WE DROVE THE HIGHEST CENSUS SELF-RESPONSE RATE OF ALL MAJOR US CITIES BEATING OUT PROJECTIONS

The US Census used OOH and our mobile network in their New York media mix to spread awareness about the 2020 Census. The campaign had a renewed focus on reaching historically undercounted communities across the 5 boroughs to complete the 2020 Census.

STRATEGY & TACTICS

— **Strategically Placed:** Bus Kings and Mobile enabled the Census to reach New Yorkers at home and on the go.

— **Creative Excellence:** Ads were created in language to reach all audiences especially the undercounted with the message that the Census is important, for everyone, easy to complete, and safe.

— **Targeting:** The Census utilized multiple targeting strategies across the 5 boroughs of New York City including: Proximity Targeting, Video Targeting, Dynamic Language Targeting (15 languages total), Desktop and Tablet Targeting, Retargeting, Congressional Districts Targeting. In fact, 41% of the creatives served were in languages other than English.

United States® Census Bureau

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.

SOURCE: NYC CENSUS 2020

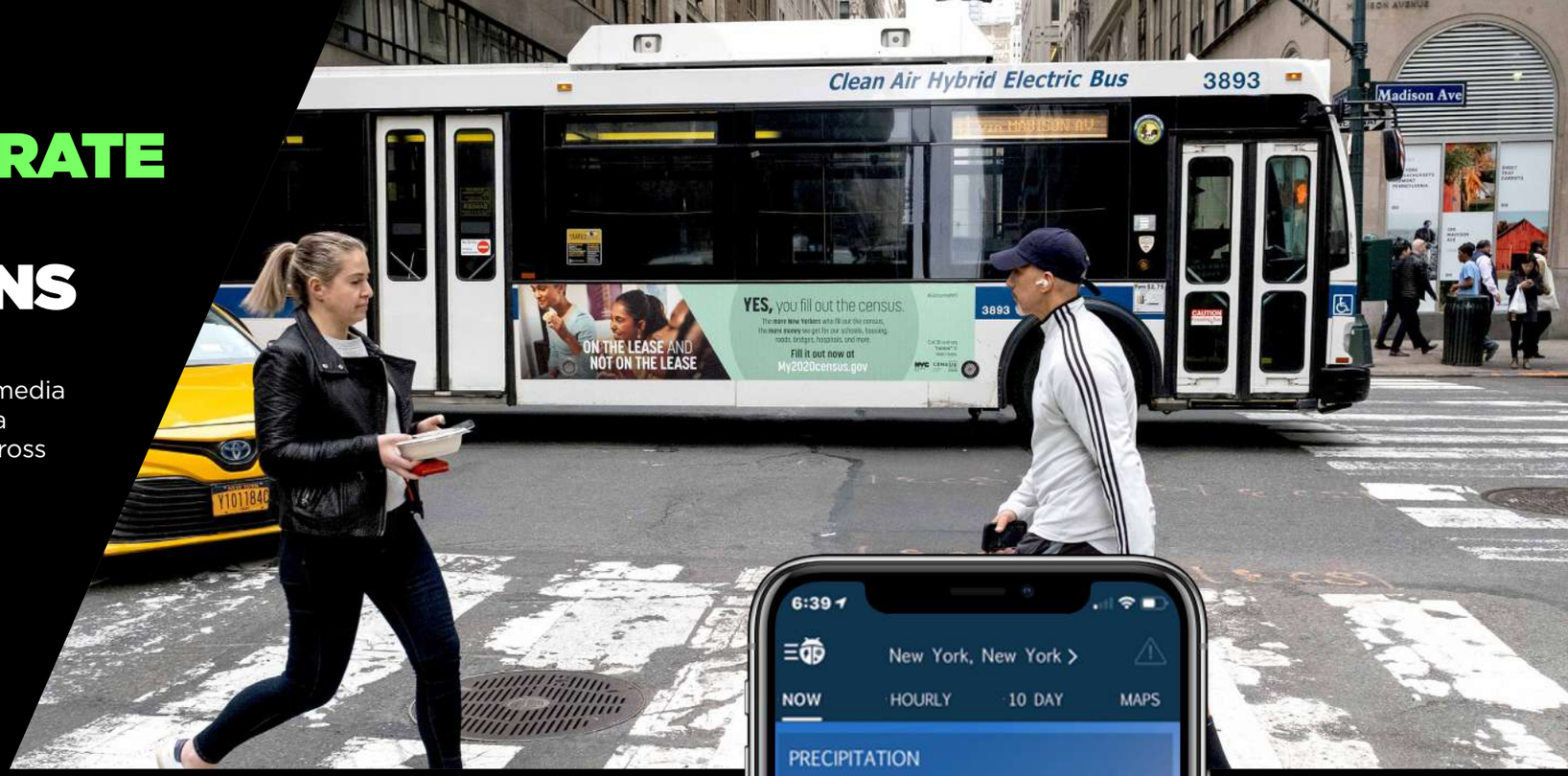
RESULTS

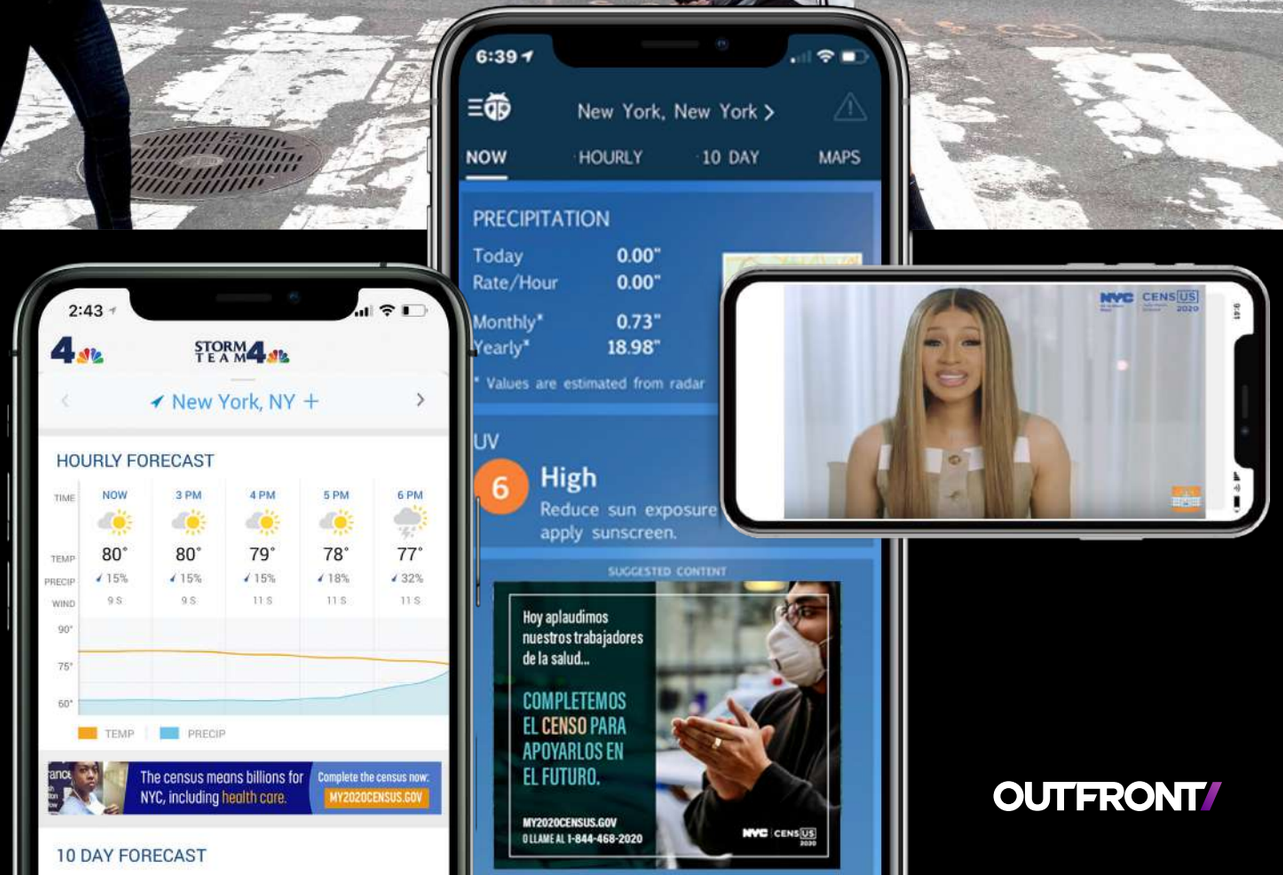
53%
LIFT IN OVERALL CTR

567%
LIFT IN VIDEO CTR

490,476
CLICKS

107,658,326
IMPRESSIONS





OUTFRONT