

# Branding the American Community Survey: Communicating the Importance to the American Public

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*Research • Guiding Decisions • Driving Results*

PREPARED FOR

Workshop on Respondent Burden  
in the American Community Survey



United States™  
**Census**  
Bureau

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# Why are we talking about “branding” the ACS?



If our goal is to “communicate the importance of the ACS to the American public,” **branding the ACS can help**

While traditionally associated with the commercial world, tenets of branding are used by:



Individuals




Political candidates  
and parties



Non-profits




Causes



*“Simply put, a brand is a **promise**.  
By identifying and authenticating a  
product or service it delivers a pledge  
of satisfaction and quality.”*

- Walter Landor



*“A brand is a collection of  
**perceptions** in the mind  
of the consumer.”*

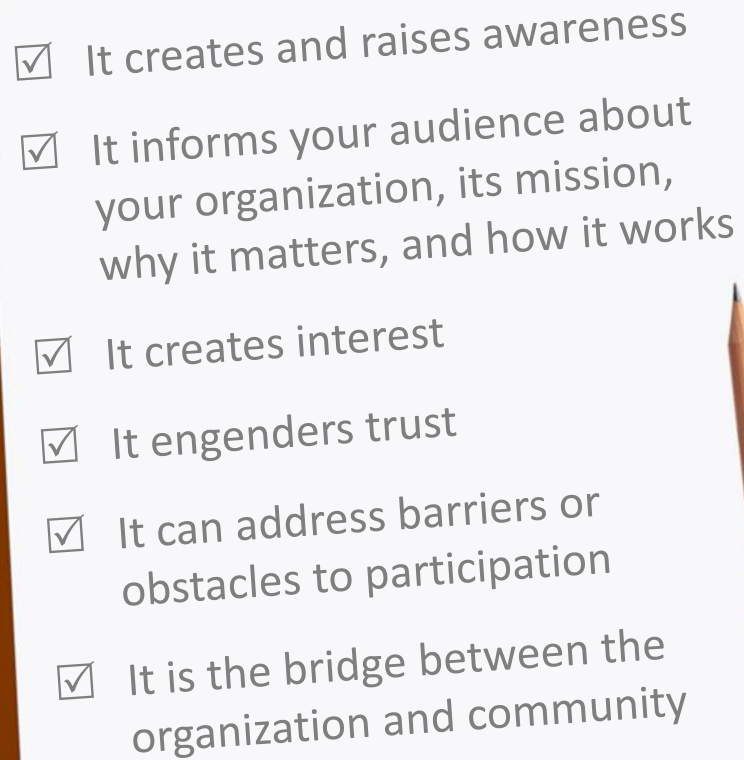
- Paul Feldwick



# Why are we talking about “branding” the ACS?

## Why?

When done right, a branded effort can have a **much greater impact** than a non-branded one

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- A graphic of a brown clipboard with a silver clip at the top. A white sheet of paper is attached, featuring a checklist with six items, each preceded by a checkmark in a box. A wooden pencil is positioned vertically to the right of the paper.
- ✓ It creates and raises awareness
  - ✓ It informs your audience about your organization, its mission, why it matters, and how it works
  - ✓ It creates interest
  - ✓ It engenders trust
  - ✓ It can address barriers or obstacles to participation
  - ✓ It is the bridge between the organization and community



## Articulate the positioning

- *What's the benefit?*
- *What do you stand for? What's your USP?*
- *Why people should care?*
- *How does this help them?*

“Today doesn’t come down to what you sell or what you do. It’s about who you are and what you stand for. People don’t come to work every day for just a paycheck, and customers aren’t indiscriminate shoppers anymore. They both want **purpose**, they want to believe, and they want to feel like they’re part of something larger than themselves.”

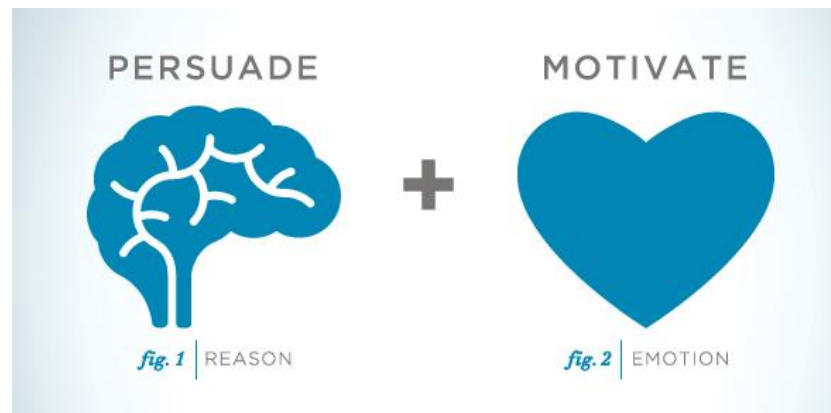
*- David Galullo, CEO, Rapt Studio, in Forbes (December 2, 2013)*

# Building blocks of the most effective brands



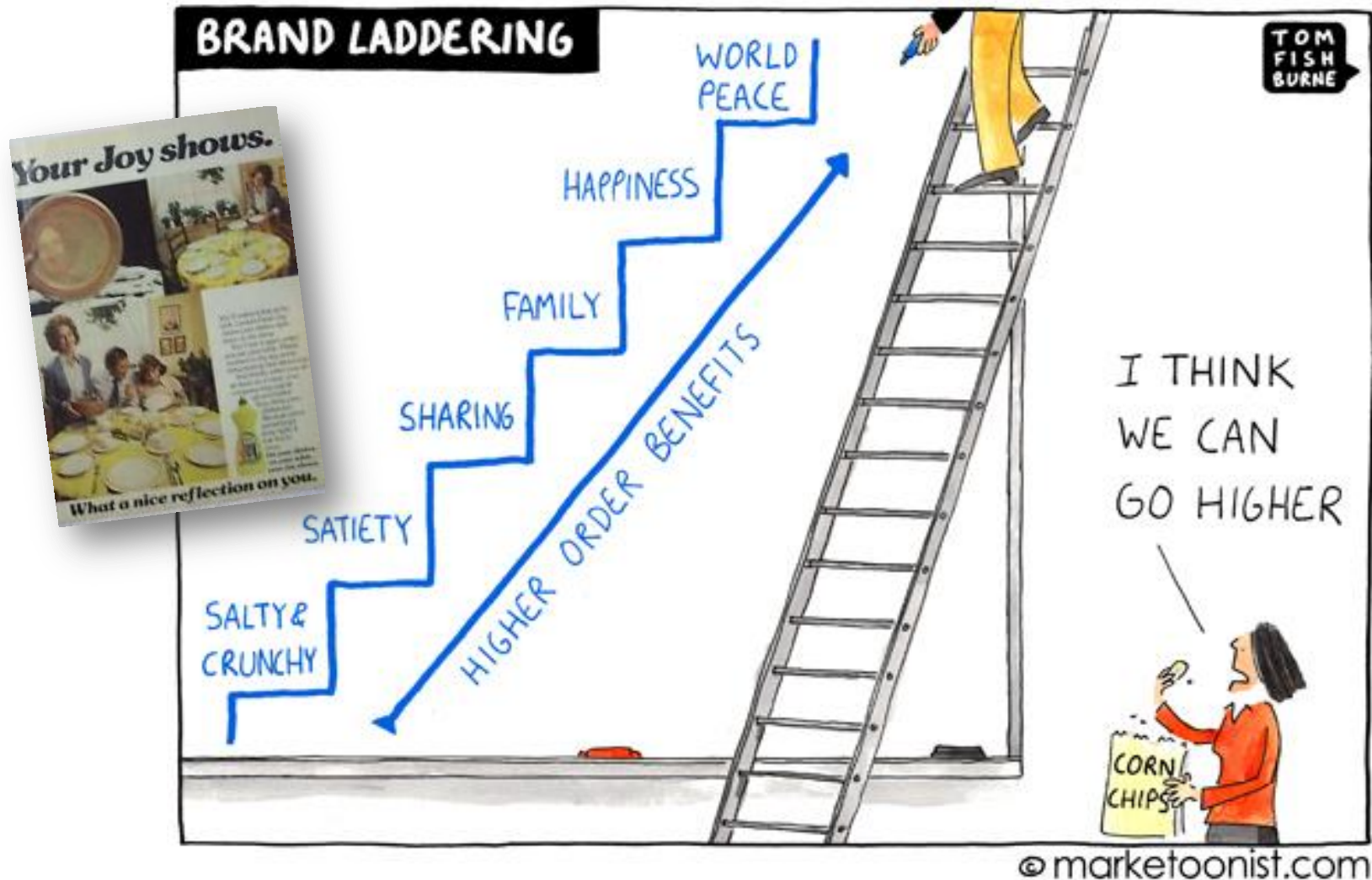
## Tell your story & bring it to life

- *What are you promising?*
- *Communicate persuasively, emotionally*
- *Link to personal value*





# Elevate benefits from functional to emotional







## Deliver on promise with every experience

- *Authenticity and transparency help build trust*

# Building blocks of the most effective brands



**Every touchpoint needs to be consistent in tone, language, look and feel**



# Where to start?

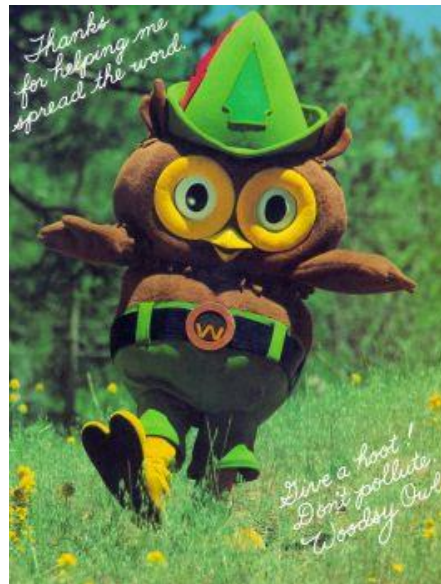
- What has worked for others? Look for what's worked for others and borrow.
  - What's similar to ACS? Mandatory, Intrusive, Sensitive
  - *Jury duty, drivers' licenses, taxes, Census*
- What are the trends in play/context that can influence/interfere?
  - Government distrust
  - Privacy concerns
  - Perceived lack of data security
  - Lack of awareness, understanding of benefits/uses
- How can ACS participation be reframed to overcome obstacles?
  - Exclusivity
  - Privilege
  - Affinity
  - ???
- How can ACS build off the branding of the Census?

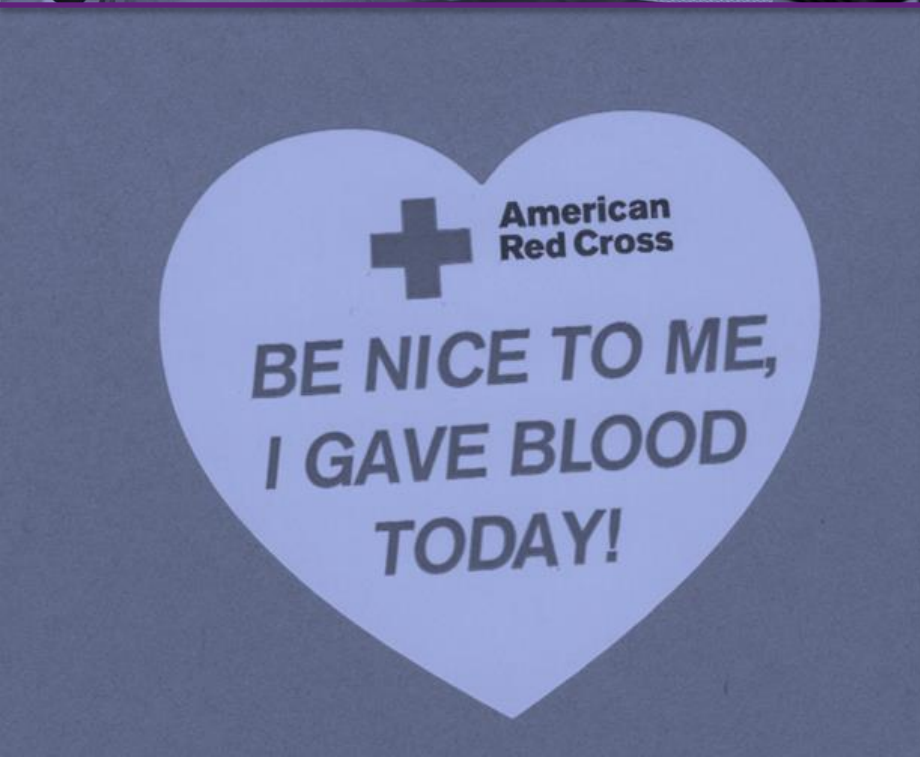
How do you bring a brand to life?





# Campaigns







THANK YOU!

