

*Testimony
Of
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*Information Policy, Census, and National Archives Subcommittee
Oversight and Government Reform Committee
Wednesday, February 24, 2010
2154 Rayburn HOB
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*"The 2010 Census Communications Contract:
The Media Plan in Hard To Count Areas"*

Media Buy to the Hispanic Audience

Overview and Background

As with all other ethnic and racial segments, the goals for the Hispanic Audience Plan were as follows:

- a) Increase mail response
- b) Improve overall accuracy and reduce the differential undercount
- c) Improve cooperation with enumerators

To meet all these goals required more than hard-working media dollars in relevant environments. It required a fully integrated campaign and a coordination of multiple efforts by partner agencies that included Paid Media, Partnerships, Public Relations including Earned Media, and Census in Schools.

The goal of Paid Media is to educate all Hispanic Americans in all 50 States and the District of Columbia (regardless of their residency status) as to the benefits of civic participation and to drive mass participation through the most relevant and influential forms of communication. (Note: a separate Campaign effort exists for Puerto Rico that is not covered here but is included in the overall Paid Media expenditures.)

Research Based

The plan used research from a wide variety of sources. Qualitative and quantitative learnings came from focus groups. Demographic, psychographic and lifestyle learnings taken from two Census-sponsored research studies: 1) a base segmentation study of the Hispanic population and 2) a study of the mindset of Hispanics as it pertains to civic participation via CBAMS (Census Barriers Attitudes Motivators Study). From the first study, we were able to segment the Hispanic population into eight distinct target clusters. From the second study, we were able to understand media and messaging needs. This research base was complemented with extensive use of authoritative secondary sources, which ranged from media industry usage studies to ACS 2006, as well as a wealth of information garnered from Census.gov.

In this discovery process it was determined that 42.5% of the Hispanic community fell into the HTC clusters of Ethnic Enclaves I & II and Economically Disadvantaged II. Another key finding was that 60% of Ethnic Enclaves were Hispanics. These 3 clusters' media habits were further examined which led to the recommendation of a multiple media mix.

Design of Plan

These research findings guided the development of a plan that placed a greater emphasis on local media. They will receive 60% of the paid media investment. While trusted sources within television, radio and newspaper will carry the message, non-traditional, grassroots media that is effective in penetrating HTC communities will also be utilized. Examples include:

- a) Messages on road signs, public transit and lunch trucks to incite action
- b) Advertising on retail post bills, in-wire transfer, check cashier locations, ethnic restaurant menus to spark conversations within communities
- c) Reminder messages via voice prompt on pre-paid calling cards as individuals call abroad

Markets that receive this extra level of funding needed to meet four of the following six criteria:

1. Top Metro with at least 100,000 Hispanic Households
2. Hispanic Household incidence above national average (11.1%)
3. HTC scores above national average of (31.9%)
4. Mail Return Rate below national average (67.3)
5. 8 year growth rate above national average (146 Index)
6. Hyper-growth Markets 25% above national average index

As the Hispanic audience is diverse and efforts need to be made to reach the recently arrived and linguistically isolated, the plan is weighed towards trusted local and in-language media (99 newspaper markets, 38 radio markets, 11 outdoor markets, and 18 local television markets).

A special effort was made to include media consumed by migrant workers and rural Hispanics. In fact, a special purchase was made with the United Farmer Worker's Radio network, one of this group's most trusted source of news and information.

The remaining 40% of the paid advertising budget was used to buy an efficient and broad-reaching national base of media support that will be seen throughout all local media markets. The rationale for this decision is:

1. National media is the most cost-efficient use of appropriated taxpayer dollars to encourage mass participation (97% reach via national television)
2. Positioning of Census advertising in prime programming is secured to supplement broadcast partnership programs
3. National media's broad reach allows Census to access HTC Hispanic communities that otherwise are underserved by in-language media. This is particularly critical to emerging HTC communities in hyper growth geographies of the Pacific Northwest, Midwest and the Southeast.

Execution of the Buy

The most democratic open call for submissions yielded 1,053 Request for Proposals, representing 21,000 media properties. The resulting media placement of \$25.4 million dollars yielded \$7.5 million in added value (a 30% return on investment) including PSAs from Hispanic-America's trusted-voices (for example, Maria Marin, Piolin, Charytin, Cristina, Don Francisco and additional key news anchors).

In summary, the Hispanic Audience ICC plan was designed based on Census-backed research and factored in Census 2000 HTC scoring and mail return rates. We took stakeholder recommendations into consideration to further refine our plan. To this, we applied GlobalHue Latino and d'expositio & partners' extensive Hispanic market resources and knowledge that is contemporary to the media marketplace and demographic realities of today's Hispanic 2010 marketing environment.

Hispanic Audience Paid Media Plan Specifics and Key Activities

The Hispanic Audience Media Plan was developed by a team of advertising experts at Global Hue Latino and d'expósito & partners, leading agencies in their field of work. The media buy totals \$25.5 million. Significant research went into the development of the plan and input was obtained from internal and external stakeholders.

Targets the diverse Hispanic community across the country. Consists of promotional and media materials in Spanish and English.

Allocates a \$25.5 million paid media buy as follows (figures below are estimates and in millions):

- TV (national and local) \$10.1
- Radio (national and local) \$5.1
- Magazines \$0.8
- Newspapers \$3.9
- Out-of-home (outdoor) \$2.2
- Digital \$0.8
- Non-response-follow-up \$2.6

The national advertising buys (covering every media market in the country) for the Hispanic audience will reach 95% + of this population. Furthermore, local, incremental media buys will provide additional exposure and impact in specific markets. Below is a list of local markets that will receive a local overlay and the incremental percentage of the Hispanic population covered:

- 18 local TV markets
- 38 local radio markets
- 11 out-of-home markets
- 99 local print markets

Additional Information for Reference

- Negotiated over \$7.5 million in added value from vendors
- Issued 1,053 Request for Proposals (RFP) that represented 21,000 outlets as one RFP may encompass more than one outlet
- Secured 140+ high profile talent to connect with a diverse mass audience.

The goal is twofold:

- Engage viewers with celebrities they consider a “trusted voice” in their community
- Deliver message co-branded with a program as a reinforcement of the commercial
- Examples of talent include:
 - UCI Networks is using their top talent to help deliver the Census message through vignettes. Examples of talent include Don Francisco (*Sabado Gigante and Don Francisco Presenta*), Cristina Saralegui (*Cristina*), Charytin Goyco (*Escandalo TV*), Fernando Fiore (*Republica Deportiva*)

- MTVTres is developing a 30-second PSA focusing on the simplicity of filling out US Census forms. Examples of talent include Eva Longoria-Parker (*Desperate Housewives*), George Lopez (*George Lopez Show*), Anna Ortiz (*Ugly Betty*), Paul Rodriguez (*Deported*), Mario Lopez (*ABDC*)
- Telemundo is also utilizing their top talent to help educate and motivate their audience. Examples of talent include Pedro Sevcec (*Univision Radio*), Maria Celeste Arraras (*Al Rojo Vivo*)
- Television and Radio PSAs will be developed on a local level using high profile talent to deliver the Census message. Examples of talent include Rafael Pineda, Piolin, Javier Salas, Damaris Diaz, Stephanie Bradford, Gloria Lynette Flores, Nayeli Escamilla, Jorge Ramos, Ulises Rayas, Herman Chavez

Television Stats

- 8,070+ spots airing in every local market
- Additional 14,491+ spots total airing across 18 HTC local markets

Radio Stats

- 1,199 (represents the combined number of units in 5 networks) spots clearing on 307 (# of stations that will carry 1 or more of the programs purchased) stations across the U.S. Totality of schedule will reach every local market.
- Additional 76,771 spots total clearing on 222 radio stations in the 38 local HTC markets

Print Stats

- A total of 77 ads (counting the actual insertions) across 25 national magazines such as dual audience lifestyle magazine *People en Español*,

women's service magazine *Latina*, empowerment publication *Latino Leaders and* Hispanic trucker magazine *Transporte Latino*

- A total of 3,998 ads that will run across 393 local daily and community newspapers in 99 markets

Outdoor Stats

- Total of 4,585 bulletins/posters that will be viewed daily by the Hispanic audience plan in 11 HTC local markets