

A dynamic splash of water in shades of blue and white, set against a solid blue background. The water is captured in mid-air, creating a sense of movement and freshness. The splash originates from the right side and moves towards the left, with numerous droplets and bubbles scattered throughout the scene.

# WATER CONSERVATION

*TWO DECADES OF PUBLIC AWARENESS CAMPAIGNS IN SOUTHERN NEVADA*

A background image of water splashing, with a large dark teal circle on the left side containing the title text.

# THE CHALLENGE

- Public misconceptions about the crisis
- Influx of new residents with bad water habits
- Unfair blame on gaming and golf industries
- Lack of awareness of landscaping issues



**RESIDENTS**  
(CURRENT AND NEW)



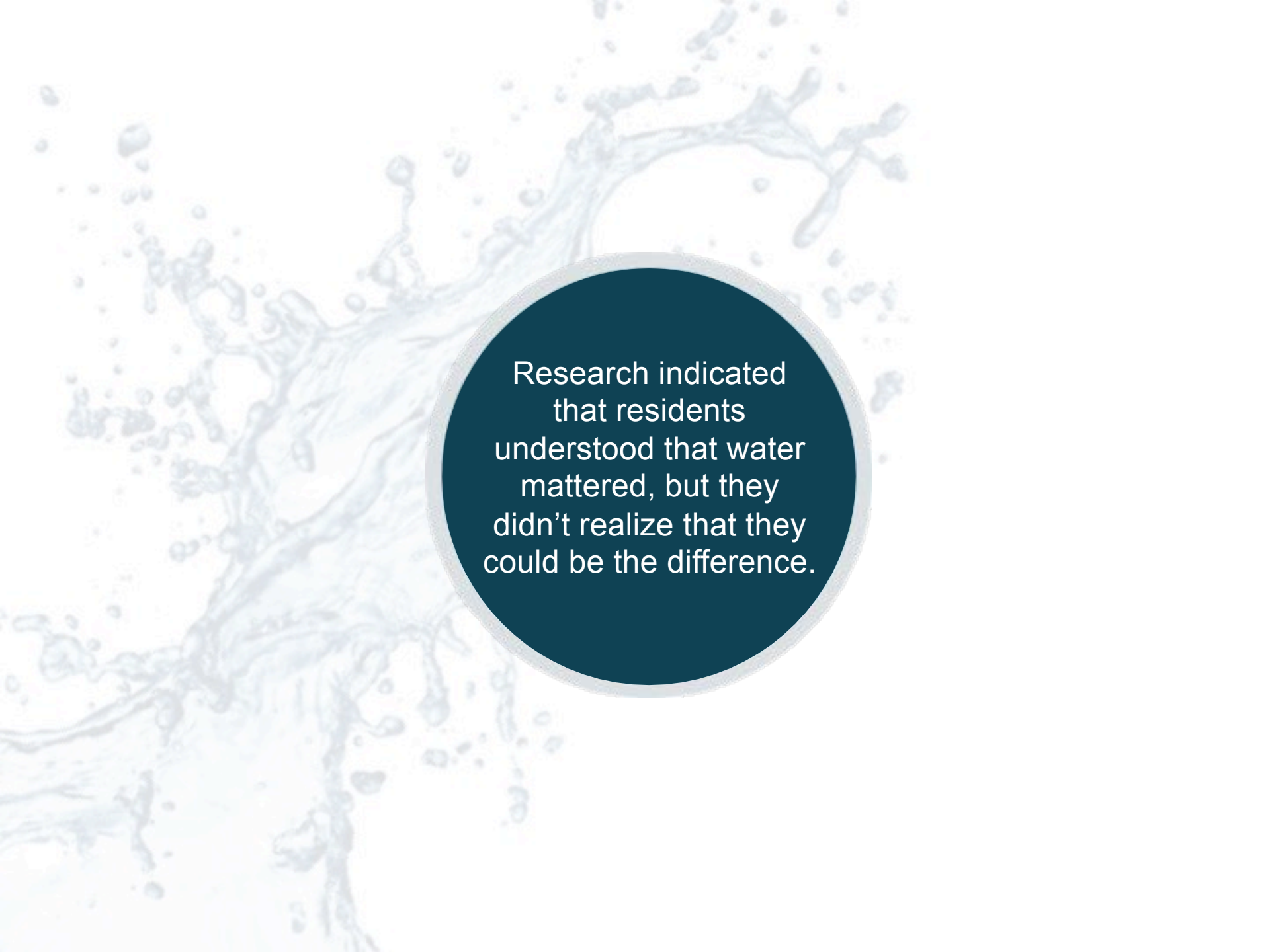
**BUSINESSES**



**HOMEBUILDERS**

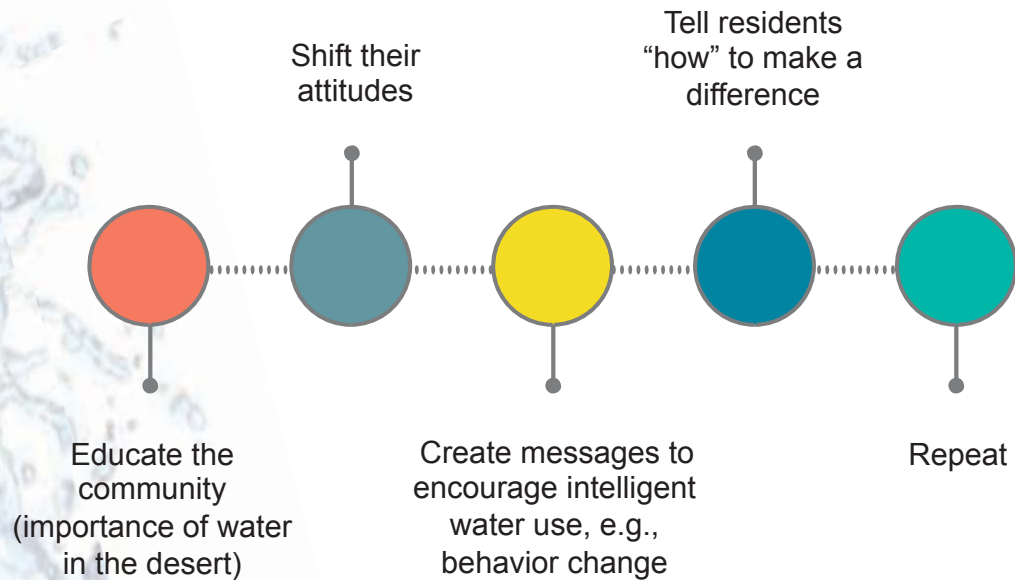


**RESORT CORRIDOR**

A background image of water splashing, with a dark teal circle in the center containing white text.

Research indicated  
that residents  
understood that water  
mattered, but they  
didn't realize that they  
could be the difference.

# SO, WE DECIDED TO FOCUS ON CHANGING ATTITUDES AND THEN BEHAVIORS.



The image features a dynamic splash of water in shades of light blue and white, set against a plain white background. In the center, there is a dark teal circle with a thin white border. Inside this circle, the text "WE ASKED THE COMMUNITY TO TAKE ACTION." is written in a clean, white, sans-serif font, arranged in three lines.

WE ASKED THE  
COMMUNITY TO  
TAKE ACTION.



A background image of water splashing, with a large dark teal circle on the left side containing the text.

COMPLIANCE CAMPAIGN

# RESULTS

- Water usage typically decreases by 15% during the fall/winter compliance campaign
- 1 million gallons of water saved per month
- 68% recalled the TV ads
- 87% reported changing their clocks after the campaign launched
- Effie award winner in 2009



How can you recognize a problem drinker in your workplace?



It starts with little things. A spotty appearance. Poor performance. Then comes the \$2,000 water bill. Stop ignoring the obvious. Your sod landscaping has a drinking problem and it's costing your business a bundle. Replace that sod with water-smart landscaping. Call **258-SAVE** or visit [snwa.com](http://snwa.com) to learn how you can earn up to \$1.50 for every square foot you convert.

It's a desert out there. Be

**WATER  
SMART**

**WATER  
SMART  
LANDSCAPE  
COMMERCIAL  
AND  
RESIDENTIAL**

A background image of water splashing, with a large dark blue circle in the center containing text. The circle has a light grey border.

WATER SMART LANDSCAPE

# RESULTS & SAVINGS

- 174 million sq. ft. of lawn replaced with water smart landscaping
- Nearly 50,000 residential projects since 1999
- 803 million gallons per month
- 9.7 billion gallons per year

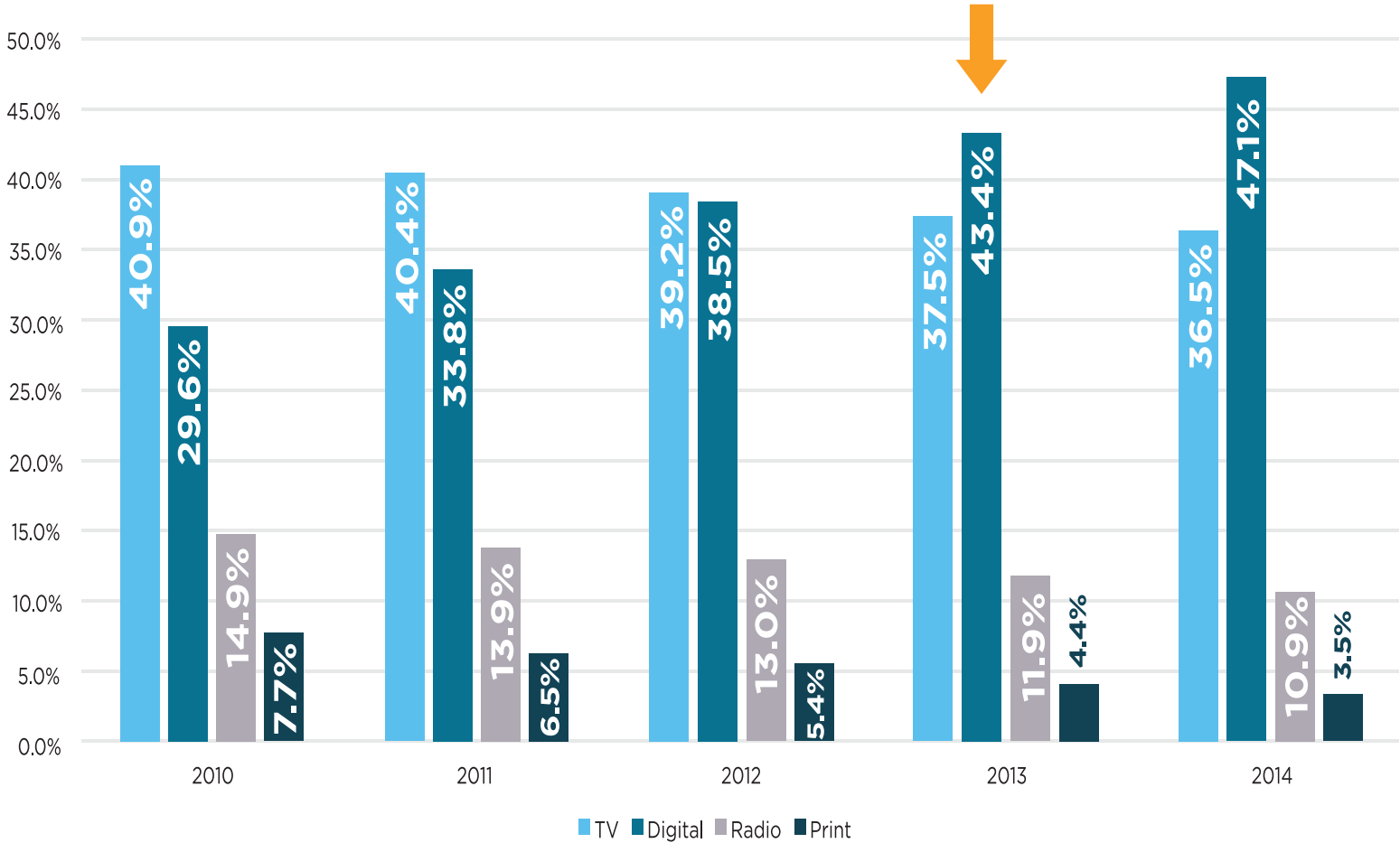


TIMES HAVE CHANGED.



# DIGITAL CONSUMPTION CONTINUES TO RISE

Share of Time Spent per Day with Major Media  
U.S. Adults, 2010-2014



Source: eMarketer



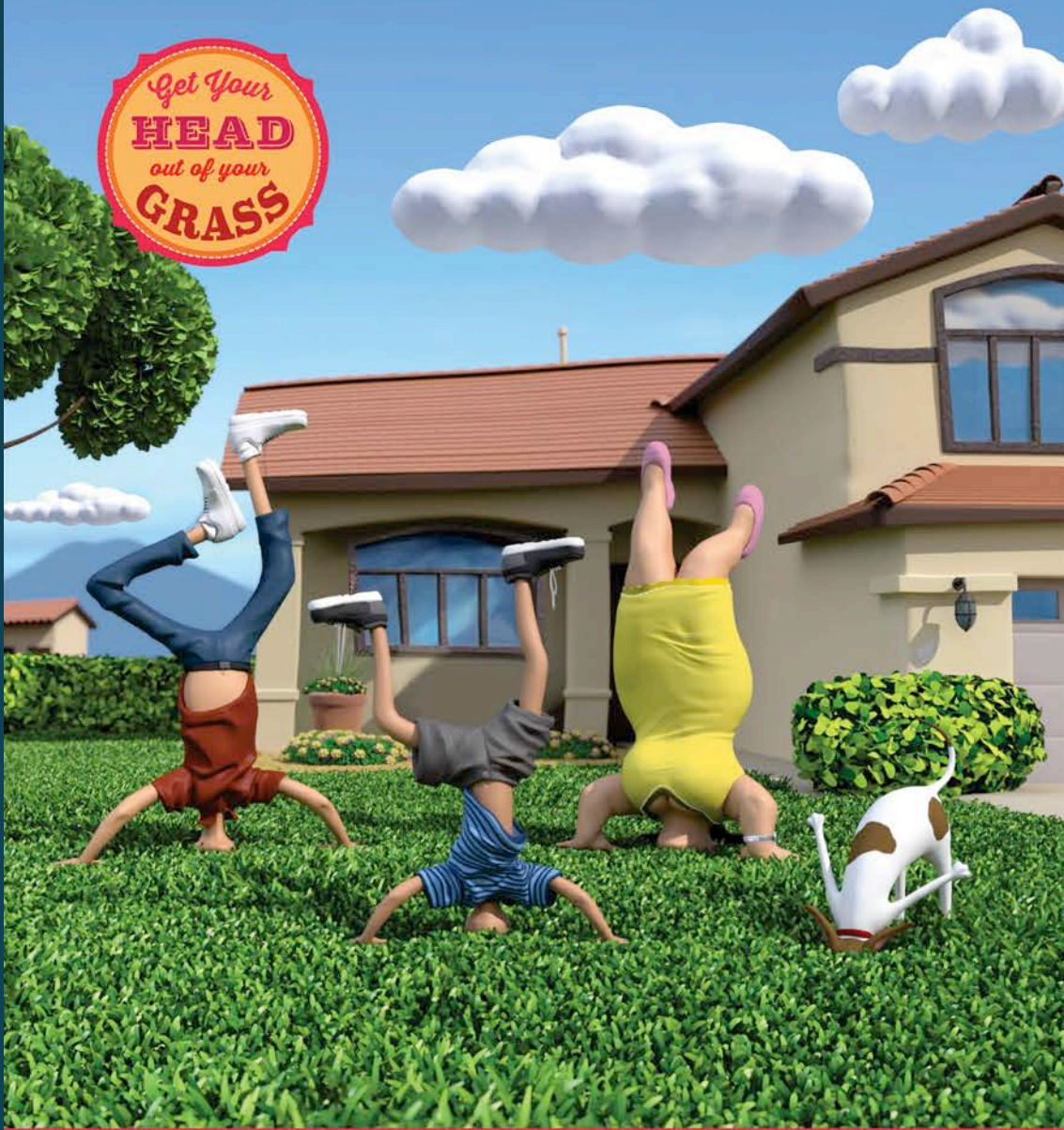
THERE IS A  
**CHANGE**  
IN THE COMMUNITY

- Social responsibility and accountability is a common theme
- Tell the community what the plan is and their part in it.
- Messaging should speak to residents' key motivations:
  - Social pressure (responsibility and accountability)
  - Savings on your bill

A dark blue background with a dynamic water splash effect on the left side, creating a sense of movement and energy. The splash is composed of various shades of blue, from deep navy to lighter, shimmering highlights.

**NEW CAMPAIGNS  
LAUNCHED THIS YEAR.**

Get Your  
**HEAD**  
out of your  
**GRASS**



Let's face it, it's still a desert out there - so using less means more. Replacing grass with water smart landscaping is the right thing to do. There's even a cash rebate for doing it. Learn more at [snwa.com](http://snwa.com), or call 702-258-SAVE.



The Southern Nevada Water Authority is a not-for-profit water utility.

WATER  
SMART  
LANDSCAP  
E  
HEAD OUT  
OF YOUR









**THERE'S NOTHING SEXIER THAN SAVING WATER.**

Change your watering clock to your three assigned days a week to comply with the mandatory watering schedule, which is good for you and Southern Nevada. And when you do good, you look good ... real good. Using less means more.

**FIND YOUR WATERING SCHEDULE AT [CHANGEYOURCLOCK.COM](http://CHANGEYOURCLOCK.COM)**

SNWA is a not-for-profit water utility.



**THERE'S NOTHING  
SEXIER THAN  
SAVING WATER**

# TIME.COM COVERAGE

**TIME** Newsfeed SIGN IN | SUBSCRIBE

**Where should my kid go to college?**  
Get the answers with the *Money College Planner*™. [Learn More](#) POWERED BY unigo

LATEST MAGAZINE VIDEOS

**Watch the New 'Sexy' Las Vegas Water Conservation Ads**

**NEWSFEED U.S.**

## Watch the New 'Sexy' Las Vegas Water Conservation Ads

Sally Ho / AP | Sept. 1, 2015 ✉️ f t + in

Saving Water is Sexy - Suburban Moms



**"There's Nothing Sexier Than Saving Water."**

(LAS VEGAS) — Another part of the drought-ridden West is attempting to make water conservation sexy, this time with funny ads in Las Vegas.

The Southern Nevada Water Authority this week launched a campaign on television, radio, print and social media themed: "There's Nothing Sexier Than Saving Water." The ads were developed by R&R Partners, the firm behind Vegas' most famous tagline: "What Happens Here, Stays Here."

The new advertisements depict people adjusting watering clocks as members of the opposite sex with lust. It coincides with the new fall

**DISCOVER FARES OUT OF LAS VEGAS FROM**  
**\$40** one-way  
[Book now](#) RESTRICTIONS APPLY **jetBlue**

**Miss Piggy Is 'Playing the Field' After Breaking Up With Kermit**

**U.S. Aims to Cut Food Waste in Half by 2030**

**Why Kids Should Be Making Clocks in Science Class**

**This Is the Most Advanced Roomba Ever Made**

**The Mountain from Game of Thrones Has Met His Arm Wrestling Match**

**Amy Schumer Prepares to Open for Madonna By Posting This Perfect Throwback Video**

**24 Emmy-Worthy Game of Thrones Twists**

**The Most Controversial Constitution Day in American History**



4 MEALS \$4 UNDER 4

SOUTH POINT

84°F Partly sunny Las Vegas NV

GOLD COAST



Search this site

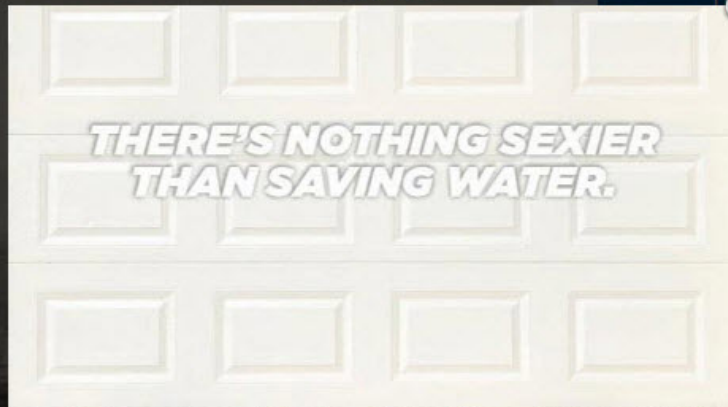
Home News Politics Business A&E Sports Life Trending Opinion Travel Obits Autos Homes Jobs Marketplace Best of LV

Weather Traffic Media Center At the Scene? MyRJConnection Apps RJ Features Contests

CHANGE YOUR WATERING CLOCK TO WATER THREE DAYS A WEEK AND LOOK GOOD. REAL GOOD.

EXPAND TO LEARN MORE

Ad will close in 5 seconds



### Family rejects ... near Area 51

BY KEITH ROGER LAS VEGAS REVIEW-JOURNAL | AUG 31 2015 - 11:08PM | COMMENTS

Members of the Sheehan family said Monday they have rejected the Air Force's \$5.2 million offer to buy their land and mining claims near Groom Mine, next to the secret Area 51 installation where the U.S. military and CIA have tested spy planes and stealth aircraft for six decades.



Man wanted for hiding camera in North Las Vegas business's bathroom



Slot machines are tighter but casino revenue isn't much higher



New Water Authority ads make saving water sexy — VIDEO



Gary Primm's \$14.5M Las Vegas estate to be auctioned — PHOTOS

CHAT NOW

GET A NEWS TIP

NEVADA BOOKS

LE SPORTS GERING Available More Information

commented

M Las Vegas estate to be

s Vegas penthouse living —

ook Allegiant Air's profitable course

Slot machines are tighter but casino revenue isn't much higher

Sleepers, busts, breakouts abound in fantasy football

Columnists

Features



Ron Kantowski Starting QBs get all the ink

John L. Smith

Dane plans to even score with detectives



Trip of the Week Autumn color glorious in Utah's



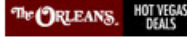
Tuesday, September 15, 2015

70°F Partly sunny Las Vegas NV

MONDAY NITE PIGSKIN PARTIES DOORS OPEN AT 4:30

Food Specials

\$1 Hot Dog • \$1 Popcorn \$3 Pizza • \$4 Italian Sub



Search this site

- Home News Politics Business A&E Sports Life Trending Opinion Travel Obits Autos Homes Jobs Marketplace Best of LV

- Weather Traffic Media Center At the Scene? MyRJConnection Apps RJ Features Contests



LIVE CHAT NOW

SUBMIT A NEWS TIP

List Your Home 1% Full Service MLS ZILLOW Over 3000 Homes Sold! 702 458-3999 www.SellMyHomeLV.com PLATINUM

SWITCH to water smart landscaping.

Click here to learn about rebates.



A dynamic splash of water in shades of blue and white, creating a sense of movement and energy. The water droplets and bubbles are scattered across the frame, with a central vertical column of water falling and splashing outwards.

# THANK YOU

