

# Proving the Impact of Always-On Media in Reducing Water Usage



Southern Water | Case Study



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[admin@datacove.co.uk](mailto:admin@datacove.co.uk)  
01273 011838

# Challenge



We're in a global water crisis and like many providers, Southern Water have ambitious targets to reduce consumption to 100 units per person, per day, by 2045.

This is supplemented by marketing efforts both online and offline, but there had always been the question of which campaigns were best at driving the overall reduction.

# Approach



We took a similar approach to that used in Media Mix Modelling, which measures the impact of marketing on leads and sales.

Our model looked beyond their marketing efforts at additional factors – such as rainfall, temperatures, burst pipes / leaks, tourism / major events and heatwaves.

# Results & Insight



Our model showed an “always on” approach across traditional media, e.g. Radio and Print was more effective than shorter bursts. Public engagement in high footfall areas was equally important in delivering the message.

Timing is also crucial – greater reductions were seen when activity starts in spring – ahead of the higher demand summer period.

# Get in Touch Today



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**Author:** Laura Mawer  
Data Science Consultant

Laura has worked with a range of brands, delivering customer pathway analysis and advanced segmentation for major banks, festival brands, and more. Laura has a knack for turning complex data into actionable, measurable outcomes.

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