

In February 2020, the Complete Count Committee and the County of Ventura launched a campaign to reach all residents, including our hard-tocount populations, to raise awareness of — and encourage — Census 2020 participation. As of July 15, 2020, the County reported a self-response of 71%, landing it in the top four counties in the state for Census response.

TOTAL IMPRESSIONS: TOTAL CLICKS TO WEBSITE:



RADIO

RADIO SPOTS: PRE-ROLL & GEOVIDEO: CLICKS TO WEBSITE: 301.089 **IMPRESSIONS**



DIGITAL MARKETING

000000000000 IMPRESSIONS: 00000000000 000000000000



VIDEOS

VIDEO IMPRESSIONS: 942,882



OUT-OF-HOME ADVERTISING

5 BILLBOARDS 31 BUS SHELTER ADS 22 MALL PANELS (THE OAKS AND PACIFIC VIEW MALL) MORE THAN 27,000,000 impressions garnered



FACEBOOK CAMPAIGN

1,112,934

CLICKS TO WEBSITE: REACH: 17,268



PRINT ADS

COMBINED WEEKLY CIRCULATION REACH:

ADS THROUGH

8 **PUBLICATIONS**

*These numbers do not account for organic reach or results generated from non-trackable efforts like such as billboards, window clings, etc.

This data is based on results pulled on June 4, 2020

CREATIVE COLLATERAL:

• POSTCARD • SOCIAL MEDIA GRAPHICS • WINDOW CLINGS • POSTERS • BANNERS • PRINT/DIGITAL ADS • E-BLAST GRAPHICS • BILLBOARDS

Attachement 3: County and CCC Marketing Campaign

ITEMS	Quantity	IMPRESSIONS		
County Funded: Pre-COVID-19				
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Promotional website		24,968 clicks to website (driven		
(census.ventura.org) Mall panels (The Oaks & Pacific	22	from digital advertising)		
View Mall)	22			
Tion many				
Billboards	3 - Oxnard, Ventura,	1,537,019		
	Fillmore			
Downtown banners – Oxnard	2			
(C Street)				
Digital ads across USA Today		6,801,284		
News Networks		0,001,201		
Videos for use on social media	4	942,882		
platforms/digital				
VCTC Interior Bus Signage				
(pro bono)				
Promotional Postcards	20,000			
Promotional Posters for use at	250			
QAKs/QACs				
Window clings for businesses	125			
Promotional pens	10,000	4.440.004		
Facebook promotional		1,112,934		
campaign				
County Funded: Post-COVID-19				
Digital streaming pre-roll &		301,089		
geo-targeted video				
Bus shelter ads - Oxnard	31	25,025,530*		
Dillhoordo	2 Overand			
Billboards	2 - Oxnard	*total number also incorporates		
		impressions from the 2 billboards		
		in Oxnard		
County Ongoing Social Media				
Social media campaign across	105 posts	~400K+ impressions		
County platforms				

Attachement 3: County and CCC Marketing Campaign

ITEMS	QUANTITY	IMPRESSIONS
CCC Funded: Pre-COVID-19		
Radio – 8 stations	3,560 spots	
Print ads – 8 publications	100+ ads	318,000 (combined weekly circulation) x 9 weeks = est. 2,862,000 impressions
CCC Funded: Post-COVID-19		
Print ads – 8 publications	30+ ads	318,000 (combined weekly circulation) x 4 weeks = est. 1,272,000 impressions

ITEMS	QUANTITY	IMPRESSIONS	
CCC Funded: September Timeframe			
Billboards	3 – Oxnard, Fillmore, Sta. Paula	675,524	
Light Pole Banners	20 – Oxnard (10) & Pt. Hueneme (10)		
Supermarket Posters	5 – Vallarta & Tresierras Supermarkets (Oxnard, Sta. Paula, Simi Valley)		
Convenience Store Ads (Point-of-Sale)	10 stores (Sta. Paula, Ventura, Ojai)		
In-Store Radio Ads	3 stores – Vallarta Supermarkets (Oxnard, Simi Valley)		
Digital Freeway Ad – Ventura Auto Sign	½ auto sign – ad shown every 2 mins.	~3M	
Postcards	10,000		