

**census**  
2021

# Your Guide to Census 2021

## Partner Toolkit

February 2021

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# Background Information

# Census Re-cap

The census is for everyone. Once every 10 years, it helps build the most complete picture of England and Wales. The whole population has the chance to provide the information that ensures all communities are represented in decisions regarding funding and services.

By working with you, we can make sure that everyone is inspired to complete the census and has all the information and support they need in order to complete it.

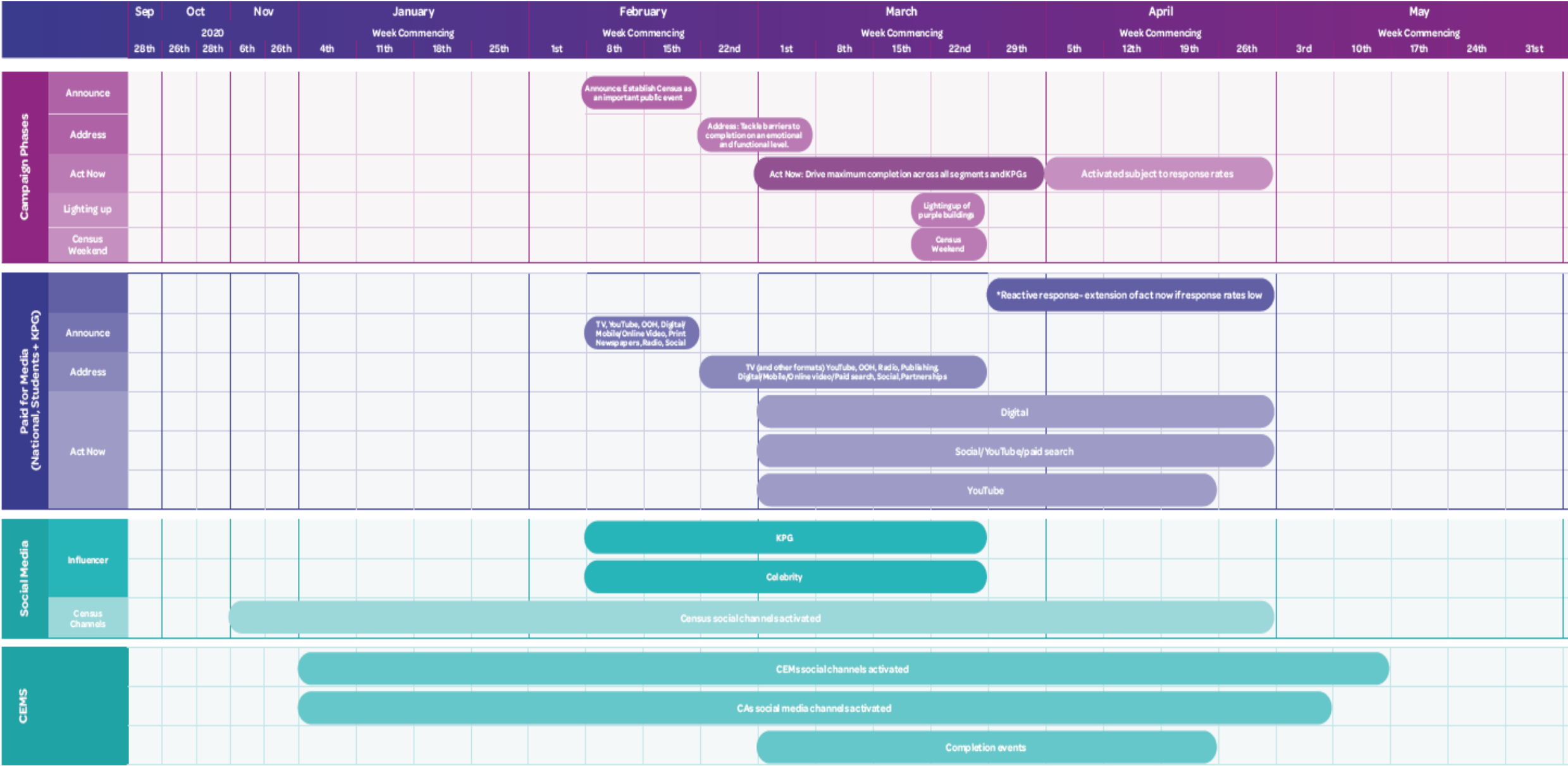


# The Purpose of this Toolkit

This toolkit is your complete guide to the Census 2021 campaign. It includes everything you need to know about the national campaign, PR, social and community outreach campaigns and includes the assets required to drive completion and raise awareness of available support services.

We have divided this toolkit based on the key elements of the Census 2021 campaign, with background information, assets and deployment guidance for each campaign section. This means that you can focus on the section that best suits the needs of your organisation.

# Campaign Timings Overview



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# National Campaign

# The Census 2021 National Campaign

The ambition of the Census 2021 National Advertising Campaign is to:

- Build mass awareness and understanding of the census
- Overcome common barriers to completion
- Drive completion of the census

We do this by capturing people from different communities in the locations that matter to them, standing proudly in front of a purple backdrop.

Thereby capturing portraits for a very real representation of people while they talk about services, both that matter to them and those the census informs.





# Campaign Messaging

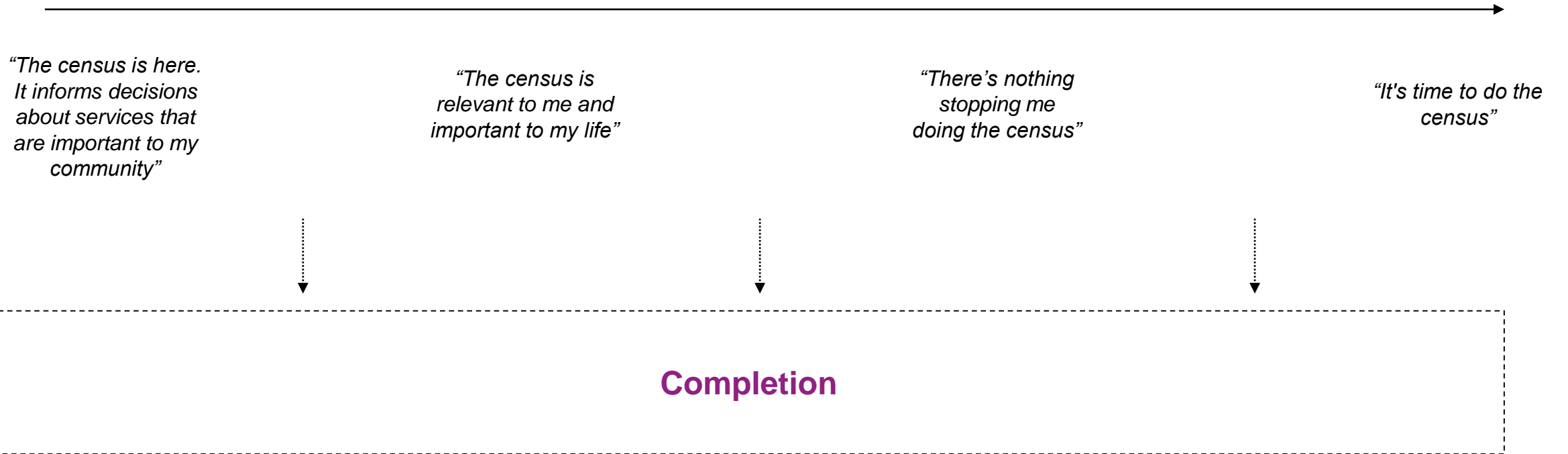
## How to use campaign messaging

National Campaign messaging is designed to speak to a broad range of people, ages and locations. This is done in 2 core ways:

1. Speak to motivations at a community level that will encourage audiences to complete the census. E.g. Decisions about the services your community needs are made using the census. When you complete it, you help support things like affordable housing.
2. Address barriers to completion. E.g. The personal information you give in the census is kept safe and confidential by law.

The timing of these messages is vital to the campaign. On the next few slides is the messaging journey, all eventually directing audiences to completion and the various messages used across the campaign with relevant dates. Campaign materials should only be used in line on the intended dates listed in the next few slides.

# Messaging Logic



Task	ANNOUNCE	ADDRESS		ACT NOW
Take-out	12th Feb – 22nd Feb	22nd Feb – 22nd March		1st March – End April
Target	The census is here. It informs decisions about services that are important to my community	The census is relevant to me and important to my life	There's nothing stopping you doing the census	It's time to do the census
Messages	All adults	Specific Segments	Specific Segments	Lower Willingness To Complete
Messages	<p>It's about our local schools <i>(Education)</i></p> <p>It's about our key workers <i>(Healthcare)</i></p> <p>It's about shaping careers <i>(Economy (Skills/Training))</i></p> <p>It's about our environment <i>(Environment)</i></p> <p>It's about our community <i>(Local Community)</i></p>	<p>It's about making a home, It's about finding a place we call home <i>(Housing x2)</i></p> <p>It's about local business <i>(Economy (Business/Entrepreneurship))</i></p> <p>It's about our healthcare <i>(Healthcare)</i></p> <p>It's about our services <i>(Transport)</i></p> <p>It's about having somewhere to catch up <i>(Local area)</i></p>	<p>It's about the joy of finishing <i>(Time)</i></p> <p>It's about protecting our answers <i>(Data security)</i></p> <p>It's about respecting our privacy <i>(Identification)</i></p> <p>It's about getting <i>(Signpost)</i></p>	<p>It's everyone's responsibility to complete the census</p> <p>X days until Census Day</p> <p>It's Census Day</p> <p>Help a friend or family member</p> <p>It's the law to complete the census</p>

# National Campaign

# Assets

## National Campaign Assets

In this section we have included the assets you have access to, detail on the formats and languages available, and recommended channels/utilisation. These include TV, OOH, social and digital assets.

All assets mentioned will be available from February and will run between February and April. Announce and Address assets will be available from mid February and Act Now assets will be available from the end of February.

**These assets can be accessed via the Census website. Click this [LINK](#) and use the filter on the left-hand side to access and download the relevant files.**

We can also create adapts based on these master assets upon request. Please contact the campaigns team via [census.campaign@ons.gov.uk](mailto:census.campaign@ons.gov.uk) to do so.

# Advertising Assets

# Advertising Assets Introduction

The assets developed here have been based on a National Media Paid Plan and include channels such as:

- TV
- Billboards
- Press
- Digital Mediums (Banners, Audio, Video-On Demand, Social Media)





# Advertising Assets Summary

ASSET	FORMATS	LANGUAGES	UTILISATION	Link available?
Brand film	MP4	<ul style="list-style-type: none"> <li>English and Welsh (bilingual)</li> </ul>	<ul style="list-style-type: none"> <li>Used in television, video on demand, social media and other online video</li> <li>Different versions played depending on date of use</li> </ul>	<p><b>English:</b>  <a href="https://www.youtube.com/watch?v=C7qcMa9yUS4">https://www.youtube.com/watch?v=C7qcMa9yUS4</a></p> <p><b>Welsh:</b>  <a href="https://youtu.be/ZTY3PSYk9Bo">https://youtu.be/ZTY3PSYk9Bo</a></p> <p><b>Social edits –</b>  <b>English:</b>  <a href="https://youtu.be/DWxl7Vr1nac">https://youtu.be/DWxl7Vr1nac</a></p> <p><b>Welsh:</b>  <a href="https://youtu.be/GuiA61DF7Kw">https://youtu.be/GuiA61DF7Kw</a></p>
Large Printed/ Digital OOH posters	Image files	<ul style="list-style-type: none"> <li>English</li> <li>Welsh (bilingual)</li> </ul>	<ul style="list-style-type: none"> <li>Used as billboards</li> <li>Various creatives available depending on date of use, message required (as per message matrix on previous slide) and format size</li> </ul>	W/C 1/3

# Advertising Assets Summary

ASSET	FORMATS	E	UTILISATION	Link available?
Press Ads	Image files	<ul style="list-style-type: none"> <li>English</li> <li>Welsh (bilingual)</li> </ul>	<ul style="list-style-type: none"> <li>Used in newspaper advertising</li> <li>Various creatives available depending on date of use, message required (as per message matrix on previous slide) and format size</li> </ul>	W/C 01/03
Digital Banners	Image/ HTML files	<ul style="list-style-type: none"> <li>English</li> <li>Welsh (bilingual)</li> </ul>	<ul style="list-style-type: none"> <li>Used as part of programmatic display</li> <li>Various creatives available depending on date of use, message required (as per message matrix on previous slide) and format size</li> </ul>	W/C 01/03
Social Media posts	JPEG  1:1, 16:9, 9:16 – MP4	<ul style="list-style-type: none"> <li>English</li> <li>Welsh (bilingual)</li> </ul>	<ul style="list-style-type: none"> <li>Various creatives available depending on date of use, message required (as per message matrix on previous slide) and format size</li> </ul>	W/C 01/03

# Brand Film

**Format:** Video Files (60", 30", 15"), 16:9

**Channel:** TV, Video-on-demand, Social Media, Other Online Video

**Languages:**

- English
- Welsh

**Messaging:** The film will remain the same but the end frame copy will change for each phase:

- **Announce:** Census Day is March 21st. Look out for more information in the post.
- **Address:** Census Day is March 21st. You can complete yours as soon as you receive your letter.
- **Act Now:** Census day was March 21st. If you haven't completed yours, visit [census.gov.uk](https://census.gov.uk) to find out how.



# Out of Home Advertising

**Format:** Image Files, 6\$, 48\$, Large Format Displays and XL

**Channel:** Print/ Digital

**Messaging:**

- It's about local schools
- It's about our environment
- It's about our community
- It's about local business
- It's about our healthcare
- It's about having somewhere to catch up
- It's about our services
- It's everyone's responsibility to complete the census
- Countdown to census day

**Languages:**

- English
- Welsh (bilingual)



# Press Advertising

**Format:** Image Files (specs below)

**Channel:** Print

**Messaging:**

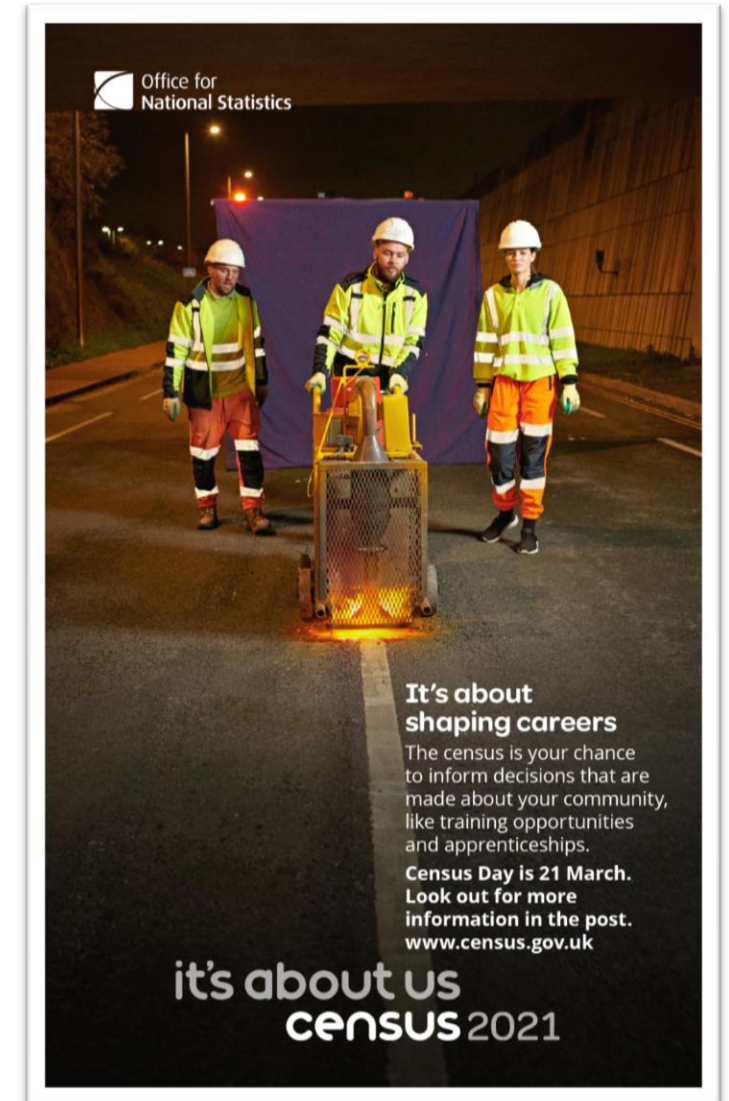
- It's about our community
- It's about shaping careers
- It's about our key workers
- It's about the joy of finishing
- It's about protecting our answers
- It's about getting help

**Usage:**

- Used in a variety of sizes including Full Pages, 25x4, Battenburg, Front Page Strips and Double Page Spreads

**Languages:**

- English
- Welsh (bilingual)



# Digital Banners

**Format:** Image/ HTML Files (specs below)

**Channel:** Digital

**Messaging:**

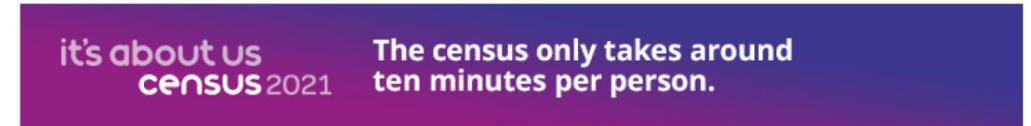
- It's about our community
- It's about shaping careers
- It's about our key workers
- It's about the joy of finishing
- It's about protecting our answers
- It's about respecting our privacy
- It's everyone's responsibility to complete the census
- Countdown to Census Day
- Help a family member or friend
- It's the law to complete the census

**Usage:**

- Used in a variety of sizes including standard IAB and Direct Display

**Languages:**

- English
- Welsh (bilingual)



Leaderboard

# Social Media Posts

**Format:** Image Files (specs below)

**Channel:** Digital

**Messaging:**

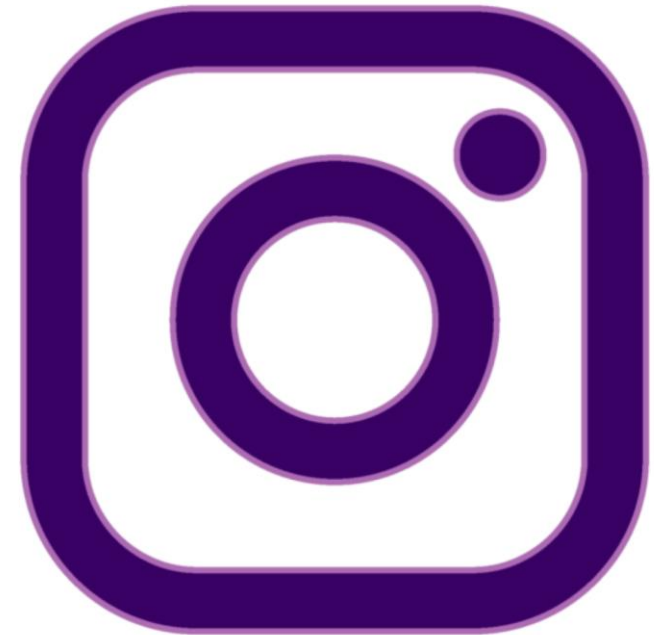
- It's about finding a place we call home/ It's about making a home
- It's about local business
- It's about local schools
- It's about our healthcare
- It's about having somewhere to catch up
- It's about our services
- It's everyone's responsibility to complete the census
- Countdown to census day
- Help a family member or friend
- It's the law to complete the census

**Usage:**

- Used across Facebook, Twitter, Instagram and Snapchat.
- Formats created 1:1, 16:9, 9:16

**Languages:**

- English
- Welsh



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**PR**



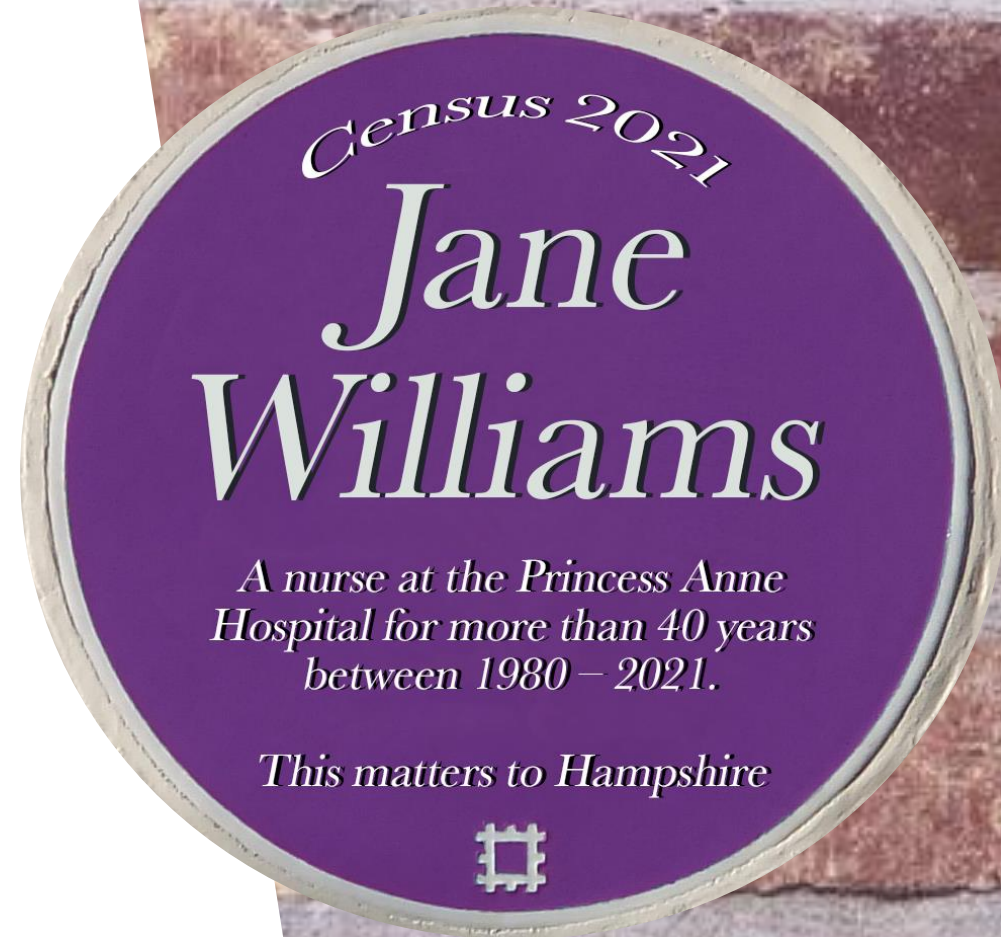
## Purple Plaques Initiative

**Using the visual identity of the purple Census brand to celebrate the people who matter most in our communities.**

Taking the quintessentially British and iconic English Heritage 'Blue Plaque' scheme as inspiration, we want to pay tribute to 22 unsung heroes who have made significant contributions across the UK.

Our candidates come from all walks of life, past and present – giving us a chance to honour people posthumously who aren't with us today as well as current local heroes.

Scope for nomination will be broad and can include; a nurse who has spent decades in the NHS, a local war hero who volunteers at the community centre or a teacher who inspires her students – with a selection that represents localities across the UK and the diversity that the Census captures.



## Purple Plaques Initiative & Media Packs

Some partners will have already received media packs relating to the census and our associated campaigns such as Purple Plaques. This includes template press releases and information to disseminate to your local media, informing and educating them about the role of the census and providing vital information.

If you haven't received a media pack or they have been misplaced, please contact [glenn.garrett@ons.gov.uk](mailto:glenn.garrett@ons.gov.uk) or [maggie.morgan@ons.gov.uk](mailto:maggie.morgan@ons.gov.uk).

# Purple Light-up Activation

- We are encouraging flagship buildings to turn their lights on for a short period on **Monday 15th March**. This will create a visual spectacular and highlight the importance of the census to the entire nation.
- This is will allow us to capture photography for media distribution. We will notify flagship buildings in advance.
- We request that all buildings who wish to take part light their buildings in unison at **20:21 on 19<sup>th</sup> March 2021** and keep their buildings lit (in evenings) until and on **21<sup>st</sup> March 2021** (Census day)



# Purple Light-up Press Release

If a participating landmark in your locality joins the 'light up purple' campaign, we have provided a template press release for distribution to your local media partners and owned media.

For further information, please contact [glenn.garrett@ons.gov.uk](mailto:glenn.garrett@ons.gov.uk) or [censuspressoffice@mcsaatchi.com](mailto:censuspressoffice@mcsaatchi.com)

## What you'll receive soon

If a winner of the purple plaques campaign falls within your area, you will receive a template press release to provide to local media and share via your own media channels.

We have created a template press release relating to our 'Purple Light-up' activation, which will be taking place in early March. **Please do not distribute this press release until instructed nearer the time.**

If you have an iconic local landmark in your area that can be lit up in purple as part of our campaign, please contact [glenn.garrett@ons.gov.uk](mailto:glenn.garrett@ons.gov.uk).

# Social Media

# Campaign Assets

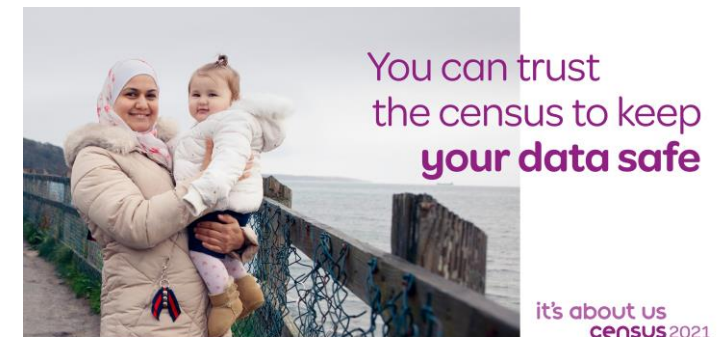
# Social Media Assets

All assets created for social media will be provided in Facebook, Instagram and Twitter formats with accompanying copy. Please use these assets across the social channels that you have, from now until we send further updated content later in the year.

The first set of campaign assets are 'Partner Pack 1' and are designed to introduce and explain what the Census is. They also answer some questions on data security and explain the benefits of taking part. They are available in English, Welsh and the 28 additional languages on the next page.

JPEGs of the Master English and Welsh assets are available to download on the **Census 2021** website through this [LINK](#). Filter by **social media assets** in the menu on the left-hand side, then download the relevant packs of assets.

For language versions please contact the campaigns team via [census.campaign@ons.gov.uk](mailto:census.campaign@ons.gov.uk)





## Partner Pack 1 Downloadable Assets – languages available

1. Arabic – Arab community
2. French – Black African & Arab communities
3. Bengali – Bangladeshi community
4. Mandarin – Chinese community
5. Cantonese – Chinese community
6. Romanian – Eastern European community
7. Lithuanian – Eastern European community
8. Latvian – Eastern European community
9. Slovak – Eastern European community
10. Czech – Eastern European community
11. Hungarian – Eastern European community
12. Bulgarian – Eastern European community
13. Polish – Polish community
14. Romanes – Roma community
15. Punjabi – Indian and Pakistani communities
16. Gujrati – Indian community
17. Hindi – Indian community
18. Nepali – Nepalese community
19. Yiddish – Ultra-Orthodox Jewish community
20. Hebrew – Ultra-Orthodox Jewish community
21. Urdu – Pakistani community
22. Somali – Somali community
23. Spanish – Latin American community
24. Portuguese – Latin American community
25. Kurdish - Kurdish community
26. Tamil - Sri Lankan community
27. Vietnamese - Vietnamese community
28. Turkish – Turkish community

## Partner pack 1: 'what the census is' carousel

**Format:** Static 1:1 (Facebook and Instagram), 16:9 (Twitter) – the first image can be used as a standalone asset

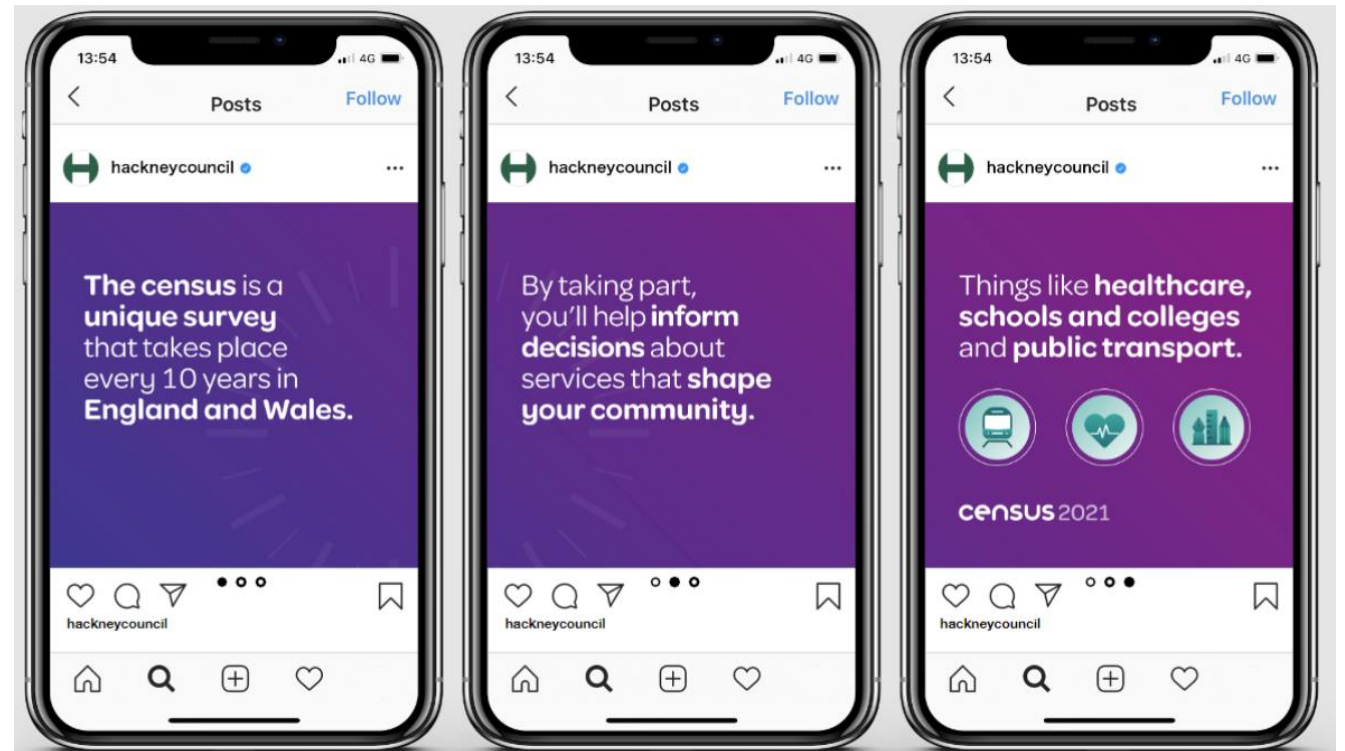
**Channel:** Social (Facebook, Instagram, Twitter)

**Messaging:** Raising awareness of what the census is

**Usage:** Social channels

**Languages:**

- English
- Welsh
- 28 languages



# Partner pack 1: 'what the census is' carousel

## Copy:

### Facebook / Instagram:

The census is coming on Sunday 21 March.

By filling in your census, you will help shape your community for the next 10 years.

Find out more at [www.census.gov.uk](http://www.census.gov.uk)

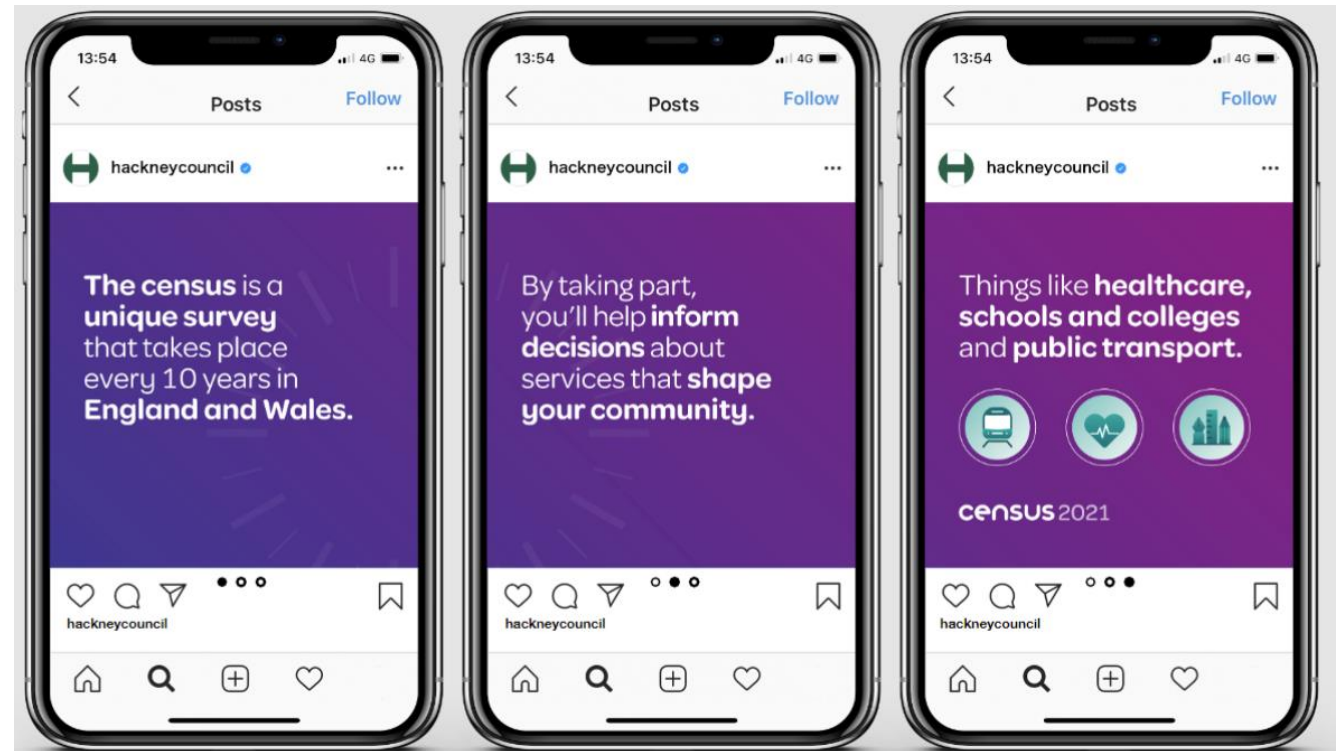
[option to tag @census2021]

### Twitter:

@census2021 is coming on Sunday 21 March.

By filling in your census, you will help shape your community for the next 10 years.

Find out more at [www.census.gov.uk](http://www.census.gov.uk)



# Partner pack 1: 'when the census is coming'

**Format:** Static 1:1 (Facebook and Instagram), 16:9 (Twitter)

**Channel:** Social (Facebook, Instagram, Twitter)

**Messaging:** When the census is coming

**Usage:** Social channels

**Languages:**

- English
- Welsh
- 28 languages



# Partner pack 1: 'when the census is coming'

## Copy:

### Facebook / Instagram:

The census is for everyone.

It's a unique survey that happens every 10 years and gives us a snapshot of all the people in England and Wales.

It tells us what our needs are – helping inform decisions about services, like healthcare.

Find out more at [www.census.gov.uk](http://www.census.gov.uk)

[option to tag @census2021]

### Twitter:

@census2021 is a unique survey that happens every 10 years in England and Wales

It tells us what your needs are – helping inform decisions about services, like healthcare.

Find out more at [www.census.gov.uk](http://www.census.gov.uk)



# Partner pack 1: 'data and security'

**Format:** Static 1:1 (Facebook and Instagram), 16:9 (Twitter)

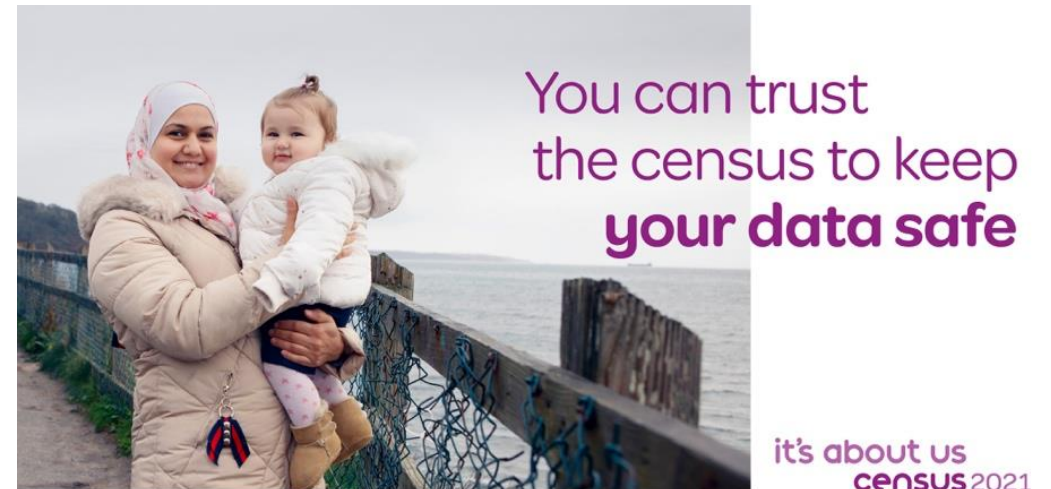
**Channel:** Social (Facebook, Instagram, Twitter)

**Messaging:** Data and security

**Usage:** Social channels

**Languages:**

- English
- Welsh
- 28 languages



# Partner pack 1: 'data and security'

## Copy:

### Facebook / Instagram:

Your census information is protected by law.

In fact, it's a crime for anyone to share your personal information.

Find out more at [www.census.gov.uk](http://www.census.gov.uk)

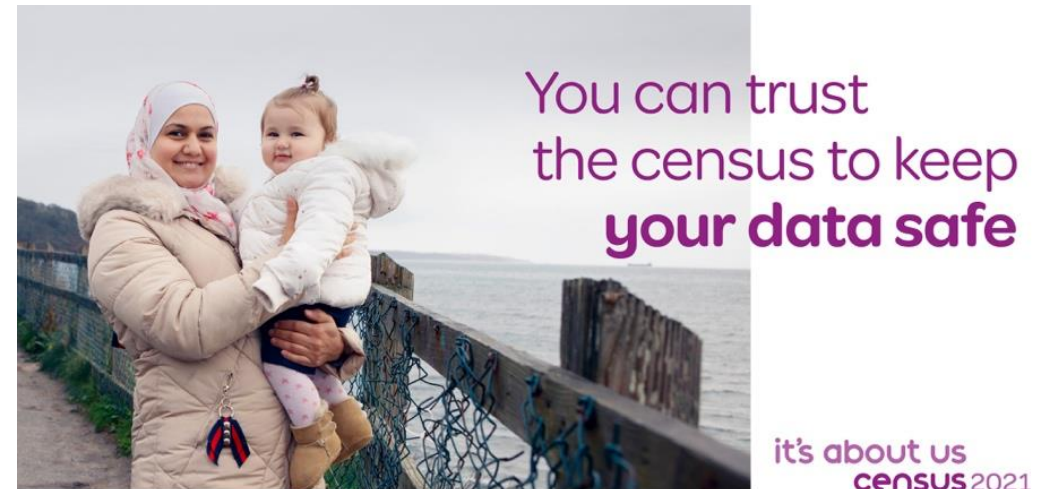
[option to tag @census2021]

### Twitter:

Your census information is protected by law.

In fact, it's a crime for anyone to share your personal information.

Find out more at [www.census.gov.uk](http://www.census.gov.uk)



# Partner pack 1: 'help and support'

**Format:** Static 1:1 (Facebook and Instagram), 16:9 (Twitter)

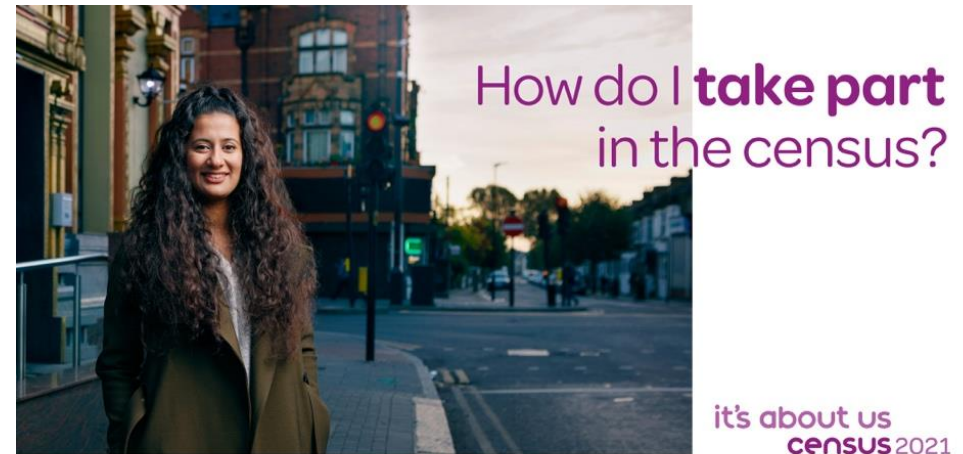
**Channel:** Social (Facebook, Instagram, Twitter)

**Messaging:** How to take part

**Usage:** Social channels

**Languages:**

- English
- Welsh
- 28 languages





# Partner pack 1: 'help and support'

## Copy:

### Facebook / Instagram:

Nearer the time, you will receive a letter with an access code to take part online.

There's plenty of help available for those who need it.

Find out more at [www.census.gov.uk](http://www.census.gov.uk)

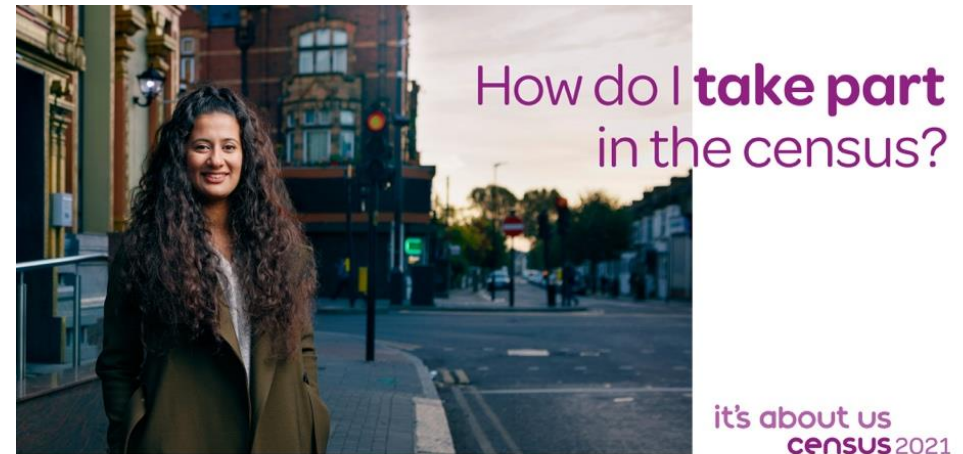
[option to tag @census2021]

### Twitter:

Nearer the time, you will receive a letter with an access code to take part online.

@census2021 will provide plenty of help to those who need it.

Find out more at [www.census.gov.uk](http://www.census.gov.uk)



# Still to Come

## Assets Still to Come

Some of our social assets are in development. These will be available to download on the Census 2021 website through this [LINK](#) from the dates outlined in the following pages.

Filter by social media assets in the menu on the left-hand side, then download the relevant packs of assets.

# Assets Still to Come

ASSET BATCH	ASSET NAMES	FORMATS	LANGUAGES	CHANNELS	KEY MESSAGE	DELIVER ON
Intro to the Census 2	<ol style="list-style-type: none"> <li>1. Completion event</li> <li>2. What is the census 1</li> <li>3. What is the census 2</li> <li>4. Data and security</li> <li>5. Help and support</li> <li>6. When is the census</li> </ol>	<ul style="list-style-type: none"> <li>• 6 x animations</li> </ul>	<ul style="list-style-type: none"> <li>• English</li> <li>• Welsh</li> </ul>	<ul style="list-style-type: none"> <li>• Facebook</li> <li>• Instagram</li> <li>• Twitter</li> </ul>	The census is here, what it is, when it is, how to fill in and get help.	<b>W/C 8/03</b>
Barrier busters 2	<ol style="list-style-type: none"> <li>1. Data and security vulnerability</li> <li>2. Mistrust in government</li> <li>3. Disconnect from census</li> <li>4. Requires alternative support</li> <li>5. I do not relate</li> <li>6. Do not identify with census options</li> </ol>	<ul style="list-style-type: none"> <li>• 6 x animations</li> </ul>	<ul style="list-style-type: none"> <li>• English</li> <li>• Welsh</li> </ul>	<ul style="list-style-type: none"> <li>• Facebook</li> <li>• Instagram</li> <li>• Twitter</li> </ul>	Data security, access personal information, why should I take part, online access issues, census personal benefit, don't identify with census options.	<b>W/C 8/03</b>
Barrier Busters 3	<ol style="list-style-type: none"> <li>1. Data and security vulnerability</li> <li>2. Mistrust in government</li> <li>3. Disconnect from census</li> <li>4. Requires alternative support</li> <li>5. I do not relate</li> <li>6. Do not identify with census options</li> </ol>	<ul style="list-style-type: none"> <li>• Format TBC</li> </ul>	<ul style="list-style-type: none"> <li>• English</li> <li>• Welsh</li> </ul>	<ul style="list-style-type: none"> <li>• Facebook</li> <li>• Instagram</li> <li>• Twitter</li> </ul>	Data security, access personal information, why should I take part, online access issues, census personal benefit, don't identify with census options.	<b>W/C 8/03</b>

# Assets Still to Come

ASSET BATCH	ASSET NAMES	FORMATS	LANGUAGES	CHANNELS	KEY MESSAGE	DELIVER ON
Motivations	1. It's About All of Us	7 x assets: <ul style="list-style-type: none"> <li>• Statics</li> <li>• Moving portraits 15" and 6"</li> </ul>	<ul style="list-style-type: none"> <li>• English</li> <li>• Welsh</li> </ul>	<ul style="list-style-type: none"> <li>• Facebook</li> <li>• Instagram</li> <li>• Twitter</li> </ul>	Reasons to fill in the census, it's about all of us	<b>W/C 8/03</b>
This Matters to Me	TBC	<ul style="list-style-type: none"> <li>• 3 x films (30" and 15")</li> </ul>	<ul style="list-style-type: none"> <li>• English</li> <li>• Welsh</li> </ul>	<ul style="list-style-type: none"> <li>• Facebook</li> <li>• Instagram</li> <li>• Twitter</li> </ul>	Stories from the national campaign shoot	<b>W/C 8/03</b>
Data and Security	1. Data and Security	<ul style="list-style-type: none"> <li>• 1 x animation</li> </ul>	<ul style="list-style-type: none"> <li>• English</li> <li>• Welsh</li> </ul>	<ul style="list-style-type: none"> <li>• Facebook</li> <li>• Instagram</li> <li>• Twitter</li> </ul>	Explaining data law and data handling	<b>W/C 8/03</b>

# Community Outreach Campaign

## Working with the ONS

We understand that no one knows your community better than the people that work in it.

Support from trusted local leaders, organisations and community representatives will be vital in helping people take part.

As one of our trusted partners, we recognise your influence, impact and reach within your area.

Your community links and channels can help us spread the word about what the census is and why it's important, to help build trust and encourage people to take part

Your networks can help us reach people within the community who need support to fill in their census form. This ensures that they are included and counted.

Our ask is for you to help us spread awareness, encourage completion and signpost to support services by utilising our campaign materials across your relevant channels.

# The Census 2021 Community Outreach Campaign

The ambition of the Census 2021 community outreach assets is that that everyone will feel represented in campaign materials, whilst providing clear motivation to complete the census.

Community outreach campaign collateral addresses:

- Essential accessibility requirements
- Broad visual representation
- Messaging that addresses specific barriers to completion
- Signposting to additional support as required
- Translated materials where relevant





## Barriers to Census Completion

The assets in this section have also been specifically developed to overcome the main barriers to completion experienced by some of the population. These barriers are:

1. I do not relate
2. Disconnect from the census
3. I do not identify on the census
4. Mistrust in authority
5. Requires additional support
6. Security and data vulnerability



# Full list of Translations

We will specify throughout this pack where we have translated our assets into these additional languages

1. Arabic – Arab community
2. French – Black African & Arab communities
3. Bengali – Bangladeshi community
4. Mandarin – Chinese community
5. Cantonese – Chinese community
6. Romanian – Eastern European community
7. Lithuanian – Eastern European community
8. Latvian – Eastern European community
9. Slovak – Eastern European community
10. Czech – Eastern European community
11. Hungarian – Eastern European community
12. Bulgarian – Eastern European community
13. Polish – Polish community
14. Romanes – Roma community
15. Punjabi – Indian and Pakistani communities
16. Gujarati – Indian community
17. Hindi – Indian community
18. Nepali – Nepalese community
19. Yiddish – Ultra-Orthodox Jewish community
20. Hebrew – Ultra-Orthodox Jewish community
21. Urdu – Pakistani community
22. Somali – Somali community
23. Spanish – Latin American community
24. Portuguese – Latin American community
25. Kurdish - Kurdish community
26. Tamil - Sri Lankan community
27. Vietnamese - Vietnamese community
28. Turkish – Turkish community

# Campaign Messaging

## How to use campaign messaging

We need your help to make Census 2021 a success by spreading the word in newsletters, blogs, social media, on your website and across the variety of channels that you use to communicate with the people in your authority area.

We've prepared content that can help you talk to your audience about the census. It explains what Census 2021 is, why it's important to take part, how to complete and what to do if you or someone you know needs help.

It's designed to be convenient and easy to use. We provide short, medium and long versions of the content so that you have a version to copy and paste that will work for social media posts or creating an article for your blog or website, or if you require copy for a newsletter.

## How to use campaign messaging

We know that the communities you work with may have specific worries about census completion which is why we have created messaging options, including:

- information for people who need extra help to complete the census, including accessibility and language support and help for people who do not have access to the internet
- information for people who are concerned they will not be able to identify on the census, including sexual orientation and gender identity, religion, ethnicity and national identity
- detailed information about why census information makes a difference to the lives of everyone in England and Wales for those who feel it is not relevant to them.

**Copy can be downloaded [here](#). Filter by digital copy to access:**

We want you to take (copy and paste) the parts you need to craft your own census content. Please **DO NOT** change any facts about the census. **DO** tailor any communications to ensure that it is relevant for your audience.

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# Community Outreach

# Assets

# Community Outreach Digital Assets Introduction

In this section we have included the community outreach assets you have access to, the formats and languages they are available in, as well as our recommendation for utilisation.

This includes statics, films and print ready assets that can be used across a wide range of channels. We have provided a detailed breakdown, so you know where and how to use the assets available.

We have divided this section into two main phases: Phase one assets were delivered at the end of 2020, so you may have already used some of them. Phase two assets are in development and will be **ready to use by 1<sup>st</sup> March 2021**.

**The high-res English and Welsh versions of these digital assets have been uploaded to the Census 2021 website [\[LINK\]](#).**

**For additional language versions please contact the campaigns team via [census.campaign@ons.gov.uk](mailto:census.campaign@ons.gov.uk)**

The following slides include low-res images and thumbnails for the assets that are ready, so that you can use them for reference. There are placeholders for the assets that are in development.

# Phase 1: Downloadable Assets

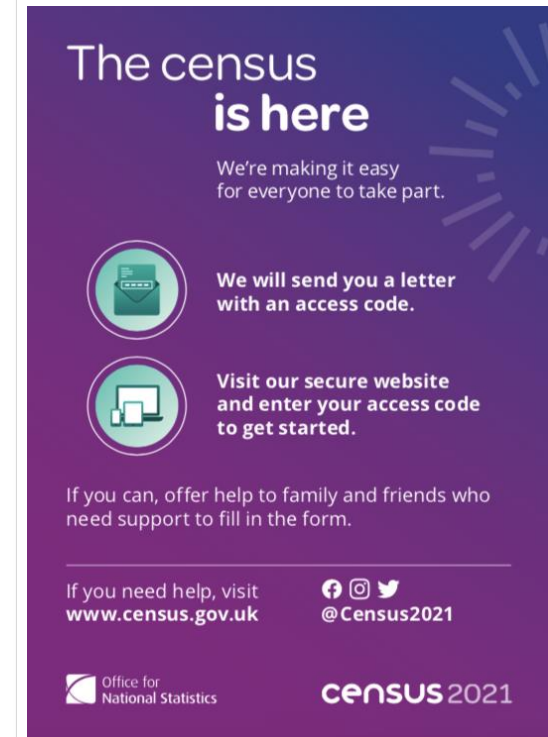
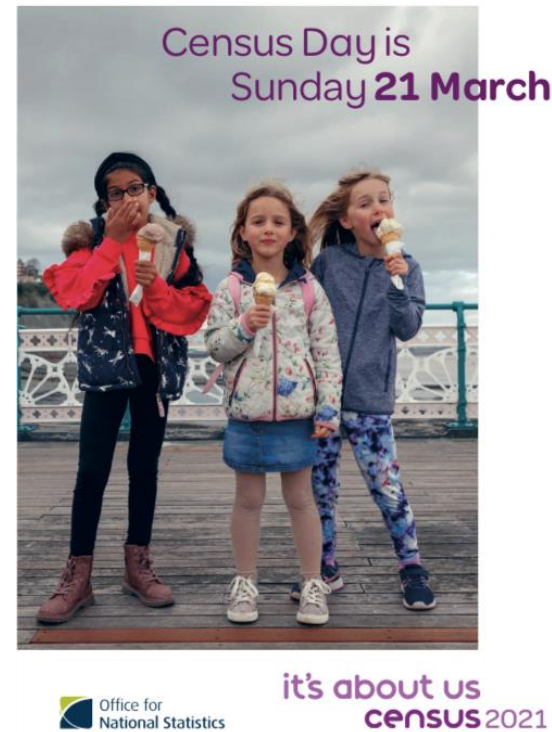


# Phase 1: Downloadable Assets Introduction

The first set of campaign assets are specifically designed to appeal to audiences that could experience additional barriers to completion.

The assets are available to download as follows:

- Q&A leaflet, addressing the main barriers to completion
- A postcard providing guidance around asking for help
- A poster introducing the census



Print versions of these assets are available for Local Authorities

## Phase 1: Downloadable Assets Summary

ASSET	FORMATS	LANGUAGES	UTILISATION	AVAILABLE?
Digital Q&A leaflet	PDF	<ul style="list-style-type: none"> <li>English</li> <li>Welsh (bilingual)</li> <li>28 languages</li> </ul>	<ul style="list-style-type: none"> <li>Embed within HTML and newsletter emails</li> <li>Distribute via email to community groups to embed in their newsletters</li> <li>Embed into blogs and on websites</li> <li>Print off and display in public facing centres</li> </ul>	Yes
Digital postcard	PDF	<ul style="list-style-type: none"> <li>English</li> <li>Welsh (bilingual)</li> <li>28 languages</li> </ul>	<ul style="list-style-type: none"> <li>Embed within HTML and newsletter emails</li> <li>Distribute via email to community groups to embed in their newsletters</li> <li>Embed into blogs and on websites</li> <li>Print off and display in public facing centres</li> </ul>	Yes
Digital poster	PDF	<ul style="list-style-type: none"> <li>English</li> <li>Welsh (bilingual)</li> <li>28 languages</li> </ul>	<ul style="list-style-type: none"> <li>Embed within HTML and newsletter emails</li> <li>Distribute via email to community groups to embed in their newsletters</li> <li>Embed into blogs and on websites</li> <li>Print off and display in public facing centres</li> </ul>	Yes

# 'Your questions answered' Leaflet

**Format:** PDF

**Channel:** Digital

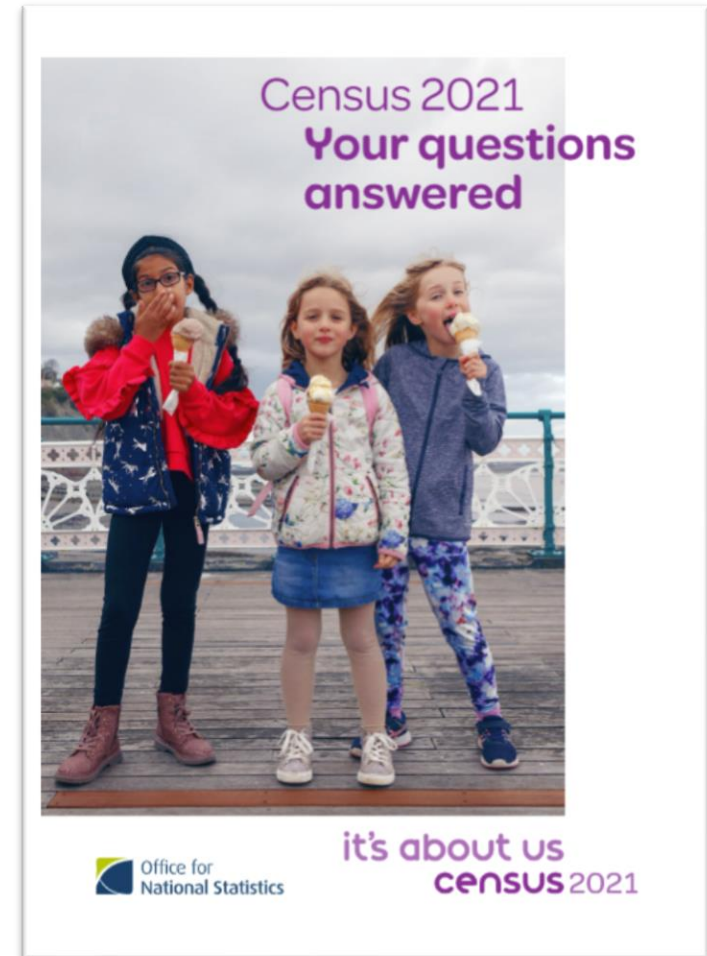
**Messaging:** Addressing barriers to completion

**Usage:**

- Embed within HTML and newsletter emails
- Distribute via email to community groups to embed in their newsletters
- Embed into blogs and on websites
- Print off and display in public facing centres

**Languages:**

- English
- Welsh (bilingual)
- 28 languages



# 'Census is coming' A6 Postcard

**Format:** PDF

**Channel:** Digital

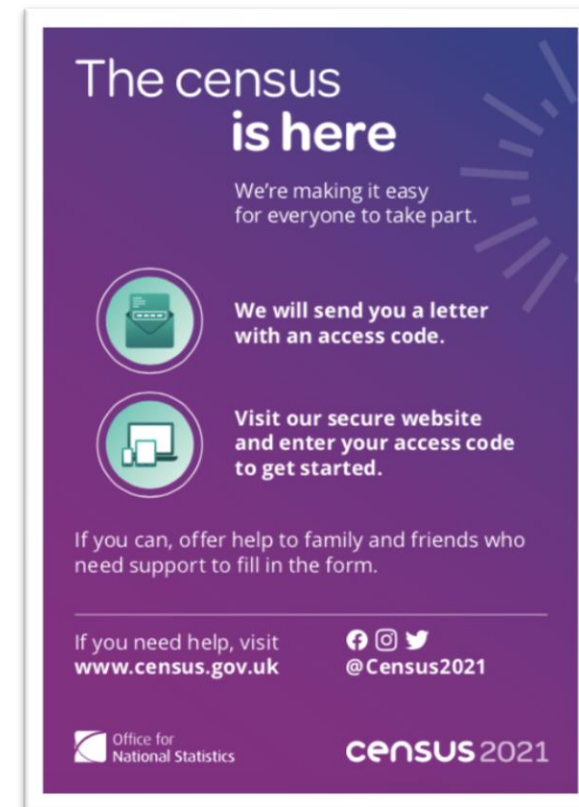
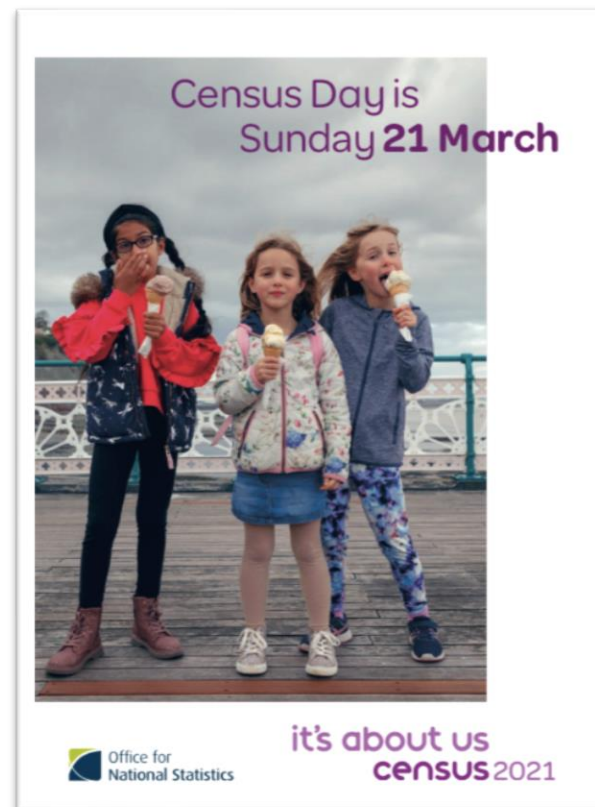
**Messaging:** Providing guidance around asking for help

**Usage:**

- Embed within HTML and newsletter emails
- Distribute via email to community groups to embed in their newsletters
- Embed into blogs and on websites
- Print off and display in public facing centres

**Languages:**

- English
- Welsh (bilingual)
- 28 languages



# 'Census is coming' A4 Poster

**Format:** PDF

**Channel:** Digital

**Messaging:** Providing guidance around asking for help

**Usage:**

- Embed within HTML and newsletter emails
- Distribute via email to community groups to embed in their newsletters
- Embed into blogs and on websites
- Print off and display in public facing centres

**Languages:**

- English
- Welsh (bilingual)
- 28 languages



# Community Outreach

## Phase 2 Assets

# Phase 2: Moving Assets

## Phase 2: Moving Assets Introduction

These campaign assets are specifically designed to signpost to information and services available for people who need additional support to complete the census or experience other barriers to completion:

The assets are available to download as follows:

- A self-identification film, that includes information around how to self identify on the census
- An accessibility film, that signposts to services available to help with completion
- A Census Support Centre film, that highlights how these centres can assist with completing the census in local communities
- Two BSL films that signpost to information and support specifically for people with hearing impairments





## Phase 2: Moving Assets Summary

ASSET	FORMATS	LANGUAGES	UTILISATION	AVAILABLE?
Self-identification film	MP4	<ul style="list-style-type: none"> <li>English</li> <li>Welsh (bilingual)</li> <li>Additional languages</li> </ul>	<ul style="list-style-type: none"> <li>Upload to websites, blogs and social channels</li> <li>Distribute via email to community groups and partner organisations</li> </ul>	W/C 01/03
Accessibility film	MP4	<ul style="list-style-type: none"> <li>English</li> <li>Welsh (bilingual)</li> </ul>	<ul style="list-style-type: none"> <li>Upload to websites, blogs and social channels</li> <li>Distribute via email to community groups and partner organisations</li> </ul>	W/C 01/03
Translation services film	MP4	<ul style="list-style-type: none"> <li>English</li> <li>Welsh (bilingual)</li> <li>Additional languages</li> </ul>	<ul style="list-style-type: none"> <li>Upload to websites, blogs and social channels</li> <li>Distribute via email to community groups and partner organisations</li> </ul>	W/C 08/03
BSL information film	MP4	<ul style="list-style-type: none"> <li>British Sign Language</li> </ul>	<ul style="list-style-type: none"> <li>Upload to websites, blogs and social channels</li> <li>Distribute via email to community groups and partner organisations</li> </ul>	W/C 08/03
BSL information film	MP4	<ul style="list-style-type: none"> <li>British Sign Language</li> </ul>	<ul style="list-style-type: none"> <li>Upload to websites, blogs and social channels</li> <li>Distribute via email to community groups and partner organisations</li> </ul>	W/C 08/03

# Phase 2: Static Assets

## Phase 2: Static Assets Introduction

These campaign assets are specifically designed to remind and encourage people to complete the census, and address potential barriers to completion:

The assets are available to download as follows:

- A web banner, to raise awareness of the census and encourage completion
- An accessibility leaflet, that signposts to services available to help with completion
- A community focused image, to increase relevance of the census
- An image to remind public service workers to complete and remind their family/friends to do so
- Pre- and post census day reminder images

**Census Day is Sunday 21 March**

It's easy to take part. If you need help to fill in your form, we've got it covered.

- We will send you a letter with an access code.**
- Visit our secure website and enter your access code to get started.**

If you, or anyone you know, needs help, a wide range of support services are available.

If you need help, visit [www.census.gov.uk](http://www.census.gov.uk)

Facebook: @Census2021  
Instagram: @Census2021  
Twitter: @Census2021

Office for National Statistics **census2021**

**Census 2021**  
**How to get help**

Office for National Statistics **it's about us census2021**

CGLF8V/A3

# Phase 2: Static Assets Summary

ASSET	FORMATS	LANGUAGES	UTILISATION	AVAILABLE?
<b>SHAREABLE</b>				
Web banner	JPEG	<ul style="list-style-type: none"> <li>English</li> <li>Welsh (bilingual)</li> <li>28 languages</li> </ul>	<ul style="list-style-type: none"> <li>Embed within HTML and newsletter emails</li> <li>Distribute via email to community groups to embed in their newsletters</li> <li>Embed into blogs and on websites</li> </ul>	W/C 01/03
Accessibility leaflet	PDF Print	<ul style="list-style-type: none"> <li>English</li> <li>Welsh (bilingual)</li> <li>28 languages</li> </ul>	<ul style="list-style-type: none"> <li>Embed within HTML and newsletter emails</li> <li>Distribute via email to community groups to embed in their newsletters</li> <li>Embed into blogs and on websites</li> <li>Print off and display in public facing centres</li> </ul>	W/C 01/03
<b>SOCIAL</b>				
Community relevance static	JPEG	<ul style="list-style-type: none"> <li>English</li> <li>Welsh (bilingual)</li> <li>28 languages</li> </ul>	<ul style="list-style-type: none"> <li>Social channels</li> </ul>	W/C 08/03
Pre-Census Day reminder	JPEG	<ul style="list-style-type: none"> <li>English</li> <li>Welsh (bilingual)</li> <li>28 languages</li> </ul>	<ul style="list-style-type: none"> <li>Social channels</li> </ul>	W/C 08/03
Post Census Day reminder	JPEG	<ul style="list-style-type: none"> <li>English</li> <li>Welsh (bilingual)</li> <li>28 languages</li> </ul>	<ul style="list-style-type: none"> <li>Social channels</li> </ul>	21/03
Post Census Day reminder – Don't Panic	JPEG	<ul style="list-style-type: none"> <li>English</li> <li>Welsh (bilingual)</li> <li>28 languages</li> </ul>	<ul style="list-style-type: none"> <li>Social channels</li> </ul>	21/03

# Keeping in Touch

## Contact Details

If you have any further questions around the Census 2021 campaign or the information provided in this toolkit, please email [census.campaign@ons.gov.uk](mailto:census.campaign@ons.gov.uk)

Census website: [www.census.gov.uk](http://www.census.gov.uk)

Twitter: @Census2021 | @Cyfrifiad2021

Facebook: @Census2021 | @Cyfrifiad2021

Instagram: @Census2021 | @Cyfrifiad2021