

A Census Communication Campaign – “Reaching” everyone in times of a pandemic crisis

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Abstract

Having a Census Operation in times of a pandemic crisis ... What a challenge!

How to reach everyone in a successful way in such a sensitive moment and to inform correctly and motivate the population about the importance of the census and the safety conditions in replying to it.

Well, we did it! No doubt that we ran a successful operation and amongst all the important tasks developed by thousands of people within the Census, its Communication Campaign was extremely important in the pandemic context and an added value to the success of all Census operation.

The main success factor of the communication campaign was the design of an Integrated Communication Program with the focus on:

- Public’s Segmentation: Considering a positive and global message adjusted to the different types of publics.
- Development of special contents to encourage an active participation of the population by explaining the different means available to reply to the Census, with a special focus on the web reply to mode, being the safest way in what concerns health safety requirements.
- Adaptation of the communication to different media (traditional and digital) - multichannel.
- Development of simple messages adjusted to the different phases of the Census operation.
- Development of partnerships with public and private entities that empowered them to advertise the census operation, with a sense of belonging and engagement.
- Selecting ambassadors that addressed the population in a personal and motivated manner.

This and other aspects of our successful campaign will be explained to share how we counted with everyone to count all!