

Spring Gardening Campaign 2013

Essex & Suffolk Water's (ESW's) Spring Gardening Campaign occurred during the months of April and May in 2013. The aim of this campaign was to promote sustainable and efficient water use in the garden and to generate a behavioural change within our customers. The messages of 'using water wisely' and 'save a bucket load' in the garden were communicated to our customers using a variety of formats including running a campaign stall in shopping centres, giving out free water saving gardening kits, offering discounted water butts, advertising in local media and creating a free information booklet.



It is very important to ESW that our customers know the importance of gardening in an efficient and sustainable manner. ESW supplies water in the driest part of the UK and therefore we understand that it is important to work, together with our customers, to ensure a safe and constant supply of water is available for years to come. Gardening is a popular past time and the garden itself is a great place to enjoy the outdoors. We recognised for this campaign that water is needed to keep gardens looking their best but wanted to raise the awareness of our customers to reduce wasting water in the garden and to actively think about the amount of water they use.

Numerous ways were utilised to communicate to our customers the message of 'using water wisely' in the garden which would together aim to enable a behavioural change in our customers to use water sustainably in their gardens, especially during the summer. Firstly we offered a free 'garden water saving kit' to our customers which contained innovative products to aid the customer in water efficient gardening. The products included were:

- Trigger hose gun- this product attaches to the end of a garden hose allowing the flow of water to be stopped when moving around the garden or washing the car.
- Waterstick- this device indicates whether potted plants need watering
- Water storing gel sachets- ensure hanging baskets and potted plants stay moist for longer
- Seeded paper – a card that contains drought-tolerant seeds which can be planted
- Garden water wisely information leaflet – containing helpful advice and useful tips to be water efficient in the garden.

The customer could either request the kit through our website or collect a kit at one of the shopping centre campaign stalls. A total of six shopping centres located throughout the ESW area were visited during the two month period. The campaign stalls were located in a central location in the shopping centres to ensure a good foot fall and the maximum awareness rose about the campaign. The staff at the stalls engaged with customers explaining not only how to save water in the garden but the need to do so and the great benefits to the customer. As well as supplying free water saving kits the stall also advertised the discounted water butt sales offer.

The water butt mega sale offered customers the special opportunity to purchase water butts with a 40% discount off the price from ESW's supplier's Straight plc. A dual branded website was created where customers could select the water butt size and also request a free garden water saving kit and free delivery included. The water butt mega sale was advertised to customers not only through the website and on campaign stalls but also in local newspapers (full and half page adverts), a local radio campaign and through ESW's Twitter page.



In total 4,865 kits were given to customer's over this two month period. All the kits distributed provided an assumed average total saving of 13,379 litres per day (using Ofwat's assumed savings methodology). A total of 901 water butts were sold during the discounted offer campaign. This equates to an estimated average 2,816 litres per day saved across ESW's area. Both water butts and free garden water saving kits are still available for customers to request.

Overall the campaign effectively raised awareness of using water wisely in the garden and promoted a behavioural change in ESW's customers. The free garden water saving kit and water butt encouraged customers to adopt sustainable water behaviours.

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Water butt mega sale

This offer is only available between 28 March and 31 May 2013, while stocks last.



Limited offer
40% off
Includes: safety lid
10L, 20L and 30L
100L, now only £23.37
150L, now only £17.37



Also receive a FREE water saving kit when you order a water butt.
Includes:
* hose gun
* water saving crystals
* water stick
* seeded paper



To order your discounted water butt either:
Visit our website at www.esw.savewater.co.uk
Or telephone: 0845 658 5656.

This offer is limited to one water butt per household and is for ESW customers only.

PLANT ME

Start your own drought-tolerant garden. Soak this paper in water overnight, plant in soil, water daily and **WATCH YOUR FLOWERS BLOOM.**

Waterstick means water saving!

