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PUBLIC AND PRIVATE SECTOR SUPPORT TO THE POPULATION AND HOUSING CENSUS 2010

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I. INTRODUCTION

1. During the planning of the Population and Housing Census 2010, Mexico's National Institute of Statistical and Geographical Information (INEGI), highlighted the importance of having a strong dissemination campaign. This, as a response to the continuous increase of the people's apathy to participate in this national project, due to several social reasons.
2. The budget that the INEGI requested for the Census was adjusted by 23% by the Mexico's Ministry of Finance, due to austerity measures taken by the entire government in response to the global economic crisis.
3. This adjustment in the Census's budget reflected in a 50% decrease in the amount that was assigned to the publicity campaign.
4. So, as a strategy to strengthen the marketing outreach of the Population and Housing Census 2010, a campaign was planned to sensitize Mexico's leading actors to join the effort in the dissemination of this important national project, cost free.

II. COLLABORATIONS CAMPAIGN'S OBJECTIVE

5. Obtain the support of Mexico's main companies and institutions to spread massively the Census's message by including in their products, services and communication resources the Census's image, and thereby, contribute to the formation of a favourable public opinion.

III. COLLABORATIONS CAMPAIGN'S STRATEGIC SECTORS

6. The strategic sectors that were identified to participate in the Population and Housing Census's collaborations campaign were the following: the private sector, media, academic institutions, governmental agencies, Congress, Senate and Judicial, among others actors.

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IV. COLLABORATIONS CAMPAIGN'S IMPLEMENTATION

7. Of the strategic sectors that were identified to participate in the Census' collaborations campaign, the companies and institutions that were selected to participate in the campaign were the ones that their products, services and communication resources have a great impact in the population.

8. The strategy to obtain the collaboration of these institutions and companies was to achieve a will's agreement with the highest authority of each. This, in order to define specific supports and timelines with each one of them.

V. RESULTS

9. As a result of this strategy, specific supports were obtained by a great number of institutions, resulting in more than one billion hits. From the private sector, the following industries joined the Census' campaign:

- Aviation.- Painting a couple of commercial airplanes 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 - 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 sales newspaper, 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, broadcasting spots in the stadium screens and Census's mascots in the games.

10. The Public Sector spread the Census' message through posters in their buildings, institutional e-mails, payroll slips and banners on their websites.

11. In addition, promotional material was distributed in the federal highways, Census images were inserted in the electric bills of the Federal Commission of Electricity, on subway, trolley bus and light rail tickets and a lottery ticket.

12. The Local and Municipal governments contributed with 175 billboards supports, 129 spaces in fairs and exhibitions, 590 spaces on the internet, 25,000 adds in receipts, vouchers and others, as well as 94,015 Census's promotional articles on POS.

13. In addition to the support in spreading the message Census, the public sector helped by providing facilities to perform the field operations that the Census requires: 463 offices and 352 classrooms were equipped, as well as 475 supports for office equipment (tables, chairs and boards).

14. The Ministry of Education of Mexico joined in the effort by giving Census lessons in all public schools in the country in elementary and middle levels.

15. 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; also by distributing promotional material on their campuses. Also, 365 of them placed banners on their websites.

16. Some Academic Institution collaborated with the Census's field operation through the creation of social service programs, advertisements in their job markets, and facilities.

VI. CONCLUSION

17. The strategy implemented allowed the boost of the marketing outreach, significantly helping the Census's message to reach most of the country's population.

18. Also, the strategy managed to position the Population and Housing Census 2010 in the various sectors of the country as a project of great relevance for all, and make it, a project of their own.