

# Communications Update: 2015 Census Test and Communications Contract Activities

March 26, 2015

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Decennial Directorate

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# Agenda

- 2015 Census Test – Communications Research
- Landscape
- Timeline
- Partnership Activities
- Events
- Social Media
- Traditional Advertising
- Outreach Materials
- User Experience
- Digital Advertising
- Tracking and Analysis
- Test Milestones
- Questions for the Advisory Committee

# 2015 Census Test – Communications Research

- **Goals:** Test insights will support these 2020 Census goals:
  1. Increase opportunities to engage hard-to-count populations.
  2. Increase self-response to reduce NRFU and related costs.
  3. Testing communication activities to inform the 2020 communication program.
  
- **Objectives:** Implement a comprehensive and integrated communications program in the Savannah media market to:
  1. Support the OSR test by increasing respondent preregistration within “Notify Me.”
  2. Motivate self-response, especially online.
  3. Answer communications research questions regarding the use and impact of micro-targeted digital advertising.

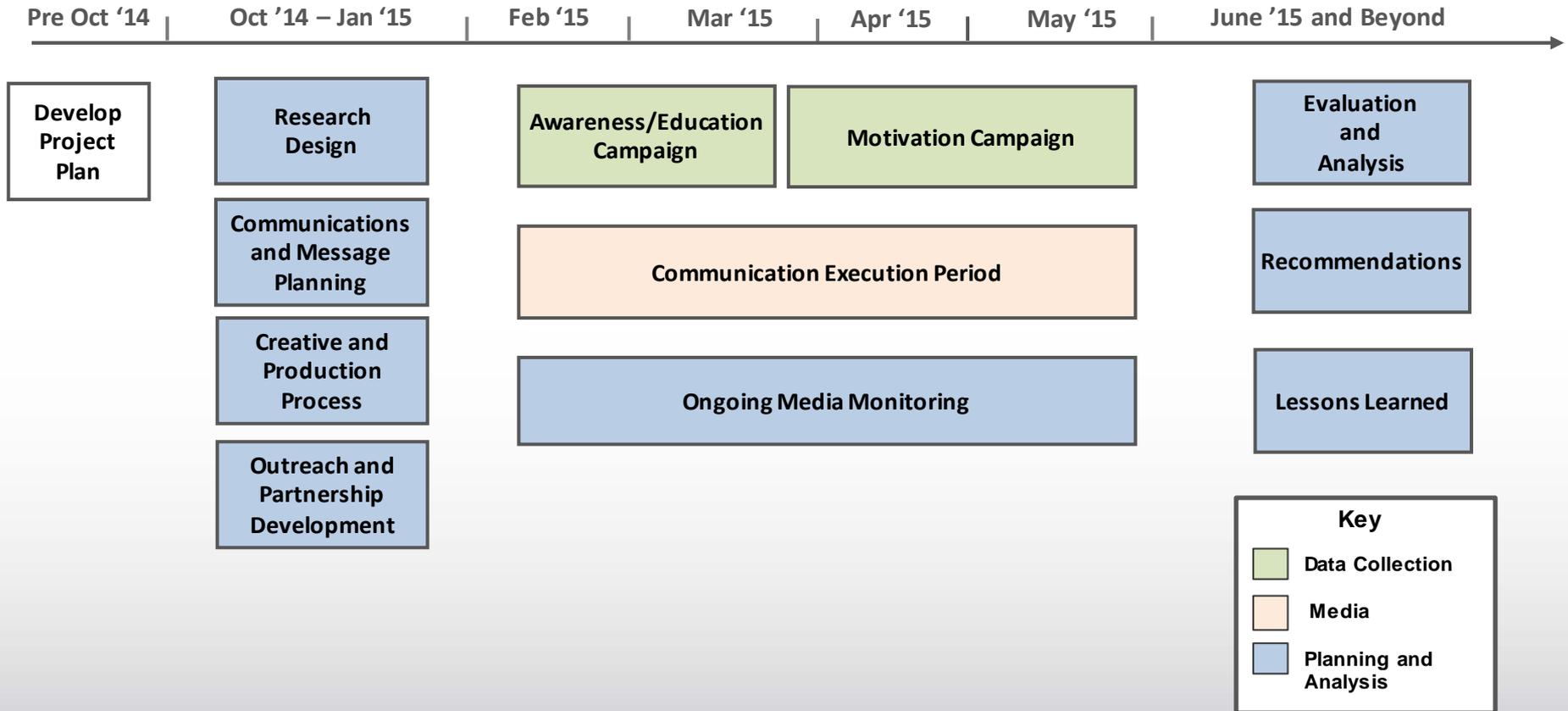
# Research

- What are the effects of integrating and combining **digital advertising** and **micro-targeted ads** with other traditional communications, such as mail postcards and letters, earned media coverage, computer-automated phone calls, broadcast and radio ads, and outreach through partnerships?
- Specifically, we will explore the effects on:
  - Internet and overall self-response rates
  - Internet and self-response rates of specific socio-demographic groups
  - Internet and self-response rates of housing units targeted by specific mail-out strategies
  - Pre-registration rates

# Landscape

- Test focused on Savannah designated market area (DMA)
  - 338,000 households
  - 20 counties (17 in Georgia and three in South Carolina)
  - 106 ZIP codes
- Attempt to replicate key census communications elements
  - Earned media
  - Partnership and outreach
  - Television and radio advertising
  - Print and out-of-home advertising
  - Digital advertising and social media
- Influencer phone calls (60,000 calls)
- Mailings to sample of households (90,000 HHs)
- No NRFU

# Timeline



# Partnership activities

- **Two local partnership staff** on the ground in the Savannah market area
- **200+ partners providing support and volunteer services, including:**
  - West Broad Street YMCA; Chatham County, GA
  - Second Harvest of Coastal GA; Chatham County, GA
  - Savannah Chamber of Commerce; Chatham County, GA
  - Centro Hispano de Savannah; Chatham County, GA
  - Toombs-Montgomery Chamber of Commerce; Toombs County, GA
  - Hand to Hand, Heart to Heart; Toombs County, GA
  - Boys and Girls Club of Altamaha; Wayne County, GA
  - Sun City; Beaufort, SC
  - Allendale-Hampton-Jasper Regional Library; Hampton and Jasper Counties, SC
  - Metter Presbyterian Church; Candler Counties, GA
  - Goodwill of Jesup; Wayne County, GA
  - Voces Unidas; Bulloch County, GA
  - Region 1 Migrant Education Program Office; Bulloch County, GA
  - Long County Recreation Department; Long County, GA

# Partnership activities

- **Partner toolkit** – available in print and on social hub, providing information and resources for partners and customizable content
- **Testimonials** – filmed nine area participants in support of the test for distribution via social hub and partnership activities
- **Champions program** – empowering individuals in rural communities with low Internet penetration to promote the test census



# Local Events

- **3/23/15** Kickoff event to launch opening of data collection with Under Sec. Doms, Dir. Thompson, and Assoc. Dir. Blumerman
- **4/01/15** Census Day event and related partnership activities
  - **Book Mobile:** Stops in Hampton and Jasper County
  - **Second Harvest:** Stop in Candler County to deliver food at the Metter Presbyterian Church (400 attendees expected)
  - **Good Will Job Connection:** Event in Wayne County
  - **Event partners:**
    - City of Savannah; security and fire truck
    - Savannah-Chatham Public Schools; high school drum lines
    - E93 (WEAS) Radio; promotion, DJ, and live broadcast
    - 520 Wings; food and beverage
    - SeeSaw; large sidewalk chalk mural
    - YMCA; face painting
    - Wardlaw Brothers; live performances

# Social media

- Promoting unique hashtag – #WeCount2015
- Social media engagement with partners and stakeholders throughout the test
- Dedicated social media hub with user-generated content
- Sharing of tailored social media content with partners
- Using Census social media properties such as Facebook and Twitter



# Television (Broadcast)

	2015 Census Test Campaign Period of Performance									
	3/23-4/1	4/2-4/6	4/7-4/13	4/14-4/20	4/21-4/27	4/28-5/4	5/5-5/14	5/15-5/23	5/24-5/31	Total:
# of Broadcast TV :30 second spots*	90	83	68	48	49	48	98	135	158	777
# of Broadcast TV :60 second spots*	118	74	77							269
# of Broadcast TV :15 second spots*								106	157	263
<b>Total:</b>	<b>208</b>	<b>157</b>	<b>145</b>	<b>48</b>	<b>49</b>	<b>48</b>	<b>98</b>	<b>241</b>	<b>315</b>	<b>1309</b>

**\* Spots will appear on all five networks (ABC, Fox, NBC, CBS, CW) during these programs:**

20/20	Ellen	Law & Order: SVU	Revenge
60 Minutes	Extra	Live! with Kelly and Michael	Saturday Today
ABC World News	Family Feud	Maury	Scandal
Blacklist	First News at 5 pm	Meet the Press	Shark Tank
Castle	Fox News at 10 pm	The Meredith Viera Show	Steve Harvey
CBS Afternoon Block	General Hospital	Mid Morning Live	Sunday Today
CBS Early Show	Good AM Savannah	Nashville	The Talk
CBS Evening News	Good Morning America	NBC Nightly News	The Today Show
CBS Saturday Early Show	The Good Wife	NCIS	The Tonight Show
Chef Jeff	Grey's Anatomy	NCIS: LA	The View
The Chew	Hawaii Five-O	NCIS: New Orleans	Wendy Williams
Chicago Fire	Inside Edition	News 3 Tonight	Wheel of Fortune
Chicago P.D.	Jeopardy	News at Daybreak	WSAV News 3
Coastal Sunrise News	Judge Judy	Person of Interest	WTOC News at 5:30 pm
Dateline	Judge Maybelline	The Price is Right	WTOC News at 6 pm
Days of Our Lives	Late Night with Seth Myers	The Queen Latifah Show	
Dr. Oz	Late Show with David	Rachael Ray	
Dr. Phil	Letterman		

# Television (Cable)

	2015 Census Test Campaign Period of Performance									
	3/23-4/1	4/2-4/6	4/7-4/13	4/14-4/20	4/21-4/27	4/28-5/4	5/5-5/14	5/15-5/23	5/24-5/31	Total:
# of Cable TV :30 second spots*	260	458	374	105	105	105	105	876	876	3264
# of Cable TV :60 second spots*	647									647
<b>Total:</b>	<b>234</b>	<b>83</b>	<b>68</b>	<b>48</b>	<b>49</b>	<b>48</b>	<b>98</b>	<b>265</b>	<b>344</b>	<b>3911</b>

\* Spots will appear on various cable channels as shown below:

A&N	HGTV
BET: Black Entertainment Television	HLN
Bravo	Lifetime
Comedy Central	MTV: Music Television
E!: Entertainment	Spike
ESPN2	TLC
FXNC: Fox News Channel	TOON: Cartoon Network
Golf	TRU: Tru TV
Hallmark	USA
	VH1

# Example TV Advertisement: “My Census”



# Radio

	2015 Census Test Campaign Period of Performance									
	3/23-4/1	4/2-4/6	4/7-4/13	4/14-4/20	4/21-4/27	4/28-5/4	5/5-5/14	5/15-5/23	5/24-5/31	Total:
# of General Market :60 second spots	659	296	200	200	200	200	192	553	481	2981
# of African American :60 second spots	540	240	125	125	125	125	120	450	390	2240
# of Spanish Language :60 second spots	128	71	109	109	109	109	136	132	121	1024
# of General Market :60 second LIVE READS	258	103						201	170	732
# of African American :60 second LIVE READS	184	69						138	115	506
<b>Total Spots:</b>	<b>1769</b>	<b>779</b>	<b>434</b>				<b>448</b>	<b>1474</b>	<b>1277</b>	<b>7483</b>

**\* Spots will appear on the following stations:**

General Market:	African-American:	Spanish Language:
WAEV-FM (Top 40)	WEAS-FM (Urban Contemporary)	WNFO-AM (Spanish)
WGCO-FM (Country)	WLVH-FM (Urban Contemporary)	
WIXV-FM (Classic Rock)	WSOK-AM (Gospel)	
WJCL-FM (Country)	WTYB-FM (Urban Contemporary)	
WRHQ-FM (Alternative)	WQBT-FM (Urban)	
WTKS-AM (News/Talk)		
WUBB-FM (Country)		
WBMQ-AM (News/Talk)		

# Radio



Bob Kicklighter  
Claxton, GA

# Out-of-home



# Billboards

MARKET	DESCRIPTION / LOCATION	SIZE (H x W)	START DATE	END DATE
Beaufort County, SC	US 21 0.6 mi N/O Parris Island Gateway ES	10' 6" x 22' 9"	3/23/15	5/31/15
	US 21 260 ft S/O County Shed Road WS	9' 2" x 24' 6"	3/23/15	5/31/15
Hampton County, SC	I-95 100 ft N/O SR 68 ES	14' x 48'	3/23/15	5/31/15
	I-95 100 ft N/O SR 68 WS	14' x 48'	3/23/15	5/31/15
	I-95 0.6 mi S/O SR 68 ES	14' x 48'	3/23/15	5/31/15
	I-95 0.6 mi S/O SR 68 ES	14' x 48'	3/23/15	5/31/15
Jasper County, SC	SR 170 0.55 mi E/O Cherry Point Rd NS	10' 6" x 22' 9"	3/23/15	5/31/15
	S/S HWY 315 3 MI W/O HWY 17 F/E	10' 6" x 22' 9"	3/23/15	5/31/15
Jeff Davis County, GA	Us 341 1.8 Mi N/O Us 221 Ws /Fs	10' x 30'	3/23/15	5/31/15
	Us 341 0.7 Mi N/O Us 221 Ws /Fn	12' x 24'	3/23/15	5/31/15
Long County, GA	N/S Us 84 W 150' E/O Carter F/W	10' 6" x 22' 9"	3/23/15	5/31/15
	W/S Ga 196 860' S/O Frank Cochr F/N	10' 6" x 22' 9"	3/23/15	5/31/15
McIntosh County, GA	W/S I-95 .7M N/O Exit 58 F/S	12' x 50'	3/23/15	5/31/15
	W/S I-95 .7M N/O Exit 49	12' x 50'	3/23/15	5/31/15
	E/S Us 17 North 500F S/O Ga 251 F/N	10' 6" x 22' 9"	3/23/15	5/31/15
Montgomery County, GA	Us 1 107 Ft S/O W. Oglethorpe Ave Ws/Fs	12' x 25'	3/23/15	5/31/15
	Us 280 34 Ft E/O Walnut St. Ss/Fw	12' x 25'	3/23/15	5/31/15
Chatham County, GA	S/S President 1000 E/O Truman F/W	14' x 48'	3/23/15	5/31/15
	S/S I-516 @ Bypass Rd Underpass F/E	10' 6" x 36'	3/23/15	5/31/15
	N/S I-516 120' E/O W. Lathrop F/W	14' x 48'	3/23/15	5/31/15

# Billboards

MARKET	DESCRIPTION / LOCATION	SIZE (H x W)	START DATE	END DATE
<b>Beaufort County, SC</b>	US 21 0.6 mi N/O Parris Island Gateway ES	10' 6" x 22' 9"	3/23/15	5/31/15
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<b>Jasper County, SC</b>	SR 170 0.55 mi E/O Cherry Point Rd NS	10' 6" x 22' 9"	3/23/15	5/31/15
	S/S HWY 315 3 MI W/O HWY 17 F/E	10' 6" x 22' 9"	3/23/15	5/31/15
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<b>Long County, GA</b>	N/S Us 84 W 150' E/O Carter F/W	10' 6" x 22' 9"	3/23/15	5/31/15
	W/S Ga 196 860' S/O Frank Cochr F/N	10' 6" x 22' 9"	3/23/15	5/31/15
<b>McIntosh County, GA</b>	W/S I-95 .7M N/O Exit 58 F/S	12' x 50'	3/23/15	5/31/15
	W/S I-95 .7M N/O Exit 49	12' x 50'	3/23/15	5/31/15
	E/S Us 17 North 500F S/O Ga 251 F/N	10' 6" x 22' 9"	3/23/15	5/31/15
<b>Montgomery County, GA</b>	Us 1 107 Ft S/O W. Oglethorpe Ave Ws /Fs	12' x 25'	3/23/15	5/31/15
	Us 280 34 Ft E/O Walnut St. Ss /Fw	12' x 25'	3/23/15	5/31/15
<b>Savannah, GA</b>	S/S I-516 @ Bypass Rd Underpass F/E	10' 6" x 36'	3/23/15	5/31/15
	N/S I-516 120' E/O W. Lathrop F/W	14' x 48'	3/23/15	5/31/15

# Print

We are the Lowcountry

United States Census Bureau

**WE COUNT**

Savannah and the surrounding counties have been selected to shape how the nation responds to the next census in 2020. Everyone counts, so go online to complete the test census today!

Complete the test census today  
[census.gov/2015](http://census.gov/2015)

Beaufort Gazette, Beaufort Co., SC

## The Lowcountry Can "Speak Up" With Test Census

Ashana Jones Larry Toomer

Lowcountry residents Ashana Jones and Larry Toomer represent the region's great diversity — but also share a mission. It's a mission that drives their support for the area's participation in the 2015 Census Test.

Jones, attracted by the natural beauty of the waterside community, moved to Beaufort from Brooklyn about 20 years ago to provide a better life for her first child.

"I believe the more in touch you are with nature, the better — the more grounded you are as a human being," Jones says.

Today, the single mother works three jobs while also volunteering at a domestic abuse shelter and to help teenage mothers. It's a struggle, but she does it to create a brighter future for her two children and other families in the region.

Toomer, with deep roots in the area, also feels driven to work for the betterment of his community.

Toomer's father has been in the seafood business in the Bluffton area since the early 1900s, and he and his wife own the popular Bluffton Seafood House and successful Bluffton Oyster Company. In November 2013, the father of five was elected to the Bluffton Town Council — a position he sought to protect the May River and help ensure the town's residents "don't lose that quality of life that so many people are attracted to."

Now both Jones and Toomer see another chance to make good on their mission to strengthen their families and communities — and ultimately the nation — by supporting and participating in the 2015 Census Test.

**Who Should Complete the 2015 Census Test**

Every household in the following counties must complete the online questionnaire. In South Carolina: Beaufort, Hampton and Jasper. In Georgia: Appling, Bacon, Bryan, Bulloch, Candler, Chatham, Effingham, Evans, Jeff Davis, Liberty, Long, McIntosh, Montgomery, Screven, Tattnall, Toombs and Wayne.

"I know how important the census is for businesses, communities, families and government," Toomer says. "We really need to seize this chance to have an impact."

Jones says, "With this opportunity, I can speak for myself, and speak up for my children's benefit. We can count toward how things are done."

That's an opportunity the test census is providing to everyone in an area that includes three counties in South Carolina — Beaufort, Hampton and Jasper — and 17 in Georgia. This area

is one of only two places in the country selected for the 2015 Census Test, which means this is a special chance for Lowcountry households to lead the way for the nation.

The Census Bureau is conducting the test census here from March 23 to May 31, trying out new methods for publicizing and completing the questionnaire it uses when counting the entire U.S. population every 10 years. The test census in this area includes asking everyone to complete the test census questionnaire online, using a desktop computer, laptop, tablet or smartphone.

**How to Complete the 2015 Census Test**

To complete the 2015 Census Test, anyone living in the test census area can go online to [census.gov/2015](http://census.gov/2015). This is accessible on the Internet from a desktop computer, laptop, tablet or smartphone, and people can use computers at public libraries. All information provided on the test census is kept confidential, so it is safe and secure.

More information about the 2015 Census Test is available online at [census.gov/2015socialhub](http://census.gov/2015socialhub). This site includes a video of Jones sharing her story.

Lessons learned from the Lowcountry and the Georgia counties can be applied to the nation in 2020, when the national census takes place. The results could help the U.S. save billions of dollars on future collection efforts while obtaining a complete count of the nation's population.

A complete count is critical, not only for determining how many representatives a state has in Congress, but for many other things that have an impact at the local level. For example, census statistics affect how the federal government distributes over \$400 billion every year, for needs such as health care, housing, education and rural development.

At the local level, policymakers often use census statistics to help them make decisions on issues such as school construction, health care services, roads and bus routes. And businesses use the statistics to help them decide where to open stores.

The importance of the 2020 Census is why Jones and Toomer are so enthusiastic about the 2015 Census Test, and why they are urging all to do their part. The success of this test census depends on residents who care, like Jones and Toomer, and who are devoted to the mission of speaking up — to make sure every resident is counted.

Bluffton Breeze, Beaufort Co., SC

United States Census Bureau

**Together WE COUNT**

Savannah and the surrounding areas, including Toombs County, have been selected to shape how the nation responds to the next census in 2020. Everyone counts, so go online to complete the test census today!

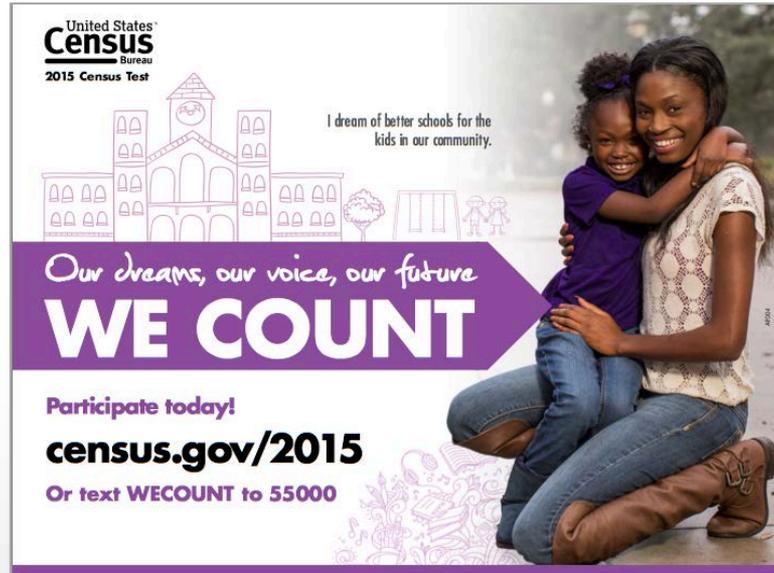
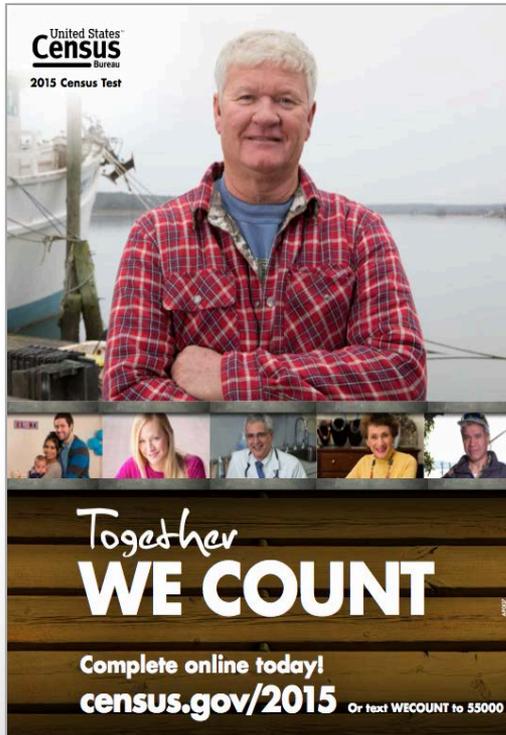
Complete the test census today  
[census.gov/2015](http://census.gov/2015)

The Advance, Toombs Co., GA

# Print

Paper	Details	Circulation	Distribution	Ad Size	2015 Census Test Campaign Period of Performance & # of Spots										
					3/23-4/1	4/2-4/6	4/7-4/13	4/14-4/20	4/21-4/27	4/28-5/4	5/5-5/14	5/15-5/23	5/24-5/31	Total:	
Savannah Morning News	Daily (M-Sat)	28,233	Long County GA, Beaufort County SC, Jasper County SC	9.625" x 19.75"	1	1							1	1	4
Beaufort	Daily (M-Sat)	7,090	Hampton County, SC	6c (10.875") x 20"	1	1							1	1	4
Savannah Herald	African American (weekly, Wed)	12,000	Savannah Metro Area	10.5"(6C) X 20.0"	1	1							1	1	4
Savannah Tribune	African American (weekly, Wed)	15,000	Savannah, Chatham, Liberty, Hilton Head, Hardenville, Bluffton	10.5"(6C) X 21.0"	1	1							1	1	4
The Gullah Sentinel	African American (bi-monthly)	8,000	Beaufort County, Jasper County, Chatham County, Hampton County	10.5"(6C) X 19.5"			1			1					2
La Isla Magazine	Hispanic (Monthly)	17,000	South Carolina, Georgia, Beaufort County, Colleton County, Hampton County, Jasper County, Bryan	5.625" X 8.625"			1			1					2
Darien News	McIntosh County (weekly, Wed)	2,800	McIntosh County	11.625"(6C) X 21.0"	1	1							1		3
The Advance	Long County (weekly, Wed)	7,000	Long County	11.5"(6C) X 20.75"	1	1							1		3
<b>Total:</b>					<b>6</b>	<b>8</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>6</b>	<b>4</b>	<b>26</b>

# Posters



# Outreach materials

wallet card, bookmark, and window sticker

A wallet card with a blue header containing the URL **census.gov/2015** and the United States Census Bureau logo. Below the header, it lists key dates for the 2015 Census Test: February 23 (online registration), March 23 (test available), April 1 (Census Day events), and May 31 (deadline for residents). It also includes the slogan "WE COUNT" and a link to the social hub.

**census.gov/2015**

United States  
**Census**  
Bureau

**Key Dates**

- February 23:** Online registration open for Notify Me service
- March 23:** 2015 Census Test available at [census.gov/2015](http://census.gov/2015)
- April 1:** Census Day events
- May 31:** Deadline for residents to complete the 2015 Census Test questionnaire.

**WE COUNT.** Show your support at [census.gov/2015socialhub](http://census.gov/2015socialhub)

A vertical window sticker with a teal background. It features the slogan "Together WE COUNT" in large white letters, with "Together" in a script font and "WE COUNT" in a bold sans-serif font. On the right side, there is a black vertical bar with the text "United States Census" and "census.gov/2015" in white.

Together **WE COUNT**

United States  
**Census**

**census.gov/2015**

A vertical bookmark with a white background and teal accents. It provides instructions on how to participate in the 2015 Census Test, including a list of three steps: 1. Go to census.gov/2015, 2. Fill out the short test census and press "submit," and 3. Spread the word! It also includes a Twitter hashtag #WeCount2015, a QR code, and a text message instruction to text WECOUNT to 55000. Red circles highlight the hashtag, the URL, the text instruction, and the QR code.

**COMPLETE THE 2015 CENSUS TEST**

Savannah and the surrounding counties have been selected to shape how the nation responds to the next census in 2020.

**HERE'S HOW TO PARTICIPATE**

- 1  
Go to [census.gov/2015](http://census.gov/2015).
- 2  
Fill out the short test census and press "submit."
- 3  
Spread the word! Make sure your friends know about the test census.

Visit the social hub and get engaged at [census.gov/2015socialhub](http://census.gov/2015socialhub).

**#WeCount2015**

Go to [census.gov/2015](http://census.gov/2015)  
or text WECOUNT to 55000  
to fill out your test census today!  
You also can scan this QR code  
to respond.

8M001

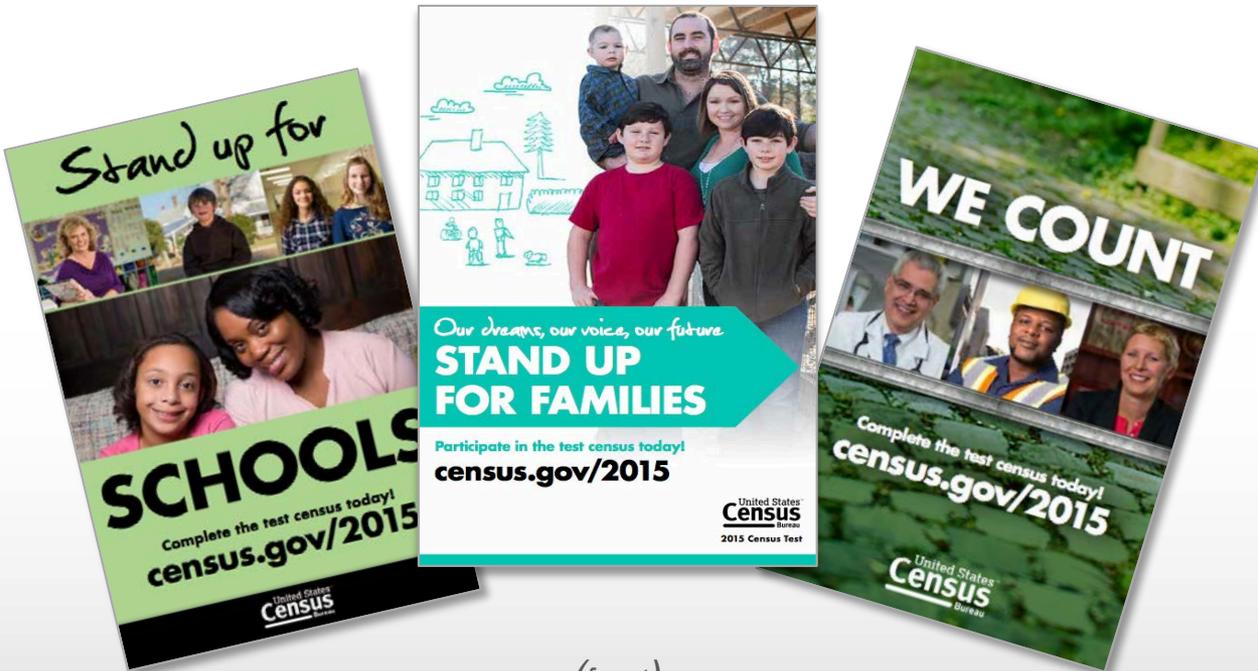
A square window sticker with an orange background. It features the slogan "Together WE COUNT" in white, with "Together" in script and "WE COUNT" in bold sans-serif. Below this is the URL "census.gov/2015" in white. At the bottom, it says "Complete online today!" in white on a black background, followed by the United States Census Bureau logo. The code "AWC001" is in the bottom right corner.

Together  
**WE COUNT**  
**census.gov/2015**

AWC001

**Complete online today!** United States  
**Census**  
Bureau

# Outreach materials



(front)

**WHY SHOULD I PARTICIPATE?**  
Savannah and the surrounding counties have been selected as the site of the 2015 Census Test, which will explore new ways to respond online. Everyone counts, so go online to complete the test census today.

**HOW CAN I PARTICIPATE?**

- 1** Go to [census.gov/2015](http://census.gov/2015) to complete the 2015 Census Test.
- 2** Fill out the short test census and press "Submit."
- 3** Spread the word! Make sure your friends know about the 2015 Census Test.  
Visit the social hub and share content at [census.gov/2015socialhub](http://census.gov/2015socialhub).

  [#WeCount2015](https://twitter.com/WeCount2015)

Go to [census.gov/2015](http://census.gov/2015) and fill out your test census today!  
You can also scan this QR code to go directly to the Web page.



(back)

# Digital advertising

- Digital advertisements to run from February 23 through May 31, 2015
- Two types of ads:
  - Mobilization/Call to Action ads will drive visits to the landing page
  - Awareness ads (video) will increase the name recognition and general understanding of the 2015 Census Test

# Display

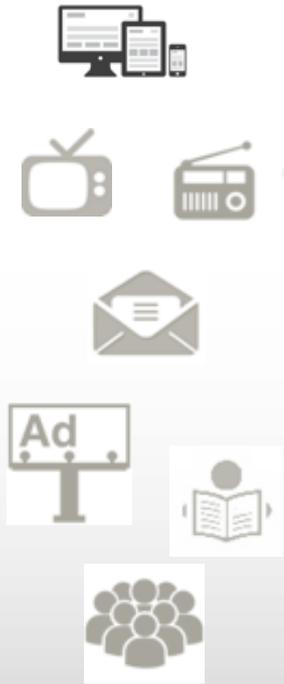
The screenshot shows a web browser displaying the website [www.thebump.com/toddler](http://www.thebump.com/toddler). The page features a navigation bar with categories like COMMUNITY, GETTING PREGNANT, PREGNANCY, BABY, TODDLER, BABY NAMES, BABY REGISTRY, LOCAL VENDORS, and THE BUMP BLOG. A prominent section titled "Sign up for The Bump!" prompts users to select their stage: "trying to conceive", "pregnant", or "parent". A teal arrow points to the "trying to conceive" button with the text "Pick one!".

The main content area is titled "Your Toddler" and includes an introductory paragraph: "So that little baby of yours is now officially a full-blown toddler, huh? Congrats, mama! From handling tantrums to getting your tot to eat more veggies (trust us, there are ways), we'll help make that transition from baby to 'big kid' as smooth as possible." Below this are three image-based sub-sections: "Your toddler: 13-18 months", "Your toddler: 19-24 months", and "Your toddler: 2 years".

On the right side of the page, there is a large advertisement for the "WE COUNT" United States Census. The ad features a family photo and the text "Participate Today!". A teal arrow points to this advertisement.

# User experience

Advertising & partnership activities



Primary digital optimization action: "Begin Survey"

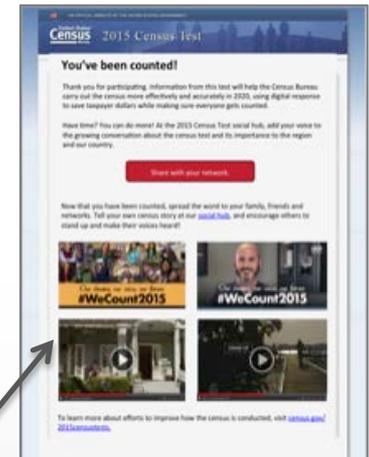
census.gov/2015



Centurion survey



Exit page



# Tracking and Analysis

- Real-time optimization of digital media spend
- Weekly reporting of insights, priorities, and next steps
- Customer Experience Management (CEM) Dashboard
  - Customized set of dashboards specific to 2015 Census Test
  - Includes website metrics from Site Catalyst
  - Incorporates daily inputs across digital advertising, social media, traditional media, earned media, and partnership outreach
  - Includes tracking of 2015 Census Test survey response data

# Test milestones

Date	Description	Comments
02.23	“Notify Me” begins	“Notify Me” page launch, digital advertising begins
03.22	“Notify Me” ends	“Notify Me” advertising ends
03.23	Test opens	Kickoff event with Census and Commerce leaders Initial contact (letters, emails, texts) Traditional advertising begins, digital ads ramp up
03.30	Influencer calls	First round of influencer phone calls
04.01	Census Day events	Partnership event & activities across DMA
04.15	Survey mailing	Questionnaires mailed to non-respondents
05.18	Influencer calls	Second round of influencer phone calls
05.31	Test closes	Complete self-response data collection, advertising ends
06.01	Post-test analysis	Analysis and assessment begin

# 2020 Census Integrated Communications Contract

- October 1, 2014 – Request for Information (RFI) posted
- October 31, 2014 – All responses to RFI received
  - 32 total received: 19 small and 13 large businesses
- Currently in the process of conducting market research and developing requirements for the draft Request for Proposal (RFP)
- Anticipate contract award one year earlier than done for the 2010 Census

# Questions

1. What do you think will be the biggest barriers to participation in 2020 for the communities that you represent?
2. What do you think are the best ways to reach the communities you represent with messages about the 2020 Census?
3. What is the best way to promote the release of the Request for Proposal (RFP) for the 2020 Census Integrated Communications Contract?