



An
Phríomh-Oifig
Staidrimh

Central
Statistics
Office

Household Surveys Marketing Campaign

A response to the Covid-19 Crisis
DissComm 2020

Contents

- Background and Context
- Challenge Faced
- Elements of Marketing Campaign
- Reach and Impact
- Lessons Learned & Future Plans





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Background & Context



Structure of Household Collection

- Approximately 100 Interviewers
- 30,000 Households per Quarter
- Initial contact on doorstep with householder
- Subsequent quarters are collected using CATI



Impact of Covid-19

- Interviewers removed from the field
- Depending on Householders to respond to letter
- No response means no opportunity to use the persuasion and marketing skills of interviewers
- Lack of initial engagement impacts across subsequent quarters





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Challenge



How to reach audience remotely

- How to overcome lack of personal contact
- How to create a call to action
- How to reassure householders re legitimacy and confidentiality
- How to acknowledge difficult circumstances faced by all



Choosing the correct platforms and content types to maximise impact

- Social Media
- Traditional Media
- Text – Letters, Ads, Articles
- Visual – Images, Animations, Audio, Video





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Elements of the Marketing Campaign



Objectives

- Create awareness
- Highlight legitimacy and confidentiality
- Appeal to community spirit, create call to action
- Emphasise the ease of taking part



Platforms Used


- Social Media (Paid and Organic)
- Newspaper Advertising & Placed articles/interviews
- Radio Advertising & Field staff interviews
- Direct Marketing to households through letters and postcards




Your Country, Your County, Your Community

- Built on previous 'Because you told us' campaign (run in parallel)
- Specific reference to Covid-19
- Emphasis on importance of official statistics for post crisis planning
- Help everyone by telling your story




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CORK - Covid19 is shaping all our lives. In these uncertain times we want to hear the impact this is having on you and your family. Tell us your story. If requested, participate in our Household Surveys. It will only take a short amount of you time. By helping us – we can highlight how Covid-19 is shaping your life. #CSOIreland #TellUsIreland



**Your Community,
Your County,
Your Country**

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Coronavirus COVID-19

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CORK -
We want to hear your story. [Learn More](#)

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Don't let your voice go unheard. Covid-19 is impacting on all our liveshere in Sligo. The CSO needs to measure this impact.

Tell us how your life is being impacted so we can produce the statistics that will help guide policy formulation and future planning post Covid-19.

If requested to participate - tell us your story. Our Household Surveys will only take a small amount of your time and is very important. ... See more



**Your Community,
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Campaign Strategy

- ‘Because you told us’ - Ongoing
- Your Country, Your County, Your Community - Specific Covid-19 messaging
- Multiple Platforms
- Repeat messaging





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Reach & Impact



Platforms Used

- Radio Advertising Slot in 17 local radio stations
- Newspaper ads with 27 local & national newspapers
- Radio and Newspaper Interviews with Field Staff
- Digital Marketing on Facebook, Instagram & Twitter
- Organic posting on all social platforms



Digital Marketing Reach

Because you told us

	Reach	Impressions	Video Views	Page Engagement
Facebook*	735,083	2,923,430	115,023	118,475
Instagram*	319,504	948,480	105,209	105,551
Twitter*	689,039	689,039		



Digital Marketing Reach

Your Country, Your County, Your Community

	Tier 1	Tier 2	Reach	Impressions	Video Views	Page engagement
Facebook*	May 1- July 3		1,067,918	7,460,000	98,427	108,056
Instagram*	May 1 -July 3		420,448	2,350,000	110,075	110,075
Facebook*		July 21 – Aug 2	373,369	991,334	12,418	13,798
Instagram*		July 21 – Aug 2	345,218	767,761	35,997	36,385



Digital Marketing Reach

Combined Reach

	Reach	Impressions	Video Views	Page Engagement
Facebook	2,173,369	11,391,334	225,918	240,298
Instagram	1,085,218	4,067,761	250,297	251,985
Total	3,258,587	15,459,095	476,215	492,283





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Lessons Learned



What we now know

- Multiple platforms using consistent messaging are most effective
- Digital Marketing is cheaper, easier to target and easier to measure impact
- Lifespan of campaigns is 6/8 weeks max. Need to change it up after that
- Campaigns need to be sustained to grow brand awareness
- Crisis campaigns will work better from the foundation of ongoing awareness campaigns







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