

Media Campaign for the CBS and the Census (Israel)

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Abstract

In the past year the CBS carried out a big media campaign for the public which was designed to strengthen its image and awareness of its activities and in preparation for the coming census.

The process of the preparation for the campaign included a thorough and comprehensive work, which has not been done for many years. Along the way, came up the recommendation and the great importance of publishing to the CBS on a regular basis.

During the meeting I will refer to the process that included the preparation of a brief and market research through focus groups which helped formulate a communication strategy for the campaign. I will present the strategy that we chose and the goals that we set for ourselves and I will share the products and their values to the organization.

I shall present the principles of this complex project while focusing on the aspects of dissemination, communication and customer relations.