



## Due Diligence Test Panel Report

To: Interested Parties

From: Eric Eckl, Water Words That Work, LLC

Re: Results of a Review of the Hawaii "Water for Life" Commercial

Date: 3/23/2010

This memo summarizes the results of a Due Diligence Test Panel review of a "Water for Life" Commercial aired in the state of Hawaii.

### Summary Findings

Piece	Overall Average Score (1=Lowest, 4= Highest)
This Piece	3.00
All Social Marketing Pieces Tested	3.26

Where does this piece fall on the scale below:

	1	2	3	4	
It's about the people who made the piece, and what they do	1	5	11	11	It's about the audience that sees the piece, and what we can do
	Average for this Piece:	3.14	Average for Social Marketing Pieces:	3.57	

Pick one word that summarizes how this piece makes you feel:

- concerned
- Happy
- concerned
- wishy-washy

- Hopeful
- sorry
- Inspired
- concerned
- worried
- enlightened
- Young
- amused
- sorry
- Confused
- Upset
- happy
- encouraged
- disgusted
- bored
- Weird
- Concerned
- Concerned
- Concerned
- sad
- Sorry
- Terrible
- disturbing
- Good

## Step One: Begin With Behavior

Statement	1-Strongly Disagree	2-Somewhat Disagree	3-Somewhat Agree	4-Strongly Agree	Average for this Piece	Average for all Social Marketing Pieces tested
The piece makes it clear what I can do	5	10	5	8	2.57	3.24
I am confident others would do their part	4	11	9	4	2.46	2.63
I am confident my action would make a difference	2	9	14	3	2.64	3.16
<b>Step One Average:</b>					2.56	3.01

**Please elaborate on your answer to the last statement about 'making a difference:'**

- If I stop polluting it will help stop water pollution.
- I think we are responsible for our actions and certainly each of our actions in collaborating to not polluting will make a difference in reducing waste, run off, and therefore polluted waters.
- i feel that we should keep our city clean and we need to stop polluting our draining systems.
- I don't know how to change the run-off problem. And, I am not a surfer, so I didn't have a strong affiliation to the main subjects. I do use and enjoy the beaches (when they are open) and am disappointed when the water is fouled (or the beaches are closed). But, it didn't seem like that was a problem for casual users, just surfers...
- There was so much garbage shown and the damage was so big that it gave me pause. Would what I could do really help stop all that horrible waste?
- The piece really just say "help protect our water" for life, it's like getting a slogan for an organization out there, it doesn't really tell what I can do, unless they want \$?
- I am fairly confident that what I do can make a difference because when one person does something it can encourage others to do the same.
- If I am properly disposing of waste and buy environmentally friendly products that I am confident I am making a difference.
- I believe that if i did my part to help it would not really help at first. However, as people see what i am doing and spread the word more and more people would do the same and instead of one person making a dent in the problem many people would be on there way to fixing it.
- This is something that needs to be addressed more strongly, I think. People could make a difference by using more earth friendly ways of treating lawns, and by making wiser choices in what they dump out in the street where it runs down into the sewers.
- I think that making a difference would be doing things in my life to help prevent the water from becoming as polluted as it is in the video. It was not laid out for me what those things are.
- I think I'm to avoid runoff of some sort but am not clear on what I can do that actually closes a beach or makes a fish sneeze.
- The piece really just say "help protect our water" for life, it's like getting a slogan for an organization out there, it doesn't really tell what I can do, unless they want \$?
- I would of liked to watch the video and see how i can make a difference but was unable to do so.
- I think that.... making a difference could include anything. Less waste, less garbage and starting to dispose things properly would make a difference.
- I don't toss my garbage in the water, so I'm not sure how I can make more of a difference.
- The actions of one person alone do not really add up to much. However, one person's acts multiplied by many thousands of like minded people can have a profound impact on the problem.
- This piece was more about showing pollution not responding to it

- Making a difference is relative. Not dumping into storm drains has a marginal impact if the final destination as the ocean. Any pollution effects will probably be temporary and local, due to the vastness of the ocean. Litter dumped into the ocean naturally makes it's way to large garbage patches, away from land.
- Every little bit that I can do counts.
- If I and my family are concerned about this problem and do the correct thing, for example, not to throw toxic substances to water maybe others members of the family follows us and do the same. Or if I make a oral presentation at School, my friends do the correct things.
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- I feel like if I lived in the area, I could cut down on the pollution I caused myself
- I think that my actions can make a difference, though really, everyone would have to contribute for significant change.
- From now on I will always remember to pick my trash up and place it in the proper bin, whether I'm on the street or at the beach.
- By being careful with everyday activities around the house, I can avoid leaving pollutants on the ground for storm water runoff to pick up and carry into storm drains and eventually degrading water quality.
- I think if polluting companies contaminate water most, so my daily choices would have strong influence on their earnings and that would make them take responsibility.

## Step Two: Find Foolproof Photos

Statement	1-Strongly Disagree	2-Somewhat Disagree	3-Somewhat Agree	4-Strongly Agree	Average for this Piece	Average for all Social Marketing Pieces Tested
The images get my attention	3	2	5	18	3.36	3.21
The images demonstrate what I can do	10	8	5	5	2.18	2.61
The images show how my actions make a difference	7	5	10	6	2.54	2.50

Step Two Average:					2.69	2.77
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**Please elaborate on your thoughts about the images in this piece:**

- The images definitely caught my eye. The scene with the beach and the closed due to pollution was particularly effective.
- The animated graphics looked a little bit cheesy and the first image of the surfer kind of doesn't go with the subject at hand...just my opinion.
- what ever we dispose on our draining system ends up on the ocean.
- I loved the opening shots of big waves and surfers, and that is part of why I enjoy clean beaches. But, I don't dive, and I didn't see any casual beach goers in the piece. Suddenly a child in a diving suit appears and talks to animated cartoon fish. I would not expect a child to be diving, and the cartoon fish seem odd when thinking about surfers. I think there may be too many approaches to the content, and not enough inclusion of ocean-visitors overall.
- The images, while childlike and youthful, did get my attention. There was a lot of movement and it engaged me. I felt repulsed by the shots of garbage. The computer animation was a bit amateurish, but I feel that it would appeal to children and tweens. I wish there had been shots of what we can do to help, instead of only the harm already done. Especially since this seems aimed at children, which by nature are eager to help others.
- I guess it shows how my actions could make a negative difference, but I didn't get much about a positive action, except "help support". I'm not sure what that means.
- The images were pretty clear. It implies that any little effort put forth by anyone can make a difference.
- The video was well done and clearly emphasizes the point of protecting the waters.
- I think the video could have used more images of the affects of pollution. it also could have ben more elaborate on what people could do to help.
- The images kind of run the gamut from frivolous surfing to filthy debris thrown around to the dirty water draining into the sewer are good. They make the point. But the talking fish coughing up dirty water, and the people walking up to a sign carrying surf boards- that red flag and that sign could have been read from much farther away than that. It's sort of stupid that they walk all that way and then see the sign. I'm not crazy about the animated stuff either.
- They weren't really uniform. You show real people, real surfers and real landscapes, but then the fish that talk are fake looking. The dolphin is cute; the orange fish is creepy looking.
- My actions seem to make a difference, but I can't tell what it is they want me to do. I'm not responsible for runoff (am I? I don't think so.)
- I guess it shows how my actions could make a negative difference, but I didn't get much about a positive action, except "help support". I'm not sure what that means.
- You tube video was not working from the link given at time of HIT. An error message came up.

- I think that this is a good piece. But if it is only on YouTube, I doubt it would make a difference. I do think, however, if it were broadcasted on television, that people would listen. Even if just one person listens, it will make a difference.
- The images are exciting and fun, and everyone seems happy except when they bump into pollution.
- I think there needs to be more images of the actual items of pollution that the piece addresses.
- The images of people frolicking in the ocean are a good example of why we need to keep our water clean. There were no suggestions about what individuals could change or ways to help. The text that directed viewers to the website was small and moved by quickly. The animated fish did not fit the beginning of the spot.
- The stock footage makes me immediately ignore the ad. The bad 3D animation makes me discount the message as originating with people who have a childish or an unscientific understanding of the subject matter. The hyperbolic effects underscore this.
- The cartoon part was kind of weird to me. Otherwise, the ad got the point across.
- Are very explicit and work very good. The images say the things without words.
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- The images seemed kind of childish. I could easily see this appealing to young children
- The images I thought were pretty good; showed how nice a beach/water can be, and then how pollution spreads into it.
- The images got my attention on how polluted the waters we swim in are but it isn't clear what we can do to prevent it, but on how our actions make it worse.
- The images are very effective. Going from the surfer enjoying the waves to the pollutants going into the storm drain to the water being contaminated to the beach being closed effectively show what the problem is. The images do not directly address what people can do but implies what people can do to limit pollutants getting into stormwater runoff.
- The clip is very impressive. I like it.

### Step Three: Swap the Shoptalk

Statement	1-Strongly Disagree	2-Somewhat Disagree	3-Somewhat Agree	4-Strongly Agree	Average for this Piece	Average for all Social Marketing Pieces Tested
The piece has a clear message	3	2	9	14	3.21	3.60
I could explain this piece to others without	3	0	9	16	3.36	3.57

showing it to them						
The piece was prepared with the general public in mind	2	5	6	15	3.21	3.55
Step Three Average					3.26	3.57

**How would you describe the audience this piece is intended for:**

- The intended audience is the general public.
- I felt it was made for a younger audience, tweens and teens
- for the residents of Hawaii.
- Clearly it is intended for surfers. But, how many surfers are going to even understand what they can do to improve the pollution? And, it also seems aimed at children, in a very general way to raise their awareness about why pollution is bad. It still does not offer any clue on how to solve the problem from a surfer's or child's perspective.
- Given the music, action scenes and fish characters, I would say this is intended for children and tweens. The cartoonish nature of the fish and the diving helmet also make me think this.
- People who have enough moey to sail board and scuba dive and surf, who live near a large body of water or have a lot of money to participate in expensive hobbies an vacations.
- It is pretty obvious that it was intended for the general public. It uses CG animated animals to make it entertaining.
- The audience is anybody who cares about their water and environment.
- The audience this piece was intended for includes everyone. This is a problem that everyone needs to do there part so it can be eliminated.
- I think it's supposed to send a message to everybody, but it seems to address people who are in the water for recreational reasons.
- I'm not sure. I feel like the people who would really understand this are surfers who know the disappointment of showing up to a dirty beach. Other people may not care so much. Perhaps kids or Nemo fans would pay attention as well.
- People who want clean beaches.
- People who have enough moey to sail board and scuba dive and surf, who live near a large body of water or have a lot of money to participate in expensive hobbies an vacations.
- Unable to identify any type of audience. Sources given were not working.
- I think it is geared to everyone.
- People who use water for sports.
- Individuals who use pollutants improperly and allow them to run off into streams and sewers and eventually the oceans.
- Residents of Hawaii

- Possibly children and the government, NGO, or non-profit which paid for the ad, as little effort appears to have gone into appealing to responsible citizens.
- General consumers.
- I explain to people that the video try to explain us the importance for the future of the water contamination mainly for the contamination of beaches.
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- I would say this piece is intended for a younger audience, maybe middle school aged or younger.
- Probably most audiences. It has animated characters, which makes me think its kid friendly, but I dont think that an adult would ignore it either.
- For those who don't pick up their trash.
- The piece is intended for the general public - it is a public service announcement design to be shown on television to raise public awareness about the issue.
- Everyone

## Step Four: Insert the Words That Work

Statement	1-Strongly Disagree	2-Somewhat Disagree	3-Somewhat Agree	4-Strongly Agree	Average for this Piece	Average for all Social Marketing Pieces Tested
The issue is important to society	2	0	5	21	3.61	3.59
It is urgent to address this issue now	2	1	9	16	3.39	3.33
Issues like this affect me or my family	3	5	6	14	3.11	3.31
<b>Step Four Average</b>					<b>3.37</b>	<b>3.41</b>

**Please elaborate on your answer for the last statement, "issues like this affect me or my family:"**

- Water pollution effects everyone. It effects quality of food and life.
- Pollution affects everyone! We need to restore a cleaner living not just for ourselves but for generations to come.
- it affects my family because everyone likes to have clean beaches and be able to enjoy a day on the beach without trash on it.

- This is an issue that affects everyone. I am confused about whether it is meant to reach everyone in an effort to raise awareness, or raise funds, or ... well, I am just confused by it.
- My family loves to eat fish and visit the ocean. I don't want my family eating poisoned fish or swimming in toxic water. I also want my children to never have to ask me what happened to all the dolphins and whales.
- Clean water for ocean life and for recreation is important, but I'd rather have a job and end the war.
- I live in the southeastern United States and an issue such as the beaches of Hawaii just isn't very relevant to me.
- Poor water affects everybody not just me and my family.
- Issues such as these do not really affect me or my family even though i wish i could say they do. We are the kind of people that do are part and quietly hope others do to.
- It affects my family and everyone else because we need clean water, and we need to stop putting so many chemicals and other pollutants in to it. One person thinks they're little bit won't have an impact, but then you multiply that by all the other people who think the same way, that's part of the problem.
- We don't live near a body of water, so we are not directly affected by polluted beaches and such. However, we love to vacation at the beach and other special, beautiful places, and so in that way it does affect us.
- We don't go to the beach much, at least not beaches that look like this :)
- Clean water for ocean life and for recreation is important, but I'd rather have a job and end the war.
- Unable to view and conclude how "issues like this affect me or my family."
- I don't think this particularly affects me. I do not live near lakes, rivers and streams. But, I think in a way, this affects everyone. If we do not take care of our environment and we pollute earth too badly, no body will be able to exist on it's surface.
- I like clean water.
- Pollution impacts the ocean in visible ways that can be seen when a person goes to the beach. Pollution also adversely affects people since it harms the seafood we eat resulting in lower quantity and quality of seafood.
- If I vacation somewhere I want to be able to enjoy clean water
- Where I live, drinking water quality is high and recreational lakes are clean. Therefore, this issue largely does not effect my family.
- Being aware of the chemicals I use (and dispose of) affects my family.
- The issue affect to me because I'm young and concerned about the environment future, so, any kind of contamination is bad for me and my future life.
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- The issue affect to me because I'm young and concerned about the environment future, so, any kind of contamination is bad for me and my future life.
- I don't live anywhere near Hawaii, or even near an ocean (I live in Wisconsin, about as far from an ocean as you can get), so I can't see how this would directly effect me or my family.

- I'm not sure that there is an obviously direct influence, but in general pollution does affect the society that we live in (and, if I went to the beach more often, I'm sure it could affect me if it had to be closed because of pollution)
- It affects me and my family because this is water that we drink everyday and bathe in. One day there may not be anymore fresh water to drink.
- Polluted stormwater runoff is an issue that is important no matter where you live. In our area, we have had several fish kills in streams due to contaminants in stormwater runoff entering the streams.
- I love nature, rivers and seas. I like swimming. So, I cannot tolerate polluting activities.

## **In Their Own Words**

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### **In your own words, describe the social issue or problem this piece is about:**

- This piece is about water pollution.
- The PSA describes the effects of pollution on land running off into the waters and how it affects marine life.
- pollution on ocean waters caused by pollution on the city.
- Pollution is negatively affecting the oceans, fish, and recreational users.
- Keeping pollution out of run-off and out of the ocean.
- pollution on land runs off into the water and pollutes oceans, affecting sea life and water.
- It is about pollution on the beaches of Hawaii and what we can do to help.
- The hazards of water pollution in our beaches.
- The problem that is present in this piece is pollution run off into streams. The polluted water is causing fish to die and move to a different area that is unpolluted.
- This is about protecting water from pollution from runoff.
- This is talking about pollution in the bodies of water such as the oceans.
- Keeping beaches and recreational waters clear and clean.
- pollution on land runs off into the water and pollutes oceans, affecting sea life and water.
- Could not see the video of what the social issue could be.
- I believe that this video was talking about how pollution, getting into water, has a very devastating effect on the health of not only humans, but other species as well.
- Polluted water.
- Pollution generated on land runs into streams and eventually pollutes the ocean.
- Pollution run off from street contaminates infecting the nearby ocean
- Water pollution, specifically from runoff, getting into the ocean
- Polluted oceans/water.
- The video explain us what happen if we contaminate the water sources and how this contamination can arrive at the sea causing that in the future beaches no longer can be used.
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- polution in Honolulu is destroying the habitat
- The problem is pollution in water.
- The issue in the video is about water pollution.
- The issue here is polluted runoff in Honolulu entering storm drains and polluting the ocean, harming aquatic life and limited recreational activities.
- It's about water pollution.

**In your own words, how do your daily choices affect this issue or problem?**

- Things like fertilizers you use and dumping chemicals on the ground but those are my own opinions not info I got from the piece.
- If we choose to not recycle, litter, create pollution that will run off into sewers, etc it is impossible to make a difference. Everyone's choice will either better or hinder the situation.
- by watering our lawn more that enough and with the fertilizers on the lawn
- The piece only mentioned polluted run-off as the source of water pollution, though it also showed garbage that had been discarded in the water. So, I did get the sense that proper disposal of personal waste is needed, but I didn't get any idea how to change run-off refuse from corporations.
- By disposing of trash properly I can make sure the beaches stay open and the wildlife is safe.
- 30 year ago, I would dump oil and antifreeze down the sewer or the drain. Now I won't because it may end up in the ground water or the rivers and lakes.
- Any fossil feuls i use or anything I burn can affect the ozone layer. Also, when i purchase products drom companies that pollute I aggrivate the situation.
- I try to properly dispose of any chemicals I use.
- If people took the time to get rid of waste products properly it would reduce the harmful affects it is causing in the water.
- I think maybe the chemicals that get applied to our lawn and sometimes washed away by rain into the sewer system could have an impact on this. Or from washing our cars with soap that might have ingredients that can be harmful if they run straight into the sewer system.
- This piece does not really show how to daily help with this issue. It does say, "help protect our waters for life" but does not discuss how to do this.
- What I allow into the drain affects the quality of the beach and ocean.
- 30 year ago, I would dump oil and antifreeze down the sewer or the drain. Now I won't because it may end up in the ground water or the rivers and lakes.
- There was an error with the link or the video on oyutube, therefore unable to watch video with information in regards to how daily choices affect the issue.
- I think that, as Americans, we produce way too much waste. Because of this waste, we are impacting the water supply in a big way. Batteries and so forth are dangerous, and

improper disposal will lead to battery acid getting into rivers, lakes and streams. It can hurt the animals that live in these streams, lakes, etc.

- I'm not sure - if I throw something out in a stream, it will pollute the water.
- Improper disposal and use of pollutants by people on land as they go about their daily chores, eventually pollutes the oceans.
- You can choose to wash your car appropriately, pick up after your pets, don't use harmful chemicals, change your oil correctly etc.
- I would imagine dumping trash, litter, oil, fertilizers, or effluent into storm drains is the primary cause of the problem.
- What I do at home has an impact on this issue.
- So much, because the water contamination begins at home and we don't have an idea about it. We are not concerned for this.
- So much, because the water contamination begins at home and we don't have an idea about it. We are not concerned for this.
- So much, because the water contamination begins at home and we don't have an idea about it. We are not concerned for this.
- Personally, here in Wisconsin, my daily choices won't affect it much. I suppose I could make sure that any kind of seafood or products I purchase from Hawaii are produced by companies with policies regarding the safety of Hawaii wildlife and the environment.
- My daily choices affect this problem, because I create waste everyday, and it can add to the pollution.
- While on the beach sometimes I forget to throw away my trash and it gets washed away by the incoming tide.
- Your daily choices make a huge difference. People can avoid activities that leave yard debris, excess herbicides and pesticides, motor oil, etc., on lawns and pavement where rainwater can wash these pollutants into storm drains and contaminate bodies of water.
- I can only buy environmentally friendly products or products of those companies treating the environment issue seriously. That would make those companies polluting water take their responsibility.

**Do you have any parting thoughts you wish to share with the organization that produced this piece? Remember your identity is confidential.**

- You should be a little clearer on some of the things that contribute to pollution or run off.
- Good luck
- nice work.
- I would have loved to see the opening shots lead into a general montage of all the variety of people and animals that benefit from clean water. And, I would have liked to have seen some quick examples of how those same people made the water quality better (personally, through community action, and legislative actions like voting, etc.). Even kids can be portrayed in this way without introducing the new element of animated fish. If there is a big gap in how kids perceive ads, then try a second ad aimed at incorporating the animation more smoothly (animate the surfers as well as the fish and child)?

The message is important and welcomed, and some of the video is stunning and attractive. But there seems to be some discord between realism (surfers vs cartoons) and audience (surfers vs kids vs everyone).

- I think it's a very noble goal and I applaud all of the work you are doing. My only recommendation is to perhaps show children volunteering with clean up and make it look as exciting as can be so other children who are watching will want to participate as well.
- I liked the music, but as soon as the sail boarders and scuba divers came on, I felt left out. protecting the ocean life and clean water would have been more effective than providing recreation for rich folks.
- I think it is a very good piece. It is a very important message that applies the entire planet and not just for the state of Hawaii
- Just keep on promoting awareness.
- Personally i think it would be better if the video showed more graphic affect that pollution causes on animals and humans alike. I also think it should show how to help solve this problem.
- When the fish talks to the dolphin, it's hard to understand the first word he says, it doesn't make sense. There's too much thrown into this. Pick 2 or 3 things, like the surfer, the runoff, the garbage and talk about that. Say something people can actually DO-like use this kind of soap to wash your car, or use this on your lawn instead of that. Give us examples of what we can do.
- It just really needs some uniformity, either in the text, the images, the music, etc. It feels all over the place.
- There was Aussie and Italian and somewhat network American English... who is this by and for?
- I liked the music, but as soon as the sail boarders and scuba divers came on, I felt left out. protecting the ocean life and clean water would have been more effective than providing recreation for rich folks.
- Review and Rate an Issue Piece from a Conservation Organization HIT
- No, I do not. I appreciate organizations that try to make a difference, though. Thank you. Your work is important. Please continue!
- I liked that everyone was happy about getting clean water. But, I don't know what the ad wanted me to do about it.
- I think more mention should be made of the different types of runoff pollution that harms the ocean. Perhaps pictures of chemicals, paint solvents and motor oil being dumped into sewers and streams. Also, mention should be made of the proper means of disposal.
- Make suggestions on how people can help. Use audio to convey the phone number or web address where viewers could retain more information
- Society lacks a prudential sense of proportion
- The cartoon was weird and distracting but I guess it made it memorable.
- Maybe that this kind of videos will be send to schools.
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- It was well done, and it could affect the minds of children, which is not something to be underestimated. Instilling a purpose like this in children can affect a lifetime of decisions.
- Nice commercial. I think maybe you should be a lot more clear about what to do, but...yeah.
- No, no thoughts except thank you for bringing this issue to light.
- I enjoyed the piece and thought it was effective. It would be useful if suggestions for measures that people could take to make a difference were included in the piece.
- Actually, I think the clip the very good. I don't have any other opinions.

## About the Due Diligence Test Panel

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Just whose opinions are these, anyway? The "Due Diligence Test Panel" is a standing body of U.S. residents who provide feedback on marketing materials and perform related tasks in return for payment.

A major corporation recruits the panelists, maintains the feedback system, and acts as a financial middleman. Water Words That Work, LLC has devised this questionnaire and subscribes to the service, as do other marketing firms.

The feedback that you receive from the sounding board is different from feedback you receive from your peers, for three reasons:

- The sounding board members who review your materials have the perspective of everyday citizen "in the wild." They are not professionals in the field and have not participated in the drafting of the materials.
- The sounding board members have never met you, and will provide their feedback anonymously. Their feedback will not be influenced by their personal relationship with you.
- The sounding board more closely approximates the demographic makeup (especially race and education) of the U.S. "public" than the staff and board of most nature protection and pollution control organizations.

Demographic Trait	Environmental Professionals	Due Diligence Test Panel	Traditional Telephone Poll, U.S. Sample	Actual U.S. (Census)
4 Year College Degree	95% or higher	~50%	~40%	24%
White/Caucasian	95% or higher	~80%	~80%	79%

All sounding board answers are verbatim -- including spelling and typographic errors.

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