



Promoting Consumer Protection

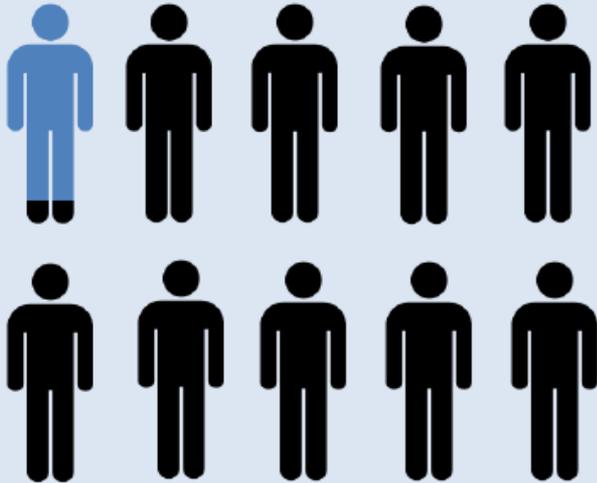
Sharon Wallace, Assistant Director
Consumer Protection and Communications

Nov. 16, 2014

Measuring Awareness

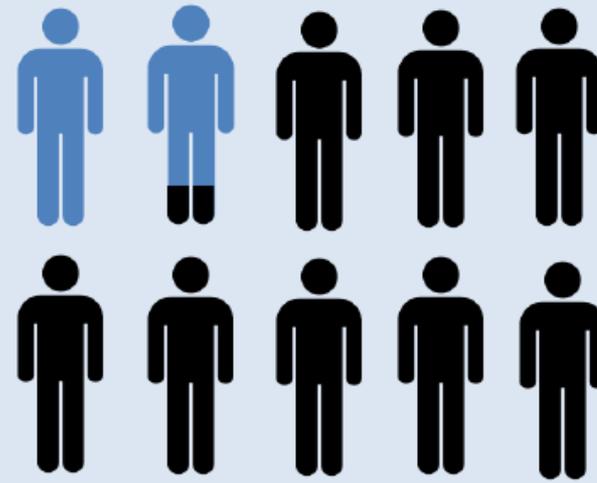
A **2003** survey found that only

9% of residents knew about
the commission



The **2011** survey found that

18% of respondents had heard
about the commission

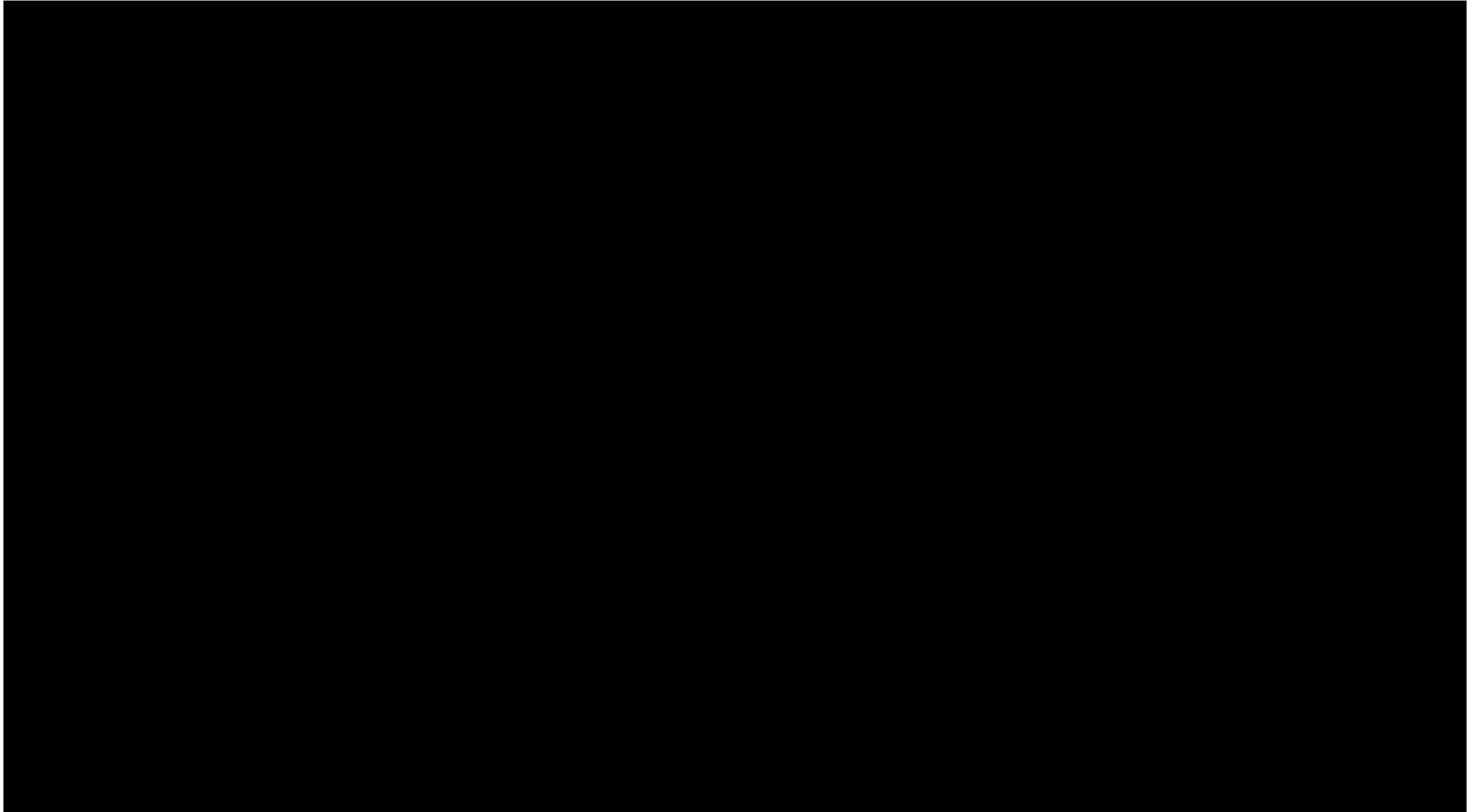


Pilot Media Campaign

January – May 2013

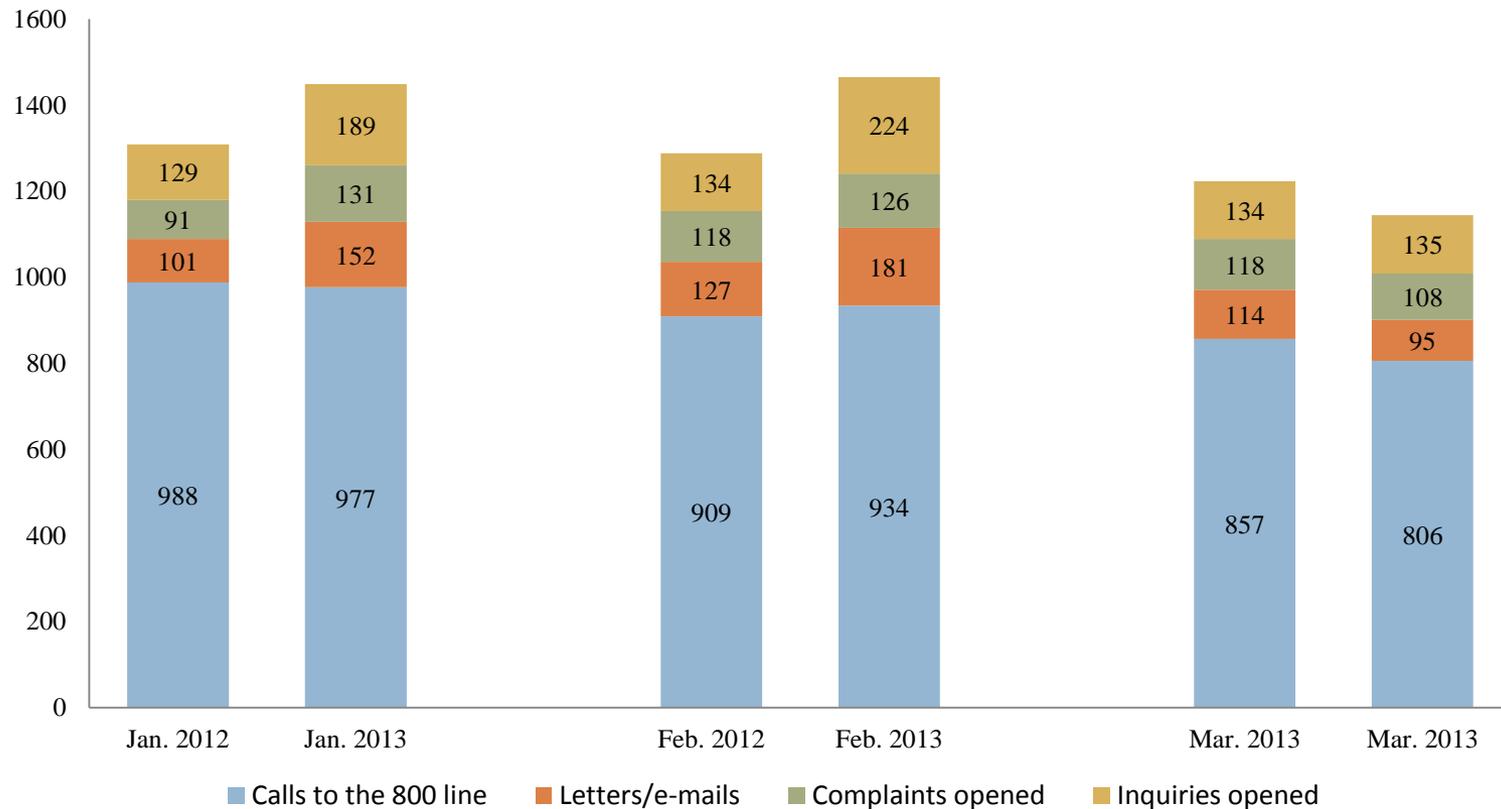
- Contracted for advertising campaign to increase awareness of the consumer protection helpline.
 - \$125,000 initial budget.
 - Radio ads in nine most populous counties.
 - Additional outreach efforts to support campaign.





Consumer Contacts Increased

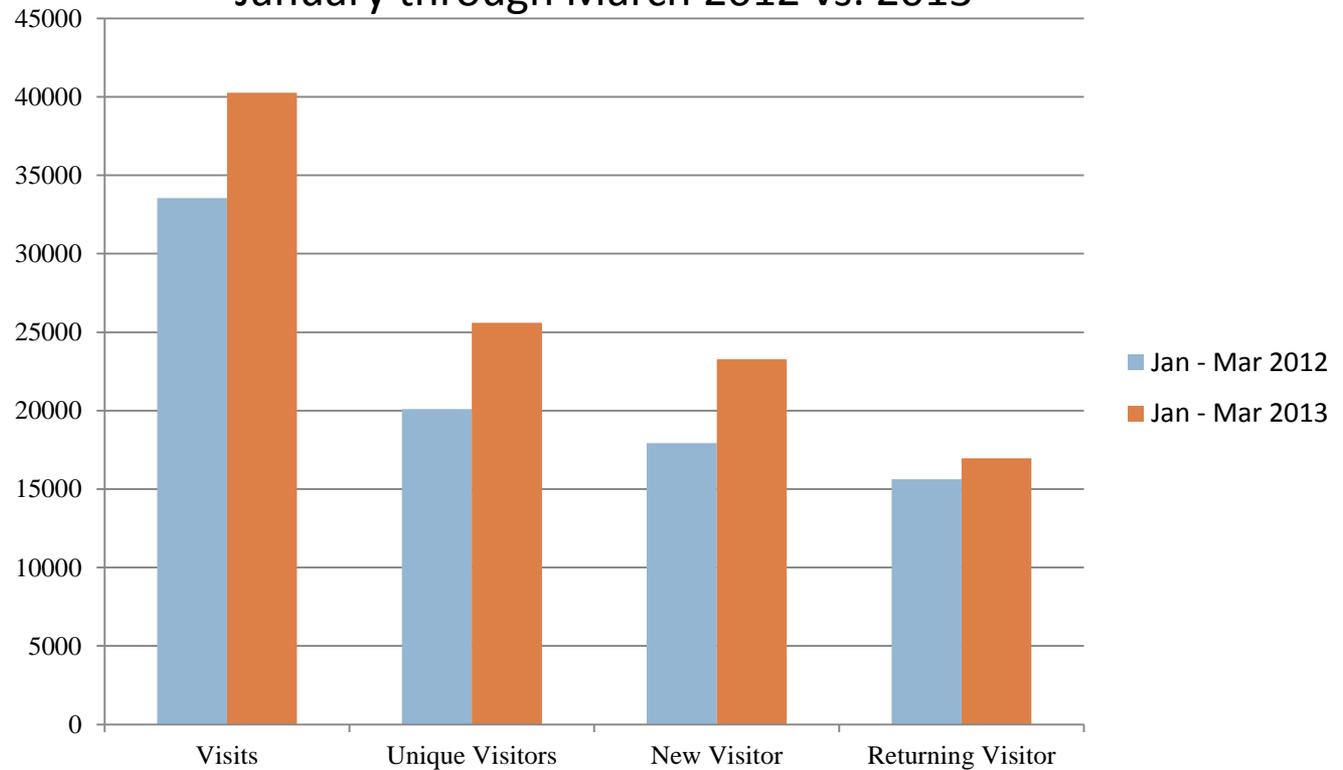
January through March 2012 vs. Same Time Period 2013



Website Contacts Increased January through March 2012 vs. 2013

Analytics

- 6,700 more visits
- 5,350 unique visitors



Visit is defined as a period of activity by a visitor.

Visitors are unique people as identified by their visitor cookies and IP addresses. Unique visitors refer to the count of visitor ID's that viewed the site during the selected date ranges. An example, if someone visits the UTC site 3 times in a month, that would count for one visitor and 3 visits.

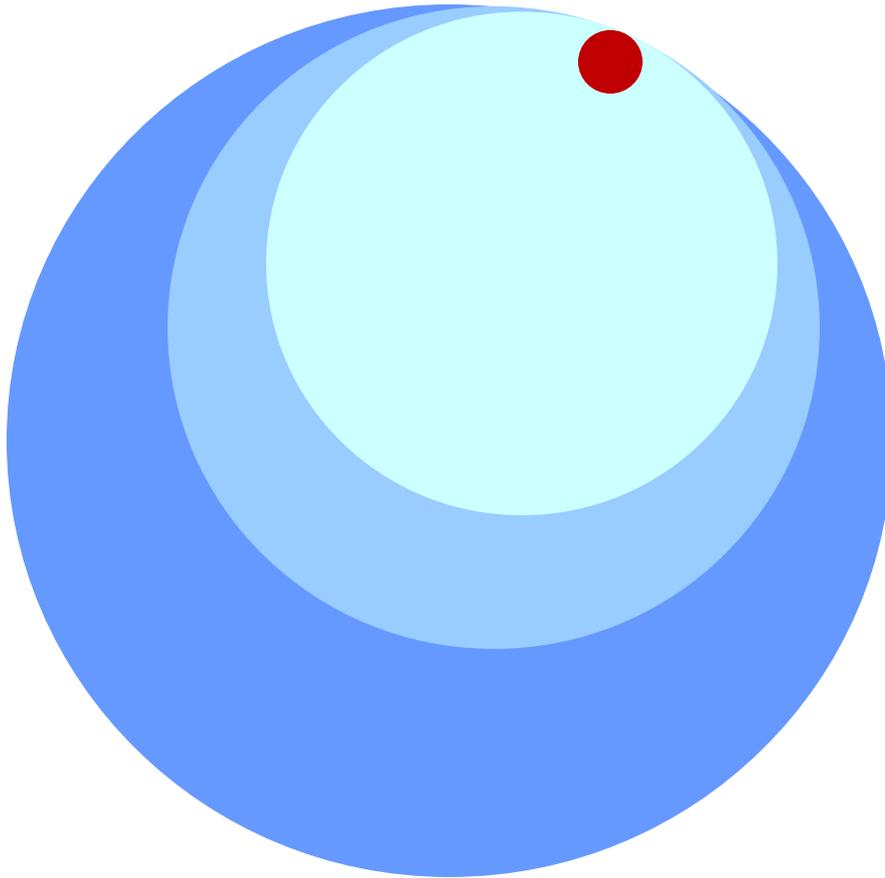
Surveying

June 2013

- Conducted a baseline quantitative survey of consumers living in the radio campaign markets.
- Do consumers know about the commission?

Survey Demographics

Gender	
Male	48%
Female	52%
Age	
18-24	6%
25-34	11%
35-44	15%
45-59	32%
60+	33%
Refused	3%



Findings

- Survey universe = 400
- Prompted response = 45%
- Utility problems = 33%
- Unprompted response = 3%

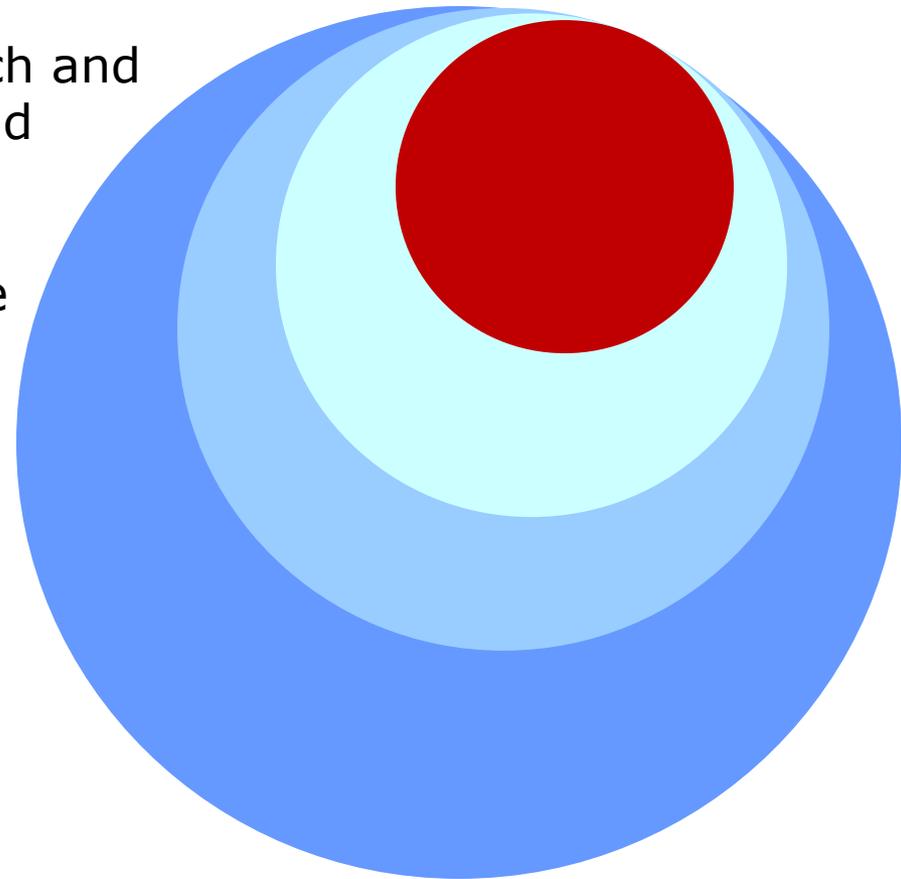
Creating a Brand

- Increase our brand awareness
- Brand awareness refers to how many people know about your brand – and is usually a direct result of advertising and marketing.
 - Want an iced mocha? You go to Starbucks.
 - Injured on the job? You call L&I.
 - Car wreck? You call 911.
 - Expired tabs? You call DOL.
 - Tax issue? You call the IRS.
 - Finish your soda? You recycle the bottle.



2013-15

- Develop and implement ongoing comprehensive advertising, outreach and media strategy to improve our brand awareness.
- Education campaigns like this are cumulative; each year builds on the previous year.



Goal

- Increase awareness and use of the consumer protection helpline
- Build upon 2013 media campaign
- Help more people

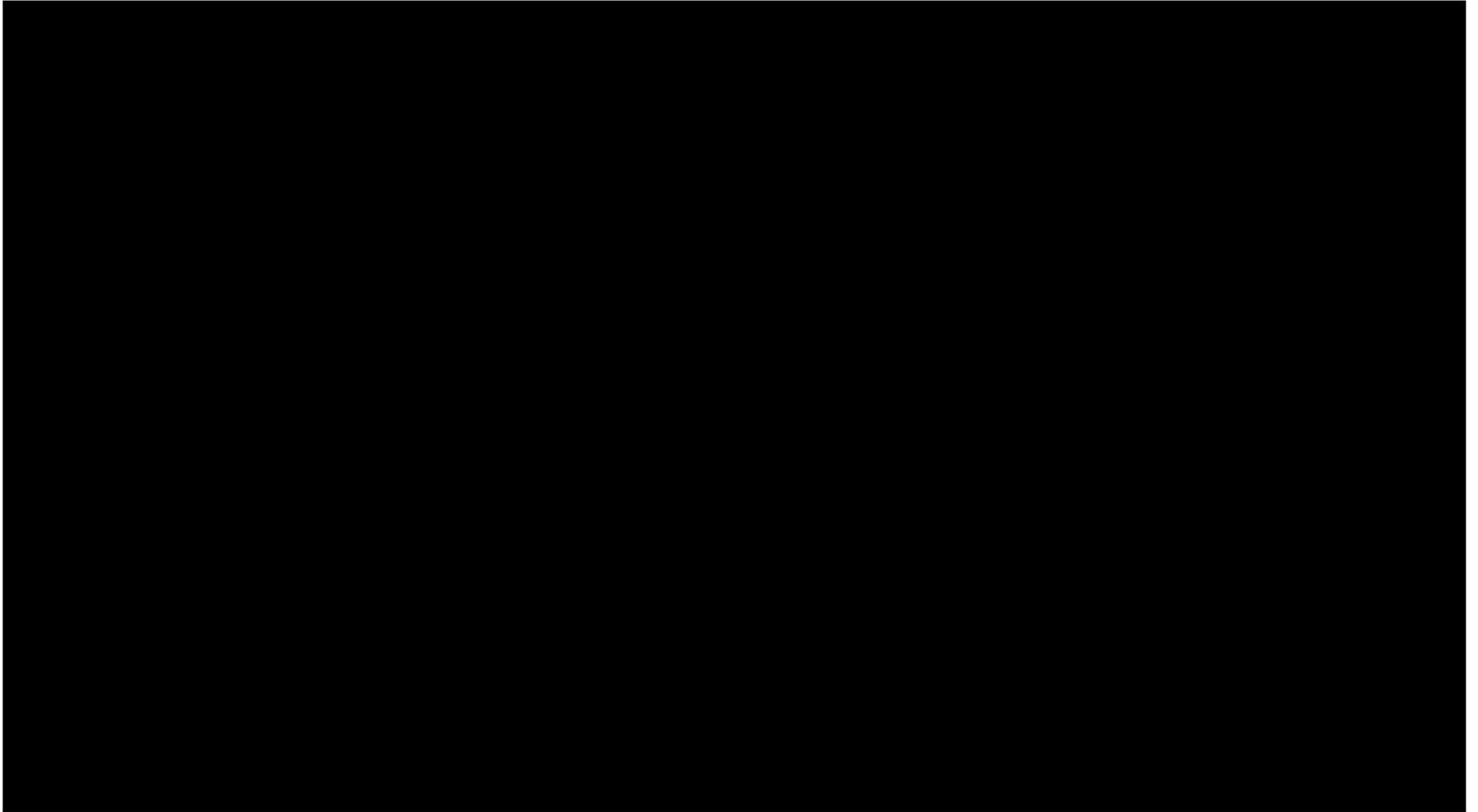
Execution

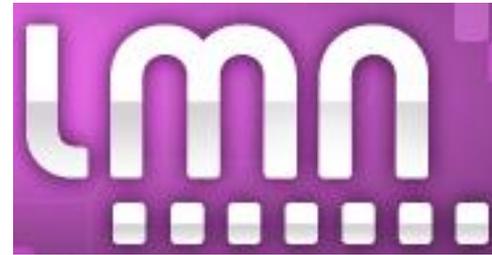
- \$450,000 over two years
 - Television
 - Radio
 - Outdoor
 - Added Value
- Campaign Surveys
 - Pre and Post



2014 Campaign Budget Breakdown

Creative Development	\$10,000
Research (Survey)	\$15,000
Transit	\$58,067
Television	\$37,091
English Radio	\$92,613
Spanish Radio	\$12,180
Total	\$224,951





OPRAH WINFREY NETWORK





iHeartRadio





Transit Buses

- Metro areas throughout the state
- Interior and exterior versions



Problem with a **utility** or **mover**?
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Washington Utilities and Transportation Commission

Grassroots Partnerships

- Trusted local spokespersons
- Northwest Harvest
- Information Network, 211
- Senior organizations and publications
- Low income organizations and publications
- Ethnic publications
- Social media



Nếu Bạn Cần Giúp Đỡ Với:

- ✓ Công Ty Điện Lực*
- ✓ Công Ty Khí Đốt Tự Nhiên*
- ✓ Rác Thái và Tái Chế
- ✓ Công Ty Điện Thoại
- ✓ Khuẩn Chuyển
- ✓ Vị Trí Hạ Tầng Kĩ Thuật



Hãy Gọi Hội Đồng Ủy Ban!
 1-888-333-WUTC(1881)
 consumer@utc.wa.gov
 www.utc.wa.gov



northwest HARVEST



“Consumer Man,” Herb Weisbaum

Post Campaign Survey

- Measuring awareness

Next Campaign

- Winter/Spring 2015
- Soliciting proposals
- Contracted work begins January 2
- Build on momentum of past campaigns



WASHINGTON



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Questions?

www.utc.wa.gov/NARUC2014SF