

## **Case study on the communication strategy for the first combined Census of the Republic of Argentina**

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### *Abstract*

Population, households, and housing censuses are a tool that has been implemented for centuries and helps guide both public and private decision-making. In Argentina, they have been used in the whole territory since 1869 at different intervals, although the United Nations recommends that they are carried out every 10 years (Department of Economic and Social Affairs. United Nations Statistics Division, 2010, p. 8).

This enumeration, in Argentina or in any other place in the world, has a particular feature: it includes each and every person living across a given territory. Unlike other advertising campaigns or specific communication projects, a census has to include all actors of society in their awareness campaign. In other words, there is no specific audience that must be addressed; the message of the census has to reach all audiences in the territory. How do we design this strategy in a 21st century brimming with digital platforms?

The aim is to delve into the National Population, Households and Housing Census 2022 of Argentina and reconstruct the awareness process of the first combined (on-site and online) census in the age of vertical screens, memes, fake news, and phishing, in a context where an increasingly specialized general public demands more information by the minute.

Additionally, we will overview the campaigns designed for the 2001 and 2010 censuses in the country, to understand the point of departure and see how communication has evolved in the strategy implemented for the Census 2022.

Throughout his work, we will attempt to answer two core questions: how was the Census 2022 communicated in order to reach the whole Argentine population? and what interactive digital communication instruments were used to create awareness of the importance of this tool that is central to the life of any State and why? The research hypothesis is based on the idea that the recent Argentine Census was a success case in its digital format, since almost 50% of the population residing in the country chose the online version (Census 2022, 2022). Another hypothesis is that a portion of this success is attributable to an efficient communication campaign. We will examine these lines of work to prove the hypotheses and contribute to the assessment of the resources used in this discipline.