

WE HELPED PRINCE GEORGE'S COUNTY CENSUS ACHIEVE HIGHEST SELF-RESPONSE RATE FOR 2020

OUTFRONT

The Prince George's County Census needed to reach hard-to-count populations for the 2020 census. OOH and mobile was added to their media mix to amplify other strategies and achieve total coverage across Prince George's County, Maryland.

STRATEGY & TACTICS

- **Strategically Placed:** We used a mix of high impact general coverage exterior bus media across Prince George's County with hyper targeted Metro and Mobile media to reach their hard-to-reach audiences for the 2020 Census.
- **Target Audience:** The Office of Community Relations knew their top audiences were children under the age of 5, senior citizens, homeless individuals, non-english speakers and military personnel and media selection corresponded. Creative also included Spanish translation to communicate with specific audiences.
- **Proximity Targeting:** We geofenced zip codes across Prince George's County that underperformed in the 2010 census in order to increase awareness and response rates.



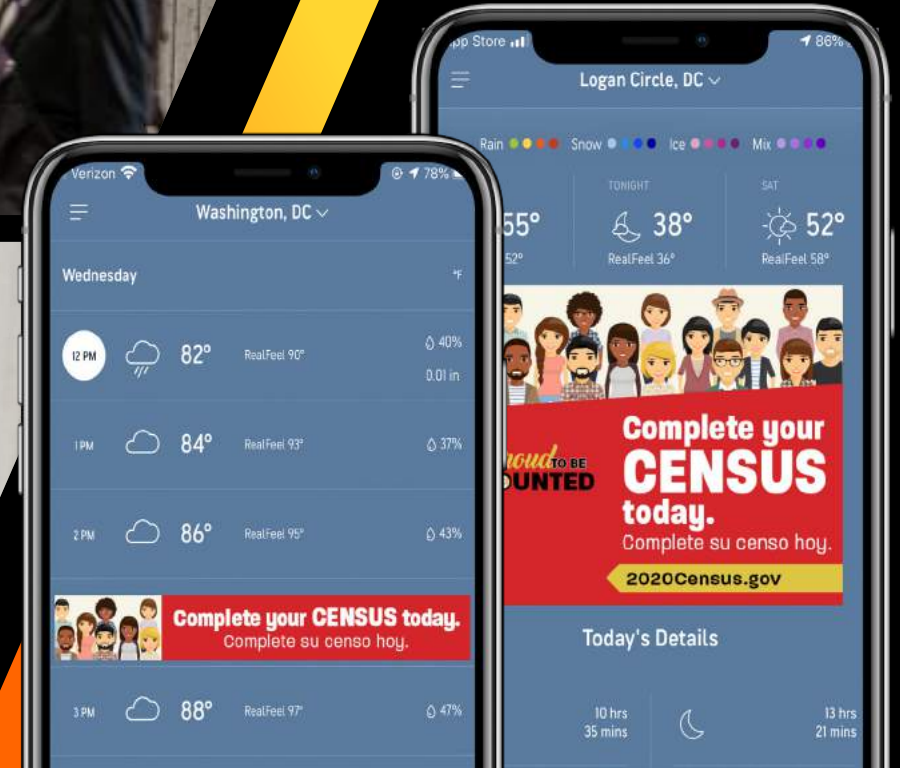
RESULTS

70%

CENSUS SELF-RESPONSE RATE HIGHEST OF ALL TIME

250K

SOCIAL MEDIA IMPRESSIONS



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.