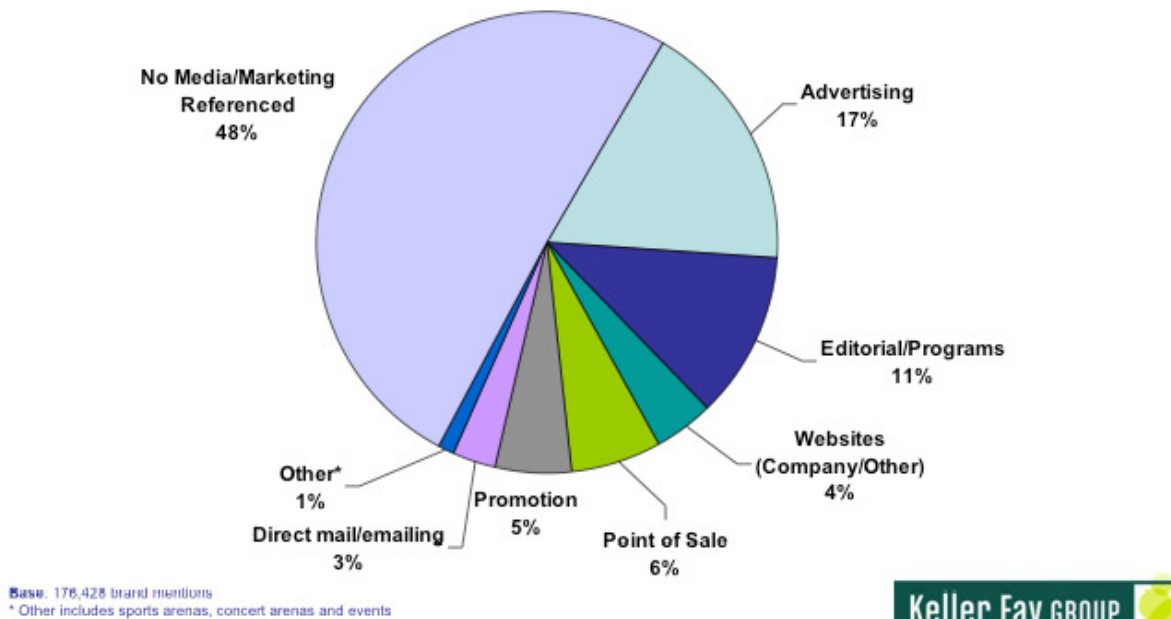


Strategy for the Stamford Census Campaign

The Power Has Shifted

- Over the last decade, effective communication has shifted from top-down to bottom-up. That is, listeners, viewers, and readers choose the information they consume. With the spread of the Internet and mobile communications, people now have the means to create and distribute their own messages.
- Today, people are more likely to trust themselves, their families, and their communities for truth and information.
- The 2010 campaign will acknowledge this shift and change the perspective of its communications from the ***voice of government to the voice of the people.***

Nearly 1 in 2 brand conversations refer to brand marketing or media



What Are Our Goals?

- › Increase Mail Response
- › Improve Accuracy and Reduce the Differential Undercount
- › Improve Cooperation with Enumerators

2010 CENSUS INTEGRATED COMMUNICATIONS CAMPAIGN PLAN
THE SUCCESS OF THE CENSUS IS IN OUR HANDS