



The 2011 Census Campaign

September 2011

The challenge: reaching everyone

- The 2011 Census was unique. To run a campaign targeting the whole country is virtually unheard of these days – even mass, household brands have relatively tight targeting and expect only to speak to a portion of the population
- The 2011 Census had to contact every single household in England and Wales and at the same time also focus on target population groups
- Campaign subject to ERG review & approval

The 2011 Census campaign

Phase 1: Education
21 February – 17 March

Phase 2: Call-to-action
18 March – 6 April

Phase 3: Follow-up
7 April – 1 May



Mass reach with TV advertising

- TV advertising was the umbrella and lead media channel for the census campaign – TV remains popular and had mass reach including rural areas
- On the campaign launch night over 27 % of all adults saw our TV ad – overall 86 % of all adults saw our TV ads with 8.9 OTS (opportunities to see)
- During the census peak we had the highest TV advertising recall in the country – beating all the supermarkets!



Big impact with outdoor advertising

- During census we were the biggest outdoor advertiser in the country with our 48-sheets, 6-sheets and telephone box advertising
- Leading up to census day, we had 1745 48-sheets, 2895 6-sheets, 90 London Underground 48-sheets and advertised on 1486 telephone boxes



Biggest government BME campaign

- The 2011 Census TV ads on BME TV stations and in languages such as Urdu, Mandarin, Cantonese, Punjabi, Tamil, Bengali, Sylheti and Hindi
- Over 6,000 TV ads delivered across the 2011 Census campaign period
- Print advertising in 153 BME magazines and in languages such as Chinese, Bengali, Greek, Gujarati, Polish, Somali, Turkish and Urdu



Media relations with purpose

- Pro-active media relations working hand-in-hand with the paid-for advertising campaign – generated substantial coverage in newspapers, radio, print & online
- 27 news releases generated over 4000 items – and mostly positive with an advertising value equivalent of nearly £9 million
- Not just national coverage – 157 Area Managers and 41 Community Advisers media trained to give local interviews and making a real difference



Some media relations highlights

- 2011 Census campaign launch, post-out and census day media calls
- Interviews on ITV Daybreak, Sky News, The One Show, BBC Breakfast and even on the Alan Titchmarsh Show
- 500 interviews/mentions on 32 local different BBC Radio stations including 49 on Radio Merseyside alone
- Over 200 items in BME media; interviews conducted in multiple languages including Punjabi, Mandarin and Bengali



Making census relevant to young people

- Magazine partnerships – six weeks of features leading up to census day
- Achieved 50% reach of target audience



NME

heat

Nuts

more!
moremagazine.co.uk

Targeted youth and student advertising

- Washroom advertising in 796 bars, café and night clubs
- Student Union bar and café advertising on more than 70 university campuses
- Student Union TV at 74 universities
- Janet* student hall Cable TV reached 250'000 students



Channel of choice for young audiences

- Heavyweight digital campaign targeted 18 – 34 year olds
- Digital advertising total impressions ~120 million with campaign click through rate 0.16% (industry standard 0.05% - 0.1%)
- Facebook total impressions ~ over 225 million
- Census Man game was played over 1 million times



Big 'Thank You' to our census partners

