A CENSUS COMMUNICATION CAMPAIGN “REACHING” EVERYONE IN TIMES OF A PANDEMIC CRISIS

UNECE - DISSCOMM WORKSHOP

DISSEMINATION UNIT (12 OCTOBER 2021)
WHERE IS EVERYONE?
DIAGNOSIS AT THE STARTING POINT

- **Strengths**
  - SP Know how and experience
  - Online data collection
  - A considerable number of partners involved in the census – Good network
  - Possibility for launching a multimedia campaign
  - Capacity to measure results in real time

- **Threats**
  - Pandemic situation – need for a contingency plan
  - SP approach to Communication (Contents need to better adapted to new generations and channels)
  - Guarantee a common message from all enumerators
CENSUS COMMUNICATION CAMPAIGNING OBJECTIVES AND STRATEGY

- Ensure all population response to Census
  - Involve and mobilize citizens: importance of Census; relevance everyone’s participation

- Ensure digital response rate above 80%:
  - It’s easier, faster and safer

- Increase SP reputation and credibility amongst the population as a trustworthy organization
  - Use the Census to communicate about SP

- A Happy campaign and messages!
Develop Key messages and campaign image

- The better we know each other, the better we can adapt
- A good knowledge of our community to deliver the best mean for replying to the census
- Reply with a sense of confidence and belonging: I answer, I count!
- A safe process; Assurance of anonymised data
- A very simple process: a letter with the codes; access the online platform, answer, save, and it’s done!
- In case of any need, census enumerators are there to help

✓ Simple language: Less is more
✓ Communication tone: serious but yet light, objective and close to the population
Adapt Communication to all target audiences

- Create Personnas according to age, habits,... create a story: how did she/he knew about the Census; how did she/he got more info; How did she/he replied to the Census
- Include all targets: blind, def, immigrant minorities, other foreigners
- Segment according to Profession, age, dwelling place
- Mix media: Traditional and digital: Out of home (Mupis; outdoors, buses; etc.) local communities: churches; Universities; schools; Municipalities
- Consistent media strategy and planning
  - Traditional channels
  - Digital channels:
    - Dialogue; engagement

- Specific Contents
  - For each media: Critical Key success factor, according to the phase of the process
    - reputation, participation, pressure

While..... Reinforcing SP values and image
- **Campaign Ambassadors**
  - In different areas to reach different publics
  - Strong credibility
  - High number of followers
  - **High sponsorship of the President of the Republic**

- **Train and empower Census enumerators and partners**
  - A 11 000 Crew advocacy (11 000 faces of SP in the field)
  - Develop and explore Information actions: Schools and Universities; Security forces; community leaders
  - Develop and explore partnerships: companies' intranet, associations, Public services (water and electricity suppliers - receipts)
<table>
<thead>
<tr>
<th>Requisitos</th>
<th>indicador</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>Min 80% Cob +15 anos</td>
</tr>
<tr>
<td>Rádio Nacional</td>
<td>Min 50% Cob +15 anos</td>
</tr>
<tr>
<td>(Rádio Nacional+ Reg/Loc)</td>
<td></td>
</tr>
<tr>
<td>Imprensa Nacional</td>
<td>Min 50% Cob +15</td>
</tr>
<tr>
<td>Outdoor</td>
<td>Min 60% concelhos</td>
</tr>
<tr>
<td>Digital</td>
<td>Min 10% inv total</td>
</tr>
</tbody>
</table>

+ de 15 anos  
8 564 000 ind.

CENSUS - TARGETS, MEDIA - MIX, COVERAGE
CENSUS CAMPAIGN

Contamos todos. Contamos com todos.

Census count everyone. Everyone counts.

Resposta pela Internet censos2021.ine.pt

Answer online preferably by May 3 censos2021.ine.pt

Obrigado pela vossa participação.

Instituto Nacional de Estatística
Statistics Portugal
CENSUS CAMPAIGN (INCLUSION)

Gestual language

Questionnaires
11 languages
CENSUS CAMPAIGN (DIVERSITY)
CENSUS AMBASSADORS
Content strategy

➢ Developing specific contents through media is a critical success factor
➢ Census awareness
➢ Adapt messages depending on the stage of the process: awareness, participation and recommendation
TV PROGRAMS, PRODUCT PLACEMENT
- **Digital Channels**
  - **Create** digital contents for sharing on social media. Focus on a media investment plan segmented by target audience
  - **Dialogue:** Recruit influencers to help publicize the campaign; create specific content and platforms. Ex. Shareable videos / Online support platform
  - **Involve:** Make you users, who have fulfilled the census questionnaire, “ambassadors” of the Censuses by sharing content, likes, posts, hashtag (#euconto), etc...
The importance of local communities:
Municipalities (308) and Parishes (3091)
DEVELOP AND EXPLORE PARTNERSHIPS

PARTNERSHIPS WITH RECOGNIZED COMPANIES / ASSOCIATIONS WHICH HELP TO GIVE CREDIBILITY AND STRENGTHEN THE CAMPAIGN, INCREASING THE REPUTATION

EMAILS SENT TO: UNIVERSITIES (73); RELIGIOUS INSTITUTIONS (39); SECTORAL ASSOCIATIONS (400); RESPONDENTS / COMPANIES (60,000)
## OVERVIEW - CAMPAIGN

<table>
<thead>
<tr>
<th>Meios Nacionais</th>
<th>abr/21</th>
<th>mai/21</th>
<th>jun/21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Televisão</td>
<td>Spots 30&quot; e 10&quot;</td>
<td>+280 spots TV</td>
<td>Cobertura 97,9%</td>
</tr>
<tr>
<td>Televisão</td>
<td>Telepromocões</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Televisão</td>
<td>Integração na Novela pt 21h</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Imprensa</td>
<td>Página, 1/2 página e rodapé</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rádio</td>
<td>Spots 30&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital</td>
<td>Redes Sociais, Programmatic, sites nacionais, branded content, Google Display, Google Search, Youtube, LinkedIn, Twitter</td>
<td>+24M de impressões</td>
<td></td>
</tr>
<tr>
<td>Digital</td>
<td>Influencers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OOH</td>
<td>MUPs, 8x3, 4x3, Mini, LEDs, Autocarros e Multibanco</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Meios Regionais / Locais

| Imprensa        | Página, 1/2 página e rodapé | +221 inserções | 36 meios diferentes |
| Rádio           | Spots 30" | +8 400 spots | 320 estações rádio diferentes |
| Digital         | Vários formatos | | |
RESPONSE RESULTS
99.3% of the population's responses through digital channels

- direct access of families to the website (87.5%)
- mobile application of the Census agent (7.7%)
- e-branches located in Parish Councils (4.1%)
RESPONSE RESULTS

Responses /day (19/4 to 31/5)
THANK YOU FOR YOUR PARTICIPATION!
WHERE IS EVERYONE!
THANKS FOR YOUR ATTENTION!

- margarida.rosa@ine.pt
- paula.paulino@ine.pt
- pinto.martins@ine.pt