

## New England Water Environment Association

### Problem

How does a New England association get more conference attendees?

### Solution

By using a mixed media approach to OOH.

### Background

The New England Water Environment Association (NEWEA) is a dynamic organization of over 2,100 highly qualified and motivated water and wastewater professionals located throughout New England, who volunteer their time, energy, and expertise in order to preserve, protect, and manage one of our most precious resources here in New England; water environment. NEWEA members contribute to “the friendly exchange of information and experience.” As a volunteer organization, it exists solely because of the involvement and contribution of each member.

### Objective

The campaign was intended to raise general brand awareness and also increase attendance for their annual conference.

### Strategy

A mix of media was used including street level buses, subway interior cards and digital screens at South Station.

### Plan Details

Market: Boston, Massachusetts

The campaign ran for 4-weeks in January 2017. Media formats used were bus kings, digital screens and subway interiors.

### Results

The campaign helped increase web traffic to the NEWEA website, member enrollment and conference attendees. NEWEA saw an increase of 50 additional attendees to the annual conference.

