

2010 Census Paid Media Plan

The 2010 Census

The U.S. Constitution mandates that a census be conducted every ten years. The 2010 Census will provide a once-in-a-decade snapshot of the nation's population. The information collected during the census assists government leaders in making historic decisions, such as the apportionment of seats in the U.S. House of Representatives. The data are also used to help distribute more than \$400 billion in federal funds back to state and local governments each year. Information from the census is used to determine where to fund infrastructure projects such as roads, hospitals and schools.

In order to inform everyone about the 2010 Census and its importance, the U.S. Census Bureau has developed an Integrated Communications Campaign (ICC) that includes paid media, earned media, a national partnership program and the Census in Schools program. The three goals of the ICC are:

1. Increasing mail response
2. Improving accuracy and reducing the differential undercount
3. Improving cooperation with enumerators

Our prime contractor, DraftFCB, and their partner agencies have developed the Paid Media Plan, described in this document, to make the 2010 Census the most pervasive message everywhere, especially during the mail-out/mail-back phase in March and April 2010. The Plan was created with the work of eight partner media agencies, targets 28 languages/audiences and will reach into every market across the U.S. and Puerto Rico.

Paid Media Plan Summary

The Paid Media Plan encompasses all media types and is skewed towards those segments of the populations that are considered hard to count (HTC). The media habits and interests of these population groups drive when and where media will be purchased. Paid media will be purchased for:

- Television
- Radio
- Interactive
- Outdoor & Transit
- Print (Newspaper and Magazines)

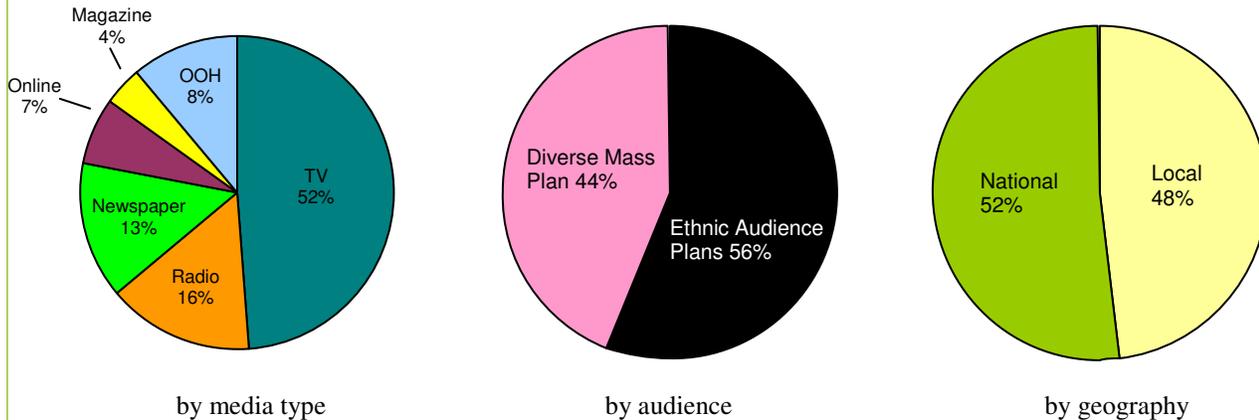
Paid media materials were developed in 28 languages to ensure that everyone is reached with relevant communications: English, Spanish, Mandarin, Cantonese, Tagalog/Taglish, Vietnamese, Korean, Japanese, Khmer, Hindi/Hinglish, Portuguese, Greek, French, Italian, German, Yiddish, Farsi, Armenian, Ukrainian, Hmong, Laotian, Thai, Pakistani, Bangladeshi, Arabic, Russian, Polish and French Creole. DraftFCB, in concert with the partner agencies below, developed paid media plans designed to incite mass participation in the 2010 Census.

- Diverse Mass, Yiddish, French, Italian, German – DraftFCB
- Black/Black African/Caribbean/Haitian – GlobalHue
- Hispanic (Spanish language), Portuguese – GlobalHue Latino
- Hispanic (Spanish language) – d Exposito & Partners
- Asian – IW Group
- American Indian/Alaska Native – G&G Advertising
- Native Hawaiian Pacific Islander – G&G Advertising
- Emerging Audiences (Russian, Polish, Arabic, Armenian, Iranian, Ukrainian) – Allied Media Group
- Puerto Rico – DraftFCB Puerto Rico
- Greek – Plum

Budget Allocation

Budget allocations across the entire Paid Media Plan were completed based on hard-to-count scores, with harder-to-count audiences receiving a larger allocation relative to population size.

National efforts are designed to cover all the markets, however, specific markets were identified to reach the hard to count populations as part of the request for proposal process.



Paid Media Campaign Phases

The Paid Media campaign will occur in three phases:

1. January – February 2010 (Awareness/Education)
Goal: Build immediate awareness and provide educational information
2. March – April 2010 (Motivation/Participation)
Goal: Inspire and motivate everyone to complete the census questionnaire
3. May – June 2010 (Support census workers when they knock on doors of those households who did not return the census questionnaire. Also known as “non-response follow-up”)
Goal: Encourage participation with the census workers

Campaign Impact

All target segments require awareness of Census benefits and prompting to participate, but specific communication strategies are needed to ensure the highest participation levels. Our overall campaign communication benchmarks are to reach 95 percent of the population an average of 10+ times during the awareness phase, while reaching 95 percent of the population an average of 20+ times during the motivation phase. These goals are inclusive of all campaign efforts, not just paid media. Ultimately, the recommended plans will deliver higher reach and frequency than the minimums identified as a goal.