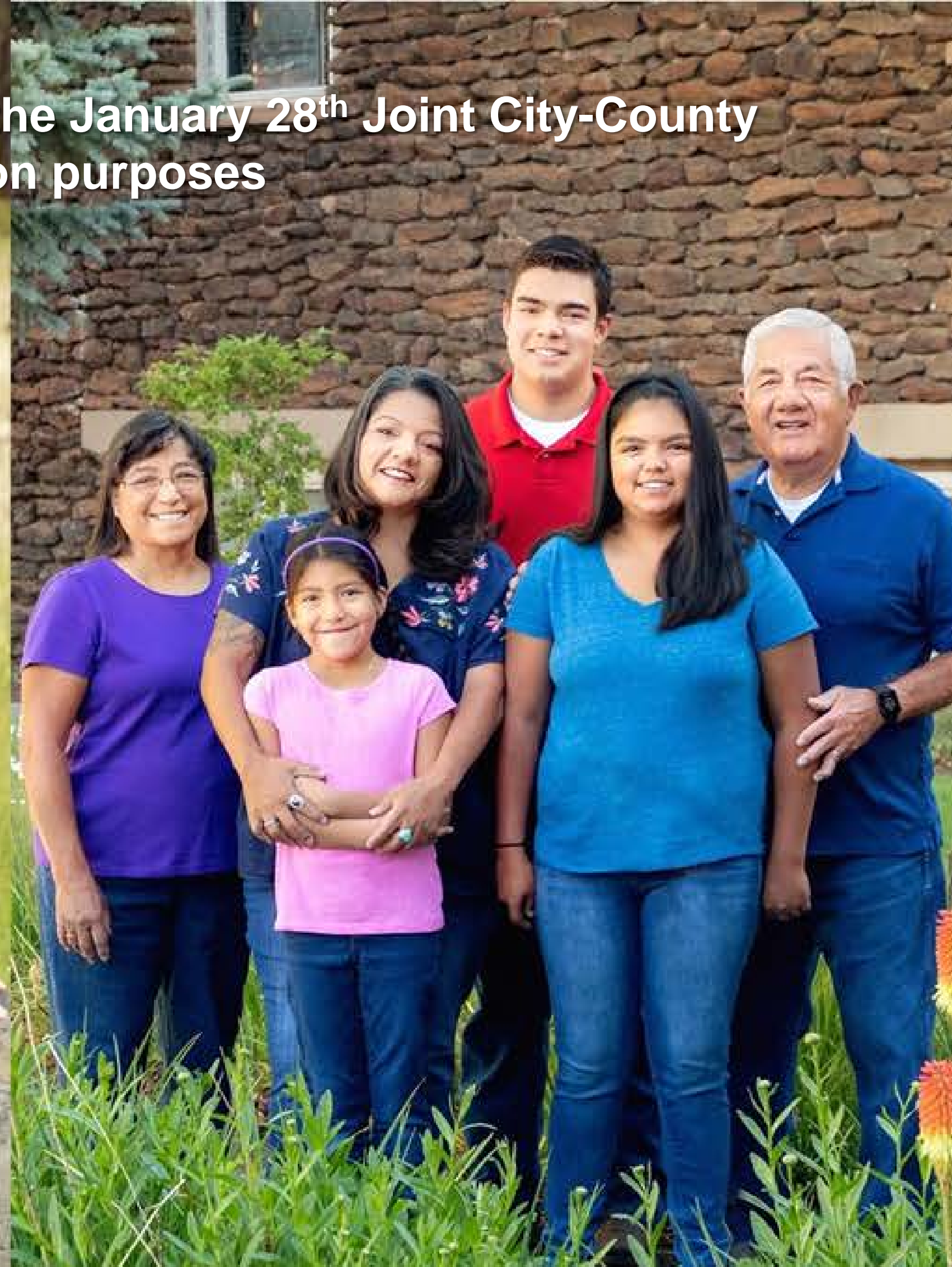


Staff will not present these slides at the January 28th Joint City-County Work Session, they are for information purposes



iCount2020 Coconino County Census Campaign Recap

December 2020

iCount · 2020



COCONINO COUNTY CENSUS CAMPAIGN

Phase I



Target Audience Segments



- Communities within Coconino County
- Mobile and transit communities
- College Students living in on/off-campus Housing



- Families with children ages 0-5
- Living in multi-family residences
- Little to no English spoken

Original Creative - Digital Display Banners

Message Focus: Infrastructure, Representation, Emergency Services, Transportation, and Education



I COUNT.
YOU COUNT.
FOR BETTER
INFRASTRUCTURE.

LEARN HOW

Shape your future
START HERE > United States
Census
2020 iCount · 2020 COCONINO
COUNTY ARIZONA



I COUNT.
YOU COUNT.
TO REPRESENT
OUR COMMUNITY.

LEARN HOW

Shape your future
START HERE > United States
Census
2020 iCount · 2020 COCONINO
COUNTY ARIZONA



I COUNT.
YOU COUNT.
FOR EMERGENCY
SERVICES.

LEARN HOW

Shape your future
START HERE > United States
Census
2020 iCount · 2020 COCONINO
COUNTY ARIZONA



I COUNT.
YOU COUNT.
FOR PUBLIC
TRANSPORTATION.

LEARN HOW

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Census
2020 iCount · 2020 COCONINO
COUNTY ARIZONA



I COUNT.
YOU COUNT.
FOR BETTER
SCHOOLS.

LEARN HOW

Shape your future
START HERE > United States
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2020 iCount · 2020 COCONINO
COUNTY ARIZONA

Media Objectives and Strategies

Objectives:

- Provide campaign messaging to people living in the Coconino County area
- Maintain effective reach and frequency throughout campaign

Strategies:

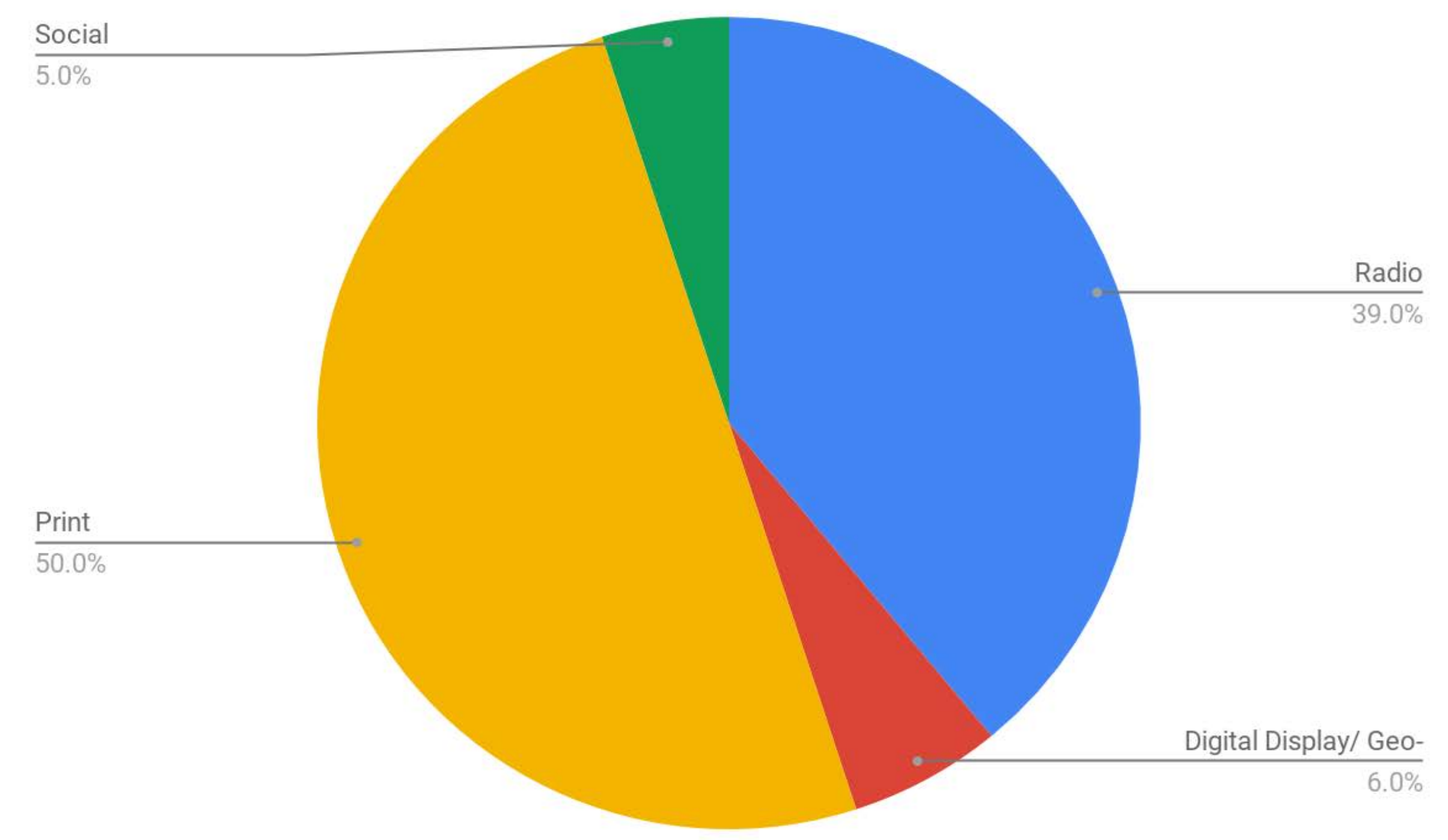
- Utilize opt-in subscriber data list to digital media platforms
- Purchase media most likely to engage undercounted demographics
- Location-based messages and targeting
- Geo-fence around key retailers and locations:
 - Walmart
 - Target
 - Dollar Tree
 - Frys
 - Safeway
 - Hispanic grocery stores

Media Mix



5% Social Media
Facebook, Instagram

50% Print
Navajo Hopi Observer
Navajo Times
Arizona Daily Sun
Williams-Grand Canyon News



39% Radio Terrestrial Radio



6% Digital Display
The Trade Desk



CITY OF FLAGSTAFF CENSUS CAMPAIGN Phase II



Situation Analysis

The Census completion deadline was extended and continued to change due to the COVID-19 public health emergency that resulted in mandates including:

- Social distancing
 - Cancellation of public events
 - Online classes for K-12 and college students
 - Self-quarantine preferences and practices

The campaign extension was a continuation of the current Coconino County census campaign that launched in late February 2020, but had to be paused in April due to COVID-19. To ensure consistent messaging in the Flagstaff DMA from the Coconino, MAG and City of Phoenix census campaigns, the call-to-action was to complete the census at iCount2020.info. The phone number to complete the census was also added where applicable.



Campaign Goals and Objectives

- The census participation campaign continued toward the goal that all people living within Coconino County would be counted in the 2020 Census.
- The campaign continued to feature compelling creative that was inclusive, promoted diversity, and was equally representative and respectful of different historically undercounted populations.
- To continue to make the campaign relevant to the Coconino County population, all print, out-of-home, digital and social media ads featured local residents as talent. The radio spots were voiced by county officials to further promote campaign trust and authentication within the region.
- Changes were made to the campaign creative messaging to focus more on first responders and healthcare as the priority in addition to emphasizing the urgency of completing the census as soon as possible.

Target Audience



- Residents in all communities within Coconino County
- Mobile and transit communities



- Families with children ages 0-5
- Multi-family residences
- Households with little to no English spoken
- Historically undercounted populations

Newspaper Ads - Updated Creative

Message Focus: First Responders, Health Care, Education, and Representation

I COUNT. YOU COUNT. TOGETHER WE CAN SUPPORT A HEALTHY COMMUNITY.

By completing the 2020 Census, you'll help make sure Coconino County's essential services, like healthcare and first responders, are properly funded so we all stay healthy and safe. And as the first-ever online census, you can fill out the form now!

iCount · 2020 iCount2020.info
1-844-330-2020

Shape your future START HERE > United States Census 2020 COCONINO COUNTY ARIZONA

I COUNT. YOU COUNT. TOGETHER WE CAN OPEN DOORS TO BETTER SCHOOLS.

This is a critical year for Coconino County. By completing the 2020 US Census, you'll help make sure our services and infrastructure are properly funded. And as the first-ever online census, it's easier than ever.

The census deadline is September 30 - complete yours today!

iCount · 2020 iCount2020.info
1-844-330-2020

Shape your future START HERE > United States Census 2020 COCONINO COUNTY ARIZONA

I COUNT. YOU COUNT. TOGETHER WE REPRESENT OUR COMMUNITY.

This is a critical year for Coconino County. By completing the 2020 US Census, you'll help make sure our services and infrastructure are properly funded, and we have accurate representation in Congress. And as the first-ever online census, it's easier than ever.

The census deadline is September 30 - complete yours today!

iCount · 2020 iCount2020.info
1-844-330-2020

Shape your future START HERE > United States Census 2020 COCONINO COUNTY ARIZONA



Media Objectives and Strategies

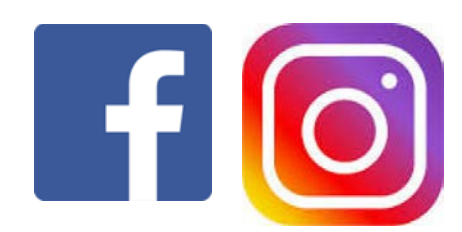
Objectives:

- Continue to provide campaign messaging to people living in the Coconino County area
- Continue to provide effective reach and frequency throughout campaign

Strategies:

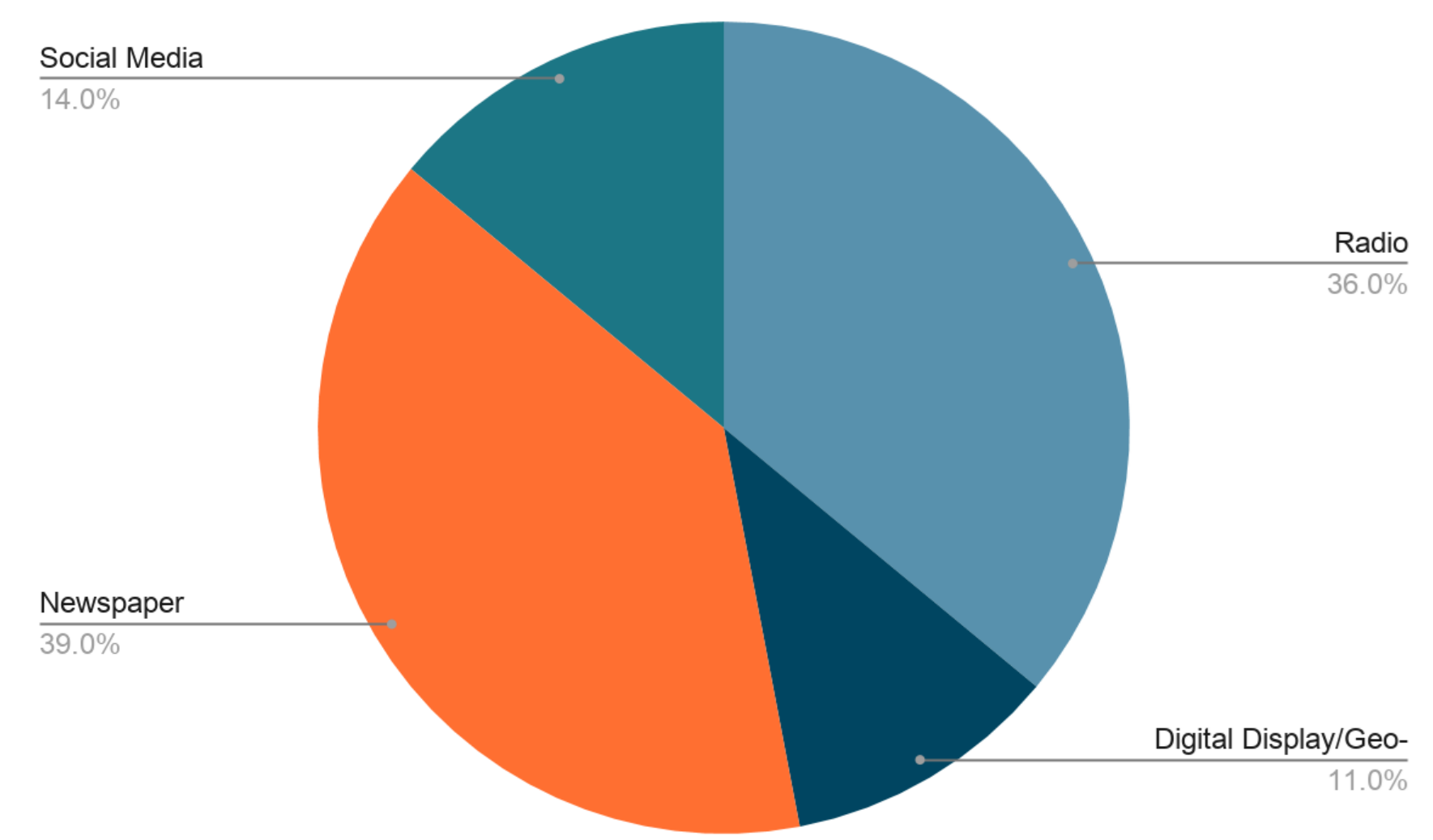
- Continue to utilize opt-in subscriber data list to digital media platforms
- Continue to purchase media most likely to engage undercounted demographics
- Continue with location-based messages and targeting
- Continue to geo-fence around key retailers and locations
 - Walmart
 - Target
 - Dollar Tree
 - Frys
 - Safeway
 - Hispanic grocery stores

Media Mix



14% Social Media
Facebook, Instagram

39% Print
Navajo Hopi Observer
Navajo Times
Arizona Daily Sun
Williams-Grand Canyon News



36% Radio Terrestrial Radio



11% Digital Display
The Trade Desk



Phase I Media Flowchart

United States
Census
2020





RIESTER

BUYING DEMO: ADULTS 18+	Q1 2020												Q2 2020												Impressions	Gross Spend	% of Budget	% of Impression
	EDUCATION						PARTICIPATION																					
	January			February			March			April			May			June												
Property	30	6	13	20	27	3	10	17	24	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15			
Radio - :30s		\$0				\$0					\$3,366				\$2,312						\$0			\$0	270,378	\$5,678	39%	38%
JUAN-FM - Regional Mexican		\$0									\$418				\$302						\$0				34,255	\$719	5%	5%
KAFF-FM - Country		\$0									\$1,092				\$725						\$0				86,522	\$1,817	12%	12%
KKLD-FM - Classic Hits		\$0									\$764				\$560						\$0				63,079	\$1,325	9%	9%
KMGN-FM - Rock		\$0									\$1,092				\$725						\$0				86,522	\$1,817	12%	12%
Digital Display - Static Banners		\$0				\$0					\$564				\$258						\$0			\$0	2,338	\$822	6%	0%
Mobile and Desktop		\$0									\$549				\$249						\$0				79,884	\$799	5%	1%
Adserve		\$0									\$15				\$9						\$0				2,338	\$23	0%	0%
Newspaper, 1/2 page-4C		\$0				\$0					\$6,131				\$1,316						\$0			\$0	354,651	\$7,448	57%	50%
Navajo Hopi Observer		\$0				\$0					\$1,481				\$0						\$0			\$0	70,522	\$1,481	10%	10%
Navajo Times		\$0				\$0					\$1,316				\$1,316						\$0			\$0	125,357	\$2,633	18%	18%
Sedona Red Rock News		\$0				\$0					\$0				\$0						\$0			\$0	0	\$0	0%	0%
Arizona Daily Sun		\$0				\$0					\$1,981				\$0						\$0			\$0	94,346	\$1,981	14%	13%
Lake Powell Chronicle		\$0				\$0					\$0				\$0						\$0			\$0	0	\$0	0%	0%
Williams-Grand Canyon News		\$0				\$0					\$1,353				\$0						\$0			\$0	64,426	\$1,353	9%	9%
Social Media - In-Feed Paid Ads		\$0				\$0					\$467				\$227						\$0			\$0	86,705	\$694	5%	12%
Social Media Facebook/Instagram		\$0				\$0					\$467				\$227						\$0			\$0	86,705	\$694	5%	12%
TOTAL MEDIA		\$0				\$0					\$10,528				\$4,113						\$0			\$0	714,072	\$14,641	100%	100%
Budget																										\$33,000		



Phase II Media Flowchart

		COCOINO COUNTY FLOWCHART JULY-SEPTEMBER 2020																													
		Q3 2020												Q4 2020																	
BUYING DEMO: ADULTS 18+		PARTICIPATION																								Impressions	Gross Spend	% of Budget	% of Impressions		
Property	July	August	September	October	November	December																									
	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21					
Radio - 30s	\$1801				\$5,813					\$3,870				\$0						\$0								546,849	\$11,484	36%	27%
KSZN-LP - Sunnyside Community Radio	\$0				\$377					\$251				\$0						\$0								29,922	\$628	2%	7%
KAFF-FM - Country	\$390				\$1170					\$780				\$0						\$0								11,414	\$2,340	7%	6%
KTNN-AM Navajo Nation	\$638				\$1915					\$1276				\$0						\$0								182,347	\$3,829	12%	9%
KKLD-FM - Classic Hits	\$357				\$1104					\$730				\$0						\$0								104,324	\$2,191	7%	5%
KMGN-FM - Rock	\$416				\$1248					\$832				\$0						\$0								118,842	\$2,496	8%	6%
Digital Display - Static Banners	\$278				\$926					\$2,261				\$0						\$10								347,435	\$3,474	16%	17%
Geo-fencing mobile and desktop	\$162				\$487					\$1,900										\$0								274,959	\$2,750	9%	14%
AmigosNAZ.com - Display and eNewsletter	\$111				\$222					\$333										\$0								66,600	\$666	2%	3%
Advertise	\$4				\$17					\$28										\$10								5,876	\$59	0%	0%
Newspaper, 1/2 page-4C	\$1,316				\$4,812					\$6,028				\$0						\$0								583,633	\$12,256	39%	29%
Navajo Hopi Observer	\$0				\$1,478					\$1,478				\$0						\$0								140,731	\$2,955	9%	7%
Navajo Times	\$1,316				\$0					\$1,316				\$0						\$0								125,357	\$2,633	8%	6%
Arizona Daily Sun	\$0				\$1,981					\$1,981				\$0						\$0								188,693	\$3,963	13%	9%
Williams-Grand Canyon News	\$0				\$1,353					\$1,353				\$0						\$0								128,851	\$2,706	9%	6%
Social Media - In-Feed Paid Ads	\$50				\$171					\$370				\$0						\$0								541,366	\$4,331	14%	27%
Social Media Facebook/Instagram	\$50				\$171					\$370				\$0						\$0								541,366	\$4,331	14%	27%
TOTAL MEDIA	\$3,444				\$12,722					\$15,369				\$0						\$10								2,019,284	\$31,545	100%	100%
Budget																															\$33,400



Phase I: 2/27/20 - 4/14/20 Paid Media Results & Insights

Facebook/Instagram Paid Social - performed above the industry average of .08% in late February -March. In April, all media was paused due to COVID-19. April media reflected an average performance during this time period.

Flight Date	Reach	Impressions	Spend	Frequency	Link Clicks	CTR
March 4th-31st	37,008	214,978	\$466.68	5.81	271	0.13%
April 4th-14th	30,688	118353	\$226.96	3.86	109	0.09%

Trade Desk - Display

Flight Date	Impressions	Clicks	CTR	Spend
Feb 27th-29th	3,877	11	0.28%	\$17.17
March 1st-31st	148,781	169	0.11%	\$532.29
April 4th-14th	85,355	64	0.07%	\$249.38

Average CTR across all industries for a display campaign is .08%
 Average CTR for Facebook ads across all industries is .90%



Campaign Summary: 7/20/20 - 9/30/20 Results & Insights

Facebook/Instagram Paid Social - performed at a .11% above the industry average of .08% in July-September

Flight Date	Reach	Impressions	Spend	Frequency	Link Clicks	CTR
7/20-9/30	238,606	693,869	\$4,331	7.94	1,627	0.11%

Trade Desk - Display

Flight Date	Impressions	Clicks	CTR	Spend
7/20-930	488,048	495	0.10%	\$3,197

Average CTR across all industries for a display campaign is .08%
 Average CTR for Facebook ads across all industries is .90%



Coconino County Campaign Media Summary

Total	Gross Dollars	Estimated Impressions
Radio	\$17,162	817,227
Digital Display	\$4,297	349,773
Newspaper	\$19,704	938,284
Social Media	\$5,025	628,071
<u>Total</u>	<u>\$46,187</u>	<u>2,733,356</u>

MAG/COP Campaign Media Performance Summary

	MAG Impressions	COP Impressions	Total Impressions
Digital	48,537,862	8,704,083	57,241,945
TV/Radio	73,899,000	5,827,225	79,726,225
Print	1,923,478	21,346	1,944,824
OOH*	11,992,492	12,311,333	17,947,804
*MAG had 5 outdoor boards in the City of Phoenix that equated to 5,636,471 impressions			

Census 2020 Final Response Rates

2020 Self-Response Rates

National 67%

Arizona 64.1%

Maricopa Region 68.3%

The City of Phoenix 66.2%

Coconino County 51.0%

City of Flagstaff 62.9%

Final Combined Response

Arizona 99.9%