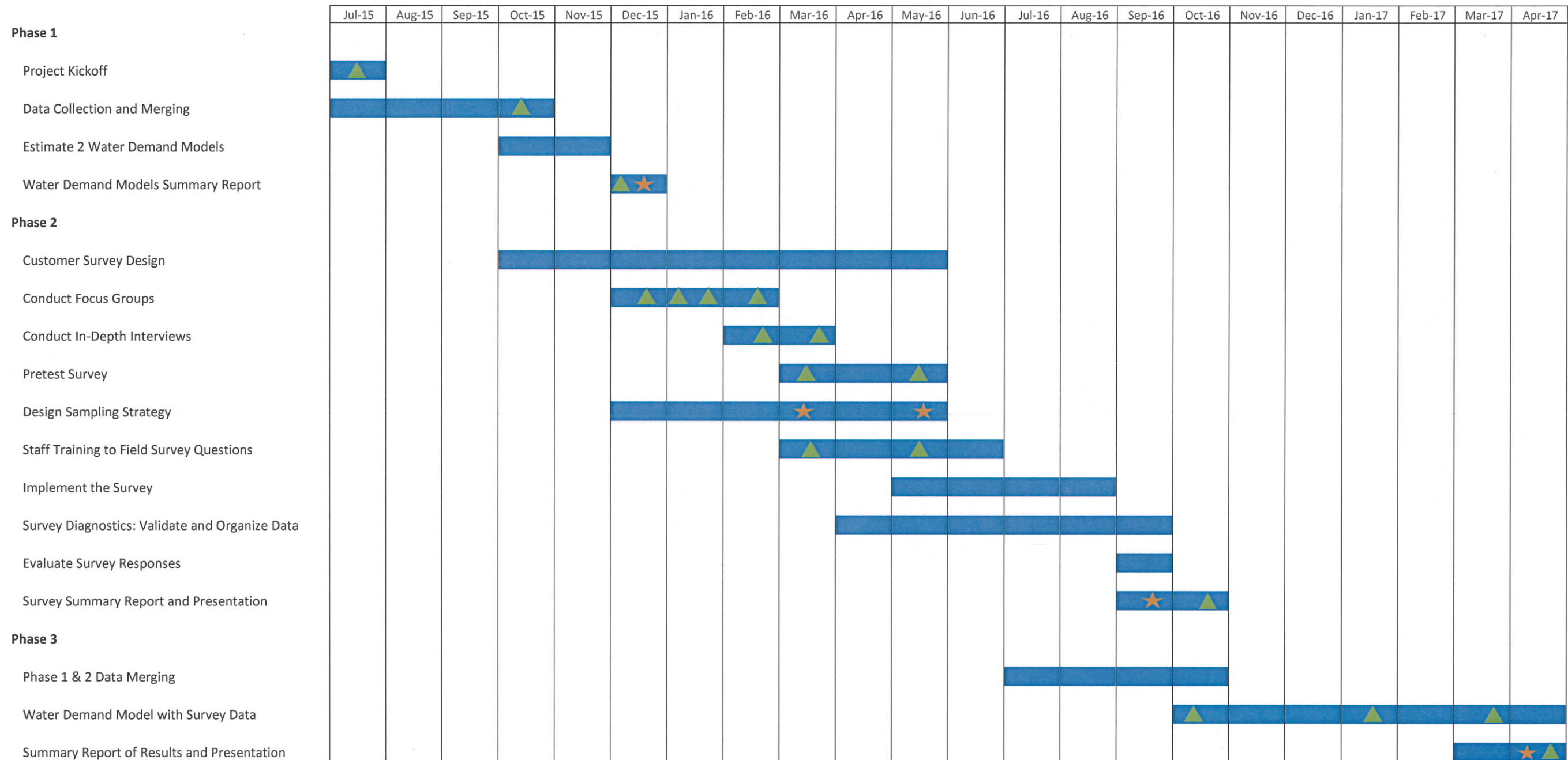
MNWD & UCR Research Partnership Project Timeline



Project Purpose *To provide informed solutions for two critical demand management programs: optimize rebate funding level, and effective marketing approaches to maximize rebate customer participation.*

Phase 1 Build an account level water demand model to look at how each customer's water usage behavior evolves over time in response to District policies and external forces like the economy.

Phase 2 Survey residential customers to evaluate how to maximize rebate program participation through both incentives and targeted marketing.

Phase 3 Integrate Phase 1 & 2 to inform District rebate policies and aid in planning for rate refinements.



 Meeting/ Presentation
 Deliverable