



Census



2011 Census Marketing

Oliver Doerle | CAG November 2010

Communication Phases



- **Our census engagement activities create the momentum for the census advertising campaign**

Census Engagement Activities



Census Advertising Campaign



The Advertising Campaign

An Insights Based Campaign



Consumer research has demonstrated that response levels will be influenced by three key factors:

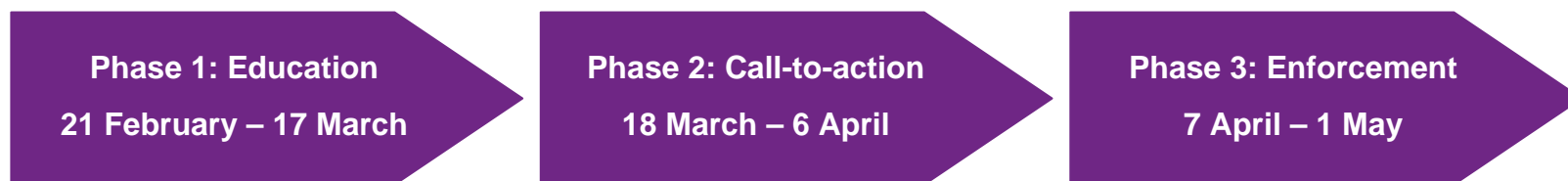
- Awareness and understanding of the census benefits
EDUCATE
- Clear direction of what they need to do and when
ENGAGE/CALL-TO-ACTION
- Acceptance of legal obligation / Up to £1,000 fine consequences
ENFORCE

Campaign needs to address all three of these factors

The Advertising Phases



- **The census campaign can be categorised into three distinct phases**

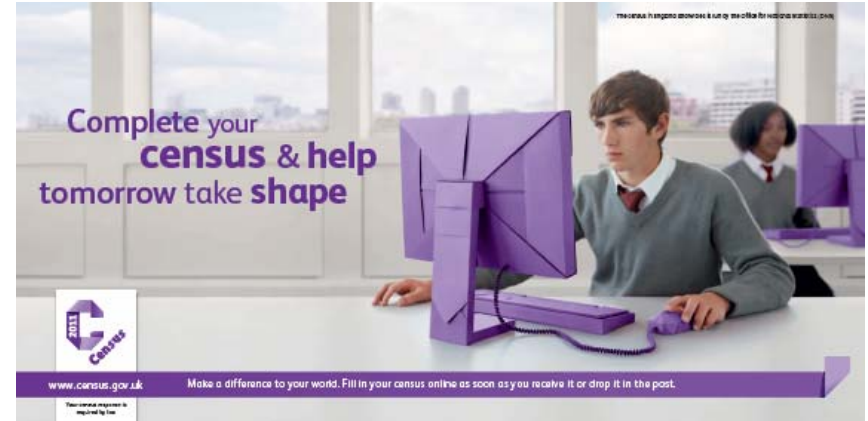


- **In 2011, the census campaign has to reach the entire population with a broad media mix**
- **Audiences:**
 - **General public**
 - **ABC1 Unlikely 18-24**
 - **C2DE Unlikely 18-24**
 - **BME**



- **‘Phase 1: Education’ aims to promote awareness and understanding of the census benefits**
- **Gives the general public the reasons why to take part in the 2011 Census and**
- **National advertising campaign; up-weighted for student, youth and BME audiences**
 - National TV advertising: 30 seconds advert promoting census benefits and questionnaire completion
 - National outdoor advertising: 48-sheets and 6-sheets
 - BME TV advertising in relevant languages
 - BME press advertising in relevant languages
 - Media relations

The Benefits: Transport, Education, Health, Local Facilities ...



Draft designs and copy only.

Help tomorrow take shape

© Office for National Statistics

Promoting Online Option



The census in England and Wales is run by the Office for National Statistics (ONS)

Complete your **census** in a few clicks

Your census response is required by law

Make a difference to your world. Complete your census at www.census.gov.uk on 27 March or as soon as possible afterwards.

www.census.gov.uk Help tomorrow take shape

The advertisement features a young man sitting at a desk with a purple laptop and mouse. The text is overlaid on the image. At the bottom, there is a purple bar with the slogan 'Help tomorrow take shape' and the 2011 Census logo.

Draft designs and copy only.

48-Sheets & 6-Sheets





- **‘Phase 2: Call-to-action’ gives everyone clear direction of what they need to do and when**
- **Message in Phase 2 is ‘It’s time to fill it in’**
- **Progression from Phase 1**
 - National TV advertising: high frequency 10 seconds TV adverts with clear call-to-action ‘It’s time to fill it in’
 - National outdoor campaign: heavyweight and premium sites
 - Online, mobile and ambient for youth and student audiences
 - BME TV advertising in relevant languages
 - BME press advertising in relevant languages
 - Targeted magazine partnerships
 - Media relations

It's time to fill it in



Draft designs and copy only.



It's **time**
to **fill** it in



fill it in

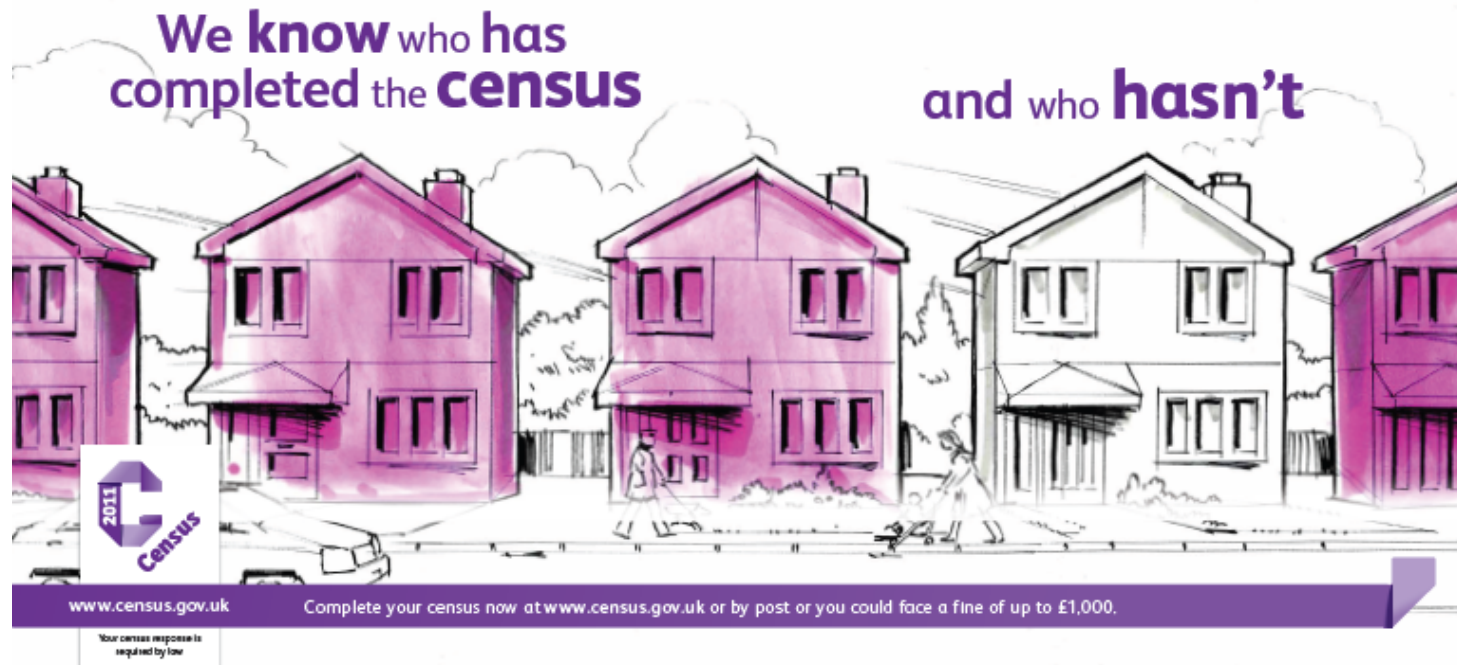


- **‘Phase 3: Enforcement’ is stating clearly the consequences of non-compliance**
- **The potential of a fine is a motivator to some**
- **Phase 3 is building on Phases 1 & 2**
 - National outdoor advertising: 48-sheets and 6-sheets
 - Online and Mobile advertising
 - Media relations

More than just a gentle reminder



The census in England and Wales is run by the Office for National Statistics (ONS)



Draft designs and copy only.



Leading Up To The Advertising

Engagement Activities



- Our census engagement activities create the momentum for the census advertising campaign

Census Engagement Activities

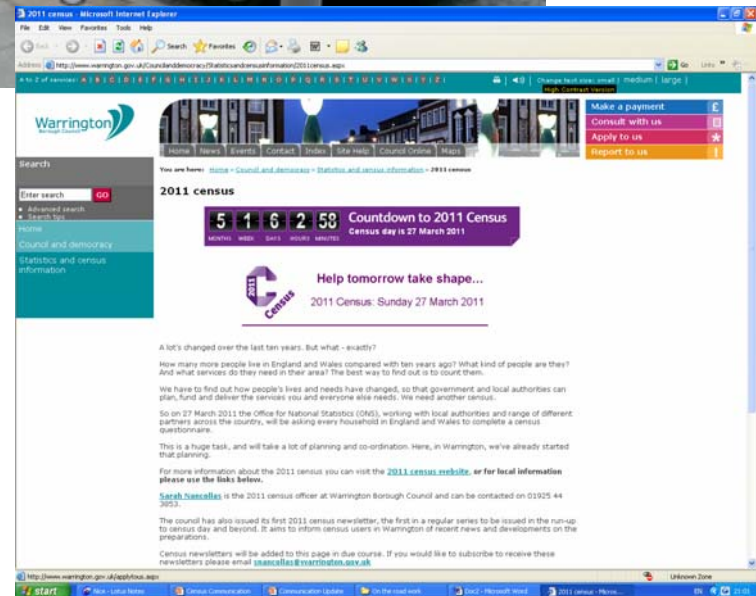


Census Advertising Campaign

Local Partnerships



- **Local civic partnerships**
 - Local authorities
 - Third sector
- **200 field staff**
- **Local partnership plan with 348 councils**
 - LA mechanisms
 - Community outreach
 - Local media
 - Direct to public



BME Community Outreach



- BME Parents outreach events in schools
- Engagement through area managers and community advisors with bespoke materials
- Materials available to download



“我們將積極參與，
為家庭建立更美好的
未來。”

下次人口普查將於
2011年3月27日啟動。
人口普查是每十年一次
一次有關人口方面的資料。每位
公民都應參與，以便社區
的服務（例如學校、醫院、房
屋、道路及緊急服務）可以因
應未來的需要而得到改善及資助。
詳情請瀏覽
www.census.gov.uk



Help tomorrow take shape



“I'll do it to make
a better future
for my team.”

The next census takes place on 27 March 2011.
The census collects information about the
population every ten years. You need to take
part so that services in your community –
like schools, hospitals, housing, roads and
emergency services – can be planned and
funded for the future.
To find out more visit www.census.gov.uk



Help tomorrow take shape



“Waxaan u samayn
doonnaa inaan u
diyaarinno mustaqbal
wacan qoyskeenna.”

Tiro koobka xigta waxaa lo qaban doonaa
mudaha 27 ka March 2011.
Tiro koobka waxaa u aragayaa ahbaar ku
saabsan trade dadka tabankii sanadooda
hal mar. Waxa inaad ka qayb qaadataa si
adkeegayda bulshadaada – sida iskudayaal
taariikhiyada, guraynta, wadooyinka iyo
adkeegayada degdega ah – loo qaashayn karti
lahaa loona madaxdii lahaa mustaqbalka.
Waxii ah waaer dheeri ah booqo
barta ah www.census.gov.uk



Help tomorrow take shape

Online BME Photo Competition



- ***'Then and now: family stories'*** photo competition aimed at people from BME groups launched October 2010.
- Enter competition on the census website or flickr

The screenshot shows the 2011 Census website homepage. At the top right, there are links for language (English :: Cymraeg) and regional options (Are you in Scotland? :: Are you in Northern Ireland?). Below these are font size and color change options, and an accessibility statement. A search bar is located in the top right. The main content area features a large purple banner for the 'Then and now: family stories' competition, which includes a countdown timer (5 months, 3 weeks, 1 day, 12 hours, 56 minutes) and a 'Find out more' button. To the left of the banner is a navigation menu with links such as 'My census', 'Did you know...', '2011 Census Family History', 'Images of the census', 'Census Partners', 'Link to us', 'Census Coverage Survey', 'Students', 'The accessible census', 'CensusAtSchool', 'Work for census', 'Contact census', and 'Latest census news'. To the right of the banner are several service links: 'Partners', 'Work for us', 'Students', and 'Press centre'. At the bottom of the page, there is a footer with the Office for National Statistics logo, the slogan 'Help tomorrow take shape', the Directgov logo, and copyright information: '© Crown Copyright :: Privacy :: Sitemap :: Terms and conditions :: Designed and developed by Four Communications'.

Partnership With Ghetts



- A partnership with a London-based grime artist, Ghetts, to reach and motivate young black males
- Launch of a Ghetts music video in October

Lyrics include:

“Some don’t know what a census is, some do but they can’t see the sense in it, just remember this, if minorities don’t fill in the forms what’s the point living in Britain at all?”



Student Engagement



- **University/student media**
- **Student unions**
- **Student housing managers**
- **NUS**
- **Media coursework option to produce census publicity**
- **Student volunteers**
- **Student photo competition with media partners**



Secondary Schools' Programme



- **CensusAtSchool is an educational programme by the Royal Statistical Society Centre for Statistical Education; established in 2000 in conjunction with ONS**
- **CensusAtSchool uses the real life example of the census to teach mathematics/statistics in schools (subject enrichment; link to national curriculum)**
- **CensusAtSchool is established with over 1500 schools in England and Wales**
- **Provides teachers with interesting, easy-to-use and free resources for mathematics and statistics**



Bringing census to life



- **CensusAtSchool online survey collects real data from and about students**
- **Comparison of school's data with other schools nationally and internationally**
- **Built in Data Interrogation Tool and free downloadable resources**
- **Schools register**
www.censusatschool.org.uk

Phase 9 CensusAtSchool Questionnaire

1. Please state the first part of your postcode
[] e.g. W3 or D23

2. Please state your gender and age in completed years
[] years Male Female

3. What is your date of birth?
[] e.g. 12 / 04 / 1990

4. Complete the following measurements, closest to the nearest cm or 1 lb.
Height [] cm
Foot length [] cm
Length of index finger [] cm
Length of ring finger [] cm

5. What is your natural hair colour?
Please select only one answer.
 Dark Brown Blonde
 Light Brown Red
 Black Other

6. If you could only have two of the items below, which would be your choice?
Please indicate your first choice by entering 1, and your second choice by entering 2.
 Television
 Computer with
 Mobile phone
 Computer with
 iPod/iPhone
 Digital (DAB)
 Smart car

7. (a) Do you believe too many exams?

7. (b) If you answered yes to part (a), which of the following exams would you remove?
Please select all that you want.
 GCSE
 IGCSE
 OCR
 A Levels
 Heavy texts
 Not sure
 All have

8. If you were allowed to completely remove one subject from the school curriculum, which one would it be?
Please select only one answer.
 Mathematics Art
 Geography ICT
 Science DST
 PE/Games PE
 Citizenship English
 Languages Drama
 History Music
 Other (please specify) _____
 I don't wish to remove any.

9. The Olympic are coming to the UK in 2012. Give your views below:
Do you think they will be good for the UK?
Very much Yes No Very little
Do you think they will benefit you?
 Yes No

10. Which of the following superpowers would you most like to have?
Please select only one answer.
 Invulnerability
 Super strength
 Telepathy (read minds)
 Fly
 Freeze time

11. Which would you prefer to be?
Please select only one answer.
 Rich
 Famous
 Happy
 Healthy

12. Which city location would you prefer to live in?
Please select only one answer.
 New York
 London
 Sydney
 Tokyo
 Other (please specify) _____

13. Approximately how many hours per week do you spend on social networking websites?
Please select only one answer.
 Never

Choose the how you want the data to be displayed.

Variables

- timeGetUp
- Height (cm)

Click on the magnifier to view raw data.
Drag and drop the names of variables you wish to chart onto the coloured boxes opposite.
Double click to remove it from an axis.

Database Interrogation Tool BETA Secondary 2003-4

Primary Schools' Programme



- Teacher notes
- Activity sheets
- Slides, templates
- Assembly plans
- Town planning game
- Full resources from January
- Links to information to go to all schools
- Forward planning info available now



www.census.gov.uk/2011meandmycommunity

Proactive News Media

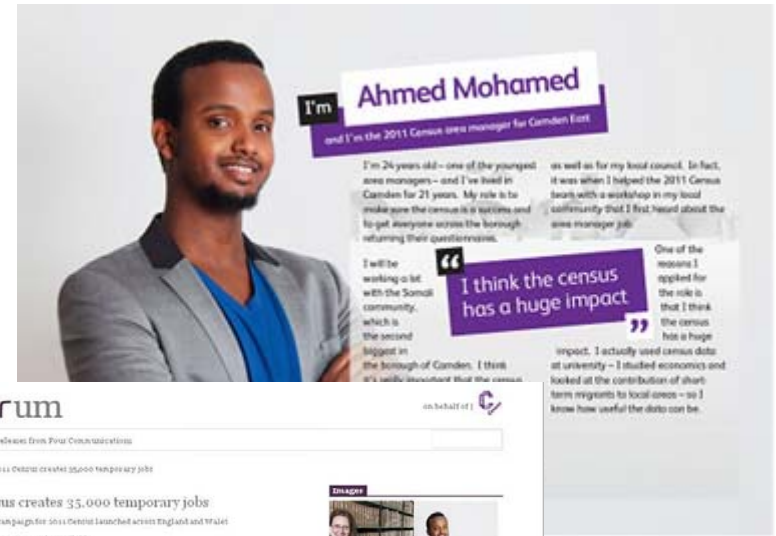


- **PR activities driving editorial coverage**
- **Media handling**
 - All area managers and community advisors trained and assessed
 - Local and regional independent handled by area managers
 - BME local and regional by community advisors or area managers
 - BBC local TV and radio by Census HQ or field staff media stars
 - National media by Census HQ, ONS senior team

Integrated Media Campaigns



- Traditional news release and case study pack
- Social media release, linking keywords to external websites, with additional images for online media
- Audio news release distributed to commercial radio newsdesks



fourum
Social media releases from Four Communications

2011 Census - 2011 Census creates 35,000 temporary jobs

2011 Census creates 35,000 temporary jobs
- Recruitment campaign for 2011 Census launched across England and Wales
- Thousands of temporary jobs available
- Opportunities created within local communities

The Office for National Statistics (ONS) has today launched a national recruitment campaign to fill 35,000 jobs across England and Wales. A range of full and part-time temporary positions are available to help carry out the next census which will take place on 27 March 2011. Full application details are available via www.censusjobs.co.uk and also at local job and community centres.

Working within the local community, census recruits will engage with a wide range of people and organisations. They will provide important help and support to make sure everyone in the area can complete and return their census questionnaires.

Available roles include, census coordinators, who will help to manage local teams, census collector, who will provide help and support on the doorstep, and special enumerator, who will be responsible for non-routine establishments including care homes, hotels and student halls of residence.

ONS Census Director Glen Watson said: "I am pleased to announce the start of our campaign to recruit 35,000 people across England and Wales for the 2011 Census.

"The census is not just about counting people, the information it provides is needed to plan vital services like schools, hospitals, housing, roads and emergency services.

"The 2011 Census is less than six months away. We need to give people help and support to complete and return the census questionnaire and that means recruiting the right people for this important nationwide project."

To support the launch, a downloadable collection of the faces behind the census is available at www.census.gov.uk/2011/press. It features case studies of workers from across the 2011 Census workforce and the organisations that use census data to provide services to communities.

Case studies and photos available on request
Digital report available for download from: www.census.gov.uk/2011/press

Estimated number of census co-ordinators, collector and special enumerator jobs by region:

Region	Estimated number of jobs available
East	3,000
North East	4,000
North West	2,000

Quotes
ONS Census Director Glen Watson said: "I am pleased to announce the start of our campaign to recruit 35,000 people across England and Wales for the 2011 Census. The census is not just about counting people, the information it provides is needed to plan vital services like schools, hospitals, housing, roads and emergency services. The 2011 Census is less than six months away. We need to give people help and support to complete and return the census questionnaire and that means recruiting the right people for this important nationwide project."

Links
Census jobs
2011 Census
ONS
Faces of the 2011 Census report
Twitter

Example: Supporting Recruitment



Census data users

Area managers / Community advisors



Success in placing features



MATURE TIMES

The voice of your generation

[Text Only](#)
[Accessibility Help](#)
[Site Map](#)

Change Text Size: a a

[Home](#) • [Subscriptions](#) • [Our Readers Say](#) • [Advertise With Us](#) • [Contact Us](#)

Hobbies & Interests

- Collecting
- Painting
- History
- Genealogy
- Writing & Poetry
- Nostalgia
- Cooking
- Crafts & Knitting

You are here: [Home](#) > [Hobbies & Interests](#) > [Genealogy](#) > [The census: unlocking the past](#)

The census: unlocking the past
29/09/2010

your news, your community

News
Features
Your news
Magazine
Directory
Blogs
Jobs

Housing
Communities
Environment
Central Government
Local Government
Bill P...

Rhoi dail ar y goeden deuiuo

gan EMILY HAMMETT

"Mae'r cyfrifiad yn profi e bod ni, fel menywod, yn dweh cefnodd am ein hoedran," meddai Pat. "Does dim byd we newid!"

Os byddwch yn dal i fod yn niwl, gall ymuno â dosbarth n gyndeithas hel achau eich rh ar ben ffordd.

Cam podwari ymarweh rhanwch

Wrth i chi ddechrau torri ti ystyriwch ymuno â fforyme hanes y teulu a dechrau siar â phob eraill am eu gwai ymchwil. Gyda miloedd o bol yn rhanu eu gwyladaeth i lein (mae gan rai fforynu dîr 100,000 o aelodau), rydych chi sicr o gael llawer o awgrymiada defnyddiol yn ogystal â chivwa hanfodol. Efallai y dewch chi hyd i un o'ch perthnasau yno by we'll see!

The 2011 census will be asked for a second time in ten years. Although the census has been asked twice before, once in 2001 and once in 2011, it is a voluntary question in 2011. The information gained from the census is used by government departments when making decisions about allocation of resources. Religious groups have used the census to justify privileges. The NSS has thought to have been inaccurate and misused by government departments when making decisions about allocation of resources. Religious groups have used the census to justify privileges. The NSS has thought to have been inaccurate and misused by government departments when making decisions about allocation of resources.

The way we live now... 56 questions that will paint a brand new portrait of Britain

Census collectors to give special attention to homeless

Published by Jon Land for 24dash.com in Housing and also in Communities
Tuesday 14th September 2010 - 12:15pm

Post a comment | SHARE | SUBSCRIBE

New measures are being introduced to ensure homeless people and rough sleepers are counted as part of the 2011 census.

Held every 10 years the census estimates the population of England and Wales, providing a snapshot of society on one specific day. Everyone is legally obliged to be included on a census questionnaire from the elderly to newborn babies, the Royal family to students.

This time around, however, special measures have been developed to make sure that homeless people and rough sleepers can complete their questionnaire.



Other housing stories

Sponsorship & Placements



- **Product placements and story lines**
 - 3 tiers of programmes approached – top tier shown below

Channel	Programme	Scheduling
BBC 1	Who do you think you are?	Sun 21:15
C4	Notting Hill	
ITV 1	Coronation Street	Mon-Fri 20:00
BBC 1	Eastenders	Mon-Tue, Thu-Fri 20:00
C4	Hollyoaks	Mon-Fri 18:30
SC4	Pobol y Cwm- <i>soap opera</i>	Mon-Fri 20:00
Sc4	Rownd a Rownd- <i>soap opera for teenagers</i>	Tue & Thu

- **Development of bespoke census programmes**

Bespoke Census Programming



Company	Proposal	Dur. Channel & TX date
Twenty Twenty TV	Putting range of TV programme ideas to BBC.	BBC 1/2/3/4?
Twenty Twenty TV	Daily daytime TV magazine programmes in run up to census day	5 x 40 min, BBC1, 9.40am, 21-25 Mar 2011
BBC Bristol	One-off TV documentary 'This is Britain'	1 x 60min BBC 1 or 2, 26 or 27 Mar 2011
BBC Daytime	32 Brinkburn Street, 5 episode drama for census week	
BBC Daytime	Making Britain Count	
BBC R4 Documentaries	One off radio documentary on preparation for the 2011 Census. Asking Marcus Brigstocke to present.	1 x 30 min, R4, 10.30am 8 or 15 Jan 2011
Topical TV	Item for The One Show, BBC1	Four and a half minute item for The One Show, BBC1. No TX date yet.

Our Digital Approach



- **Strong central website platform**
- **Frequently updated content**
- **Development of positive online networks**
- **Integration of social media tools**
- **Seeding census news and feature content**
- **Identification of influential comment sites**
- **Monitoring comment and reaction**
- **Engaging with care**



English :: Cymraeg :: Are you in Scotland? :: Are you in Northern Ireland?

Change font size: [A](#) [A](#) [A](#) Change colours: [C](#) [C](#) [C](#)

Accessibility of this site :: Accessibility of the 2011 Census [W3C](#) [WCAG AA](#)

Search:

- My census
- Did you know...
- 2011 Census Family History
- Images of the census
- Census Partners
- Link to us
- Census Coverage Survey
- Students
- The accessible census
- CensusAtSchool
- Work for census
- Contact census
- Latest census news

5 3 1 12 56 Countdown to 2011 Census
MONTHS WEEKS DAY HOURS MINUTES
Census day is 27 March 2011

Then and now:
family stories
Share your story and win great prizes




Find out more →

- Partners 
- Work for us 
- Students 
- Press centre 

Bookmark/share 2011 Census
[SHARE](#) [f](#) [t](#) [e](#) [...](#)

My census
Everything you need to know about the census and why it matters to you.



Find out more →



The census in England and Wales is run by the Office for National Statistics

Help tomorrow take shape



© Crown Copyright :: Privacy :: Sitemap :: Terms and conditions :: Designed and developed by Four Communications

Growing positive networks



- **Partnership links and recommendations**
 - Local authority website links
 - Community groups website links
 - Directgov hosted information
- **Developing ambassadors**
 - Family historians
 - Students
- **Online articles**
- **Online news releases**
- **Social media tools driving to frequently updated content**

Supporting census partners



- Toolkits, editorials, information materials, downloads, countdown clock

Warrington Council website showing the 2011 census countdown clock. The clock displays 5 months, 1 week, 6 days, 2 hours, and 58 minutes remaining until the census day on Sunday 27 March 2011. The page includes a search bar, navigation menu, and a section titled "Help tomorrow take shape..." with a link to the 2011 Census website.

2011 Census website showing promotional materials. The page lists various materials available for download, including posters for Transport, Education, Healthcare, and Facilities. Each poster includes a download button, file size, and date.

Poster Category	Download Button	File Size	Date
Poster - Transport	Download	683.31 KB	13 October 2010
Poster - Education	Download	656.83 KB	13 October 2010
Poster - Healthcare	Download	668.16 KB	13 October 2010
Poster - Facilities	Download	695.99 KB	13 October 2010

Partners promoting census



- NUS, directgov, Citizens Advice, Local Authorities, community groups etc
- Over 260 LAs already have a link to the census website

A screenshot of the Directgov website in a Microsoft Internet Explorer browser window. The browser's address bar shows the URL 'http://www.direct.gov.uk/en/NALNewsroom/DG_130070'. The page title is 'Six months to go to the 2011 Census - Directgov - Newsroom'. The main content area features a news article titled 'Six months to go to the 2011 Census' published on Monday, 27 September 2010. The article text states: 'The 2011 Census will be held on 27 March 2011 - now just six months away. For the first time you will be able to complete the census online. Alternatively, you will be able to fill in the paper version that will be posted to you. Find out what the census is, how to complete it, and what's in it for you.' Below the text, there are sections titled '2011 Census - what is it?' and 'Completing the 2011 Census'. The '2011 Census - what is it?' section explains that a census is a count of the population and lists examples of information provided, such as nursery places, transport links, and local healthcare. The 'Completing the 2011 Census' section explains that the census will ask questions about people living or staying with you on 27 March 2011, and that for the first time, users can complete the census online. The website also features a sidebar with 'Browse by subject' and 'Browse by people' categories, and a 'Related RSS Feeds' section.

Census-Man Viral Campaign

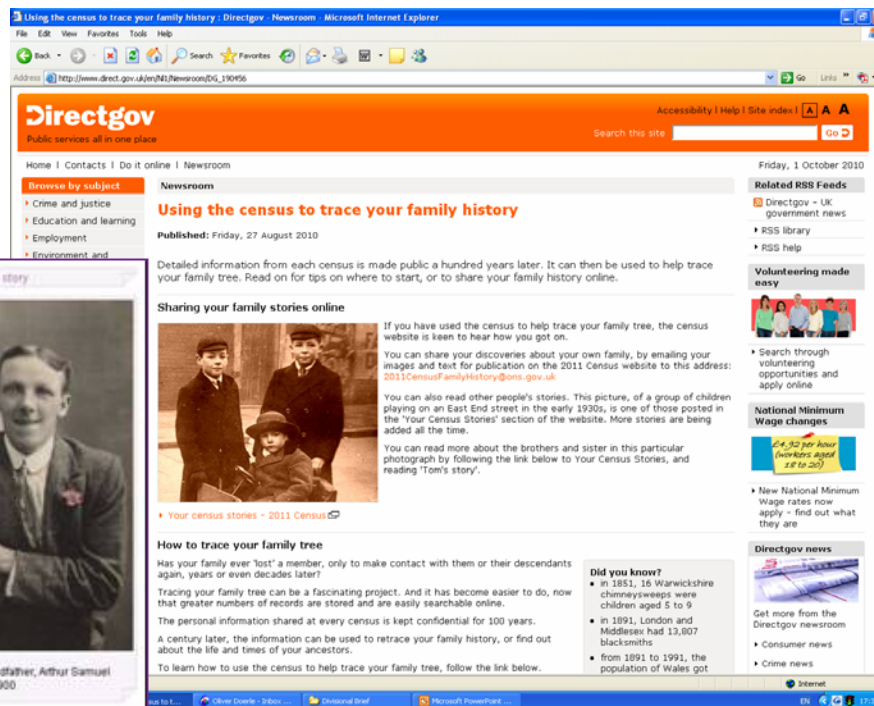


The screenshot shows the main interface of the 'Census-Man' game. At the top left is the '2011 Census' logo. In the top right corner, it says 'developed by koko'. The central character is a superhero named 'Census-Man' with a purple cape and mask, holding a rolled-up document. Below him, the title 'CENSUS-MAN' is written in large, bold, white letters with a purple outline. Underneath the title, the text reads 'CENSUS IN ENGLAND AND WALES · MARCH 27TH 2011' and 'YOUR CHANCE TO MAKE A DIFFERENCE!'. In the center, there are three large, rounded buttons: 'PLAY GAME', 'HOW TO PLAY', and 'SHARE'. The background is a purple cityscape with buildings. On the left and right sides, there are cartoon characters in windows holding up documents. In the bottom left corner, there is a Facebook logo and the text 'PLAY ON FACEBOOK'. In the bottom right corner, there is a speaker icon.

Regular Online Features



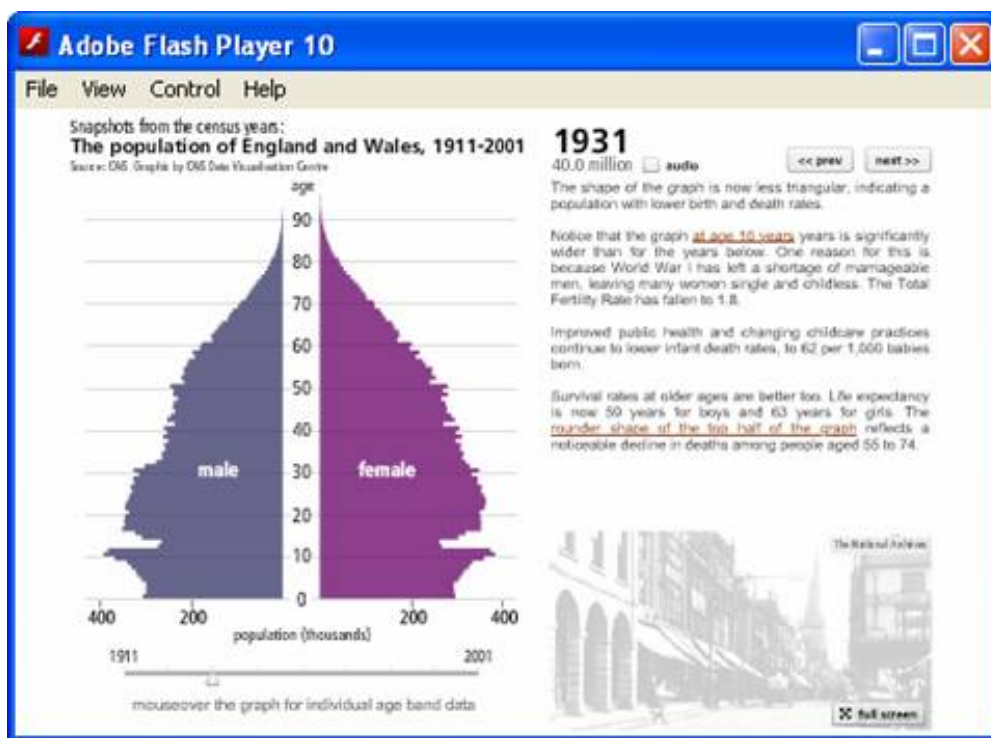
- Features on family history: 'How to trace your family tree' on the census website, Facebook and Directgov



Snapshots of the census years



- Data visualisation showing how the population has changed over the past 90 years



History of the census animation



Social Networking & Media Sharing



- **Communication to an interested audience**
- **Key social networking sites for census:**
 - www.facebook.com family history group, student group (to launch), viral game
 - www.twitter.com census jobs, census press centre
- **Media sharing essential to PR campaigns**
 - www.youtube.com for student coursework promoting the census, origami master class, and PR in Wales (Census launch by First Minister)
 - www.flickr.com used for student and BME competitions



Census