

# State of Hawaii Complete Count Committee Communications Campaign Overview

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United States™  
**Census**  
**2010**

# Campaign and Contract Background

- Build on success of the 2000 Census
- Three goals:
  - Increase mail response
  - Improve accuracy and reduce the differential undercount
  - Improve cooperation with enumerators
- 2010 Census ICC Contract:
  - Who is the contractor?
    - DraftFCB, New York
  - What is the estimated budget?
    - \$212 million + \$100 ARRA= \$312 million

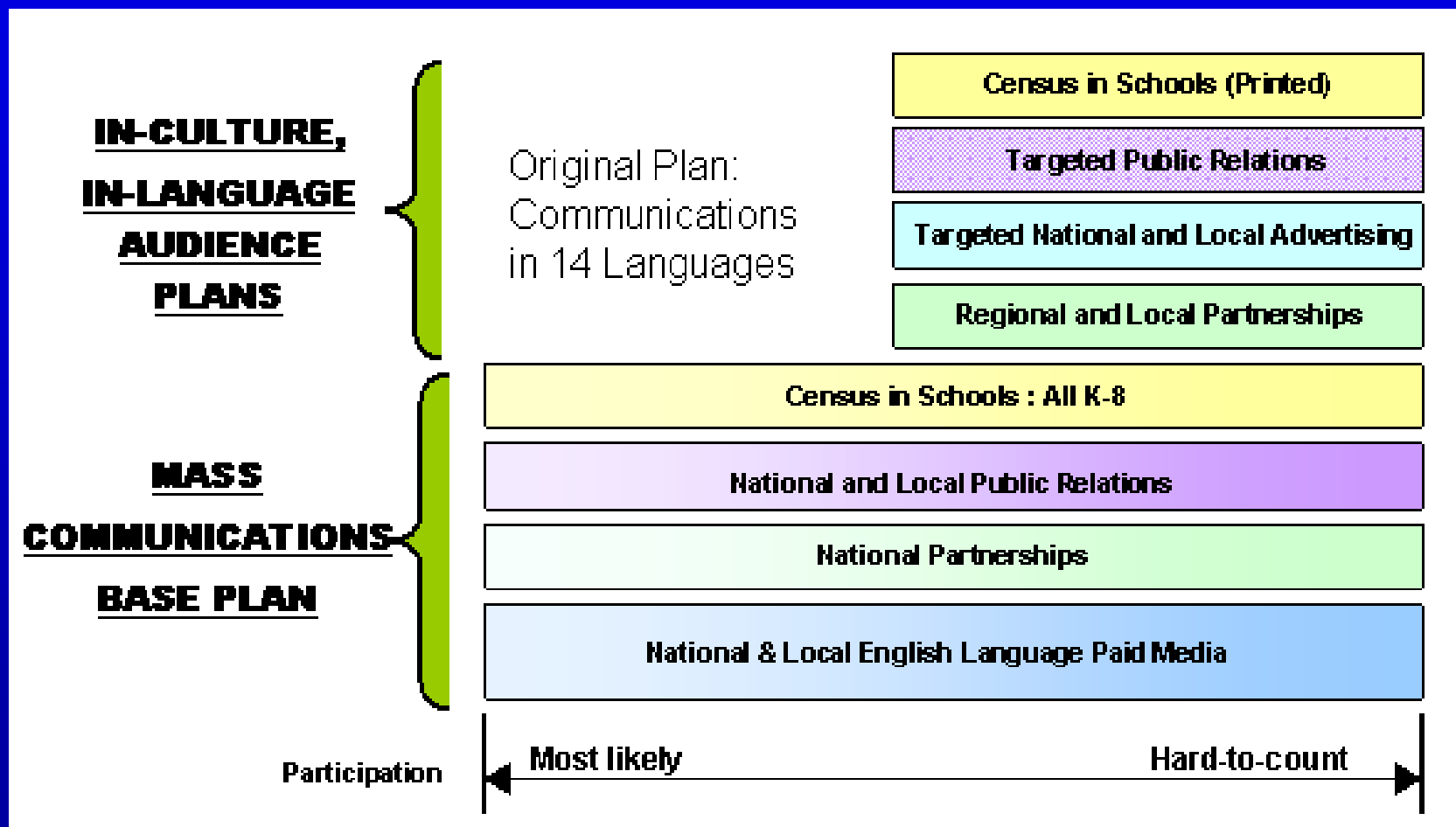
# Contract Scope

- Campaign Research
- Development of Communication Strategy
- Implementation Regional and National Partnerships, and Census in Schools
- Materials Partnership Program
- Advertising and Media Placements
- Public Relations and Events
- Coordination of Promotional Activities
- Brand Identity Guidelines

# Challenges

- Current Economic Crisis
- Post 9/11 and Katrina Environment
- Ten Years Since the Last Census
- Changing Media Landscape
- Growing Diversity in Our Nation's Population

# Campaign Structure



# Campaign Languages

- Tier 1-Languages for Advertising Campaign:

- English
- Spanish
- Chinese
  - Mandarin
  - Cantonese
- Tagalog
- Vietnamese
- Korean
- Japanese
- Khmer
- Hindi
- Arabic
- Russian
- Polish
- French Creole

- Tier 2-Languages for Promotional Materials:

- Tier 1 Languages
- Plus:
  - Hmong
  - Laotian
  - Thai
  - Bengali
  - Urdu

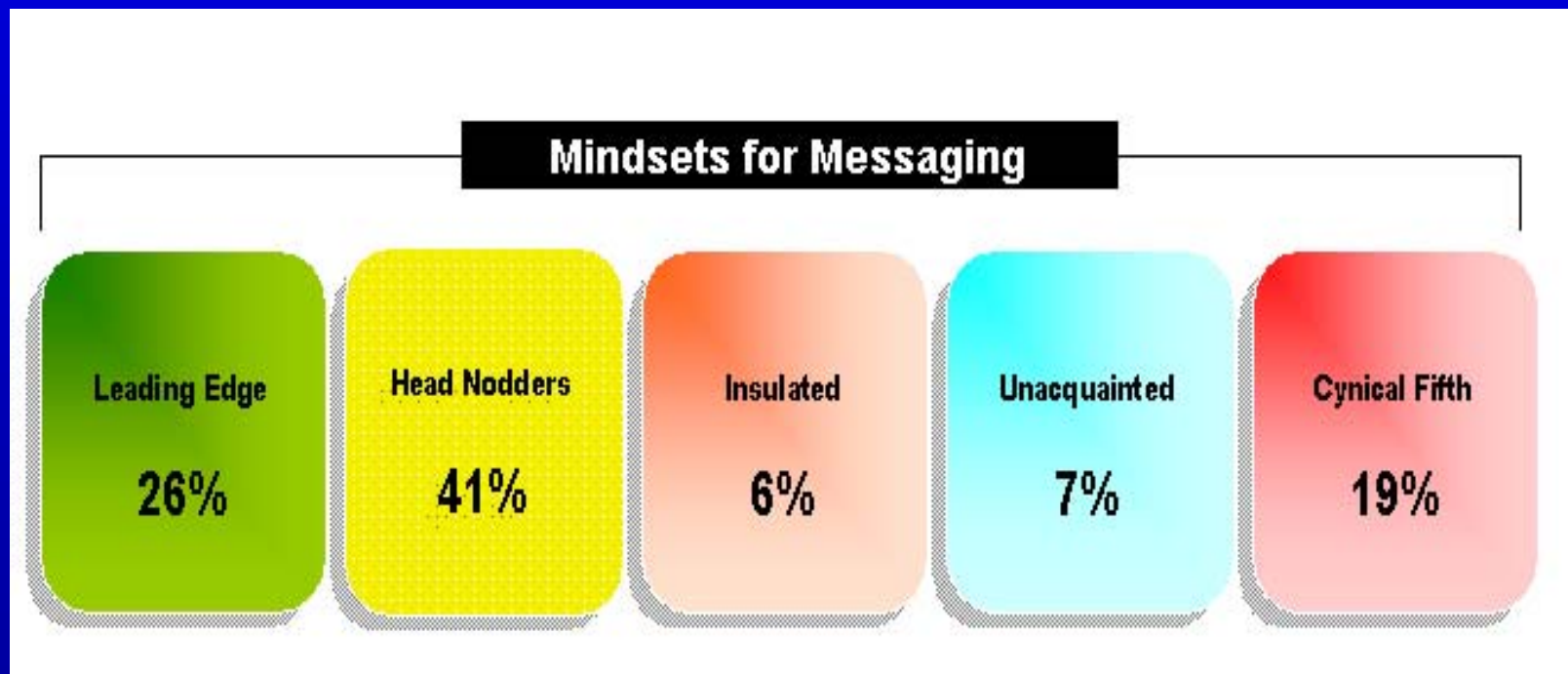
- Tier 3

- Will add additional languages due to ARRA Funds.

# Campaign Based on Research

- Research has been part of every stage of the campaign.
  - Intended Target Audiences
  - In-language

# Census Barriers, Attitudes and Motivators Survey (CBAMS)





# Copy Testing Sessions

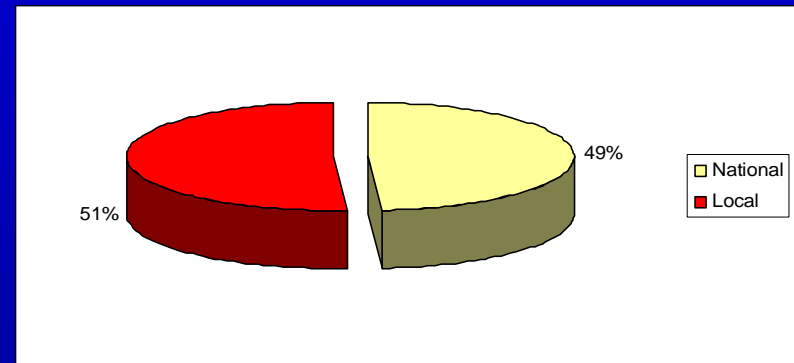
- **DraftFCB**
  - Testing in Hawaii Fall 2008 and Spring 2009
- **Timeframe:**
  - January-March 2009
- **Purpose:** Confirm that messaging resonates with appropriate audience in the right language.
  - Objective of messaging is to promote participation of Census
  - Feedback will help prioritize and optimize the advertising
  - Copy Testing will be conducted January through February 2009

# Creative Process

- March-April 2009-Selection of creative that worked best with target audiences
- April 2009-Presentation of refined creative executions to Census Bureau and stakeholders
- June-August 2009-Conduct production
- September 2009-Presentation of almost-final creative
- November 2009-Presentation of final ads
- January 2010-Launch paid media

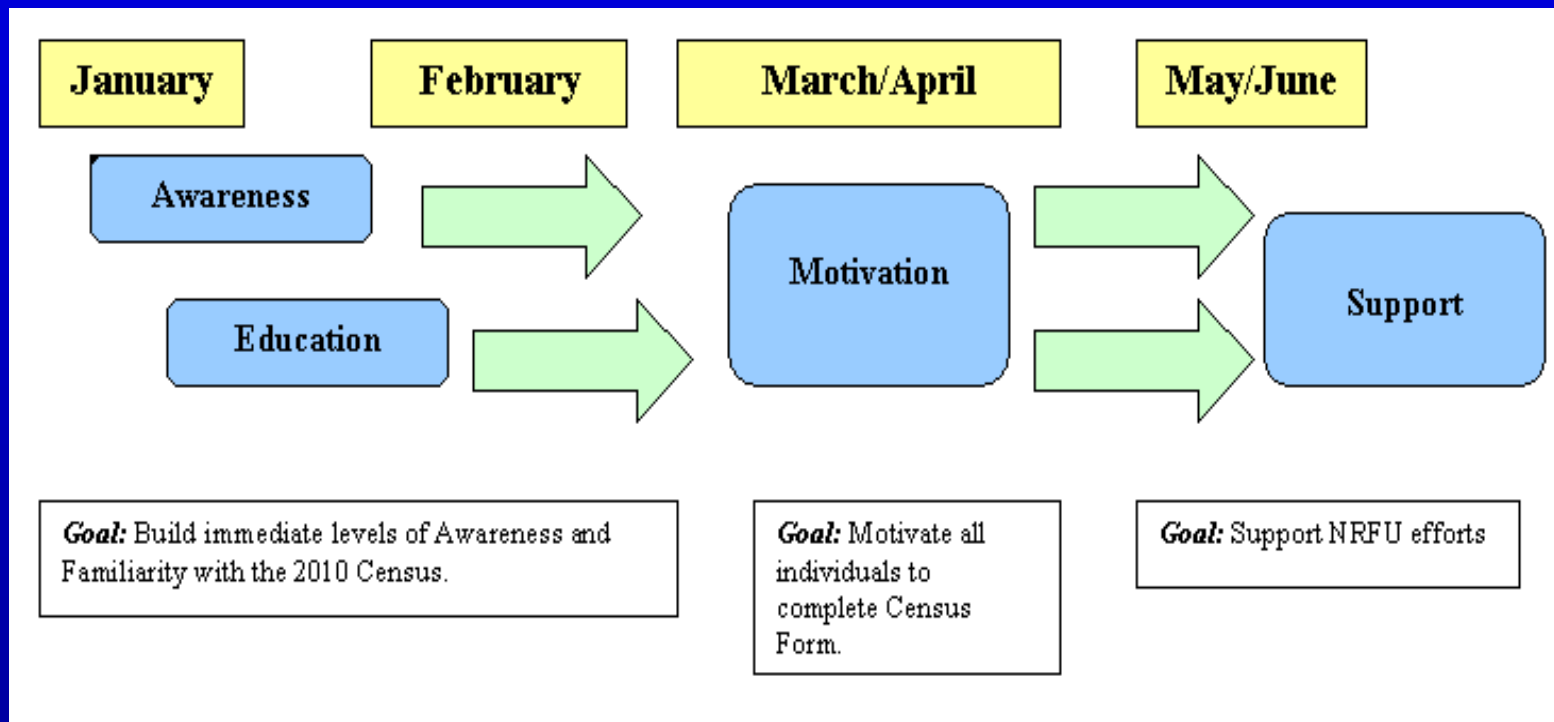
# Media Process

- November 2008- Early media list provided for Hawaii
- December 2008-Presented media strategy to REAC and asked for essential media buys
- January 2009-Presented media buy plans to Census Bureau
- Summer 2009-Purchase upfront media (mostly national)
- September 2009-Purchase of additional media (mostly local)
- November 2009-Presentation of final media buy schedule to the Census Bureau



# Campaign and Contract

## Background: *Campaign Phases*



# Census In the Schools

# Questions?