

METROPOLITAN WASTEWATER MANAGEMENT COMMISSION POLLUTION PREVENTION DIGITAL ADVERTISING CAMPAIGN

PUBLIC INFORMATION & EDUCATION AWARD

Digital Advertising Campaign took place between January 25 and April 22, 2024

Ads ran on streaming TV, streaming radio, social media, website banners, and local billboards

Overall Results

- **3.1 million impressions** across digital channels
- **3.3 million impressions** via billboards



Metropolitan Wastewater
MANAGEMENT COMMISSION



partners in wastewater management

Ad Creative



Scan to view
the campaign
landing page



Scan to view
the 30-second
campaign TV ad

