Sukle
ADVERTISING & DESIGN

2005

Denver had just emerged from the second worst drought in history. After restrictions were lifted water use began to skyrocket.

2006

As part of a ten-year plan the Denver Water Board set a goal of reducing consumption by 22% of pre-drought levels by 2016 by creating a culture of conservation.

2006 early fall

After the three-month campaign, a 21% decrease in water use was reported.

2007

After the second flight of the campaign, a tracking study found 82% of customers were aware of “Use Only What You Need,” 71% reported changes in behaviors, water use was still down 21%. Respondants also reported a 10% increase in perception of service in the utility, a 9% increase in trust and negative opinions were cut in half.

2008 and Beyond

The campaign was acknowledged by the Venice Festival of Media as one of the 34 most innovative campaigns in the world.

The city of Denver was named one of the top ten most sustainable cities, primary reason given – water conservation.

Water use is still down, significantly.

USE ONLY
WHAT YOU
NEED.
DENVER WATER

USE ONLY
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NEED.

USE ONLY
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DENVER WATER

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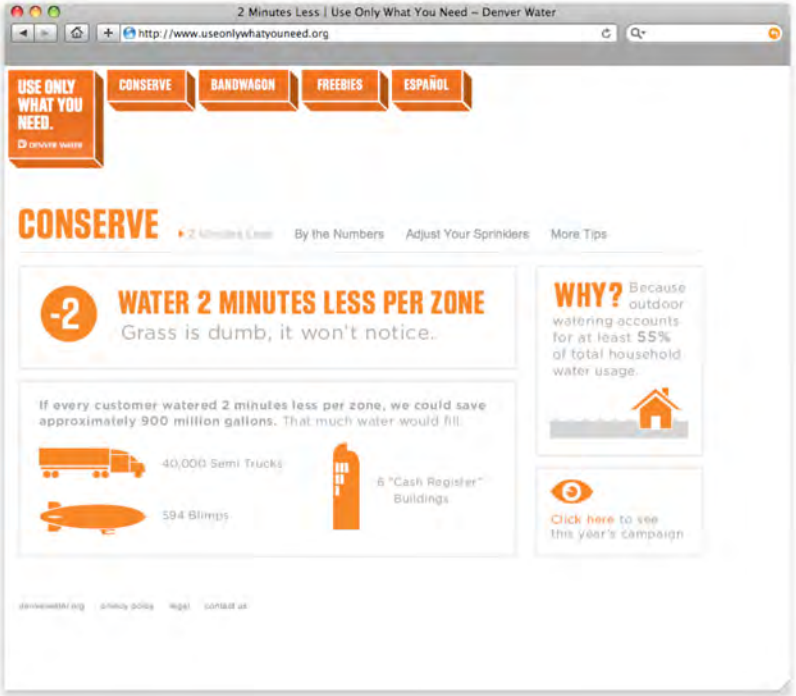
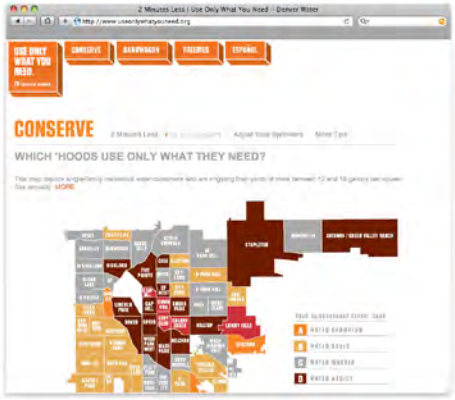
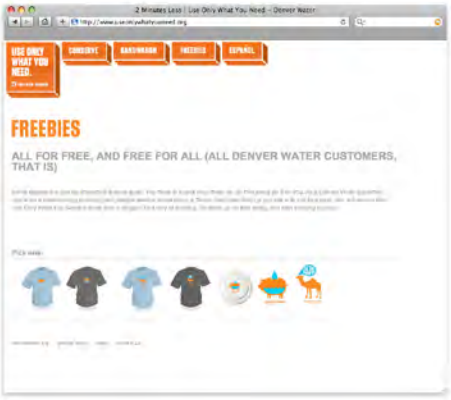
DENVER WATER

USE ONLY WHAT YOU NEED.

USE ONLY
WHAT YOU
NEED.
DENVER WATER
denverwater.org


2 Minutes Less | Use Only What You Need – Denver Water
http://www.useonlywhatyouneed.org
USE ONLY WHAT YOU NEED.
CONSERVE
BANDWAGON
FREEBIES
ESPAÑOL
CONSERVE
By the Numbers
Adjust Your Sprinklers
More Tips
-2
WATER 2 MINUTES LESS PER ZONE
Grass is dumb, it won't notice.
If every customer watered 2 minutes less per zone, we could save approximately 900 million gallons. That much water would fill:
40,000 Semi Trucks
594 Blimps
6 "Cash Register" Buildings
WHY? Because outdoor watering accounts for at least 55% of total household water usage.
Click here to see this year's campaign


CONSERVE
WHICH 'HOODS USE ONLY WHAT THEY NEED?


FREEBIES
ALL FOR FREE, AND FREE FOR ALL (ALL DENVER WATER CUSTOMERS, THAT IS)

GV A DM

USE ONLY WHAT YOU NEED.

HELLO MY NAME IS

USE ONLY WHAT YOU NEED.

USE ONLY WHAT YOU NEED.
DENVER WATER

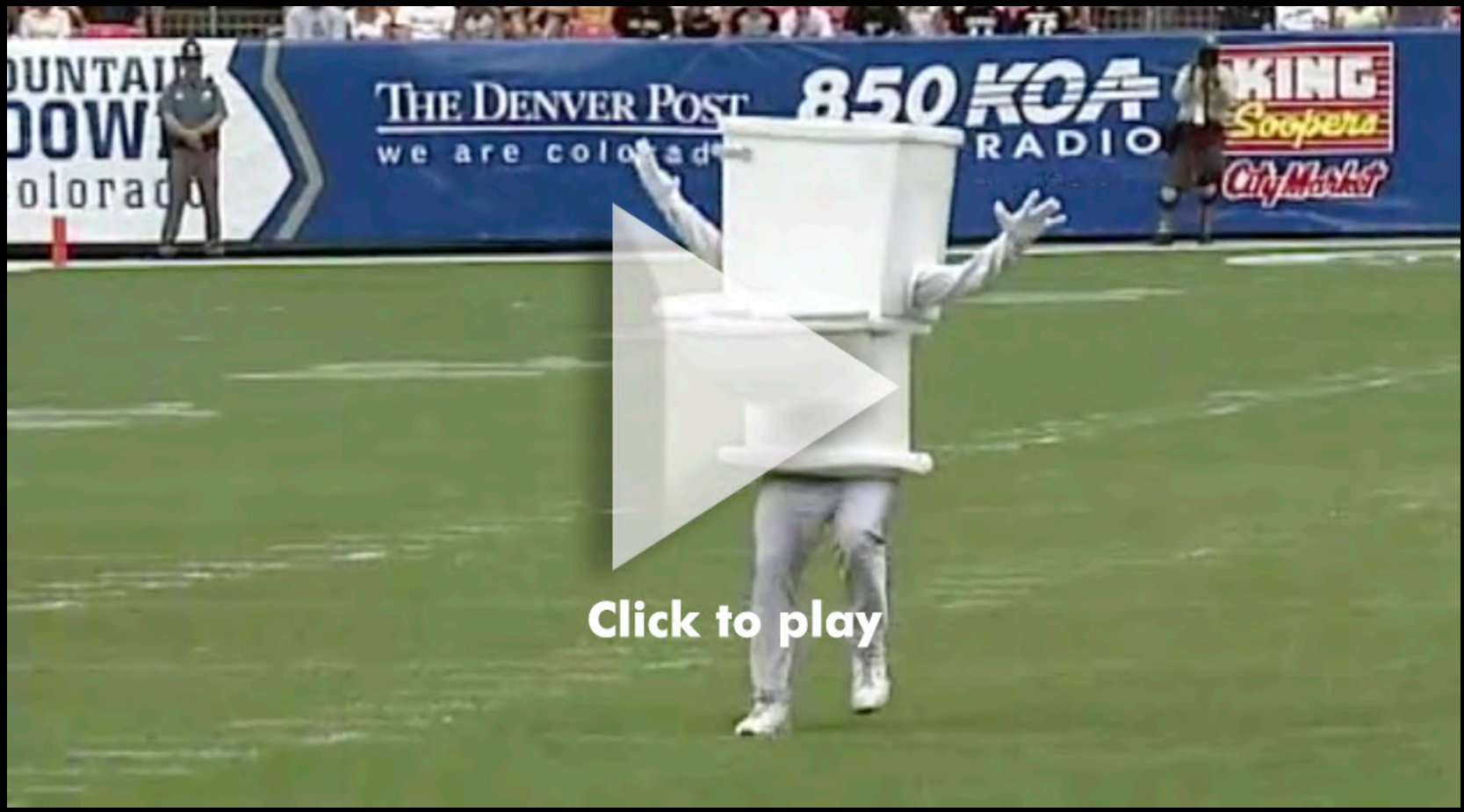
GV A DM
USE ONLY WHAT YOU NEED.org
DENVER WATER

B STNGY
USE ONLY WHAT YOU NEED.org
DENVER WATER

DNT WST
USE ONLY WHAT YOU NEED.org
DENVER WATER

SHOWER WITH FRIENDS.

USE
NEED
DENVER WATER


THE DENVER POST
850 KOA
RADIO
Click to play

FINISH

WORL
SERIE

Makita
DICK'S
DICK'S
Panasonic

RUNNING TOILETS
WASTE WATER.

DICK'S SPORTING GOODS PARK

USE ONLY WHAT YOU NEED. DENVER WATER
KEEP OUR RIVERS FLOWING.

USE ONLY
WHAT YOU
NEED.
DENVER WATER

DRINKING TOILETS WASTE WATER.

USE ONLY WHAT YOU NEED.
DENVER WATER

USE ONLY WHAT YOU NEED.
DENVER WATER

MISSING

There's a BELLCO nearby.
USE SÓLO LO QUE NECESITE.
DENVER WATER

THE HOME DEPOT

NO WA
G 10AM-6PM
USE ONLY WHAT YOU NEED.
DENVER WATER

MISSING
WATER

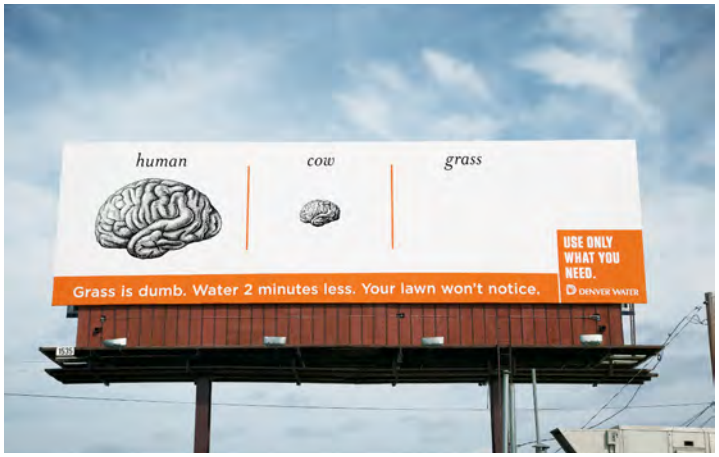
LOST
DENVER WATER

FOUND

GONE

Click to play

I.Q.
160
0
Grass is dumb. Water 2 minutes less. Your lawn won't notice.
USE ONLY WHAT YOU NEED.
DENVER WATER


human
cow
grass
Grass is dumb. Water 2 minutes less. Your lawn won't notice.
USE ONLY WHAT YOU NEED.
DENVER WATER

The Evolution of Grass
Grass is dumb. Water 2 minutes less. Your lawn won't notice.
USE ONLY WHAT YOU NEED.
DENVER WATER
1804

How much water
you give your lawn.
How much
it really needs.
USE ONLY WHAT YOU NEED.
UNITED STATES
POSTAL SERVICE.

WATER LESS.
USE ONLY WHAT YOU NEED.
DENVER WATER

WATER LESS.
USE ONLY WHAT YOU NEED.

WATER LESS.
USE ONLY WHAT YOU NEED.
DENVER WATER

Missouri Stream Team Watershed Coalition
http://www.adweek.com/adfreak/denver-water-finds-clever-new-ways-make-you-feel-wasteful-132991

Denver Water Finds Clever New Ways to Make You Feel Wasteful | Adweek
www.adweek.com

Damn you, Sukle Advertising & Design! Once again, the agency is out to dry up all the summer fun with the latest installment of its "Use only what you need" conservation campaign for Denver Water. The new work contrasts how much H2O folks use on their lawns with the amount their lawns actually need.

June 30 at 7:45am · Share

Missouri Stream Team Watershed Coalition likes this.

Missouri Stream Team Watershed Coalition Very Clever!
June 30 at 7:58am

YouTube™

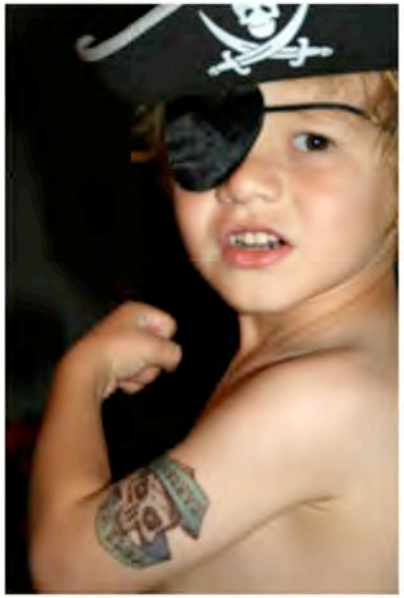
Part of the consistently brilliant Denver Water campaign to help conserve this precious resource during the summer months in Colorado, comes this ambient effort from Sukle now in full swing at the Sunflower Market in Denver's hipster hang, The Highlands. Click the second shot to see some footage of the concept in action. There's more work from this year's effort here in case you missed it, and our recent interview with Mike Sukle is here.

Excuse our obvious love affair (read: admiration) of Sukle right now, but this is some of the best work coming out of Colorado and in a wide concentric circle around our state at the moment. Plain and simple. Hands down. Period. The end. Later.

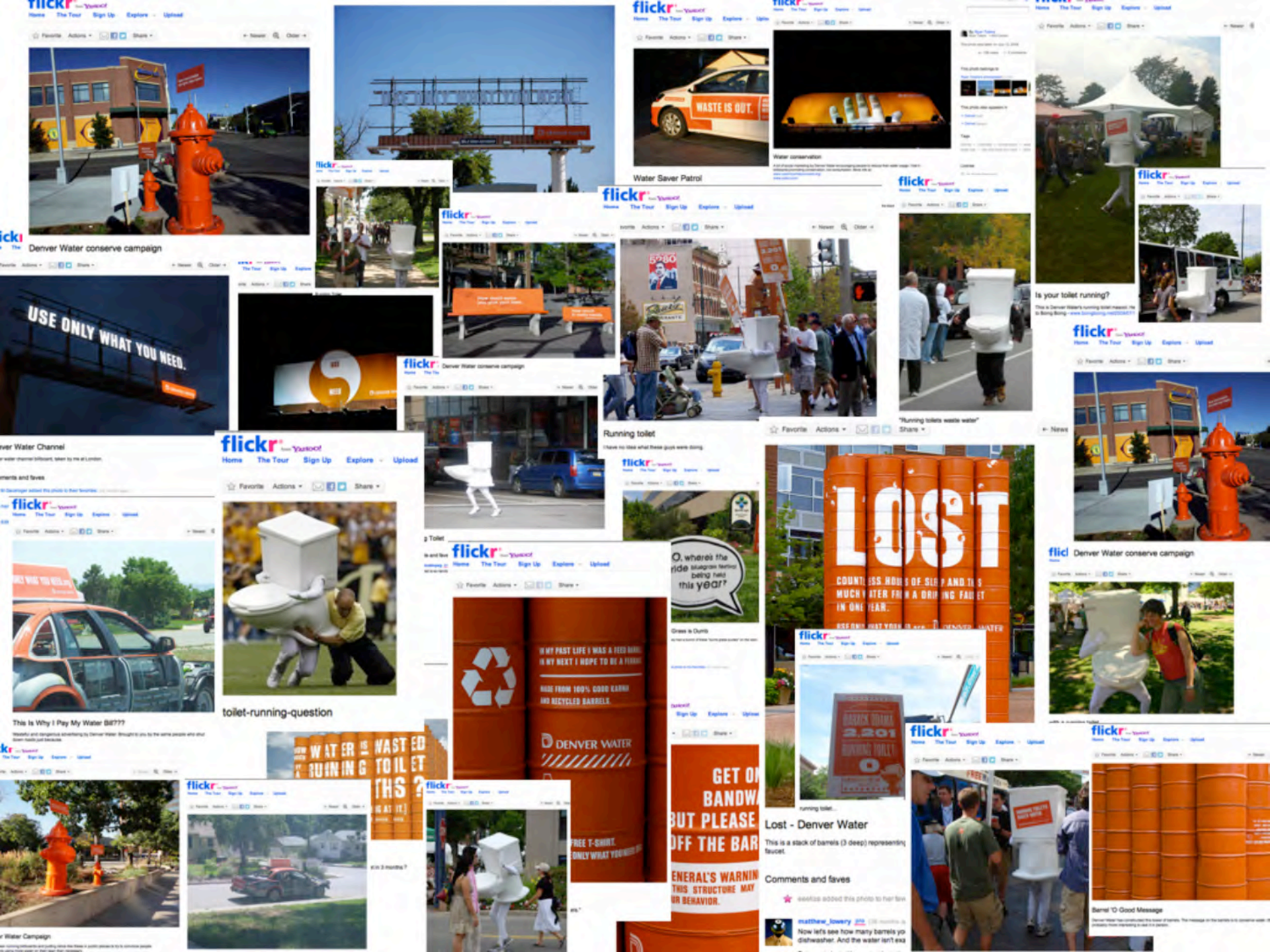
(Thanks for sending it our way, Craig)

Kudos on the "Grass is Dumb" water conservation commercials! They are hilarious, and they get the point across magnificently. Anywhere (YouTube etc.) I can watch them again? I would like to send the link to family and friends who haven't yet seen the bits. Many thanks. + Claudia

I am loving the Denver Water Board's new commercials with the talking grass!! Especially the dog pee one!!about 13 hours ago.
Christina Gallardo



WOW!!!


Denver Water conserve campaign
USE ONLY WHAT YOU NEED.
Water Saver Patrol
WASTE IS OUT.
Water conservation
Is your toilet running?
Running toilet
"Running toilets waste water"
Denver Water conserve campaign
toilet-running-question
This Is Why I Pay My Water Bill???
LOST
Lost - Denver Water
This is a stack of barrels (3 deep) representing
Comments and faves
Barrel 'O Good Message
DENVER WATER
Grass is Dumb

THE HUFFINGTON POST
THE INTERNET NEWSPAPER: NEWS BLOGS VIDEO COMMUNITY
Cave News
ARCHIVE
npr
ADS OF THE WORLD
outdoor
grist beta
A BEACON IN THE SMOG
treehugger
EINNEWS.com
SILOBREAKER
NEWS SEARCH ANALYSIS INSIGHT
ADFREAK.com
BUSINESS FIRST
agency record
TriplePundit
Communication Arts
boingboing
The New York Times
Denvers Best Ad Campaign? Just Add Water
COLORIBUS
EAST BAY BUSINESS TIMES
freep.com
OUR ENVIRONMENTAL WEB
osocio
Bhanaturally
Boston Business Journal
Kynley Michal
Inc.
CBS Denver
South Florida BUSINESS JOURNAL
SILICON VALLEY / SAN JOSE Business Journal
Rhythm of Life
Meaningful Online Marketing
ADWEEK
GD USA
GRAPHIC DESIGN USA
KONSTRUCTR
MAGAZINE | design.build.live
regator
only the best blogs
ARCHIVE
CREATIVITY
VENICE FESTIVAL OF MEDIA
9NEWS.com
COLORADO'S NEWS LEADER
outside.in
What's happening.
Denver Water Finds Clever New Ways to Make You Feel Wasteful
THE DENVER POST
topix
redtram. International
THE GRIM REALITY ;-)
Los Angeles Business
DON'T WET YOURSEL
newsvine.com /
MY NEWSTIN
Manly Morning Show Blog
Why Don't We Get Drunk and Blog?
THE WALL STREET JOURNAL

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ADVERTISING & DESIGN