

Water is for every Texan.
Every Texan should be for water.

Together, we can keep Texas running.



THE “WHY”

Texas’ population is expected to increase more than 70%
between 2020 and 2070, from **29.5 million to 51 million**

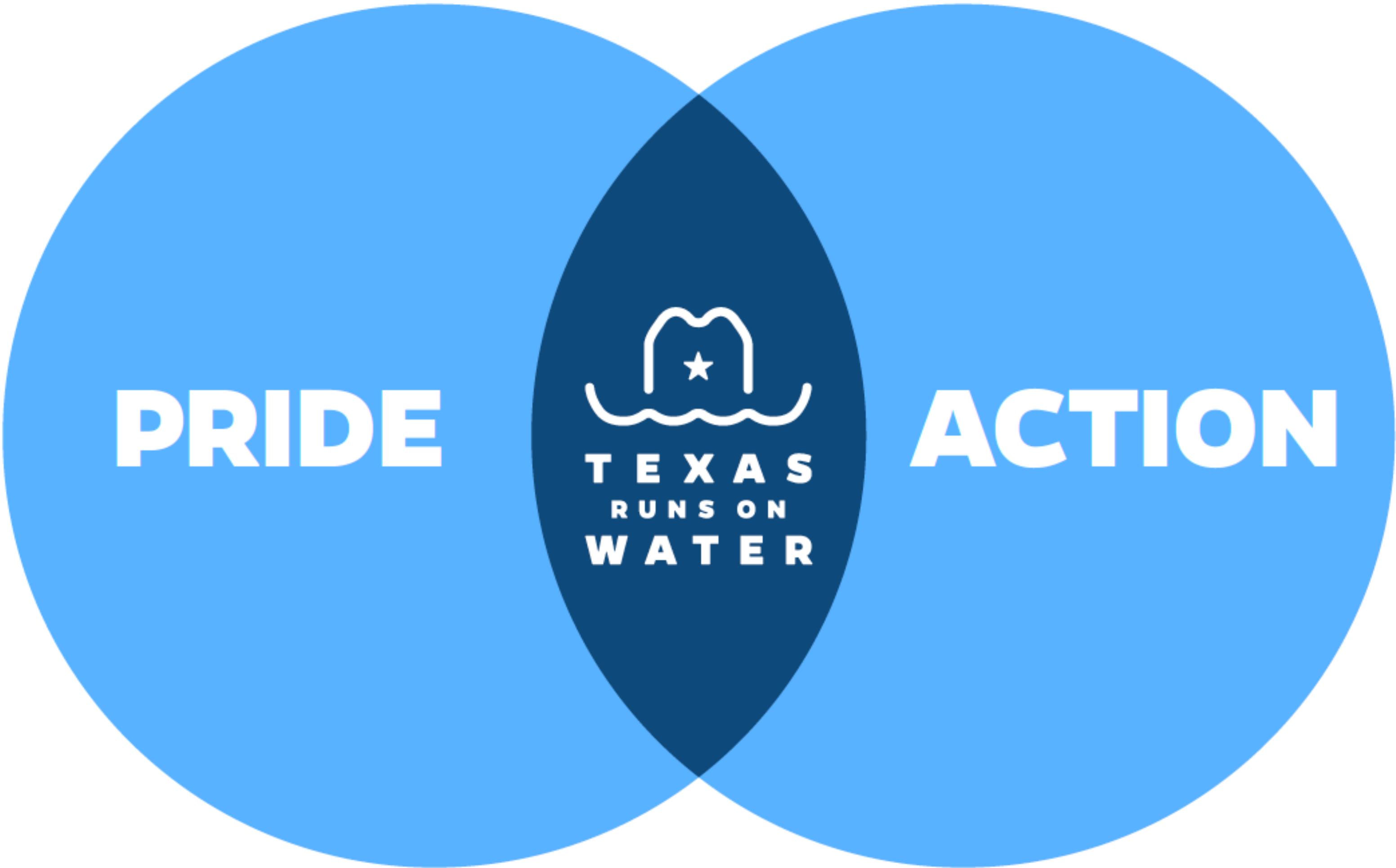
Water demands are projected to
increase by approximately 17%

Existing water supplies are expected to
decline by approximately 11%

45% of Texas’ future water will come from
conservation and reuse

Whether you care about the future of our economy, wild landscapes or flourishing population, water is at the heart of everything you love about Texas.

INSPIRED BY DON'T MESS WITH TEXAS





Internal Behaviors

How you act as a brand

Topics of Authority

Subjects you credibly own

Tone of Voice

How you speak as a brand

Persona

The role you play as a brand

Positioning

What sets you apart as a brand

Purpose Inspire Texans to value water

The first layer is purpose. This is why we exist, why we get up in the morning. It's our North Star.

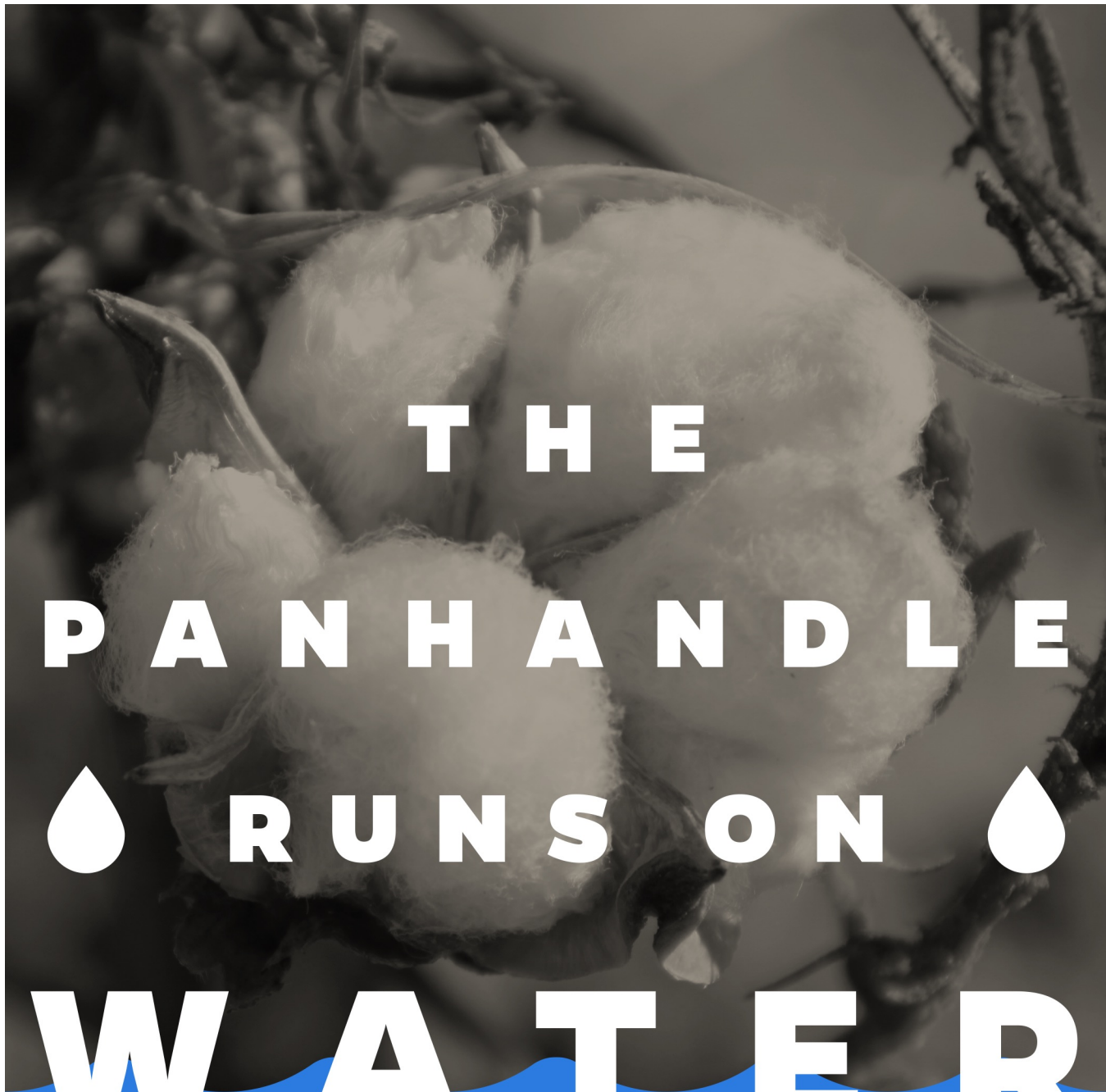
For the Texas Water Foundation, the purpose of this campaign is simple: **Inspire Texans to value their water.** Notice we didn't say preach, lecture or teach. No, ma'am. Inspiration is what we're after.

Everyone involved with this campaign, from every nook and cranny of the Lonestar, has their own relationship with water, their own motivation, and their own understanding of why it's important. We want to capture that enthusiasm and share it.

Starting a conversation through empathy is just more relatable. We'll talk to folks on their terms, and show them how the things they love most about Texas all run on water.



LOCAL PRIDE + ACTION



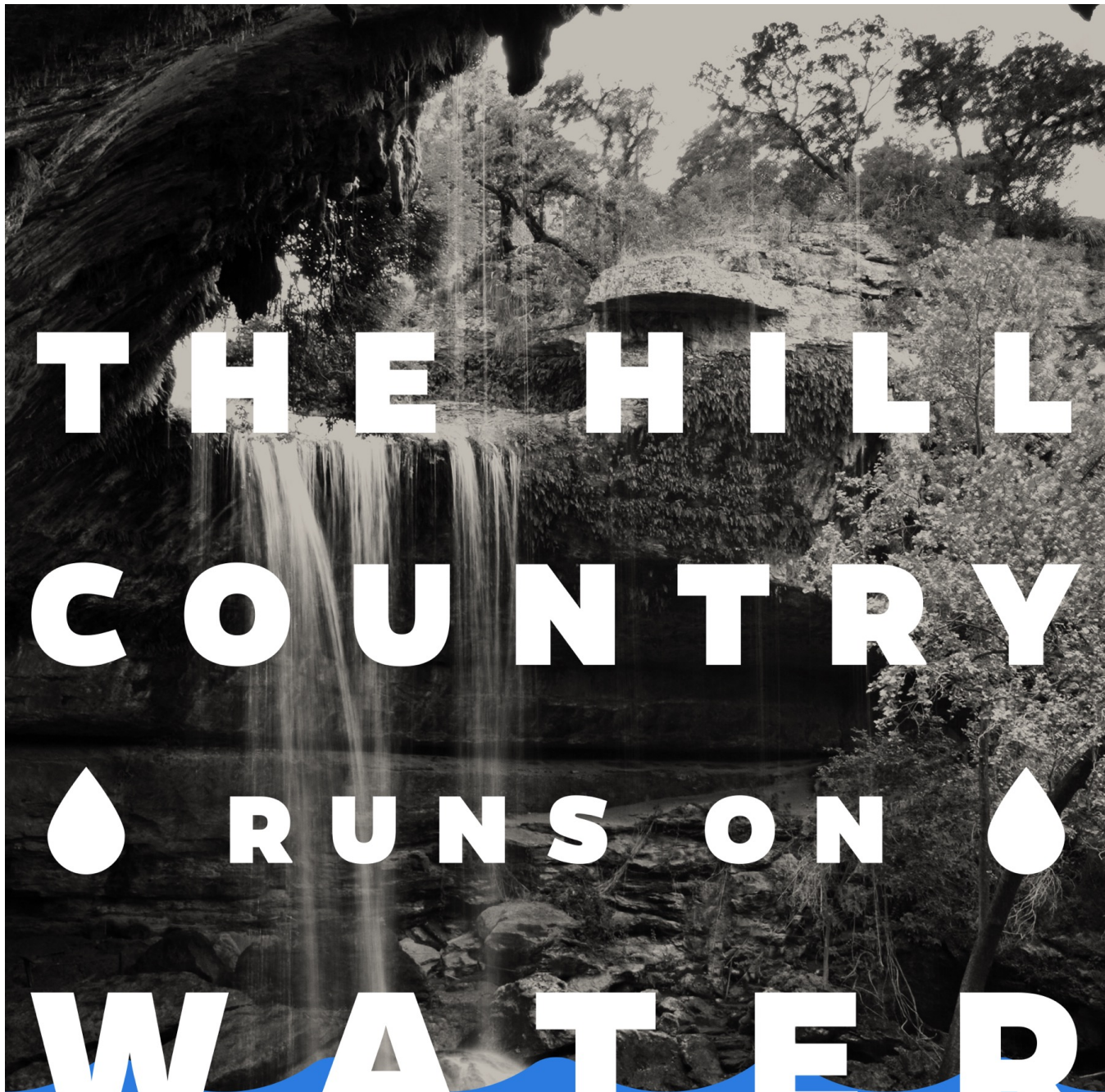
THE PANHANDLE RUNS ON WATER

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TEXAS
RUNS ON
WATER

Learn more at [TexasRunsOnWater.org](#)




THE HILL COUNTRY RUNS ON WATER

It's that special part of Texas where the limestone gives rise to rivers for miles upon miles. The Blanco, Pedernales, Medina, Onion Creek – main arteries pumping the lifeblood of our state. It's the reason we Texans and our wildlife neighbors are able to thrive in what would otherwise be a pretty dang rough terrain. To keep the whitetails jumping and the wells pumping, we have to keep our water flowing.




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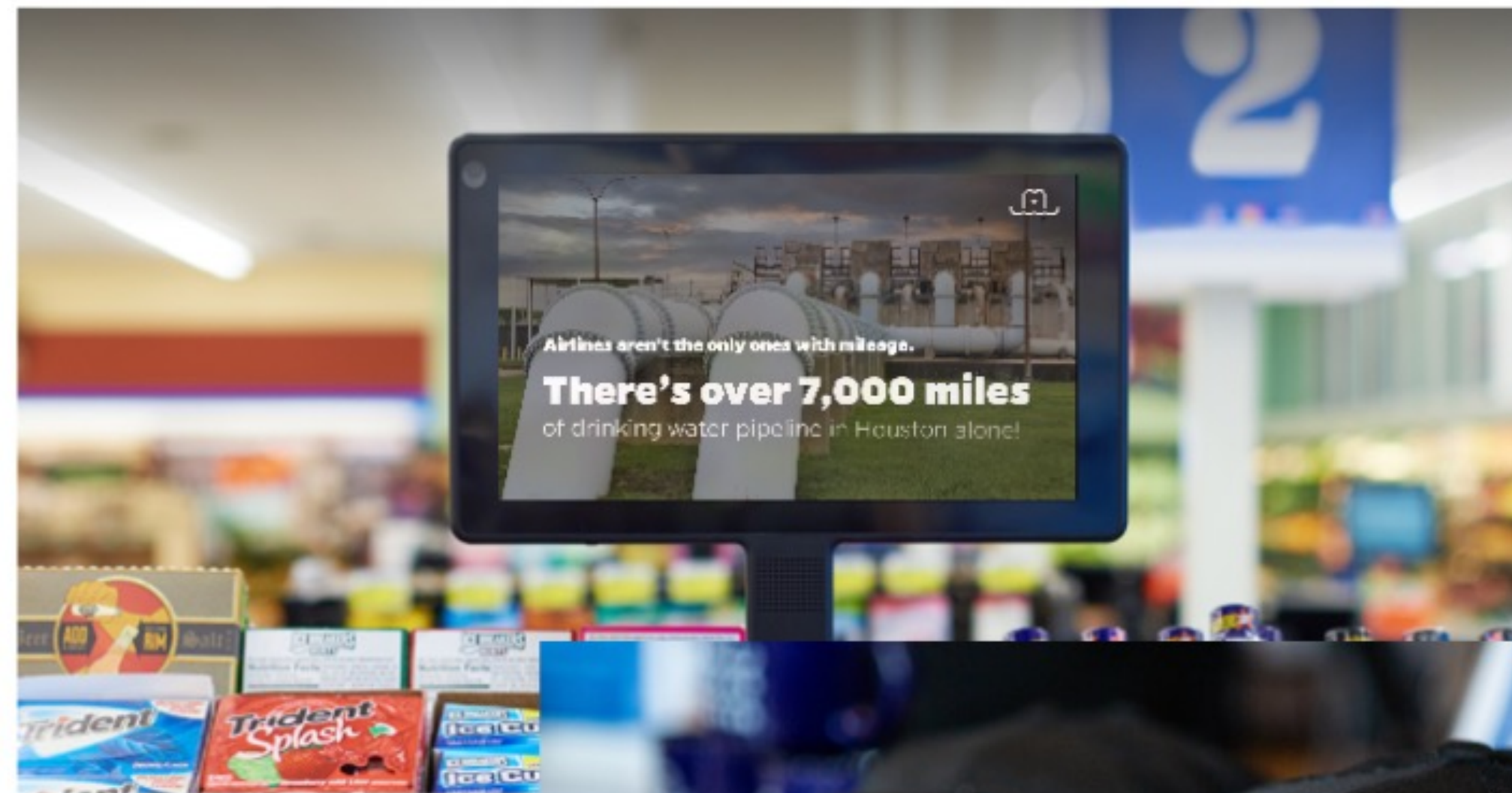
HOUSTON RUNS ON WATER

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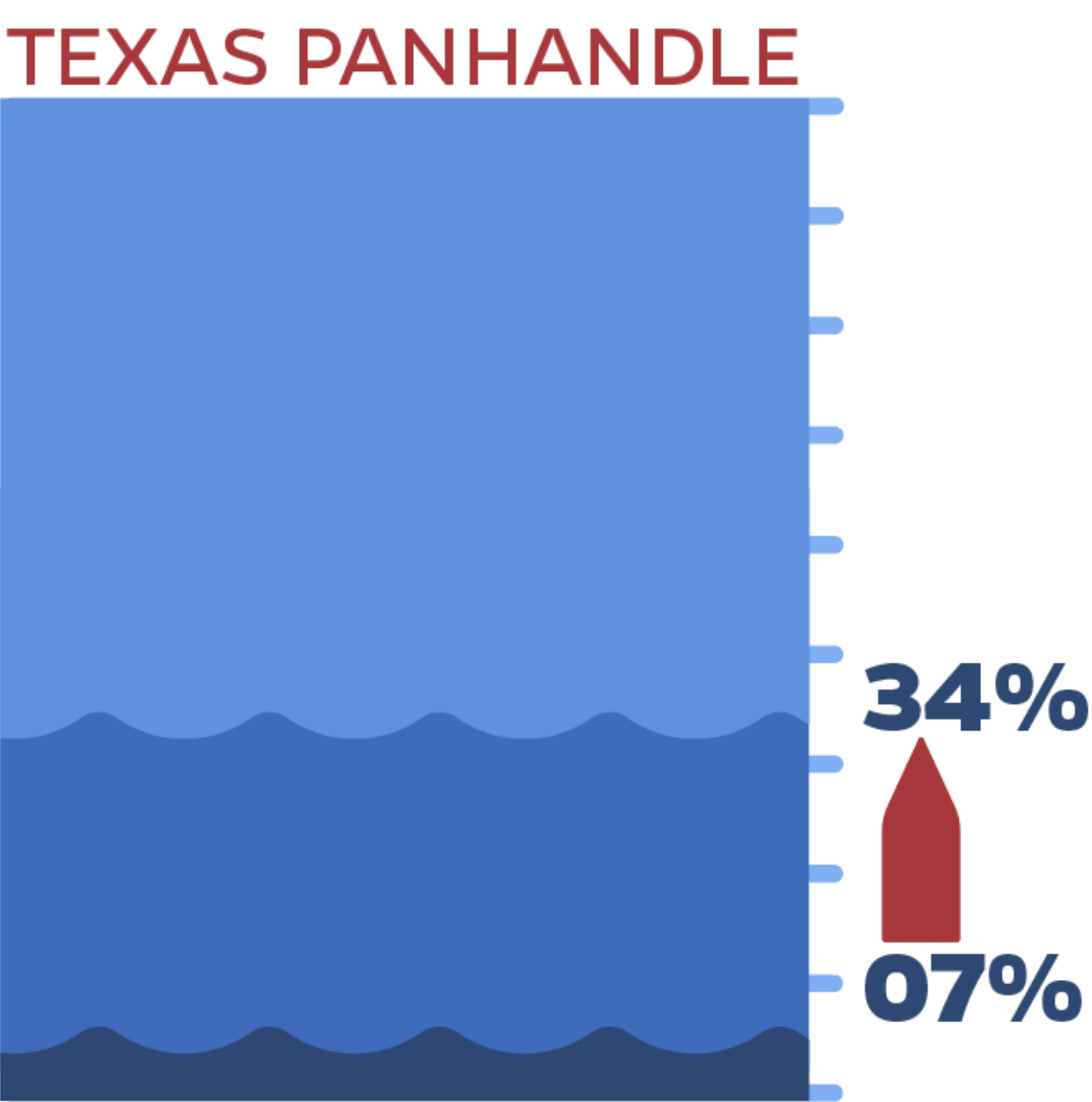
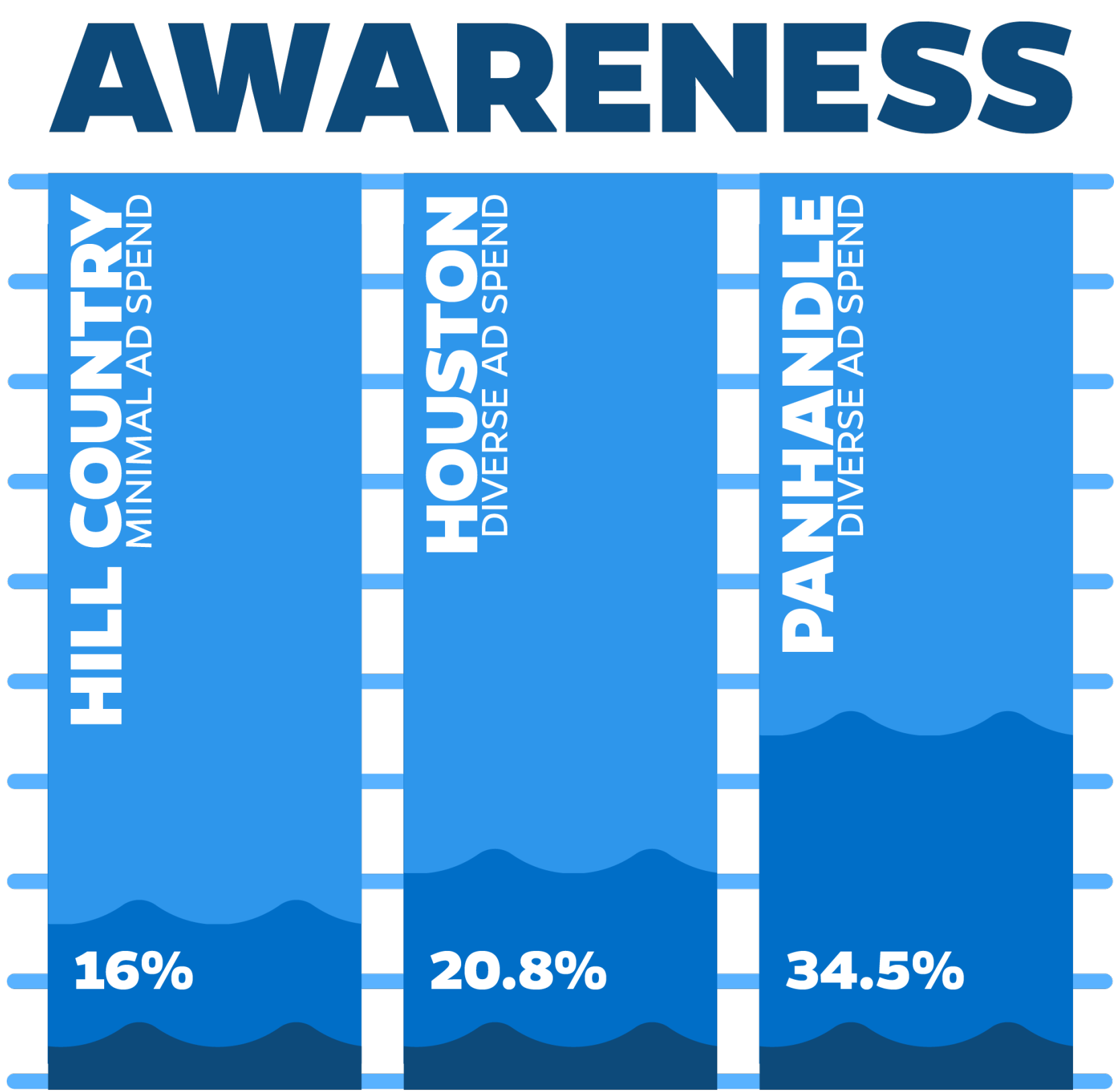
TEXAS
RUNS ON
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BRAND AWARENESS GROWTH

Texas Runs on Water surveyed Texans before and after campaign launch. We set a lofty goal to raise 25% brand awareness in our pilot markets, and after 5 months of runway, we achieved 35% brand awareness in the Panhandle.



STATEWIDE VISIBILITY

SPONSORED

The State of Texas Water

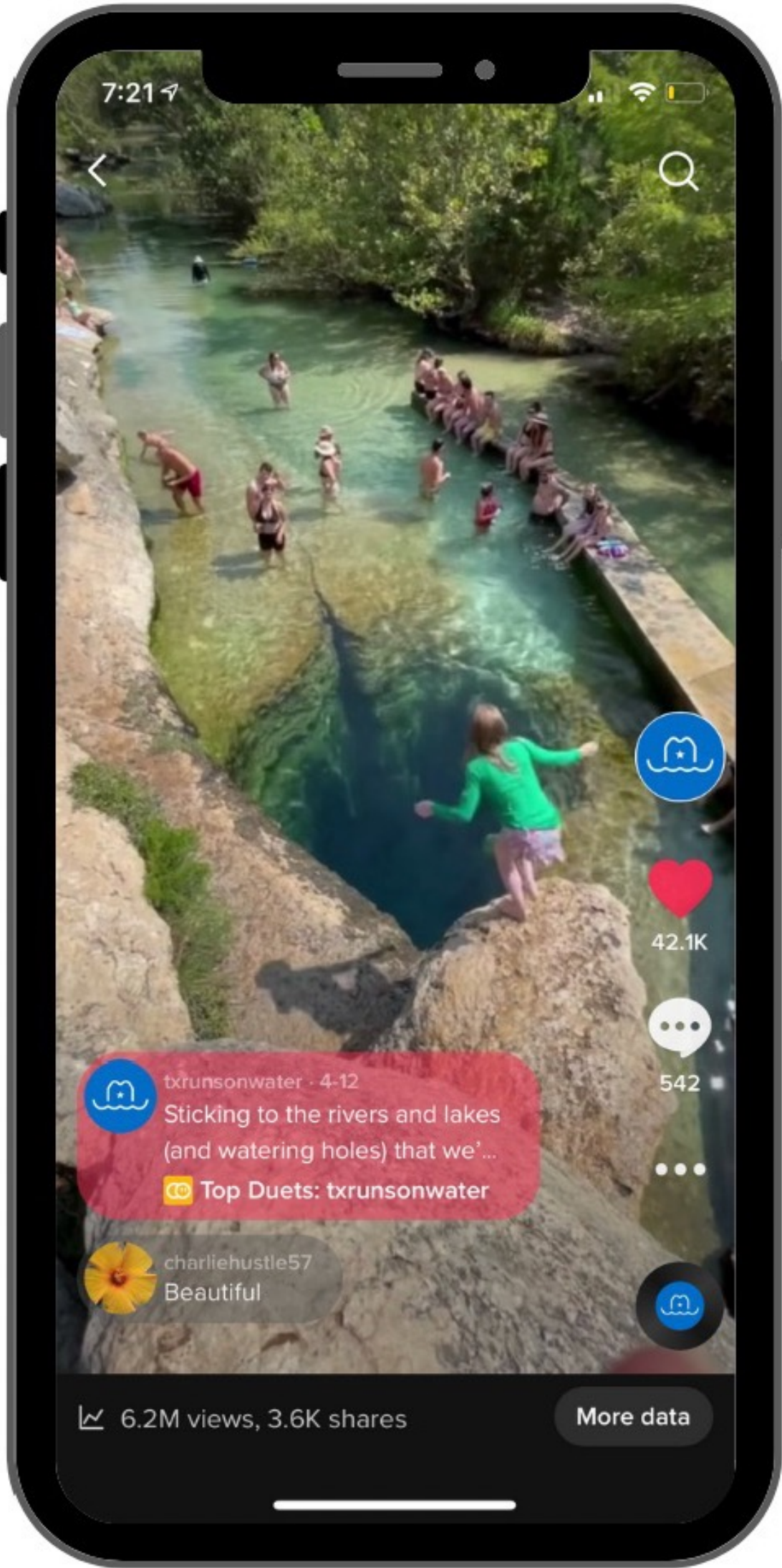
By TM Promotions | April 18, 2023 | 0

WATER

THE LIFEBLOOD OF TEXAS

From agriculture to industry, fishing to floating, cowboy boots to queso, water is at the heart of everything we love about our state. No matter where you hang your hat, water keeps Texas running.

TexasRunsOnWater.org



In 2022, Texas Runs on Water was selected as a Texan by Nature Conservation Wrangler.

Three women are standing together, smiling. The woman on the left is wearing a brown blazer, the woman in the middle is wearing a grey blazer, and the woman on the right is wearing a black blazer. They are standing in front of a backdrop that says "CONSERVATION Wrangler TEXAN by NATURE".

The logo for "CONSERVATION Wrangler TEXAN by NATURE" features a blue star above the word "Wrangler" in a script font, with "CONSERVATION" above and "TEXAN by NATURE" below. To the right is an image of an oil pumpjack.



chetripper Texas swimming holes this summer be like... Let's not make this an every-year sort of thing. Take the Pledge to conserve water 💧 and Take Care of Texas - LINK IN PROFILE - and check out this GIVEAWAY!


Water is super important in Texas and gets more important every year. There are little things we can do to keep it flowing. Check out @takecareoftx to get some easy tips like avoiding watering your yard mid-day and running the dishwasher instead of hand washing. Remember - Texas Runs on Water. So let's help conserve it.

NEW PARTNER TOOLKIT

Password, Please!

Enter your password

Submit



TOOLKIT HOME

MESSAGING

DESIGN

SOCIAL

RESOURCES

ABOUT

PARTNER TOOLKIT

Howdy! Welcome to the Texas Runs on Water® Partner Toolkit. As a partner of our statewide water campaign, you have exclusive access to a curated selection of tools & resources to help you build your own, local Texas Runs on Water campaign. From template social media posts and a photo library, to branding guidelines and educational resources, you can find it all on this site. Ready to inspire water champions in your own community? Dive right into the menu below.

Photos & Videos

Photos and videos play a vital role in bringing this campaign life. A folder containing approved images with photo credits can be found [here](#).



Guidelines to take into consideration when choosing photos or videos:

Regional Logos

In order to create regional pride for Texans, we've special marks for our pilot partners. Want your own regional logo? Contact brianna@texaswater.org.

HOUSTON
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ON
WATER

Download All Logos

SAN ANTONIO
RUNS
ON
WATER

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THE
PANHANDLE
RUNS ON
WATER

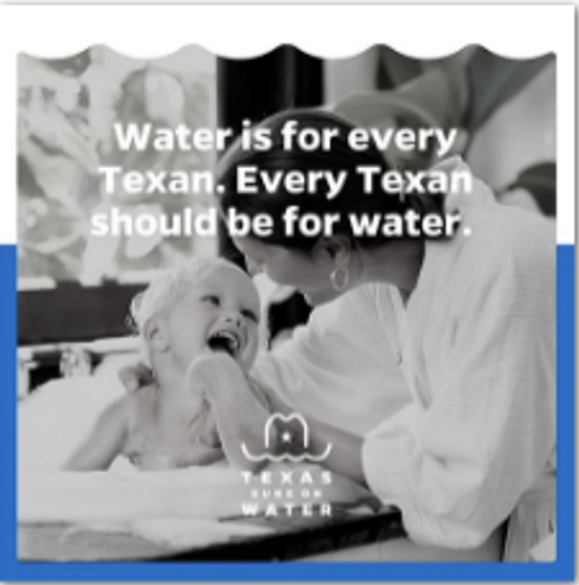
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THE HILL
COUNTRY
RUNS ON
WATER

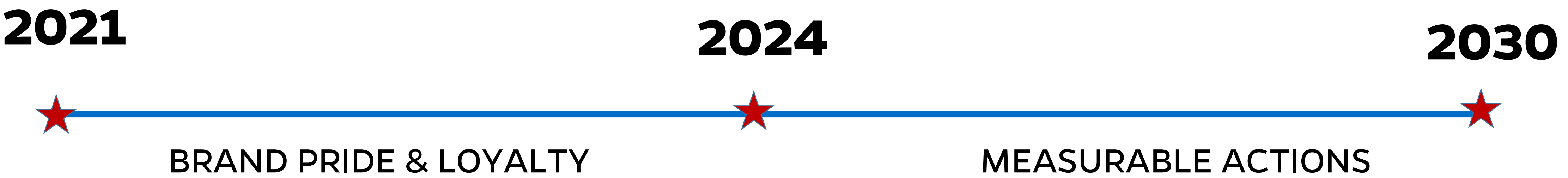
Download All Logos

BANDERA
RUNS
ON
WATER

Download All Logos



FROM BRAND AWARENESS TO BEHAVIOR CHANGE



EXAMPLE, Central Texas GCD



MEDIA	Jun					Jul				Aug				Sep					Oct				Estimated Impressions
	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	
Billboard 11171																							663,816
Billboard 3019																							983,208
Trimex Posters/Take Ones																							2,617,440
Social Media/FB-IG																							1,814,000
Production																							
TOTAL																							6,078,464



TEXAS WATER
FOUNDATION

CREATIVE BRIEF

CREATIVE CHALLENGE

Most people do not know their local water source, and are not incentivized to learn more. They live in the now, and when they turn on the tap, the water is there. They are not incentivized to learn more about local or state water challenges.

OVERALL CAMPAIGN TASK

Create a cohesive media campaign that inspires Texans to value water that can be localized to fit the needs of local communities and connect water to things people care most about. If people understand the personal impact and feel a sense of pride for their local water source, they may be inspired to change behaviors.

WHO ARE WE TALKING TO?

New residents and tourists who aren't educated on local water issues.

DEFINITION OF SUCCESS

1. A community that understands groundwater and surface water
2. A community that is aware of their own consumption
3. A shift in the real estate and development culture that is sensitive to water security
4. A shift in the culture around the value of water (either on properties or in monthly water bill)
5. A community that embraces and supports a recognizable brand that celebrates good water stewardship

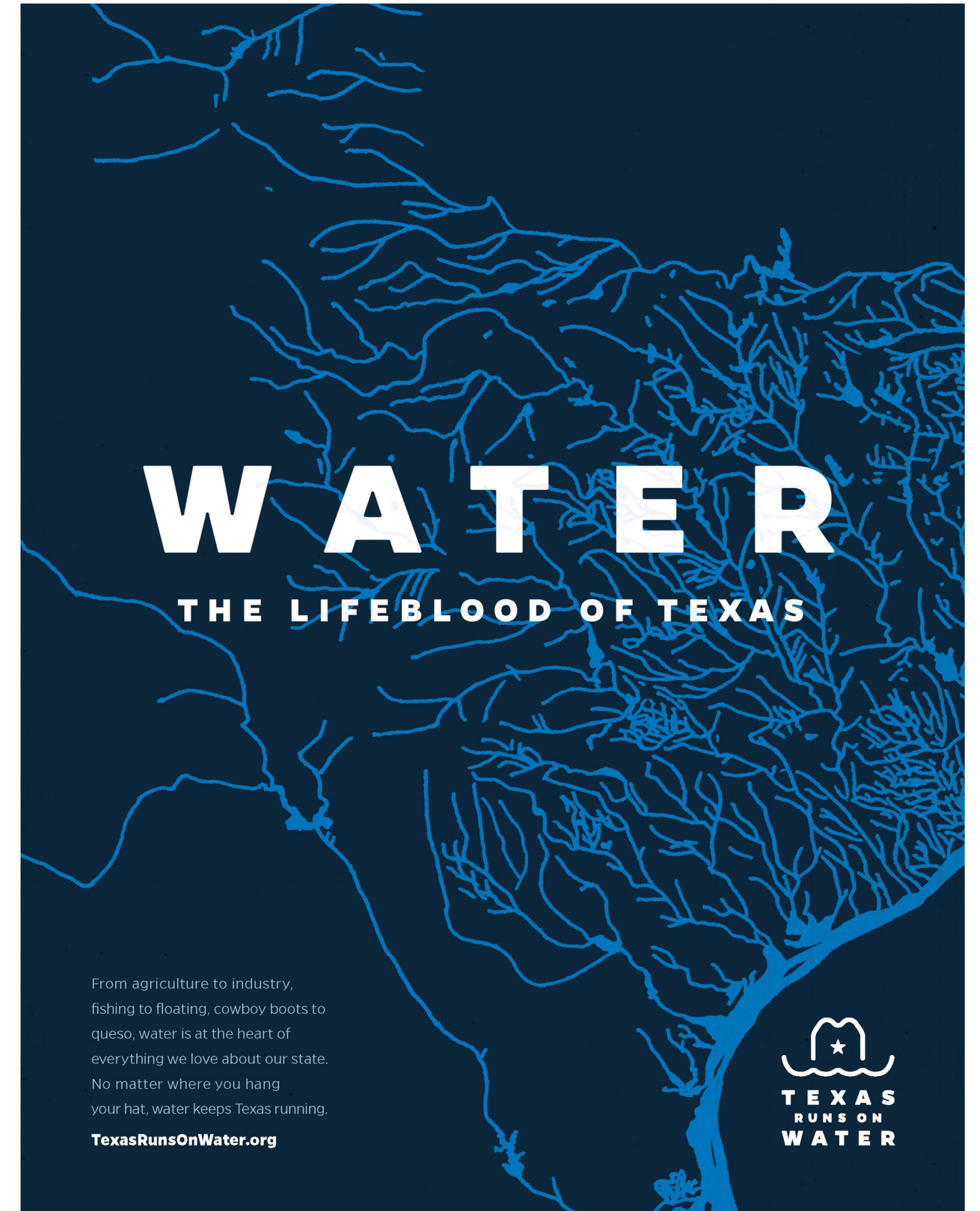
Partnership Agreement

- Collaboration on Campaign Development
 - Stakeholder feedback
 - On-the-ground support
- Collaborative Funding Model
- Impact Metrics & reporting
- Maintain Brand compliance



Partnership Benefits

- Strategic support and media marketing plan
- Creative asset development: videos, social media, webpage, billboards, etc.
- Increased Visibility
- Statewide campaign data & media reporting
- Statewide Campaign Synergy





T E X A S
R U N S O N
W A T E R