

Case Study · Force for Good

From awareness to action and a 196% jump in pledges.

CLIENT	PROGRAM	CATEGORY	IN MARKET
Texas Commission on Environmental Quality	Take Care of Texas	#8 · Force for Good	Jan 2025 – Jun 2025

*“Statewide behavior change is a tall order for a public agency with a limited budget. So, we stopped broadcasting at Texans and started **asking them to participate.**”*

THE CHALLENGE

TCEQ asked us to grow pledges - a free, voluntary commitment to preserve Texas through everyday actions that conserve water and energy and keep the air clean - and deepen engagement with the Take Care of Texas program; statewide, across every demographic, and on a fixed public-agency budget. Traditional awareness media alone had plateaued. The program needed a new way in.

THE IDEA

Turn conservation into something Texans do, not something they're told. A four-execution platform built around small, playful actions: a water-savings quiz, a handmade-gift guide, an Earth Day sweepstakes, and educator ambassador videos. Each one ends with a low-friction next step: take the pledge.

THE RESULTS

Participation that moved the pledge line... bigtime.

12,523

new pledges (+196%)

16.93M

total impressions

160K

total clicks

\$121K

added value (40.5%)

42.9%

GA4 engagement rate

Visual System Board · Participation by Design

Small actions. Big behavior shift.

Every execution in the FY25 campaign asks Texans to do one small, specific thing: take a quiz, enter a sweepstakes, make a handmade gift, learn from a fellow teacher. The ask is low, but multiplied across the state, small actions stack into measurable conservation behavior.

INTERACTIVE CONTENT · TEXAS MONTHLY



Water Conservation Quiz

“Are you a water-saving superstar or just getting your feet wet?” 19,700 Texans took the bespoke quiz; 2,531 opted in as new pledges.

PARTICIPATORY SWEEPSTAKES · TEXAS MONTHLY



Earth Day Sweepstakes

A curated eco-friendly Texas getaway as the hook. 11,320 entries; 5,122 chose to take the pledge at checkout, a 45% opt-in rate and one of TCOT's most successful pledge drives historically.

SPONSORED CONTENT · TEXAS MONTHLY



DIY Gift Guide

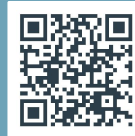
Handmade gifts reframed as conservation: less waste, more intention. 9,644 pageviews · 1,804 entries · 1,155 pledges. Meta CTR of 2.16% — nearly 2x the platform benchmark (0.9–1.1%).

TESTIMONIAL VIDEO · YOUTUBE + META + CTV



Educator Ambassador Videos

Nine testimonial cuts from three real Texas educators — Keke, Kristian, Lauren & Amanda — who bring TCOT into their classrooms. 6.28M impressions · 60.7K clicks · 4.66% Meta CTR. Scan to watch.



KEKE



KRISTIAN



LAUREN

PROOF POINTS - WHY SMALL ACTIONS OUTPERFORM

2x

INTERACTIVE VS. PASSIVE

~2x the lead conversion of passive content. Source: Demand Metric / Ion Interactive.

4.66%

AMBASSADOR VIDEO CTR

~4x Meta's 0.9–1.1% benchmark. Real messengers drive lift. Source: In-campaign.

45%

SWEEPSTAKES OPT-IN

Of 11,320 entrants, 45% chose the TCOT pledge at the participatory moment.

Performance Snapshot · FY25

Results at a glance.

NEW PLEDGES — FY25 VS. FY24

+196%

12,523 new pledges in FY25, up from 4,228 the prior year. The primary KPI called for 15% growth. The campaign delivered more than 13x that.

BY EXECUTION

WATER CONSERVATION QUIZ

19,700	2,531	4.8M
<i>quiz takers</i>	<i>new pledges</i>	<i>Metaimps</i>

EARTH DAY SWEEPSTAKES

11,320	5,122	45%
<i>entries</i>	<i>pledges</i>	<i>opt-in rate</i>

DIY GIFT GUIDE

9,644	1,155	2.16%
<i>pageviews</i>	<i>pledges</i>	<i>Meta CTR</i>

EDUCATOR AMBASSADOR VIDEOS

6.28M	60.7K	4.66%
<i>impressions</i>	<i>clicks</i>	<i>Meta CTR</i>

SITE ENGAGEMENT (GA4, CAMPAIGN PERIOD)

198K	180K	42.9%	85K	74%
<i>sessions</i>	<i>total users</i>	<i>engagement rate</i>	<i>engaged sessions</i>	<i>resources page engagement</i>

VALUE THE MEDIA PLAN DIDN'T PROMISE

\$121,530	40.5%	8.13M	6.7%
<i>added value</i>	<i>over media spend</i>	<i>bonus impressions</i>	<i>Facebook follower growth</i>

Constraints & Craft

A statewide mission on a public-agency budget.

Take Care of Texas aims to reach 30 million Texans with a public-agency media budget; a fraction of what many consumer brands would spend to move the same audience. That constraint shaped the strategy: partner hard, lean on participation, and measure in pledges, not gross impressions.

THE MATH OF A STATEWIDE PUBLIC MANDATE

30M+

Texans to reach statewide

<\$0.007

Media cost per Texan reached

12,523

New pledges delivered

WHAT WE NAVIGATED AND HOW IT SHAPED THE WORK



Limited public-agency budget

A limited all-in budget for a statewide behavior-change campaign. We answered with earned added value (40.5% of spend) and by buying into media environments with built-in reach instead of building them.



Leverage instead of breadth

Rather than spread spend thin, we concentrated it in two high-trust Texas media partners — Texas Monthly and Texas PBS — whose audiences already care about Texas resources. Fourth year of the partnership compounded the efficiency.



Dual mandate: awareness + conversion

A public agency must measure both. The platform was engineered so every awareness unit pointed at a low-friction participatory action that converted: quiz, sweepstakes, pledge keeping the campaign honest on both lines.

A limited budget doesn't mean limited impact. It means the idea has to earn its participation.