



# Slogan Testing

March 2023



# Research Background & Methodology

## Background & Objectives

South West Water (SWW) is committed to protect the natural environment through better land management and the improvement of water quality at beaches and rivers. As part of this strategy, SWW run campaigns to communicate the benefits of these investment and to educate customers about the benefits of reducing water consumption.

The overarching objective of this research is to test the effectiveness of SWW communication campaign slogans, and particularly around the company's investment into coastal waters under the banner of 'Your Beach, Your Say, Our Investment'.

## Methodology

**Verve conducted an online survey of South West Water customers, sourced from an external panel, as well as members from the South West Water community:**

- A total of 230 interviews were achieved; 200 external interviews, and 30 community interviews
- Fielded March 20 - 24
- Quotas were placed on gender, age, and social group (quotas can be seen in the appendix)
- Full survey sample demographic quotas achieved can be seen on the next slide

! Significant differences between demographic groups are annotated through the deck in boxes like this

# Survey sample demographics

## Household categories

Single working age adult	14%
Single retired age adult	6%
Two adults of working age	24%
Two adults of retired age	17%
More than two adults, no children under 18	6%
Single parent with less than three children under 18	5%
Two parent family with fewer than three children under 18	19%
Family with 3 or more children under 18	3%

## Household income before tax

Up to £539 PM / £6,499 PA	3%
£540-£789 PM / £6,500 - £9,499 PA	4%
£790-£1289 PM / £9,500 - £15,499 PA	11%
£1290-£2079 PM / £15,500 - £24,999 PA	18%
£2080 - £3329 PM / £25,000 - £39,999 PA	27%
£3330 - £4999 PM / £40,000 - £59,999 PA	17%
£5,000-£7499 PM / £60,000 - £89,999 PA	7%
£7500+ PM / £90,000+ PA	5%

## Level of education

CSE's/GCSES	19%
A levels / AS levels / higher school certificate	18%
NVQ. Foundation / intermediate / advanced GNVQ / HNC / HND	10%
Other qualifications	11%
First degree	21%
Higher degree	13%
Professional qualifications	5%
No qualifications	1%

## Ethnicity

White	97%
Other	3%

## Location of home

Town	43%
City	21%
Rural	16%
Village	16%
Coastal	16%

## Own or rent current residence

Own (With or without a mortgage)	60%
Rent (private landlord)	24%
Rent (housing association or council)	13%
Live at home	1%

## Household disabilities

No	67%
Yes - me	22%
Yes - household member	8%

## Priority Services awareness

Yes	36%
No	64%

## Priority Services registered

Yes	35%
No	60%
Prefer not to say/unsure	5%

## River or beach recreation activities

Very often	23%
Quite often	36%
Not very often	35%
Not at all	7%

## Live within 10 miles of a beach or river

Yes	84%
No	16%

# Executive Summary

# Key Insights

## Previous SWW Slogan Performance

- 1 in 3 customers can recall seeing 'Stop the Drop' or 'Save Every Drop'
- WaterFit is by far the least recalled slogan
- 'Stop the Drop' and 'Save Every Drop' are also the most likely to change behaviours, possibly because it's easier for people to connect the slogan to the action.
  - 'WaterFit', on its own, provides the least context for its goals




## New SWW Slogans

- 'Your water, your say' and 'Your beach, your say, our investment' are liked by customer to a similar degree
- However, 'Your beach, your say, our investment' makes the connection between beach improvement and SWW clearer
- When forced to choose between the two new slogans, there is a slight preference for 'Your beach, your say, our investment'



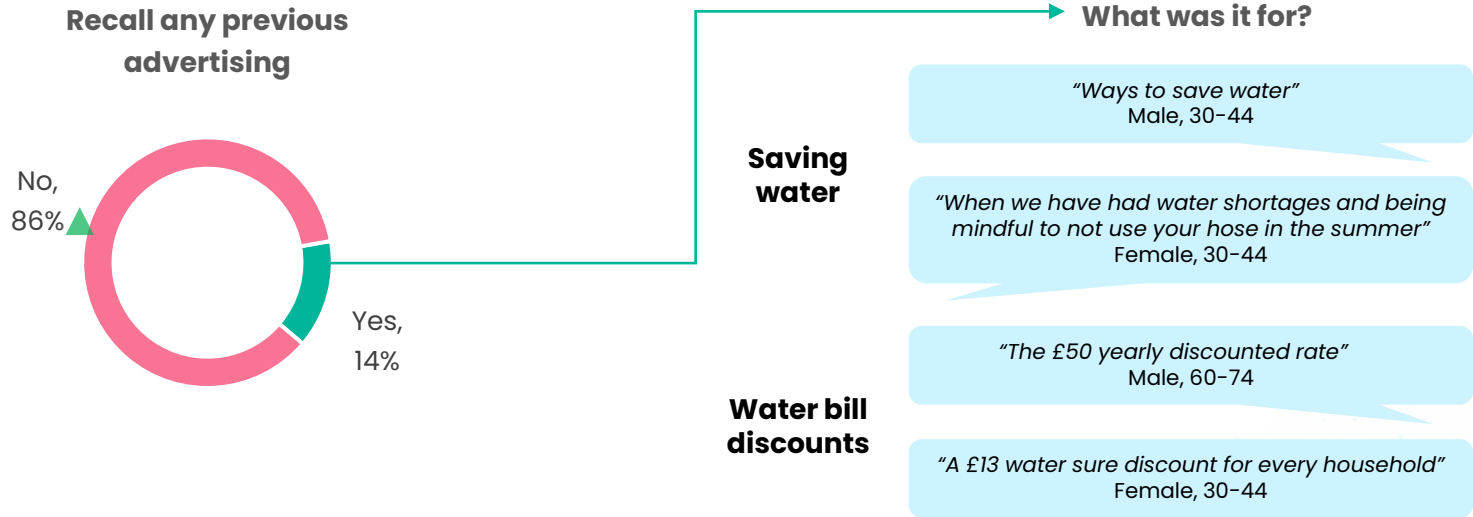
# Detailed Findings

# Participants easily match famous slogans with their corresponding brand

	You either love it or hate it	Because you're worth it	I'm loving it	Just do it	The best a man can get
	95%	2%	2%	1%	1%
L'ORÉAL	0%	93%	1%	2%	3%
	2%	2%	93%	3%	0%
	3%	1%	3%	93%	1%
<b>Gillette</b>	0%	3%	1%	1%	94%

! L'Oreal is matched to its slogan to a greater extent by females (97%) than men (87%)

# Most do not instantly recall previous SWW advertising, and those that do recall more broad messaging rather than slogans



Q3 - Do you remember any advertising from South West Water?  
 Base: Total (n=230)  
 Q4a. What was it for?  
 Base: Those who remember advertising from South West Water (n=32)

▲ ▼ Significant difference at 95% conf. level.

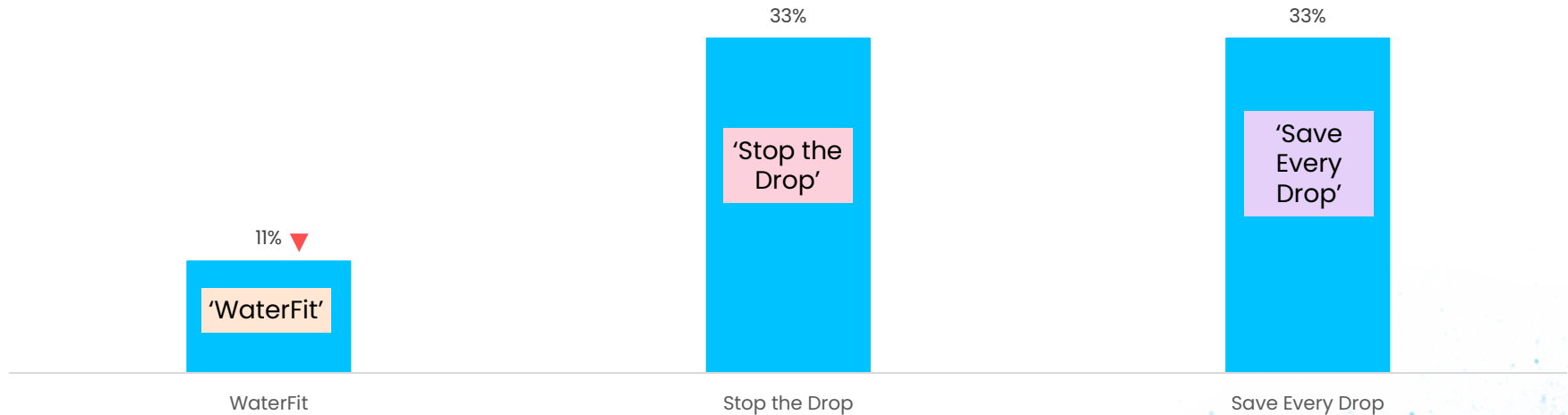


# 1 in 3 recall 'Stop the Drop' and 'Save Every Drop', but significantly fewer remember 'WaterFit'

## Recall

Yes

! 'Stop the Drop' and 'Save Every Drop' are recalled more by 18-44 (42%) than those aged 45+ (26%)



# 'Save Every Drop' is more likely to call participants to action overall, driven by those aged 30-44

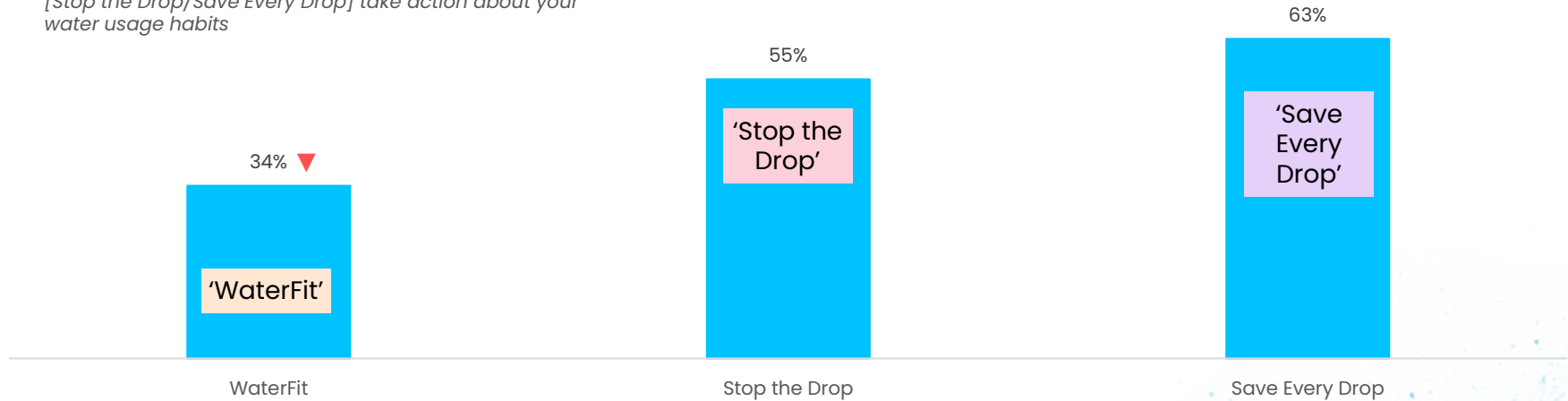
! Those aged 30-44 are more likely to act after seeing Stop the Drop than other age groups (77%)

## Call to action

Very/somewhat likely to...

[WaterFit] take action to help look after rivers and coastal bathing waters in the South West Water region

[Stop the Drop/Save Every Drop] take action about your water usage habits



Q8/12/16. How likely would this slogan be to get you to take action to help look after rivers and coastal bathing waters in the South West Water region?/ How likely would this slogan be to get you to take action about your water usage habits?

Base: Total (n=230)

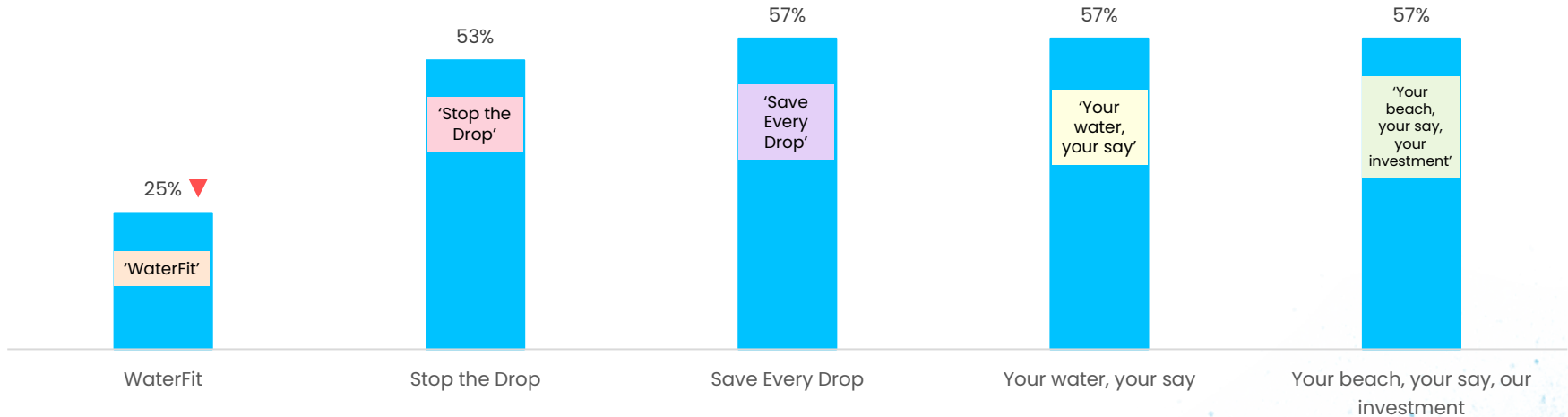
▲ ▼ Significant difference at 95% conf. level.

# All the slogans are liked at similar levels, but 'Your beach, your say, our investment' shows the broadest appeal across all ages

## Likeability

Like somewhat/very much

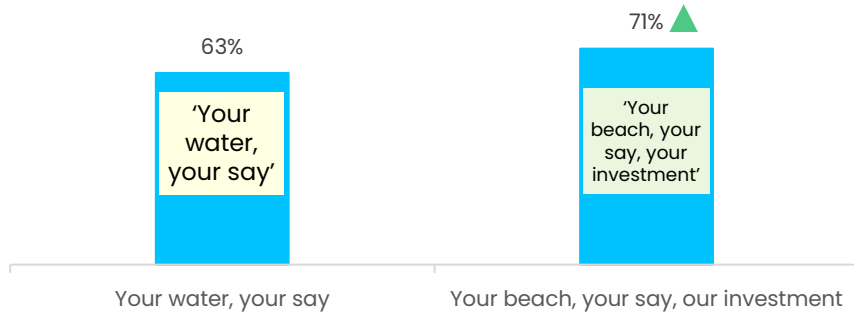
! These slogans are liked more by 18-44 (61%) than 45+ (39%), except 'Your beach, your say, our investment', which is more evenly spread



# 'Your beach, your say, our investment' is considered a better fit with South West Water's goals, and preferred overall

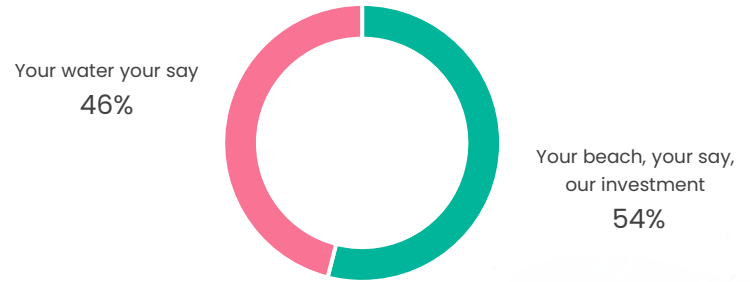
## Fits with South West Water's goal of every beach improving in the next 5 years

*Fits very/somewhat well*



**!** Your beach, your say, our investment fit appeal is driven by 30-44's (86%) and Your water, your say by 18-44's (75%)

## Preferred Slogan



**!** Your water your say is preferred by males (54%); correspondingly, Your beach, your say, our investment is preferred by females (60%)

# Both new slogans empower SWW customers, but 'Your beach, your say, our investment' shows greater company responsibility

What does this slogan mean to you?

## Your water, your say

*"That local people have a say in what happens to surrounding beaches and sea water"*  
Female, 30-44

*"My personal choices make a difference. I am important. The natural world belongs to me, not to any corporation"*  
Male, 45-59

*"It doesn't say much or have much detail in it"*  
Male, 45-59

## Your beach, your say, our investment

*"I and other members of the public have a say in what happens with our beaches, and that SWW are focused on listening to what people have to say and implementing changes"*  
Male, 30-44

*"It tells me a bit more than the previous slogan; I understand this is about the beach"*  
Female, 30-44

*"It's long and not very catchy and memorable"*  
Female, 60+



# Appendix

# Demographic quotas applied

## Gender

Male	43%
Female	56%

## Age

18-29	11%
30-44	32%
45-59	21%
60-74	24%
75+	4%

## Water meter

Yes	70%
No	30%

## Participate in WaterSure/WaterCare\*

Yes	15%
No	84%

## Difficulty in paying bills\*

No	46%
Rarely	22%
Sometimes	24%
Always	7%

## Affordability of bills\*

Very affordable	14%
Fairly affordable	53%
Not very affordable	24%
Not at all affordable	7%

## Past 12-month experience

Problems with wastewater services	12%
Problems with water supply	8%
Problems with billing	8%
No problems	76%

## Total annual bill amount\*

Less than £150 per year	8%
£151 – £200 per year	4%
£201 – £250 per year	13%
£251 – £300 per year	7%
£301 – £350 per year	11%
£351 – £400 per year	10%
£401 – £450 per year	10%
£451–£500 per year	8%
£501–£550 per year	6%
£551–£600 per year	2%
£601 – £650 per year	3%
£651 – £700 per year	3%
£701 – £750 per year	3%
£751 – £800 per year	1%