



then census forms contributed to the building up of confidence in the objectives and methodology of the process especially as regards to the sensitive questions related to ethnicity, disability, mother tongue and religion.

To meet our goal of a complete and accurate census, we developed a communications strategy that consisted of the following main components:

- Paid advertising;
- Media partnerships and training;
- National and regional partnerships;
- On-line interaction and using of social media channels;
- Targeting of specific groups and communities with engagement of community leaders.

As the budget for paid advertising was relatively small a great deal of the attention was put on the other four elements of then campaign. The communications strategy covers both national and regional level but a special emphasis was given to ensure consistency and co-ordination of activities and to provide unifying themes and messages across all segments.

### **3. Components of the Census 2011 Public Communications Campaign**

*Paid advertising* covered radio, television and print media. A plan for the advertising was prepared by a marketing and advertising agency that received the assignment after an opened tender procedure organized by Bulgarian NSI. Despite of the limited budget, the advertising was well received by the public. The plan for the advertising was strictly followed and ensured consistency of the activities across all media. It covered both national and regional media. During the preparation of the advertising plan a thorough analysis of the specific needs of the local markets was carried out and those that need a tailored made approach were identified. A special attention was given to the populations and communities that were considered hard to count such as minorities, remote areas, and refugees' camps.

A key building block in the Census 2011 public communications campaign was *the visibility and active presence of NSI in the media* during the data collection period and within several weeks before the Census date. The cornerstone of our successful co-operation with media was the large-scale and intensive training of journalists that the Bulgarian NSI undertook in January 2011, the month preceding the Census start. We