

Team Y&R

Y&R - History of Innovation



United States™
Census
Bureau



2020 Census

Count everyone once, only once, and in the right place



- Non-ID response



- Dynamic environment



- \$5 billion savings
- No margin for error

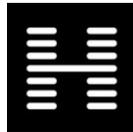
Source: 2020 Census Operational Plan

Young & Rubicam Group

Y&R



maxus



BRAVO



Team of Innovators

Project Management



Research & Analytics



Digital and Civic Engagement



Multicultural



Recruiting



Creative Teams

Y&R

carol • h • williams

A graphic consisting of several horizontal bars in purple, green, and blue, arranged in a staggered, overlapping pattern.

CULTURE
ONE
WORLD

A blue square containing the text 'CULTURE ONE WORLD' in white, with 'ONE' in a larger font size.

g+g
ADVERTISING

The text 'g+g' in a stylized, lowercase font, with a plus sign between the two 'g's. Below it is the word 'ADVERTISING' in a smaller, uppercase font.

THE
Kālaïmoku
GROUP

A stylized graphic of a person's head and shoulders, rendered in black and white, with a small yellow circle at the bottom.

TDW
+CO

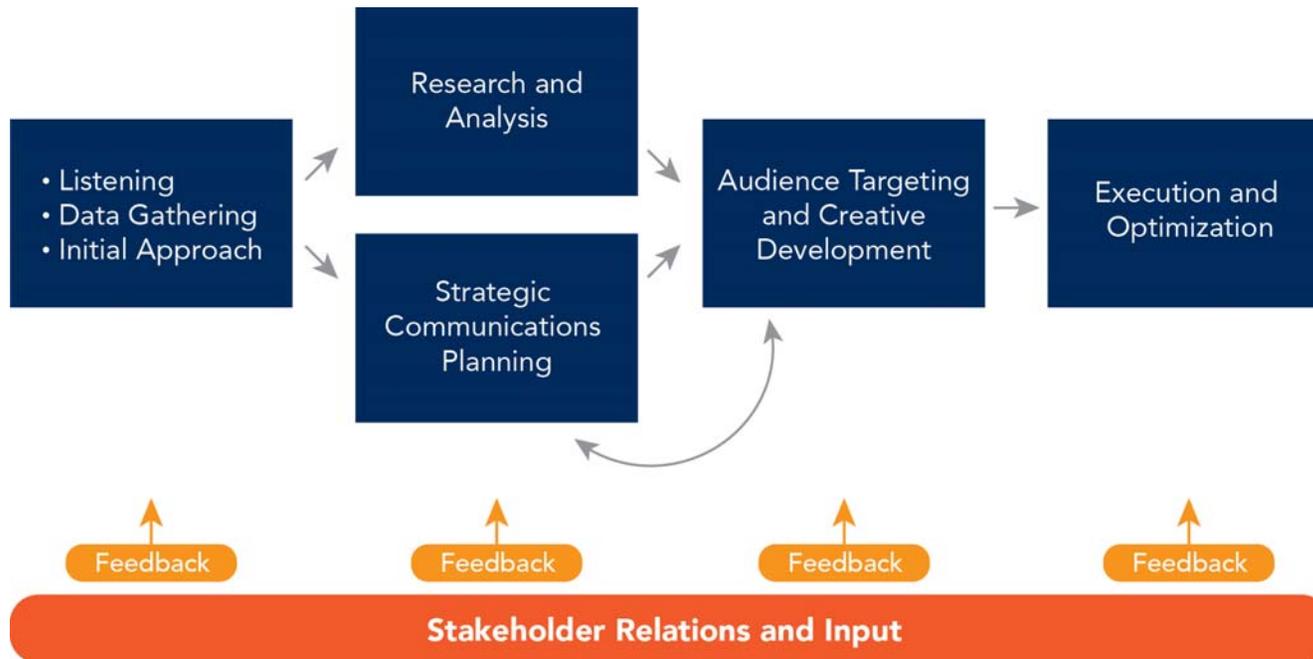
The text 'TDW' in a bold, blue font, with a grey bracket above it. Below it is '+CO' in a red font, with a grey bracket to its left.

REINGOLD

A stylized graphic of a red and grey curved line, resembling a partial circle or a stylized 'R'.

Our Process and Approach

Our Process



Initial Activities

Activities to Date

- Foundational Research — *Ongoing*
- Census Scientific Advisory Committee participation — *September 15, 2016*
- Census 101 training — *September 19-20, 2016*
- Regional Directors introductory meeting — *September 22, 2016*
- IPC-IPT Team participation — *Ongoing*
- 2018 End-to-End Census Test meetings — *Ongoing*
- Fulfillment Center Working Group meetings — *Ongoing*
- Field Recruitment meetings — *Ongoing*
- Tribal Consultation in Miami, FL — *October 5, 2016*

- State Data Center/Census Information Centers Steering Committee participation — *October 19, 2016*
- Tribal Consultation in Fort Hall, ID — *October 19-20, 2016*
- National Advisory Committee participation — *November 3, 2016*

Upcoming Activities

- Team Y&R visits each regional office — *November – December 2016*
- Tribal Consultation in Pala, CA — *November 4, 2016*
- Tribal Consultation in Chandler, AZ — *November 17-18, 2016*
- IPC Subteams participation — *Ongoing*
- Additional 2020 Census Stakeholder Engagement meetings — *Ongoing*

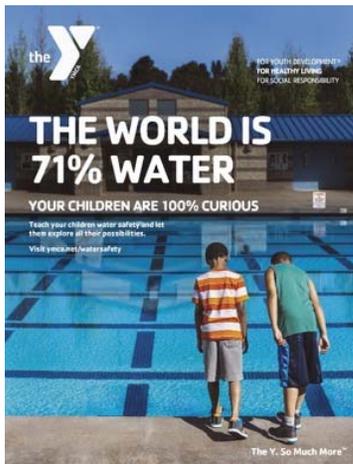


National Communications Plan for 2020 IPC (coming Spring 2017)

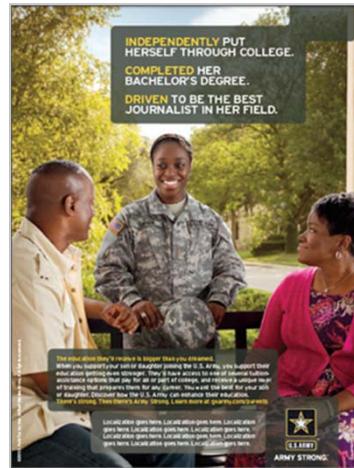
Team Y&R will review draft plan with NAC to seek feedback

Creative Development

Carol H Williams: African-American/Black Audiences



13%
increase in swimming lessons



Army favorability with parents
increased
60%



18%
increase in African-American
recruitment

Source: Carol H Williams campaign measurements

G&G Advertising: American Indian and Alaska Native Audiences



Create awareness, understanding, and support for youths with mental health disorders



74%
matched final participation rate for 2000 Census

40K
hits in one month on Native American webpage

Most successful
of Ad Council minority sites
(based on Ad Council evaluation)

Source: G&G Advertising campaign measurements

Kālainmoku Group: Native Hawaiian and Other Pacific Islander Audiences



7% Total debit card growth in 2013

9% Total debit card growth in 2014

Integrated TV, radio, print, outdoor, and digital campaign



30-year
debt settlement

Over 40
statewide community meetings



45,000+
likes

589,051
monthly reach

Source: Kālainmoku Group campaign measurements

Culture ONE World: Hispanic Audiences



#1

Adweek worldwide ranking
of TV ad in English and Spanish

100M+

impressions and shares
among target audience



20M+

views in English and Spanish for
video documentary



160K

likes within two weeks of social
influencer video launch

1st

time government video lands
on YouTube Ad Leaderboard

Source: Culture ONE World campaign measurements

TDW+Co: Asian-American Audiences



2.9%
click-thru
(vs. 1% industry average)

+4%
market share among
Asian-American millennials

2.4M
YouTube views

3 national honors!

175M
impressions

Source: TDW+Co campaign measurements

Y&R Advertising: Strategy and Creative Development



Outreach to **5 billion** consumers in
220+ countries



International brand penetration in
64%
of households worldwide

Source: Y&R campaign measurements

Reingold and Penn Shoen Berland: Research, Digital Advertising, and Partnership Support

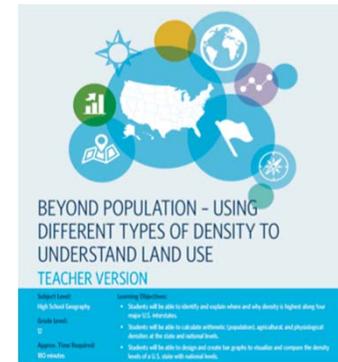


+5%
response rate increase

\$19 million
in potential savings



2015 Savannah Site Test
Digital test developed in just
120 days



82
activities developed

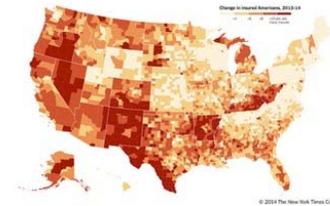
Source: 2015 ACS Reports ACS15-RER-18 & ACS15-RER-19

Civis Analytics: Predictive Modeling, Analytics, and Rapid Response



+25% efficiency gain
in media buy

Model predicted outcome within
1 percentage point
in all key background states

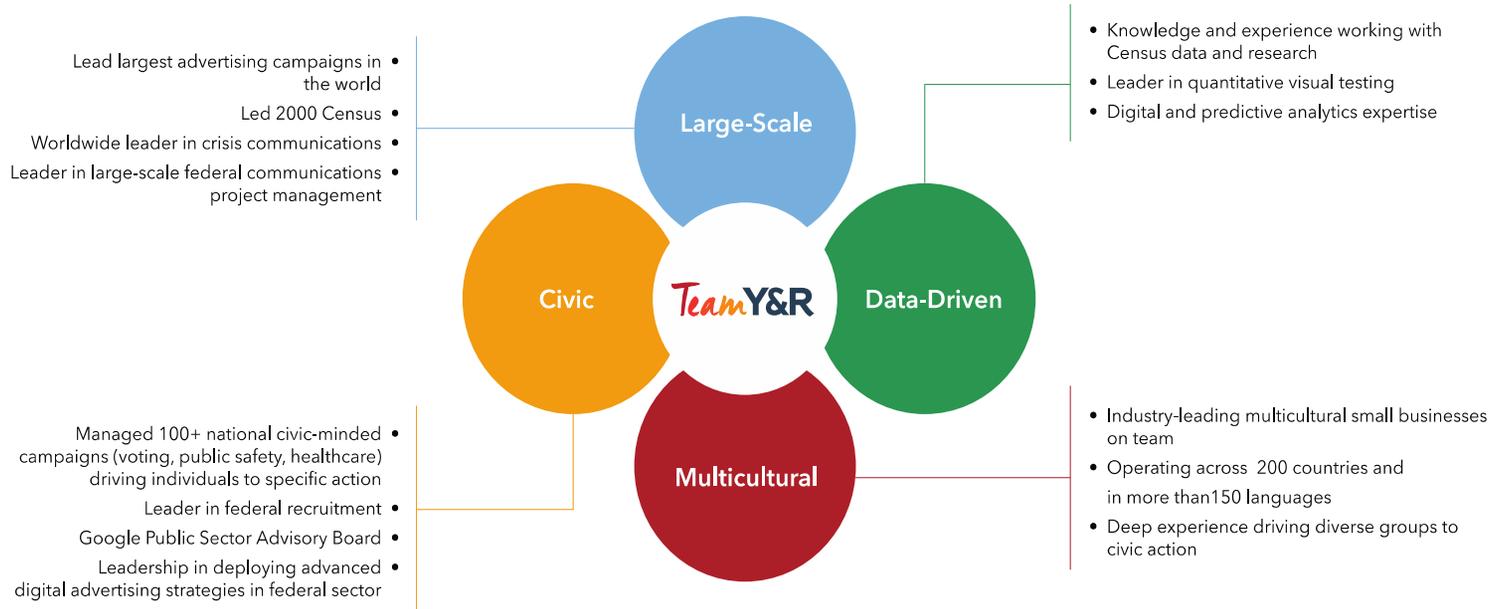


Predicted those without insurance to

97%

accuracy for top quintile

Source: Civis Analytics campaign measurements





Count every person once, only once, and in the right place.



Thank you