

Priming the Pump



There's an old riddle about a green door and what can fit through it. Apples can, bananas can't. Russia can, Tanzania can't. We won't give away the solution yet, but the challenge



zanimess ensues. In less than five years, they became the fastest-growing private utility in Arizona, buying smaller utilities across the southern part of the state and bringing an entrepreneurial and environmental mindset to the industry. The company spearheads development projects by laying down a dual piping infrastructure before developers move in: one line for fresh water, one for recycled water. For a new industry player, Global Water already had a growing sphere of influence, but to expand its water recycling model and philosophy across Arizona and beyond, it needed a marketing campaign that would brand and educate across all media.

gives you a little idea of the kind of head scratching we go through to create a successful marketing campaign. For Global Water, one word made all the difference: people were all for “recycling,” but weren't wild about “reclamation.” Markets and audiences can be riddled with this kind of...well, riddle, but if marketing were easy, you'd be doing it right now instead fixating on that damn green door.

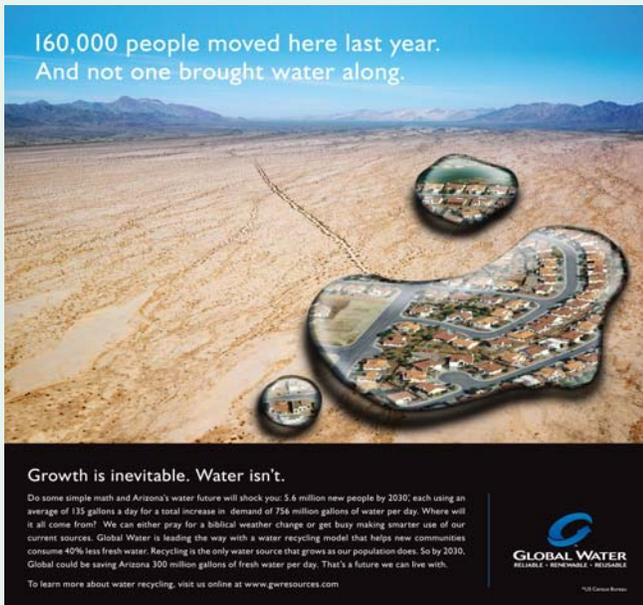
Who Are These Guys?

Global Water is all about quickly changing an industry known for its hell-bent stagnancy. It's a classic American success story, really. Two Canadians choose the desert of Arizona to set up a wastewater utility with the help of a billboard magnate investor. Needless to say, madcap

Sewer Semantics

Park&Co answered with print ads stressing the long-term benefits of a community founded on reclaimed water. Or, as residents of Pinal County preferred to call it, recycled water. While ostensibly the same thing, research showed that the word “reclamation” implied a dirtier, murkier water process than did “recycle.” The Global Water campaign became a lesson in determining precisely the right language to convey the desired idea. So initial Global ad concepts containing “reclamation” were themselves recycled and placed in Pinal County media. The print layouts featured simple, eye-catching icons formed out of water drops to symbolize the benefits, possibilities and importance of recycled water.

CASE STUDY: GLOBAL WATER



A Very Visible Water Mark

Another powerfully piece of the campaign was the new logo—a clean, stylish representation of Global's commitment to the environment. Park&Co took the familiar three-arrow recycling symbol and forged it into a bright blue "G." The new iconic symbol is now used everywhere by the company and instantly identifies them as a forward-thinking, green organization that's going global for all the right reasons.

Yes, We Do Interiors

It's a bit out of the ordinary for a client to ask its advertising agency to play a role in the design of its new building, but Global Water is far from ordinary. Their new, LEED-certified Maricopa Global Water Center is a working showcase of environmental design, functionality, and education. Walls are made of recycled materials, the roofing material is recycled aluminum cans, and the lake out back doubles as a recycled water reservoir. Inside, the building connects with the community through water education. Park&Co designed and produced water

conservation signage, interactive kiosks, videos, even water features to communicate a strong, consistent, water-friendly philosophy.

From a Trickle to a Roar

With new marketing to match the way they think and do business, Global Water is now poised to go...well, global. They're already an overwhelming success here in Arizona. Awareness among customers went from 12% to 49% in just one year, with a 63% approval rating. Marketing and educational outreach in southern Arizona led to a 20% increase in the number of customers who favor the use of recycled water in their communities.

Crafting the language and look of a successful marketing campaign can be a bit of a riddle, but as Global Water's case demonstrates, great strategy and attention to



creative details can open more doors than apples and Russians. (It's thhe double letters.)

Marketing Moral

The most powerful marketing educates customers and helps them arrive at a feeling or decision by embracing them as an active participant in your message.