

2023 Advertising

Board of Water Commissioners • Communications Committee
November 10, 2022



Long Beach Water
Exceptional Water • Exceptional Service

Strategy

Print

- Scale back on size, frequency in some publications
- Add multilingual publications

Digital

- Increase reach
- Add new tools: movie theaters

Community Partnerships

- CSULB
- Community organizations: publications, events



Print

Newspapers/Magazines

- Long Beach Press-Telegram
- Grunion Gazette
- LB Business Journal
- Signal Tribune
- LB Chamber directory
- Recreation Connection
- Long Beach 908 Magazine
- School News Roll Call
- Southern California Water Coalition Water News

Spanish (new)

- El Clasificado
- Grocery wire rack billboards



Digital

Newspapers

- Long Beach Post
- Press-Telegram
- Grunion Gazette
- Signal Tribune

Video Podcast

- Southern California Water Coalition

Other

- City billboard
- Social media, web-based

Movie Theaters

- AMC Marina Pacifica, Cinemark at the Pike Outlets and XD, Regal Edwards Long Beach
- 30 second spot during the Noovie preshow
- Digital ads on mobile devices in English and Spanish
- Advertising in theater lobby



Digital



Long Beach Water
Exceptional Water • Exceptional Service



CSULB Partnership

Print

- Gameday publications
- Stadium/arena billboards

Digital

- In-game advertising
- PSA with CSULB athletes
- ESPN commercial
- Email, social media, website

Game Partnership

- Tabling at games/events
- On court promotion

The billboard is for Long Beach State Athletics, titled "THE OFFICIAL EMAIL OF LONG BEACH STATE ATHLETICS" and "BEACH BLAST". It features a social media bar with icons for Instagram, Twitter, Facebook, and YouTube. The main section is titled "THIS WEEK'S HOME EVENTS" and features a photo of a volleyball player, Kameron, with the text "RIVALRY GAME WOMEN'S VOLLEYBALL", "BUY TICKETS", "8 GAME WINNING STREAK", "TUE 11.01 VS. CSU FULLERTON 7PM", "T-SHIRT GIVEAWAY", and "WALTER PYRAMID". The bottom section is a blue banner with the text "SAVE A LITTLE – WIN BIG!" and "To learn more visit LiveH2OLB.com", accompanied by a QR code and the Long Beach Water logo.

Future needs

Monitor Drought Conditions

- Monitor CA water supply
- Additional restrictions from state, federal government
- MWD allocations
- Ready to shift, supplement communications strategy



Our toolbox



Supplemental Advertising

- Bus tail and bus shelter ads
- Billboards, print or digital
- Digital advertising in shopping centers
- Expansion of current print, digital ad amounts/frequency



Long Beach Water

Exceptional Water • Exceptional Service