

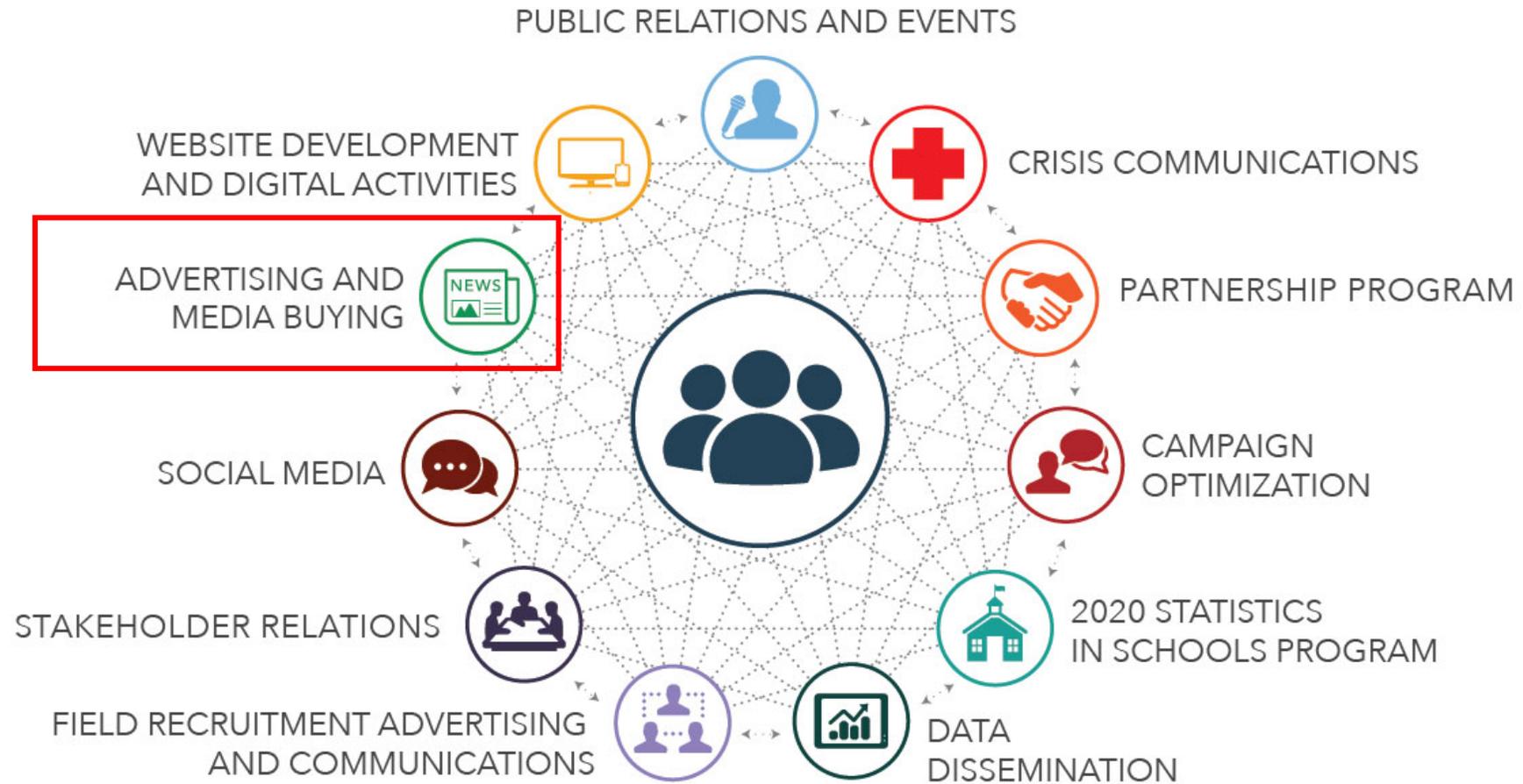
# 2020 Census: Integrated Communications Campaign NHPI Media and Creative Update

January 23, 2020

# 2020 Integrated Communications Campaign

## *Overview and Highlights*

# The 2020 ICC is Broad in Scope



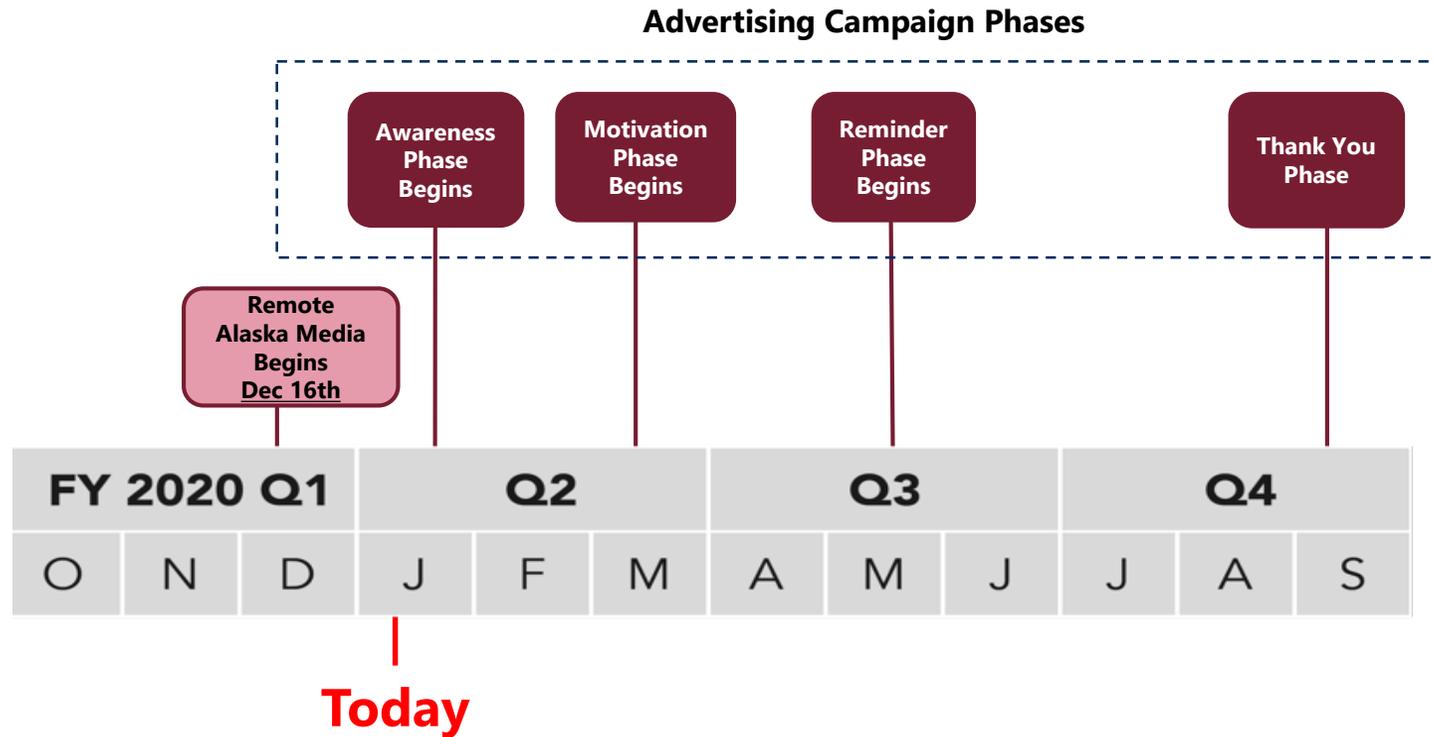
# Team Y&R



CULTURE ONE WORLD



# 2020 Census Executive Timeline



# 2020 Census Paid Media Campaign Phases\*

## 1 Phase 1: Awareness

*January 14<sup>th</sup> through March 12<sup>th</sup> 2020\*\**

Bring attention that the 2020 Census is approaching and educate

Keep the 2020 Census top of mind

## 2 Phase 2: Motivation

*March 13<sup>th</sup> through May 12<sup>th</sup> 2020*

Drive participation and action to encourage 2020 Census survey completes

## 3 Phase 3: Reminder

*May 13<sup>th</sup> through June 28<sup>th</sup> 2020*

Remind people of the deadlines to drive non-responder survey completes

Inform people of enumerators for cooperation prior to the deadline

## 4 Phase 4: Thank You

*September 2020*

Inform the public that the 2020 Census is now complete and educate where information can be found

*\*Timing for each phase may be subject to change*

*\*\*Alaska (remote campaigns) to launch Phase 1 in December 2019 due to early enumeration*

# Paid Media Audiences

Audience Group 	Agency 	Audience 	Language 
<b>Diverse Mass</b>	Wavemaker (Traditional) Reingold (Digital)	<b>Diverse Mass</b>	English
<b>AIAN</b>	G&G Advertising	<b>American Indian</b>	English
<b>Asian American</b>	TDW+Co.	<b>Alaska Native</b>	English
		<b>Chinese</b>	Mandarin
			Cantonese
		<b>Korean</b>	Korean
		<b>Japanese</b>	Japanese
		<b>Vietnamese</b>	Vietnamese
		<b>Filipino</b>	Tagalog
<b>Black/African American</b>	Carol H. Williams Advertising	<b>African American</b>	English
		<b>Afro-Caribbean</b>	English
			Haitian-Creole
		<b>Sub-Saharan African</b>	French
<b>Latino</b>	Culture ONE World	<b>Mainland Hispanic</b>	Spanish
	Wavemaker Puerto Rico	<b>Puerto Rico Residents</b>	Spanish
<b>NHPI</b>	The Kalaimoku Group	<b>Island Residents</b>	English
		<b>Continental Residents</b>	English
<b>Legacy/Emerging</b>	Culture ONE World	<b>Brazilian</b>	Portuguese
	Wavemaker (Traditional)	<b>Russian</b>	Russian
	Reingold (Digital)	<b>Polish</b>	Polish
		<b>Middle Eastern/North African</b>	Arabic

# 2020 Paid Media Approach

**Prioritized Hard To Count (HTC) Audiences** – Each partner agency created media strategies and plans to achieve the media objectives for each phase of the campaign, for their target audience

**Zero Based Media Planning** – Each agency took a bottoms-up (or zero-based) approach to developing their audience strategies and plans. Zero-based media planning assumes that the product being advertised has never been advertised before. It is a process that takes nothing for granted and proceeds from a point where nothing is known: a zero point. This avoids the historical prejudices from skewing strategies towards addressing audiences

**HTC Awareness Phase begins mid-January, while DM Awareness Phase begins mid-February**

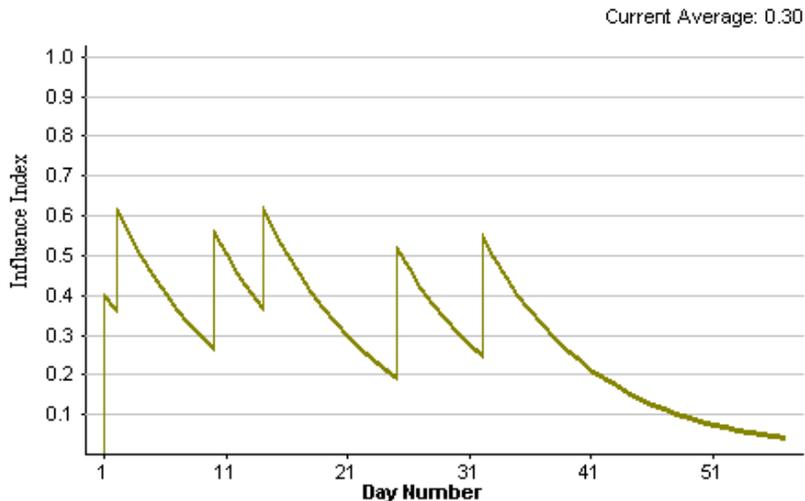
**Media budgets developed based on audience specific behavior, media type costs, and needs – funding the HTC audiences first, before funding Diverse Mass**

# Applying Recency Theory to 2020 Census Plan

**Recency theory** states that advertisements and promotions are most effective when they air immediately prior to the time of decision, and that the influence of ad exposure diminishes with time. To account for these theories of recency when optimizing a media plan, we optimize to reach and frequency.

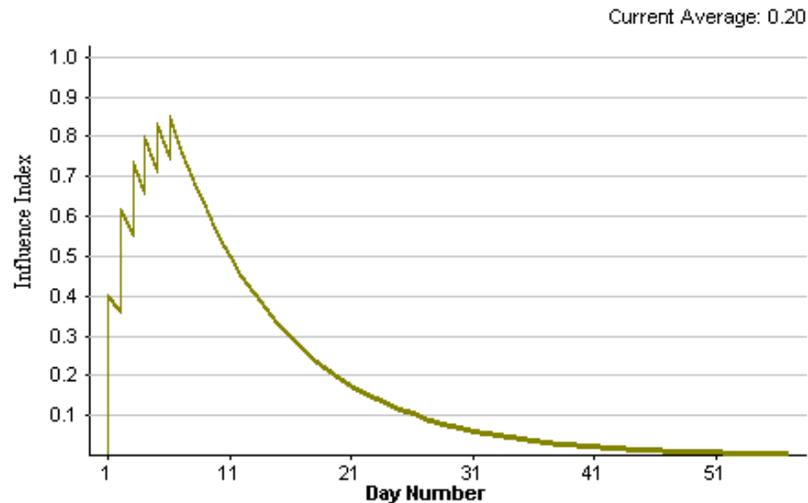
**Distributed Exposure:** A person's ability to recall ads declines over time and requires periodic refreshing, if they are exposed to an ad over a period of weeks

Recency/Recall Influence Plot



**Clustered Exposure:** Clustering exposure in a shorter period of time generates stronger influence levels, but will drop without consistent refreshing

Recency/Recall Influence Plot



**Campaign optimized to deliver maximum Reach and Frequency with as many consecutive weeks as possible**

# 2020 Census Paid Media RFP Process

## 2020 Census Paid Media RFP was publicly announced in April 2019 with Media Vendor Days

In order to keep media vendor selection a fair and equitable process, Census and Team Y&R held an open and public RFP process, with Media Vendor Days and use of an online RFP portal

### April 3, 2019 – New York City

202 media vendors attended in-person  
Livestreamed with 2,654 views of the stream on YouTube

### April 5, 2019 – Puerto Rico

46 media vendors attended in person  
Recorded with 314 views of the video on YouTube

➔ **Over 6,750 proposals were submitted**



# 2020 Media Buy List Overview

A total of 3,889\* vendors will be purchased for the 2020 Census Paid Media Campaign.

<b>Audience Group</b>	<b>Audience</b>	<b>Number of Vendors</b>
Diverse Mass	Diverse Mass	1,037
American Indian Alaskan Native	American Indian Alaskan Native	736
Asian American	Chinese Cantonese	67
	Chinese Mandarin	132
	Filipino	45
	Japanese	41
	Korean	93
	Vietnamese	120
Black	African American	905
	Afro-Caribbean	72
	Haitian	18
	Sub-Saharan African	25
Hispanic	Hispanic	442
Native Hawaiian Pacific Islander	Island Residents	45
Legacy/Emerging	Brazilian	5
	Russian	22
	Polish	17
	Middle Eastern/North African	19
Puerto Rico	Puerto Rico	48

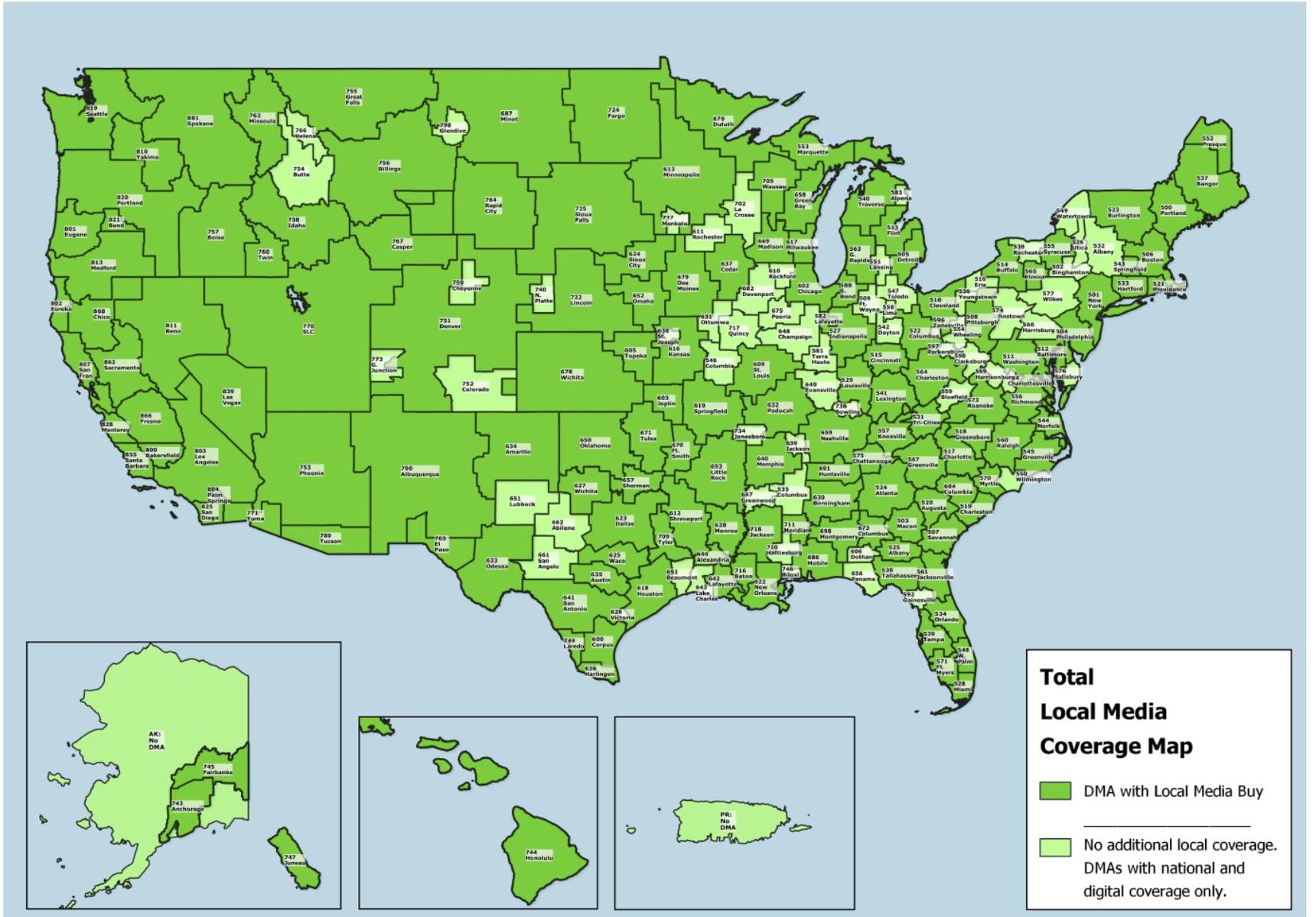
*\*Vendor count as of 12/9/19 and subject to change pending final contracts*

For internal and deliberative use only. This information has been prepared solely for the use and benefit of the U.S. Census Bureau and is not intended for to be relied upon by any other party.



# National + Local Media Coverage

In addition to National Coverage, there will be Local Coverage in 149 out of the 210 DMAs in the U.S.



# Media Budget Considerations

- ✓ **Digital media** will have a much more significant role in this campaign
- ✓ This will highly impact **total spend** per media channel in contrast to 2010
- ✓ Digital video consumption will **increase 65%** from 2010 to 2020
- ✓ **71.9% will be using digital video** by the time Census paid media is executed
- ✓ There are **fewer traditional media outlets** compared to 2010 – share of time and spend is decreasing
- ✓ 2020 will be a crowded media landscape with the **Presidential Election and the Olympics**

# 2020 Paid Media Investment by Media Type

Media Channel	Final 2010		2020 Plan	
Television	\$81.5MM	48.8%	\$97.8MM	40.8%
National TV			\$58.8MM	
Local TV			\$39.0MM	
Radio	\$24.8MM	14.9%	\$25.8MM	10.8%
National Radio			\$9.3MM	
Local Radio			\$16.5MM	
Newspaper	\$26.0MM	15.6%	\$15.3MM	6.4%
National Newspaper			\$1.7MM	
Local Newspaper			\$13.6MM	
Magazine	\$4.6MM	2.8%	\$1.1MM	0.5%
National Magazine			\$0.4MM	
Local Magazine			\$0.7MM	
OOH	\$11.1MM	6.6%	\$11.8MM	4.9%
Digital	\$13.8MM	8.3%	\$73.0MM	30.4%
Events	\$2.9MM	1.7%	\$5.0MM	2.0%
Other	\$1.4MM	0.8%		
Cinema	\$0.9MM	0.5%		
Direct Mail			\$0.2MM	0.1%
Contingency			\$10.0MM	4.1%
<b>TOTAL</b>	<b>\$167.0MM</b>		<b>\$240.0MM</b>	

# 2020 Paid Media Investment By Audience

Audience	Final 2010		2020 Plan	
Diverse Mass (Traditional)	\$81.6MM	48.9%	\$60.1MM	26.1%
Diverse Mass (Digital)			\$48.6MM	21.1%
Hispanic	\$32.7MM	19.6%	\$49.6MM	21.6%
Black/AA	\$28.4MM	17.0%	\$37.9MM	16.5%
Asian	\$14.2MM	8.5%	\$20.4MM	8.9%
AIAN	\$4.1MM	2.5%	\$6.0MM	2.6%
Puerto Rico	\$2.4MM	1.4%	\$2.8MM	1.2%
NHPI	\$1.1MM	0.7%	\$1.8MM	0.8%
Emerging and Legacy	\$2.5MM	1.50%	\$2.8MM	1.2%
<b>Total Planned Media</b>	<b>\$167.0MM</b>	<b>100%</b>	<b>\$230.0MM</b>	<b>100%</b>
Contingency			\$10.0MM	
<b>Total Investment</b>	<b>\$167.0MM</b>		<b>\$240.0MM</b>	

# Reach and Frequency: 2010 vs 2020 Plan\*

	2010 Reach/Frequency	2020 Plan
<b>Awareness</b>	<b>95%   up to 18x</b> (at least 10x with base funding + at least 5x with ARRA funding)	<b>99.9%   26.8x</b>
<b>Motivation</b>	<b>95%   up to 48x</b> (at least 20x with base funding + at least 11x with ARRA funding)	<b>99.9%   61.5x</b>
<b>Reminder</b>	<b>Lowest Responding   up to 5x</b> (at least 3x with base funding + at least 2x with ARRA funding)	<b>99.4%   11.9x</b>

**In 2020,  
we will achieve  
+5% Reach and  
+41% Frequency  
vs 2010**

**2010:**  
Achieved an overall 63.5%  
Census response rate for 2010

\*Reach/Frequency is a planning metric and is based on benchmarks of audience behaviors and future estimates.

\* 2020 Reach/Frequency is estimated based on current plans. Once 2020 Census paid media plans are finalized, the Reach/Frequency estimates will be updated.

# Diverse Mass Plan Highlights



National TV media plan covers 46 Vendors, includes an estimated over 16,000 campaign spots



National Radio will deliver over 3.3 billion impressions



Local TV and Radio will be present in 71 out of the 210 DMAs in the country, in addition to the National media that will be running



Partnering with major National Newspapers like NY Times, Washington Post, and USA Today during our key Motivation campaign window



60% of the Diverse Mass digital plan will be administered via programmatic digital audience targeting, driving over 1.9 billion impressions to the Adult 18+



Vendors and program content include all genres and audiences, i.e. young, old, male, female, all income levels, etc.

# National TV Upfront Highlights - Diverse Mass



Good Doctor, 20/20, America's Funniest Home Videos, American Idol, Mixed-ish, Station 19, Stumptown, Bless this Mess, American Housewife, Fresh off the Boat, The Rookie, ABC Saturday Night Movie, America This Morning, Good Morning America, General Hospital, Strahan & Sara, The View, World News Tonight, Jimmy Kimmel Live



Young Sheldon, 60 Minutes, Blue Bloods, Carol's Second Act, NCIS, The Neighborhood, All Rise, Bull, FBI, Survivor, S.W.A.T., Hawaii Five-O, 48 Hours, Crimetime, God Friended Me, NCIS LA, CBS This Morning, Morning News, Bold and the Beautiful, Let's Make a Deal, Price Is Right, The Talk, The Young & The Restless, Evening News, The Late Show with Stephen Colbert, The Late Late Show with James Corden



Batwoman, The Flash, Legends of Tomorrow, Nancy Drew, Riverdale, Supernatural, All American, Black Lightning, Legacies, Charmed, Dynasty, Supergirl



911, Deputy, Last Man Standing, Outmatched, The Resident, WWE Smackdown Live, America's Most Wanted, 911 Lonestar



This Is Us, America's Got Talent, Chicago Fire, Dateline, The Voice, New Amsterdam, The Blacklist, Saturday Night Live Encore, Little Big Shots, Today Show, Days of Our Lives, Nightly News, Late Night with Seth Meyers, Little Late with Lilly Sing, The Tonight Show with Jimmy Fallon



# Native Hawaiian and Pacific Islander (NHPI) Audience Plan Highlights



NHPI TV plan in Hawaii includes all networks and the largest cable provider reaching key NHPI audience base in Hawaii with strong numbers in key demos, in multiple dayparts, with specific cultural programming that over-indexes with the audience. With the ESO team effort we are leveraging strong added value for TV and all mediums in buy.



NHPI Radio plan in Hawaii covers all island counties to reach the demo on strongest station groups by island and the most people possible. Radio signals are affected by the mountainous geography of each island and we are working around that for media effectiveness of the plan.



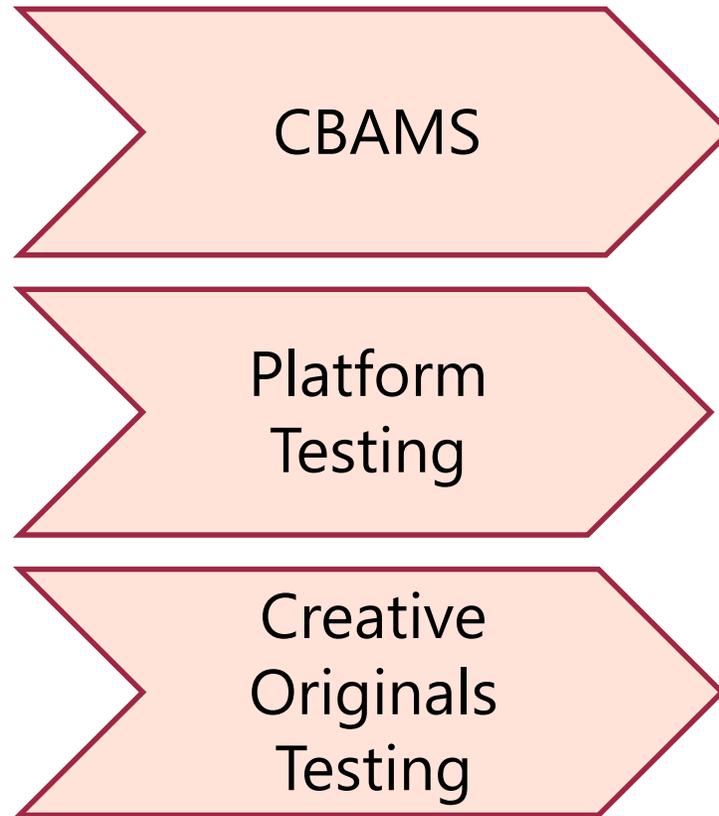
Direct Mail is the most effective means to reach the NHPI audience efficiently on the continent (outside of Hawaii). Using Infogroup's Consumer Data Compilation tools, we will reach specific individuals and households of our targeted NHPI audience.



NHPI Local Magazine plan includes placing ads with several local magazines, and ads in the Hawaiian Airlines in-flight magazine (Hana Hou!), which will help to reach our audience in other NHPI high population markets such as Los Angeles, Seattle, Las Vegas, Portland and others.

# Campaign Development

# 3 Robust Phases of Research



# 2020 Testing: All 50 States + Puerto Rico

All Focus Group Locations – 182 Total Groups  
 CBAMS, QIPT, & Campaign Testing`



## Focus Group Locations – 182 Total Groups

-  Campaign Testing – 122 Focus Groups
-  QIPT – 18 Focus Groups
-  CBAMS – 42 Focus Groups

*\*Note: Where locations overlap, not all instances are visible.*



# The Campaign

Shape  
your future  
START HERE >

United States®  
**Census**  
**2020**

# ICC: Native Hawaiian/Pacific Islander

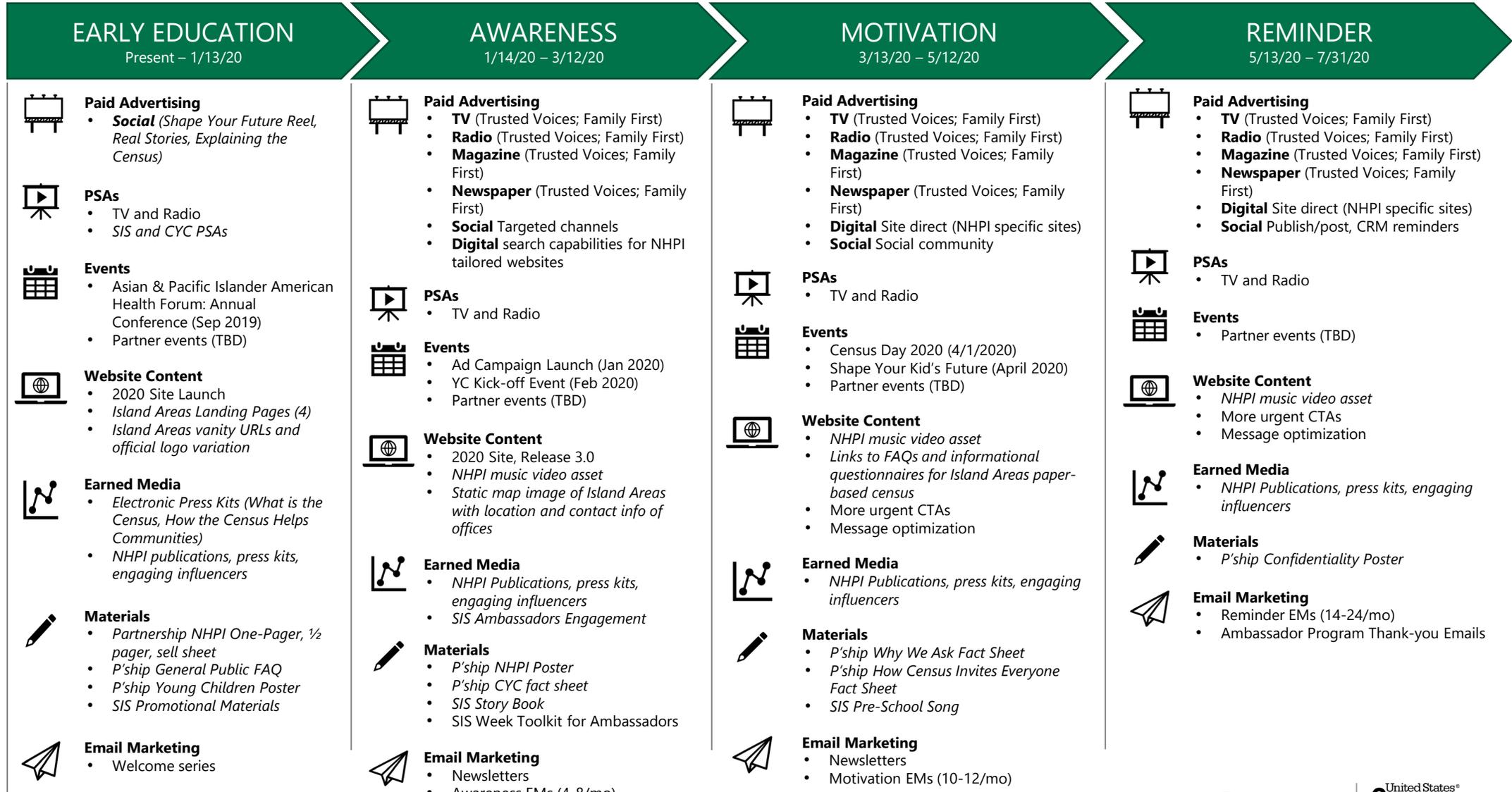
## Key:

Tactics in black are unique executions to this audience

Tactics in blue are Diverse Mass that also apply to this audience

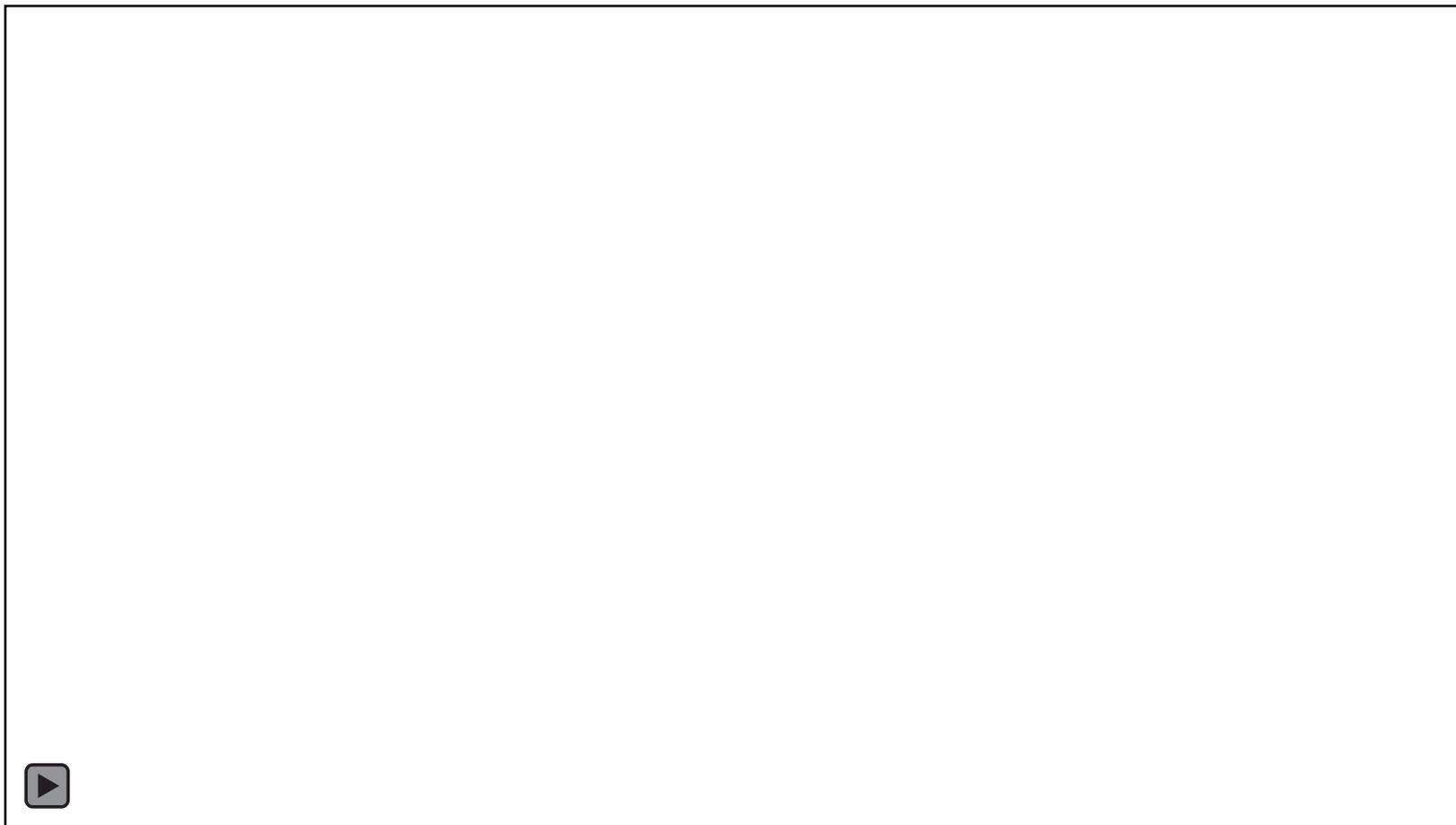
*Tactics in italics run across phases*

**NOTE:** This document provides a **representative sample of tactics across channels**. This is not an exhaustive listing of all individual tactics and executions that will be created for the American-Indian/Alaska-Native audience.



# Awareness

# “Family First” :30



# “Family First – Diversity” :60



MULTIPLE PACIFIC VOICES:

**Aloha kākou, Iakwe kom, Talofa Lava, Ran anim, Mālō e lelei, Kasalehlie, Bula, Hafa adai, Kiaora**

SPEAKER 1:

**The people of the Pacific are diverse but share a common value that the family is the center of life.**

SPEAKER 2:

**Today, whether you are new to the U.S. or grew up here, we all seek a better life and a chance to shape the future for our families in the communities we now call HOME.**

SPEAKER 3:

**The 2020 Census informs decisions about allocating hundreds of billions each year for public services like health clinics, schools, and the infrastructure that helps our communities thrive.**

SPEAKER 4:

**Every person under our roof must be counted no matter their age—even our youngest family members.**

(Audio logo)

NARRATOR (CTA—AWARENESS):

**Shape our future. Start here. Learn more at [2020census.gov](https://2020census.gov). Paid for by U.S. Census Bureau.**



# “Family First” Direct Mailer

## The census is for our family.

Stretching across the United States, we are one family.

The 2020 Census informs decisions about critical funding for the public services to help our families flourish, and the infrastructure that helps our communities thrive. Your responses are confidential and cannot be used by any other government agency.

Learn more at:  
**2020CENSUS.GOV**



Shape  
our future  
START HERE >

United States<sup>®</sup>  
Census  
2020

Aloha,

2020 is a very important year for our Pacific people. This spring please participate in the census—a nationwide count of who we are and where we are. It will only take you a few minutes to complete the form—online, by phone, or by mail—but the impacts are forever.

Our community is depending on your participation, no matter your age.

Learn more at:  
**2020CENSUS.GOV**

Shape  
our future  
START HERE >

United States<sup>®</sup>  
Census  
2020

U.S. Department of Commerce  
U.S. Census Bureau  
1201 E. 10th Street  
Jeffersonville, IN 47132

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STANDARD  
U.S. POSTAGE PAID  
WHEELING, IL  
PERMIT NO. 281

# Motivation

# “Trusted Voices - Nainoa” :30



# “Family First – Elder ‘Olelo Hawai‘i” :60



(Hawaiian voice):

**Mai ka pi‘ina a ka lā i Ha‘eha‘e a i ka mole ‘olu ‘o Lehua  
Eia au ko kama ē, He mamo aloha na Hāloa**

**Aloha e ku‘u hoa,**

(Kupuna speaking slowly and insistently):

**No matter where you live in this pae ‘āina, it is important to acknowledge others and to be acknowledged ourselves.**

**‘Ike au iā ‘oe, I see you.**

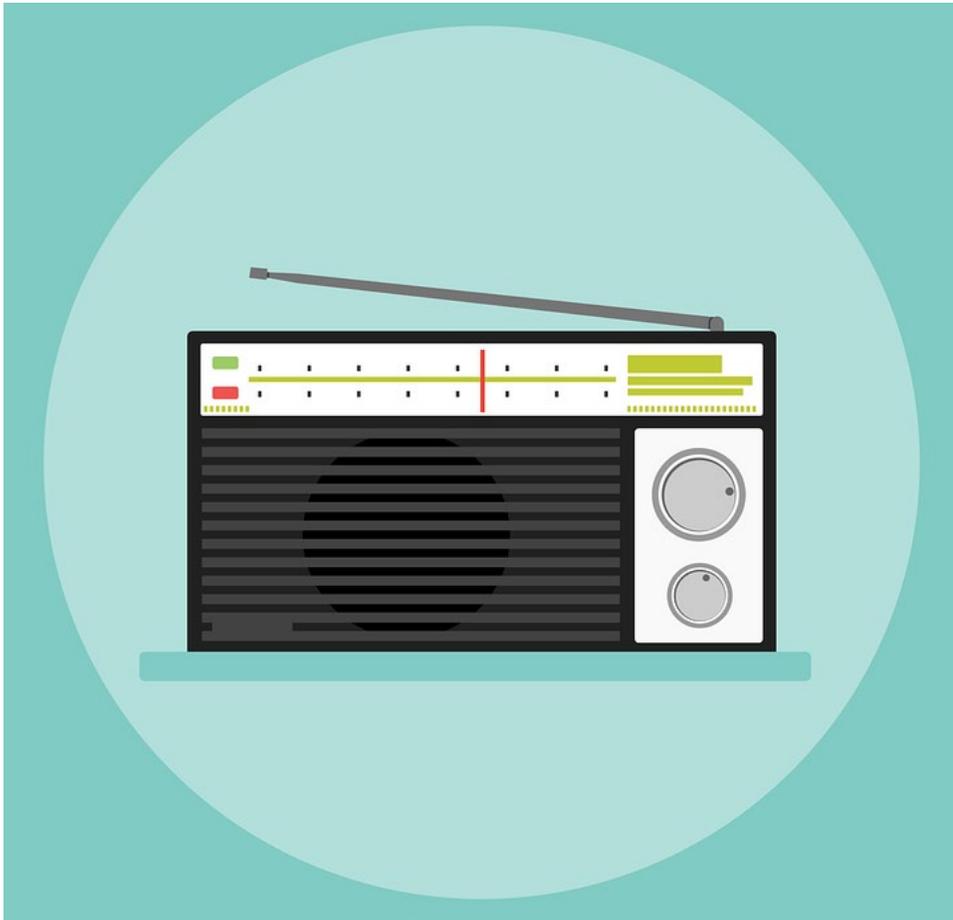
**I acknowledge you. I ask you to be acknowledged, a me kou ‘ohana, kūpuna, mākua, keiki.**

**Your participation in the 2020 Census ensures your voice, and the voice of your family, your community, is heard.**

(Audio logo)

NARRATOR (CTA—MOTIVATION):

**Complete the census online, by phone, or by mail. Shape our future. Start here at [2020census.gov](https://2020census.gov). Paid for by U.S. Census Bureau.**



**The census is for our family.**

Stretching across the United States, we are one family—your voice matters, your community matters.

The 2020 Census informs decisions about critical funding for the public services to help our families flourish, and the infrastructure that helps our communities thrive.

Your responses are confidential and cannot be used by any other government agency.

Shape our future. Start here.  
Learn more at  
**2020CENSUS.GOV**

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Shape our future  
START HERE >

United States<sup>®</sup>  
**Census  
2020**

## “Family First – Multiple Families” Newspaper Body Copy

**Headline:** The census is our family.

**Body Copy:**

Stretching across the United States, we are one family—your voice matters, your community matters.

The 2020 Census informs decisions about critical funding for the public services to help our families flourish, and the infrastructure that helps our communities thrive.

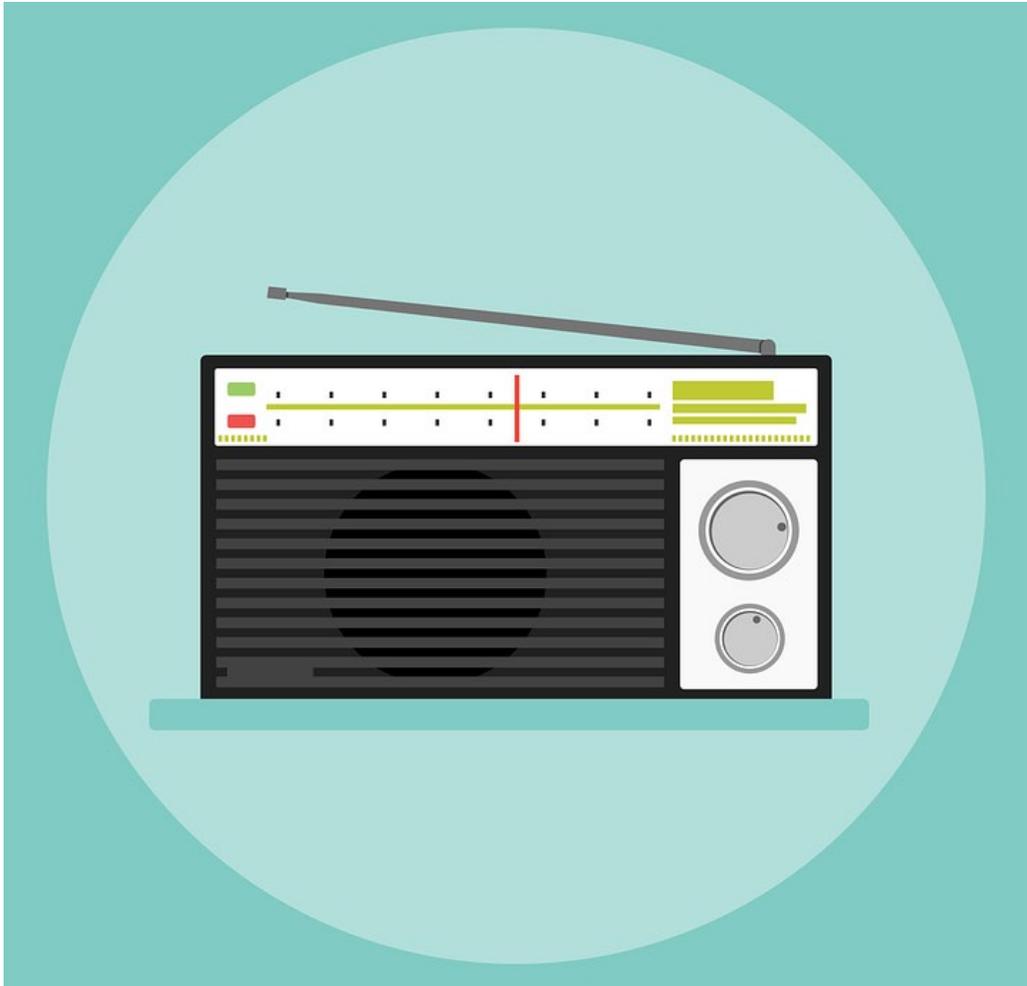
Your responses are confidential and cannot be used by any other government agency.

**Tag Line: Shape our future. Start here.  
Learn more at 2020CENSUS.GOV.**

*Paid for by U.S. Census Bureau*

# Reminder

# “Trusted Voices Samoan Chief” :60



**Malo le soifua, I am Papalii Dr. Tusi Avegalio.**

**Our Pacific people are voyagers and crossed thousands of miles to settle and call this place home.**

**I have seen our communities across Hawai‘i, the continent, and the world—we ARE shaping the future of our people wherever we go.**

**NOW is the time to be counted in the 2020 Census.**

**Census data informs decisions about vital funding to help our families flourish.**

**It is our responsibility to be counted.**

**Our community is depending on your participation, no matter your age, including children and elders.**

(Audio logo)

NARRATOR (CTA—REMINDER):

**It’s not too late. Shape our future. Start here at [2020census.gov](https://2020census.gov).**

**Paid for by U.S. Census Bureau.**