



CLIENT SUCCESS STORY

south east water

Reach
Where people live

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Rob Crumbie

Head of Communications

south east water

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Saving every drop with South East Water

To support South East Water's commitment to ensuring ample water for our trees, plants, and wildlife to thrive, a digitally-driven, multi-channel campaign was launched. This initiative aims to consistently promote a positive message about water conservation, reaching as many people in Kent as possible.

Channels

KentLive **SurreyLive**



Client

South East Water,
supplier of water to
people in the South
East of England.

Audience

Householders
in Kent.

Formats

Digital Display Ads
Sponsored Content
Marketing



The Brief



Inspire more people to care for the environment



Create a positive narrative around saving water



Improve audience's perception of South East Water



Educate audiences in a creative way

The Solutions

InYourArea **Sponsored Content & Advertising**

By targeting content and local ads to audiences in Kent via our hyper-local community platform, InYourArea, South East Water used our first-party data for more accurate postcode-led targeting, resulting in high engagement levels.

**#No.1 app for
local news & info**

KentLive Digital Display Ads

Using digital display ads across Kent Live also helped reduce wastage. Its significant local engagement, trust, and relevance allowed the campaign to reach a large reader base within Kent.

**Engaged & trusted
audiences**

KentLive and **SurreyLive** **Sponsored Content Marketing**

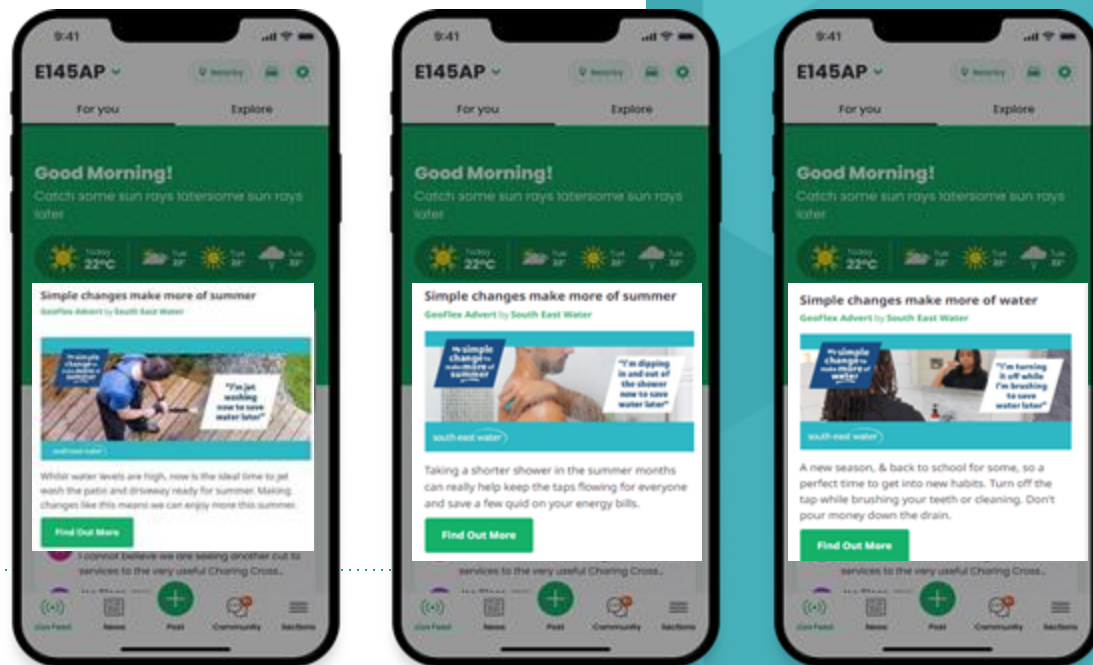
Storytelling on a local level played a pivotal role in this campaign. It allowed South East Water to connect with its audience more personally and emotionally by weaving narratives that reflect local experiences and challenges.

**Created positive
narratives at local level**



The Results

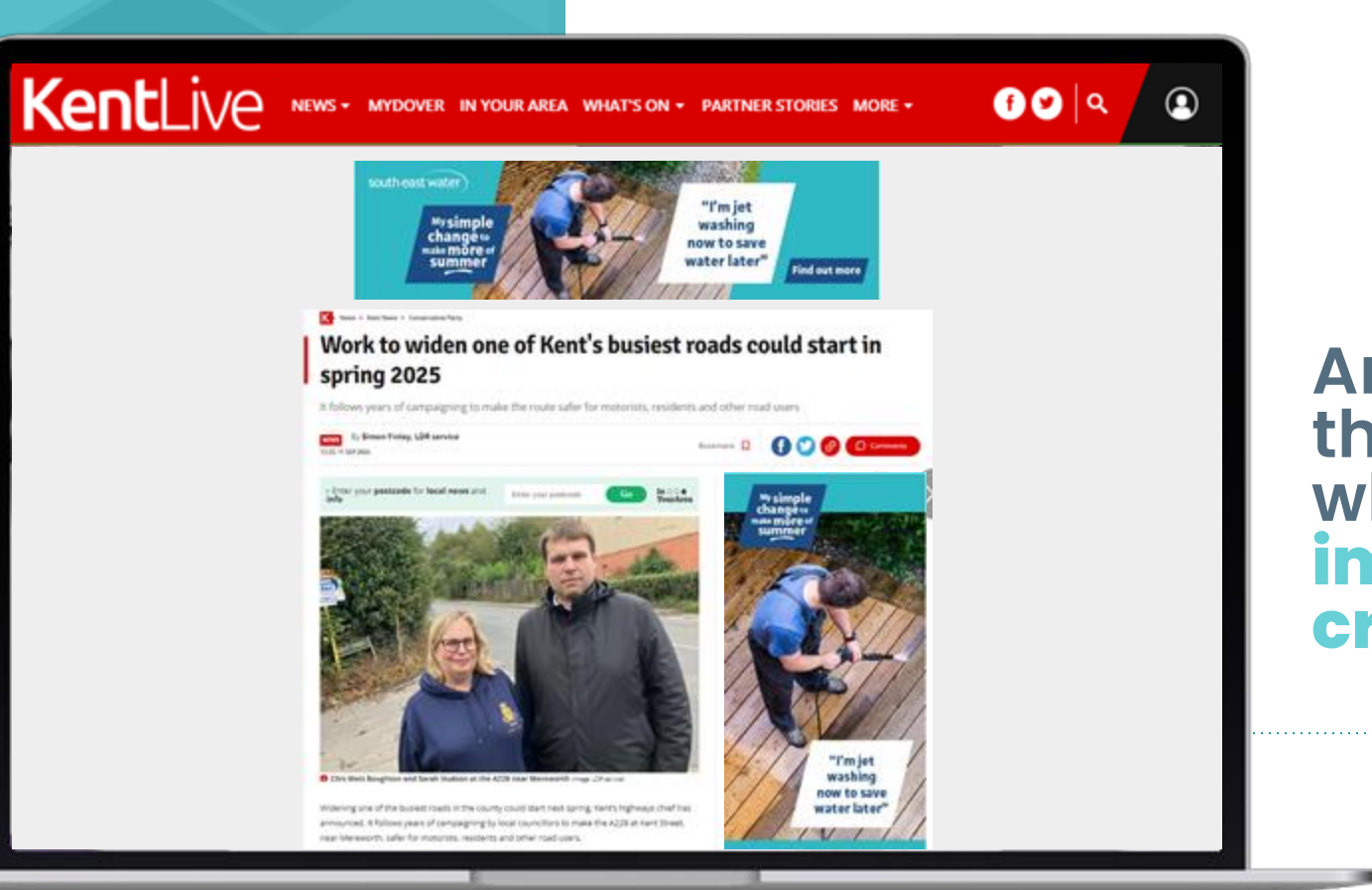
Reached
people in the
areas that
mattered
to them.



1.4M+
impressions

7k+ clicks
south east water

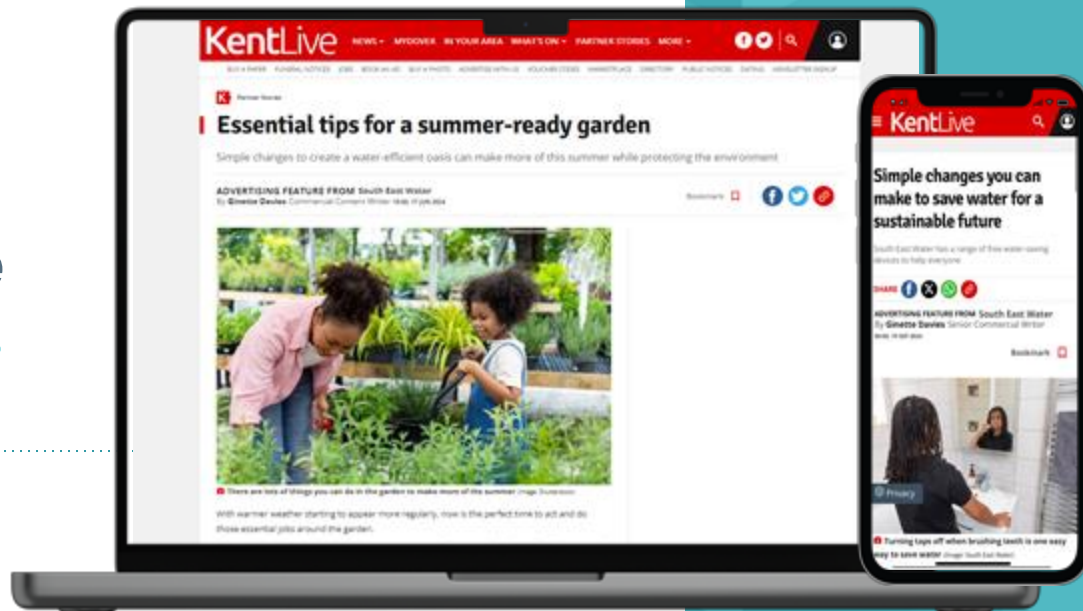
Reach
helping people live



Amplified
their reach
whilst
improving
credibility.

1.7M+
impressions
2.2k+ clicks

Used
storytelling
to make
an impact.



1m 5secs average dwell time
5.9k+ article views

South East Water saw positive response to the campaign by **improving customer satisfaction** and **raising awareness** of its water conservation goals throughout the summer.



Multi Channel
KentLive **SurreyLive**
 **InYourArea**



4.1m +
Impressions



12
Weeks



25k+
Clicks



“South East Water have engaged with Reach on two specific projects over the last year; a campaign to improve customer satisfaction – telling the stories from behind the tap on a local level, and a campaign to help reduce water consumption in the summer.

With specific regional challenges to overcome, the ability to locally target messaging into specific areas has been vital in supporting South East Water to achieve its goals. Using a mix of sponsored content, In Your Area posts and boosting campaigns across social media and the Reach network, we’ve seen positive responses to customers in these campaigns.

They’ve driven up customer satisfaction, provided flexible and responsive account management and helped to ensure that we can keep the taps flowing for all our customers during the summer.”



Rob Crumbie

Head of Communications

