

Got Water? Campaign

LCROSS Mission, NASA



Challenge: NASA was flying to the Moon to search for water and wanted the public to know about it. Collaborative Solution: The two-year Got Water? campaign reached national and international media. David Letterman and Leno included the story in their opening monologues. Facebook and Twitter followers were in the tens of thousands. Young people and general public participated in hands-on and virtual educational activities around the country.

Results: The mission was one of the most widely followed missions in NASA's history. In the history of the Web, it was the 5th most watched live internet event ever. The old view that the moon is a dry, desolate place no longer holds water. NASA discovered 24 gallons there. Now scientists think water makes up 5% of the surface of lunar craters. And the Collaborative is now working on a communications campaign called 'New Moon.'

