

*Testimony  
Of  
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*Information Policy, Census, and National Archives Subcommittee  
Oversight and Government Reform Committee  
Tuesday, September 22, 2009  
2154 Rayburn HOB  
2:00 P.M.*

*“The 2010 Census Integrated Communications Campaign; Criteria for  
Implementation: Measurements for Success”*

The 2010 Integrated Communications Campaign continues to be a work in progress. While most decisions about the Campaign will be finalized when the paid media launches in January 2010, the Campaign is built on the principle that it can and must continue to be optimized over its course in order to maximize its effectiveness. So even as late as the Motivation and Non-Response Follow-up phases of the Campaign, there will still be opportunity to make adjustments to both media and messaging based upon marketplace impact and conditions as well as actual response data. This is the first time that such optimizations have been possible, virtually in real time.

The success of the Campaign will be evaluated by NORC, who is under contract with the Census Bureau. NORC is an independent third party contracted to provide its assessment of the Campaign's effectiveness. Team Census 2010 will be measuring the impact of the campaign for optimization, not evaluation purposes.

### Update on 2010 Communications Campaign

Since we were last with the Committee earlier this year in March, a substantial amount of work has been undertaken and completed. We are now at the busiest period in the work of the contract:

#### Key Highlights Include:

- 1. A thorough review of the Campaign's Plans and Programs by the New Leadership at the Bureau** appointed by the New Administration.
  - The new leadership including the Director has reviewed all aspects of the work to date on the campaign: research, media plans, creative concepts, slogans and taglines, budgets and proposed allocations, as well as digital ideas for all audiences.
  - These detailed in-depth reviews took place over a 5-6 week period from Mid-May through the end of June.

**2. In partnership with the New Leadership, there has been a re-direction of some planned activities** resulting in:

- An increase in the number of languages for the Paid Media Campaign, from 14 to 28:

<u>Original</u>	<u>New Languages</u>
English	Portuguese
Spanish	Greek
Mandarin	French
Cantonese	Italian
Vietnamese	German
Korean	Yiddish
Hindi/Hinglish (Asian Indian)	Farsi (Iranian)
Tagalog/Taglish (Filipino)	Armenian
Russian	Ukrainian
Polish	Hmong
Arabic	Laotian
Japanese	Thai
Haitian Creole	Pakistani
Cambodian	Bangladeshi

- Review and constant monitoring of planned spending by audience (continuing to skew heavily toward ethnic/hard-to-count populations) and the development of revised integrated paid media plans for all audiences. This work is still underway and is scheduled to be reviewed by the Bureau in October. It incorporates the addition of Recovery Act funds, which in combination with the Base Contract level spending is expected to bolster total media spending by 25% over 2000 levels.
- Additional Input sessions with Advisory Committees to address their initial concerns and significantly increase their confidence level with the Campaign. These took place in late June.

- Additional Phase II consumer testing of creative to assess revised and incremental creative concepts funded by the Recovery Act. These sessions occurred across the country during August with findings released earlier this month.
  - With creative testing now completed, a total of 192 creative concepts have been exposed to 1,714 respondents in 31 cities throughout the US and Puerto Rico, representing all Census Regions.
  
- A substantial increase in the volume and assortment of Partnership Materials and Items delivered to the Regions:

Currently the Regions have 31 different printed materials in English, totaling 11.3 million pieces. These include:

- Operational Timeline
- General Partner, Community-Based Organization, Elected Officials, Faith-Based Organizations, Educators, Businesses, Media, Tribal Government Fact/Sell Sheet
- 2010 Census Folder
- General Public Fact Sheet - English, Russian, Polish, Arabic
- Revised CIS Fact Sheet - English
- 18-Month Calendar - English
- General Partner Fact Sheet - Puerto Rico, Russian, Polish, Arabic
- Elected Officials Fact/Sell Sheet - Puerto Rico
- Community-Based Organization Fact/Sell Sheet - Puerto Rico
- Faith-Based Organizations Fact/Sell Sheet - Puerto Rico
- Educators Fact/Sell Sheet - Puerto Rico
- Business Fact/Sell Sheet - Puerto Rico

- Media Fact/Sell Sheet - Puerto Rico
- Community-Based Organization Fact Sheet – Russian, Polish, Arabic
- AIAN, NHOPI Fact Sheet

In addition they have access on the Census web site to 49 electronic versions of materials:

- Customizable Brochure Template
- Customizable Poster Template
- Final Introductory Letter – English, Spanish PR
- Final Partner Proclamation – English, Spanish PR
- Final Partner Resolution – English, Spanish PR
- Final Partner Commitment Form – English, Spanish PR
- Tribal Government Introductory Letter
- Tribal Government Commitment Form
- Tribal Government Proclamation
- Customizable Fact Sheet Template – English, Spanish
- Customizable Newsletter Template – English, Spanish
- Census in Schools Fact Sheet - English, Spanish PR
- Operational Timeline – English, Spanish PR
- General Partner Fact/Sell Sheet – English, Spanish PR
- Community-Based Organization Fact/Sell Sheet – English, Spanish PR
- Elected Officials Fact/Sell Sheet – English, Spanish PR
- Faith-Based Organizations Fact/Sell Sheet – English, Spanish PR
- Educators Fact/Sell Sheet – English, Spanish PR
- Businesses Fact/Sell Sheet – English, Spanish PR
- Media Fact/Sell Sheet – English, Spanish PR
- Tribal Government Fact/Sell Sheet

- Revised Census in Schools Fact Sheet – English, Spanish PR
- General Public Fact Sheet – English, Spanish PR, Russian, Polish, Arabic
- 18-Month Calendar – English, Spanish PR
- CCC Training Manual
- Partner Activity Guide – One Year Out
- Community-Based Organization Fact Sheet – Russian, Polish, Arabic
- AIAN, NHOPI Fact Sheet
- Partner Toolkit – Congressional Officials, Asian Audiences, Black Outreach – English, Businesses – English , Colleges and Universities

The Regions also have 15 different promotional items, totaling 4.75 Million pieces. These items include:

- 2010 Census Sticker English, Spanish, Spanish PR
- Public Pen – English, Spanish, Spanish PR
- Partner Pen – English, Spanish, Spanish PR
- Mousepad – English, Spanish, Spanish PR
- Water Bottle – English, Spanish, Spanish PR
- Chip Clip – English, Spanish, Spanish PR
- Pencil – English, Spanish, Spanish PR
- Balloons – English, Spanish, Spanish PR
- Canvas Tote Bag – English, Spanish, Spanish PR
- Drawstring Backpack – English, Spanish, Spanish PR
- Notepads – English, Spanish, Spanish PR
- Post-It Pads – English, Spanish, Spanish PR
- Magnets – English, Spanish, Spanish PR
- “Proud Partner” Placards – English, Spanish, Spanish PR

- Coffee Mugs – English, Spanish, Spanish PR
- Commitment to a Road Tour of Census 2010 branded vehicles throughout each Region as well as Headquarters for national coverage. Planning has begun on this initiative with an anticipated launch in January 2010 to coincide with the launch of paid media.
- An increase in funding for the Census in Schools Program, enabling it to expand its reach from its core focus of children K-8 to include teens in grades 9-12, pre-schoolers as well as ESL and ELL programs. Some specific program elements include:
  - 4 Million K-12 Teachers and Principals in 115,000 schools, with 54 million students will be reached.
  - There will be 41 million Parent Take-Home Fliers in English and Spanish.
  - Digital versions of the Parent Take-Home Fliers will be available in 26 additional languages for downloading and distribution.
  - 35,000 Adult ESL settings will be reached.
  - 80,000 Adult ESL kits will be available for targeted use by Regional Offices.
- The addition of a “heavy spending test” to learn more about the relationship between spending and mail response to inform the development of the 2020 campaign.
- The deployment of Public Relations Activities: Team Census 2010 provides a weekly media monitoring service. Electronic Press Kits and Media Specialist Toolkits have been released to coincide with the roll-out

of the Census operational and communication plans. These toolkits are provided to the regions to support their outreach efforts. Completed to date:

- One Year Out/Census Week 2009 (March 2009).
- CCC Formation (June 2009).
- Census in Schools (September 2009).
- Opening of Local Census Offices (September 2009).
- A series of 6 training podcasts have been distributed to the regions covering a variety of different topics.
- Race & Ethnic Media Briefings -briefings by the Census to regional race and ethnic media outlets. 11 briefings will occur in major media markets throughout the United States in 2009.

**3. Completion of a third party, independent evaluation** by the *Academic Assessment Panel*, of the Campaign's development process, body of work to date and future plans:

- Overall, the Panel has accepted the methodology behind the development of the Campaign, concluding that it is well-positioned to deliver the goals established by the Bureau.
- Panel also provided specific recommendations for 2020 and for the 2010 effort. 2010 recommendations are being evaluated as part of the re-planning effort by audience and will be reviewed by the Bureau in late September and October.

**4. The development and deployment of a Quality Assurance Plan** for the contract, specifically for its program management activities. (A copy of the plan is attached).



**5. Work remains on time and on budget:** Neither the re-direction of planned spending by audience and by medium nor revisions to creative concepts have had a negative impact on the Campaign’s budget or ability to meet its planned launch date. The effort is on track financially and the timeline leading to a January 2010 launch, while shortened, is still progressing without risk.

**6. Budget remains unchanged since March.** The budgets provided to the Committee in March remain intact. It is anticipated that they will be updated when the Bureau’s accepts the re-worked audience plans sometime October. Shown below are the current budget for both the base contract and Recovery Act funding:

By Audience/Media Type: (Base, Stimulus, Total Budget)

Base - \$212MM Allocation

Media Type	Total	Diverse Mass	Hispanic Audience	Black Audience	Asian Audience	NHOPI Audience	AJ/AN Audience	Emerging Markets Audience	Puerto Rico Audience	% Allocation
TV	\$ 49,037,804	\$ 34,137,804	\$ 5,700,000	\$ 5,400,000	\$ 1,700,000	\$ -	\$ 900,000	\$ 300,000	\$ 900,000	54%
Radio	\$ 14,940,000	\$ 4,700,000	\$ 2,700,000	\$ 6,000,000	\$ 500,000	\$ 300,000	\$ 400,000	\$ 40,000	\$ 300,000	16%
Newspaper	\$ 10,180,000	\$ 2,500,000	\$ 3,500,000	\$ 1,100,000	\$ 1,900,000	\$ 300,000	\$ 400,000	\$ 180,000	\$ 300,000	11%
Online	\$ 6,270,000	\$ 4,700,000	\$ -	\$ 1,000,000	\$ 400,000	\$ 70,000	\$ -	\$ 50,000	\$ 50,000	7%
Magazine	\$ 1,200,000	\$ -	\$ 500,000	\$ 500,000	\$ 200,000	\$ -	\$ -	\$ -	\$ -	1%
Out-of-Home	\$ 7,960,000	\$ 5,900,000	\$ 800,000	\$ 500,000	\$ 500,000	\$ 10,000	\$ 70,000	\$ 80,000	\$ 100,000	9%
Unallocated NRFU	\$ 1,500,000	\$ -	\$ 1,500,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	2%
Media Subtotal:	\$ 91,087,804	\$ 51,937,804	\$ 14,700,000	\$ 14,500,000	\$ 5,200,000	\$ 680,000	\$ 1,770,000	\$ 650,000	\$ 1,650,000	100%
Production	\$ 23,195,450	\$ 8,455,446	\$ 5,345,518	\$ 5,305,199	\$ 1,871,855	\$ 335,413	\$ 932,261	\$ 270,758	\$ 679,000	
Labor	\$ 52,019,288	\$ 24,435,708	\$ 6,435,309	\$ 6,493,845	\$ 6,874,770	\$ 1,256,933	\$ 1,962,451	\$ 2,145,230	\$ 2,415,042	
Other*	\$ 12,436,009	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Paid Media Total	\$ 178,738,551	\$ 84,828,958	\$ 26,480,827	\$ 26,299,044	\$ 13,946,625	\$ 2,272,346	\$ 4,664,712	\$ 3,065,988	\$ 4,744,042	
Partnership Total	\$ 14,431,089									
Public Relations/Events Total	\$ 10,610,360									
Census-in-Schools Total	\$ 8,320,000									
<b>GRAND TOTAL:</b>	<b>\$ 212,100,000</b>									

Notes:

\* Other: Rapid Response, Management Reserve, Travel, Research

Updated: 3/20/09

Stimulus - \$100MM Allocation

Media Type:	Total	Diverse Mass	Hispanic Audience	Black Audience	Asian Audience	NHOPI Audience	AI/AN Audience	Emerging Markets Audience	Puerto Rico Audience	% Allocation
Media	\$ 54,000,000	\$ 11,000,000	\$ 13,000,000	\$ 10,000,000	\$ 13,000,000	\$ 1,500,000	\$ 1,500,000	\$ 2,000,000	\$ 2,000,000	100%
Production	\$ 5,000,000									
Labor	\$ 17,000,000									
Other*	\$ 4,000,000									
Paid Media Total**	\$ 80,000,000	\$ 11,000,000	\$ 13,000,000	\$ 10,000,000	\$ 13,000,000	\$ 1,500,000	\$ 1,500,000	\$ 2,000,000	\$ 2,000,000	
Partnership Total	\$ 2,000,000									
Public Relations/Events Total	\$ 15,000,000									
Census-in-Schools Total	\$ 3,000,000									
<b>GRAND TOTAL:</b>	<b>\$ 100,000,000</b>									

Notes:

\* Other: Rapid Response, Management Reserve, Travel, Research

\*\* Audience totals are under-represented because Labor and Production has not yet been determined

Updated: 3/20/09

Total Budget - \$312MM Allocation

Media Type	Total	Diverse Mass	Hispanic Audience	Black Audience	Asian Audience	NHOPI Audience	AI/AN Audience	Emerging Markets Audience	Puerto Rico Audience	% Allocation
TV										
Radio										
Newspaper										
Online										
Magazine										
Out-of-Home										
Unallocated NRFU										
Media Subtotal:	\$ 145,087,804	\$ 62,937,804	\$ 27,700,000	\$ 24,500,000	\$ 18,200,000	\$ 2,180,000	\$ 3,270,000	\$ 2,650,000	\$ 3,650,000	100%
Production	\$ 28,195,450									
Labor	\$ 69,019,288									
Other*	\$ 16,436,009									
Paid Media Total**	\$ 258,738,551	\$ 95,828,958	\$ 39,480,827	\$ 36,299,044	\$ 26,946,625	\$ 3,772,346	\$ 6,164,712	\$ 5,065,988	\$ 6,744,042	
Partnership Total	\$ 16,431,089									
Public Relations/Events Total	\$ 25,610,360									
Census-in-Schools Total	\$ 11,320,000									
<b>GRAND TOTAL:</b>	<b>\$ 312,100,000</b>									

Notes:

\* Other: Rapid Response, Management Reserve, Travel, Research

\*\* Audience totals are under-represented because Labor and Production has not yet been determined

Updated: 3/20/09

## 7. **Media RFP Process:** Ensuring total marketplace inclusion.

Team Census 2010 has taken many steps to ensure that all media outlets have the opportunity to be considered for the paid media plan:

- We have already issued over 3000 RFP's to media companies representing over 10000 media outlets. And more RFP's will be issued as we get closer to January Launch date.
- To ensure small business participation, we have posted opportunities on census website and promoted the opportunity to industry trade in form of Public Relations.

An inclusive but rigorous RFP process is a key element to finalizing the Paid media plan recommendation to ensure that the census receives maximum exposure and impact at lowest possible cost. (RFP example attached).

We have been seeking many added value elements from the media community as part of our negotiations. But we are also trying to enlist the media companies as true partners to get behind this important cause. This includes gaining access to their highly recognized and trusted talent to do PSA's or become Census advocates...such as radio DJ's, TV personalities, sports personalities and engaging music performers.

Results of this RFP process to date are currently being assessed for a presentation and recommendation to Census at the end of September.

8. **A Comprehensive and High Impact Media Plan.** Combining the Original with ARRA funding enables the 2010 plan to include a wide range of media to best meet Census 2010 goals including:

- TV covering every U.S. market with added emphasis in hard to count markets.
- Radio, Magazines, Newspaper, Outdoor
- A much more significant online effort versus 2000...perhaps the biggest change versus 2000.

Our Paid Media Plan is expected to include major media events during this time frame such as the Superbowl, NCAA March Madness, Olympics and American Idol as well as highly relevant media to audiences in 28 different languages. In fact the majority of the paid media investment will go toward in-language. Our in-culture efforts will include a deep range of media and seek associations with engaging events that are most relevant to these audiences. This includes large partnerships with media like BET and Telemundo to highly targeted local in-language newspaper.

The Census 2010 paid Media plan will be among the most significant advertising programs between January and May of 2010. While commercial advertisers such as Walmart and McDonald's may have higher ad budgets, **no other commercial advertiser will match the in-culture initiatives of the Census Effort.** We anticipate that the paid media portion of the plan alone will reach 95% of adults an average of 15-20 times during the Awareness Phase, increasing to an average of 25-30 times during the Motivation Phase. Moreover, when considering the entire communications plan that includes Partnerships, a national road tour, Public relations and local outreach, all the

components are in place for the Census 2010 to achieve the key goals of participation and response.

**Funding Implications:** While ARRA funding has significantly increased the Paid Media plan versus the original budget, it will not enable the Census Paid Media Plan to be in every media outlet. While the combined budget will be greater than 2000 by 25%, inflation offsets this increase. For example, the cost of a commercial in the Superbowl – the last place to reach a truly mass audience – is nearly double that in 2000. Inflation is across all media. The RFP process is an attempt to offset this reality. By engaging the media community as partners, it is our goal to get added value that offsets inflation and makes the Census 2010 Paid media campaign highly successful.

## **9. Plan Negotiation and stewardship**

DraftFCB and partner agencies are also adding new partners to help with this far reaching media negotiation process. DraftFCB has added PennGood, a small and minority owned business, to help negotiate and execute the TV buy. Their selection occurred after reviewing over 20 different small media buying agencies. Global Hue is also in the process of securing a small business to help with negotiations reaching the black audience.

DraftFCB with all partner agencies has put in place a rigorous media negotiation and stewardship process including weekly team meetings,

common procedures and necessary tracking procedures of ARRA funded media elements.

**10. Disbursements:** Since the contract has begun, funds have been disbursed with the approval of the Bureau to sub-contractors and vendors who have provided work under the contract and have met their deliverable requirements. The information provided in the report below is the standard detailed supporting documentation provided to the Bureau when DraftFCB files its semi-annual SF294 Small Business Subcontracting Report through the Government's eSRS online reporting system.

The report details disbursement by business. As of 8/31/09 we are on target to reach the contract's goal of 40% spending to small business, with 38.24% of total disbursements to date going to small business. As media buys and production occurs, the % to small businesses will rise enabling us to achieve our goal.

**Census 2010  
Subcontractor disbursements as of 8/31/09**

Subcontractors	Cage Code	Small Business Total	SDB Total	Woman-Owned Small Total	HUBZone Small	Veteran owned Small	Total Disbursed
ALLIED MEDIA CORP	37QR6	\$1,524,631.42					\$1,524,631.42
DEXPOSITO AND PARTNERS LLC	8AFH6	\$1,676,313.84		\$1,676,313.84			\$1,676,313.84
FCB PUERTO RICO							\$1,708,008.41
G&G ADVERTISING INC	048F2	\$2,571,452.95					\$2,571,452.95
GLOBAL HUE							\$2,541,317.37
GLOBALHUE LATINO INC							\$2,731,454.99
INITIATIVE							\$176,936.95
IW GROUP INC							\$3,570,146.47
JACK MORTON WORLDWIDE							\$3,163,743.21
MARCOM GROUP (WELLS FARGO)	1YXN9	\$1,740,135.11		\$1,740,135.11			\$1,740,135.11
PLUM (THE RESEARCH ASSOCIATES)	3S6T1	\$2,397,064.72	\$2,397,064.72	\$2,397,064.72			\$2,397,064.72
SCHOLASTIC							\$733,972.95
WEBER SHANDWICK INC							\$3,330,740.76
ZONA DESIGN INC	3MAU8	\$113,090.46		\$113,090.46			\$113,090.46
<b>Total disbursed to subcontractors as of 8-31-09</b>		<b>\$10,022,688.50</b>	<b>\$2,397,064.72</b>	<b>\$5,926,604.13</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$27,979,009.61</b>
Vendors	Cage Code	Small Business Total	SDB Total	Woman-Owned Small Total	HUBZone Small	Veteran owned Small	Total Disbursed
A I FRIEDMAN L P	577H6	\$217.50					\$217.50
ALFRED S. KEVE	4V8M7	\$19,619.00			\$19,619.00		\$19,619.00
ASSOCIATED PRODUCTION MUSIC LL	0DVZ1	\$150.00					\$150.00
ATKINS RESEARCH GROUP							\$2,543.00
BLUEROCK	5CBX4	\$48,082.81		\$48,082.81			\$48,082.81
CLARION RESEARCH INC	5BHV9	\$59,196.24		\$59,196.24			\$59,196.24
DESIGN DISTRIBUTORS INC.							\$4,086.94
DG FASTCHANNEL							\$150.00
DYNAMEX INC	3GUL0	\$59.40					\$59.40
FEDERAL EXPRESS							\$429.20
FIELDHOUSE MARKETING RESEARCH							\$2,675.00
FIRST CORPORATE SEDANS							\$297.54
HARRY J RODAS	537N4	\$157,965.73				\$157,965.73	\$157,965.73
HOGSHEAD MEDIA							\$11,497.80
KRITZER MARKETING	4FYF3	\$19,750.00		\$19,750.00			\$19,750.00
LUXURY WORLDWIDE TRANS LLC							\$643.14
MACRO INTERNATIONAL INC							\$1,396,446.00
MARKETING INFORMATION SYSTEMS	4X2P3	\$2,015.00					\$2,015.00
MARY NITTOLO INC	4K8Y1	\$18,016.35		\$18,016.35			\$18,016.35
MAYA GROUP LTD	53Q68	\$1,560,400.00		\$1,560,400.00			\$1,560,400.00
MEDIA & ENTERTAINMENT STRATEGI							\$84,400.00
MEDIAMARK RESEARCH INC							\$5,000.00
MEDIANT MUSIC LLC							\$850.00
MMI INC	56ER6	\$119,430.00		\$119,430.00			\$119,430.00
NIELSEN							\$550.00
PACIFIC NEWS SERVICE							\$21,930.67
PLAZA RESEARCH							\$4,324.70
POLARIS DIRECT LLC	5CX4	\$111,739.23		\$111,739.23			\$111,739.23
PREMIUM COLOR GRAPHICS INC	5N4D3	\$46,111.99					\$46,111.99
RONEN LANDA							\$3,000.00
SIMMONS MARKET RESEARCH BUREAU							\$77,580.38
SKYLINE CREDIT RIDE, INC							\$17,826.60
STORIES THAT WORK							\$12,000.00
TALENT PARTNERS							\$446.81
THE PROFESSIONALS							\$871.50
THOMSON COMPUMARK							\$725.43
THOUGHT EQUITY MOTION INC							\$249.00
TYLIE JONES AND ASSOC,INC	51CB9	\$228.03		\$228.03			\$228.03
UPS							\$2,865.98
US GOVERNMENT PRINTING OFFICE							\$450,340.00
VERIZON WIRELESS							\$353.23
VITAL TRANSPORTATION INC							\$48.45
VYVX, INC.							\$30.00
DULUTH TRAVEL	07XY6	\$235,340.35			\$235,340.35	\$235,340.35	\$235,340.35
<b>Total disbursed to vendors as of 8-31-09</b>		<b>\$2,398,321.63</b>	<b>\$0.00</b>	<b>\$1,936,842.66</b>	<b>\$254,959.35</b>	<b>\$393,306.08</b>	<b>\$4,500,483.00</b>
<b>Total disbursements as of 8/31/09</b>		<b>\$12,421,010.13</b>	<b>\$2,397,064.72</b>	<b>\$7,863,446.79</b>	<b>\$254,959.35</b>	<b>\$393,306.08</b>	<b>\$32,479,492.61</b>
<b>Small business disbursements as a % of total disbursements</b>		<b>38.24%</b>	<b>7.38%</b>	<b>24.21%</b>	<b>0.78%</b>	<b>1.21%</b>	

## Census 2010 Subcontractor Services Provided

Subcontractor Name	Service Provided
ALLIED MEDIA CORP	Advertising Agency - Emerging Markets
D'EXPOSITO AND PARTNERS LLC	Advertising Agency - Hispanic
FCB PUERTO RICO	Advertising Agency - Hispanic
G&G ADVERTISING INC	Advertising Agency - Native American Indian
GLOBAL HUE	Advertising Agency - Black
GLOBALHUE LATINO INC	Advertising Agency - Hispanic
INITIATIVE	Advertising Agency - Media Planning/Buying
IW GROUP INC	Advertising Agency - Asian
JACK MORTON WORLDWIDE	Advertising Agency - Event Marketing
MARCOM GROUP (WELLS FARGO)	Advertising Agency - Recruitment
PLUM (THE RESEARCH ASSOCIATES)	Advertising Agency - Asian
SCHOLASTIC	Book Publishing
WEBER SHANDWICK INC	Advertising Agency - Public Relations
ZONA DESIGN INC	Advertising Agency - Hispanic
A I FRIEDMAN L P	Print Production
ALFRED S. KEVE	Consulting Services
ASSOCIATED PRODUCTION MUSIC LL	Broadcast Production
ATKINS RESEARCH GROUP	Market Research
BLUEROCK	Broadcast Production
CLARION RESEARCH INC	Market Research
DESIGN DISTRIBUTORS INC.	Direct Mail
DG FASTCHANNEL	Shipping/Messenger
DYNAMEX, INC	Shipping/Messenger
FEDERAL EXPRESS	Shipping/Messenger
FIELDHOUSE MARKETING RESEARCH	Market Research
FIRST CORPORATE SEDANS	Travel/Transportation
HARRY J RODAS	Consulting Services
HOGSHEAD MEDIA	Market Research
KRITZER MARKETING	Market Research
LUXURY WORLDWIDE TRANS LLC	Travel/Transportation
MACRO INTERNATIONAL INC	Market Research
MARKETING INFORMATION SYSTEMS	Market Research
MARY NITTOLO INC	Market Research
MAYA GROUP LTD	Market Research
MEDIA & ENTERTAINMENT STRATEGI	Market Research
MEDIAMARK RESEARCH INC	Market Research
MEDIANT MUSIC LLC	Broadcast Production
MMI INC	Market Research
NIELSEN	Market Research
PACIFIC NEWS SERVICE	Media Representatives
PLAZA RESEARCH	Market Research
POLARIS DIRECT LLC	Direct Mail
PREMIUM COLOR GRAPHICS INC	Print Production
RONEN LANDA	Market Research
SIMMONS MARKET RESEARCH BUREAU	Market Research
SKYLINE CREDIT RIDE, INC	Travel/Transportation
STORIES THAT WORK	Consulting Services
TALENT PARTNERS	Talent Payroll
THOUGHT EQUITY MOTION INC	Broadcast Production
TYLIE JONES AND ASSOC,INC	Broadcast Storage/Dubbing
UPS	Shipping/Messenger
US GOVERNMENT PRINTING OFFICE	Printing
VERIZON WIRELESS	Telephone Communications
VITAL TRANSPORTATION INC	Travel/Transportation
VYVX, INC.	Broadcast Production
DULUTH TRAVEL	Travel/Transportation



## Key Upcoming Milestones

**Upfront Media Buy:** The upfront is scheduled to be concluded in October with a presentation of the Team Census's recommendation to the Bureau. Participation in the upfront media marketplace enables the Campaign to take advantage of specific programming/media properties, targeting the audiences it is seeking, at the most desirable time periods at the best possible price. This was not able to be done in 2000.

**Local/Remaining Media Buys:** Most will be completed by the end of November with some spilling into December and perhaps in 2010 for last minute, opportunistic properties. It is anticipated that the majority of the Campaign's paid media spending will be with local media.

**Advertising Production:** The production process involves significant lead times in order to identify appropriate production companies based upon expertise and relevant skills, obtain and analyze multiple competitive bids, cast for talent and scout and identify locations, secure post-production services such as editorial, special effects, music and sound design, etc. This process began this summer and the first wave will conclude in November while simultaneously a second wave, funded by Recovery Act monies will conclude in December 2009/January 2010. The process varies depending upon the medium to be produced: Broadcast (TV or radio), Print (Magazines or Newspapers), Out of Home (Billboards, Posters, Transit, etc), Digital (Banner Ads).

The production expertise of Team Census 2010 will take advantage of all possible opportunities to aggregate the work in order to expedite time lines and maximize efficiencies.

**Website:** The 2010 website is expected to be live, first beginning to reflect the new creative concept in late October with a significant update in November and updates throughout the Campaign. All online and offline advertising will include the URL of the 2010 site. The overall strategy for the site is to engage participation in the census by providing deeper information (some in 59 languages) than advertising can in an engaging, human, relevant and eye-opening way.

**Social Media Campaigns:** Coinciding with the November web site update, several social media campaigns will be launched.

**Promotional Materials and Items:** By the end of October, 53 additional printed materials will be delivered to the regions totaling 10.9 Million pieces and will be accessible on the web site:

- Awareness Poster – Diverse Mass
- Awareness Poster – African American
- Awareness Poster – American Indian Eastern
- Awareness Poster – American Indian Southwest
- Awareness Poster – American Indian Mountains & Plains
- Awareness Poster – Alaska Native
- Awareness Poster – Native Hawaiian
- Awareness Poster – Other Pacific Islander
- Awareness Poster – Hispanic
- Awareness Poster – Puerto Rico
- Awareness Poster – Chinese
- Awareness Poster – Korean
- Awareness Poster – Vietnamese
- Awareness Poster – Tagalog
- Awareness Poster – Khmer

- Awareness Poster – Hmong
- Awareness Poster – Bengali
- Awareness Poster – Urdu
- Awareness Poster – Hindi
- Awareness Poster – Laotian
- Awareness Poster – Japanese
- Faith-Based Leaders Promotional Guide – English
- Community-Based Organization Fact Sheet – Spanish
- Community-Based Organization Fact Sheet – Chinese
- Community-Based Organization Fact Sheet – Vietnamese
- Community-Based Organization Fact Sheet – Korean
- Community-Based Organization Fact Sheet – Tagalog
- Community-Based Organization Fact Sheet – Khmer
- Community-Based Organization Fact Sheet – Hmong
- Community-Based Organization Fact Sheet – Laotian
- General Partner Fact Sheet – Spanish
- General Partner Fact Sheet – Chinese
- General Partner Fact Sheet – Vietnamese
- General Partner Fact Sheet – Korean
- General Partner Fact Sheet – Tagalog
- General Partner Fact Sheet – Khmer
- General Partner Fact Sheet – Hmong
- General Partner Fact Sheet – Laotian
- General Partner Fact Sheet – Bengali
- General Partner Fact Sheet – Urdu
- General Partner Fact Sheet – Hindi
- General Partner Fact Sheet – Japanese
- General Public Fact Sheet – Spanish
- General Public Fact Sheet – Spanish PR

- General Public Fact Sheet – Chinese
- General Public Fact Sheet – Korean
- General Public Fact Sheet – Vietnamese
- General Public Fact Sheet – Khmer
- General Public Fact Sheet – Hmong
- General Public Fact Sheet – Laotian
- General Public Fact Sheet – AIAN
- General Public Fact Sheet - NHPI
- Operational Timeline – Spanish
- Operational Timeline – Spanish PR
- 18-Month Calendar – Spanish
- 18-Month Calendar – Spanish
- How People Are Counted Brochure – English

There will also be these additional items on the website:

- Partner Toolkit – Aging and Elder Groups – English
- Partner Toolkit – Disabled Community – English
- Partner Toolkit – Veterans – English
- Partner Toolkit – AIAN Outreach – English
- Partner Toolkit – Highest Elected Officials – English
- Partner Toolkit – State and Local Legislators – English
- Partner Toolkit – Media Partners – English
- Partner Toolkit – Puerto Rico Outreach – Spanish
- Partner Toolkit – Immigrants – English
- Partner Toolkit – Faith-Based Organizations – English
- Partner Toolkit – Social Service and Community-Based Organizations – English
- Partner Toolkit – NHPI Outreach – English
- Partner Toolkit – Migrant Workers – English

- Partner Toolkit – Latino Outreach – English

Going forward, each month on a rolling basis the regions can expect to receive additional materials printed, electronic, or both in English and in-language:

### **Materials/Items to come after October**

- General Partner Fact Sheet – Thai
- Community-Based Organization Fact Sheet – Thai
- Brochure: How People Are Counted – Spanish, Puerto Rico, Russian, Polish, Arabic, NHOPI, AIAN, Chinese, Vietnamese, Korean, Tagalog, Khmer, Hmong, Laotian, Bengali, Urdu, Hindi, Japanese, Thai
- Action Poster – English, Spanish, Spanish PR, Chinese, Vietnamese, Korean, Russian, Polish, Arabic, African American, NHOPI, Alaska Native, AI Southwest, AI Mountain & Plains, AI Eastern, Island Areas, Tagalog, Khmer, Hmong, Laotian, Bengali, Urdu, Hindi, Japanese, Thai
- Confidentiality Poster – English, Spanish, Spanish PR, African American, Chinese, Vietnamese, Korean, Russian, Polish, Arabic, NHOPI, AIAN, Island Areas, Tagalog, Khmer, Hmong, Laotian, Bengali, Urdu, Hindi, Japanese, Thai
- Confidentiality Flyer/Fact Sheet – English, Spanish, Spanish PR, Chinese, Vietnamese, Korean, Russian, Polish, Arabic, NHOPI, AIAN, Island Areas, Tagalog, Khmer, Hmong, Laotian, Bengali, Urdu, Hindi, Japanese, Thai
- CCC Training Manual – Puerto Rico

- Faith-Based Leaders Promotional Guide – Spanish, Puerto Rico, Russian, Polish, Arabic, Chinese, Vietnamese, Korean, Tagalog, Khmer, Hmong, Laotian
- “Proud Partner” Placard – Chinese, Vietnamese, Korean, Russian, Polish, Arabic, NHOPI, Tagalog, Khmer, Hmong, Laotian, Bengali, Urdu, Hindi, Japanese
- Chip Clip – AIAN
- Magnet – AIAN

**Census in Schools:** Take-home materials, one of the program’s core elements will be in schools starting in January with distribution to children in February 2010. In addition, Census in Schools and the Road Tour will be integrated by making available Activity Pages for kids in the Road Tour vehicles.

**Tracking:** The base wave of the continuous tracking study will be conducted this fall and will continue throughout the course of the Campaign. This data along with mail response data and other marketplace analytics will be part of the Smart Suite (discussed in March 2009 testimony) that will provide the almost real time input for making adjustments to the Campaign during the Motivation phase.

**Stakeholder Reviews:** Team Census 2010 has conducted on-going reviews of plans, materials and concepts for the Campaign since work began in 2007. In keeping with the open and transparent practices already established, before advertising is finalized and ready to deploy into the marketplace, stakeholders including the Dept. of Commerce and JAARP will have to opportunity to review “almost final” creative.

**Public Relations Support:** Rapid Response Feedback Program rolling out in March 2010.

## **Summary**

The groundwork and preparation for the 2010 Campaign is almost complete. Finishing the production of creative, finalization of media plans and buys lies ahead this fall. As 2009 closes, we will transition from preparation to deployment and a dramatically different phase of the Campaign will begin. In this phase we will be focused on accuracy and precision in execution as well as the careful monitoring of key marketplace metrics to ensure that we make any needed adjustments in the deployment of the Campaign to ensure success.

The work and the efforts behind it have undergone significant on-going and detailed scrutiny by stakeholders, oversight, and objective third parties. The comments and evaluations provided have given Team Census 2010 the broadest possible array of perspectives and insights to consider, to incorporate but also to use its professional expertise and experience to reject when necessary.

The Campaign is and will continue to be more effective because of all attention and examination it has received. And it will continue to improve right up until it has run its course.