

U.S. Census Goes Guerilla.

To Reach Millions of Citizens to Stand Up and Be Counted, the U.S. Census Looks to AdCoasters

Seattle, Washington With the 2010 U.S. Census quickly approaching, the Seattle Regional Office, assigned to count the millions of minorities that were missed in the last census, developed an awareness program with the assistance of AdCoasters. Three different designs were developed to reflect the diversity of the individuals the Census is attempting to reach. The 250,000 units will be distributed to bars and restaurants by agency outreach staff and community partners. With the average AdCoaster being viewed by five individuals, the Census will generate over 1.25 million messages at just pennies per impression. This "guerilla" marketing effort is a perfect example of how AdCoasters can be used as a cost-effective advertising vehicle that can reach millions in a memorable way.

AT-A-GLANCE

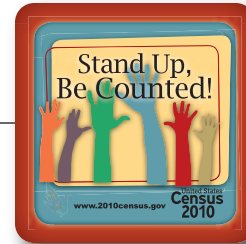
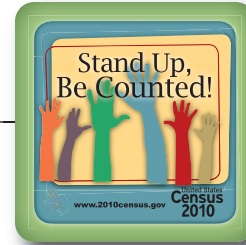
Client: U.S. Census, Seattle Regional Office

Quantity: 250,000 total (83,333 each of 3 versions)

Distribution: Western United States

Target: All genders, 21+ with a minority focus

THE MESSAGE



One common design with three color palettes was created to reflect the diversity of the target audience. 4-color process, both sides.

 **AdCoasters**SM
Innovative Beverage Coaster Advertising

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