

# 2020 CENSUS DHS MEDIA PLAN

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KIVVIT.COM | CHICAGO | MIAMI | NEW JERSEY | NEW YORK | WASHINGTON, D.C.

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# COMMUNICATIONS STRATEGY OVERVIEW

Engaging a diverse range of HTC populations will require a multi-channel campaign. Kivvit is working with the Illinois Department of Human Services office to ensure content is properly adapted for a wide variety of media.

## Strategic Considerations:

- Use the 2010 lessons-learned and existing analysis on barriers that discourage HTC communities from participating in the Census.
- Use consumer research and UIC's data to develop a targeted media mix that hits all HTC communities with messages that resonate.
- Run an iterative creative campaign with varying translations, imagery, messaging, and real-time testing and monitoring.
- Support community-based organizations and nonprofits with collateral, infrastructure, and guidance.
- Use data and feedback from UIC to monitor campaign performance and immediately shift strategies and tactics to focus on lagging HTC groups.

# IMMEDIATE SUPPORT

## Texting Tool Awareness

We have launched an ad campaign on Facebook and Twitter to promote the texting tool 987-987. We are encouraging people to text their questions, inquire about jobs, and pledge to take the Census in the ads. Samples:



## 1.0 Digital Toolkit

To get materials into the hands of RIs, government officials, CBOs, and other outreach partners, Kivvit prepared an initial digital toolkit that includes logos, profile pictures, cover photos, social media graphics, flyers, palm cards, and posters. Organizations can easily download these materials and use them in their ongoing outreach efforts.



# COVID-19 IMPLICATIONS

## **Paid Media Plans**

- Kivvit will continue with a paid media plan that is heavy on digital advertising – including social media, web ads, search ads, connected TV, digital audio/radio, and digital out-of-home (e.g. transit screens, grocery store screens).
- We are coordinating with the City of Chicago and Cook County on messaging and media to encourage residents to participate in the Census. This includes coordinating on messaging from the Governor, County President, and Mayor.

## **RI Support**

- Kivvit is working with DHS and RIs to determine how on-the-ground outreach efforts shift to hyperlocal print, broadcast, or digital efforts.
- We are also connecting with RIs and CBOs to probe how HTC communities are responding to COVID-19 and what appeals to them in this uncertain time.

# COMMUNICATIONS PLANNING

## In-Depth Interviews (IDIs)

- We are conducting interviews with RIs and CBOs to:
  - identify effective messages for HTC communities
  - identify how to reach with HTC individuals where they are
  - identify gaps in HTC marketing efforts that may not be covered by other agencies.
- Organizations interviewed: Habilitative Systems, ICIRR, IL Public Health Assc., R1 Planning, OCAD, and the Downtown Islamic Center.
- We will use the findings from these IDIs to write messaging, ad copy, and collateral materials.

## Data and Audience Segmentation

- We've used behavioral, demographic, contextual, and other data to segment advertising along Census tracks.
- We've used tools to parse the media consumption habits of each HTC group.
- For those groups who under-index on online media consumption, we will work with partners to support 'on-the-ground' field marketing efforts – if possible following CDC guidance.

# PAID MEDIA

## **Digital**

We expect 80% of our paid media buy to be through digital channels – especially in light of COVID-19 measures. This includes social media, web ads, search ads, connected TV (e.g. Netflix) and audio (e.g. Spotify).

## **Ethnic Media**

We expect 10-20% of our paid media buy to be ad placements in magazines, newspapers, and other print media that serve both mainstream and racial/ethnic audiences in HTC communities across the state.

## **Out-of-Home (OOH) Ads**

For HTC audiences who have limited access to broadband internet, we can place ads in minimarts, bodegas, gas stations, fast-food businesses, and restaurants if/when COVID-19 measures lighten. We will also implement a robust billboard plan in targeted counties and along major thoroughfares, utilizing free public service announcements, again if/when COVID-19 measures lighten.

## **Broadcast**

Depending on available budget, we will potentially use TV and radio to reach HTC populations broadly. This includes Univision, Telemundo, and daytime television to reach older Latinx and Hispanic women; and WVON, V103, WGCI and other radio stations for the African-American population. For now, the US Census Bureau seems to be covering the airwaves and we do not want to duplicate efforts.

# ETHNIC MEDIA TARGETING

## Targeted Outlets for Ad Buys:

- Chicago Crusader
- Chicago Defender
- El Dia News
- Desi Talk
- Hyde Park Citizen
- La Raza
- Pure News USA
- La Nueva Semana
- Univision
- Telemundo
- WVON



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Address: 6331 W. 26th STREET City: Berwyn State: IL Zip Code: 60402-5658  
 Tel: (708) 652-6397 Fax: (708) 956-7285 E-mail: christopher@eldianewschicago.com  
 Publishers: Jorge A. Montes de Oca - Ana Maria Ugalde-Montes de Oca Fed. Tax 81-3558986

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1 Page	70"
3/4 Page	52.50"
1/2 Page	35"
1/4 Page	17.5"
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# OWNED AND EARNED MEDIA

## **Owned Media**

Kivvit will help DHS prepare a comprehensive and cohesive social media campaign, including an organic strategy that not only lifts up content from coalition partners, but also leverages content to their networks across the state. We will help curate content along an advocacy editorial calendar.

### Digital Influencers

As part of our campaign, we will coordinate with other municipalities to gather social media influencers who can serve as validators and “megaphones” for the Census. These potential targets range from entertainers, athletes, and local celebrities, to traditional voices like social justice activists, public officials, and non-profit leaders.

## **Earned Media**

Kivvit is on standby to help with earned media efforts, including a push around Census Day on April 1. We can also arrange ongoing broadcast interviews, op-eds and letters to the editor with community leaders on the importance of the Census. Media targets can be primarily focused on ethnic papers and non-Chicago metro publications.

# CAMPAIGN MANAGEMENT, COORDINATION

To ensure our efforts are effective and responsive, Kivvit will calendarize our outreach and media efforts; synthesize existing assets to quickly inform our media and outreach plans; coordinate planning and execution with DHS and community partners; and provide real-time, metric-driven reporting to inform strategic and tactical shifts.

## Vendors

Our subcontractors will have equal access to our work plan, campaign calendar, and communications plan so they always maintain a full sense of the strategic direction. **Purple Group** (woman, minority-owned) will review and support all marketing and public relations efforts toward Spanish-speaking and Latinx audiences. **Rocket Productions** (veteran-owned) will provide content production services for digital and broadcast ads. We will hire an African-American owned firm to assist with outreach and media buying.

## State/RIs, County, City Coordination

We have already started routine calls with DHS's core partners: UIC and the Joyce Foundation. Additionally, we have met with ICIRR and Habilitative Systems as key RIs. Lastly, we have weekly calls with the County and the City to coordinate efforts, pool resources, and align on messaging.

# THANK YOU

**Sarah Hamilton**  
Managing Director  
SHamilton@Kivvit.com

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