



*Learfield* **IMG**

# Missouri 2020 Census Creative Preview



# PROPOSED TACTICS

BILLBOARDS



DIGITAL  
MARKETING



PRINT



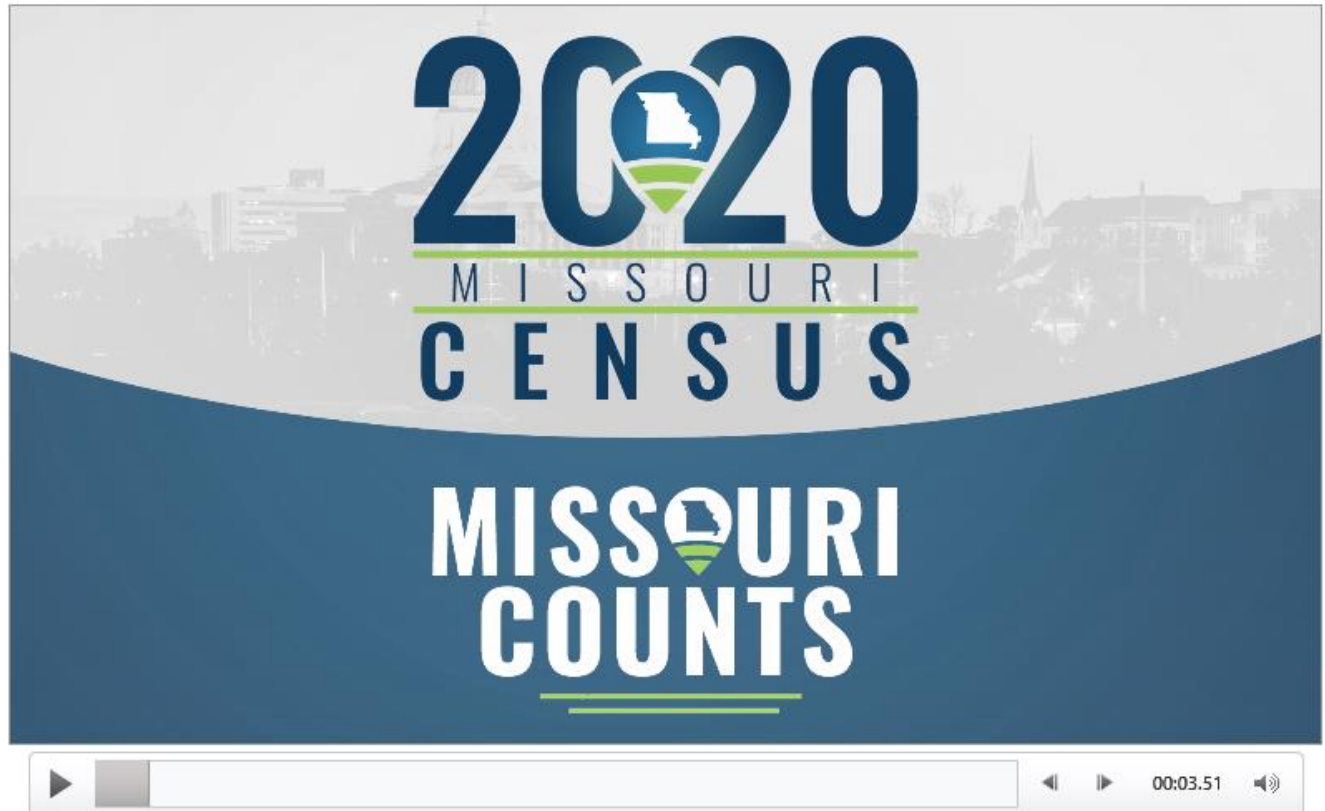
RADIO



STREAMING  
MUSIC



## INFLUENCER PROMO



2020  
MISSOURI  
CENSUS

## Governor Parson Video



2020  
MISSOURI  
CENSUS

## Maya Moore Video



2020  
MISSOURI  
CENSUS



## Ozzie Smith Video



2020  
MISSOURI  
CENSUS

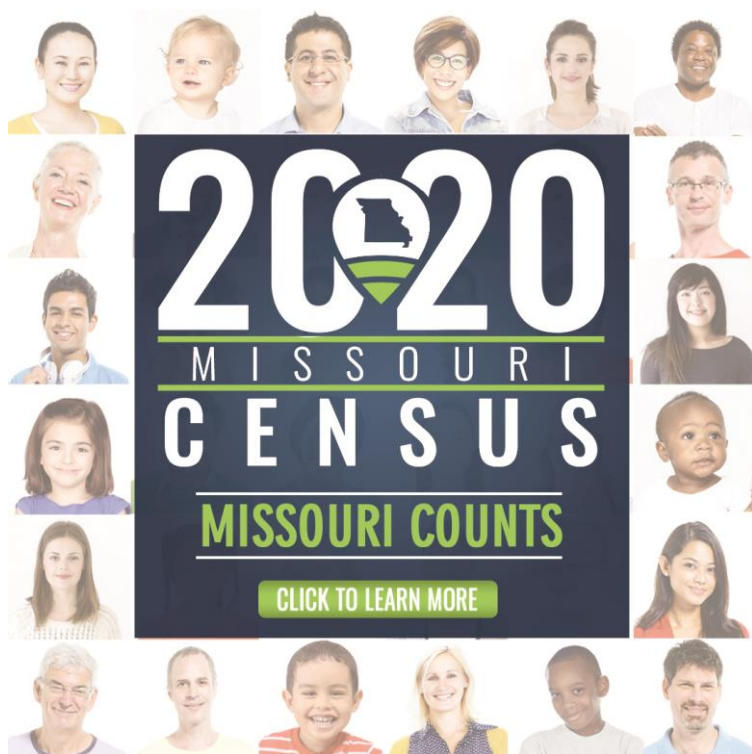
## Benji Molina Video



2020  
MISSOURI  
CENSUS

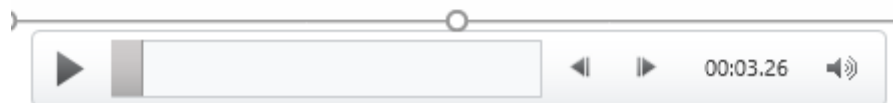


## DIGITAL MARKETING- ALL MISSOURIANS



3/11 UPDATE: CLICK TO RESPOND

We have so much to **gain** by **responding** to the 2020 census.

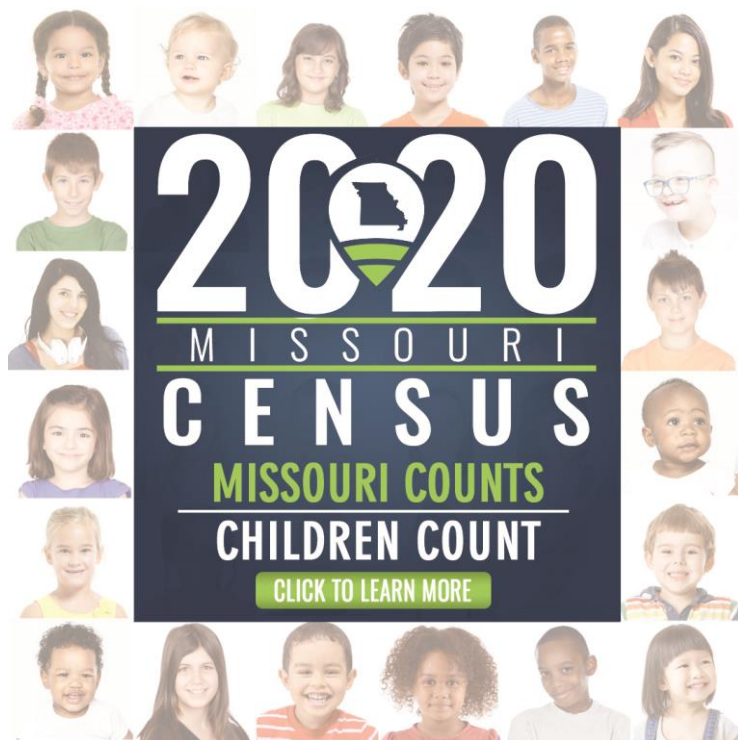


Post Text: For every adult and every child that's not counted in the census, Missouri will lose \$1,300 in federal dollars each year. Make sure our communities get the money they need to improve roads, schools, hospitals, and more. #MissouriCounts

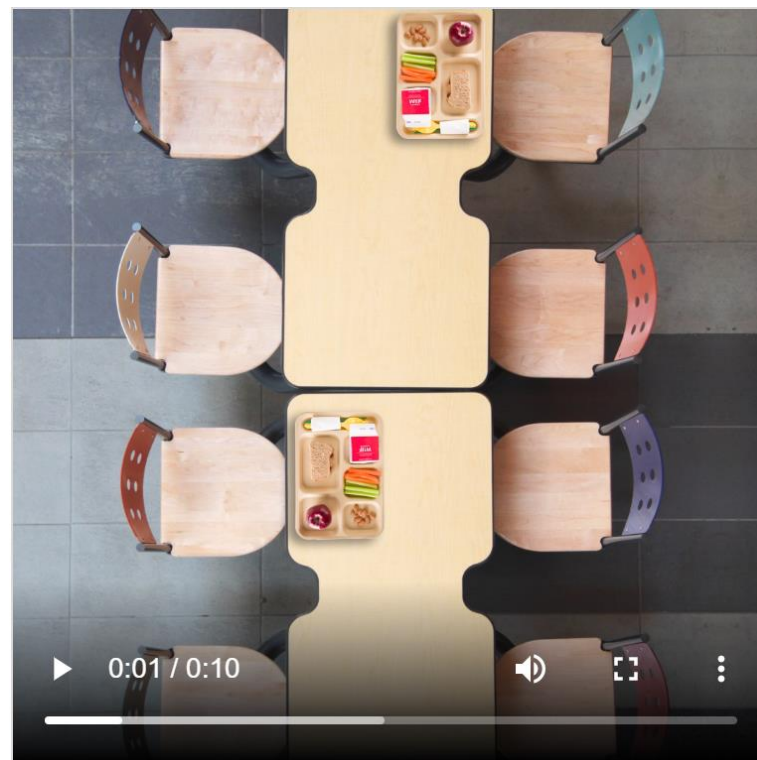




## DIGITAL MARKETING- PARENTS & CAREGIVERS



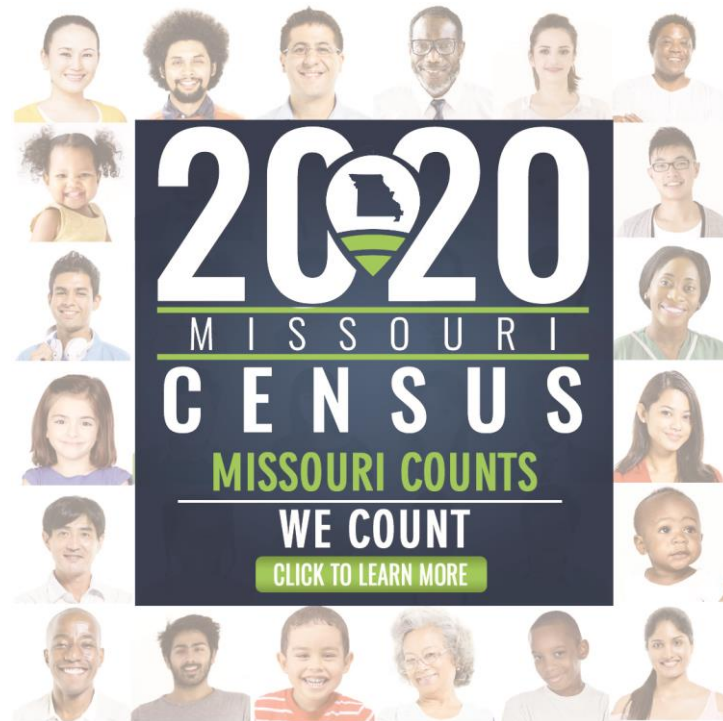
3/11 UPDATE: [CLICK TO RESPOND](#)



Don't forget to count your little ones on the 2020 Census. When we all respond, our schools and child care centers get the money they need for lunch programs and more. #MissouriCounts



## DIGITAL MARKETING- MINORITY COMMUNITIES

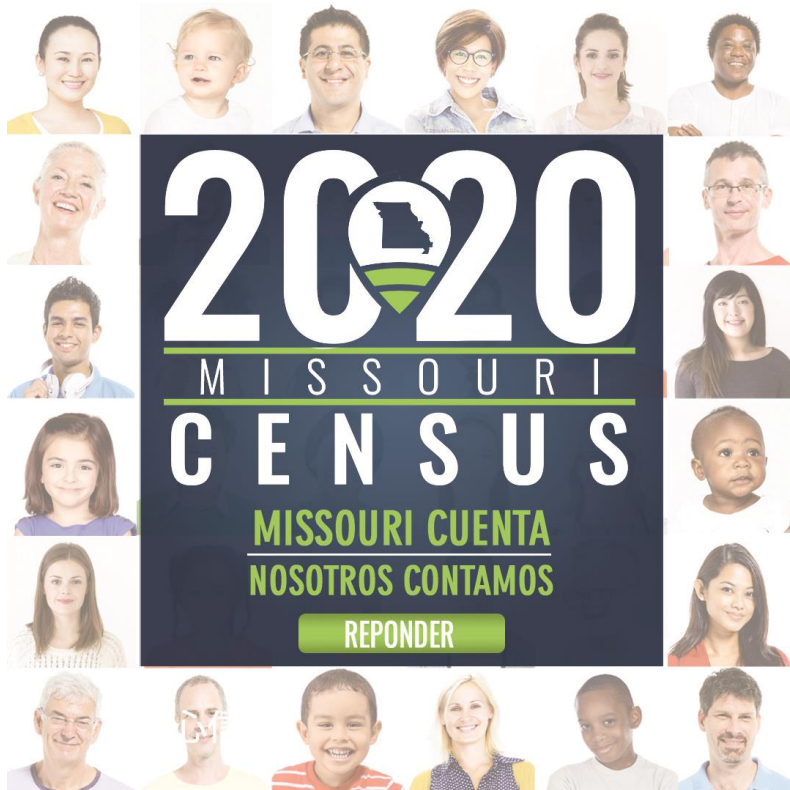


3/11 UPDATE: [CLICK TO RESPOND](#)

Post text: Respond to the 2020 Census. More people counted means more money and representation for our communities. #MissouriCounts



## DIGITAL MARKETING- SPANISH LANGUAGE



3/11 UPDATE: CLICK TO RESPOND



[Link to Federal Census Video](#)

Post text: El censo es mucho más que solo un conteo, es la oportunidad para que todos tengamos un mejor futuro #MissouriCounts



## DIGITAL MARKETING- RURAL RESIDENTS

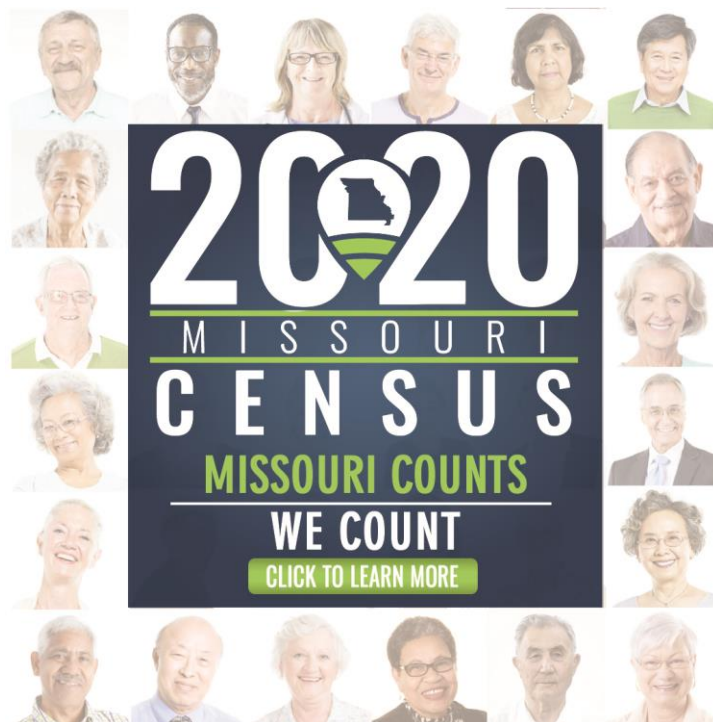
The graphic features a central dark blue rectangle with the text "2020" in large white font, where the zero is replaced by a white outline of Missouri with a green Wi-Fi symbol inside. Below this, "MISSOURI" is written in white, "CENSUS" in large white letters, "MISSOURI COUNTS" in green, and "RURAL COMMUNITIES COUNT" in white. A green button at the bottom of the rectangle says "CLICK TO LEARN MORE". The central graphic is surrounded by a grid of 24 small portrait photos of diverse rural residents, including men, women, and children of various ages and ethnicities.

3/11 UPDATE: [CLICK TO RESPOND](#)

Post text: Respond to the 2020 Census and make sure the hard-earned tax dollars we send to Washington, DC make their way back to Missouri. #MissouriCounts



## DIGITAL MARKETING- SENIORS



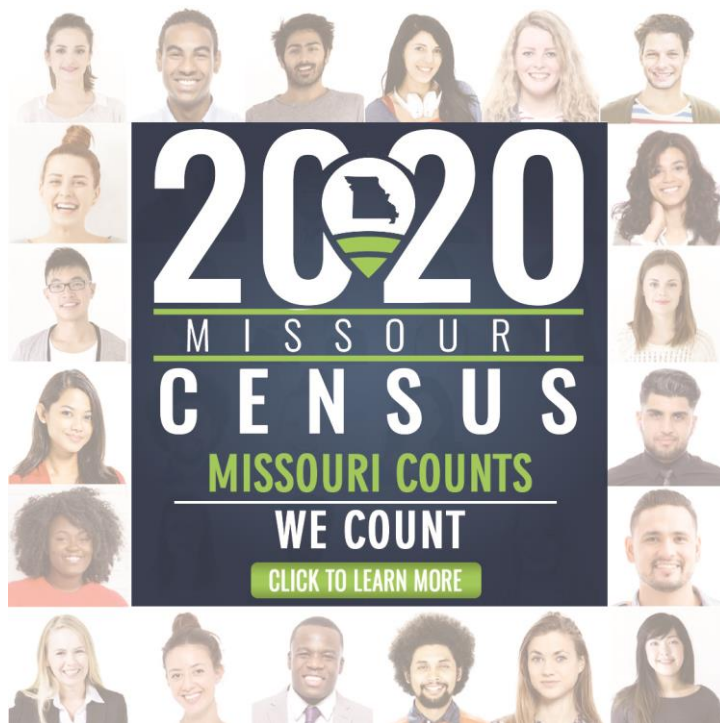
3/11 UPDATE: [CLICK TO RESPOND](#)

Post Text: When we all respond to the census, we get the funding we need for our roads, hospitals, schools, and more. #MissouriCounts





## DIGITAL MARKETING- YOUNG ADULTS

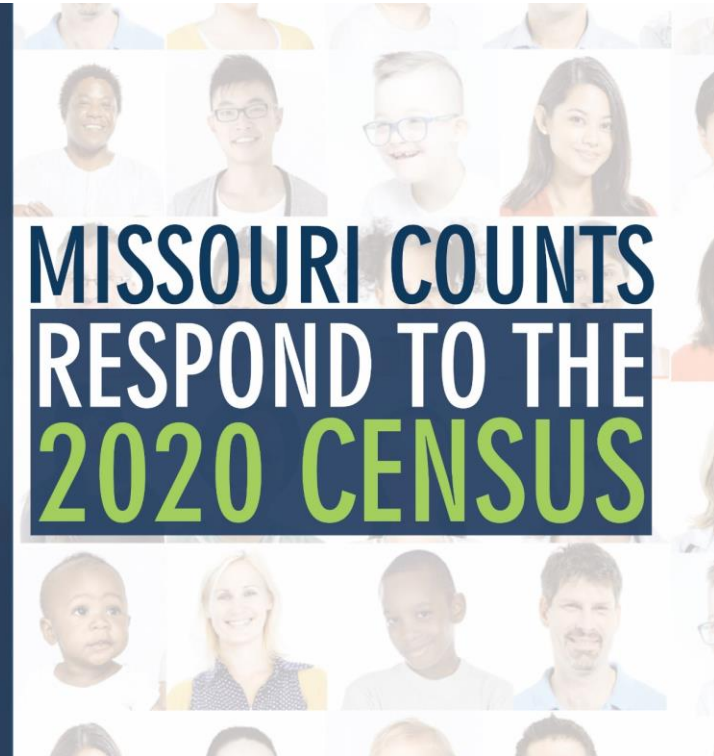


3/11 UPDATE: [CLICK TO RESPOND](#)

Post text: It's young adults first chance to respond to the Census and make a difference for Missouri over the next decade! #MissouriCounts



Rural Billboard





Rural Billboard

# MISSOURI COUNTS

CENSUS.MO.GOV



2020  
MISSOURI  
CENSUS



Print

**2020**  
MISSOURI  
**CENSUS**  
MISSOURI COUNTS  
WE COUNT

**RESPOND TO THE 2020 CENSUS!**  
Make your voice heard. If you don't respond,  
you risk losing representation in Congress.

For more information, visit  
**CENSUS.MO.GOV**





Print

# 2020 MISSOURI CENSUS

我们像您保护孩子一样  
保护您的数据。安全而  
可靠。

2020年人口普查的所有回答均享有隐私保密。这是法律。  
您的回答不会以任何形式与任何政府机构或法院分享或使用。

想了解更多信息，请访问：  
[2020CENSUS.GOV/zh-hans](https://2020CENSUS.GOV/zh-hans)



# 2020 MISSOURI CENSUS

塑造下一代。  
算上他们。

答复2020年人口普查，为那些使我们的孩子受益的教育计划  
提供资金分配指向，例如课外活动、学校进餐计划和Head Start  
项目。这不只是一个数目，它是塑造下一代的机会。

想了解更多信息，请访问：  
[2020CENSUS.GOV/zh-hans](https://2020CENSUS.GOV/zh-hans)



堪城新聞

Kansas City Chinese Journal

聖路易新聞

St. Louis Chinese Journal





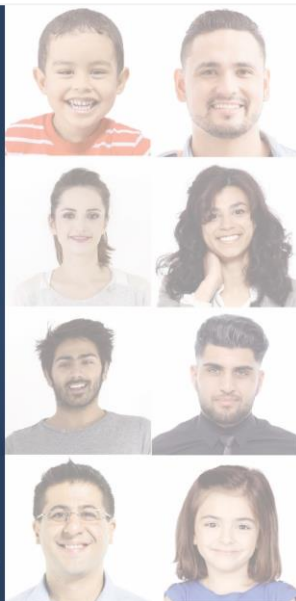
Print

**2020**  
MISSOURI  
**CENSUS**

**MANTENEMOS TUS DATOS DE LA MISMA FORMA QUE TÚ MANTIENES A TUS HIJOS. SEGUROS Y A SALVO.**

Todas las respuestas del Censo 2020 se mantienen confidenciales y privadas. Es la ley. Tus respuestas no pueden compartirse ni usarse en tu contra de forma alguna por ninguna agencia gubernamental o tribunal.

Para obtener más información, visite  
**2020CENSUS.GOV/es**

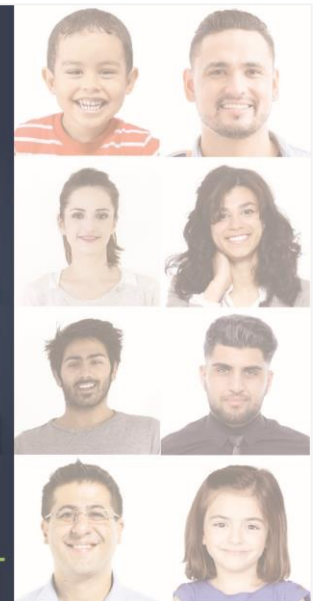


**2020**  
MISSOURI  
**CENSUS**

**SI TODOS CONTAMOS, TODOS GANAMOS.**

No hay nada más importante que el bienestar de nuestros niños. Contarlos en el Censo del 2020 es la clave para que fondos federales puedan ser destinados a nuestras comunidades para que haya mejores escuelas, programas educativos y de almuerzos escolares, programas de desarrollo como Head Start y actividades después de clases. El censo es mucho más que solo un conteo, es la oportunidad para que todos tengamos un mejor futuro.

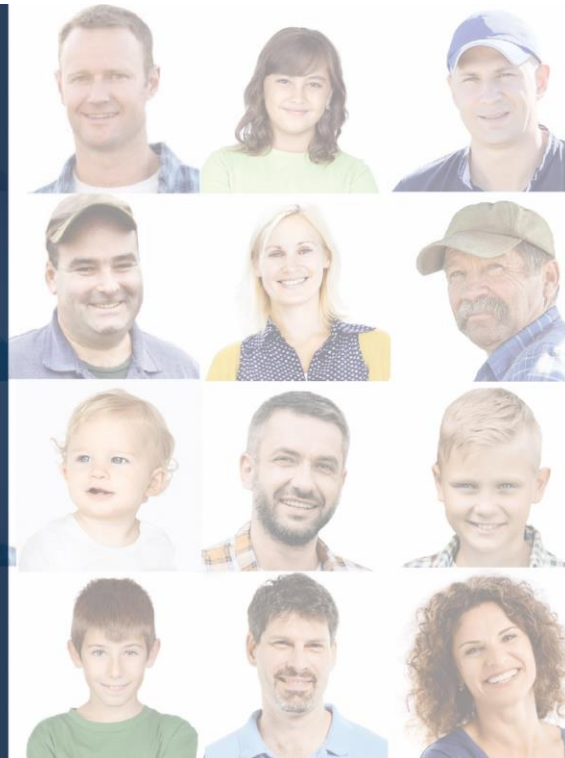
Para obtener más información, visite  
**2020CENSUS.GOV/es**





Print

**2020**  
MISSOURI  
**CENSUS**  
MISSOURI COUNTS  
**RURAL COMMUNITIES COUNT**  
WHEN WE ALL RESPOND TO THE CENSUS IT HELPS  
OUR FAMILIES, FRIENDS, AND NEIGHBORS!  
Bring our hard-earned tax dollars back to Missouri to  
improve our roads and bridges, healthcare centers,  
rural businesses and more.  
For more information, visit  
**CENSUS.MO.GOV**



**RURAL**  
—Missouri—



Print

# 2020

MISSOURI  
CENSUS

## MISSOURI COUNTS

### RESPOND TO THE 2020 CENSUS!

When every Missourian is counted, we  
get more money for roads and bridges,  
hospitals, and schools.

For more information, visit  
[CENSUS.MO.GOV](https://census.mo.gov)





## RADIO SCRIPT: PARENTS & CAREGIVERS

**:15 “Parents & Caregivers”**

*(40-something FEMALE)*

THE 2020 CENSUS IS YOUR CHANCE FOR YOU AND YOUR KIDS TO BE COUNTED. WHEN WE’RE ALL COUNTED, MISSOURI GETS MORE FUNDING FOR SCHOOL LUNCH PROGRAMS, LOCAL SCHOOLS, HEAD START, AND A WHOLE LOT MORE. DON’T FORGET TO COUNT YOUR LITTLE ONES IN THE 2020 CENSUS BECAUSE WHEN MISSOURI COUNTS WE COUNT. LEARN MORE AT CENSUS DOT MO DOT GOV

UPDATE MARCH 11 (RESPOND TODAY AT [MY2020CENSUS.GOV](https://my2020census.gov))

**:30 “Parents & Caregivers”**

*(40-something FEMALE)*

THE 2020 CENSUS IS YOUR CHANCE FOR YOU AND YOUR KIDS TO BE REPRESENTED. EVERYONE LIVING IN YOUR HOME NEEDS TO BE COUNTED. NEPHEWS, NEICES, GRANDCHILDREN, NEWBORN BABIES, THEY ALL MATTER. WHEN WE’RE ALL COUNTED, MISSOURI GETS MORE FUNDING FOR SCHOOL LUNCH PROGRAMS, LOCAL SCHOOLS, HEAD START, AND A WHOLE LOT MORE. FOR EVERY PERSON WHO ISN’T COUNTED, MISSOURI LOSES THIRTEEN HUNDRED DOLLARS A YEAR FOR THE NEXT DECADE! DON’T FORGET TO COUNT YOUR LITTLE ONES IN THE 2020 CENSUS BECAUSE WHEN MISSOURI COUNTS WE COUNT. LEARN MORE AT CENSUS DOT MO DOT GOV

UPDATE MARCH 11 (RESPOND TODAY AT [MY2020CENSUS.GOV](https://my2020census.gov))



# RADIO SCRIPT: OLDER ADULTS

## :15 “OLDER ADULTS”

*(OLDER FEMALE)*

THE 2020 CENSUS IS YOUR CHANCE TO BE COUNTED. WHEN WE ALL RESPOND, CENSUS FUNDING HELPS SENIORS GET THE CARE WE NEED AND A WHOLE LOT MORE. RESPOND TO THE 2020 CENSUS BECAUSE WHEN MISSOURI COUNTS WE COUNT. LEARN MORE AT CENSUS DOT MO DOT GOV

UPDATE MARCH 11 (RESPOND TODAY AT [MY2020CENSUS.GOV](https://my2020census.gov))

## :30 “OLDER ADULTS”

*(OLDER FEMALE)*

THE 2020 CENSUS IS YOUR CHANCE TO BE COUNTED. WHEN WE ALL RESPOND, CENSUS FUNDING HELPS SENIORS GET THE CARE WE NEED AND A WHOLE LOT MORE. FUNDING GOES TO ROADS, SCHOOLS, HOSPITALS AND COMMUNITIES ALL OVER THE STATE. FOR EVERY PERSON NOT COUNTED IN THE CENSUS, MISSOURI LOSES THIRTEEN HUNDERED DOLLARS A YEAR FOR THE NEXT DECADE. LET’S MAKE SURE THE TAX DOLLARS WE SEND TO D.C., COME BACK TO MISSOURI. RESPOND TO THE 2020 CENSUS BECAUSE WHEN MISSOURI COUNTS WE COUNT. LEARN MORE AT CENSUS DOT MO DOT GOV

UPDATE MARCH 11 (RESPOND TODAY AT [MY2020CENSUS.GOV](https://my2020census.gov))







## RADIO SCRIPT: RURAL COMMUNITIES

**:30 “Rural Communities”**

THE CENSUS ONLY HAPPENS ONCE EVERY TEN YEARS AND FOR SMALL TOWNS IN MISSOURI, IT MATTERS! WHEN WE ALL RESPOND TO THE 2020 CENSUS. OUR COMMUNITIES GET MORE MONEY FOR PAVING ROADS, REBUILDING BRIDGES, AND FOR LOCAL BUSINESS. THE CENSUS HELPS OUR FAMILIES, FRIENDS AND NEIGHBORS. LET’S MAKE SURE OUR HARD-EARNED TAX DOLLARS COMES BACK TO MISSOURI. RESPOND TO THE 2020 CENSUS BECAUSE WHEN MISSOURI COUNTS RURAL COMMUNITIES COUNT. LEARN MORE AT CENSUS DOT MO DOT GOV

UPDATE MARCH 11 (RESPOND TODAY AT [MY2020CENSUS.GOV](https://my2020census.gov))





## RADIO SCRIPT: RURAL COMMUNITIES

*SCRIPT IN PRODUCTION*

**:30 “Rural Security & Confidentiality”**

THE CENSUS ONLY HAPPENS ONCE EVERY TEN YEARS AND FOR SMALL TOWNS IN MISSOURI, IT MATTERS! OUR RESPONSES TO THE 2020 CENSUS ARE SAFE, SECURE, AND PROTECTED. WHEN WE ALL RESPOND COMMUNITIES LIKE OURS GET MORE MONEY FOR PAVING ROADS, REBUILDING BRIDGES, AND FOR LOCAL BUSINESS. RESPOND TO THE 2020 CENSUS BECAUSE WHEN MISSOURI COUNTS RURAL COMMUNITIES COUNT. LEARN MORE AT CENSUS DOT MO DOT GOV

UPDATE MARCH 11 (RESPOND TODAY AT [MY2020CENSUS.GOV](https://my2020census.gov))



# YOUNG ADULTS

## **:15 “Young Adults”**

*(20-SOMETHING FEMALE)*

IT’S AN EVENT THAT HAPPENS ONLY ONCE EVERY TEN YEARS. AND FOR SOME OF US, THIS IS THE FIRST TIME WE GET TO MAKE A DIFFERENCE FOR MISSOURI! THE 2020 CENSUS IS SUPER EASY. RESPOND ONLINE OR FROM YOUR PHONE. BECAUSE WHEN MISSOURI COUNTS WE COUNT. LEARN MORE AT CENSUS DOT MO DOT GOV

UPDATE MARCH 11 (RESPOND TODAY AT [MY2020CENSUS.GOV](https://my2020census.gov))

## **:30 “Young Adults”**

*(20-SOMETHING FEMALE)*

IT’S AN EVENT THAT HAPPENS ONLY ONCE EVERY TEN YEARS. FOR SOME OF US, THIS IS THE FIRST TIME WE GET TO PARTICIPATE! IT’S YOUR TURN TO FILL IT OUT! THE CENSUS MAKES A DIFFERENCE FOR MISSOURI SCHOOLS, HOSPITALS AND COMMUNITIES FOR THE NEXT DECADE! IT’S SUPER EASY TO RESPOND... ONLINE OR FROM YOUR PHONE. BE COUNTED WHERE YOU LIVE... AWAY AT SCHOOL, FROM YOUR APARTMENT OR HOME. JUST RESPOND...BECAUSE WHEN MISSOURI COUNTS WE COUNT. LEARN MORE AT CENSUS DOT MO DOT GOV

UPDATE MARCH 11 (RESPOND TODAY AT [MY2020CENSUS.GOV](https://my2020census.gov))



# HISPANIC RADIO SCRIPT: EDUCATION

**:15 “EDUCATION”**

*(HISPANIC FEMALE)*

NO HAY NADA MÁS IMPORTANTE QUE EL BIENESTAR DE NUESTROS NIÑOS. CONTARLOS EN EL CENSO DEL 2020 ES LA CLAVE PARA QUE FONDOS FEDERALES PUEDAN SER DESTINADOS A NUESTRAS COMUNIDADES. RESPONDE HOY, VISITE: [2020CENSUS.GOV/ES](https://2020CENSUS.GOV/ES)

**:30 “EDUCATION”**

*(40-SOMETHING FEMALE)*

SI TODOS CONTAMOS, TODOS GANAMOS.

NO HAY NADA MÁS IMPORTANTE QUE EL BIENESTAR DE NUESTROS NIÑOS. CONTARLOS EN EL CENSO DEL 2020 ES LA CLAVE PARA QUE FONDOS FEDERALES PUEDAN SER DESTINADOS A NUESTRAS COMUNIDADES PARA QUE HAYA MEJORES ESCUELAS, PROGRAMAS EDUCATIVOS Y DE ALMUERZOS ESCOLARES, PROGRAMAS DE DESARROLLO COMO HEAD START Y ACTIVIDADES DESPUÉS DE CLASES. EL CENSO ES MUCHO MÁS QUE SOLO UN CONTEO, ES LA OPORTUNIDAD PARA QUE TODOS TENGAMOS UN MEJOR FUTURO. RESPONDE HOY, VISITE: [2020CENSUS.GOV/ES](https://2020CENSUS.GOV/ES)





# HISPANIC RADIO SCRIPT: CONFIDENTIALITY

## **:15 “CONFIDENTIALITY”**

*(HISPANIC FEMALE)*

EL CENSO ES MUCHO MÁS QUE SOLO UN CONTEO, ES LA OPORTUNIDAD PARA QUE TODOS TENGAMOS UN MEJOR FUTURO . TODAS LAS RESPUESTAS DEL CENSO 2020 SE MANTIENEN CONFIDENCIALES Y PRIVADAS. ES LA LEY. VISITE [2020CENSUS.GOV/ES](https://2020census.gov/es)

## **:30 “CONFIDENTIALITY”**

*(HISPANIC FEMALE)*

MANTENEMOS TUS DATOS DE LA MISMA FORMA QUE TÚ MANTIENES A TUS HIJOS. SEGUROS Y A SALVO. TODAS LAS RESPUESTAS DEL CENSO 2020 SE MANTIENEN CONFIDENCIALES Y PRIVADAS. ES LA LEY. TUS RESPUESTAS NO PUEDEN COMPARTIRSE NI USARSE EN TU CONTRA DE FORMA ALGUNA POR NINGUNA AGENCIA GUBERNAMENTAL O TRIBUNAL. EL CENSO ES MUCHO MÁS QUE SOLO UN CONTEO, ES LA OPORTUNIDAD PARA QUE TODOS TENGAMOS UN MEJOR FUTURO . VISITE [2020CENSUS.GOV/ES](https://2020census.gov/es)