

**Business Case to Explore the role of Market Research and Digital Marketing in
promoting public engagement with NSI surveys
(Follow up on the Strategic Communication Framework)**

This business case was prepared by CSO Ireland , and is submitted to the HLG-MOS for their approval.			
Type of Activity			
<input type="checkbox"/>	New project	<input checked="" type="checkbox"/>	New activity
<input type="checkbox"/>	Extension of existing project	<input type="checkbox"/>	Extension of existing activity
<i>Projects are undertaken by separate project teams. Projects are expected to produce a significant contribution to achieving the HLG-MOS vision</i>		<i>Activities are undertaken by Modernisation Groups. These activities produce smaller, more detailed outputs to help achieve the HLG-MOS vision</i>	
<i>See here for more details: https://statswiki.unece.org/display/hlgbas/HLG-MOS+Strategy</i>			
Purpose			
<p>Many NSI's are dependent on Survey Interviewers to collect data, particularly in the case of households. The pandemic, and the subsequent withdrawal of field interviewers, has highlighted the important role they play in maintaining response rates for household and business surveys.</p> <p>The activity should explore strategies for increasing engagement with our surveys, particularly in the absence of the personal connection of Survey Interviewers. It will also explore the potential of market research to identify hard to reach cohorts of society and identify specific messaging to reach them. It will also examine the potential of digital marketing and other marketing campaigns to increase awareness of and willingness to participate in our surveys</p>			
Description of the activity			
<p>Examine the experiences of the NSI community in developing marketing strategies to support response rates for household and business surveys to include</p> <ul style="list-style-type: none"> • Strategies that have worked well • Strategies that have been less successful • Strategies targeted at specific 'hard to reach' audiences • Metrics which have enabled monitoring the impact of marketing campaigns. <p>Explore the possibility of developing a framework/guidance document to share amongst the official statistics community, bearing in mind the cultural differences which may impact on the success or otherwise of campaigns in different regions</p>			
Alternatives considered			
None			
How does it relate to the HLG-MOS vision and other activities under the HLG-MOS?			

This links to the promotion of the importance of Official Statistics and the role that citizens play in ensuring that our data is robust, fit for purpose and can be used as a resource for the whole of society.

For this purpose, it is important not to lose the expertise acquired by each NSO during this recent emergency situation.

Exchanging experiences, case histories, lessons learned, practical examples and even failures can help us to better deal with existing or future situations.

Utmost goal: to draw up guidelines in which every single organization facing an emergency situation can easily find indications and operational suggestions to quickly implement an effective crisis communication plan. Through what dissemination and communication tools and how to use these ones to their fullest potential.

Proposed start and end dates	
Start: January 2021	End: December 2021