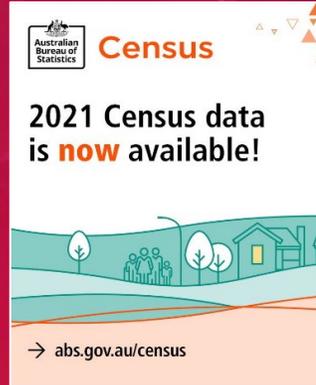


# Every stat tells a story: driving positive perception & enhanced participation

## CHALLENGE

- With the Census date set for August 2021, the ABS embarked on a large-scale campaign to drive engagement and participation.
- The ABS partnered with Foxtel Media to create a series of tailor-made content to drive positive sentiment towards the Census



## SOLUTION

- A Mini-documentary series was created by Fox Creative exploring the stories behind the statistics to help shift perception of the impact of the Census. Supported with Native across News Corp and editorial across Sky News.
- A 15' documentary uncovers how the census changes communities. Every touchpoint across the network was used to spark discovery and understanding,



## EXECUTION

A comprehensive cross-platform campaign, leveraging the strength of our audiences across Fox Sports, Foxtel, Sky News and News Corp to showcase the stories behind the stats.



3 x 5' Mini-Docos, Fox Sports, Kayo

4' Segment in Weekend Edition, Sky News



5 x Premium Native + 8pp Metro Masthead Lift Out across News Corp

## RESULTS

**+14% pts**

Familiarity with the Census

**+6% pts**

Positive Participation

**+23% pts**

Familiarity with the Census

**+12% pts**

Positive participation

"The partnership allowed the Australian Bureau of Statistics to tangibly showcase the intrinsic benefits the Census offers, driving people to think more deeply about it and increasing their likelihood to actively participate. Living across a breadth of owned and shared platforms, it represents an example of strong collaboration between all stakeholders to bring to life a solution driven by scale and smarts"

Alice Davidson, Integrated Planning Director, UM



Census

FOXTEL media