

Task Order #4 - Cycle 2
NRFU Recruitment Copy Testing Proposal
OMB Control Number: 0607-0950
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Background

The Census Bureau has asked DraftFCB to oversee copy testing research utilizing generic clearance. We, DraftFCB, plan to conduct primary research to pre-test campaign communications materials to ensure that the most effective and relevant communications are developed as part of the recruitment communications campaign. The copy testing results will be used to refine and make adjustments to materials prior to being produced in final form.

The specific marketing campaign goals are:

- Support the field staff during the recruitment process by developing creative materials that effectively communicate the 2010 Census Jobs message.
- Create materials that will help generate awareness within all U.S. communities of Census NRFU jobs, the requirements for these jobs, and the application and testing processes.
- Encourage potential applicants to apply.
- Ensure that an audience rich in diversity has had an opportunity to hear and respond to the recruitment message.

The specific research objectives are:

- Evaluate representative campaign elements to ensure that communications objectives are being met
- Learn which messages resonate with the target audience and specifically what promotes or detracts from participation
- Provide insights into improving/revising programs and messages
- Assess participants' understanding of the communications and evaluate on dimensions including persuasiveness, believability, likeability, etc.
- Identify and eliminate any issues, ideas, or images that may be found offensive by the target audience

Methodology

- Focus groups will be held to determine the creative approach that would most motivate potential new employees to apply for Census jobs.
- Focus group participants will be presented with 2-3 creative campaigns and asked to give reactions to each. Each campaign will consist of not less than two ideas for posters.
- Group discussion will be conducted by a professional research moderator, using a discussion guide agreed upon by Census/MarCom Group/DraftFCB.

Target Audience

- There will be three focus groups held in each of two locations for total of six groups.
- Ten respondents per group will be asked to participate for a total of 60 participants. We will typically recruit 12-14 participants per group to allow for no-shows.
- Recruits will be selected from the areas surrounding the test facility. Each focus group should consist of a mix as follows:
 - o Gender - approximately half males/half females
 - o Race/Ethnicity - representation from a range of race and ethnic groups
 - o Age - representation from a range of age groups
- Participants will be screened to eliminate any who have worked for the Census in the past in any capacity.

Locations/Dates/Duration/Times

- Locations for the groups are to be determined in consultation with Census. We recommend that two locations be selected from the proposed list:
 - o Chicago, IL (Midwest)
 - Or Minneapolis, MN (As an alternate to Chicago as a smaller metro. Not to be selected in addition to Chicago.)
 - o Tampa, FL (southeast)
 - o Austin, TX (west)
- The target dates for the groups are Monday, January 26 through Wednesday, January 28.
- Each group will last 1-1½ hours.

- One group will be conducted during the day, starting at noon. This group will likely consist of individuals who do not currently have full-time or daytime jobs.
- The second and third groups will be conducted at 6:00pm and 7:30pm. These groups will consist largely of individuals with full-time or daytime jobs who may be especially interested in the evenings and weekends aspect of NRFU jobs.
- Respondents will be asked to arrive 15 minutes prior to the start of groups to ensure that discussions begin on schedule.

Recruitment Techniques

The vendor will work with local and national recruiters to locate and qualify the appropriate participants. These professional recruiters work from public lists (organization memberships, mailing lists, subscription lists, etc.). Many maintain their own databases from which they also draw. Much of the recruitment is done by telephone but also by posting notices, referral and advertising.

The incentives we plan to pay participants will be \$75 per person for the 1½ hour session. The total estimated public burden for this research is 90 hours (60 respondents x 1.5 hours) and between \$4,500 to \$6,300.

Creative Delivery

Please note that the creative executions are forthcoming. They will be ready in January 2009. As soon as they are available, they shall be passed along to the appropriate parties.