Communication strategy for the first combined Census in Argentina

UNECE Expert Meeting on Dissemination and Communication of Statistics

Session 2: Market Research and Digital Marketing and Communication Strategies

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ARGENTINA

- The **second largest** country in Latin America.
- Extending across **2.78 million continental km²**.
- **24 provinces**: 45 M people living in 15.6 M dwellings (projected).
- 90 out of 100 households in 31 urban agglomerations have an **internet connection***. 
- 65 out of every 100 households have access to a **computer***. 

*Source: PHS - Fourth quarter 2021
2022 CENSUS
16 March to 18 May 2022

A combined census was performed (online & on-site).

Social media was used at a large scale.

The General Directorate of Dissemination and Communication (DGDC) designed the communication strategy.
NATIONAL ADVERTISING CAMPAIGN: 3 STAGES

Reconocernos
Emotive stage
January-February 2022

Reconocernos
In the digital format
March-April 2022

Reconocernos
Today is the day
May 2022
1. EMOTIVE STAGE
January-February 2022

This stage had a double goal:

- To inform the population about the upcoming Census.
- To create awareness of its value.

It installed the Census brand and gave meaning to the slogan **Reconocernos** using communication pieces focused on diversity.
The population was encouraged to self-enumerate using the digital questionnaire. The focus of the campaign was on the benefits of this methodological innovation (speed, security, simplicity).
3. TODAY IS THE DAY STAGE

May 2022

The population was informed of the characteristics of the face-to-face field survey, and the fact that every person residing in each dwelling in the country had to wait for a census-taker to interview them or request the Digital Census code.
THE CENSUS IN NUMBERS

70% of the permanent DGDC staff was dedicated to the 2022 Census while still working on their regular tasks.

2,242 unique audio-visual pieces were disseminated through national advertising campaign.

3 magazines for primary students, 16 educational capsules for secondary students, and 10 documentary videos on the history of censuses.

25,7 M unique users on censo.gob.ar. Influencers

promoted actions reached 3 million people, had 3.2 million views and 218,400 interactions.
THE CENSUS IN NUMBERS

3 memes used to inform about the Census = 897,740 impressions (and press impact).

29 directors trained to give media interviews. The INDEC GD was the vertex of spokespersons.

3 average interviews per day (286 in 5 months).
The 2022 Census has clearly demonstrated the effects of the digital age. **Over 50% of the population residing in the country preferred to complete the online census** (35% higher than the average registered in other countries of the region).

There were two marked peaks in conversation: on the day the Digital Census was launched, with an estimated audience of **over 17.4 million** (i.e., 43% of 39 millions of Argentinian social media users); and on Census Day + next 12 hours, with an **estimated audience of 59.4 million**. This number exceeded the local active users because the conversation was also held by profiles from other countries.

The decision to carry out an internal communication campaign for the Census allowed us to take advantage of INDEC's experience throughout the entire DGDC.
SOME CONCLUSIONS

The comprehensive communication strategy for the 2022 Census organized and aligned not only the external actors, but also the bodies of the National Statistical System (NSS), with the aim of reaching the population with the Census news in a clear and precise manner.

The fact that one of the core messages highlighted the importance of the census as a right for the population invited the engagement of opinion leaders and strategic partners.

The communication strategy designed by the DGCD took advantage of the recommendations and learning processes shared by the international statistical community. This helped in the preparation for possible difficulties, in the communication of clarifying messages and in promptness of response.
Thank you!

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