



2020 CENSUS

California Complete Count Office

Equity Focused Paid Media Campaign





+



CENSUS CAMPAIGN TEAM

LOGISTICS & PLANNING TEAM

- | | |
|------------------------|-----------------------------|
| Ricki McCarroll | Founder + CEO |
| Ashley Fassell | Chief of Staff |
| Harper Estey | Associate Consultant |

DESIGN TEAM

- | | |
|-----------------------|---|
| Robert Lacki | Art Director
& Lead Designer |
| Shana Mofarrah | Graphic Designer |

MEDIA BUY TEAM

- | | |
|----------------------|--------------------------|
| Jared King | Media Consultant |
| David Sanborn | Media Consultant |
| Sky Vasquez | Media Buy Manager |

TABLE OF CONTENTS

A LETTER FROM THE PRINCIPAL EXECUTIVE SUMMARY

DELIVERABLE 1

- 1.1 WEEK OF ACTION MARKETING, PROMOTIONAL STRATEGY PLAN & MESSAGING DOCUMENT
- 1.2 SOCIAL MEDIA POSTS & DESIGN CREATIVE
- 1.3 DIGITAL & SOCIAL MEDIA PAID ADS
- 1.4 RESPONSIVE & TRANSPARENT REPORTING
- 1.5 REPORT ON DIGITAL LISTENING METRICS SOFTWARE
- 1.6 KEY PERFORMANCE INDICATORS

DELIVERABLE 2

- 2.1 INFLUENCER LIST DEVELOPMENT, OUTREACH PLAN, AND SCHEDULE
- 2.2 ENTERTAINMENT PUBLIC RELATIONS PLAN & OUTREACH
- 2.3 NEW CAMPAIGN KEY MESSAGING DOCUMENT & SCRIPTS FOR INFLUENCERS
- 2.4 INFLUENCER ENGAGEMENT AND OUTREACH TALENT ENGAGEMENT
- 2.5 SOCIAL MEDIA & EMAIL TEMPLATES CREATED FOR MARKETING OF INFLUENCERS ENGAGEMENT
- 2.6 DIGITAL AD BUY FOR INFLUENCER ENGAGEMENT LAUNCH

DELIVERABLE 3

- 3.1 COUNTY, CITY, MAYORAL OFFICE AND FIRST RESPONDERS IN HTC COUNTIES OUTREACH & IMPLEMENTATION
- 3.2 ON THE GROUND MEDIA AD BUYS/GUERILLA MARKETING ENGAGEMENT
 - 3.2.1 BLIP BILLBOARDS
 - 3.2.2 WILD POSTINGS
 - 3.2.3 GAS STATION ADVERTISING
 - 3.2.4 SKY BILLBOARDS

- 3.2.5 ALAMEDA COUNTY FAIRGROUNDS
- 3.2.6 FIREFLY
- 3.3 DIGITAL MEDIA AD BUYS

DELIVERABLE 4

- 4.1 MEDIA BUY STRATEGY & IMPLEMENTATION PLAN
- 4.2 MEDIA CREATIVE, TV COMMERCIAL SCRIPTS, AND GRAPHIC DESIGN IMPLEMENTATION
- 4.3 MEDIA BUY PURCHASING AND CREATIVE IMPLEMENTATION
- 4.4 LANGUAGE TRANSLATION
- 4.5 MULTI-LANGUAGE DIGITAL & SOCIAL MEDIA ADVERTISING
- 4.6 MULTI-LANGUAGE LOCAL TV PAID ADVERTISING
- 4.7 MULTI-LANGUAGE RADIO & DIGITAL RADIO MEDIA BUYS
- 4.8 PRINT ADS IN COMMUNITY NEWSPAPERS
- 4.9 KEY PERFORMANCE INDICATORS

DELIVERABLE 5

- 5.1 LA COUNTY PAID MEDIA PUSH
- 5.2 SOCIAL MEDIA GEO-TARGETED ADS
- 5.3 LA COUNTY TARGETED DIGITAL BILLBOARDS
- 5.4 TAXI CAB DIGITAL SIGN PAID ADS
- 5.5 LA COUNTY WILD POSTINGS
- 5.6 LOW BROADBAND TEXTING OUTREACH

VENDORS LIST



A LETTER FROM THE PRINCIPAL



Dear 2020 California Census Partners,

In July 2020, the California Complete Count – Census 2020 office (CCCO) approached NUNA Consulting Group, LLC (NUNA) to create an integrated campaign that included a detailed approach to reaching broad state-wide audiences. Through grassroots and digital tactics, NUNA was able to reach California's Hard-to-Count communities by incorporating a fully integrated and multilevel implementation media campaign.

Titled the Amplified Engagement Campaign, the statewide campaign drew from data-informed strategies to target the lowest counted regions with appropriate advertising. From on the ground gas station advertising, to aerial billboards, to text message campaigns for those displaced or in low broadband areas, all were strategically executed to be accessible by each targeted community whether they be urban or rural.

The campaign was split into five core workflows including California Census Week of Action (WOA), Influencer + Social Media Campaign, 21 Hard-to-Count County Outreach, Equity Focused Paid Media Campaign, and Los Angeles County Paid Media Targeted Push.

NUNA developed a nimble campaign to reach all prescribed audiences and was able to reach our targeted communities in 14 languages with creative deliverables. This was an especially important feat as NUNA mobilized and executed a 6-12-month campaign within a matter of weeks that included active reporting on Key Performance Indicators (KPIs) in real-time and providing full transparency to our process.

Despite a global pandemic, severe wildfires across the state, and a truncated timeline of only three weeks, NUNA was able to secure a total estimated base number of **231,447,669 impressions** reached in the weeks leading up to the Census enumeration deadline **averaging 64.45 touch points** to each of our fellow 35.91 million Californians!

In addition, NUNA and our partners Sunshine Sachs outreached to approximately **500 celebrities and influencers** resulting in **37 earned social posts across Instagram, Twitter & Facebook** from 25 participants, reaching **over 107,000 people** and garnering **over 507,000 engagements**.

In value added deliverables, NUNA was able to secure additional outreach impact through our positive relationships with our media partners including:

- Quick turn Social Media Week of Action graphics and posts in Spanish
- Facebook Cover graphic and Twitter graphic for CA Governor's office social media channels
- Op-Ed Placement Assistance
- Rapid response digital media buy extension due to change in Census Deadlines
- Daily Census Deadline Talking Point Updates & Messaging Materials Review as we worked through integrated task management to support the CCCO
- Earned Media Interviews between DJs and guests referred to by the California Complete Census office. DJs conducted radio interviews in Hmong, Hindi, Punjabi, Portuguese, Mandarin, and English. Census messages were prominent throughout the Punjabi Radio USA's census telethon. Our radio media partner Radio Lazer and their DJs Compa Mike and La Muñeca hosted a "Concerts In Your Car" event on Sunday, September 13, from 7:30 pm to 10 pm at the Ventura Fairgrounds in Ventura, California. An estimated 1,000 people attended this live event. At this event, DJs Compa Mike and La Muñeca urged concertgoers to complete the 2020 Census.

Total estimated base number of impressions reached for this campaign were calculated as follows: **231,447,669 base impression reached** (does not include the sky billboard or some ethnic media outlet traditional impressions due to the nature of ethnic media outlets further explained in Deliverable 4 reporting).

The Amplified Engagement Campaign was a measured success in the face of mounting challenges impacting our state and the constantly changing targets as the U.S. Census Bureau made the critical decisions regarding enumeration.

NUNA is proud to have successfully executed this campaign and are honored to be a part of the historic effort across California to make sure that every Californian was counted.

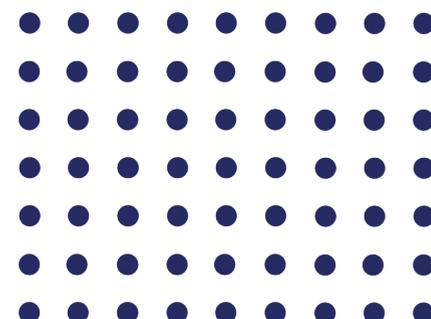
Onward to 2030!



Ricki McCarroll
Founder + CEO
NUNA Consulting Group, LLC

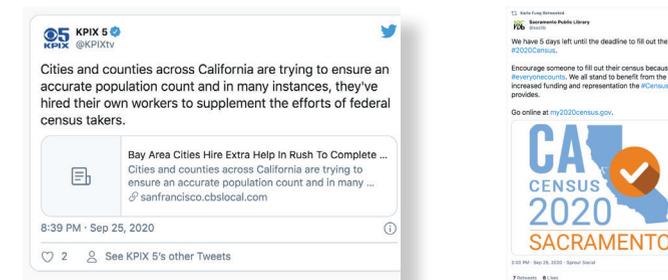
Provided below are the KPIs and deliverable narratives for activities completed by NUNA, our partners, and vendors. Full access to documents, creative, and additional final materials and hyperlinked document files were downloaded by the CCCO team and three external hard drives and printed versions of this report were shipped to the CCCO office at the address designated by Martha Dominguez for final record keeping.

The following report was prepared as the implementation and proof of performance mechanism for Agreement #CCC-19-50003 (originally executed on July 31, 2020) that includes Amendment 1 (executed September 2, 2020) and Amendment 2 (executed September 30, 2020) Deliverables.



Key Campaign Media Surges

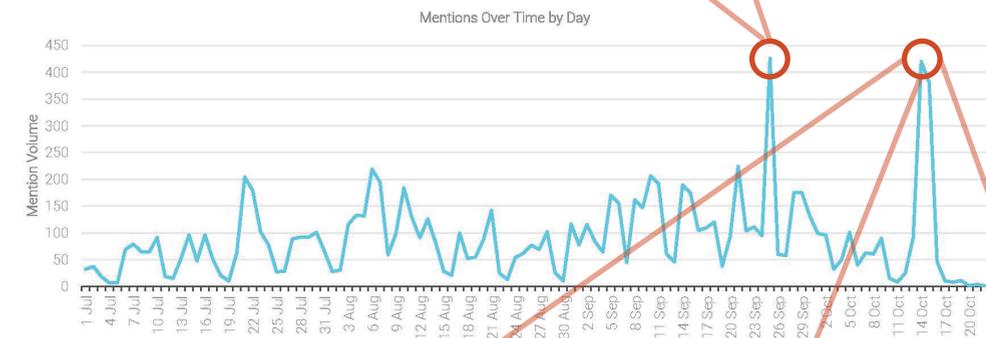
During the campaign, there were two surge peaks that appeared including September 25, 2020 – the date the California court ruled in favor of adherence to the October 31, 2020 enumeration – and October 14 & 15, 2020 – the final days of the 2020 Census enumeration deadline.



Mentions Over Time by Day

California Complete Count - 2020 Census Monitoring | Jul 01, 2020 - Oct 22, 2020

Mention Volume for Days broken down by Queries



10,000

Total Mentions



4,305

Total Unique Authors

Trending Topics

California Complete Count - 2020 Census Monitoring | Jul 01, 2020 - Oct 22, 2020



Top Trending Topics

Federal judge in California has ordered – referring to the California court order to continue Census enumeration.

Census Bureau – referring to the rapid Census Bureau enumeration deadline changes.

Fill out your form – in direct correlation to our messaging tracks while we were unable to confirm deadlines, NUNA and the CCCO was consistent in communication messaging to encourage Californians to fill out their forms.

Top Campaign Messengers

The top tweeter with the largest impact in California was comedian Chelsea Handler who was retweeted 51 times. Ms. Handler was secured by the NUNA Team talent and influencer media partner Sunshine Sachs.

Top Tweeters

California Complete Count - 2020 Census Monitoring | Jul 01, 2020 - Oct 22, 2020

 chelseahandler @chelseahandler Mentions: 1 Positive: 0 Negative: 0 Neutral: 1 Followers: 8M	 LAClippers @LAClippers Mentions: 1 Positive: 0 Negative: 0 Neutral: 1 Followers: 2M
 warriors @warriors Mentions: 1 Positive: 0 Negative: 0 Neutral: 1 Followers: 6M	 chelseaperetti @chelseaperetti Mentions: 1 Positive: 0 Negative: 0 Neutral: 1 Followers: 1M
 latimes @latimes Mentions: 1 Positive: 0 Negative: 1 Neutral: 0 Followers: 4M	 SenFeinstein @SenFeinstein Mentions: 29 Positive: 15 Negative: 0 Neutral: 14 Followers: 1M
 iambeckyg @iambeckyg Mentions: 1 Positive: 1 Negative: 0 Neutral: 0 Followers: 3M	 SacramentoKings @SacramentoKings Mentions: 6 Positive: 2 Negative: 0 Neutral: 4 Followers: 1M
 GavinNewsom @GavinNewsom Mentions: 4 Positive: 1 Negative: 0 Neutral: 3 Followers: 2M	 KTLA @KTLA Mentions: 2 Positive: 1 Negative: 0 Neutral: 1 Followers: 833K

Top Blog Authors

The family of partners in California where the strongest voices and messengers for the 2020 Census during the Amplified Engagement Campaign.

CCCO - 2020 Census: @CACensus; @CACompleteCount

California State Agencies: California EPA; California Endowment; California Volunteers

California Counties & Cities: City of Monterey; San Mateo County; San Mateo County Economic Development Association; San Diego County Me 2020; City & County of San Francisco, Office of Civic Engagement & Immigrant Affairs (OCEIA)

Top Blog Authors

California Complete Count - 2020 Census Monitoring | Jul 01, 2020 - Oct 22, 2020

 CACensus @CACensus Mentions: 116 Positive: 31 Negative: 1 Neutral: 84 Impact: 47.550862068965515	 SAMCEDA @SAMCEDA Mentions: 83 Positive: 15 Negative: 1 Neutral: 67 Impact: 0
 SMC_CommAffairs @SMC_CommAffairs Mentions: 116 Positive: 23 Negative: 2 Neutral: 91 Impact: 16.612068965517242	 CalEndow @CalEndow Mentions: 72 Positive: 11 Negative: 1 Neutral: 60 Impact: 49.45000000000001
 CaliforniaEPA @CaliforniaEPA Mentions: 96 Positive: 23 Negative: 0 Neutral: 73 Impact: 39.016666666666666	 CityofMonterey @CityofMonterey Mentions: 66 Positive: 19 Negative: 0 Neutral: 47 Impact: 35.02121212121212
 countme2020 @countme2020 Mentions: 90 Positive: 24 Negative: 1 Neutral: 65 Impact: 14.446666666666665	 OCEIA_SF @OCEIA_SF Mentions: 51 Positive: 8 Negative: 1 Neutral: 42 Impact: 7.466666666666666
 CACompleteCount @CACompleteCount Mentions: 86 Positive: 20 Negative: 0 Neutral: 66 Impact: 34.210465116279074	 CalVolunteers @CalVolunteers Mentions: 47 Positive: 14 Negative: 1 Neutral: 32 Impact: 36.8

DELIVERABLE 1

DELIVERABLE 1

DELIVERABLE 1

La fuerza laboral esencial im

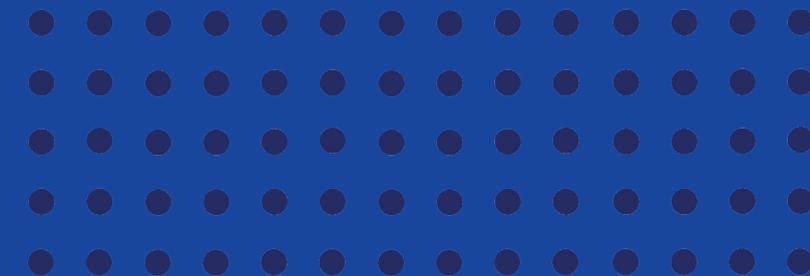
WEEK OF ACTION

DELIVERABLE 1.1

Week of Action Marketing, Promotional Strategy Plan & Messaging Document

NUNA held several planning calls to best coordinate with the CCCO to develop the WOA strategy with daily themes, developed press releases, media advisories, and social media content in both English and Spanish.

In addition, NUNA conducted outreach to mayors, city councils, state legislators, and Congressional members through appropriate CCCO channels and curated videos and photos that were released on the CCCO social media channels including HTC community leaders at the City of Hawthorne – Mayor Alex Vargas and City Councilman Mike Talleda.





DELIVERABLE 1.2

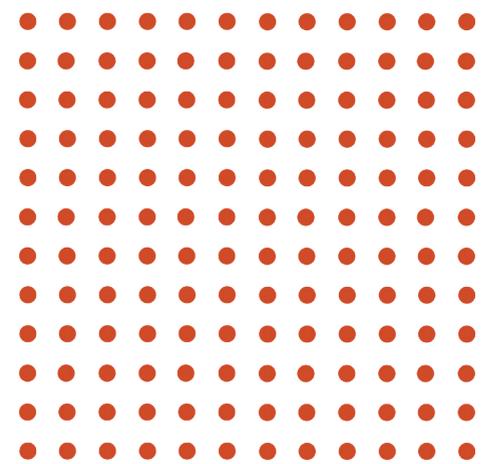
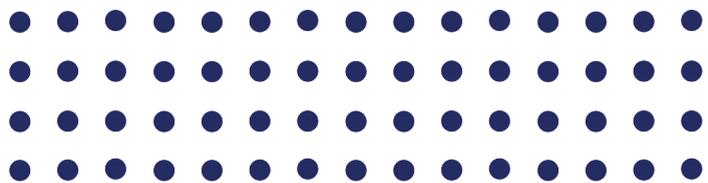
Social Media Posts & Design Creative

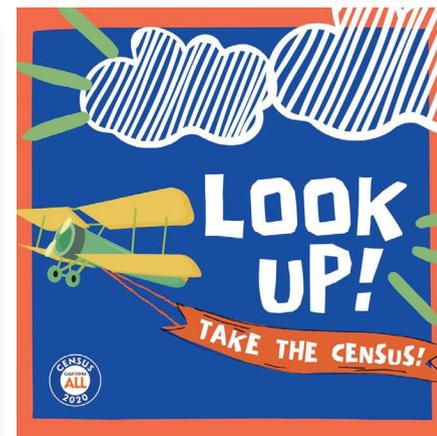
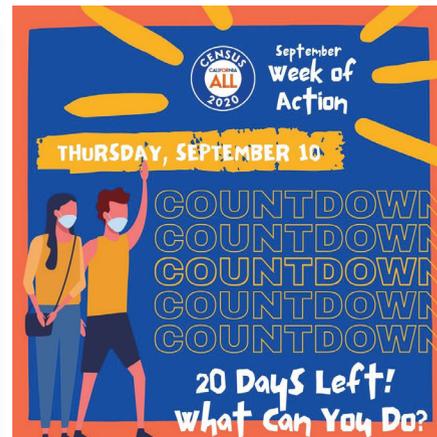
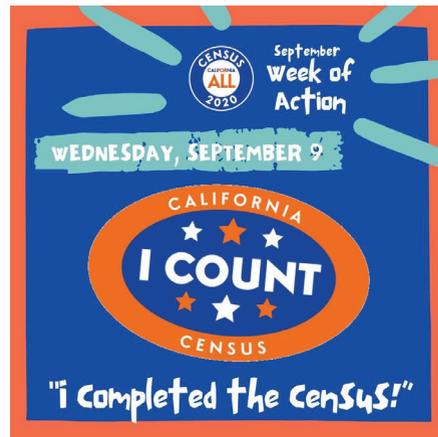
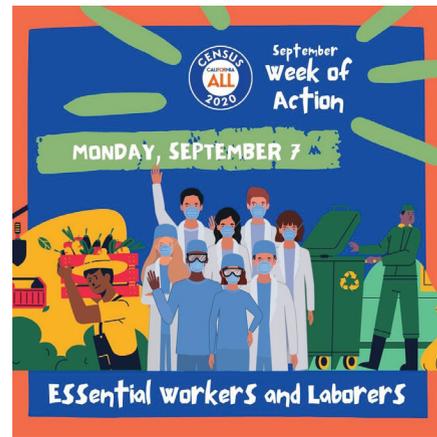
In total, NUNA developed, completed, and produced two videos, 16 social media posts with corresponding images in both English and Spanish, along with six (6) social media cover images for the Governor's Office.

CCCO Communications Team also assisted in the translation of documents to Spanish along with final review.



Mayor Alex Vargas





English language Week of Action Posts

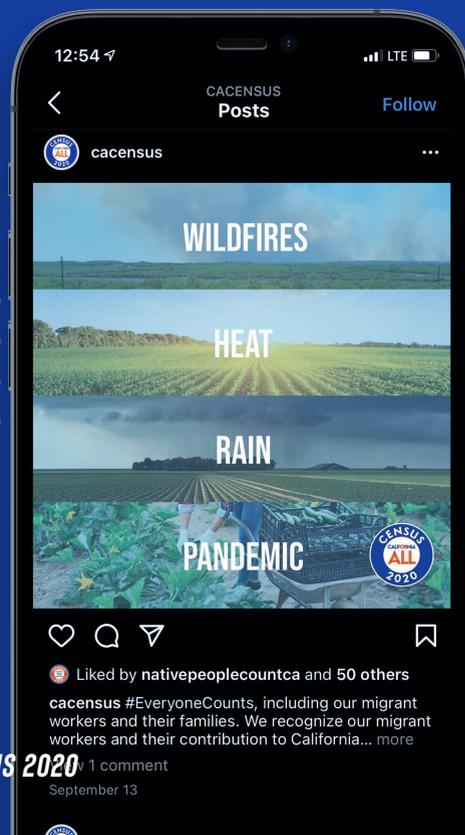
Spanish language Week of Action Posts



DELIVERABLE 1.3

Digital & Social Media Paid Ads to promote Week of Action across the State of California

Remaining flexible was key in the final weeks of the campaign with wildfires and social distancing. During the Week of Action NUNA shipped materials provided by the CCCO to community leaders in Sacramento with pop up banners, table clothes, and printed materials dropped off by CCCO Staff.



DELIVERABLE 1.4

Throughout this campaign, NUNA was highly responsive and actively engaged with the needs of the CCCO and Governor's Office (GO) providing real-time reports and presentations. Two full decks were developed, and hundreds of emails were exchanged to ensure the best results of the campaign.



On the Ground Guerilla Marketing | Wild Postings

Confirmed installment of 42 locations of Wild Postings on Tuesday, September 8 in Los Angeles.

Additional wild postings being deployed in San Francisco, San Diego, and Sacramento this weekend and we will be receiving a locations list and photos for them as well.

See next slide for list of Los Angeles locations.



On the Ground Guerilla Marketing | Gas Station/C-Store/Bodega Take Overs

First round of installations for pump tops and one sheets is complete in 183 locations! Installed started over the Labor Day weekend and wrapped up Wednesday, 9/9, in our 21 HTC counties.

The second round of pump top and one sheet installation started Thursday, 9/10, with the goal of having them complete by the end of the week, and our ice box advertising is still on pace to complete printing and installation by next Monday, September 14.

Full listed of installed locations available on the next slide.



On the Ground Guerilla Marketing | Sky Billboards

First Sky Billboard takes off today from 12:00 p.m. - 5:00 p.m. over San Diego!

• SKY BILLBOARD SCHEDULE SAN DIEGO

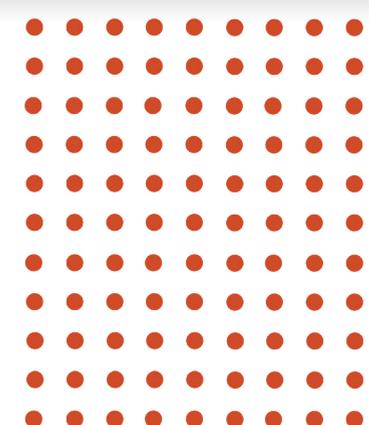
• DATES: Friday, September 11 & Saturday, September 12

• TIME: 12:00 p.m. - 5:00 p.m.

• FLIGHT ROUTE:

- Northbound along I-5 to Oceanside
- Southbound into the Harbor and Imperial beach
- Downtown San Diego (potentially near Petco Park)

Due to poor visibility and air quality, the sky billboards for the week of September 7 were rescheduled on a rolling basis from September 10 through September 30. To ensure safety and visibility for the pilots, we are scheduling flights when the weather improves and smoke clears. We are actively tracking the weather and fires and will provide daily updates on fly and no fly days as they become available. Flight paths will be shared once planes take off. Thank you all for your patience. We hope you join us in "looking up" to see Census messaging fly over California as we pull together as a community to get all Californians counted while prioritizing the health and safety of our partners.



DELIVERABLE 1.5

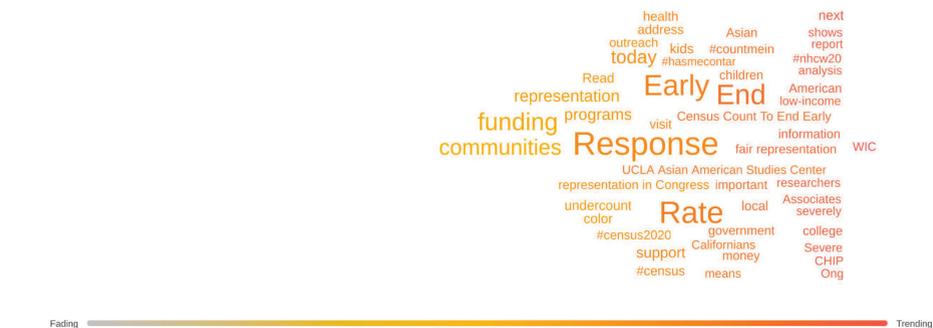
Report on Digital Listening Metrics Software as determined by the California Complete Count Office



An initial report was pulled as a benchmark report and was sent to the CCCO on August 24, 2020.

Trending Topics

California Complete Count - 2020 Census Monitoring | Jul 25, 2020 - Aug 24, 2020



The capstone digital listening report is being delivered on October 22, 2020 as part of this Close Out Report.

Top Topics

California Complete Count - 2020 Census Monitoring | Jul 01, 2020 - Oct 22, 2020

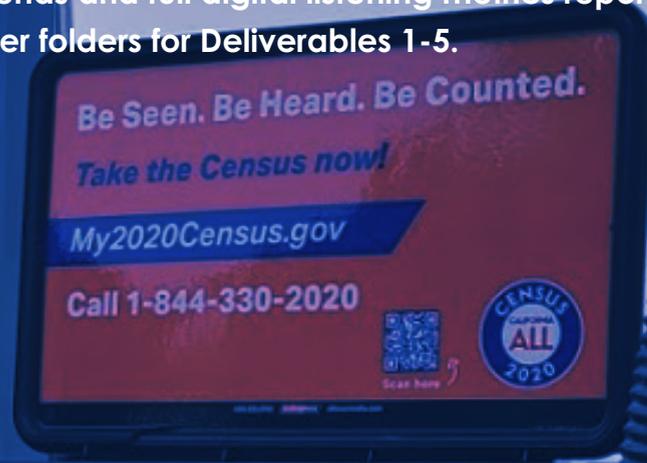




DELIVERABLE 1.6

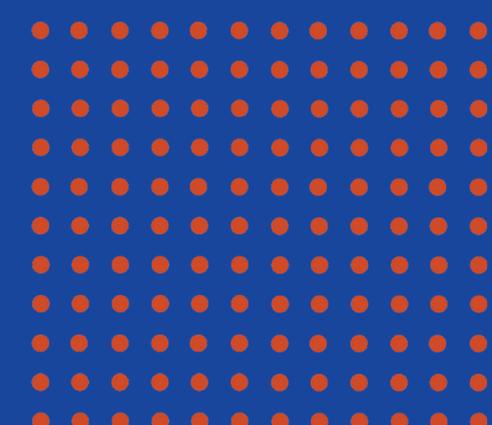
Key Performance Indicators (KPIs) to measure proof of performance

Working alongside the CCCO, NUNA developed KPIs that are being reported both in the text of this Close Out Report alongside the appendix and tear sheets of actual media ad buys spends and full digital listening metrics reports which are all available in the master folders for Deliverables 1-5.



Account #	IO No.	Flight Date	Rep	Terms
4020-0075	9452 - 0915	September	ST	30 Days
Quantity	Creative	Description		
445.221	Display	Division-D Cross-Platform Display Banners - Alameda County		
	Added Value	Publisher Over Delivery - Added Value		
	Paid Search	Division-D: Paid Search - Alameda County		
	Added Value	Publisher Over Delivery - Added Value		
86.411	Display	Division-D Cross-Platform Display Banners - Butte County		
	Added Value	Publisher Over Delivery - Added Value		
	Paid Search	Division-D: Paid Search - Butte County		
	Paid Search	Division-D: Paid Search - Contra Costa County		
	Added Value	Publisher Over Delivery - Added Value		
734.71	Display	Division-D Cross-Platform Display Banners - Fresno County		
	Added Value	Publisher Over Delivery - Added Value		
	Paid Search	Division-D: Paid Search - Fresno County		
	Paid Search	Division-D: Paid Search - Imperial County		
803.3	Display	Division-D Cross-Platform Display Banners - Kern County		
	Added Value	Publisher Over Delivery - Added Value		
	Paid Search	Division-D: Paid Search - Kern County		
60.834	Display	Division-D Cross-Platform Display Banners - Kings County		
	Added Value	Publisher Over Delivery - Added Value		
	Paid Search	Division-D: Paid Search - Kings County		
18,559.96	Display	Division-D Cross-Platform Display Banners - Los Angeles County		
	Added Value	Publisher Over Delivery - Added Value		
	Paid Search	Division-D: Paid Search - Los Angeles County		
	Added Value	Publisher Over Delivery - Added Value		
3,942.042	Billboard	Division-D Rising Star Billboard - Los Angeles County		

Tear Sheet Report





DELIVERABLE 2

DELIVERABLE 2

DELIVERABLE 2

INFLUENCER AND SOCIAL MEDIA CAMPAIGN

NUNA and our partner Sunshine Sachs constructed a strategic plan to raise awareness and participation in California's Census campaign and garner buzz across social media to reach broad audiences across the state.



Social Media post by Elizabeth Banks

DELIVERABLE 2.1

Influencer List Development, Outreach Plan, and Schedule

The planning, execution, and scheduling needed to be flexible due to the nature of approvals with the CCCO and GO on talent engagement. Full lists, schedules, and content were provided, coordinated, and edited at the behest of the CCCO.



Alicia Silverstone
Actress



Arianna Huffington
Author



Ashley Renne
Blogger



Ava Duvernay
Filmmaker



Chelsea Handler
Actress



Constance Zimmer
Actress



Corinne Fox
Model, Actress



Duff Goldman
Pastry Chef



Elaine Chaya
Influencer



Elizabeth Banks
Actress



Eva Gutowski
Actress, Influencer



Eva Longoria
Actress



Gabrielle Symon
TV/Radio Host



Iliza Shlesinger
Comedian



Jason Alexander
Actor

DELIVERABLE 2.2

Entertainment Public Relations Plan & Outreach

This engagement was pivoted to advising and providing content directly to the CCCO to put out media advisories and reporting to the GO's office on talking points to speak to media outlets about engagement with talent and influencers.



Jason Mraz
Musician



Jordan Risa (Santos)
Influencer



Lake Bell
Actress



Leonardo DiCaprio
Actor



Lisa Linke
Actress



Manny Montana
Actor



Nikki Deloach
Actress



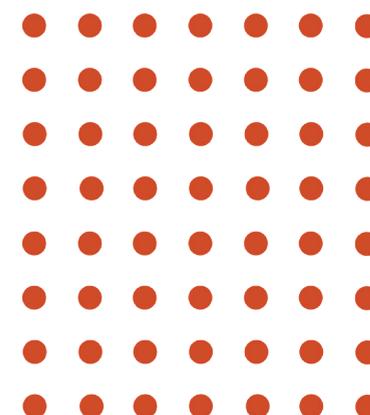
Tiffany Wang
Influencer



Troian Bellisario
Actress



Vic Barrett
Activist



DELIVERABLE 2.3

New Campaign Key Messaging Document & Scripts for Influencers

The CCCO provided approved key messaging documents that were then tailored into talking points by NUNA which were in turn provided to the Influencers.

DELIVERABLE 2.4

Influencer Engagement & Outreach Talent Engagement

Conducted wide outreach to approximately 500 diverse talent that is based or born in California and a part of traditionally undercounted and underrepresented communities. We created a social media toolkit with suggested social copy that leveraged the creative assets to encourage talent to post organically across Twitter, Instagram and Facebook.

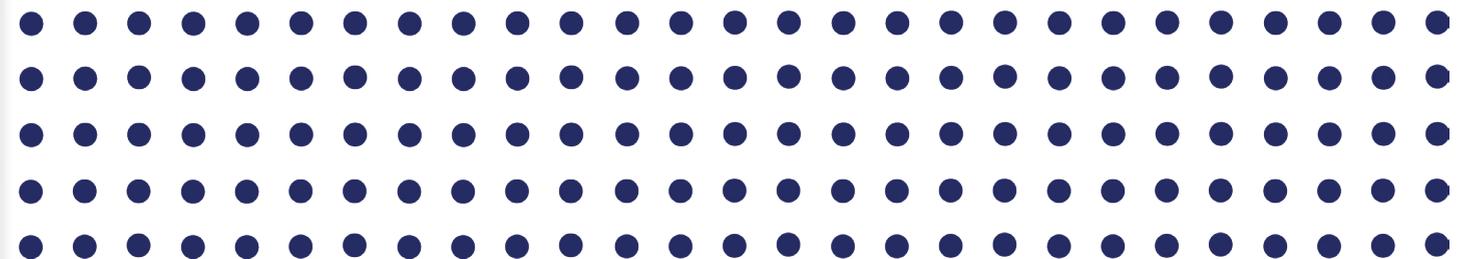


Social Media post by Duff Goldman

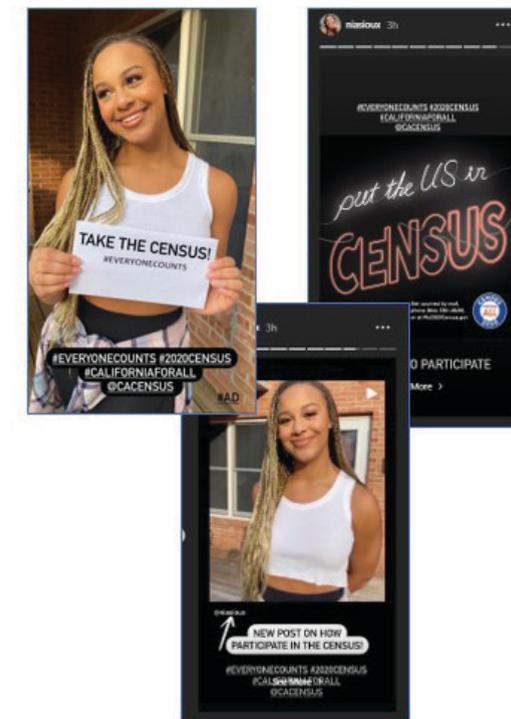
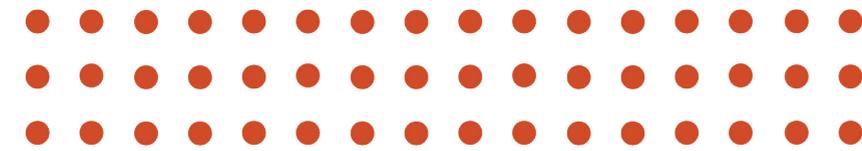
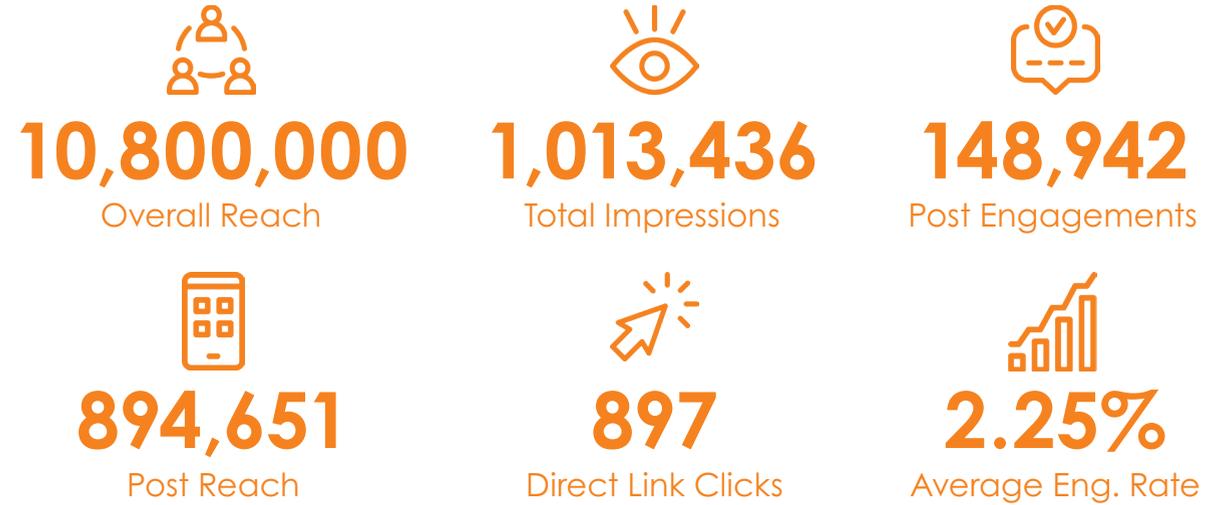
BY THE NUMBERS...

Outreached to approximately **500 talent and influencers**. Resulting in **37 earned social posts** across Instagram, Twitter & Facebook from **25 participants**, reaching over **107M people** and garnering over **507K engagements**. Full list of talent and influencers below:

- | | | |
|--------------------|----------------------|-------------------|
| Alicia Silverstone | Elizabeth Banks | Leonardo DiCaprio |
| Arianna Huffington | Eva Gutowski | Lisa Linke |
| Ashley Renne | Eva Longoria | Manny Montana |
| Ava Duvernay | Gabrielle Symon | Nikki DeLoach |
| Chelsea Handler | Iliza Shlesinger | Tiffany Wang |
| Constance Zimmer | Jason Alexander | Troian Bellisario |
| Corinne Foxx | Jason Mraz | Vic Barrett |
| Duff Goldman | Jordan Risa (Santos) | |
| Elaine Chaya | Lake Bell | |



Sponsored Influencer Partners: Sunshine Sachs secured participation from 3 top-tier influencers – Todrick Hall, Alex Wasabi, and Nia Sioux – who hit our target demographic and the ability to conceptualize and develop creative, highly engaging social posts within a short, compacted timeline. In addition to sourcing and vetting potential partners, our sponsored influencer strategy and process included contract negotiations and execution, content brainstorming, SAG-AFTRA negotiations, and execution of services.





DELIVERABLE 2.5

Social Media & Email Templates Created for Marketing of Influencers Engagement

Sunshine Sachs created nine (9) unique, creative assets surrounding California and the Census to incentivize talent to post on social.



DELIVERABLE 2.6

Digital Ad Buy for Influencer Engagement Launch

Sunshine Sachs ran a paid social media buy across Facebook and Instagram aimed at encouraging users to fill out the Census. We originally started by targeting the 25 hardest to count zip codes, but eventually expanded to the whole state of California. Later, we launched additional ads to focus on the LA market.

Spend: \$28,000 **Impressions:** 3,879,758 **Reach:** 833,340 **Clicks:** 12,976
Click through Rate: 0.33%

While focusing in on the LA market allowed us to greatly increase our reach, the general California audience (which was expanded from 25 zip codes to the whole state) resonated more with the ads. This audience had a CTR of 0.39%, compared to 0.31% in LA.

In terms of creative, Classic California (available here) was consistently the top performer throughout the campaign. Across both audiences, this ad led to 9,363 clicks to the my2020Census.gov website with a CTR of 0.33%.





DELIVERABLE 3 DELIVERABLE 3 DELIVERABLE 3

HARD-TO-COUNT COUNTY OUTREACH

DELIVERABLE 3.1

County, City, Mayoral Office and First Responders in HTC Counties Outreach & Implementation

The CCCO sent NUNA a number of materials including table clothes, pop up banners, t-shirts, and step and repeats to be distributed to local businesses and officials in the HTC counties. NUNA conducted outreach to mayors, city councils, state legislators, and Congressional members through appropriate CCCO channels and curated videos and photos that were released on the CCCO social media channels including HTC community leaders at the City of Hawthorne – Mayor Alex Vargas and City Councilman Mike Talleda.

Materials were shipped and distributed to outreach events such as Mobile Question Assistance events in San Diego, City of Hawthorne as mentioned above, a car show and weekend coffee shop event in the Sacramento area along with local business in Los Angeles.



City Councilman Mike Talleda

DELIVERABLE 3.2

On the Ground Media Ad Buys/ Guerilla Marketing Engagement



DELIVERABLE 3.2.1

Digital Billboards

MEDIUM: Digital

VENDORS: Blip

FLIGHT DATES: 9/13 – 10/05

TOTAL ESTIMATED IMPRESSIONS: 1,470,652

Blip offers a network of digital billboards, placed along busy highways for business' & organizations to lease for marketing purposes. They offer a user-friendly platform & are priced competitively, allowing clients to choose a daily budget that works for their organizations needs and maximizes your funding for optimal impressions.

NUNA partnered with Blip, securing twenty-five billboards in eight of the hardest to reach counties. We launched these billboards in waves, starting in the Week of Action, and ending with a final push leading up to the September 30th deadline. Additionally, we had an additional five-day push in Los Angeles County that lasted through the 5th of October. All together we were able to gain an estimated 1,470,652 impressions across 25 billboards.





Fresno

CAMPAIGN DATES	9/7/2020 – 9/13/2020; 9/21/2020 – 9/27/2020
DIMENSIONS	644 WIDE X 240 HIGH PIXEL RATIO
CONTRACTED LOCATIONS	2
ESTIMATED CONTRACTED IMPRESSIONS	65,408
ESTIMATED DELIVERED IMPRESSIONS	85,381

Billboard Locations

1S-DELHI-Golden State Hwy	Lat 37.44555000 Lon -120.79414200
01N-DELHI-Golden State Hwy	Lat 37.44555000 Lon -120.79414200

Orange County

CAMPAIGN DATES	9/21/2020 – 9/27/2020
DIMENSIONS	752 WIDE X 384 HIGH; 408 WIDE X 480 HIGH PIXEL RATIO
CONTRACTED LOCATIONS	3
ESTIMATED CONTRACTED IMPRESSIONS	65,408
ESTIMATED DELIVERED IMPRESSIONS	85,381

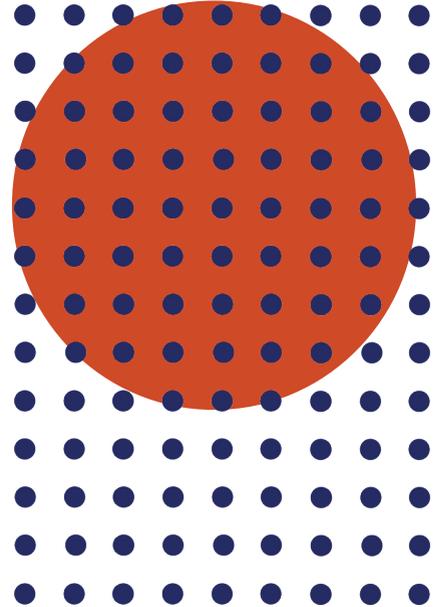
Billboard Locations

01S-BUENA-I5	Lat 33.86812600 Long -118.00282300
22@Beach - North and South Faces	Lat 33.77594700 Lon -117.99303500
01N-BUENA-I5	Lat 33.86812600 Lon -118.00282300

**Be seen. Be heard. Be counted.
 Take the Census.**

my2020census.gov

Complete the Census now!



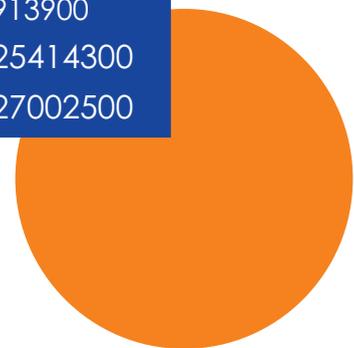


San Joaquin

CAMPAIGN DATES	9/7/2020; 9/11/2020; 9/21/2020 – 9/27/2020
DIMENSIONS	896 WIDE X 320 HIGH; 600 WIDE X 165 HIGH; 256 WIDE X 112 HIGH PIXEL RATIO
CONTRACTED LOCATIONS	3
ESTIMATED CONTRACTED IMPRESSIONS	63,362
ESTIMATED DELIVERED IMPRESSIONS	212,589

Billboard Locations

03E-STOCK- Airport Exterior	Lat 37.89712300 Lon -121.25129900
01W-TRACY-HWY 205	Lat 37.76243500 Lon -121.43913900
02W-STOCK-Airport Way	Lat 37.90174500 Lon -121.25414300
01SE-STOCK-Charter Way	Lat 37.94135900 Lon -121.27002500

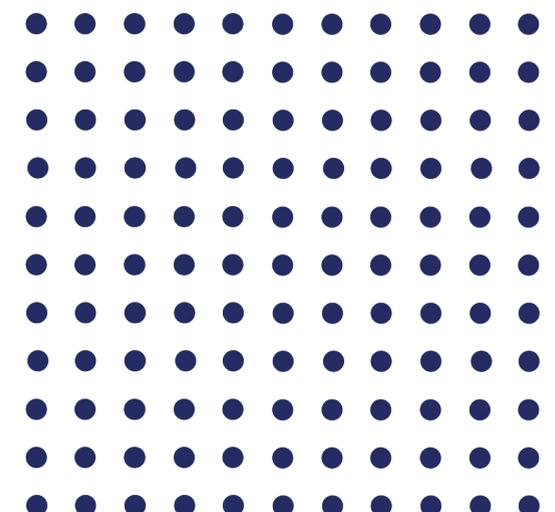


Tulare

CAMPAIGN DATES	9/7/2020 – 9/13/2020; 9/23/2020 – 9/30/2020
DIMENSIONS	560 WIDE X 144 HIGH PIXEL RATIO
CONTRACTED LOCATIONS	2
ESTIMATED CONTRACTED IMPRESSIONS	115,222
ESTIMATED DELIVERED IMPRESSIONS	440,235

Billboard Locations

Hwy 99 N RHR Selma	Lat 36.55000000 Lon -119.60000000
Hwy 99 S LHR Selma	Lat 36.55000000 Lon -119.60000000



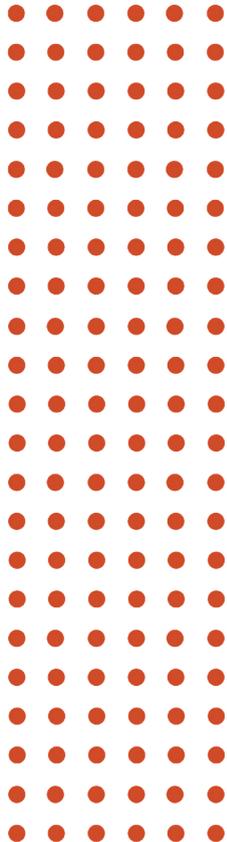


Los Angeles

CAMPAIGN DATES	ENGLISH ADS: 9/13/2020; 9/26/2020 – 9/30/2020; 10/1/2020 – 10/5/2020 SPANISH ADS: 9/16/2020 – 9/18/2020; 9/24/2020 – 9/30/2020; 10/1/2020 – 10/5/2020
DIMENSIONS	644 WIDE X 240 HIGH PIXEL RATIO
CONTRACTED LOCATIONS	8
ESTIMATED CONTRACTED IMPRESSIONS	89,346
ESTIMATED DELIVERED IMPRESSIONS	177,564

Billboard Locations

02W-LYNWO-I105	Lat 33.92995500 Lon -118.22164900
02E-BALDW-I10	Lat 34.06948900 Lon -117.96472500
01W-CARSO-Hwy 91	Lat 33.87403300 Lon -118.26114200
01S-HAWTH-Crenshaw Blvd	Lat 33.91825300 Lon -118.32653600



Butte

CAMPAIGN DATES	9/12/2020 – 9/13/2020; 9/24/2020 – 9/30/2020 (CANCELED DUE TO WILDFIRE)
DIMENSIONS	450 WIDE X 216 HIGH; 368 WIDE X 176 HIGH PIXEL RATIO
CONTRACTED LOCATIONS	4
ESTIMATED CONTRACTED IMPRESSIONS	37
ESTIMATED DELIVERED IMPRESSIONS	662

Billboard Locations

02E-OROV-I70	Lat 39.49818300 Lon -121.56925000
01S-OROV-I70	Lat 39.51993300 Lon -121.57287000
03W-OROV-I70	Lat 39.47764800 Lon -121.57522000
02W-OROV-I70	Lat 39.49818300 Lon -121.56925000



San Diego

CAMPAIGN DATES	ENGLISH ADS: 9/13/2020; 9/24/2020 – 9/30/2020 SPANISH ADS: 9/16/2020; 9/24/2020 – 9/30/2020
DIMENSIONS	752 WIDE X 208 HIGH PIXEL RATIO
CONTRACTED LOCATIONS	4
ESTIMATED CONTRACTED IMPRESSIONS	28,108
ESTIMATED DELIVERED IMPRESSIONS	171,147

Billboard Locations

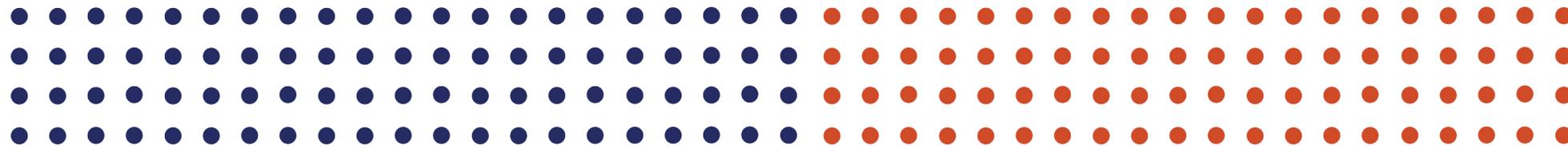
01N-ELCEN-Dogwood Rd	Lat 32.76350000 Lon -115.53500000
01S-ELCEN-Dogwood Rd	Lat 32.76350000 Lon -115.53500000

Santa Clara

CAMPAIGN DATES	9/13/2020; 9/24/2020 – 9/30/2020
DIMENSIONS	840 WIDE X 240 HIGH; 660 WIDE X 200 HIGH; 720 WIDE X 192 HIGH PIXEL RATIO
CONTRACTED LOCATIONS	3
ESTIMATED CONTRACTED IMPRESSIONS	40,491
ESTIMATED DELIVERED IMPRESSIONS	310,321

Billboard Locations

EB 580 WF RH READ	Lat 37.70263100 Lon -122.00028000
01N-SANJOSE-Bayshore Fwy	Lat 37.30745000 Lon -121.87993400
3S-SANJOSE-Bayshore Fwy	Lat 37.36502200 Lon -121.90296500



1,470,652

DIGITAL BILLBOARD
IMPRESSIONS

DELIVERABLE 3.2.2

Wild Postings

MEDIUM: Print

VENDORS: Dash Two, Chuck Agency

FLIGHT DATES: 9/4 - 10/4, 9/11 - 9/25, 10/2 - 10/16

TOTAL ESTIMATED IMPRESSIONS: 75,015,844

NUNA contracted two vendors, Dash Two and Chuck Agency, to deploy 36" x 24" wild postings (wheat-paste posters) throughout urban parts of California classified as hard-to-count. Wild posting is a form of advertising where static posters are placed in a large number on multiple locations, primarily in dense, urban areas, to attract maximum attention. They are most effective in high pedestrian areas.

NUNA's Graphic Design team designed a wild posting that featured both English and Spanish messaging. They then reached out to Dash Two to deploy wild postings throughout 40 locations in Los Angeles. The vendor added an additional two locations, free of charge, and deployed a total of 115 posters. The campaign lasted from September 4th through October 4th - a total of four weeks.

Total estimated impressions: 31,360,000.

After the first wild posting campaign was complete, NUNA was made aware that there was an increase in budget. NUNA then reached out to another advertising agency, Chuck Agency, to deploy additional 36" x 24" wild postings in San Diego, San Francisco/Oakland, and Sacramento. The campaign lasted from September 11th through September 25th - a total of two weeks. For San Diego, 20 locations were contracted, however the vendor was able to add an additional 12 locations, free of charge. The estimated contracted impressions were 13,486,480, but due to additional locations the estimated delivered impressions are 20,904,044. In total, Chuck Agency deployed 290 wild postings in San Diego.

For San Francisco/Oakland, 20 locations were contracted, however the vendor was able to add an additional 2 locations, free of charge. The estimated contracted impressions were 13,022,800, but due to additional locations the estimated delivered impressions are 14,325,050. In total, Chuck Agency deployed 290 wild postings in San Francisco/Oakland.

For Sacramento, 15 locations were contracted, and 15 locations were delivered. The estimated total impressions are 8,427,200. In total, Chuck Agency deployed 220 wild postings in Sacramento.

Together, both wild posting vendors deployed 1,415 wild postings in 110 locations, 15 of which were added free of charge, throughout San Diego, San Francisco/Oakland, Sacramento, and Los Angeles. The total combined estimated impressions are 94,622,844.



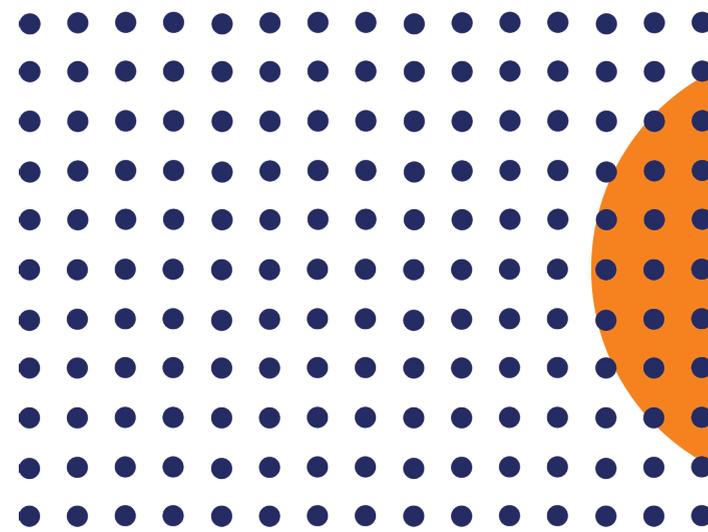


San Diego

CAMPAIGN DATES	9/11/2020 - 9/25/2020 (2 WEEKS)
DIMENSIONS	36"x24"
CONTRACTED LOCATIONS	20
DELIVERED LOCATIONS	31
PRINTS PER LOCATION	2-6
ESTIMATED CONTRACTED IMPRESSIONS	13,486,480
ESTIMATED DELIVERED IMPRESSIONS	20,904,044

ZIPCODES REACHED

1	92101	17	92101
2	92101	18	91910
3	92101	19	92101
4	92101	20	91910
5	92101	21	92101
6	92101	22	92101
7	92101	23	92103
8	92101	24	92103
9	92101	25	92104
10	92101	26	92104
11	92101	27	92104
12	92101	28	92104
13	92101	29	92104
14	92101	30	92104
15	92101	31	91204
16	92101		



Los Angeles

CAMPAIGN DATES	9/4/2020 - 10/4/2020, 9/11/2020 - 9/25/2020
DIMENSIONS	36"x24"
CONTRACTED LOCATIONS	62
DELIVERED LOCATIONS	73
PRINTS PER LOCATION	2-6
ESTIMATED CONTRACTED IMPRESSIONS	44,846,480
ESTIMATED DELIVERED IMPRESSIONS	52,264,044

ZIPCODES REACHED

1	90029	20	90046	39	90064	58	90046	77	90029
2	90029	21	90028	40	90066	59	90046	78	90028
3	90027	22	90038	41	90064	60	90046	79	90028
4	90022	23	90004	42	90025	61	90048	80	90028
5	90022	24	90016	43	90025	62	90038	81	90038
6	90026	25	90019	44	90024	63	90028	82	90028
7	90026	26	90018	45	90046	64	90038	83	90038
8	90048	27	90019	46	90069	65	90038	84	90004
9	90038	28	90048	47	90048	66	90028	85	90028
10	90028	29	90036	48	90069	67	90028	86	90038
11	90038	30	90034	49	90069	68	90004	87	90027
12	90038	31	90034	50	90048	69	90028	88	90048
13	90038	32	90007	51	90069	70	90028	89	90036
14	90038	33	91411	52	90069	71	90028	90	90036
15	90038	34	91335	53	90048	72	90046	91	90036
16	90028	35	90034	54	90036	73	90046	92	90036
17	90038	36	90034	55	90028	74	90046	93	
18	90038	37	90025	56	90046	75	90046		
19	90038	38	90025	57	90046	76	90027		



San Francisco/Oakland

CAMPAIGN DATES	9/11/2020 - 9/25/2020 (2 WEEKS)
DIMENSIONS	36"x24"
CONTRACTED LOCATIONS	20
DELIVERED LOCATIONS	22
PRINTS PER LOCATION	2-6
ESTIMATED CONTRACTED IMPRESSIONS	13,022,800
ESTIMATED DELIVERED IMPRESSIONS	14,325,080

ZIPCODES REACHED

1	94103	16	94103
2	94103	17	94109
3	94116	18	94109
4	94112	19	94109
5	94110	20	94103
6	94110	21	94107
7	94110	22	94107
8	94110		
9	94110		
10	94110		
11	94110		
12	94110		
13	94110		
14	94103		
15	94110		

Sacramento

CAMPAIGN DATES	9/11/2020 - 9/25/2020 (2 WEEKS)
DIMENSIONS	36"x24"
CONTRACTED LOCATIONS	15
DELIVERED LOCATIONS	15
PRINTS PER LOCATION	2-8
ESTIMATED CONTRACTED IMPRESSIONS	8,427,000
ESTIMATED DELIVERED IMPRESSIONS	8,427,000

ZIPCODES REACHED

1	95820		
2	95820		
3	95820		
4	95814		
5	95814		
6	95823		
7	95823		
8	95828		
9	95820		
10	95820		
11	95820		
12	95820		
13	95820		
14	95820		
15	95820		

WILD POSTING REGIONS AND IMPRESSIONS

REGION 1

Superior California 8,427,200

REGION 3

San Francisco Bay Area 14,325,050

REGION 8

Los Angeles

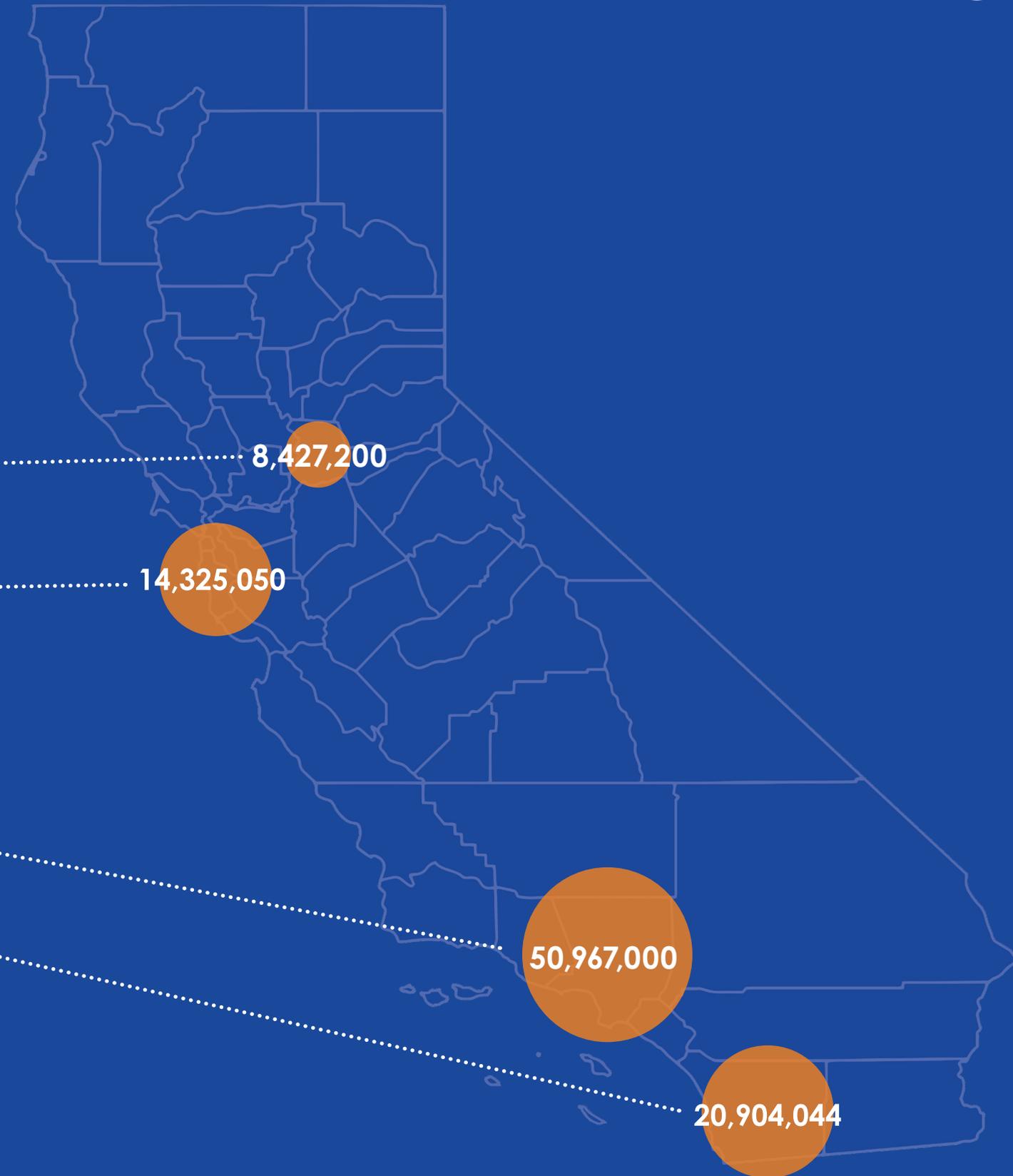
REGION 10

Imperial, San Diego

Direct Conversion Rates

Wild Posting Spanish QR Code reached 2 households directly in Torrance and Wilmington.

Wild Posting English QR Code reached 6 households directly in Anaheim, Colton, Los Angeles, and Wilmington.





94,622,844

WILD POSTINGS
IMPRESSIONS

DELIVERABLE 3.2.3

Gas Station Advertising

MEDIUM: Print

VENDORS: All Over Media

FLIGHT DATES: 9/7/2020 – 10/15/2020

TOTAL ESTIMATED IMPRESSIONS: 32,811,320

NUNA designed and deployed pump tops, one sheets, and ice boxes at gas stations, convenience stores, and bodegas in HTC counties that were later expanded to additional zip codes identified as low response by the CCCO GIS team.

NUNA worked with our vendor to consolidate installation prices for pump tops and one sheets installed at the same location that we called "takeovers." Due to our positive relationship with the vendor, extra incentives were added to our media buys at no charge that included door clings on the entrances and drink coolers at gas stations and convenience stores.

The first round of pump tops, one sheets, and door clings went out starting on September 7, with ice boxes beginning installation on September 14.

The second round of pump tops and one sheets also included door clings at new locations with low response rates identified by the CCCO GIS team. This second round began installation on September 14.

In total, NUNA and AOM installed 323 gas pump tops, 323 one sheets, and 26 wrapped ice boxes across 339 different locations. As of October 8, 2020, the pump tops generated 14,930,030 impressions, the one sheets generated 15,874,110 impressions, and the ice boxes generated 2,574,180 impressions.

There was no hard de-install from these locations, so they continued to gather impressions through the Census end date of October 15.





Alameda

CAMPAIGN DATES

9/7/2020 – 10/15/2020

DIMENSIONS

30"x46" One Sheet, 24.375"x10"
 Chevron Ad, 20.25"x11.75" Clip
 Ad, 20.5"x20" Eclipse Ad, 6"x6"
 Window Cling, Wrapped Ice Box

CONTRACTED LOCATIONS

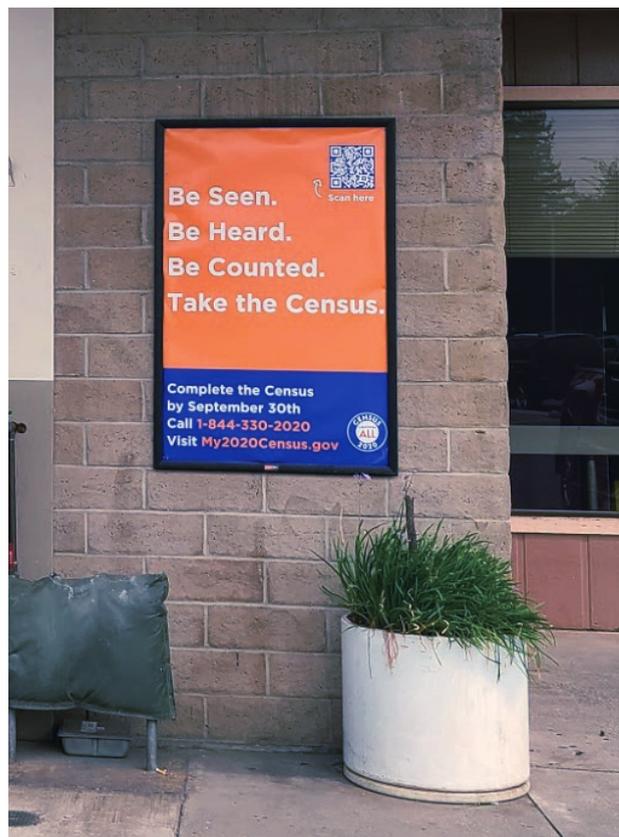
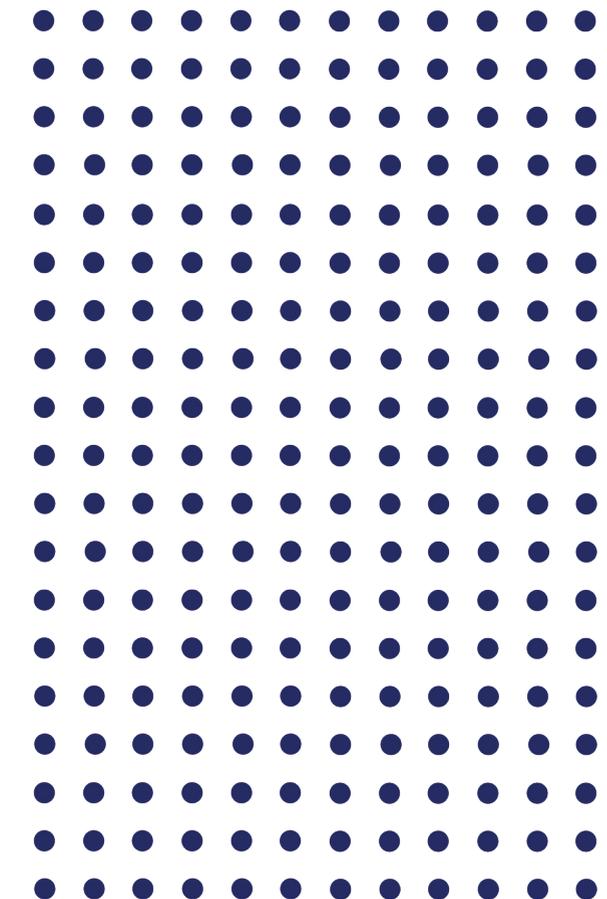
10

ESTIMATED DELIVERED IMPRESSIONS

1,792,960

ZIPCODES REACHED

1	94602	6	94541
2	94541	7	94541
3	94587	8	94541
4	94603	9	94545
5	94566	10	94551



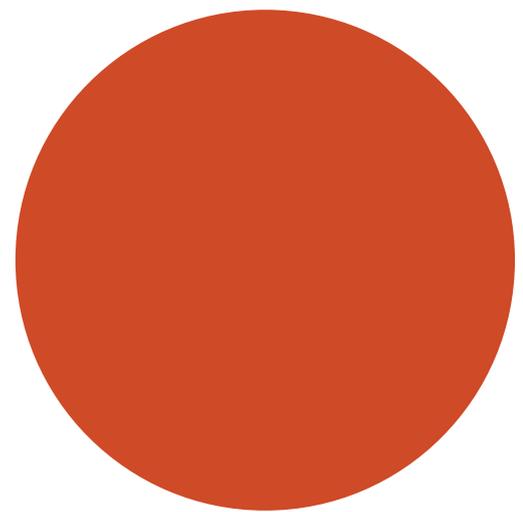
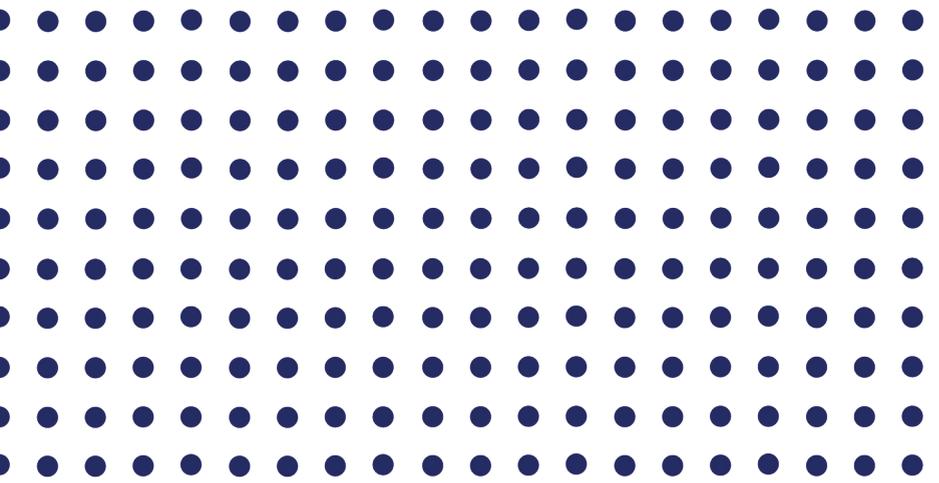


Butte

CAMPAIGN DATES	9/7/2020 – 10/15/2020
DIMENSIONS	30"x46" One Sheet, 24.375"x10" Chevron Ad, 20.25"x11.75" Clip Ad, 20.5"x20" Eclipse Ad, 6"6" Window Cling, Wrapped Ice Box
CONTRACTED LOCATIONS	4
ESTIMATED DELIVERED IMPRESSIONS	717,184

ZIPCODES REACHED

1	95969
2	95926
3	95926
4	95926

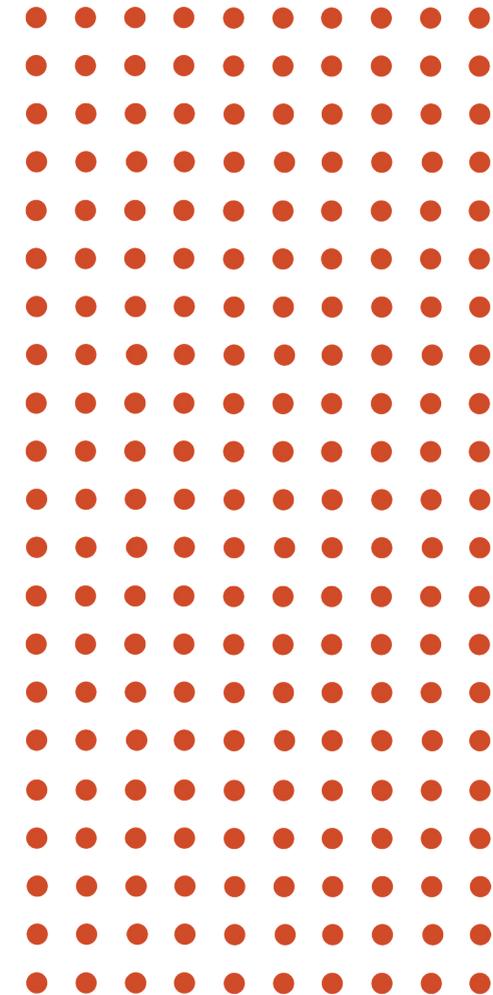


Contra Costa

CAMPAIGN DATES	9/7/2020 – 10/15/2020
DIMENSIONS	30"x46" One Sheet, 24.375"x10" Chevron Ad, 20.25"x11.75" Clip Ad, 20.5"x20" Eclipse Ad, 6"6" Window Cling, Wrapped Ice Box
CONTRACTED LOCATIONS	6
ESTIMATED DELIVERED IMPRESSIONS	1,075,776

ZIPCODES REACHED

1	94801
2	94804
3	94565
4	94564
5	94553
6	94565



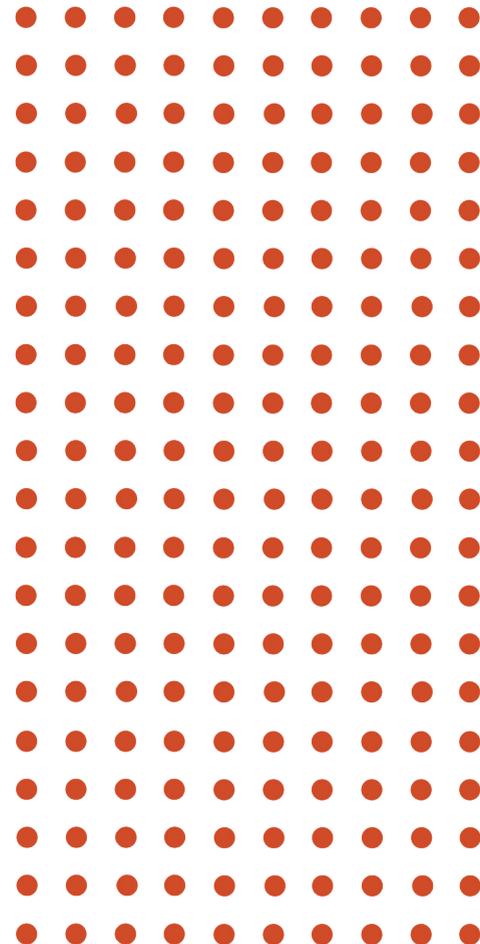


Fresno

CAMPAIGN DATES	9/7/2020 – 10/15/2020
DIMENSIONS	30"x46" One Sheet, 24.375"x10" Chevron Ad, 20.25"x11.75" Clip Ad, 20.5"x20" Eclipse Ad, 6"6" Window Cling, Wrapped Ice Box
CONTRACTED LOCATIONS	13
ESTIMATED DELIVERED IMPRESSIONS	2,330,848

ZIPCODES REACHED

1	93612
2	93622
3	93727
4	93705
5	93710
6	93727
7	93701
8	93654
9	93656
10	93664
11	93726
12	93711
13	93631

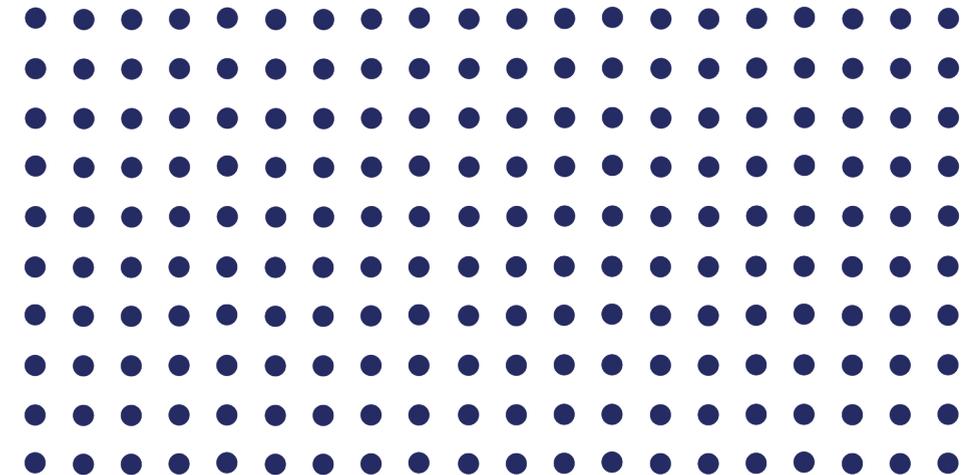
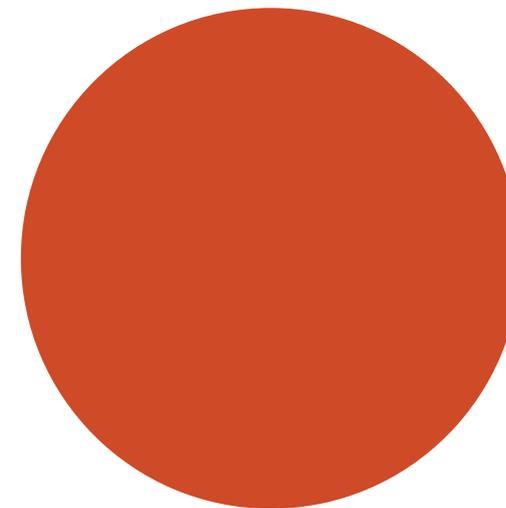


Imperial

CAMPAIGN DATES	9/7/2020 – 10/15/2020
DIMENSIONS	30"x46" One Sheet, 24.375"x10" Chevron Ad, 20.25"x11.75" Clip Ad, 20.5"x20" Eclipse Ad, 6"6" Window Cling, Wrapped Ice Box
CONTRACTED LOCATIONS	4
ESTIMATED DELIVERED IMPRESSIONS	717,184

ZIPCODES REACHED

1	92266
2	92257
3	92259
4	92231



Kern

CAMPAIGN DATES	9/7/2020 – 10/15/2020
DIMENSIONS	30"x46" One Sheet, 24.375"x10" Chevron Ad, 20.25"x11.75" Clip Ad, 20.5"x20" Eclipse Ad, 6"6" Window Cling, Wrapped Ice Box
CONTRACTED LOCATIONS	12
ESTIMATED DELIVERED IMPRESSIONS	2,151,552

ZIPCODES REACHED

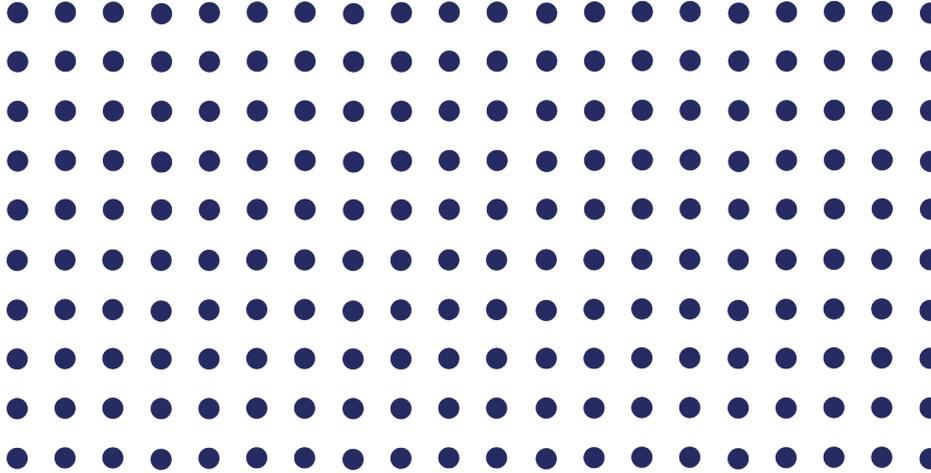
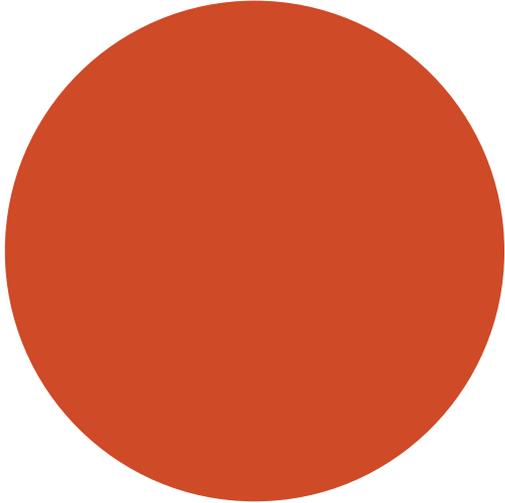
1	93307
2	93307
3	93306
4	93307
5	93555
6	93307
7	93308
8	93307
9	93307
10	93305
11	93527
12	93280

Kings

CAMPAIGN DATES	9/7/2020 – 10/15/2020
DIMENSIONS	30"x46" One Sheet, 24.375"x10" Chevron Ad, 20.25"x11.75" Clip Ad, 20.5"x20" Eclipse Ad, 6"6" Window Cling, Wrapped Ice Box
CONTRACTED LOCATIONS	2
ESTIMATED DELIVERED IMPRESSIONS	344,592

ZIPCODES REACHED

1	93204
2	93245





Los Angeles

CAMPAIGN DATES	9/7/2020 – 10/15/2020
DIMENSIONS	30"x46" One Sheet, 24.375"x10" Chevron Ad, 20.25"x11.75" Clip Ad, 20.5"x20" Eclipse Ad, 6"6" Window Cling, Wrapped Ice Box
CONTRACTED LOCATIONS	21
ESTIMATED DELIVERED IMPRESSIONS	3,765,216

ZIPCODES REACHED

1	90221	16	91331
2	93534	17	90805
3	93552	18	93550
4	90250	19	91331
5	90804	20	93550
6	90805	21	90265
7	90731		
8	90291		
9	93535		
10	91331		
11	93550		
12	90250		
13	93550		
14	90805		
15	90250		

Merced

CAMPAIGN DATES	9/7/2020 – 10/15/2020
DIMENSIONS	30"x46" One Sheet, 24.375"x10" Chevron Ad, 20.25"x11.75" Clip Ad, 20.5"x20" Eclipse Ad, 6"6" Window Cling, Wrapped Ice Box
CONTRACTED LOCATIONS	3
ESTIMATED DELIVERED IMPRESSIONS	537,888

ZIPCODES REACHED

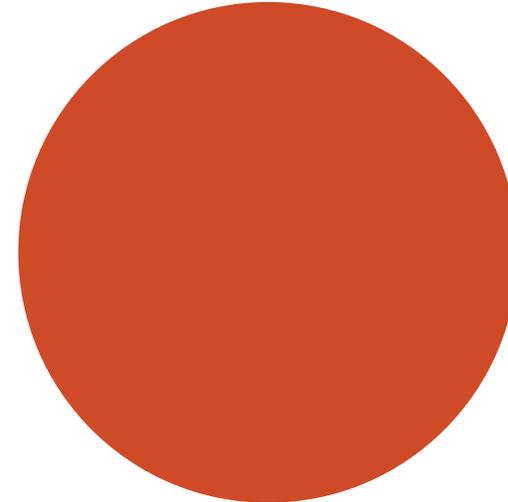
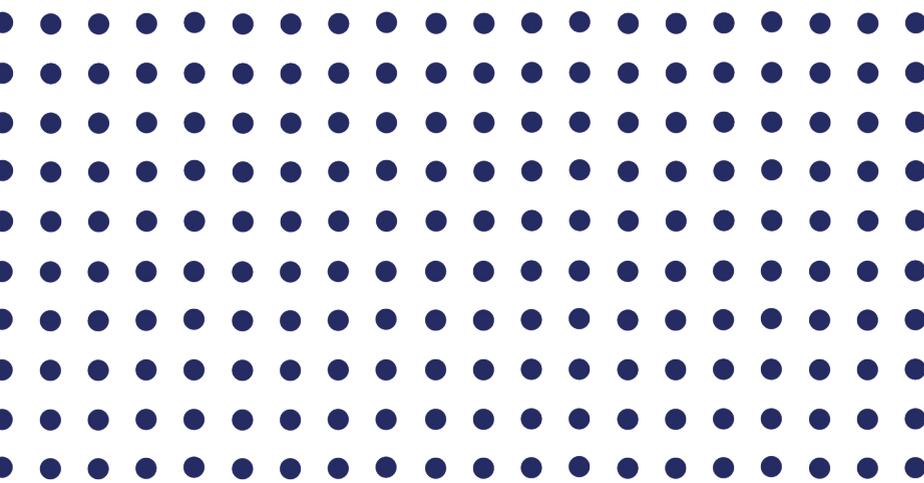
1	93620
2	95348
3	93635

Monterey

CAMPAIGN DATES	9/7/2020 – 10/15/2020
DIMENSIONS	30"x46" One Sheet, 24.375"x10" Chevron Ad, 20.25"x11.75" Clip Ad, 20.5"x20" Eclipse Ad, 6"6" Window Cling, Wrapped Ice Box
CONTRACTED LOCATIONS	7
ESTIMATED DELIVERED IMPRESSIONS	1,255,072

ZIPCODES REACHED

1	93901
2	93901
3	93924
4	93908
5	93955
6	93933
7	93933

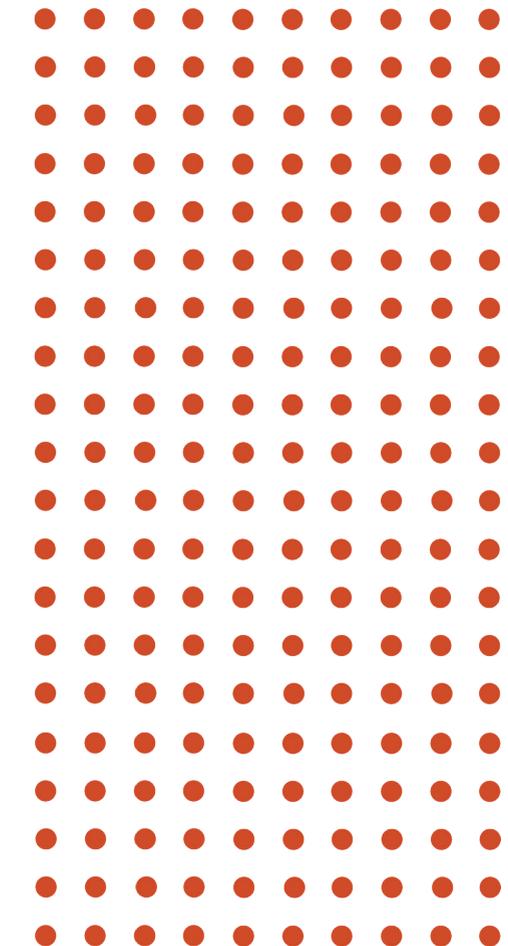


Orange

CAMPAIGN DATES	9/7/2020 – 10/15/2020
DIMENSIONS	30"x46" One Sheet, 24.375"x10" Chevron Ad, 20.25"x11.75" Clip Ad, 20.5"x20" Eclipse Ad, 6"6" Window Cling, Wrapped Ice Box
CONTRACTED LOCATIONS	10
ESTIMATED DELIVERED IMPRESSIONS	1,792,960

ZIPCODES REACHED

1	92705
2	92804
3	92840
4	92663
5	92806
6	92604
7	92627
8	90623
9	92691
10	92865





Riverside

CAMPAIGN DATES	9/7/2020 – 10/15/2020
DIMENSIONS	30"x46" One Sheet, 24.375"x10" Chevron Ad, 20.25"x11.75" Clip Ad, 20.5"x20" Eclipse Ad, 6"6" Window Cling, Wrapped Ice Box
CONTRACTED LOCATIONS	13
ESTIMATED DELIVERED IMPRESSIONS	2,330,809

ZIPCODES REACHED

1	92201	●
2	92509	●
3	92509	●
4	92264	●
5	92557	●
6	92506	●
7	92234	●
8	92203	●
9	92503	●
10	92504	●
11	92501	●
12	92505	●
13	92220	●

Sacramento

CAMPAIGN DATES	9/7/2020 – 10/15/2020
DIMENSIONS	30"x46" One Sheet, 24.375"x10" Chevron Ad, 20.25"x11.75" Clip Ad, 20.5"x20" Eclipse Ad, 6"6" Window Cling, Wrapped Ice Box
CONTRACTED LOCATIONS	9
ESTIMATED DELIVERED IMPRESSIONS	1,613,664

ZIPCODES REACHED

1	95827	●
2	95670	●
3	95821	●
4	95632	●
5	95624	●
6	95826	●
7	95673	●
8	95670	●
9	95670	●

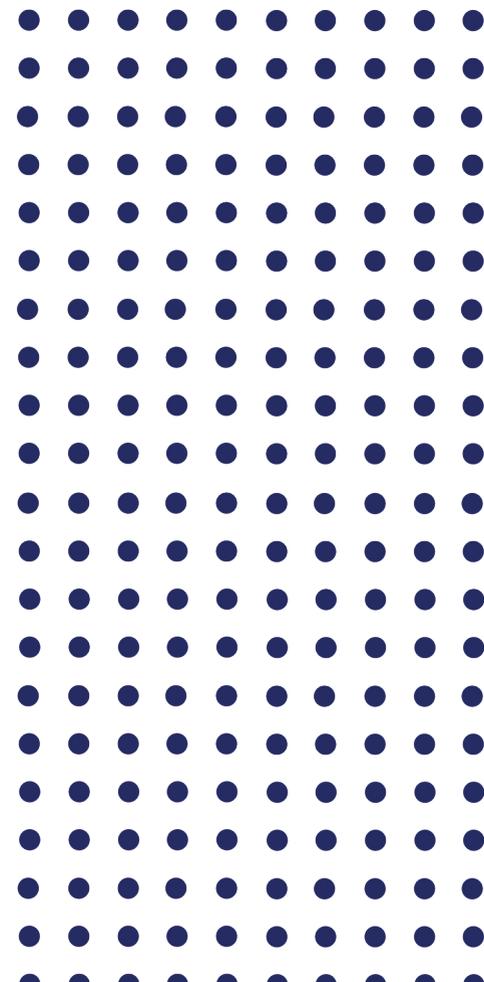


San Bernardino

CAMPAIGN DATES	9/7/2020 – 10/15/2020
DIMENSIONS	30"x46" One Sheet, 24.375"x10" Chevron Ad, 20.25"x11.75" Clip Ad, 20.5"x20" Eclipse Ad, 6"6" Window Cling, Wrapped Ice Box
CONTRACTED LOCATIONS	14
ESTIMATED DELIVERED IMPRESSIONS	2,412,144

ZIPCODES REACHED

1	92335
2	92335
3	92335
4	92335
5	92408
6	92337
7	92335
8	92410
9	92335
10	92335
11	92336
12	92405
13	92284
14	92410

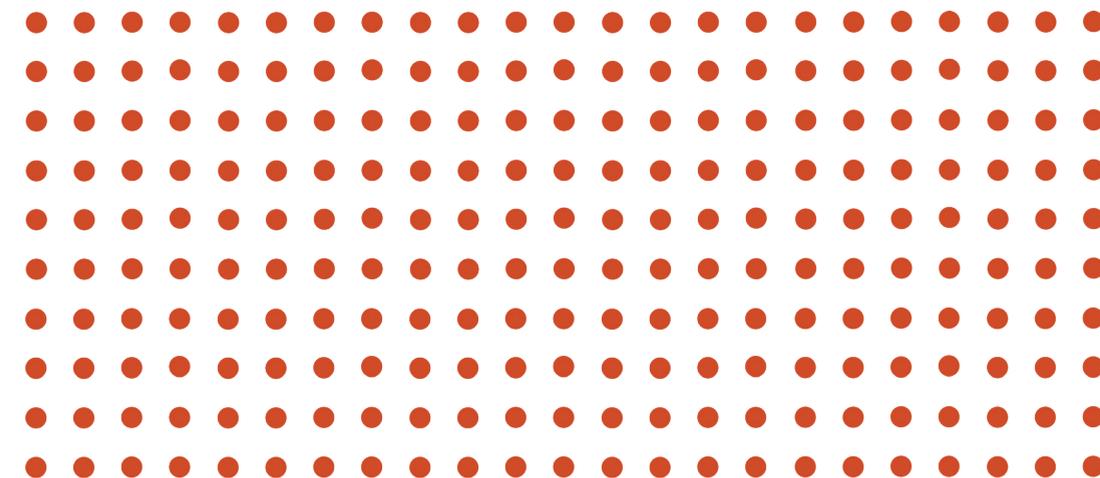


San Diego

CAMPAIGN DATES	9/7/2020 – 10/15/2020
DIMENSIONS	30"x46" One Sheet, 24.375"x10" Chevron Ad, 20.25"x11.75" Clip Ad, 20.5"x20" Eclipse Ad, 6"6" Window Cling, Wrapped Ice Box
CONTRACTED LOCATIONS	17
ESTIMATED DELIVERED IMPRESSIONS	3,048,032

ZIPCODES REACHED

1	92054
2	92109
3	92101
4	91942
5	92109
6	91977
7	92104
8	92105
9	91910
10	92007
11	92154
12	91977
13	92114
14	91910
15	91934
16	92109
17	92109



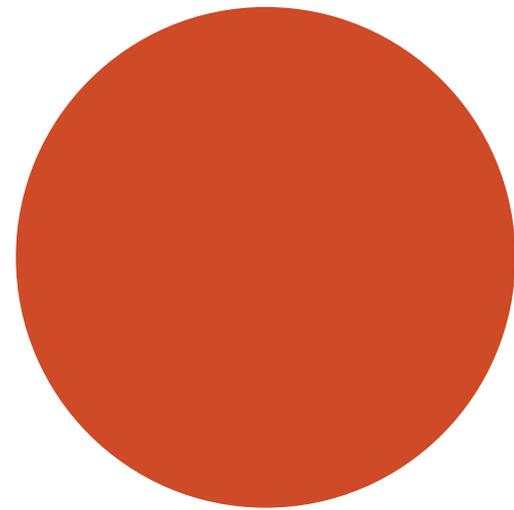
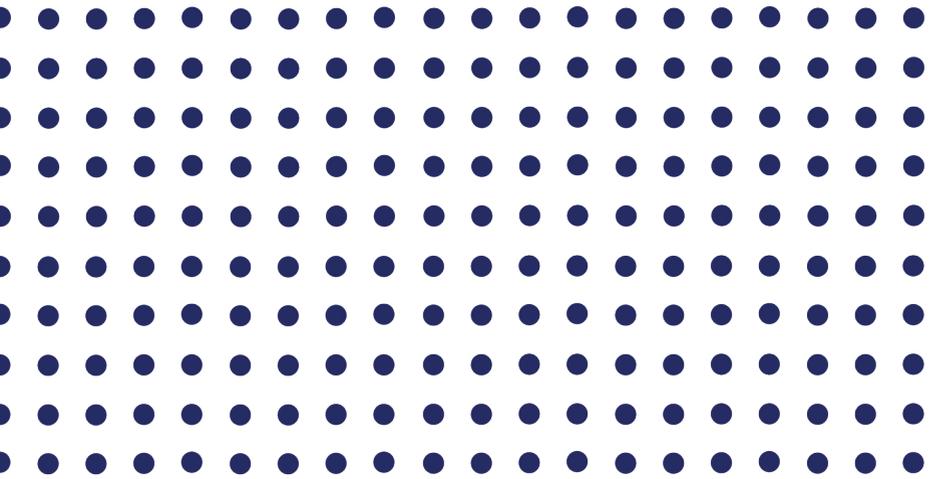


San Francisco

CAMPAIGN DATES	9/7/2020 – 10/15/2020
DIMENSIONS	30"x46" One Sheet, 24.375"x10" Chevron Ad, 20.25"x11.75" Clip Ad, 20.5"x20" Eclipse Ad, 6"6" Window Cling, Wrapped Ice Box
CONTRACTED LOCATIONS	3
ESTIMATED DELIVERED IMPRESSIONS	537,888

ZIPCODES REACHED

1	94110
2	94121
3	94110

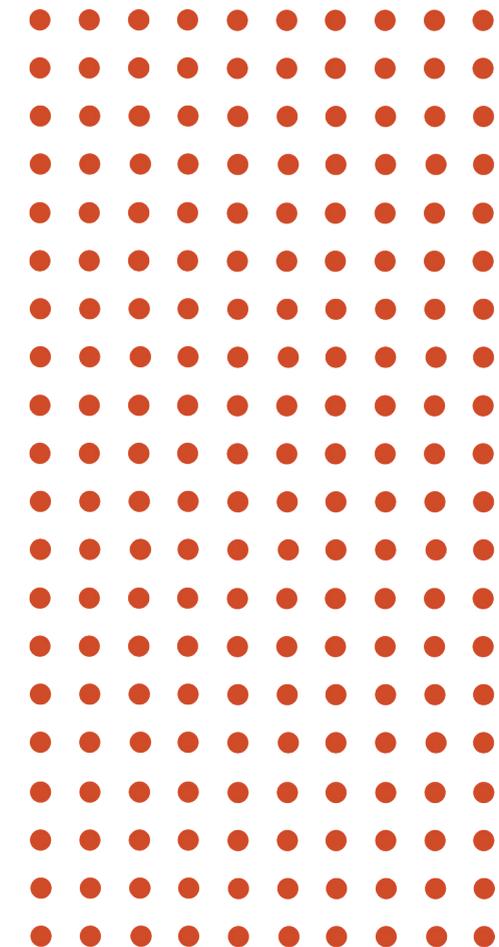


San Joaquin

CAMPAIGN DATES	9/7/2020 – 10/15/2020
DIMENSIONS	30"x46" One Sheet, 24.375"x10" Chevron Ad, 20.25"x11.75" Clip Ad, 20.5"x20" Eclipse Ad, 6"6" Window Cling, Wrapped Ice Box
CONTRACTED LOCATIONS	7
ESTIMATED DELIVERED IMPRESSIONS	1,206,072

ZIPCODES REACHED

1	95320
2	95206
3	95336
4	95240
5	95240
6	95376
7	95336



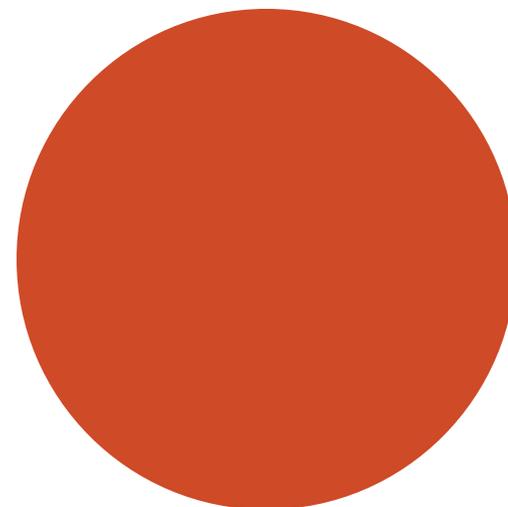
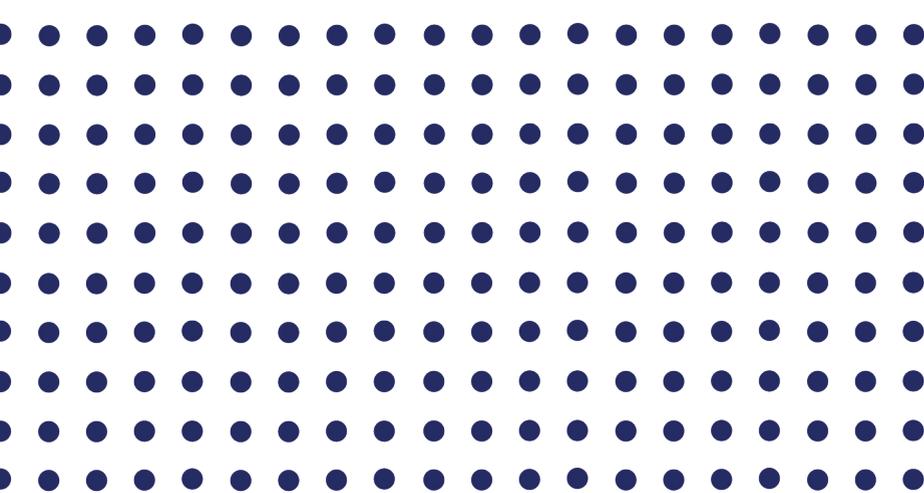


Santa Barbara

CAMPAIGN DATES	9/7/2020 – 10/15/2020
DIMENSIONS	30"x46" One Sheet, 24.375"x10" Chevron Ad, 20.25"x11.75" Clip Ad, 20.5"x20" Eclipse Ad, 6"6" Window Cling, Wrapped Ice Box
CONTRACTED LOCATIONS	3
ESTIMATED DELIVERED IMPRESSIONS	516,888

ZIPCODES REACHED

1	93454
2	93440
3	93013

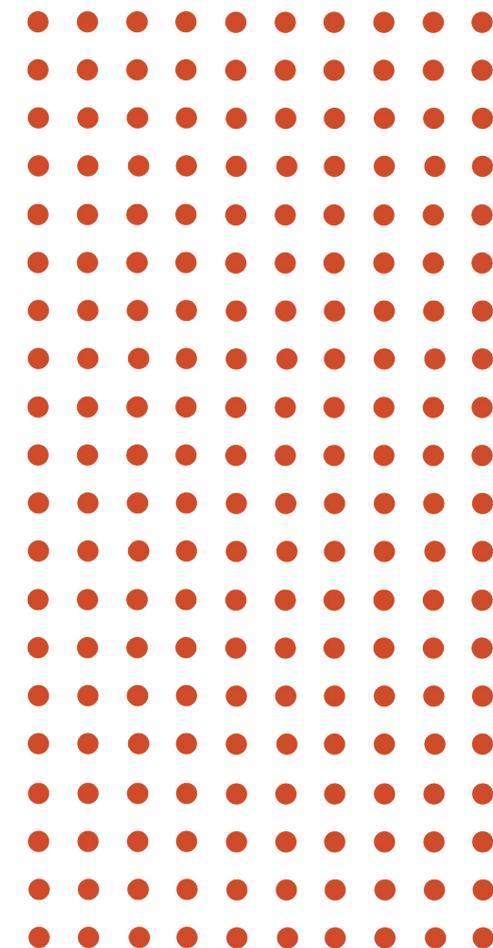


San Clara

CAMPAIGN DATES	9/7/2020 – 10/15/2020
DIMENSIONS	30"x46" One Sheet, 24.375"x10" Chevron Ad, 20.25"x11.75" Clip Ad, 20.5"x20" Eclipse Ad, 6"6" Window Cling, Wrapped Ice Box
CONTRACTED LOCATIONS	8
ESTIMATED DELIVERED IMPRESSIONS	1,378,368

ZIPCODES REACHED

1	95136
2	95112
3	94306
4	95112
5	95122
6	95112
7	95112
8	94085

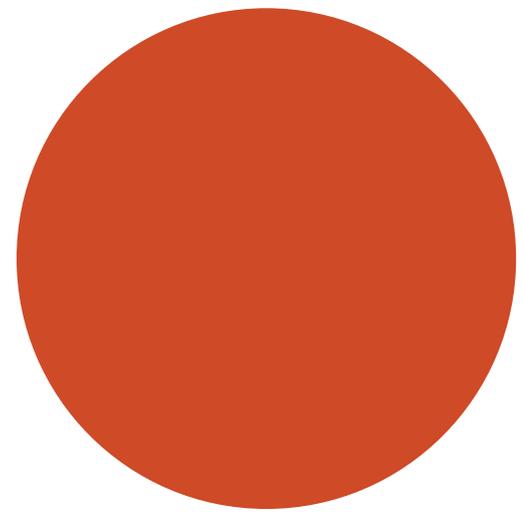
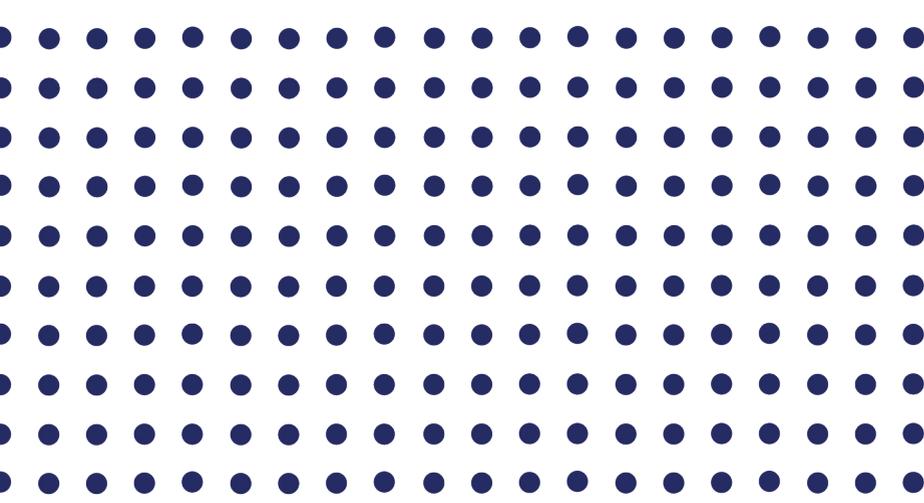


Stanislaus

CAMPAIGN DATES	9/7/2020 – 10/15/2020
DIMENSIONS	30"x46" One Sheet, 24.375"x10" Chevron Ad, 20.25"x11.75" Clip Ad, 20.5"x20" Eclipse Ad, 6"6" Window Cling, Wrapped Ice Box
CONTRACTED LOCATIONS	6
ESTIMATED DELIVERED IMPRESSIONS	1,033,776

ZIPCODES REACHED

1	95357
2	95380
3	95351
4	95360
5	95351
6	95380

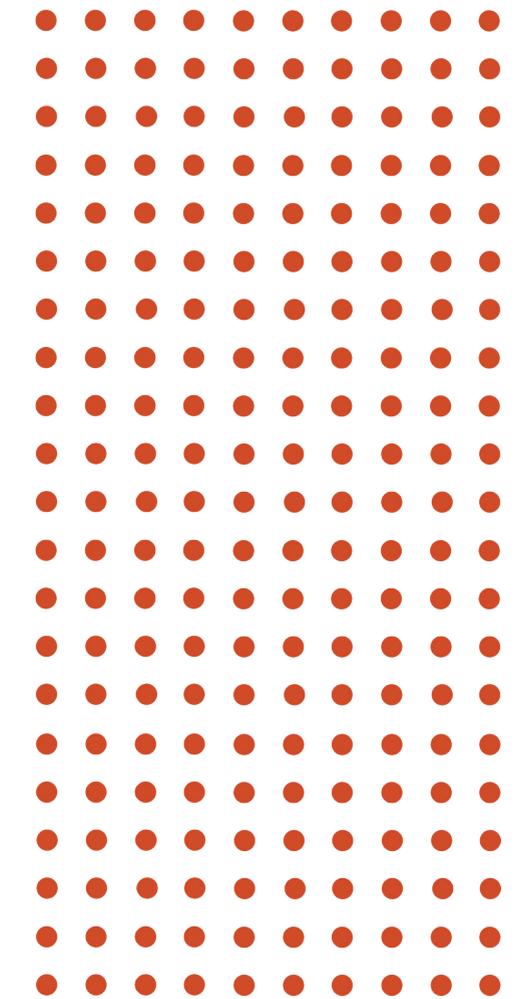


Tulare

CAMPAIGN DATES	9/7/2020 – 10/15/2020
DIMENSIONS	30"x46" One Sheet, 24.375"x10" Chevron Ad, 20.25"x11.75" Clip Ad, 20.5"x20" Eclipse Ad, 6"6" Window Cling, Wrapped Ice Box
CONTRACTED LOCATIONS	11
ESTIMATED DELIVERED IMPRESSIONS	1,895,256

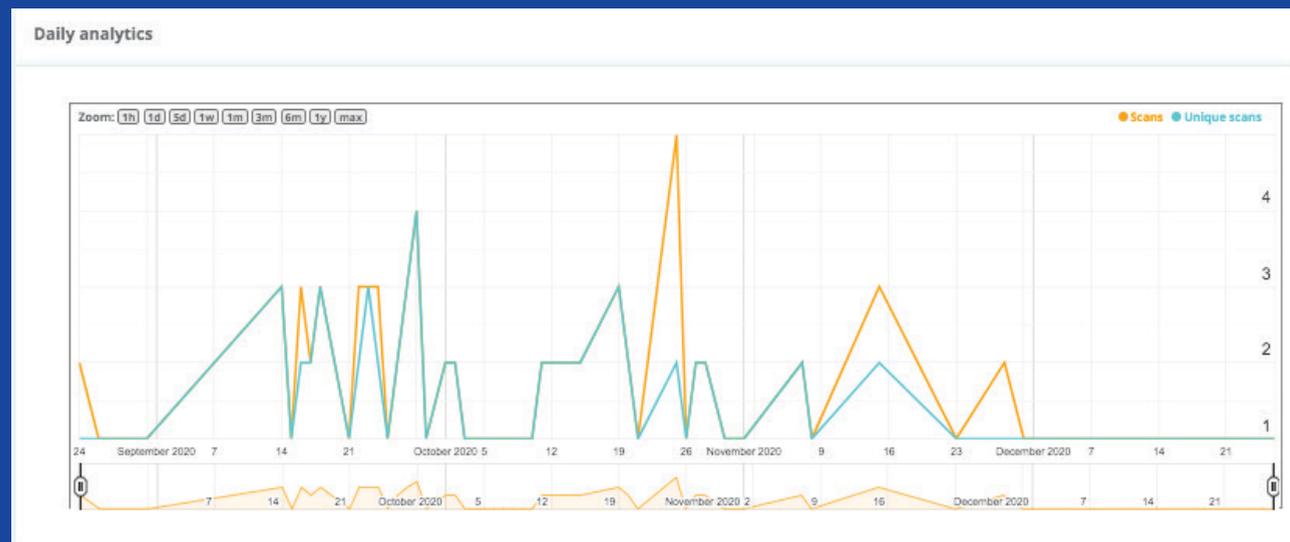
ZIPCODES REACHED

1	93257
2	93257
3	93257
4	93257
5	93257
6	93257
7	93257
8	93257
9	93257
10	93257
11	93257

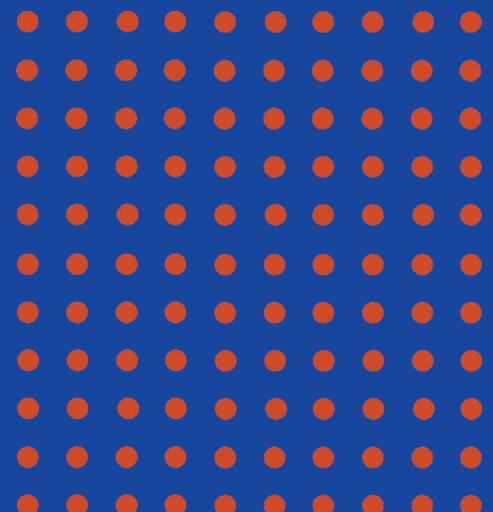


Direct Gas Station QR Code Conversion Rates

The QR Codes placed on Gas Station Takeover materials were the highest proof point conversion rates of the campaign reaching 89 households directly across the state in HTC counties which linked directly to my2020census.gov.



Total Scans Over Time August 2020 - December 2020



Total Gas Station QR Code Reach

City	Scans	Unique Scans
Anaheim	15	15
Barview	3	3
Chino	1	1
Citrus Heights	3	3
Colton	6	5
Danville	1	1
Dublin	2	2
El Cajon	3	2
Hayward	1	1
Jackson	5	4
Kansas City	1	1
Los Angeles	4	3
Modesto	8	8
Oakland	13	10
Perris	3	2
Phoenix	2	2
Prior Lake	1	1
Rancho Cordova	1	1
Sacramento	4	4
San Leandro	3	3
Santa Maria	1	1
Seattle	2	1
Stockton	2	2
Union City	1	1
West Sacramento	2	2
Wilmington	1	1

32,811,320

GAS STATION ADVERTISING IMPRESSIONS



DELIVERABLE 3.2.4

Sky Billboard

MEDIUM: Print/Aerial Advertising

BILLBOARD DIMENSIONS: 30'x60'

VENDOR: High Exposure

FLIGHT DATES: 9/11 - 9/25

TOTAL FLIGHT TIME: 30.49 hours

NUNA contracted High Exposure to deploy and design a 30' x 60' aerial billboard throughout parts of Southern California including San Diego, Palm Springs, and Los Angeles. The campaign began with three consecutive flights in San Diego from September 11 through September 13. Issues with real-time tracking on the vendor's end resulted in an additional four hours of flight time in San Diego on the 13th, free of charge. On September 18, the sky billboard was deployed in Palm

Springs and the surrounding areas. The billboard was then shipped to Los Angeles where it completed its last deployments September 20 and 21.

Due to the California wildfires, the original scheduling was shifted, and the campaign was terminated earlier than predicted. Fires were monitored daily by NUNA and the vendor in order to ensure the safety of pilots and visibility of the billboard. Efforts to deploy in Northern California were called off due to the severity of fires.

The campaign ended September 21 with a total of six flights and 30 hours of flight time. Including billboard production and flight time, the campaign cost totaled to \$19,686.

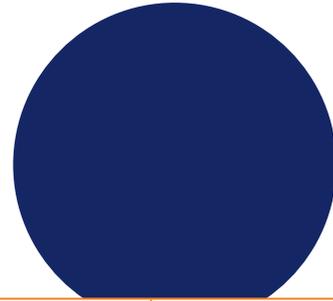
Because the campaign ended earlier than expected, NUNA was left with additional spends that were allocated to a text message campaigns to those counties hardest hit by the wildfires.

The sky billboard was highly effective for reaching HTC rural counties as well as highly populated areas such as beaches and stadiums.

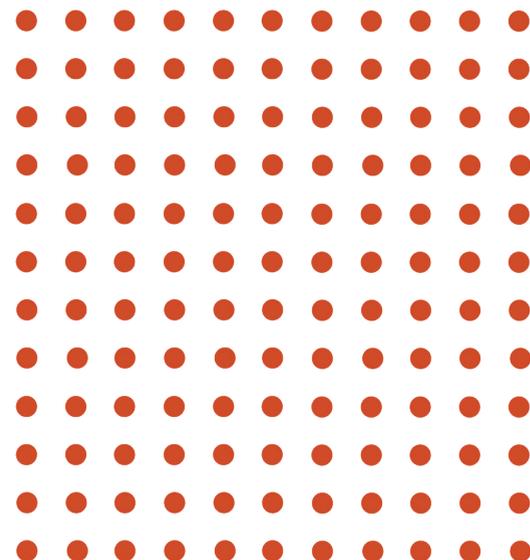


Sky Billboard

San Diego



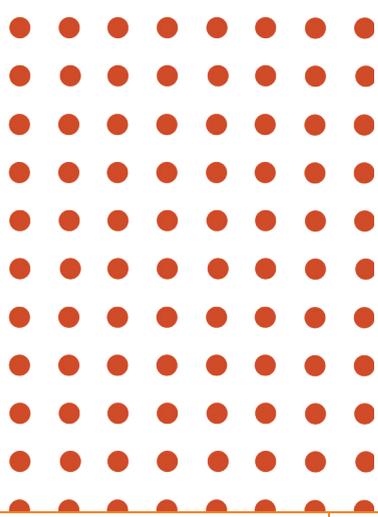
Date	Route	Comments	Flight Time
Friday Sep 11, 2020	San Diego CA - Covering downtown San Diego, beaches and harbor area 4 hours onsite	Flying the San Diego area for a total five (5) hours.	6.41
Saturday Sep 12, 2020	San Diego CA - covering downtown San Diego, Imperial and La Quinta Areas for 4 hours onsite	Covering San Diego, Imperial, La Quinta Areas for a total of five (5) hours of flying.	4.98
Sunday Sep 13, 2020	San Diego CA - Covering downtown San Diego, beaches and harbor area 4 hours onsite	No charge flight to make up 40 minutes off cancelled time on 9/12, due to high winds. Also, added value for tracking issue.	4.54



— Friday, Sep 11, 2020
— Saturday, Sep 12, 2020
— Sunday, Sep 13, 2020

Sky Billboard

Palm Springs



Date	Route	Comments	Flight Time
Friday Sep 18, 2020	Coverage of Freeway 60 Riverside to Palm Spring Area	N/A	5.85

Los Angeles

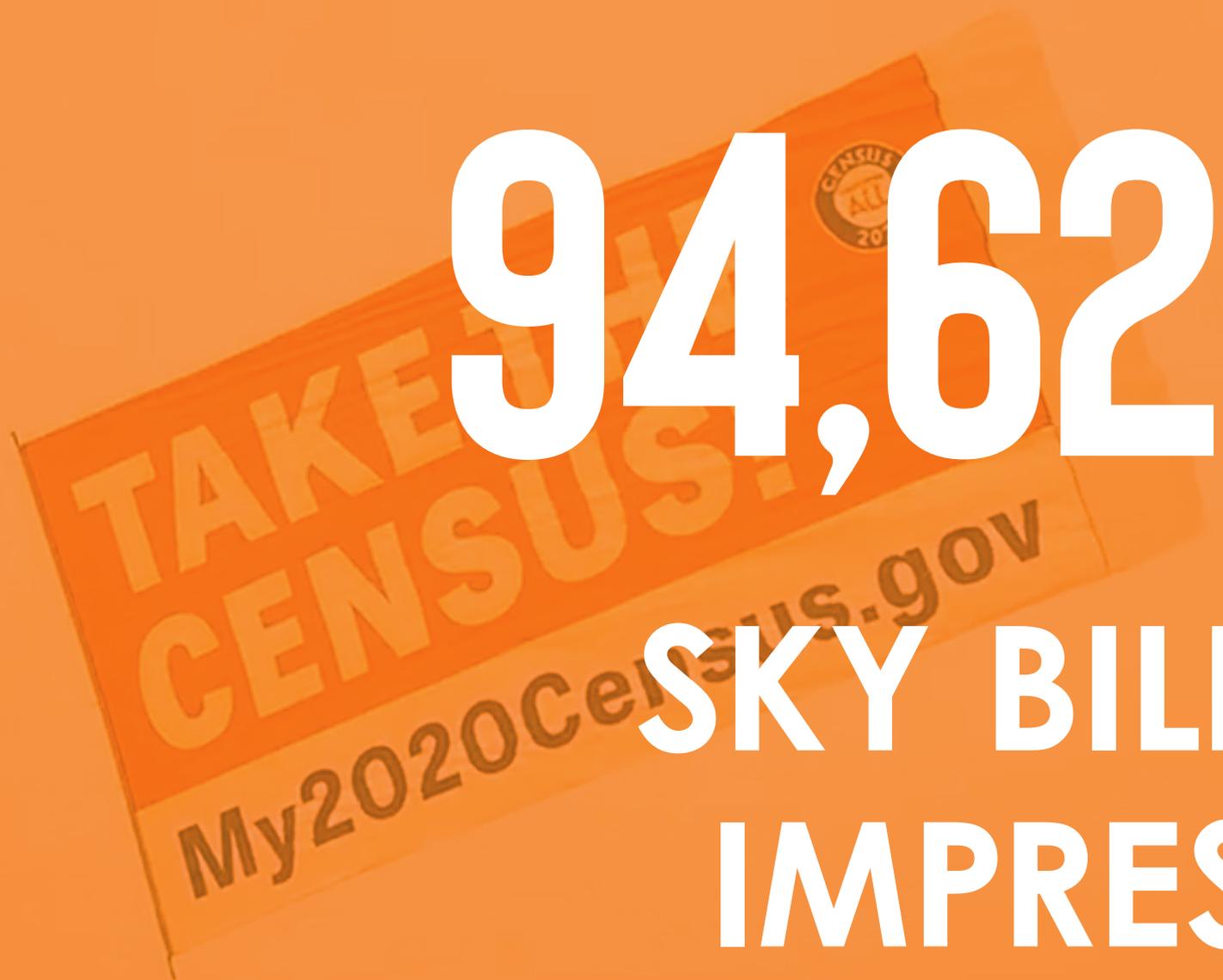
Date	Route	Comments	Flight Time
Sunday Sep 20, 2020	Santa Monica CA to Dana Point CA - covering Venice, Huntington Beach, & Long Beach	Flight completed. Pilot reported very crowded beach during entire route.	6.41
Monday Sep 21, 2020	Los Angeles CA - Rush Hour Traffic flight - focus on Rte. 110 and high traffic areas	Flying PM Rush Hour depending on better visibility and weather. Flight completed. Pilot reported high volume of traffic during this flight. Flight shortened to 3.95 hours due to sunset and traffic.	4.98



- Friday, Sep 11, 2020
- Saturday, Sep 12, 2020
- Sunday, Sep 13, 2020

94,622,844

SKY BILLBOARD IMPRESSIONS



DELIVERABLE 3.2.5

Drive-In Movie Theater

MEDIUM: Digital & Print

BILLBOARD DIMENSIONS: 20" x 30" Digital; 4' x 8' Print Banners

VENDOR: Alameda County Fairgrounds

FLIGHT DATES: 9/11/2020 – 9/30/2020

The Alameda County Fairgrounds is a 270-acre facility located in Pleasanton, California. It is home to the annual Alameda County Fair, held since 1912. Alameda County was identified as a hard to reach county on our watch list and we were able to secure Ads space with the Fairgrounds for their socially distanced Drive-in Movie theater.

As an effect of the ongoing wildfires in California, the fairgrounds were turned into a Fire Camp for CalFire. We were able to pivot the situation and make use of their electronic reader board which sits on a high traffic corner. In addition, we were able to hang two banners in additional high traffic areas to gain the most impressions. Overall this was a benefit to the campaign, the original Ad space was to last days, we were able to run this campaign at no additional cost for a total of twenty days.

Alameda County is a prime example of earned media, meaning we were able to make our budget go several times further than originally planned. Targeting more fair grounds for the future would make for a bigger impressions impact. With the current timeline we were limited given the fact it was late into the fair season, and we missed key in-person and virtual events.



Alameda

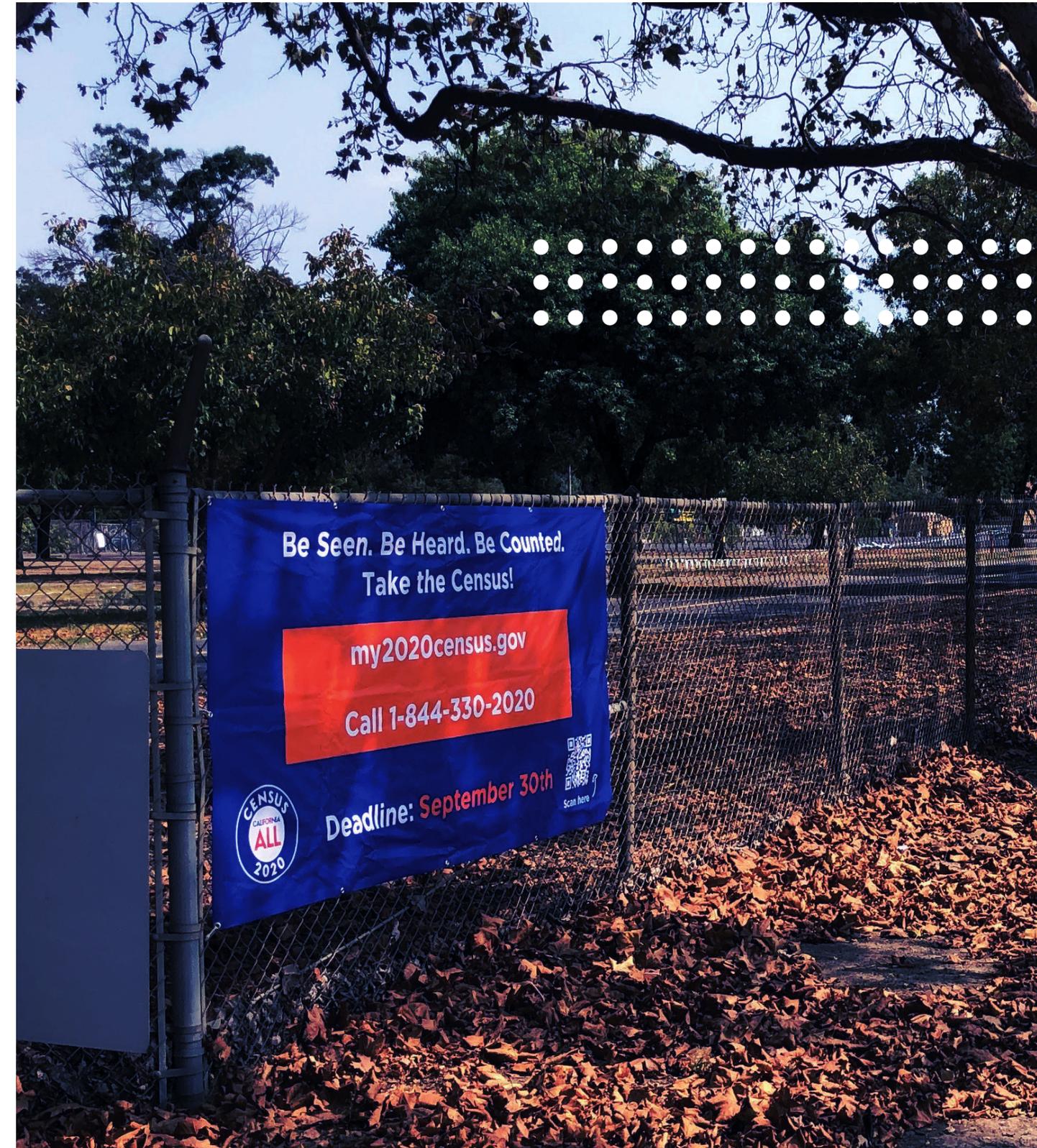
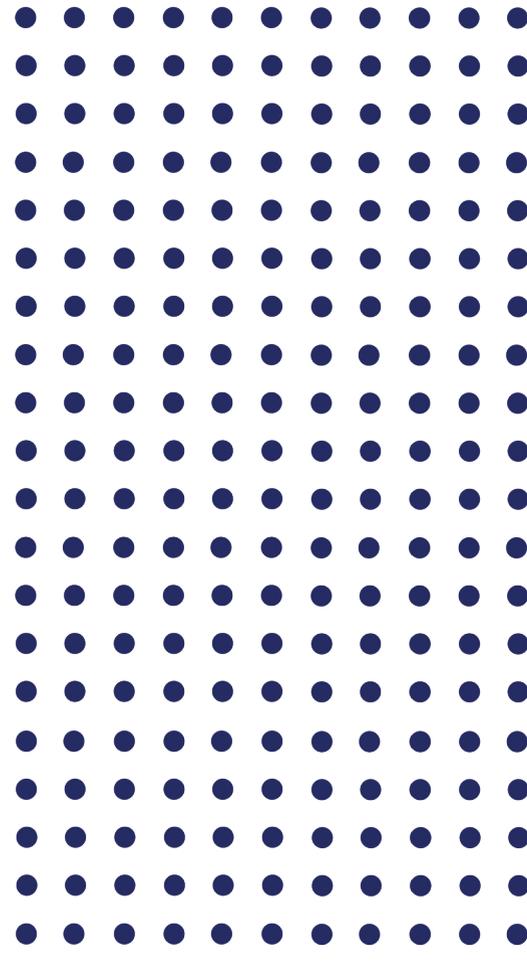
CAMPAIGN DATES 9/11/2020 – 9/30/2020

DIMENSIONS 20" x 30" Digital; 4' x 8' Print
Banners

CONTRACTED LOCATIONS 3

ESTIMATED CONTRACTED IMPRESSIONS 110,000

ESTIMATED DELIVERED IMPRESSIONS 1,518,000



ALAMEDA COUNTY FAIRGROUNDS
Be Seen. Be Heard. Be Counted.
Take the Census.
Deadline: September 30
my2020census.gov

Be Seen. Be Heard. Be Counted.
Take the Census!
my2020census.gov
Call 1-844-330-2020
Deadline: September 30th

Be Seen. Be Heard. Be Counted.
Take the Census!
my2020census.gov
Call 1-844-330-2020
Deadline: September 30th

1,518,000

DRIVE-IN MOVIE THEATER IMPRESSIONS

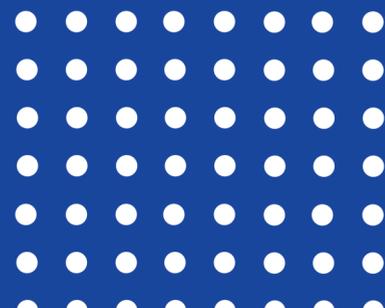


DELIVERABLE 3.3

Digital Media Ad Buys (English and Spanish)

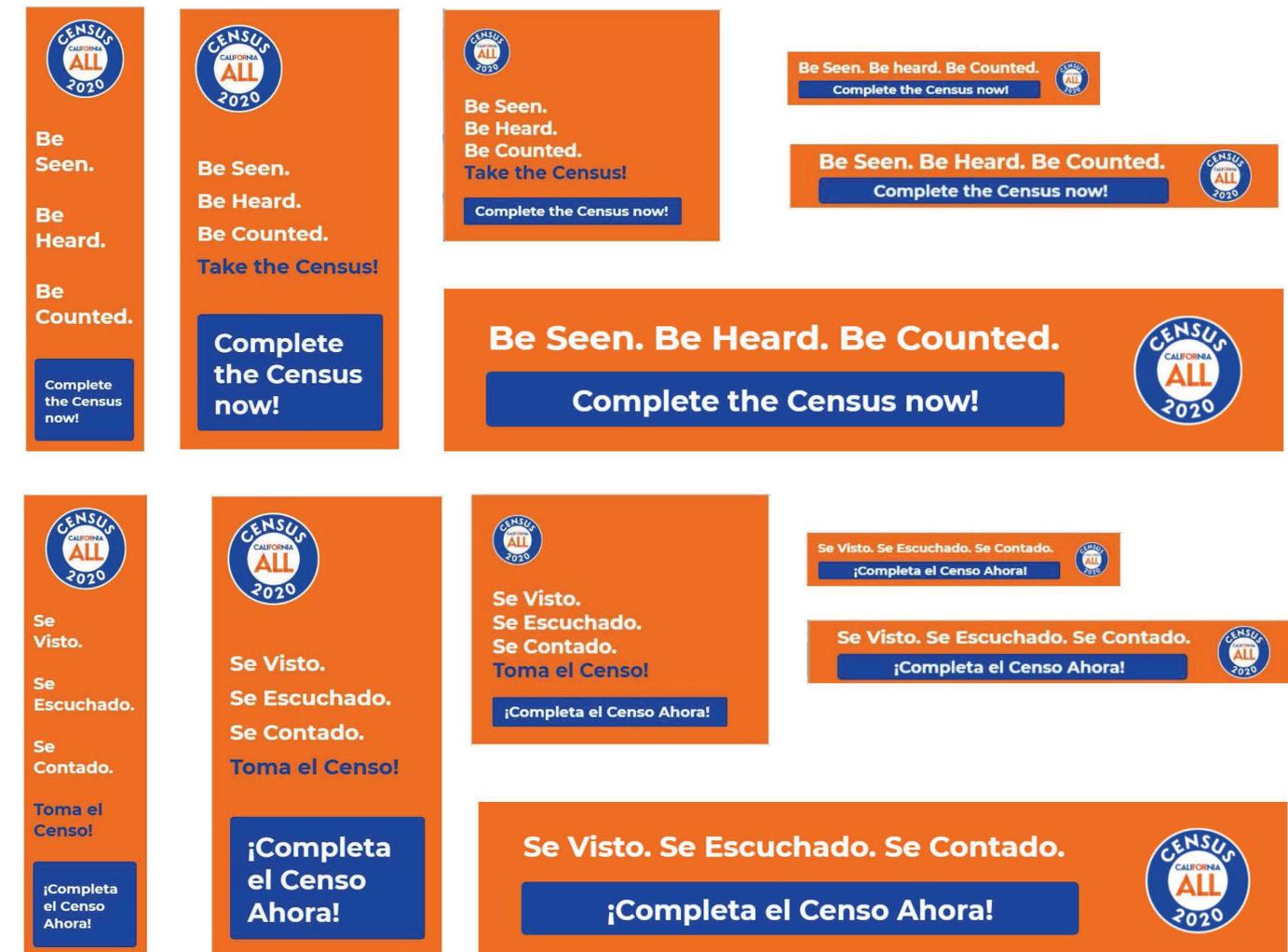
NUNA worked with digital exchange partners to place ads across various networks and format sizes in 14 different languages. The team used a wide variety of targeting capabilities to reach and scale towards demographically targeted audiences. The team used over 180 second-party data, third-party data, and verified offline data partners across 130,000 servicing websites. Ad units included multiple ad sizes for static display, pre-roll video on websites and set-top boxes, and search ads across Google and Bing. Ads also ran on desktop and mobile-based on conversion preferences.

Between Deliverable 3 & 4, the paid amplification program garnered over 61,261,821 impressions with over 99,978 direct clicks to my2020census.gov website. All ads were broken down by county, network, language, and file type to create a programmatic, multichannel outreach program.



Google search for English speakers, performed exceptionally with the top search terms having a click-through rate between 11.20% and 26.23%. The very high metrics in search showed intent to complete the census by English speakers near unheard of in search advertising.

Finally, both for Deliverable 3 & 4 saw mobile click-through rates outperform all other delivery formats. The overall success of the digital ad program was brought to completion by using a flexible delivery platform that could quickly adjust ad units and spend to maximize conversions.



Display Campaign Report

Date Range: 9/15/2020 - 10/11/2020

Line Item	Impressions	Clicks	CTR
Alameda County Display	445,221	270	0.06 %
Butte County Display	86,411	63	0.07 %
Fresno County Display	734,710	589	0.08 %
Kern County Display	803,300	626	0.08 %
Kings County Display	60,834	50	0.08 %
Los Angeles County Billboard	3,942,042	2,177	0.06 %
Los Angeles County Display	18,559,960	11,994	0.06 %
Merced County Display	160,762	134	0.08 %
Monterey County Display	323,437	232	0.07 %
Orange County Display	431,224	267	0.06 %
Riverside County Display	716,682	560	0.08 %
Sacramento County Display	293,103	199	0.07 %
San Bernardino County Display	395,208	257	0.07 %
San Diego County Display	719,270	424	0.06 %
San Francisco County Display	743,386	571	0.08 %
San Joaquin County Display	341,151	248	0.07 %
Santa Barbara County Display	388,382	250	0.06 %
Santa Clara County Display	614,355	403	0.07 %
Stanislaus County Display	295,316	206	0.07 %
Tulare County Display	326,130	231	0.07 %
Totals	30,380,884	19,751	0.07 %

Paid Search Campaign

Date Range: 9/15/2020 - 10/11/2020

Line Item	Impressions	Clicks	CTR
Tulare County Paid Search	3,562	390	10.95 %
Stanislaus County Paid Search	4,395	470	10.69 %
Santa Clara County Paid Search	11,628	1,518	13.05 %
Santa Barbara County Paid Search	3,451	392	11.36 %
San Joaquin County Paid Search	5,701	675	11.84 %
San Francisco County Paid Search	17,237	1,855	10.76 %
San Diego County Paid Search	24,531	2,537	10.34 %
San Bernardino County Paid Search	16,092	2,048	12.73 %
Sacramento County Paid Search	7,909	966	12.21 %
Riverside County Paid Search	19,335	2,270	11.74 %
Orange County Paid Search	15,581	2,185	14.02 %
Monterey County Paid Search	6,893	809	11.74 %
Merced County Paid Search	2,865	336	11.73 %
Los Angeles County Paid Search	129,227	15,722	12.17 %
Kings County Paid Search	1,889	223	11.81 %
Kern County Paid Search	10,211	1,171	11.47 %
Imperial County Paid Search	1,761	215	12.21 %
Fresno County Paid Search	11,209	1,234	11.01 %
Contra Costa County Paid Search	6,472	765	11.82 %
Butte County Paid Search	2,911	338	11.61 %
Alameda County Paid Search	16,182	1,794	11.09 %
Totals	319,042	37,913	11.88 %



Display Creative Report

Date Range: 9/15/2020 - 10/11/2020

Line Item	Impressions	Clicks	CTR
Spanish_970x250	1,969,520	990	0.05 %
Spanish_728x90	1,391,421	705	0.05 %
Spanish_320x50	5,202,147	3,815	0.07 %
Spanish_300x600	1,119,199	808	0.07 %
Spanish_300x250	5,036,798	3,125	0.06 %
Spanish_160x600	470,422	204	0.04 %
English_970x250	1,972,521	1,187	0.06 %
English_728x90	1,392,626	689	0.05 %
English_320x50	5,197,448	3,921	0.08 %
English_300x600	1,118,769	878	0.08 %
English_300x250	5,038,438	3,205	0.06 %
English_160x600	471,526	217	0.05 %
Totals	30,380,835	19,744	0.06 %

Display Ad Size Report

Date Range: 9/15/2020 - 10/11/2020

Ad Dimensions	Impressions	Clicks	CTR
970x250	3,942,041	2,177	0.06 %
728x90	2,784,047	1,394	0.05 %
320x50	10,399,595	7,736	0.07 %
300x600	2,237,968	1,686	0.08 %
300x250	10,075,236	6,330	0.06 %
160x600	941,948	421	0.04 %
Totals	30,380,835	19,744	0.06 %

Display Ad Size Bar Graph

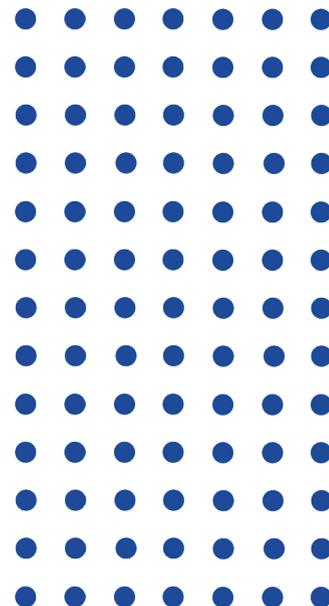
Date Range: 9/15/2020 - 10/11/2020

Ad Dimensions	CTR
970x250	0.06 %
728x90	0.07 %
320x50	0.07 %
300x600	0.07 %
300x250	0.07 %
160x600	0.07 %
Totals	0.07 %

Device Report

Date Range: 9/15/2020 - 10/11/2020

Device	CTR
Tablet	0.18 %
Phone	0.09 %
PC	0.04 %
Mobile	3.20 %
Desktop	0.15 %
Totals	0.19 %

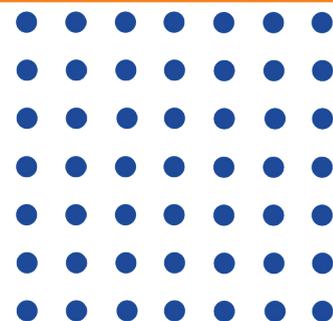




Top Paid Search Keyword

Date Range: 9/15/2020 - 10/11/2020

Search Keyword	Search Keyword Status	Impressions	Clicks	CTR
census takers 2020	Enabled	34,920	8,415	24.10 %
how to take the census	Enabled	26,065	6,836	26.23 %
us census online	Enabled	27,835	4,657	16.73 %
national census	Enabled	26,676	2,987	11.20 %
us census demographics	Enabled	34,505	1,670	4.84 %
demographic census	Enabled	32,441	1,615	4.98 %
united states of america census	Enabled	23,326	1,592	6.83 %
census application form online	Enabled	4,931	941	19.08 %
us census minority population	Enabled	7,937	698	8.79 %
el censo	Enabled	4,462	685	15.35 %
us census application	Enabled	3,423	674	19.69 %
united states census 2020	Enabled	9,479	669	7.06 %
census application	Enabled	3,284	609	18.54 %
2020 census count	Enabled	6,383	501	7.85 %
Censo del 2020	Enabled	2,823	484	17.14 %
census demographic questions	Enabled	6,335	455	7.18 %
2020 census information	Enabled	4,902	453	9.24 %
census start	Enabled	6,212	402	6.47 %
2020 us census bureau	Enabled	4,873	370	7.59 %
census demographic data	Enabled	6,639	352	5.30 %
Totals		277,451	35,065	12.64 %



Spend to Date

Date Range: 9/15/2020 - 10/11/2020

True Advertiser Spend MCC
 \$199,156

CPC

Date Range: 9/15/2020 - 10/11/2020

CPC MCC
 \$3.45

CTR

Date Range: 9/15/2020 - 10/11/2020

CTR
 0.19%

Clicks

Date Range: 9/15/2020 - 10/11/2020

Total Clicks
 57,664

Impressions

Date Range: 9/15/2020 - 10/11/2020

Billable Impressions
 30,699,926

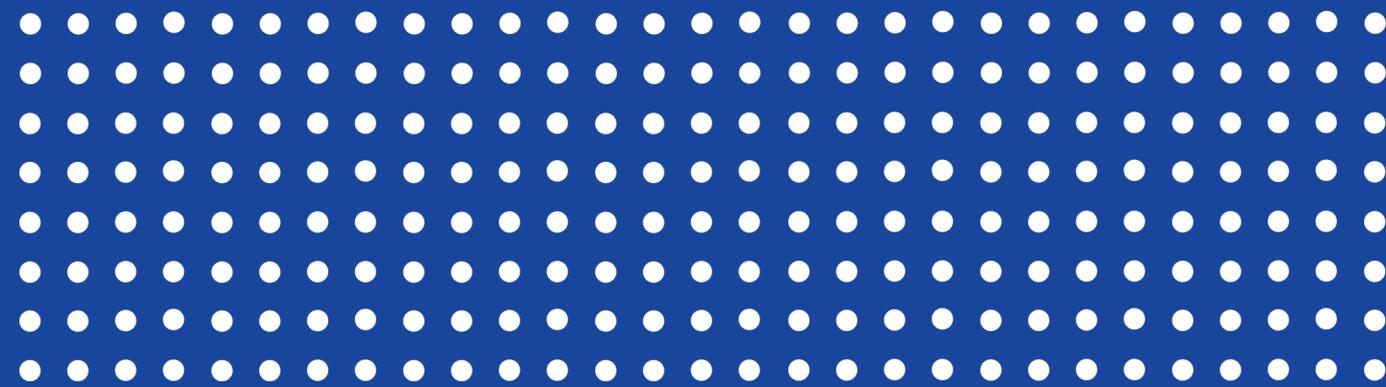


DELIVERABLE 4

DELIVERABLE 4

DELIVERABLE 4

**EQUITY FOCUSED PAID
MEDIA CAMPAIGN**





DELIVERABLE 4.1

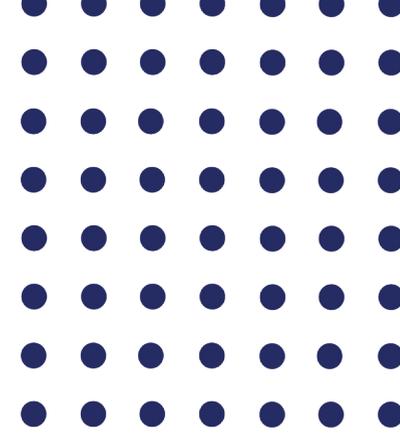
Media Buy Strategy & Implementation Plan

NUNA developed a media ad campaign based on the availability, price, and reach of media partners who specialize in hard-to-count communities.

DELIVERABLE 4.2

Media Creative, TV Commercial Scripts, and Graphic Design Implementation

NUNA relied on the California Census Office for Media Creative, TV Commercial Scripts, and Graphic Design Implementation. Where applicable, ethnic media partners supplied in-house translations and graphic design.



DELIVERABLE 4.3

Media Buy Purchasing and Creative Implementation

NUNA established a team approach with our ethnic media partners to procure ad spots and in-house creative concepts. With this approach, we secured flight dates with limited time and space. Our ad buy campaign competed with previously purchased PSA campaigns such as the COVID-19, wildfires, and political campaigns. Our media partners were able to push our ad campaign to the front of the line of competing campaigns.

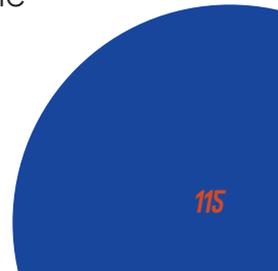
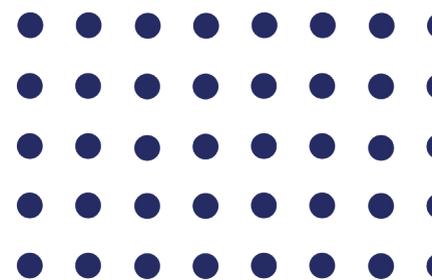
DELIVERABLE 4.4

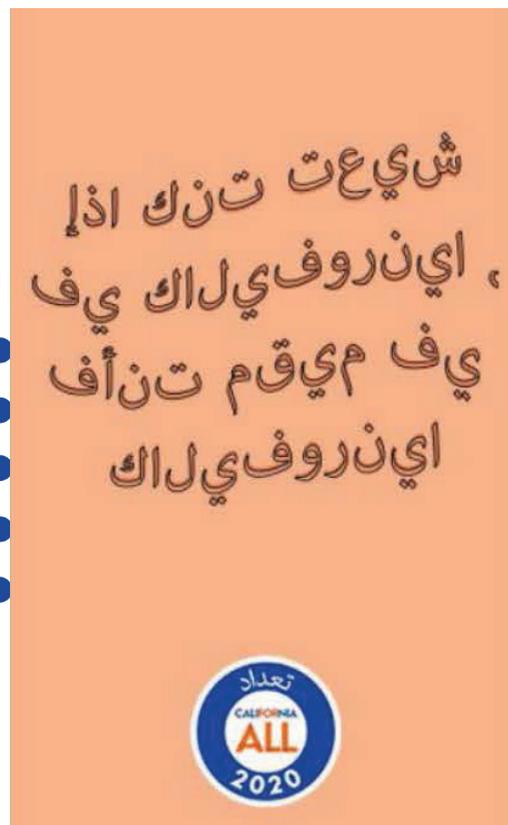
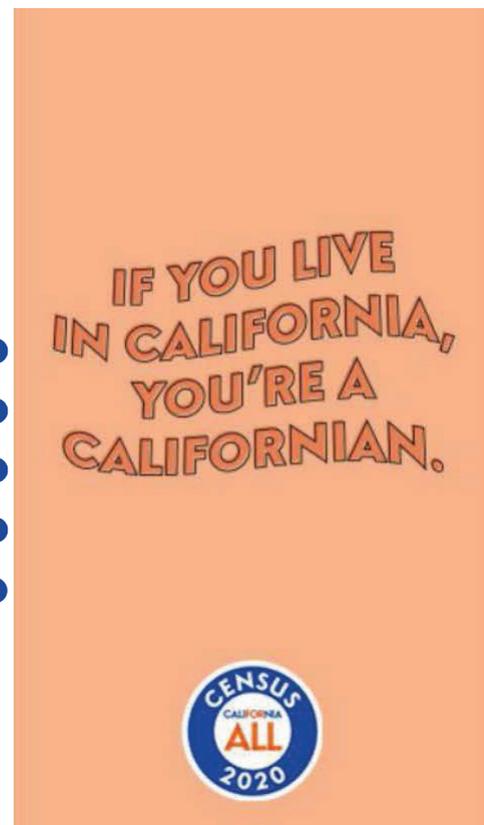
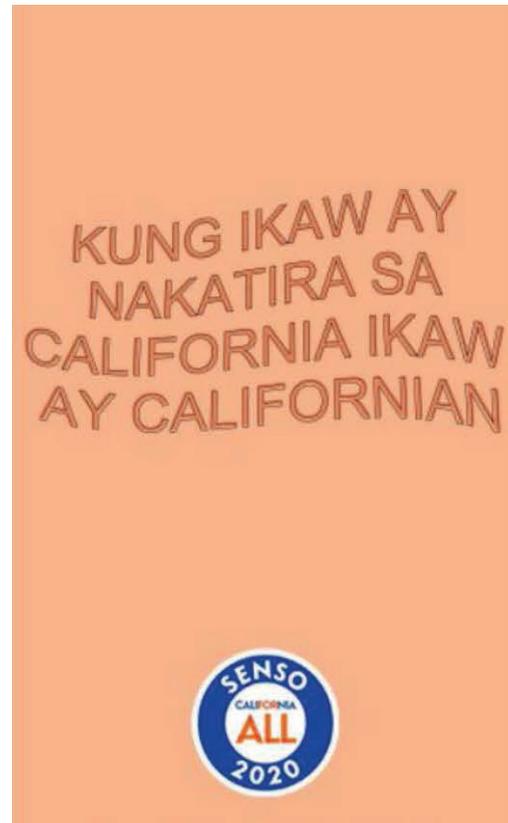
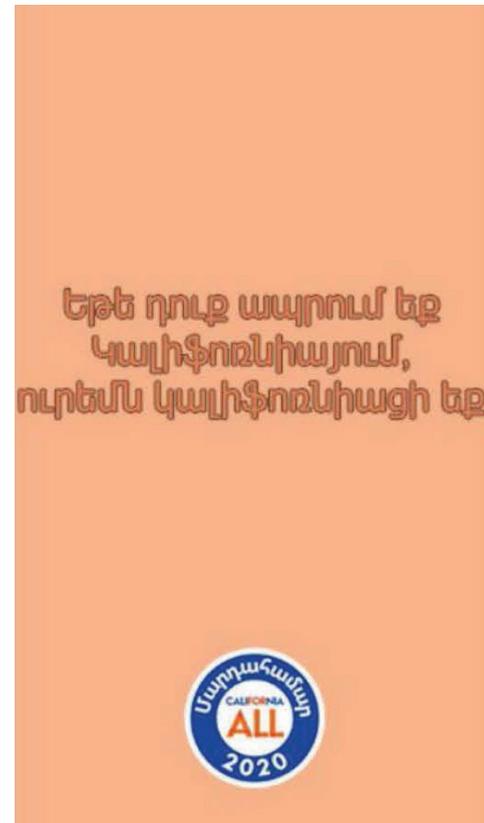
Language Translation

All of the creative assets supplied by the California Census Office were ADA compliant. Our ethnic media partners reviewed, modified, and updated the translation of the assets in 15 languages taking care to use modern, colloquial and easy to understand instructions for readers, viewers and listeners.

Budget from this line item was redirected after a budget review found \$80,000 was available for additional ad buys in a text messaging campaign targeting HTC counties that were heavily impacted by the wildfires including Tulare, Butte, San Francisco, Kern, Santa Clara, and Alameda. With approval from the CCCO, NUNA deployed two text messages to these counties via zip codes with the lowest self-response rates on September 28 and September 30, 2020.

Total text messages sent: 4,959,270





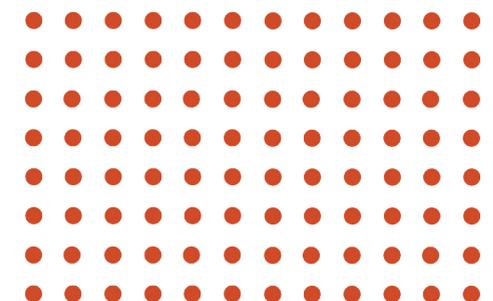
DELIVERABLE 4.5

Multi-Language Digital & Social Media Advertising

NUNA worked with digital exchange partners to place ads across various networks and format sizes in 14 different languages. The team used a wide variety of targeting capabilities to reach and scale towards demographically targeted audiences. The team used over 180 second-party data, third-party data, and verified offline data partners across 130,000 servicing websites. Ad units included multiple ad sizes for static display, pre-roll video on websites and set-top boxes, and search ads across Google and Bing. Ads also ran on desktop and mobile-based on conversion preferences.

Between Deliverable 3 & 4, the paid amplification program garnered over 61,261,821 impressions with over 99,978 direct clicks to my2020census.gov website. All ads were broken down by county, network, language, and file type to create a programmatic, multichannel outreach program. The viewability rate of video ads that ran in Deliverable 4 was over 88%, meaning that users watched nearly all videos to completion when exposed to a video. By far, the highest performing units for non-English speakers were the selected video units.

Google search for English speakers, performed exceptionally with the top search terms having a click-through rate between 11.20% and 26.23%. The very high metrics in search showed intent to complete the census by English speakers near unheard of in search advertising.



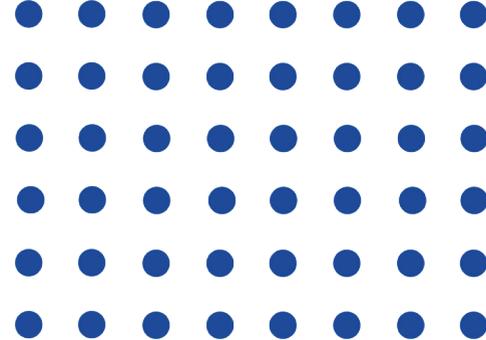


Display Campaign Report

Date Range: 9/15/2020 - 10/11/2020

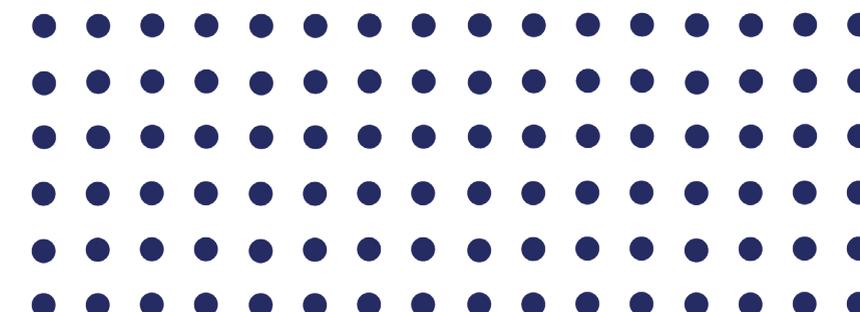
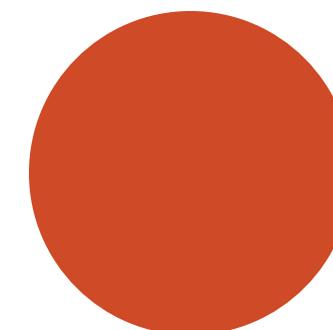
Line Item	Impressions	Clicks	CTR
Banners Alameda County	3,049,898	1,984	0.07%
Banners Alpine, Amador, Calaveras, Inyo, Mariposa, Mono & Tuolumne County	284,918	250	0.09%
Banners Butte County	338,307	241	0.07%
Banners Colusa, Glenn, Tehama & Trinity County	328,564	263	0.08%
Banners Contra Costa County	518,374	331	0.06%
Banners Del Norte, Lassen, Modoc, Plumas & Siskiyou County	269,469	240	0.09%
Banners El Dorado County	414,599	318	0.08%
Banners Fresno County	533,582	596	0.11%
Banners Humboldt County	186,497	139	0.07%
Banners Kern County	257,400	279	0.11%
Banners Kings County	219,883	167	0.08%
Banners Lake & Mendocino Counties	228,853	225	0.10%
Banners Madera County	274,662	235	0.09%
Banners Marin County	349,510	214	0.06%
Banners Merced County	345,162	349	0.10%
Banners Monterey & San Benito County	1,606,983	1,380	0.09%
Banners Napa County	729,118	512	0.07%
Banners Nevada & Sierra Counties	410,166	306	0.07%
Banners Placer County	719,855	506	0.07%
Banners Sacramento County	518,214	300	0.06%
Banners San Bernardino County	821,889	539	0.07%
Banners San Francisco County	1,943,818	1,102	0.06%

Banners San Joaquin County	671,357	451	0.07%
Banners San Luis Obispo County	340,853	220	0.06%
Banners San Mateo County	685,011	312	0.05%
Banners Santa Clara County	1,207,345	613	0.05%
Banners Santa Cruz County	297,345	177	0.06%
Banners Shasta County	187,876	126	0.07%
Banners Solano County	595,693	446	0.07%
Banners Sonoma County	1,201,959	763	0.06%
Banners Stanislaus County	431,334	267	0.06%
Banners Sutter & Yuba County	288,966	257	0.09%
Banners Tulare County	424,726	342	0.08%
Banners Yolo County	264,039	167	0.06%
CTV Alameda County	874,272	9	0.00%
CTV Contra Costa County	109,193	4	0.00%
CTV El Dorado County	135,948	3	0.00%
CTV Fresno County	119,964	4	0.00%
CTV Kern County	135,504	7	0.01%
CTV Marin County	139,959	2	0.00%
CTV Monterey & San Benito County	338,474	15	0.00%
CTV Napa County	157,278	3	0.00%
CTV Placer County	141,117	3	0.00%
CTV Sacramento County	191,057	7	0.00%
CTV San Bernardino County	250,607	10	0.00%
CTV San Francisco County	619,291	4	0.00%



CTV Santa Clara County	291,484	6	0.00%
CTV Solano County	156,408	6	0.00%
CTV Sonoma County	163,279	3	0.00%
Preroll Alameda County	760,788	3,563	0.47%
Preroll Alpine, Amador, Calaveras, Inyo, Mariposa, Mono & Tulumne County	64,563	169	0.26%
Preroll Butte County	65,779	248	0.38%
Preroll Colusa, Glenn, Tehama & Trinity County	60,507	244	0.40%
Preroll Contra Costa County	190,320	848	0.45%
Preroll Del Norte, Lassen, Modoc, Plumas & Siskiyou County	61,197	234	0.38%
Preroll El Dorado County	107,100	391	0.37%
Preroll Fresno County	135,151	805	0.60%
Preroll Humboldt County	70,291	427	0.61%
Preroll Kern County	160,876	1,350	0.84%
Preroll Kings County	74,164	424	0.57%
Preroll Lake & Mendocino Counties	71,439	418	0.59%
Preroll Madera County	73,149	356	0.49%
Preroll Marin County	82,166	345	0.42%
Preroll Merced County	113,368	933	0.82%
Preroll Monterey & San Benito County	373,971	1,191	0.32%
Preroll Napa County	161,065	499	0.31%

Preroll Nevada & Sierra Counties	123,223	406	0.33%
Preroll Placer County	201,294	785	0.39%
Preroll Sacramento County	174,982	978	0.56%
Preroll San Bernardino County	253,371	1,807	0.71%
Preroll San Francisco County	542,880	1,981	0.36%
Preroll San Joaquin County	167,469	1,343	0.80%
Preroll San Luis Obispo County	84,992	369	0.43%
Preroll San Mateo County	194,296	863	0.44%
Preroll Santa Clara County	364,703	1,472	0.40%
Preroll Santa Cruz County	80,645	343	0.43%
Preroll Shasta County	103,355	299	0.29%
Preroll Solano County	148,570	685	0.46%
Preroll Sonoma County	255,460	847	0.33%
Preroll Stanislaus County	152,347	1,025	0.67%
Preroll Sutter & Yuba County	72,044	568	0.79%
Preroll Tulare County	163,893	1,052	0.64%
Preroll Yolo County	82,417	343	0.42%
Totals	30,561,895	42,314	0.14%



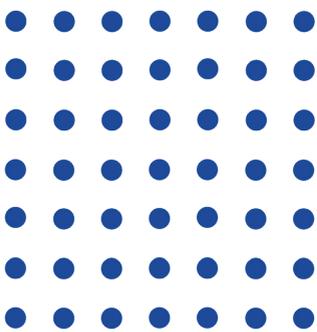


Display Creative Report

Date Range: 9/15/2020 - 10/11/2020

Creative	Impressions	Clicks	CTR
Arabic_160x600	28,786	18	0.06%
Arabic_300x250	616,897	442	0.07%
Arabic_300x600	200,865	145	0.07%
Arabic_320x50	492,326	388	0.08%
Arabic_728x90	261,256	196	0.08%
Armenian_160x600	29,137	21	0.07%
Armenian_300x250	617,122	458	0.07%
Armenian_300x600	201,249	157	0.08%
Armenian_320x50	470,018	345	0.07%
Armenian_728x90	261,006	181	0.07%
Cantonese_160x600	23,871	8	0.03%
Cantonese_300x250	185,406	143	0.08%
Cantonese_300x600	35,654	44	0.12%
Cantonese_320x50	162,716	186	0.11%
Cantonese_728x90	80,793	78	0.10%
English_160x600	28,755	24	0.08%
English_300x250	610,040	422	0.07%
English_300x600	199,493	128	0.06%
English_320x50	466,427	350	0.08%
English_728x90	257,915	175	0.07%
Farsi_160x600	28,997	10	0.03%
Farsi_300x250	609,042	448	0.07%
Farsi_300x600	197,395	149	0.08%

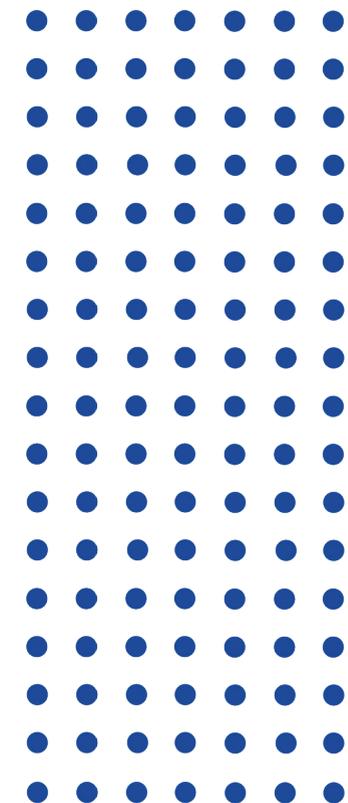
Farsi_320x50	466,137	342	0.07%
Farsi_728x90	254,124	190	0.07%
Hmong_160x600	23,691	19	0.08%
Hmong_300x250	186,258	142	0.08%
Hmong_300x600	35,913	29	0.08%
Hmong_320x50	163,460	178	0.11%
Hmong_728x90	80,851	87	0.11%
Japanese_160x600	5,581	0	0.00%
Japanese_300x250	428,493	277	0.06%
Japanese_300x600	163,199	119	0.07%
Japanese_320x50	309,306	175	0.06%
Japanese_728x90	175,017	71	0.04%
Khmer_160x600	5,803	6	0.10%
Khmer_300x250	431,259	264	0.06%
Khmer_300x600	163,712	118	0.07%
Khmer_320x50	312,869	180	0.06%
Khmer_728x90	176,930	96	0.05%
Korean_160x600	5,518	6	0.11%
Korean_300x250	428,334	274	0.06%
Korean_300x600	163,603	113	0.07%
Korean_320x50	308,109	183	0.06%
Korean_728x90	176,303	81	0.05%
Mandarin_160x600	24,015	14	0.06%
Mandarin_300x250	185,815	130	0.07%
Mandarin_300x600	35,590	40	0.11%
Mandarin_320x50	163,255	179	0.11%
Mandarin_728x90	81,405	77	0.09%





Punjabi_160x600	28,677	27	0.09%
Punjabi_300x250	608,313	401	0.07%
Punjabi_300x600	198,220	158	0.08%
Punjabi_320x50	466,605	333	0.07%
Punjabi_728x90	255,223	140	0.05%
Russian_160x600	28,714	14	0.05%
Russian_300x250	608,009	453	0.07%
Russian_300x600	198,035	176	0.09%
Russian_320x50	466,222	349	0.07%
Russian_728x90	254,392	167	0.07%
SC_160x600	5,540	8	0.14%
SC_300x250	429,541	279	0.06%
SC_300x600	163,008	122	0.07%
SC_320x50	309,068	166	0.05%
SC_728x90	175,506	84	0.05%
Spanish_160x600	28,900	17	0.06%
Spanish_300x250	608,474	399	0.07%
Spanish_300x600	198,326	145	0.07%
Spanish_320x50	464,761	324	0.07%
Spanish_728x90	254,472	152	0.06%

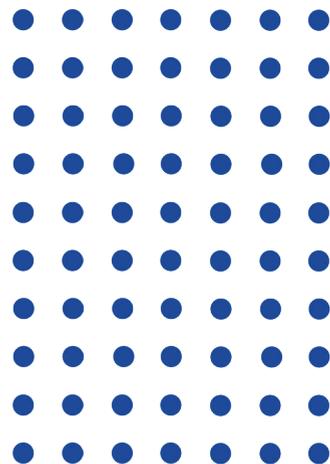
Tagalog_160x600	29,198	13	0.04%
Tagalog_300x250	609,802	402	0.07%
Tagalog_300x600	198,484	133	0.07%
Tagalog_320x50	466,027	330	0.07%
Tagalog_728x90	254,224	183	0.07%
TC_160x600	5,344	5	0.09%
TC_300x250	420,303	251	0.06%
TC_300x600	161,775	107	0.07%
TC_320x50	301,997	166	0.05%
TC_728x90	172,949	79	0.05%
Vietnamese_160x600	29,042	15	0.05%
Vietnamese_300x250	607,833	462	0.08%
Vietnamese_300x600	198,581	171	0.09%
Vietnamese_320x50	465,942	338	0.07%
Vietnamese_728x90	254,995	142	0.06%
Totals	20,946,218	14,617	0.07%



Device Report

Date Range: 9/15/2020 - 10/11/2020

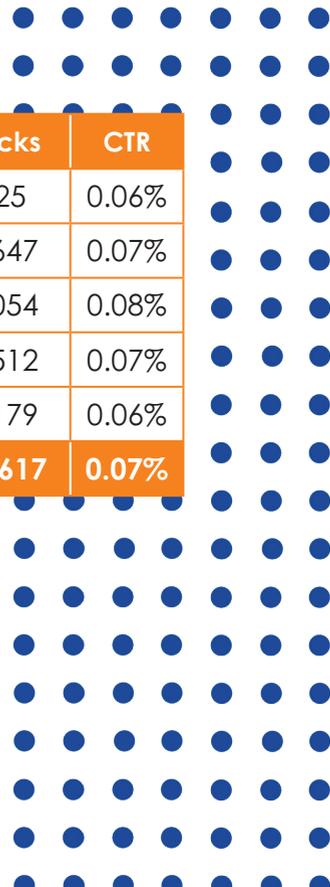
Environment	CTR
Connected TV	0.00%
Desktop	0.07%
Mobile	0.62%
PC	0.10%
Phone	0.25%
Tablet	0.36%
Totals	0.15%



Display Ad Size Report

Date Range: 9/15/2020 - 10/11/2020

Ad Dimension	Impressions	Clicks	CTR
160x600	359,569	225	0.06%
300x250	8,190,941	5,647	0.07%
300x600	2,713,102	2,054	0.08%
320x50	6,255,245	4,512	0.07%
728x90	3,427,361	2,179	0.06%
Totals	20,946,218	14,617	0.07%



Video Ad Reporting

Date Range: 9/15/2020 - 10/11/2020

Creative	Impressions	Video Completion Rate
California Census #1 - Revised	930,878	98.63%
California Census #2 - Revised	914,244	98.26%
California Census #3 - Revised	943,128	98.22%
California Census #4 - Revised	228,363	98.19%
California Census #5 - Revised	215,139	98.45%
California Census #6 - Revised	215,965	98.26%
California Census #7	160,689	98.33%
California Census #7_9.21	215,429	98.42%
Totals	3,823,835	98.36%

Video/Audio Completion Rate
88.38%

Spend to Date

Date Range: 9/15/2020 - 10/11/2020

True Advertiser Spend MCC
\$198,014.58



CPC

Date Range: 9/15/2020 - 10/11/2020

CPC MCC

\$3.84

CTR

Date Range: 9/15/2020 - 10/11/2020

CTR

0.16%

Clicks

Date Range: 9/15/2020 - 10/11/2020

Total Clicks

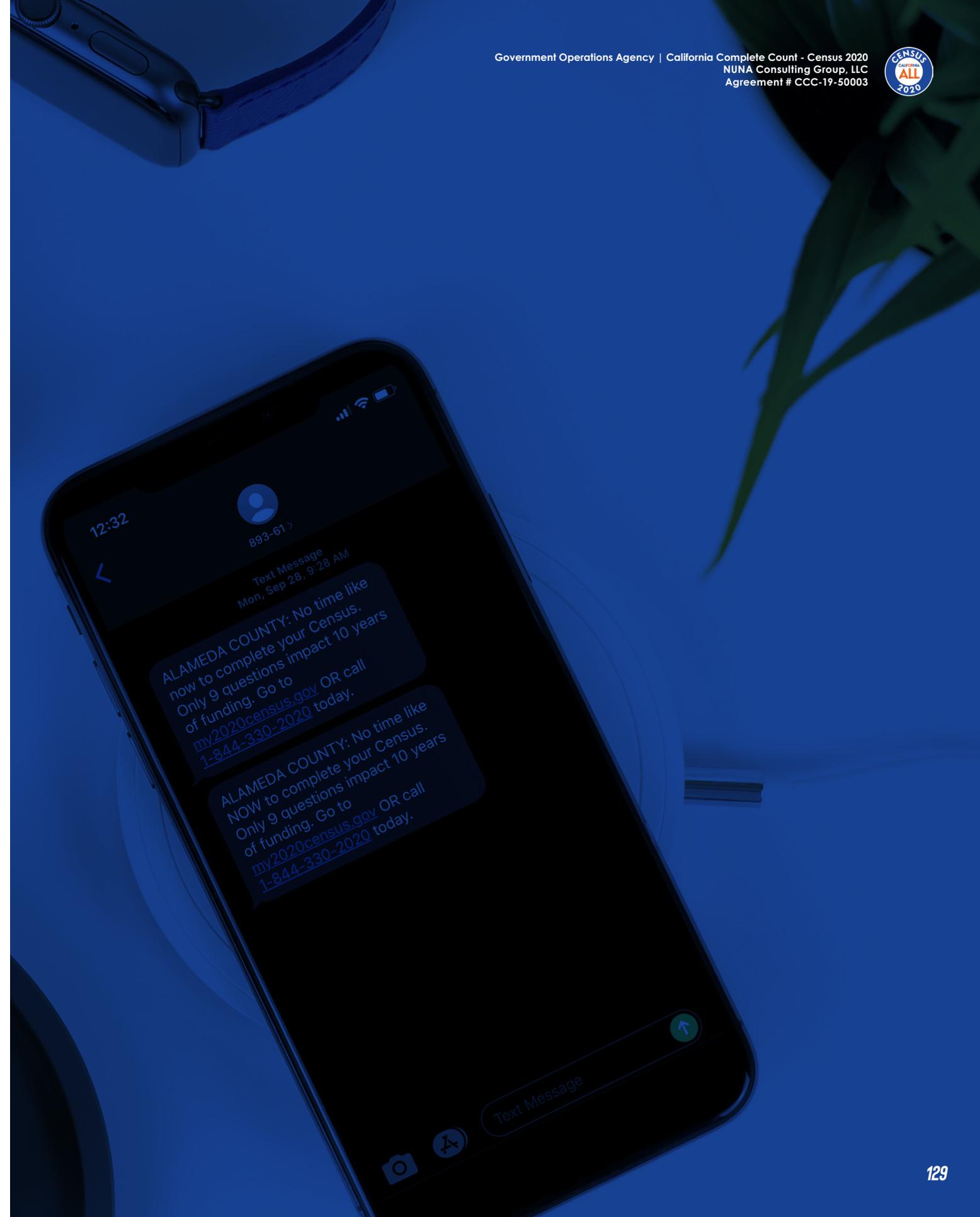
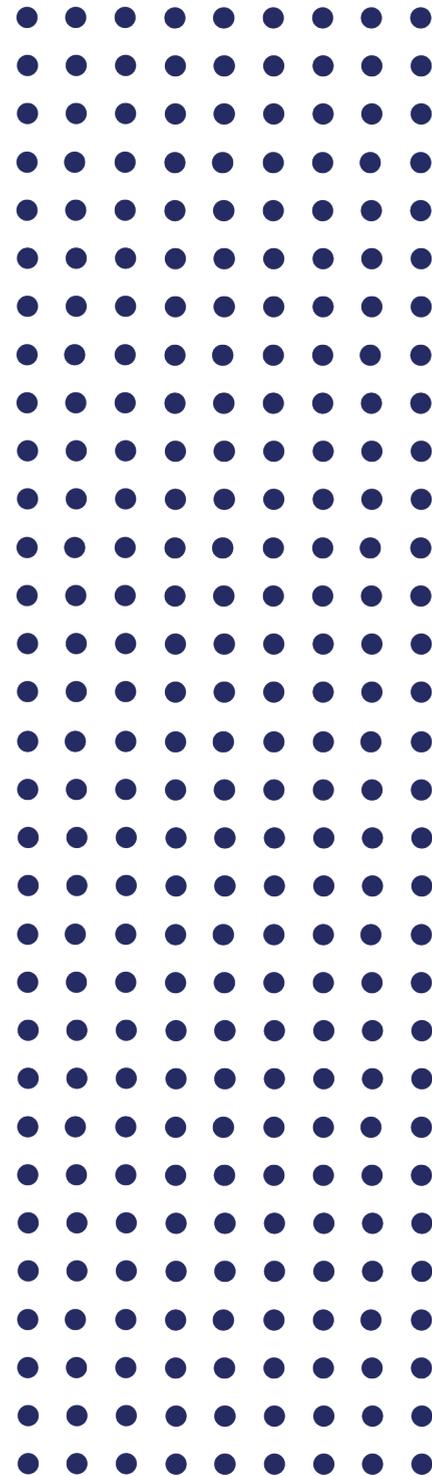
42,314

Impressions

Date Range: 9/15/2020 - 10/11/2020

Billable Impressions

30,561,895

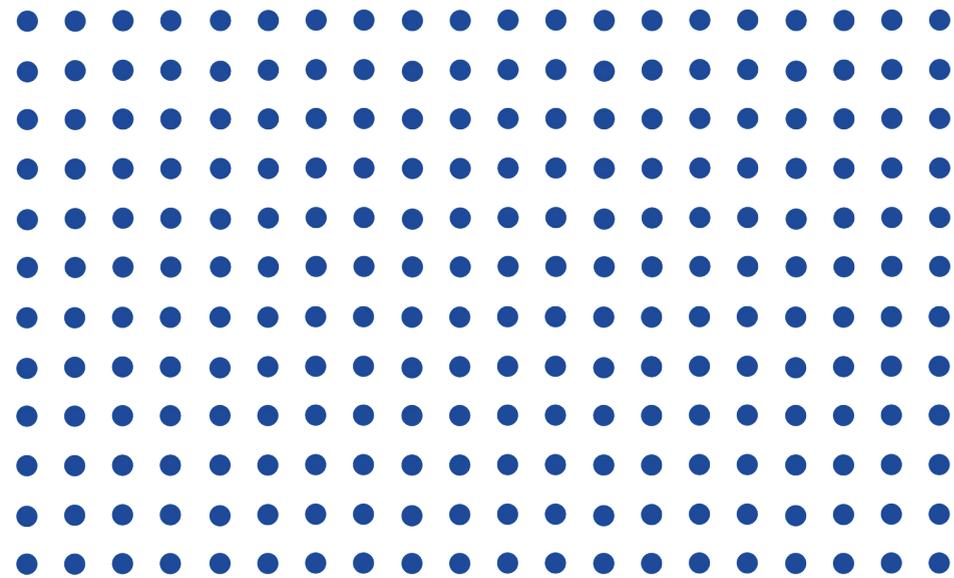


DELIVERABLE 4.6

Multi-Language Local TV Paid Advertising

NUNA's ethnic media partner on local TV was Crossings TV. Crossings TV produced and scheduled 30-second TV-ready ads for their viewers in Spanish, Mandarin, Cantonese, Tagalog, Vietnamese, Russian, Punjabi, Hindi, Japanese, Khmer, Hmong, and Lao. A total of 1,435 spots were aired across three markets in California, including the Central Valley, Los Angeles, and San Francisco.

Total Impressions: 15,862,000



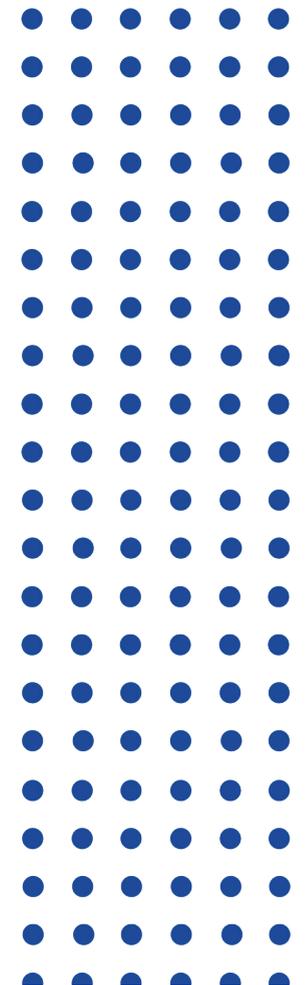
DELIVERABLE 4.7

Multi-Language Radio & Digital Radio Media Buys

NUNA's ethnic media partners in radio were Radio Lazer and Equity Upward. They scheduled 30 and 60 second pre-recorded ad spots over their respective networks for their listeners in Spanish, Mandarin, Cantonese, Vietnamese, Russian, Punjabi, Hindi, Hmong, and Assyrian. A combined total of 9,260 spots were aired across California.

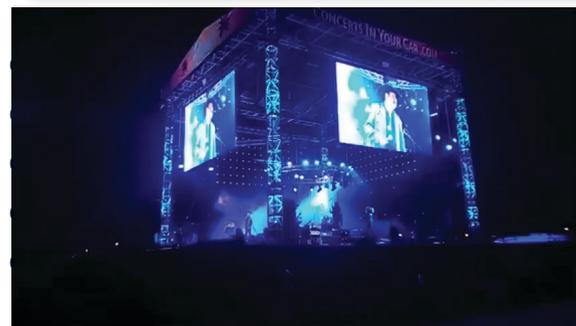
Radio Lazer provided more than 10,000 "prime-time personalized DJ" 2020 Census commercial messages from Friday, September 11 through Wednesday, September 30. These personalized DJ messages aired 12 times each day across Radio Lazer's network of 42 Hispanic language radio stations, strategically positioned in 18 High-Density Hispanic Area geographic markets throughout California. Also, Radio Lazer provided live interviews during prime-time morning and mid-day hours and special concerts and day-long events coinciding with getting out the vote campaigns.

Radio Lazer and their DJs across their network affiliates conducted three live radio interviews with the California Census Office on 9/16, 9/18, 9/22, and 9/28 for a total of 12 live radio interviews. Each of these interviews were two to five minutes.



On September 28, Radio Lazer conducted a 13-hour live special event from 6 am to 7 pm called “Vota 2020.” This nonpartisan event urged Latino listeners to exercise their right to vote on November 3, 2020, raising awareness of the impact, influence, and importance within the Latino and immigrant community. This live broadcast event featured Radio Lazer DJs and exceptional guest hosts in the studio as well as messaging from civil rights trailblazer Dolores Huerta as well as famous artists like Luis Coronel, Los Tigres Del Norte, Gloria Estefan, Edward James Olmos, and more.

Total Impressions: Radio Lazer and Equity Upward do not utilize content ratings service subscriptions, and therefore no impressions were estimated or gathered for this report. The California Census Office was made aware of and approved this approach.

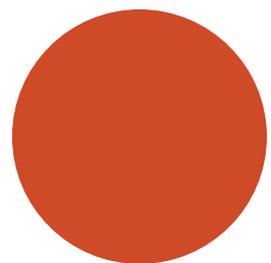


DELIVERABLE 4.8

Print Ads in Community Newspapers

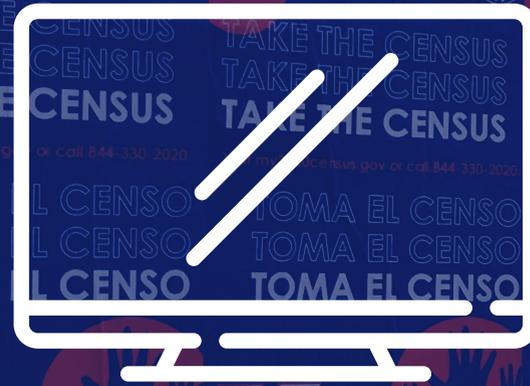
NUNA's ethnic media partner in print was Ethnic Media Services (EMS). EMS worked with 33 print publications with a total combined circulation of 1,473,639 in Census Regions 1 - 10. EMS incorporated a combined total of 143 full-page ads in 33 publications from 9/14 - 9/30 in Spanish, Mandarin, Cantonese, Indonesian, Vietnamese, Russian, Tagalog, Korean, Armenian, Punjabi, Hindi, and Japanese.

Total Impressions: 6,470,417



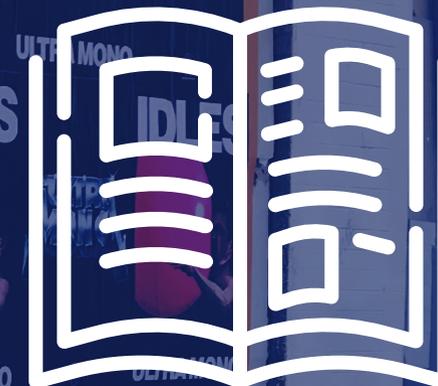
DELIVERABLE 4.9

Key Performance Indicators



3,637,376

Total Impressions for Local TV



6,470,417

Total Impressions for Print Ads

DELIVERABLE 5

DELIVERABLE 5

DELIVERABLE 5



LOS ANGELES COUNTY PAID MEDIA PUSH

DELIVERABLE 5.1

LA County Paid Media Push

With the pressure of the daily changes of the Census Deadline, NUNA mobilized an additional spend for Deliverable 5 within nine hours of authorization and was able to deploy all tactics that reached directly into the LA neighborhoods with scores under 54 for self-response.

DELIVERABLE 5.2

Social Media Geo-Targeted Ads

Social Media Geofencing digital targeted ads in specific zip codes of the 395 tracts needing to be reached that have access to broadband.

While focusing in on the LA market allowed us to greatly increase our reach, the general California audience (which was expanded from 25 zip codes to the whole state) resonated more with the ads. This audience had a CTR of 0.39%, compared to 0.31% in LA.

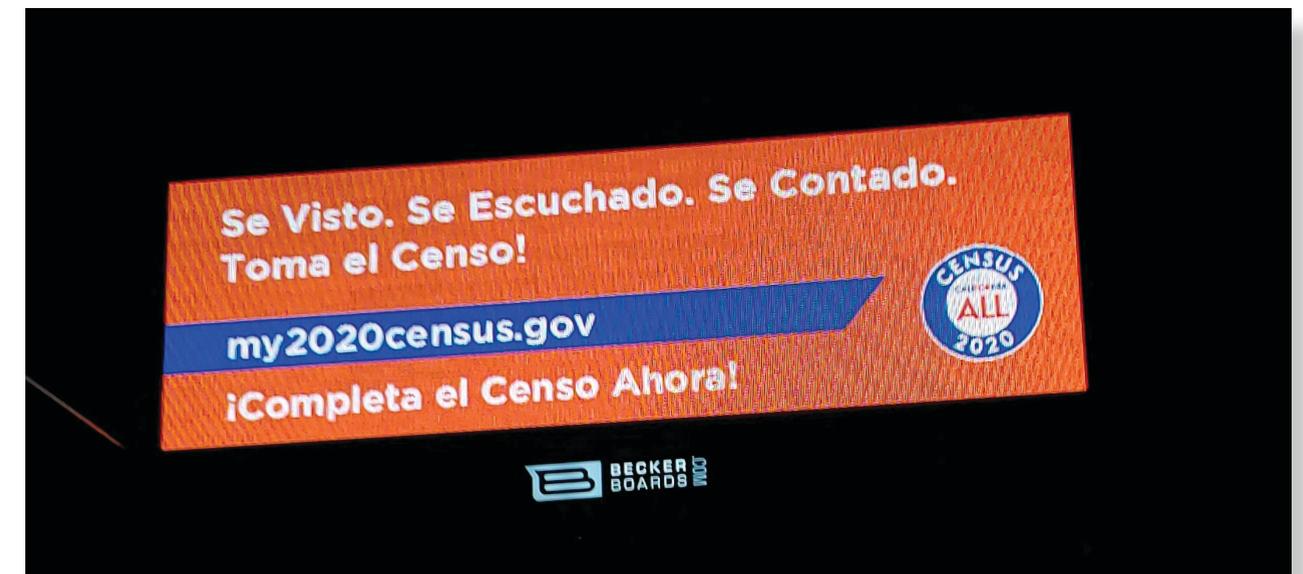
In terms of creative, Classic California was consistently the top performer throughout the campaign. Across both audiences, this ad led to 9,363 clicks to the my2020Census.gov website with a CTR of 0.33%.



DELIVERABLE 5.3

LA County Targeted Digital Billboards

NUNA engaged in an additional five-day push in Los Angeles County that lasted through the 5th of October in both Spanish & English through our existing vendor Blip.



DELIVERABLE 5.4

Taxi Cab Digital Sign Paid Ads

MEDIUM: Digital

BILLBOARD DIMENSIONS: 43.75" x 12.5" Digital

VENDOR: Firefly

FLIGHT DATES: 10/1/2020 – 10/7/2020

On September 29th, NUNA was given an additional budget of \$55,000 for ad buys in Los Angeles. NUNA then consulted Firefly, a company that works with taxi companies and rideshare drivers to install its proprietary advertising displays atop their vehicles in both Spanish and English. These proprietary screens deliver dynamic content based on location-based,

WiFi-enabled triggers. Within a day, NUNA had designed the digital ad and by October 1st, the ad was live in Los Angeles and lasted until October 8th.

The total estimated impressions are 5.5 million.

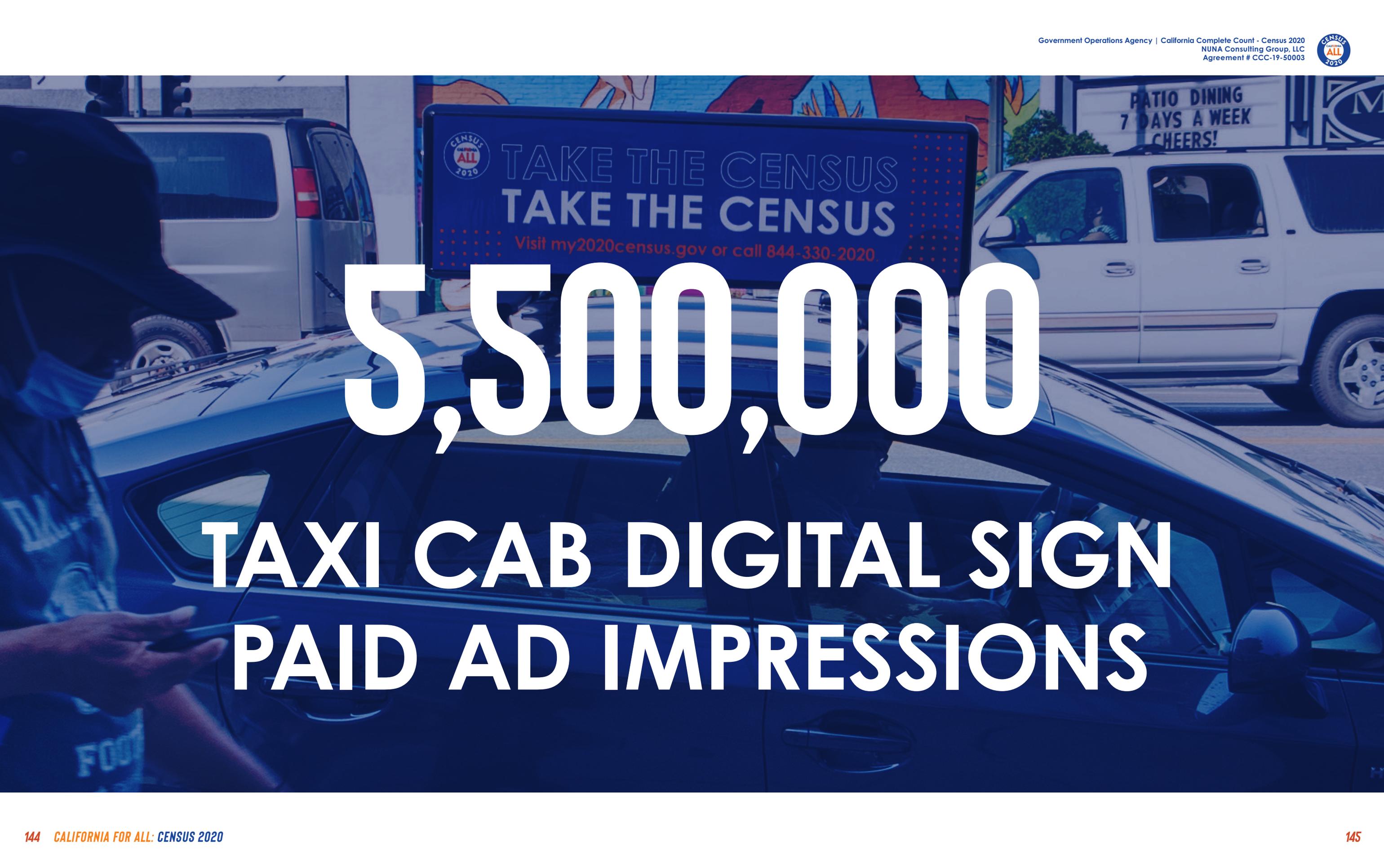
Los Angeles

CAMPAIGN DATES 10/1/2020 – 10/7/2020

DIMENSIONS 43.75" x 12.5" Display Size

ESTIMATED CONTRACTED IMPRESSIONS 5,500,000





5,500,000

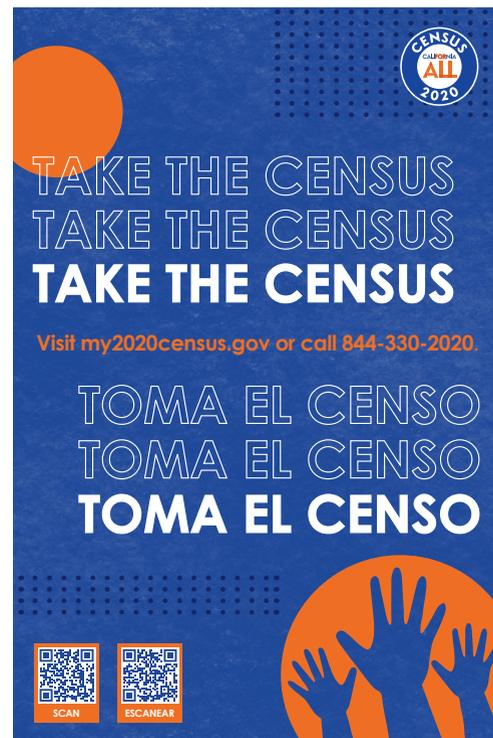
TAXI CAB DIGITAL SIGN
PAID AD IMPRESSIONS

DELIVERABLE 5.5

LA County Wild Postings

On September 29th, NUNA was given an additional budget of \$55,000 for ad buys in Los Angeles. A portion of that budget was allocated toward additional wild postings in Los Angeles. Within a day, NUNA was able to consult with Chuck Agency and have 500 wild postings up by October 2nd with an entirely new design and adjusted messaging.

For Los Angeles, the campaign lasted from October 2 to October 16 - a total of two weeks. 50 locations were contracted, and 50 locations were delivered. The estimated total impressions are 19,607,000.



DELIVERABLE 5.6

Low Broadband Texting Outreach

For Deliverable 5.6, NUNA coordinated a texting campaign whereby each household across 53 zip codes in LA County received an SMS/text message on Monday, October 5, 2020 at 10:00 am PST.

LOS ANGELES COUNTY: No time like now to complete your Census. Only 9 questions impact 10 years of funding. Go to my2020census.gov OR call [1-844-330-2020](tel:1-844-330-2020) today.

VENDORS VENDORS VENDORS

Thank you to our vendors for making this project a success!





231,447,669

LIFETIME CAMPAIGN IMPRESSIONS

