

Welcome!

The call will start shortly...

Please mute your microphones until the end of the call

Upon registration for this call, you should have given consent as it will be recorded and subsequently published on the Wessex Water Marketplace website. Please be aware of this if you continue to participate.

Wessex Water
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Sewer misuse marketing challenge

Kick-off call – Friday 29 May

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How we are using your personal data

- After you registered for this kick-off call, we will be using your personal information to keep a record of your participation in the event, to provide information and respond to queries you may have.
- This kick-off call will be recorded and subsequently published on the Wessex Water Marketplace website – you should have given consent for this when registering for the call. Recordings will contain limited information of participants so please adjust your system settings and controls if you do not wish your voice/image to be captured. Alternatively, if you do not wish to be captured on such a recording, you'll be able to view the recording from this page once published.
- We'll add everyone that registered for this kick-off call to a dedicated Microsoft Teams group where you'll be able to ask questions while you're developing your entries. All the content within this group will be visible to other challenge participants and to Wessex Water staff running the challenge. If for any reason you do not wish to be added to this group, and you haven't already notified us, please email us ASAP (marketing.challenge@wessexwater.co.uk) You can also request to be removed from the Microsoft Teams group at any time, simply email us with your request.

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Introduction

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Introduction

- Who's on the call from Wessex Water
- Housekeeping e.g. mute, questions
- Agenda



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Agenda

- Introduction (Katherine, 5 mins)
- Background on issue of sewer misuse (Joanna, 5 mins)
- About the challenge (George / Joanna, 10 mins)
- Challenge stages and timeline (Katherine, 5 mins)
- Some ground rules (George, 5 mins)
- The contract explained (Katherine, 5 mins)
- Any questions? (All)



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Background on issue of sewer misuse

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Sewer misuse background

- Wessex Water is responsible for sewer pipes which are shared by two or more neighbouring properties.
- This requires the upkeep and maintenance of pipework including damage/breakages due to age but also blockage and flooding issues, most often caused by incorrect disposal of items down toilets and sinks.
- The most common items to cause such issues are wipes (make-up, cleaning, baby wipes etc.), heavy duty kitchen roll and sanitary products which are incorrectly flushed down the toilet.
- Other items we find include food leftovers, fats, oils and greases that are poured down the sink.

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Sewer misuse background

- Many of the wipes that are manufactured are marketed as 'flushable', incorrectly suggesting that the products can be disposed of in this way. We need customers to understand that this is false. Whilst the products flush away, they cause problems further down the line.
- When wipes are continuously flushed, they build up to cause blockages which can in turn lead to flooding of properties internally and externally as well as pollution issues which can kill wildlife inhabiting our local watercourses.



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Sewer misuse background



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About the challenge

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About the challenge

- Wessex Water has previously carried out marketing campaigns to educate on this issue, but we want to do more.
- Research has shown us which customer segments are generally less engaged in the comms that we do.
- We are looking for new ideas which will send a clear message about sewer misuse and that will better engage these groups of customers.
- We want you to create a new and innovative marketing campaign targeted at one of the customer personas we have provided.
- We are keen to understand how your marketing campaign has been influenced by behavioural insight and change theories.

Prize of £250 for each persona!

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Your campaign

- In your campaign, the following should be clear:
 - Name and/or strapline
 - Key messages and call(s) to action for customers that educate them
 - Supporting assets that can be shared across our digital channels e.g. social media, digital display ads through media partners, customer e-newsletter, website.
- Create a campaign pack (e.g. a zip folder) with your assets and a document explaining your campaign, who it is targeted at and what it sets out to achieve.

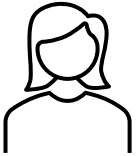
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Measurement is key!

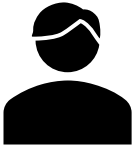
Wherever possible, your campaign should demonstrate the opportunity to measure impact and effectiveness on customers' behaviour.

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Personas



Sandra: Married, retired woman in her late 60s. Has adult children who no longer live in the family home and grandchildren. Lower than average income from pension, previously worked as a receptionist. Gets news from national newspapers and television. Facebook is the only social media channel she uses, mainly to keep in touch with family and friends. Hobbies and interests include: family, local issues, gardening, crafts, saving money.



Josh: Single man in his early 20s, lives at home with parents. Lower than average income from a job in construction. Mostly gets news from social media. Regularly uses multiple social media channels – Facebook, Instagram, Snapchat, Twitter. Hobbies and interests include: sports, drinking/socialising with friends, cars, video games.



Rachel: Married woman in her mid-30s, has two small children. Above average income from a job in IT. Gets news online and on television. Has social media accounts but doesn't have that much time to use them – Facebook, Twitter, Instagram, LinkedIn. Hobbies and interests include: family holidays and days out, running, cooking, children's activities.

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Judging criteria

Criteria Category	Description
Suitability for chosen target market	Is the campaign appropriately targeted to the selected customer group?
Originality/creativity	How original is the work compared to what Wessex/the industry currently does? Would the approach be considered 'outside the box'?
Feasibility of use by Wessex Water	Could this campaign be easily adopted by Wessex Water and incorporated into their current style and branding?
Application of theory	Has the campaign been informed by theory of behavioural science and behaviour change?
Ability to measure	Can we track levels of engagement and success achieved through the campaign?

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Challenge stages and timeline

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- Kick-off call – 29 May
- 3 weeks' development time, with support via Microsoft Teams group
- Deadline for submissions – 19 June
 - email to marketing.challenge@wessexwater.co.uk
 - from an academic email address
 - state which persona you are targeting
 - include signed contract
- Shortlisting top entries for each persona, aiming to notify by end of June
- Challenge Final – judging by senior Wessex Water staff and winners announced – 10 July



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Some ground rules

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Some ground rules

- Teams must not exceed more than three people.
- All entrants must be aged 18 or over and enrolled as students.
- You can submit a campaign for each persona if you wish, but you can only enter once per persona.
- Do not publish any of your work publicly e.g. on social media.
- Do not attempt to pass off any of your work as Wessex Water's both during and after the challenge.
- No explicit or offensive language or visual content.

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The contract... explained!

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The contract... explained!



- Contract to be returned with entry, signed by **each** team member, by 19 June
- Focus groups – must be compliant with all Covid-19 restrictions etc. – e.g. held virtually
- Winners surrender copyright / IP although can still be used in portfolio / CV; non-winners retain copyright / IP although Wessex Water have the right to use the entry in future; no guarantee that winners' entries will be used
- Not expecting to provide participants with confidential information
- Not expecting participants to incur travel costs / general expenses, just clarifying that we wouldn't pay software licence fees for example

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Any questions?

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