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Case Study



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It's Friday

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Sydney Water

Title
Entertainment changes everything, even toilet behaviour

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Q1. EXECUTIVE SUMMARY & WHY DOES THIS CASE DESERVE AN AWARD?

The most effective advertising in history has one job: take people somewhere they're not. Adventure. Aspiration. Someone else's kitchen, someone else's life. The escape is the point.

But there is a category of communications that can't offer escape. It has to do the opposite. Bring people back to where they are. Make them notice what they're doing. Make them take responsibility for it. The moment it points a finger, the audience leaves.

Getting accountability to land without losing the audience is the hardest brief in marketing.

Toilet Blockers solved it.

Sydney Water was spending $27 million a year clearing blockages caused by things Sydneysiders flushed and shouldn't have. [1] Two prior campaigns. No movement. 55% of the population still thought it was fine. [2]

The problem wasn't information. It was accountability. Nobody thought they were the Toilet Blocker. Once flushed, gone. Once gone, someone else's problem.

The answer was to make the accountability so entertaining that nobody looked away before they heard the message.

$2 million in media. $8.1 million in Marketing ROI. 306% return on investment. [3] Wrong-flushing belief at its lowest point in Sydney Water's history of tracking, still moving in the right direction 18 months after the campaign ran. [4]

The campaign is over. The behaviour is still changing.

Footnotes
[1] Sydney Water Wastewater 2024 Brief
[2] Sydney Water Wastewater 2024 Brief, citing Q2 2023 Community Sentiment Monitor
[3] Marketing ROI of $8.1 million and 306% return on investment confirmed by Sydney Water and It's Friday. Marketing ROI reflects the demonstrated value of the behaviour shift produced by the campaign, not a direct measure of avoided operational cost. Campaign media investment: $2 million (Atomic 212 / It's Friday).
[4] Sydney Water Community Sentiment Monitor, Q2 (Oct-Dec) 2025-2026, Main Report, 21 February 2026, p.58. Belief that it is okay to flush items beyond human waste and toilet paper, quarterly waves: Oct-Dec 2024 55%, Jan-Mar 2025 52%, Apr-Jun 2025 55%, Jul-Sep 2025 54%, Oct-Dec 2025 50% (significant decline). Pre-campaign baseline 55% (Q2 2023, cited in Sydney Water Wastewater 2024 Brief).



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Q2. WHAT WAS THE STRATEGIC COMMUNICATIONS CHALLENGE?

Sydney Water serves more than 5.6 million people across Greater Sydney, the Blue Mountains and the Illawarra, operating around 30 facilities that treat over 1.3 billion litres of wastewater every day. [5] The wastewater system is one of the country's largest pieces of public infrastructure, and the public is part of the maintenance plan whether they realise it or not.

Sydney Water clears up to 20,000 blockages a year from its sewer network. [6] Wet wipes are a significant contributor. Sydney Water removes more than 500 tonnes of wet wipes and similar waste from the sewerage system every year, clearing close to 100 blockages per week. The annual cost: $14 million to rectify blockages, plus $13 million to clean up the overflows that result when blockages aren't caught in time. [7]

The category has communications fatigue

Sydney Water had been running wastewater behaviour change campaigns since 2021: "It's Best to Bin It" (July 2022) and two waves of "Can't Flush This" (January and July 2022). Each was tracked against the same impact framework. Each delivered modest results. None moved the needle. 55% of Sydneysiders still believed it was okay to flush items other than the 3Ps. [8]

The structural challenge

Five barriers stood in the way of any new campaign.

Communications fatigue. The audience had been told the same thing many ways for many years.

Behavioural invisibility. Flushing leaves no trace. There is no point-of-sale evidence, no environmental visibility, no social signal.

Cost displacement. The financial consequences of incorrect flushing sit with the utility, not the household.

The hardest-to-reach offenders. Sydney Water's quantitative research showed the dominant flushing audiences were aged 18-29 and CALD households. The strongest predictor of incorrect flushing wasn't gender, age or income, but cultural and linguistic background. CALD respondents were significantly more likely to flush unsuitable objects. [9]

Permission-structure thinking. Sydneysiders justified incorrect flushing with the same three excuses for almost every item. "It's just like toilet paper." "The packaging said it was flushable." "It was small enough." The toilet itself was being interpreted as a permission structure: if it fits, it can be flushed. [10]

A sixth constraint sat above all five: **institutional conservatism.** Sydney Water is a government-owned utility. Its communications had always operated in the territory of public service announcements: informational, responsible, safe. It had never entertained. For this strategy to work, Sydney Water had to be willing to be genuinely funny. That is a harder brief than it sounds for a government entity.

The new campaign couldn't just be more creative. It had to re-pose the question and be brave enough to do it through comedy.

Footnotes
[5] Sydney Water, Wastewater systems. sydneywater.com.au/water-the-environment/how-we-manage-sydneys-water/wastewater-network.html

[6] Sydney Water Wastewater 2024 Brief: up to 20,000 blockages cleared annually from the Sydney Water network.

[7] Sydney Water Wastewater 2024 Brief: "Wet wipes... are a significant issue for the network with an estimated 500 tonnes flushed down the toilet annually, causing 20,000 blockages costing more than $14 million to rectify annually with an additional $13 million to clean up overflows."

[8] Sydney Water Wastewater 2024 Brief, citing Q2 2023 Community Sentiment Monitor (55% baseline) and Phase 2 post-campaign research (37% admitted to occasionally flushing the wrong things). Sydney Water has tracked Wastewater campaign activity since 2021. Note: "Turn It Off, Bob" was a separate water-efficiency campaign, not a wastewater campaign, and is excluded from this benchmark set.

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[9] Sydney Water Flushables Research, December 2023, online survey n=300 Greater Sydney residents aged 18+ (Dynata Consumer Insights Panel). Outcomes and Recommendations: "There does appear to be a difference in flushing behaviour between CALT and CALD respondents that does not exist between gender and is not influenced by home ownership. CALD are more likely to flush unsuitable objects."

[10] Sydney Water Flushables Research, December 2023. Top three justifications for flushing each unsuitable item, consistent across tissues, paper towel, tampons, sanitary pads, baby wipes, wet wipes, hair, cotton buds, dental floss, food and other items: "It's just like toilet paper", "Packaging said it was flushable", "I thought it was small enough to flush it".

Q3. WHAT WERE YOUR OBJECTIVES? State specific goals.

Three tiers. Hard numbers. All exceeded.

Attitudinal

Beat the previous Sydney Water wastewater AMP impact record of 48 across TV, OOH and radio. Target: 49+. Achieve unprompted recall of 28% or above, setting a new high against the prior best of 26% recorded by "It's Best to Bin It" in July 2022. Move at least 4 of the 8 attitudinal levers underpinning wrong-flushing behaviour in the intended direction at statistical significance. [11]

Behavioural

Lift 3Ps recall to 28%+ and sustain it above the pre-campaign baseline of 21% for at least two consecutive post-campaign quarters without further media investment. Reduce the proportion of Sydneysiders who believe it is okay to flush items beyond the 3Ps from the 55% pre-campaign baseline to below 53% within the measurement window. [12]

Operational and Commercial

Generate a return on media investment of at least 150%, equating to a minimum Marketing ROI of $3 million against the $2 million media spend. Contribute to a measurable shift in the behaviour that drives the 20,000 annual blockages and the $27 million annual network cost. [13]

Footnotes
[11] Verian, Sydney Water Wastewater Campaign Evaluation Report (Toilet Blockers), 31 July 2024, p.18: prior wastewater campaign unprompted recall best was 26% ("It's Best to Bin It", July 2022). AMP record for wastewater: 48 (Can't Flush This TV, January 2022). Eight attitudinal levers tracked pre and post each campaign since 2021.

[12] Sydney Water Wastewater 2024 Brief, citing Q2 2023 Community Sentiment Monitor: pre-campaign baseline 55% believe it is okay to flush items beyond the 3Ps; 21% unprompted recall of the 3Ps message.

[13] Sydney Water Wastewater 2024 Brief. Annual network cost: $14 million to rectify blockages, $13 million to clean up overflows. Campaign media investment: $2 million (Atomic 212 / It's Friday).

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Q4. WHAT WAS YOUR STRATEGY AND HOW DID YOU GET THERE?

Target and insight

The campaign targeted three audiences who over-indexed on incorrect flushing: Sydneysiders aged 18-29, renters, and culturally and linguistically diverse households. [14] But focusing only on the worst offenders would have missed the bigger opportunity. The whole population needed to convert. 37% of all Sydneysiders admitted to occasionally flushing the wrong things. 55% believed it was okay to flush items beyond the 3Ps. [15]

The deeper insight came from understanding why.

Sydney Water's commissioned research uncovered that the audience externalised responsibility for blockages onto the things they flushed, never themselves. Their motivation profile was clear: they didn't care about damage to Sydney's main sewer pipes or the environmental impact. What they cared about was their own toilet. The pain-in-the-ass inconvenience, grossness, cost and damage of a blocked home toilet. [16]

But here was the catch. They didn't link blocked toilets with their own behaviour. To them, a blockage was a plumbing malfunction, not a consequence of what they'd flushed.

The insight that unlocked the strategy: **toilets don't block themselves. Toilet Blockers do.**

That single shift, from object to person, opened everything else. It made the issue personal. It gave the campaign permission to be funny without being soft. It made the call to action behaviourally credible. And it reframed the question the category had been asking for a decade.

The strategy: B = MAE

The strategic choice was to stop telling Sydneysiders what not to flush, and start telling them who blocks the toilet.

We identified three conditions that had to work simultaneously. Previous wastewater campaigns had one or two of them. None had all three.

We call the formula **B = MAE**: Behaviour Change = Motivation × Ability × **Entertainment**.

Motivation. Had to be personal and immediate. Not the cost to Sydney Water. Not the environment. Your toilet. Your blockage. Your weekend ruined. A blocked loo is on you.

Ability. The rule had to be simple enough to remember at the bathroom door. We collapsed the entire brief into three syllables: only flush the 3Ps. Pee, poo and toilet paper. Anything else, in the bin.

Entertainment. The variable every prior campaign in the category was missing. Telling people what not to flush is easy. Making them watch, engage and remember without turning away the moment they feel accused requires entertainment. Not to soften the accountability. To deliver it. For a government utility that had spent a decade making responsible public service announcements, this was also an organisational commitment. Sydney Water had to be willing to be funny.

Footnotes
[14] Sydney Water Flushables Brief, January 2024: "Primary: Sydneysiders, particularly those 18-29. Secondary: CALD. Sydneysiders from non-English speaking backgrounds have a higher propensity to think it's ok to flush things other than the 3Ps down the loo."

[15] Sydney Water Wastewater 2024 Brief, citing Q2 2023 Community Sentiment Monitor (55% baseline) and Phase 2 post-campaign research (37% admitted to occasionally flushing the wrong things).

[16] Sydney Water Flushables Brief, January 2024, Insight section: "Our research uncovered that our audience doesn't care about blockages to Sydney's main sewer pipes or even the environmental damage they may cause. That's not their problem. What they're really motivated by is the fear of blocking their own toilet; the pain-in-the-ass inconvenience, grossness, cost and the potential damage that comes with it. However, most people don't link blocked toilets with their behaviour, it's a plumbing malfunction."

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Q5. HOW WAS YOUR STRATEGY BROUGHT TO LIFE?

The idea

Toilet Blockers Anonymous. A blocked loo is on you.
The idea exposed something the category had been working hard to ignore. **Blockages are caused by people, not things**. And those people were the audience watching the ad.

Rather than positioning the message as another reminder, the campaign declared the audience itself as the culprit. A support group for the everyday Sydneysiders coming to terms with their flushing habits, played for laughs but landing a hard truth. If you're flushing anything other than the 3Ps, you're a Toilet Blocker.

The choice of comedy was strategic. The message was confronting. You are the cause of a multi-million dollar problem. But the delivery was generous. The campaign laughed with Sydneysiders, not at them, which made the accountability message land rather than bounce off.

Execution

The campaign launched in late May 2024 with a teaser to build intrigue, followed by two hero films. "Group Counselling" introduced the Toilet Blockers Anonymous support group, with guilty-looking civilians admitting to wet wipes, tissues and cotton buds. "The Pledge" invited Sydneysiders to publicly commit to flushing only the 3Ps.

Above the line

TV (30 and 15 second cuts), radio and OOH carried the hero executions across Metro Sydney and Wollongong.
Below the line

Social, digital, customer eDMs and bill notices reinforced the 3Ps mechanic at every Sydney Water customer touchpoint. The campaign landing page hosted character profiles, an interactive flushable-or-not myth-buster, and the public 3Ps Pledge.

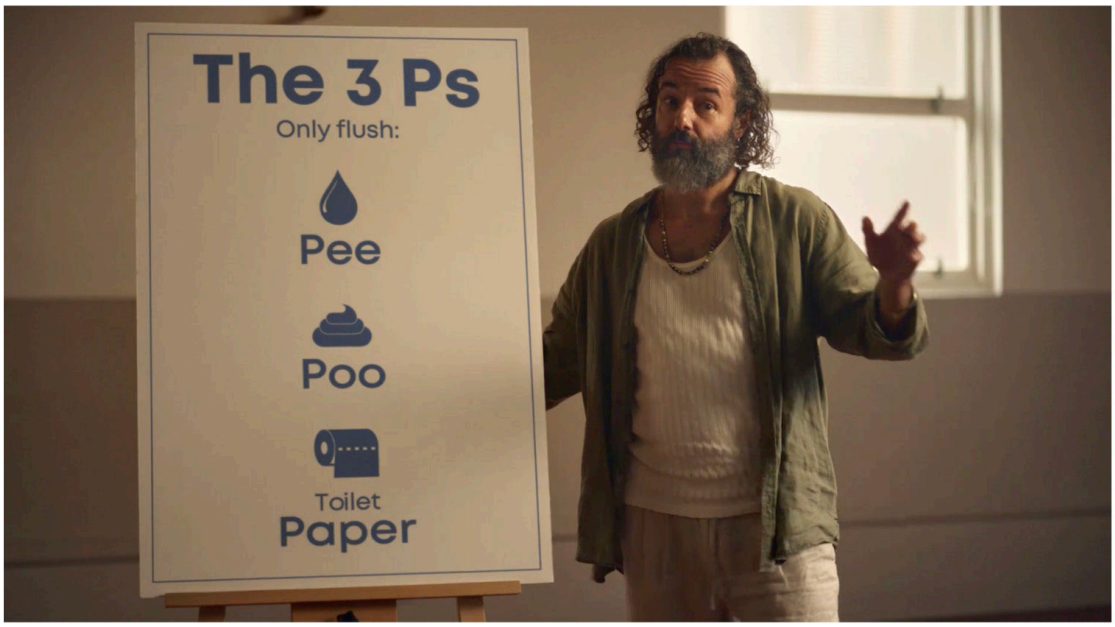
Earned and partnership

Influencer plumbers extended reach into audiences that traditional utility comms struggle to engage. The most distinctive piece of the integration was a partnership with Who Gives A Crap to launch the Toilet Blockers Anonymous Flushable Guidebook, printed on actual toilet paper. A literal cue at the literal point of behavioural relevance. The campaign attracted national news coverage on Seven, Nine and Ten.
Critically, the integration was strategically driven, not channel-driven. Every piece of creative named the problem, named the audience, and delivered the rule.



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Q6. HOW DO YOU KNOW THAT YOUR CAMPAIGN WAS SUCCESSFUL?

Toilet Blockers ran for six weeks. Eighteen months on, it is still working.

Cut-through is at a brand record. The campaign's specific attitudinal levers have moved at significance. Recall is locked in at +12 points and rebounding through natural mid-cycle dips. And the deepest behavioural metric in the category, the belief that it's okay to flush items beyond the 3Ps, has just hit its lowest figure on record.

Cut-through: smashing benchmarks across every measured channel

AMP is the standardised creative effectiveness framework Sydney Water has used to benchmark every wastewater campaign since 2021: novelty, affective impact, and relevance combined into a single score. Above 35 is the benchmark for good impact. [17] Toilet Blockers didn't just clear the bar. It set a new record across every prior Sydney Water wastewater wave, on every channel measured.

An AMP score of 51 is 46% above the good impact benchmark, and the highest Sydney Water has recorded across every wastewater campaign since tracking began**.** [18]

Unprompted recall reached 34% against 26% for the prior "It's Best to Bin It" campaign. Prompted recall hit 44% against 36% for the prior wave. [19] The single most-liked element of the campaign was the strategic mechanic itself. 79% of respondents liked the slogan "The 3Ps. Only flush Pee, Poo and (toilet) Paper", the highest-scoring message in any Sydney Water wastewater campaign on record. [20]

87% of Sydneysiders understood the call to action. 77% said the ads made them want to avoid flushing things down the toilet that should go in the bin. [21] Both figures were consistent across age, gender, location, language, income, and household composition.

The campaign's specific attitudinal levers moved at significance

Sydney Water tracks eight attitudinal levers underpinning wrong-flushing behaviour, pre and post each campaign. The Toilet Blockers strategy was built to shift the unit of accountability from object to person. After the campaign, six of eight levers had moved in the campaign's intended direction. Two held steady. None moved against. [22]

Embarrassment (the displacement lever closest to the campaign's accountability reframe) fell from 20% to 11%, a near-halving in two years. Lack of legitimacy (the conviction that the issue isn't real) fell from 28% to 20%. [23] The pattern of movement aligns precisely with what the campaign was designed to shift, not with general environmental sentiment that would have moved different levers.

(see chart 2)

Recall is at +12 points and the cut-through is "holding well"

Sydney Water's pre-campaign baseline for unprompted recall of the 3Ps message was 21% (FY2023-24 Q1 Community Sentiment Monitor). In the most recent measurement (Q2 FY2025-26, fielded Oct-Dec 2025, 18 months after launch), that figure stood at 33%. [24]

(see chart 3)

Sydney Water's own tracking commentary in the most recent quarter: "The cut-through of the Toilet Blockers campaign is holding well." [25] That language has never been used about any prior Sydney Water wastewater wave.

The deepest belief metric has just hit its lowest figure on record

The hardest measure to shift in any behaviour change category is core belief. Sydney Water's pre-campaign baseline metric was the proportion of Sydneysiders who believe it is okay to flush items beyond pee, poo and toilet paper. The campaign was tasked with moving it. [26]

(see chart 4)

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In the most recent quarter (Oct-Dec 2025), that figure dropped to 50%, significantly lower than the 54% recorded the previous quarter and the lowest figure measured in Sydney Water's history of tracking. A five-point reduction from the 55% pre-campaign baseline. [27]

The shift took 18 months to land. That's the nature of belief change in a category with no commercial pressure point: cut-through and recall move first, attitudes shift next, core belief follows last. Sydney Water's own report acknowledges as much: "perceptions about what should and shouldn't be flushed remain hard to shift and maintain, despite a sustained boost in message recall from the Toilet Blockers campaign." [28] An honest read. The 50% figure is unprecedented and the trajectory is downward.

Footnotes

[17] Verian, Sydney Water Wastewater Campaign Evaluation Report (Toilet Blockers), 31 July 2024, p.24. AMP framework methodology developed by Verian. "Sydney Water has tracked and evaluated... Wastewater campaign activity since 2021."

[18] Verian, Sydney Water Wastewater Campaign Evaluation Report (Toilet Blockers), 31 July 2024, p.26. Toilet Blockers (Jun 2024) AMP score: 51. Good impact benchmark: 35. Prior wastewater campaigns: Can't Flush This (TV, Jan 2022) 48; Can't Flush This (30s, Jul 2022) 44.

[19] Verian, Sydney Water Wastewater Campaign Evaluation Report (Toilet Blockers), 31 July 2024, p.18: 34% unprompted recall for Toilet Blockers vs. 26% for It's Best to Bin It (Jul 2022); 44% prompted recall vs. 36%.

[20] Verian, Sydney Water Wastewater Campaign Evaluation Report (Toilet Blockers), 31 July 2024, p.39: "The 3 Ps - Only flush Pee, Poo and (toilet) Paper" liked by 79% of respondents.

[21] Verian, Sydney Water Wastewater Campaign Evaluation Report (Toilet Blockers), 31 July 2024, p.28.

[22] Verian, Sydney Water Wastewater Campaign Evaluation Report (Toilet Blockers), 31 July 2024, p.54. Eight attitudinal levers tracked: Contextual setting (-5 pts, 30% to 25%), Lack of understanding (+2 pts, 19% to 21%), Lack of legitimacy (-8 pts, 28% to 20%), Out of sight out of mind (-4 pts, 17% to 13%), Embarrassment (-9 pts, 20% to 11%), Unpleasantness (-4 pts, 14% to 10%), Defer to later (-3 pts, 13% to 10%), Entitlement (-5 pts, 15% to 10%).

[23] Verian, Sydney Water Wastewater Campaign Evaluation Report (Toilet Blockers), 31 July 2024, p.54. Movement measured July 2022 vs. June 2024 fieldwork.

[24] Sydney Water Community Sentiment Monitor, Q2 (Oct-Dec) 2025-2026, Main Report, 21 February 2026, p.56. Pre-campaign baseline 21% (Sydney Water Community Sentiment Monitor, FY2023-24 Q1). Q2 FY2025-26: "Recall of seeing or hearing about flushing the three Ps is at 33% of people, after rebounding across July to September 2025 from a low in April to June 2025 (26%)."

[25] Sydney Water Community Sentiment Monitor, Q2 (Oct-Dec) 2025-2026, Main Report, 21 February 2026, p.56: "The cut-through of the Save Our Sinks and the Toilet Blockers campaigns is holding well."

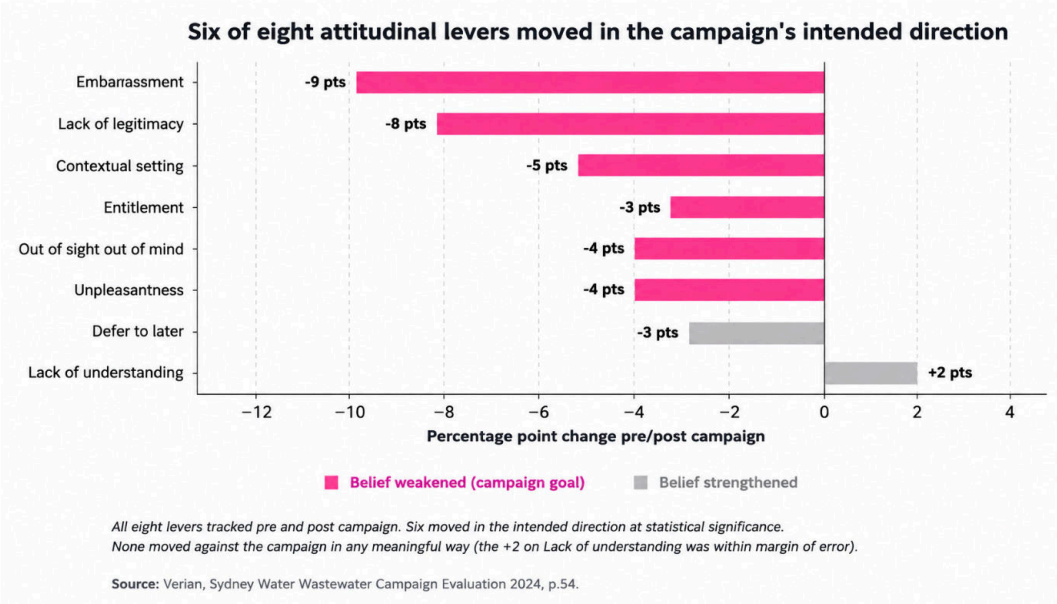
[26] Sydney Water Community Sentiment Monitor, Q2 (Oct-Dec) 2025-2026, Main Report, 21 February 2026, p.58. Pre-campaign baseline 55% from Q2 2023 Community Sentiment Monitor (cited in Sydney Water Wastewater 2024 Brief).

[27] Sydney Water Community Sentiment Monitor, Q2 (Oct-Dec) 2025-2026, Main Report, 21 February 2026, p.58. Belief that it is okay to flush items other than the 3Ps, by quarter: Oct-Dec 2024 55%, Jan-Mar 2025 52%, Apr-Jun 2025 55%, Jul-Sep 2025 54%, Oct-Dec 2025 50%. Sydney Water flagged the Oct-Dec 2025 figure as a significant decline from the prior quarter.

[28] Sydney Water Community Sentiment Monitor, Q2 (Oct-Dec) 2025-2026, Main Report, 21 February 2026, p.58 implications.

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CHARTS/IMAGES SUPPORTING CAMPAIGN SUCCESS



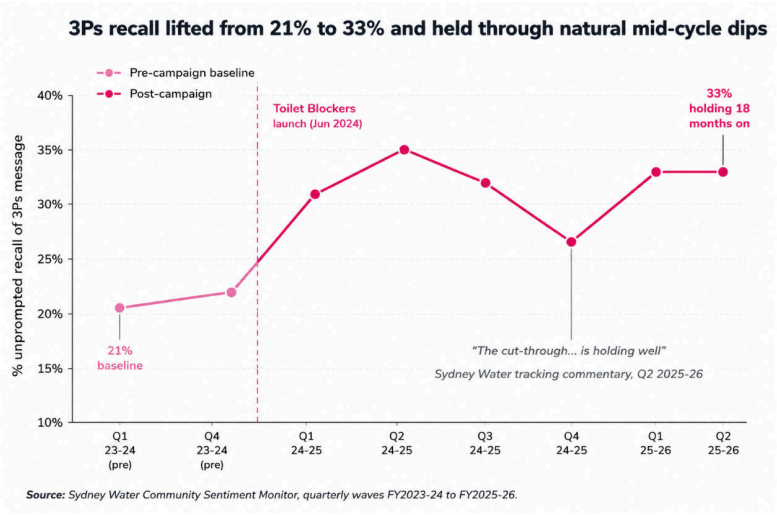


Chart 3. Unprompted 3Ps recall lifted from 21% pre-campaign to 33% and is sustained 18 months on, with rebound after a natural mid-cycle dip.

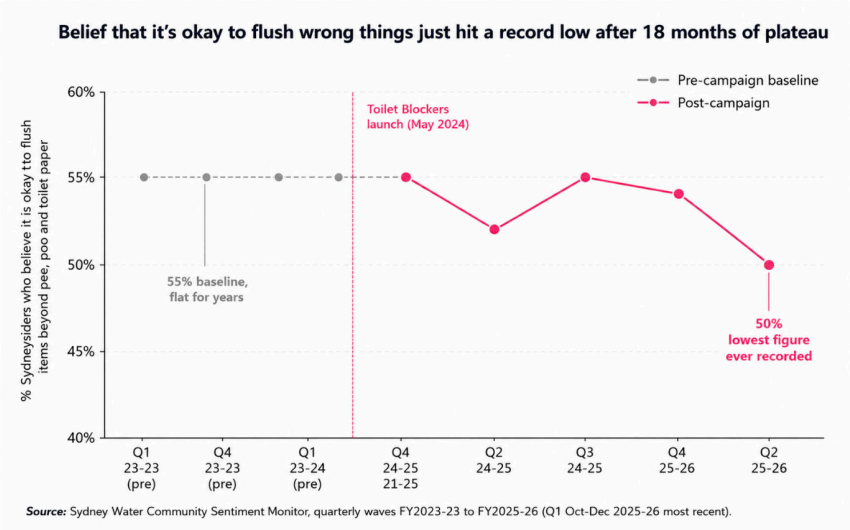


Chart 4. Belief that it's okay to flush items beyond the 3Ps held at 55% pre-campaign, ranged 52-55% for 18 months, then dropped to 50% in the most recent quarter, the lowest figure ever measured.

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Q7. WAS THE CAMPAIGN A GOOD INVESTMENT?

Toilet Blockers delivered Sydney Water a Marketing ROI of $8.1 million: a 306% return on total campaign investment. [29]

How the numbers work

The campaign ran on a $2 million media investment. [30] Against that, Sydney Water and It's Friday have confirmed a Marketing ROI of $8.1 million, reflecting the demonstrated value of the behaviour shift produced by the campaign. **Every dollar invested returned $4.05 in Marketing ROI: a 305% return on media spend, 306% on fully-loaded campaign investment.** [31]

To contextualise the scale: Sydney Water manages a wastewater network that costs approximately $27 million annually to maintain, with up to 20,000 blockages needing to be cleared.

Every percentage point of belief shift, every Sydneysider who now thinks twice before flushing the wrong thing, represents material ongoing value to Sydney Water and its customers. The campaign achieved a five-point shift in core belief, with the most recent quarter recording the lowest figure ever measured. [32]

The ROI is conservative for two reasons

It is a point-in-time measure. Behaviour change compounds. Every Sydneysider who has internalised the 3Ps mechanic carries that mental model through years of future decisions.

It makes no assumption about acceleration. The 50% belief figure in the most recent quarter is the lowest ever recorded, and the trajectory is still downward. [33]

Footnotes

[29] Marketing ROI of $8.1 million and 306% return on investment confirmed by Sydney Water and It's Friday. Marketing ROI reflects the demonstrated value of the behaviour shift produced by the campaign.
[30] Media spend of $2 million confirmed by Atomic 212 / It's Friday media schedule for the Toilet Blockers campaign period, 19 May to end of June 2024, Metro Sydney and Wollongong.
[31] Return on media spend: ($8.1M Marketing ROI) / ($2M media investment) = 305% net return. The 306% figure includes production and partnership investment alongside media.
[32] Sydney Water Community Sentiment Monitor, Q2 (Oct-Dec) 2025-2026, Main Report, 21 February 2026, p.58.
[33] Sydney Water Community Sentiment Monitor, Q2 (Oct-Dec) 2025-2026, Main Report, 21 February 2026, p.58.

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Q8. DEMONSTRATE THAT THE RESULT WAS NOT DUE TO OTHER FACTORS

A behaviour change campaign in a category with no commercial signal needs to be careful about causation. The Toilet Blockers result holds up against four independent tests.

Within-brand benchmarking against prior wastewater campaigns

Sydney Water has tracked wastewater campaign performance against the same AMP framework since 2021, measured by the same independent research provider. Toilet Blockers outperformed every prior wastewater wave on every metric. The within-brand control is unusually clean: same methodology, same panel structure, same provider. [34]

No competing intervention can explain the shift

Sydney Water is the sole wastewater utility in Greater Sydney. There is no competing voice in market driving the same behavioural outcome. No policy intervention. No product change. The toilet, the wastewater system, the items most commonly flushed, and the physical incentives to flush them have not materially changed in the campaign window.

Lever movement aligns with theory of change, not general sentiment

Of the eight attitudinal levers tracked, the levers most aligned with the campaign's theory of change (embarrassment, lack of legitimacy, entitlement) moved most. Levers that would have moved if the shift were driven by general environmental sentiment did not. [35] The pattern of movement matches the campaign, not a category trend.

Media weight does not account for the AMP gain

Previous "Can't Flush This" and "It's Best to Bin It" campaigns were supported with comparable media. Toilet Blockers achieved a higher AMP score against the same media context, against the same audience. [36] The gain is in the work, not the weight.

The campaign is the variable that changed. The behaviour responded.

The Learning

Every previous campaign in this category told households what they shouldn't flush. Sydney Water identified that years of clarity hadn't solved a problem of accountability. The insight (toilets don't block themselves, Toilet Blockers do) was the unlock. But the bigger learning is how it was delivered.

B = MAE: Behaviour Change = Motivation × Ability × Entertainment. Not a tweak to someone else's model. A formula built for the attention economy, proven in a category where nobody was watching.

Behaviour change through entertainment. A formula for the next room.

Footnotes
[34] Verian, Sydney Water Wastewater Campaign Evaluation Report (Toilet Blockers), 31 July 2024. Two prior wastewater campaigns: "It's Best to Bin It" (July 2022), "Can't Flush This" (January and July 2022). All measured against the same AMP framework.
[35] Verian, Sydney Water Wastewater Campaign Evaluation Report (Toilet Blockers), 31 July 2024, p.54.
[36] Verian, Sydney Water Wastewater Campaign Evaluation Report (Toilet Blockers), 31 July 2024, p.26.

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Q9. GIVE CONTEXT TO BUDGET IN COMPARISON TO COMPETITORS.

Not Applicable

Q10. GIVE CONTEXT TO THE BRAND'S OVERALL BUDGET.

Brand budget is about the same

Q11. MEDIA BUDGET ELABORATION

> Campaign media investment: $2 million for the six-week period (19 May to end of June 2024, most channels concluded 15 June), Metro Sydney and Wollongong. Media agency: Atomic 212. TV (Seven, Nine, Ten, SBS Sydney; WIN, SCA, Prime Wollongong), Radio (Nova Sydney, SCA Wollongong, SBS NSW), OOH, social and digital, plus dedicated multicultural media (radio, press, cinema, direct mail).

Q12. DESCRIBE OWNED MEDIA ACTIVITY

> Sydney Water activated owned customer channels throughout the campaign. Bill notices to all customers introduced the Toilet Blockers campaign and the 3Ps mechanic. Customer eDMs reinforced the message at key intervals. A dedicated landing page hosted the Toilet Blockers Anonymous character profiles, a flushable-or-not myth-buster, and the public 3Ps Pledge. Sydney Water's social channels extended organic reach beyond the paid media window.

Q13. OUTLINE ANY SPONSORSHIPS

> A brand partnership with Who Gives A Crap produced and distributed the Toilet Blockers Anonymous Flushable Guidebook, printed on actual toilet paper and distributed via Who Gives A Crap's customer base and the campaign landing page. No paid sponsorships of external events or properties.

Q14. OUTLINE COMMUNICATION TOUCHPOINTS

> TV (30 and 15 second hero films), Radio, OOH, social and digital, customer eDMs, bill notices, campaign landing page, 3Ps Pledge, influencer plumber partnerships, PR and earned media (national news coverage on Seven, Nine and Ten), CALD-specific channels (radio, press, cinema, direct mail), Who Gives A Crap brand partnership.

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