



## Due Diligence Test Panel Report

To: Interested Parties

From: Eric Eckl, Water Words That Work, LLC

Re: Results of the "Heroes" Commercial

Date: 3/23/2010

This memo summarizes the results of a Due Diligence Test Panel review of the "Heroes" commercial aired in the state of Hawaii.

### Summary Findings

Piece	Overall Average Score (1=Lowest, 4= Highest)
This Piece	3.43
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	0	0	3	22	It's about the audience that sees the piece, and what we can do
	Average for this Piece:	3.88	Average for Social Marketing Pieces:	3.57	

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

- accomplished
- heroes

- mindful
- Important
- encouraged
- worried
- Good
- inspired
- hopeful
- hopeful
- apathetic
- empowered
- determined
- Hopeful
- Inspired
- Safer
- Proud
- Green
- inspired
- meh
- hopeful
- futile
- responsible
- empowered
- Proud

## 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	1	4	6	14	3.32	3.24
I am confident others would do their part	2	9	11	3	2.6	2.63
I am confident my action would make a difference	3	2	9	11	3.12	3.16
<b>Step One Average:</b>					<b>3.01</b>	<b>3.01</b>

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

- I can do small things every day that will make an impact on water pollution.
- These people in the video are everyday heroes who help improve water pollution by taking small steps.
- I am confident buying recycled products, reusing products and buying environmentally friendly products will make a difference in water pollution.
- When the people see you doing things that help the environment, a part of this people do the same, is like a chain.
- There's more information if I follow the URL that is given but I can already start with the "little" things that add up.
- By being careful when working around the house, I can prevent pollutants from getting into stormwater runoff and contaminating streams and rivers.
- I am certain my actions make and will continue to make a difference because everything helps.
- I can keep garden refuse from clogging the sewers, and recycle my automobile oil. But, I do not have any impact on construction sites, and I believe it would be illegal for me to plant a tree by a stream.
- Something like keeping clippings out of the street might make a difference in a larger way than just me doing it--neighbors might notice and if for no other reason than that it looks better without that grass all over the street, they might not blow theirs out either. And so on, and so on, down the road. Also, reusing motor oil is something people can do and anybody can plant a tree and make a difference.
- It takes everyone doing their part to keep things clean, but only a few to cause significant damage to the waterways (or the local environment in general). So while I believe my actions are important, I have little faith that others will follow in kind, thus preventing any kind of full recovery. I suppose that things must start somewhere though and a partial recovery is better than no recovery (or worsening)
- I don't do yard work and pay other people to change the oil in my car, so I can't change the way I handle these things.
- Even keeping a little bit of oil or waste product out of the waterways helps with water pollution. Obviously more people doing it is a bigger result, but an individual's contribution still helps, especially if that person explains what they are doing and why to friends/neighbors/curious strangers.
- We all need to do our part to help keep our water clean. No one person can do it alone.
- It makes you feel like if you participate in these suggestions, you can help keep the streams clean.
- I can make sure nothing gets into the rivers and streams. For example, when I change the oil in my car, I can dispose of it properly or reuse it.
- If I contribute by planting a tree or just doing small things I can make a difference in my community and decrease the affect on water pollution.
- The only thing I saw mentioned in the video was planting trees and plants along river beds and keeping work sites clean.
- I may be able to make a tiny difference but what we do as a society is what has the biggest impact. I do not believe that most people are as eco-conscious as I am.

- One person's actions make a difference in the total pollution problem. If one person's actions are multiplied by the actions of many people, then together they can make a huge difference in the total pollution problem.
- what to do isn't said
- It is hard to believe that the actions of one person can really contribute to lessening water pollution. I know that everything adds up, and I do my best to not pollute, but it just seems that one person is too insignificant to do much these days.
- If an individual can do something to improve the environment they live in, they should try to do so. Every bit helps.
- Every step taken to fight storm water pollution will have improve water quality little by little.
- Knowing that small actions can make a big difference is very motivational. And the video provides ways for someone to easily do that.
- I think this add is very good because it shows clear cut and practical ways that I can make a difference and the impact that I would have on the environment by making those choices.

## 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	1	3	9	12	3.28	3.21
The images demonstrate what I can do	1	2	8	14	3.4	2.61
The images show how my actions make a difference	3	4	9	9	2.92	2.50
<b>Step Two Average:</b>					3.20	2.77

### Please elaborate on your thoughts about the images in this piece:

- The images clearly demonstrate how easy it is to prevent water pollution on a personal level.
- I loved the images because they are everyday people who are making changes by doing things in their community by recycling, planting and keeping the city clean. It provides power on what we can do to make a difference in water pollution.
- There are several good examples on how you can be a good citizen.

- Are very interesting and the fact of real people in the video is very productive and reliable.
- The images were a little fuzzy, especially faces, and that was a distraction. All the same, they illustrated the issue and desired action.
- The images are very effective. They show specific things you can do to modify your behavior and help prevent pollutants from being washed away and contaminating rivers and streams.
- They were well-used and showed exactly what one can do.
- The images are quite beautiful, inspiring, and easy to relate to, but some of them create more questions than answers (construction and tree planting).
- I don't really understand what the guy is doing to prevent erosion at job sites. I can't tell what he is doing. Otherwise, it's all self-explanatory.
- The images are nice with normal everyday people contrasted with the land and waterways that are trying to be protected.
- The images are very pretty of nature and rivers.
- I'd like there to be more pictures of cleaner water. They are showing the river, that according to the concept of their ad, is polluted until those changes take place.
- A team effort is needed to help keep our water clean. The images alone send a powerful message as to its importance.
- I like that it uses the same word, "HERO" to describe all sorts of people. Thus, it shows that men, women and children can all do their part to make a difference. Also, the scene with the water in it in the end are beautiful.
- I believe it is great. It clearly shows what can be done to help, which will more motivate people to do something that is shown in the piece.
- It was very interesting, straight to the point. Gave some information on the things that I can do to change water pollution, and very complimentary.
- The images of suggestions of actions people could take to improve water pollution were brief. I think the focus should have shown more preventative measures the public could take.
- The ad gives examples of things that I can do and implies that those things would make me a hero. I wonder, how so?
- The images do an excellent job showing that the problem of storm water runoff pollution can be caused by the actions of ordinary people doing everyday things. Also, that ordinary individuals can do things to correct the problem.
- bland
- The images show smiling people and beautiful streams. There is no mention as to the actual damages that come from water pollution. This would be a more effective way to get people motivated to really want to change their ways. Polluted water isn't always easy to see with the naked eye.
- Good to see a variety of types of people pitching in. It shows that you too could fit in.
- The images are compelling and clearly illustrate actions that should be taken.
- Now that I think about it, I do not feel like I was represented, so maybe that's why I did not want to get a 4. I think there may have been a teenage girl (like myself) but I don't know. It was good though. The simple background was nice.

- I think that the piece is a little bit weak about how my actions clearly make a difference. Maybe a bit more focus on how the environment benefits from these actions would help demonstrate this.

### 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	1	0	5	19	3.68	3.60
I could explain this piece to others without showing it to them	1	0	8	16	3.56	3.57
The piece was prepared with the general public in mind	1	1	6	17	3.56	3.55
<b>Step Three Average</b>					<b>3.60</b>	<b>3.57</b>

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

- The audience of this piece is the general public.
- This piece is intended for everyday people who have the power make a difference in their community.
- The audience is for everybody because we all play a part in keeping our water safe.
- Save the ecosystem by means of little things that you can do yourself or in group, simple task with bigger results.
- People who make the daily decisions about motor oil, lawns, job sites, etc. that affect water quality.
- The piece is intended for the general public - it is a public service announcement designed to raise the public's awareness of the problems of pollution from stormwater runoff and how they can help prevent it.
- It is intended for basically everyone. It targets construction workers, landscapers and homeowners with yards specifically but also anyone insofar as planting trees along streams.

- It is designed for homeowners (grass clippings), construction workers (erosion), car owners (oil) and tree lovers (planting trees). In a way, this is enough variety to include everyone.
- It's for everyone, pretty much. Maybe not so much for people in large cities but most other people who have lawns or cars or want to help the environment.
- The audience for this piece is the normal everyday people of the community. The homeowner maintain their yards and the small business on work sites, to the children planting tree in their neighborhood. It takes everyone
- Maybe more at men that women - they would be more likely to be dealing with lawn clippings, to change their own oil, or to be contractors that would need to deal with causing erosion.
- Suburbia ... nothing about what an urban dweller could do...
- It is intended for everyone everywhere because we ALL need clean water.
- I think it is for normal people doing everyday things. These are happy people who also care about the environment.
- Everyone! I think because everyone can make a difference and because it showed people of all ages and races.
- All human beings, all companies reagrdless of age or race.
- It is intended for a people in Tennessee
- The target audience is anyone who lives in Tennessee.
- Everyday people who contribute to storm water runoff without really thinking about their actions.
- kids
- Politically correct amalgamation of middle America. People that don't really want to see the truth. I know that sounds harsh, but the commercial doesn't really address the issue.
- Local do-gooder organizations such as boy/girl scouts, kiwanas clubs, elks etc.....
- This is intended for the general public and any one who engages in activities that can contribute to storm water pollution.
- The general public of Tennessee
- I definitely think that this piece is intended for the general public and does a great job of showing how the general public can make small decisions to have a large, overall impact on the environment.

## 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	2	21	3.68	3.59

It is urgent to address this issue now	3	0	4	18	3.48	3.33
Issues like this affect me or my family	3	3	3	16	3.28	3.31
Step Four Average					3.48	3.41

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

- Water pollution effects everyone.
- Issues like water pollution affect my family because if we continue with water pollution there will not be more clean water for future generations.
- Water pollution definitely affects me and my family because we all use water and we all want it to be safe.
- The only thing that the video do for me is that I will be some of this task.
- We need clean water and intact, functioning environmental systems.
- Pollution caused by stormwater runoff is everyone's concern no matter where you live. In our area, we also have a concerted effort to mitigate stormwater runoff to help protect and restore the Chesapeake Bay.
- This issue affects everyone. The more we pollute, the less likely we are to have clean water in the future. It affects My family in the present with bad tap water and dead streams and it will only get worse if not worked on.
- The actions of individuals impact the quality of life for all.
- The issue of clean water affects everyone everywhere. This shows people ways they can help to keep it clean by making simple choices/changes.
- Clean water is important to the health and safety of everyone, not just my family. clean water leads to healthier environments which benefits our food supply and the wildlife in the area
- In general I trust the utilities board to make sure my water is clean.
- 1. I don't have a family.  
2. Since I don't ever go to the ocean or waterways, it seems a bit removed, even though I do in theory want them clean
- This is something that affects us all because we ALL need clean water for drinking, showering, etc.
- The suggestions made are things that my family is capable of doing. By doing so, we will be able to enjoy the beautiful of natural waterways. Although it's not something that I daily think about, it is the way we enjoy spending our weekends and free time.
- It effects everyone who lives on this planet, I believe.
- Our community is very important and the things around us, we must take care of the earth and what it has to keep us safe. It can affect us in the long term or short term.
- Like I stated before it is important for our health and recreation needs to curb water pollution
- Everything we/I do now affects the future of my children.

- Storm water runoff pollution can be seen when we visit to swim or fish in our local lakes. It can also be seen in the higher tax bills I receive to correct these problems caused by other people.
- I live in NJ, not TN
- I don't live in Tennessee. Water is water, so polluting it anywhere is necessarily bad for everyone.
- Don't live in Tennessee this doesn't affect me at all.
- I live near rivers and streams that have been polluted industrial and farm waste..
- All ages and groups were represented, so I feel like its an issue that effects everyone, my family included. And the actions were home based, that I could recreate.
- I think that this issue is very important to society as a whole, but I don't think that it drives home why this issue directly impacts me. In order to do this, I think that an emphasis on clean drinking water, less chemicals in public reservoirs, public waterways, etc. (through images of polluted waterways) would exhibit this more strongly.

## **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 how average people can be heroes through small, easy to accomplish tasks that prevent water pollution.
- The problem this piece is about is water pollution.
- Being responsible and environmentally friendly helps keep our water clean.
- The video show us a School Center where you learn how to take care the environment doing simple task for yourself or in group in your home or community.
- Water pollution and how everyday people can make a difference.
- The issue is that stormwater runoff is causing pollution in streams and rivers.
- The issue is water pollution from new construction, residential areas and other forms of water run-off along with some examples of how to combat it.
- The issue is about what we can do to promote soil and nature conservation.
- It's about helping deal with water pollution.
- The piece is about simple measures you can take to help keep Tennessee waterways clean. Things like recycling used motor oil which can contaminate water through runoff and seepage. Not clogging storm drains with yard clippings. Preventing erosion and planting trees.
- It is about storm water pollution.
- This piece showed how little actions made by lots of people can protect our water quality.
- Keeping rivers and streams clean
- This is talking about the water pollution of streams.
- I believe that this piece is trying to tell you that everyone can be a hero for the enviroment. That everyone can make a real diffrencece against water pollution.
- The social issue is about water pollution and how we can make it better.
- Water pollution in Tennessee

- The advertisement is about water pollution and ways to cut down on it. It also promotes taking personal responsibility and helping to improve water pollution.
- The piece describes the problem of storm water runoff pollution that causes pollution in streams and rivers.
- water pollution, polluting the rivers in Tennessee
- Tennessee is trying to combat water pollution.
- Storm water pollution in Tennessee
- This piece addresses the problem of pollution of rivers and streams caused by storm water.
- Water pollution in Tennessee.
- The social issue that this piece is about preventing storm water run off from polluting natural water ways in Tennessee. By clearing the streets and public areas of trash and recycling oil it keeps the natural waterways clean.

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

- There are many small ways that I can prevent water pollution and they will add up.
- There are small things we can do such as planting a tree that could help improve the problem of water pollution.
- It is very important for me to recycle and reuse and buy environmentally friendly products or this problem will get worse.
- Is very important because the little things that I do myself around taking care the environment have bigger repercussions in the world.
- Lawn clippings, job site erosion... little things add up.
- You can make a difference by keeping yard waste off the roads so it won't be washed into storm drains by runoff, you can be careful when changing motor oil in your car, you can practice effective stormwater management techniques if you are in construction, you can plant trees to help control runoff, etc. Basically, you need to be careful to make sure that your activities don't generate substances that can get washed away by runoff.
- My choices affect it in a positive way because I purposefully adhere to recycling oil and keeping clippings off the street as well as using rain water for my plants.
- Our activities affect the environment for good or for bad. I can choose to act in ways that will promote conservation.
- When I mow the grass, by keeping the clippings off the street I can make a difference, and oil changes and reusing the oil can too.
- We might not realise that one individual's daily actions have a significant impact on local waterways, but it does not take much used motor oil to contaminate the water. The same with runoff of soils (some with fertilizers)
- Dumping out used motor oil can pollute the water supply. So can improper use of lawn clippings, not taking care of erosion. You can plant trees along a streambed to help with erosion.
- If I recycle my oil and keep my yard (and animal) waste out of the streets it prevents them from getting washed down storm drains and then flushed out to sea.
- I can be stupid and choose to dump harmful wastes in our precious water supplies, or I can be smart and not do that. Everyone needs clean water.

- It gives you specific examples of things you can do to help prevent pollution such as planting trees and reusing your car oil.
- I think that keeping wastes out of the water supply, lakes and rivers is what can make a real difference. Since the rivers can get polluted which will make not only water undrinkable, but it can kill off the wildlife, which is a horrible thing.
- My daily choices affect this issue depending on how i live my life and what i choose to do to change it to make it abetter and safer place to eliminate water pollution.
- People need to keep clean work sites, wash their cars at car washes, for instance we have salmon that run through a river a block away from my home.
- The choices I make (as well as those that others make) affect this problem greatly. I feel that we all could do more to improve and conserve our natural resources.
- People who improperly dispose of used motor oil, yard waste and other pollutants can cause storm water runoff pollution.
- where you put things that can get into the rivers
- Everything we do can contribute to water pollution. Leaky cars, throwing garbage away in the wrong places, etc.
- If I lived in Tennessee and wanted to participate by planting trees near streams to avoid storm sewer run-off's, perhaps I would help. However, this is a job for the government not individuals. Appears to be over the head of your average person.
- Daily choices, such as improperly disposing of used motor oil, or throwing grass clipping in the street, can contribute to water pollution through storm water runoff
- Gardening decisions, disposal of chemicals
- Some daily choices that would affect this problem would be not littering, picking up after your dog, recycling used motor oil and throwing away yard clippings.

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

- This is a very effective piece. I really like the not only were ways I could make a difference directly in the piece, there was also a way to get more information.
- Really enjoyed this video.
- Good video with a clear message.
- The video is very good and nice.
- Good way to emphasis the individual choices that add up.
- I thought the piece was very effective. It gave concrete example of what people can do to help solve the problem. I liked that a brief sentence describing the action being taken was included with the clip of the action - this helps reinforce the message to people.
- I thought was very well-made and addressed the issue in an informative manner without being preachy.
- I was very happy to see a website listed at the end so that I could learn more information. I would be very frustrated, though, if it did not specifically educate me on how, where, through whom I could accomplish desired changes. I assume it will not give specific information because I have not found one example yet where individuals can go to learn these things. For example, I collected oak acorns last november because I know that there are many local re-planting societies. But, I cannot find any contact info for one

near me. I have a seedling started, but have decided to try to turn it into a bonsai, for want of knowing who I can donate it to, or whether it would be legal for me to plant it near its parent tree! How frustrating!

On the other hand, if the website at the end of the piece actually got me all the information and active resources I need to take concrete action, I'd be delighted!! :D

- It's all good except for the guy with the sledge hammer, I don't understand that part. Good logical and simple suggestions.
- I don't however like the "hero" terminology. That is a term that I personally feel is overused, preferring to reserve it for extraordinary actions, not actions that everyone should do normally. Perhaps "steward" would be more apt (it's probably less catchy though)
- It could have been more specific about exactly how these behaviors cause water pollution and what the hazards of that are.
- the word "hero" is so overused ...
- No, I don't think so.
- It's really good. There is a fluidity to it and has a positive note.
- Thank you for doing this important task of informing the world of the problems with pollution in rivers.
- It was a great video to watch, very informative.
- The piece could have been a little longer. It seemed too cramped with information.
- Great piece!
- I think the idea of calling someone a hero when they do not pollute is a very good one. The piece does a good job of identifying the sources of pollution and what an individual can do to stop it.
- it was boring
- I hope the website that it directs people to informs them as to the dangers and to what they can do as individuals to help alleviate the problem.
- No - Government should be involved in such projects.
- The piece is well done. My only quibble is that the term "hero" is so overused these days and it has little meaning.
- I think it was really effective, simple, straight forward, and not overtly opinionated. Nice work!
- My only parting thought is on the emphasis that this is a thing that a "hero" does. I don't really feel that this is a heroic action, more so something that everyone should do. However, I understand the message that the group is trying to get across using this message.

## **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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