

**UNITED NATIONS STATISTICAL COMMISSION and  
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CONFERENCE OF EUROPEAN STATISTICIANS**

**UNECE Work Session on the Communication of Statistics**

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- (iv) External communication: audience segmentation

**INNOVATIONS IN 2010 CENSUS COMMUNICATION CAMPAIGN**

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1. A strong and well structured communication campaign was designed to sensitize the inhabitants to prepare the population about the importance of participating in the 2010 Census and at the same time to show the transparency of the census operation to achieve 100% response.

2. The 2010 Census Communication Campaign was divided into 4 parts:

**I) Advertising ATL**

3. Advertising ATL was used according to a strategy focused directly to guarantee a massive coverage. Massive media was used in order to reach the entire population.

4. Advertising ATL was purchased for:

- **TV, Radio & Cinema**
- **Newspapers & Magazine**
- **Web Site**
- **Billboard & digital billboard**
- **Street furniture & Bus advertising**

## **II) Sponsorship / Partnership Campaign**

5. A sponsorship campaign was designed in order to reinforce the 2010 Census advertising ATL. This campaign included the enterprises and institutions of the strategic sectors of the country.

6. As a result of this strategy, 546 enterprises and institutions participated in the sponsorship campaign facilitating 676 free ads for massive products and services as well as in their POS for the promotion of the Census:

### **a) Private Sector.**

48 Chambers and Associations participated in the Census campaign by including free ads in their websites and magazines. In addition, 67 enterprises joined the Census campaign from the following sectors:

- Aviation.- By painting two commercial aircrafts with the Census's image; broadcasting spots in the onboard screens and ticket offices, advertising the Census in the boarding passes and ticketholders, as well as several publications in the airline's magazines.
- Cement.- By printing the Census's image in their cement's sacks, company magazines and on their product's brochures.
- Interstate Bus.- Advertising the Census in their tickets and broadcasting spots in the onboard screens and bus-terminals.
- Financial.- Printing the Census's image in their statements, broadcasting spots in their branches screens and messages using their ATMs.
- Food Industry.- Advertising the Census in their consumer products, delivery trucks, posters in their points of purchase, refrigerators in stores, among others.
- Retail.- Advertising the Census in their product's catalogs, private brand products, plastic bags, broadcasting spots in the store's screens, as well as pins carried by the store's clerks.
- Major League Soccer Teams.- Advertising the Census in the soccer matches, and broadcasting spots in the stadium's screens.

### **b) Public Sector.**

Participated in the campaign by promoting the Census in their communication channels.

The Local and Municipal governments contributed with 175 billboards free ads, 129 spaces in fairs and exhibitions, 590 free ads on the internet, 25,000 free ads in receipts, vouchers and others, as well as 94,000 Census's promotional articles on POS.

34 agencies from the Federal Government joined the campaign by placing Census posters in their buildings and ads in the employees' paychecks as well as in their websites.

In addition, promotional material was distributed in the federal highways; ads in the electric bills of the Federal Commission of Electricity; on subway, trolley bus and light rail tickets and also a commemorative lottery ticket.

The Congress participated in the communication of the Census by broadcasting the spots through the "Congress Channel" as well as the Judiciary System in the "Judiciary Channel".

**c) Academia.**

373 academic institutions also contributed to the dissemination of the Census's message by broadcasting spots in radio and television, organizing conferences to present the project to their communities, publishing articles and promotional inserts in magazines and journals; inserting messages on the payroll slips; distributing promotional material on their campuses; and also placed banners on their websites (360).

### **III) Information in Massive Media**

7. For the dissemination of the Census's information in the massive media, different means were used, such as:

**a) Press Conferences**

**b) Press Releases**

**c) Events**

**d) Interviews**

**e) Chats & Forums**

8. All of the above resulted in 34 special reports about the Census, and 9,290 notes published in electronic and printed media.

#### IV) Social Media & Apps

9. Social Media.- To generate a secure and familiar environment towards the census, spaces were created in social networks such as YouTube, Twitter, Facebook and Flickr.

10. Iphone and Ipad Census App.- To communicate the results of the 2010 Census an Iphone and Ipad App were created and would be available for free download on de App Store on July 2011.

12. The 2010 Census Communication Campaign was reflected in the following impacts:

MEDIA	IMPACTS	INVESTMENT
ADVERTISING ATL	TV (6 versions) 30,552 Spots	US\$ 15,000,000
	Cinema 194,426 Viewers	
	Radio 1,585,871 Spots	
	Print (Newspapers & Magazines) 1,565 Inserts	
	Internet 37,598,333 View	
	Outdoor 1,021,588 Units	
SPONSORSHIP CAMPAIGN	1 billion impacts	0
INFORMATION IN MASSIVE MEDIA (TV, radio, print, internet, agencies)	18,759 news in brief, reports, interviews, articles	0
SOCIAL MEDIA	2,529,861 interaction	US\$ 230,000

The 2010 Census Communication Campaign results in:

**COVERAGE: 98.4%**  
**OF HOUSING**