

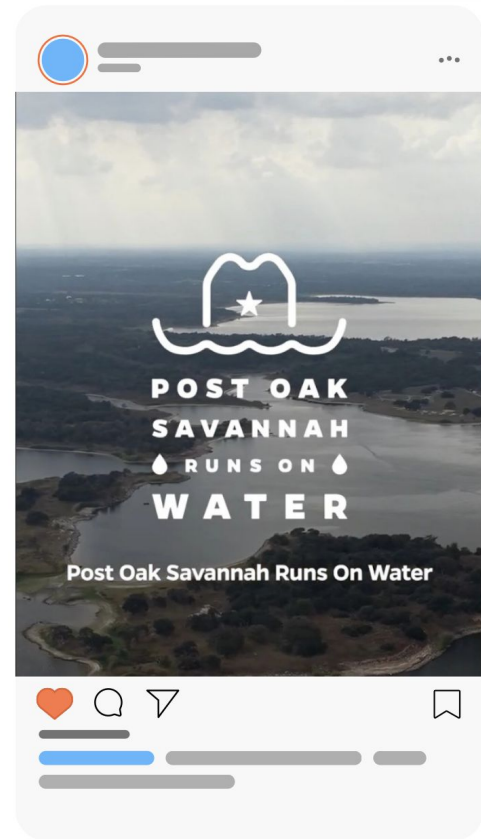
Post Oak Savannah Runs on Water

2026 Campaign Report
January - April Flight

Campaign Goal

Build public awareness and pride around Post Oak Savannah's unique water challenges and strengths by connecting residents - especially rural landowners and growing suburban communities - to the importance of **protecting their local groundwater**.

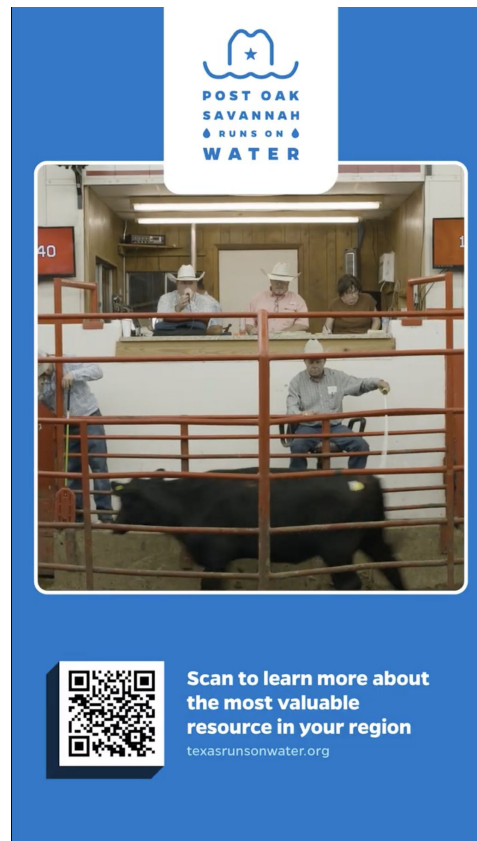
Empower the region to **claim its voice in statewide water conversation** through culture, pride, and place-based storytelling.



Creative Approach

County-specific creative highlighting local traditions, agriculture, and scenery.

- **15-second video** across socials & digital Out-Of-Home
- **Photography & graphic assets** adapted for billboards, posters, digital displays, and social media
- **Webpage** serving as campaign hub



Paid Media Overview

**TOTAL
IMPRESSIONS**

7.9M

CHANNEL	IMPRESSIONS
Billboards	~1,562,571
Business Posters	~3,140,928
Digital OOH	~877,817
Meta (FB & IG)	2,321,554



Billboards

- Pairing **local culture** with their connection to water.
- Key **commuter corridors** connecting Milam, Burleson, and surrounding areas.



~77K Monthly Imp.



~271K Monthly Imp.



~171K Monthly Imp.



Business Posters

Placed in locally owned businesses across Burleson and Milam Counties.

Reached residents during **everyday routines and community gathering** moments.



IMPRESSIONS

~3.1M

LOCATIONS

14

7 each county



Digital Out-Of-Home

Appeared in grocery stores, restaurants, convenience stores, and other local businesses.

Exceeded impression projections throughout the campaign.



RESIDENTS

877K

LOCATIONS

39

19 Burleson, 20 Milam



Meta

Meta (Facebook & Instagram) delivered **strong reach** while maintaining **cost efficiency**.

Exceeded impression projections by 10%, benefiting from ad format reallocation to avoid video fatigue.



IMPRESSIONS

2.3M

Across FB & IG

LINK CLICKs

7.6K

To webpage



Summary

- Reached residents across daily touchpoints - from highways and local businesses to digital platforms - creating repeated exposure throughout the three-month campaign.
- Contributed to trust building of water issues and the Post Oak Savannah Groundwater District through connection to place-based water centric storytelling that celebrates local identity.
- Elevated groundwater awareness and built a foundation for local residents to become involved in decision making.



Thank you



Appendix - Meta Extended



POS - TOTAL PAID SOCIAL PERFORMANCE

Total Spend:

\$13,000

Total Impressions:

2,321,554

Total Reach:

425,778

Total Link Clicks:

7,668

Total CPM:

\$5.60

Total Avg. Freq:

5.5x

Video Views:

263,740 (3s) / 195,737 (15s)

Total Reactions:

819

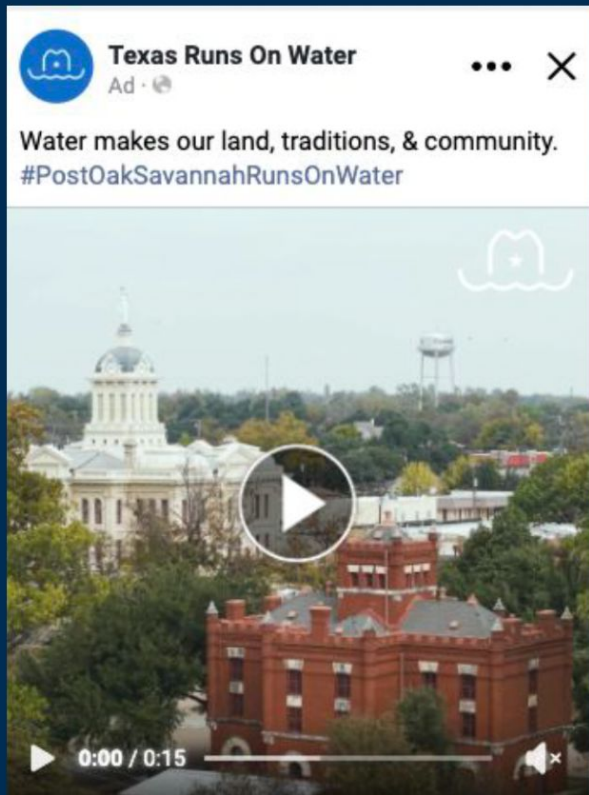
Total Shares:

59

- Exceeded impression projections goal by 10%, benefiting from ad format reallocation to avoid video fatigue
- More than 7.6K clicks to site (Link Clicks) throughout the flight, where residents could engage with additional information and content – (48% generated from video/52% from statics)
- Video Views campaign generated over 263.7K 3-second views and over 195.7K completed views



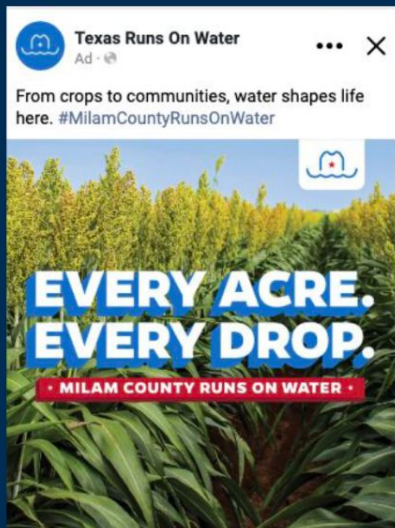
CREATIVE PERFORMANCE - VIDEO



- The POS video effectively drove engagement:
 - \$0.03 Cost Per Completed View
 - 3.6K Link Clicks
 - 604 Post Reactions
 - 43 Shares
- As CPM and frequency expectedly increased through flight, funds shifted into the more efficient static images.
 - Final video CPM: \$12.33
- 74% of 3-second viewers watched the video to completion (15 seconds), indicating strong attention and interest



CREATIVE PERFORMANCE - STATICS



MILAM

- \$4K Spend
- 947,163 Impressions
- \$4.22 CPM
- 1,801 Link Clicks



BURLESON

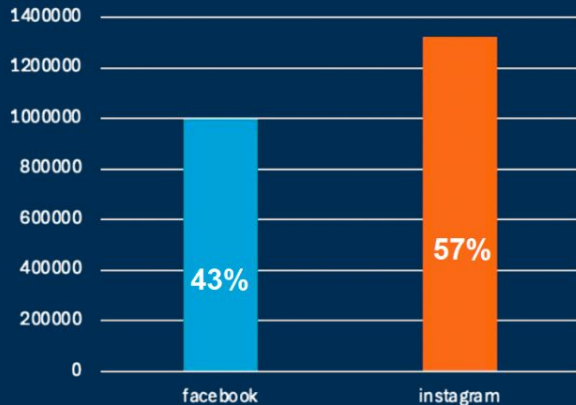
- \$4K Spend
- 968,925 Impressions
- \$4.13 CPM
- 2,201 Link Clicks

- Overall, statics delivered 1.9MM impressions and 4K clicks to site
- Burleson's static was slightly more engaging, leading to a better CPM and better CPC compared to Milam
- For future campaigns, recommend incorporating more creative versions

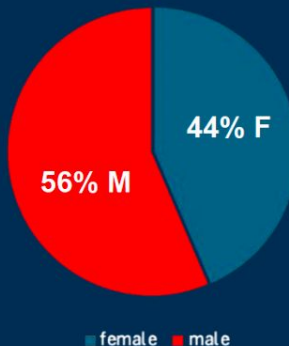


PAID SOCIAL PERFORMANCE - VIDEO

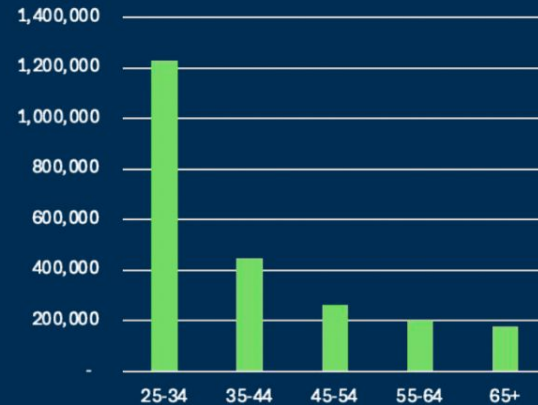
Impression Delivery by Platform



Impression Delivery by Gender



Impression Delivery by Age



- Meta auto-optimized delivery to our target audience, resulting in 57% of impressions occurring on Instagram, likely influenced by the younger age delivery .
 - 72% of impressions served to A25-44 and 56% of all impressions were delivered to Males
- Optimizations were made throughout the campaign via Meta's new "Value Rules," which allow buyers to adjust marketplace bids per defined parameters. In this campaign, intentional efforts were made to yield a more even distribution amongst genders.

