

Census 2020 Marketing Campaign

RFP No. GEN2118833P1

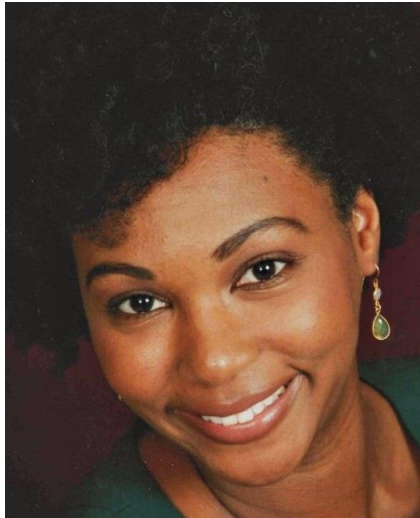
Presented By: T.A.J. L.L.C
Date: August 21, 2019



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2020

Census 2020: Project Management



Ms. Teneshia Taylor, MBA
Managing Partner
Census 2020 Project Manager



Ms. Melissa P. Dunn, MBA, CEO
Census 2020 Marketing Manager





Ms. Kiana Powell
PR and Social Media Manager



Mr. Enzo Alsindor, Outreach Coordinator
(Creole, French, Spanish, English)



Mr. Neil Savaadra, Outreach Coordinator
(Spanish and English)



Ms. Yanique DeCosta, Graphic Designer



Ms. Donna P. Mairs
Senior Media Planner

Census 2020: Marketing Team

Project Team Unique Advantages

Multicultural representing the diverse mosaic that is Broward County.

Multilingual with a proficiency in Spanish, English and Creole enabling the company to effectively communicate and connect with the campaign's target audience.

Representative of several of the hard-to-enumerate demographics (e.g. non-citizen, ethnic minorities, millennial, renters and households with children).

Presentation Overview

Target Audience

Project Budget

Reporting

Creative Pitch

Closing: Q&A

Project Budget

Line Item		Amount	% of Total Budget
Media Buy	\$	82,000	41.0%
Video Production	\$	3,500	1.8%
Photography	\$	1,000	0.5%
Printing	\$	5,500	2.8%
Promotional Items	\$	5,000	2.5%
Marketing Services	\$	90,000	45.0%
Outreach Marketing Team	\$	11,000	5.5%
Street Team	\$	2,000	1.0%
TOTAL	\$	200,000	100%

Note: The proposal allocates 48.5% of the total budget to advertising and marketing costs.

Reporting

- Target audience response rates.
- Analytics on impact of media and advertising strategies
- Budget variances.
- Custom reports and analytics on notable trends or correlations.



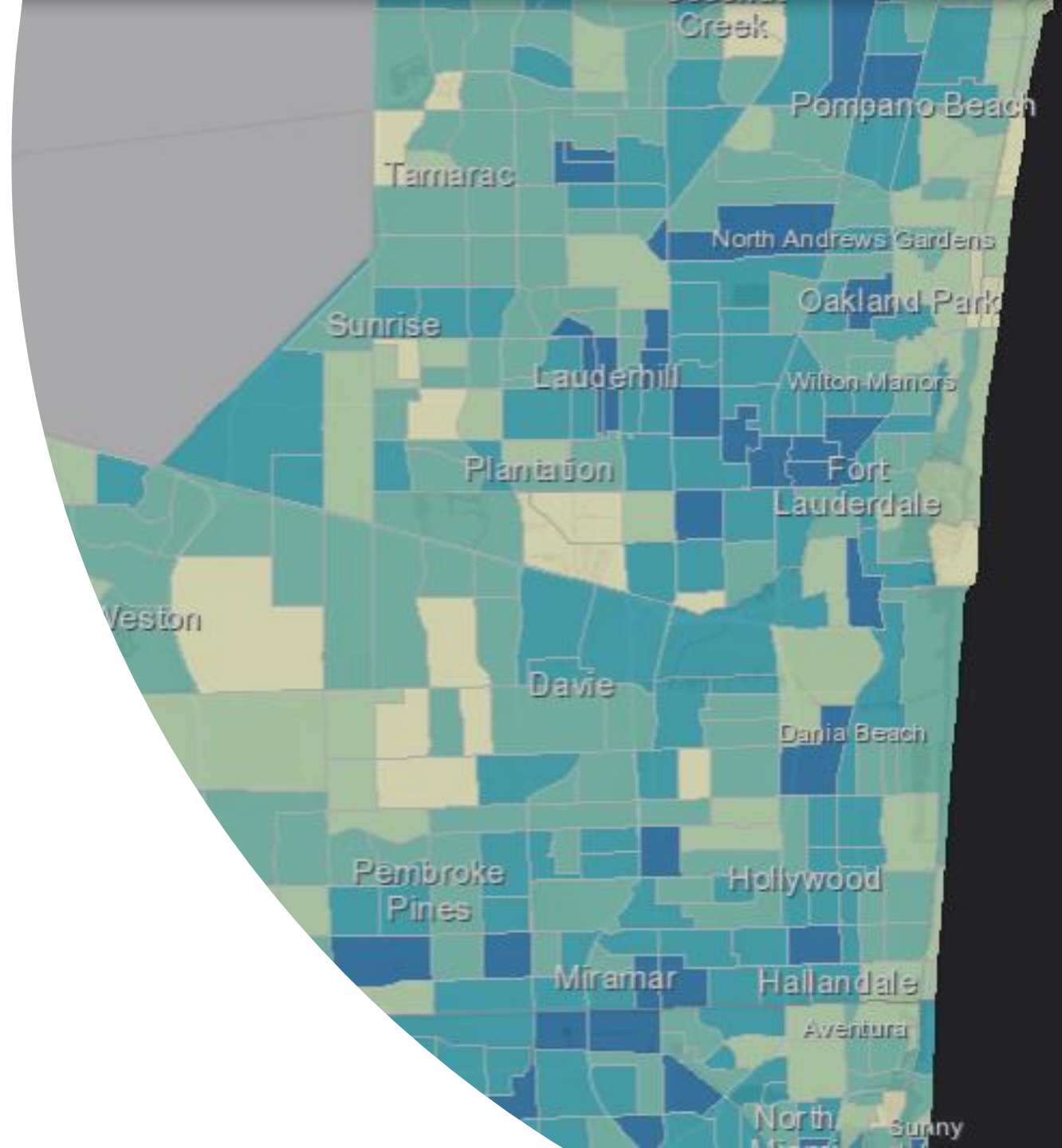
Target Audience Analysis

Highest non-responsive rates falls into geographically targeted areas located in central Broward County.

1. Pompano Beach (33069)
2. Fort Lauderdale (33311)
3. Lauderhill (33313)

Top three correlations among the data points are:

1. Renters
2. Married
3. Non-Hispanic



Creative Pitch: Strategy

- Public Outreach
- Message Development
- Partnership Development
- Paid and unpaid media
- Electronic, social marketing and non-traditional venues

Creative Pitch: Concept



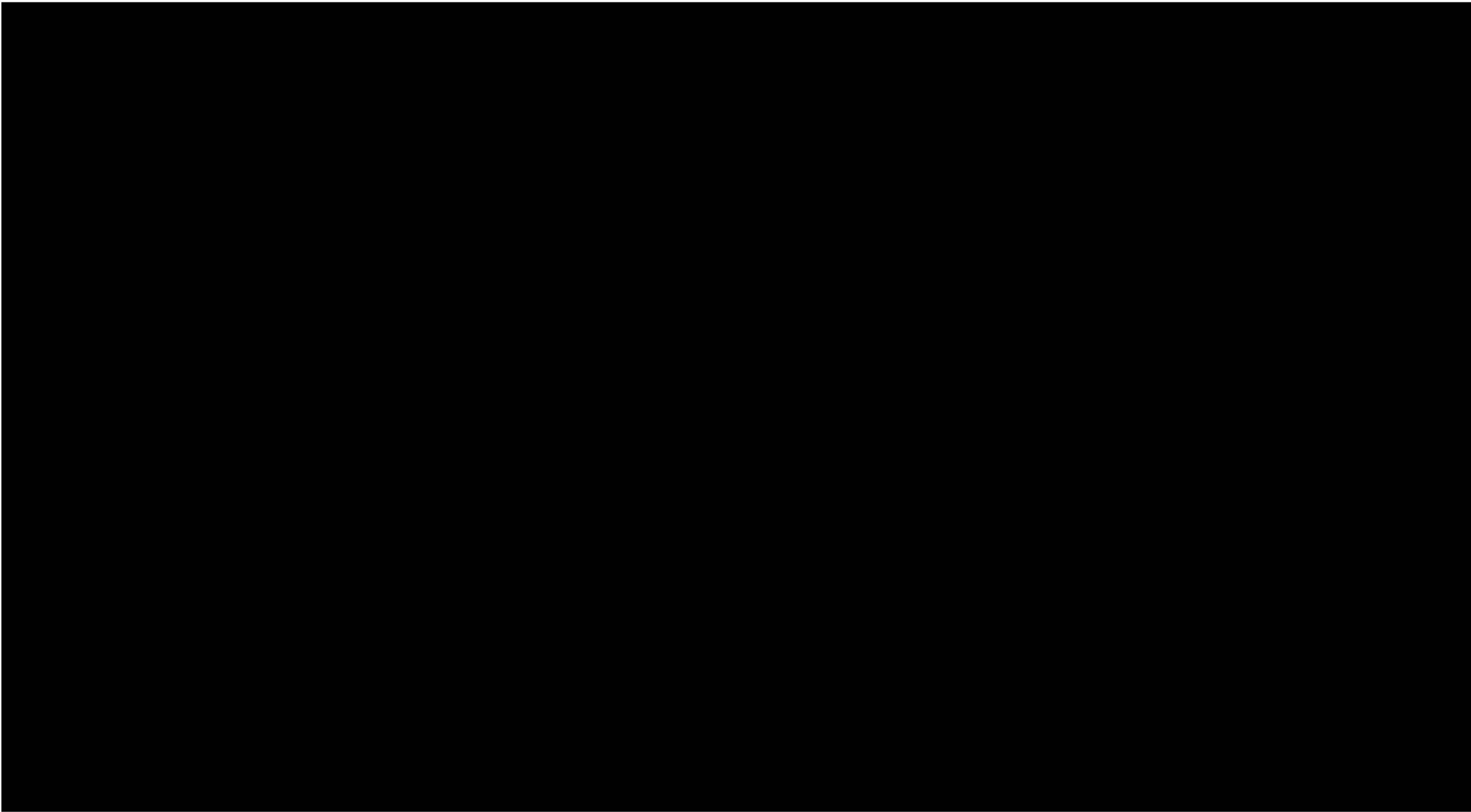
VIDEO

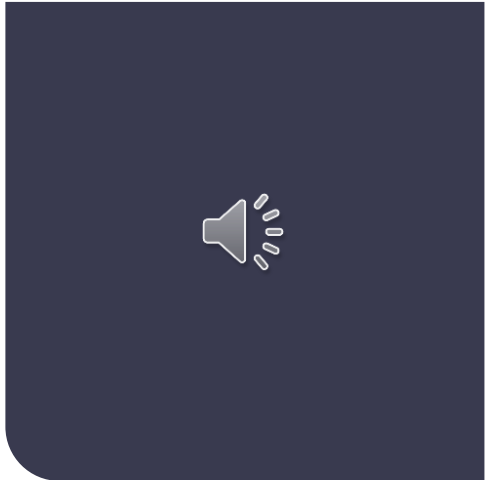


RADIO



GRAPHIC CONCEPT





Sample Radio Spots:

African-American
& Hispanic

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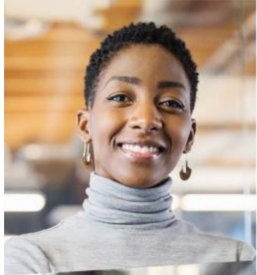


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Social Graphics



A few minutes can shape your future.



Improving your community starts with the 2020 Census.

Important

Your response will inform how over \$675 billion in public funding flows into things like community services, health clinics, Head Start, historically Black colleges and universities, and programs that support minority-owned businesses.

Safe

Your personal information is kept confidential by law.

Easy

Respond online, by phone, or by mail.



Census data impacts funding for things like:

- Head Start
- School meal programs
- Adult education grants
- Historically Black colleges and universities
- Public transportation and roads
- Housing assistance
- Emergency services
- Medicare
- Health clinics
- Supplemental Nutrition Assistance Program
- Preventive health services

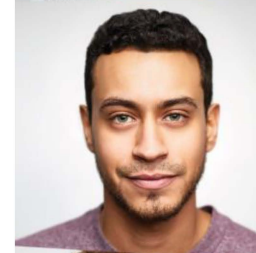
For more information, visit: Broward.org/Census2020



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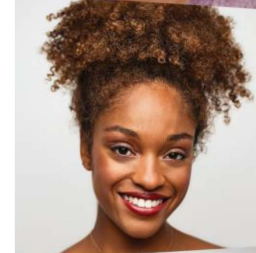
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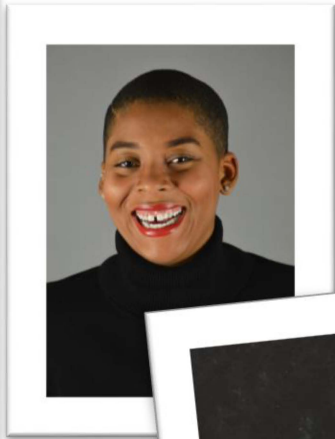
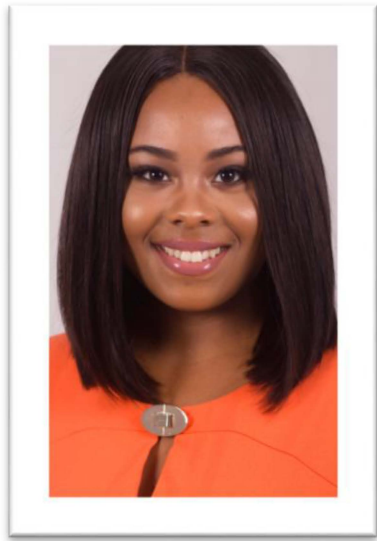
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Closing: Q&A

