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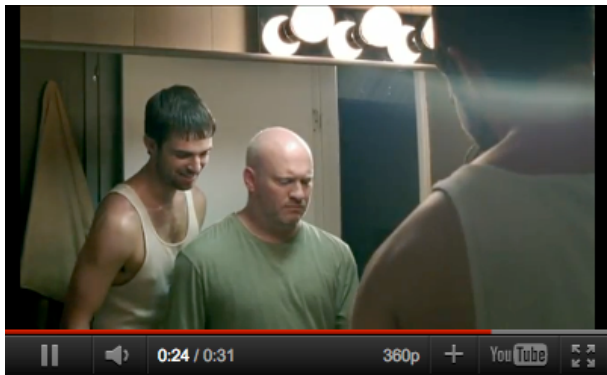
GOODWORKS

New PSAs: 'Wasting Water Is Weird'

Shelton Group Effort Urges People to Be Aware of Usage

Published: August 16, 2011

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Hoping to get Americans to be more aware about their use of water, Shelton Group has launched a PSA campaign, "Wasting Water Is Weird." The campaign, created in conjunction with the Environmental Protection Agency's WaterSense, is sponsored by Bosch home appliances, Kohler, Lowe's and Procter & Gamble Co.

The campaign uses video, a [website](#), social media, outdoor and

online advertising. The 30-second spots feature Rip the Drip, a character that pops up when people waste water during their daily activities. Once Rip points out that they're using more water than necessary for such activities as running the dishwasher or brushing their teeth, they stop, getting the message that "wasting water is weird."

Shelton Group decided to launch the effort when results from its national Green Living Pulse Survey showed that 69% of Americans believe it is important to personally reduce water consumption while only 25% actually took action by replacing toilets or shower heads with low-flow alternatives. In addition, more than two-thirds of respondents said they would choose convenience over saving the environment.

According to the Knoxville, Tenn.-based agency, within the next five years, 36 states will face serious water shortages. At the same time, Americans each use about 100 gallons of water a day.

"Our consumer surveys show Americans talk a good game about water conservation but take very little action," said Suzanne Shelton, president-CEO of Shelton Group, in announcing the PSA campaign. "We've found you cannot just tell people they have to stop using water or try to put a positive spin on making a sacrifice. And guilting them into making a change by throwing dire realities at them doesn't work. This campaign helps consumers make the shift from an automatic behavior to a conscious choice."

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COMMENTS

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Michelle Schenker
Vice President
(Executive VP, Senior VP, VP)

Wow - impactful and memorable work on a very important issue that every single one of us can impact in a positive way by simply paying attention to water use in our daily routine. Thank you Shelton for this great campaign and to Karen Barnes and Suzanne Shelton for making this happen.

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