Censuses Communication campaign. The Istat experience.

Micaela Paciello
Istat - Italian National Institute of Statistics
Directorate for the Communication of statistical information
A communication campaign for Permanent Censuses

From 2016, Istat has begun the rollout of the permanent census of population and economic units which involves the carrying out of continuous surveys at **yearly, biennial and triennial intervals, and not every ten years**.  
- Unlike the past, the strategy of permanent censuses, in line with European development policies, will not involve all **citizens, enterprises and institutions**, but some of them as a representative sample.  
- However, the data disseminated over the Country will be census data, and therefore referable to the entire field of the survey, thanks to the integration of administrative sources with sample surveys.
The main goals of the communication campaign

**AIMS/GOALS**

- **Explain** the importance of the census as a source of information for the governance
- **Multiply** the information/ **Ensuring** visibility, recognition and memorability
- **Inform** how to carry out the operations/ **Encourage** the participation
- **Promote** correctness, completeness and timeliness of answers
- **Inform** on the increase of quantity and quality of data
- **Communicate** the reduction of the response burden for citizens
- **Communicate** the reduction of the overall costs
- **Multiply** the message through networking/partnership with stakeholders
A circular communication strategy

The population census campaign is part of a communication container created for all permanent censuses: a choral story based on the representativeness and value of each.

**COHERENT NARRATION**
4 campaigns = 4 chapters of a single story

**MULTILATERAL AND INTERCONNECTED SYSTEM**
each element interacts with the other, enhancing its effects

**CIRCULAR AND RETROACTIVE SYSTEM**
each target is the user and producer of communication

**CONVERGENCE AND CROSS-MEDIA**
Mixed digital-traditional environment
1 OCTOBER 2018.
ISTAT LAUNCHED THE FIRST EDITION OF THE PERMANENT CENSUS OF THE POPULATION AND HOUSING. UNLIKE THE PAST THE CENSUS…

- isn’t ten-yearly, but is conducted as an annual survey.
- involves only a representative sample of 1,400,000 families in 2,800 Italian municipalities.
- is exclusively online.

20 DECEMBER 2018.
END OF THE OPERATIONS, THE FIRST PERMANENT CENSUS CLOSES ITS DOORS!

- around 1,250,000 families completed the questionnaire, more than 92% of those involved.

A great participation of the citizens! Thanks to straight and pervasive Communication campaign!

IN 2800 MUNICIPALITIES
The brand of Permanent Censuses is characterized by a compact **logo**, with simplified icons and various colors that identify different census: a real **visual map**.

The logo of Population Census represents the **part a whole system**.

**Italy, day by day** is the colloquial and reassuring **payoff** that indicates closeness to people by referring to daily life.
Claim and creative concept

To inform all citizens, Istat used a **direct, familiar and engaging communication**, that also led to the definition of channels, languages and communication formats.

The *leit motiv* of the entire campaign recalls the concept of closeness to people and to their daily lives.

"**Italy needs champions to build up its future!**"

- The **creative concept** plays on the **double meaning** of “statistical champions” and “sports champions”.
- The census champions are people who, in their daily family or professional life, represent an entire country.
- The second part of the claim indicates the value and cognitive contribution of the census related to the population.
A constellation of tools

- 1 Spot TV + national and local TV campaign
- 1 Spot Radio + national and local radio campaign
- Banner web + programmatic web
- Digital campaign
- Press announcement
- Placement RAI _ Public TV (infotainment and fictions)
- Radio placement

- 1 Press conference
- Press meeting
- Dily Press review
- Media training
- 24 Influencer involved

- Website: [www.censimentiqiornodopogiorno.it](http://www.censimentiqiornodopogiorno.it)
- Infographics, Dataviz, 3 Games
- Animation Social channels
- Video tutorial – Video learning
- Video contest - Instagram contest
- Web star involvement: The Jackal

- + 60 Events: Fairs, Conferences,
- 44 Census point in railway stations
- 2100 Census Toolkit for partners
- 892 Census Box for municipalities (ITA-TED-SLO)
- Direct contact
- Stakeholders engagement
- Direct Email marketing
Promotional-Informative tools

- Informative Flyers
- Communication leaflets
- Italian, German, Slovenian Posters
- Folder
- Pen drive 16 GB
- Pens
- Shopper
- .............
THE EFFECTIVENESS OF COMMUNICATION IS POSSIBLE IF THE MESSAGES SPREAD ARE THE SAME ON THE WHOLE TERRITORY

The communication was articulated in several subjects with a Cross-media planning focused on the whole population at national and local level:

- to explain all the advantages of the new census design and the benefits of filling in the questionnaire;
- to make the message memorable, in order to recreate a storytelling;
- to optimize resources;
- to reach different target segments;
- to increase the frequency of exposure and convey more information, through a sequence of different messages.

- 1 Spot TV + national and local TV campaign
- 1 Spot Radio + national and local radio campaign
- Banner web + programmatic web
- Digital campaign
- Press announcement
- Placement RAI _ Public TV (infotainment and fictions)
- Radio placement
- Display Programmatic
- Video Programmatic
- Native ADV
- Re-Marketing
- Paid Social Media
<table>
<thead>
<tr>
<th>Section</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Spot tv: tot. 747,816</td>
<td></td>
</tr>
<tr>
<td>2. Spot radio: tot. 6290</td>
<td></td>
</tr>
<tr>
<td>3. Press Advertising</td>
<td></td>
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</tbody>
</table>

Day by day everyone of us is called to talk about itself, and everyone is a champion for the construction of a new future.
Istat-Rai convention: plan of placement TV

PURPOSE
- Bring the Census into Italian homes through the most pervasive means.
- Provide wide dissemination of the Census participation modalities, encouraging proper behaviors carried out by citizens.

MODALITY
- Presence on TV and radio programs of Infotainment and placement in a popular fiction in Oct-Nov 2018.
- Wide sessions, up to three minutes, studied together with the authors of the program.
- Quotations of the Census on a Fiction of “Rai Tre” widely spread.
A website dedicated to permanent censuses that amplifies all the off and on line activities.

The interface adapts to the chronological progression of censuses and communication plan.

It is a large dashboard, responsive and therefore reachable from the main devices available.

3 TYPES OF CONTENT

- Infotainment: Instruments with a high informative content but with interface and dynamics that guarantee a high level of interaction.

- Engagement: Tools specifically designed to reinforce the participation of the target and the sharing of the values underlying the new censuses.

- Utility: Innovative tools designed to support and guide the users.
Historical curiosities “Censi(mo)menti”

Information session “I censimenti cambiano”

“La parola ai sindaci” with the videos of engaged mayors

Contest Instagram#ungiornodacampione

Video Contest

Digital Kit with communication tools

4 information sections dedicated to foreigners (English-French-Spanish-Romanian)

Infographic “Campioni dell’Istat”

Card “Census Point” with geolocalization system

FAQ

Games: Censipuzzle - “10 cose che sai sulla popolazione in Italia” - “6 nella media”

News

Infographic Card

https://censimentigiornodopogiorno.it/
Census video-Learning

- An informative video tutorial on how to identify and involve each family called to respond.
- Thanks to animated infographics, the video tutorial helps for the compilation of the questionnaire and to know the news of the Census.

https://censimentigiornodopogiorno.it/kit-di-comunicazione-censimenti-permanenti/video-tutorials/
The social networks are an **ideal hub for all information and communication activities**, able to **amplify the diffusion of the various targets**. To involve the **new generations** through the help of contests and specific initiatives, from 28 September 2018 the contents of the censuses animated also the social channels.

- **Viral campaigns** have been launched on Istat’s social channels;
- A **thematic page on Facebook** has been opened, "Istat Censuses day by day";
- A current use of #CensimentoPermanentePopolazione #CensimentiPermanenti;
- The different activities on the channels are planned within a **weekly editorial plan** that also contains the copy and the multimedia content (image, video, GIF, etc.) of each post/tweet.

<table>
<thead>
<tr>
<th>Channels</th>
<th>Function</th>
<th>Primary target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>Engagement/ Conversation</td>
<td>General public, focus on over 40s and foreigners</td>
</tr>
<tr>
<td>Twitter</td>
<td>Networking</td>
<td>Institutions, companies, media and influencers</td>
</tr>
<tr>
<td>Instagram</td>
<td>Visual storytelling</td>
<td>General public, focus on young people</td>
</tr>
<tr>
<td>YouTube</td>
<td>Video hub</td>
<td>General public</td>
</tr>
<tr>
<td>Flickr</td>
<td>Photo hub</td>
<td>Journalists / media</td>
</tr>
<tr>
<td>Pinterest</td>
<td>Data storytelling</td>
<td>Young people and professionals</td>
</tr>
<tr>
<td>SlideShare</td>
<td>Content hub</td>
<td>Professionals, experts, journalists</td>
</tr>
</tbody>
</table>

https://www.facebook.com/IstatCensimentiGiornoDopoGiorno/
The branded content of the The Jackal
The contest recorded **771 photographic images**. Some influencers and the largest Italian community of Instagramers (223 thousand followers) were involved to encourage users to participate.

The contest saw the participation of **379 joiners** and the reception of **41 videos** with an incredible variety of stories and ideas. The video contest included the involvement of videomakers through a dedicated **Userfarm platform**.

Video-Contest "L’ITALIA HA BISOGNO DI CAMPIONI"

https://censimentigiornodopogiorno.it/video-contest/
In order to multiply the communication around the census, the plan involved **24 influencers on the web**. Istat sent briefs on the census, asking them to share articles, posts, focus items dedicated to the Census of the population with their communities.

This transaction made it possible to have a total coverage of 10,699,485 (CTR of 4%, view sharing of 0.8%, media friendship 400 followers) through the production and distribution of as many as 36 posts and articles dedicated to the Census permanent population.
The Plan of actions for the territory
The Plan of actions for the territory

- More than **60 corporate and info-training events** in the area
- **Census Point** in **44 Italian cities** between 45,000 and 100,000 inhabitants (information desks active October 23-25 and October 29-31)
- **ANCI Fair** Rimini 23-25 October with desk and space with Istat experts to answer questions
- **Anusca Fair** Abano Terme (Pd) 3-7 December with desk and space with Istat experts to answer questions
- **Special event: Deejey Ten** Rome November 25 stand and materials distribution and with the distribution of 13,000 flyers in the bags of the participants
- **Census Box to 892 Municipalities** exceeding 10,000 inhabitants (from Milan to Palermo) containing posters and leaflets (ITA-TED-SLO)
- **Census Toolkit** to 2,800 Municipalities and to 106 Prefectures
A communicative hook to the overall storytelling that characterizes the proposed campaign: "Italy needs champions".

Presence of a branded Istat stand at the Rome stage of the Deejey Ten, the sports event, which was held in Rome on November 25, 2018 (with over 13,000 registered participants).

This initiative was also the subject of an internal communication action called #CampioniInIstat which saw the creation of a contest dedicated to internal personnel in order to strengthen the sense of belonging to the institute and to the census operations in progress.
COMMUNICATION PROJECT IN SCHOOLS, IN COLLABORATION WITH THE MINISTRY OF EDUCATION, UNIVERSITY AND RESEARCH. OCTOBER 2019-FEBRUARY 2020.
Focused on the theme "census and territory", the project provides an interdisciplinary training course, aimed at creating a storytelling product that, starting from the use of statistical data, allows students to learn about and tell about their territory from the demographic, geographical, social, cultural, economic view using data provided by Istat surveys and censuses.

MAIN OBJECTIVES
- raise awareness and inform new generations of the profound innovations introduced by permanent censuses;
- to spread the knowledge of the Census and of the participation methods of the sample families;
- increase awareness of the usefulness of statistics for reading and understanding territorial phenomena;
- improve the ability to use the data for the representation of demographic, social, economic and cultural phenomena.

TARGET
- Primary School, pupils of grades III-IV-V,
- Lower secondary school, pupils of grades I-II-III

TRAILS (IN) TRAINING
- Teachers: package of tools for transmitting content to pupils
- Students: introductory modules for all orders and modules differentiated by school order
### The numbers: ADV campaign (31/12/2018)

<table>
<thead>
<tr>
<th>Campaign Type</th>
<th>Metric</th>
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<tbody>
<tr>
<td>WEB BANNER AND VIDEO CAMPAIGN</td>
<td>58,967,769 impression</td>
</tr>
<tr>
<td>TV CAMPAIGN</td>
<td>747,816 spot</td>
</tr>
<tr>
<td>RADIO CAMPAIGN</td>
<td>6290 spot</td>
</tr>
<tr>
<td>PLACEMENT PUBLIC TELEVISION RAI</td>
<td>12.5% average share of the television broadcasting</td>
</tr>
</tbody>
</table>
## The numbers: website and social engagement (31/12/2018)

<table>
<thead>
<tr>
<th>Platform</th>
<th>Metrics</th>
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<tbody>
<tr>
<td><strong>WEBSITE: CENSIMENTIGIORNODOPOGIORNO.IT</strong></td>
<td>286,899 visualization - 228,747 unique accesses</td>
</tr>
<tr>
<td><strong>FACEBOOK</strong></td>
<td>5,038,894 total coverage of the channel</td>
</tr>
<tr>
<td><strong>INTERACTIVE GAMES</strong></td>
<td>25,245 impressions, 400 interactions</td>
</tr>
<tr>
<td><strong>CONTEST VIDEO: L’ITALIA HA BISOGNO DI CAMPIONI</strong></td>
<td>234,293 impressions, 168 interactions, 49 video</td>
</tr>
<tr>
<td><strong>CONTEST INSTAGRAM: #UNGIORNODACAMPIONE</strong></td>
<td>398,282 impressions, 197 interactions, 710 photo</td>
</tr>
<tr>
<td><strong>OPERATION WITH WEB STAR: THE JACKAL</strong></td>
<td>6,423,822 total coverage of the video</td>
</tr>
<tr>
<td>Event Manner</td>
<td>Details</td>
</tr>
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<td>--------------------------------------</td>
<td>----------------------------------------------</td>
</tr>
<tr>
<td>Influencer Marketing</td>
<td>10,699,485 total coverage with 24 influencer</td>
</tr>
<tr>
<td>Local Events Organized by ISTAT</td>
<td>+ 2,500 contacts</td>
</tr>
<tr>
<td>Census Point 44 Italian Rai Stations</td>
<td>5,850 contacts, 24,545 distributed flyer</td>
</tr>
<tr>
<td>Fiera ANCI Rimini (Fair-Conferences For Municipalities)</td>
<td>108 contacts, 1,300 distributed flyer</td>
</tr>
<tr>
<td>38° Convegno Anusca (Conventions of Demographers)</td>
<td>400 contacts, 500 distributed flyer</td>
</tr>
<tr>
<td>Deejey Ten Tappa di Roma – Running Event</td>
<td>500 contacts, 13,500 distributed materials</td>
</tr>
</tbody>
</table>
The merit of this success?

The use of a direct, familiar and engaging communication was a winning strategic choice. A choice that oriented the creative project, but also led the definition of channels, languages and communication formats.

- Intense use of social networks, the style "web comedy" and ironic of The Jackal
- Simplification of information through infographics and videotutorial
- Engagement favored by a system of contests and "gamification"
- Use of web communities to promote the contest
- Dissemination of information via bloggers and influencers
- Participation in events of great popularity and, at the same time, the organization of local meetings
- ………

All solutions have been designed to bring Istat to the citizen, to encourage the establishment of a relationship of trust, of dialogue and, therefore, of involvement.
Thanks for your attention