

DON'T WAIT!

2020 CENSUS
DIGITAL TOOLKIT 4.0



WELCOME

Thank you for your continued work and feedback to reach hard-to-count communities. We recognize your diligent work and efforts to make sure that everyone in Illinois is counted.

Please find the fourth version of our digital toolkit, digital toolkit 4.0, which includes a new wave of digital ads, videos, and assets translated to Spanish, Polish, French, Chinese, Korean, Tagalog, Arabic, and Urdu. New ads and creative materials are featured under the Phase 2 section of this toolkit, while previous campaign materials are archived under the Phase 1 section.

Due to COVID-19, we understand the challenge of having to heavily rely on digital platforms and we hope that our toolkit arms you and your team to continue developing creative ideas to reach our communities across Illinois.

NEW

PHASE 2

CREATIVE

PHASE 2

BE COUNTED HERO VIDEO



The latest Census hero video includes a package of 60-second, 30-second, and 15-second cuts. Each video is also available in English and Spanish. For optimal results, post these videos on Facebook or Twitter. Use the button below to access the videos.



[ACCESS ENGLISH VIDEOS](#)

[ACCESS SPANISH VIDEOS](#)

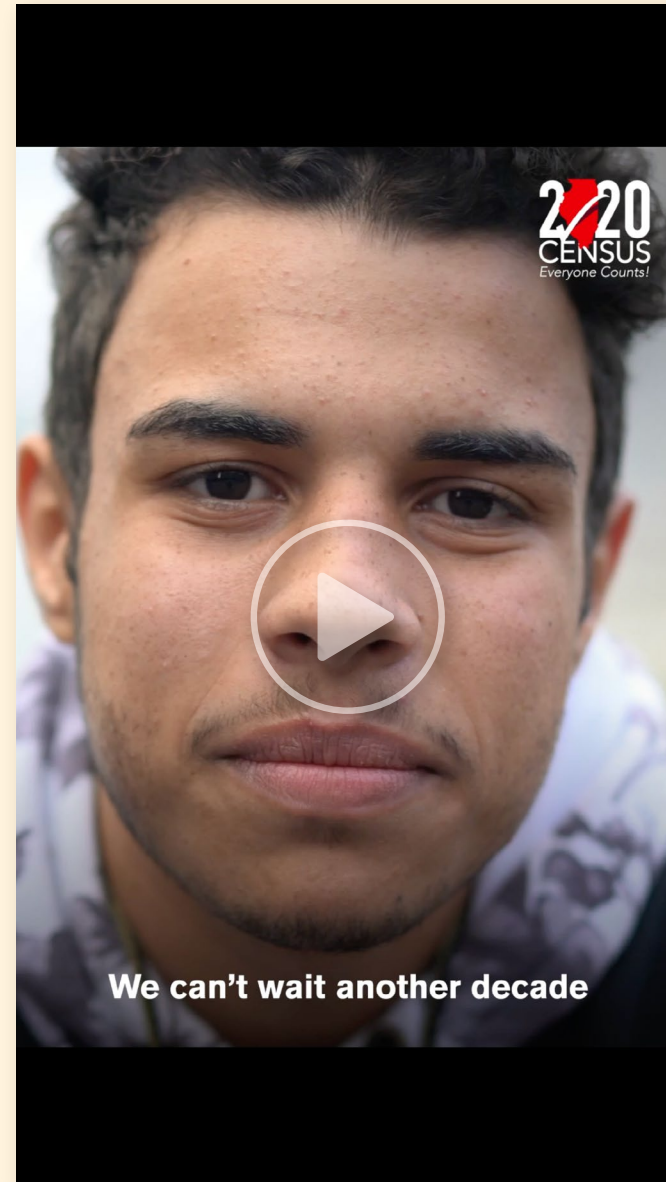
PHASE 2

BE COUNTED INSTAGRAM STORY VIDEO POSTS

These 10-second videos are shortened cuts of the hero video. They are intended for posting on Instagram Stories and Snapchat. Use the button below to access the English and Spanish videos.

[ACCESS ENGLISH STORIES](#)

[ACCESS SPANISH STORIES](#)



PHASE 2

POST CARD

This 7x5in. post card is available in English or Spanish. It is designed to be printed, but it can also be shared digitally as a web graphic or email blast attachment.

When everyone is counted, Illinois gets more funding for the social services we need.

Illinois loses millions of dollars when residents don't fill out the Census. This is money we would use to improve our...

Food Support

Medicaid

Schools

Public Transport

While you wait in line, take out your phone, and complete the following steps:

1. Log on to my2020census.gov.
2. Click your preferred language.
3. Click "If you do not have a Census ID, click here."
4. Complete your Census in minutes.

1. Call 844.330.2020.
2. Press 0.
3. An operator will help you complete your Census in minutes.

IDHS

Your information cannot be shared with law enforcement agencies and it will not affect your government benefits.

ACCESS POST CARDS

PHASE 2

ENGLISH ADS: HOUSEHOLD



These new ad concepts highlight the importance of counting everyone in your household. Each ad set includes graphics sized for Google Display, Facebook, Twitter, Instagram, and other digital platforms. Use the buttons below to access and download select ads.



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET

PHASE 2

ENGLISH ADS: DON'T WAIT

The “Don’t Wait” ad concepts emphasize the urgency of Census completion as the Sept. 30th deadline approaches. Each ad set includes graphics sized for Google Display, Facebook, Twitter, Instagram, and other digital platforms. Use the buttons below to access and download select ads.



[ACCESS FULL AD SET](#)



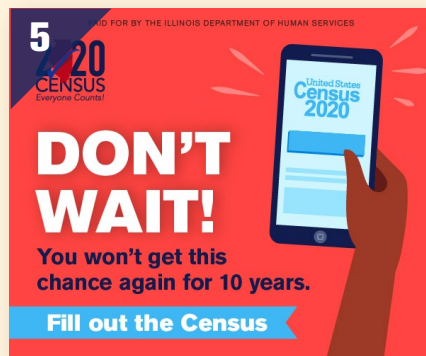
[ACCESS FULL AD SET](#)



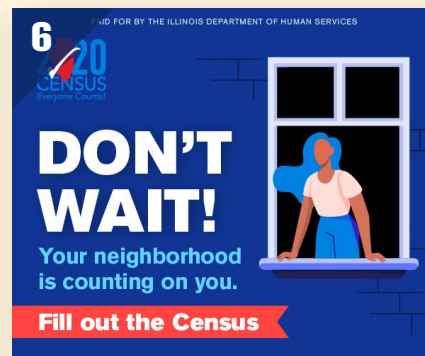
[ACCESS FULL AD SET](#)



[ACCESS FULL AD SET](#)



[ACCESS FULL AD SET](#)



[ACCESS FULL AD SET](#)



[ACCESS FULL AD SET](#)

PHASE 2

ALL SPANISH ADS

These ad concepts below have been translated to Spanish. Each ad set includes graphics sized for Google Display, Facebook, Twitter, Instagram, and other digital platforms. Use the buttons below to access and download select ads.



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET

PHASE 2

ALL POLISH ADS

These ad concepts below have been translated to Polish. Each ad set includes graphics sized for Google Display, Facebook, Twitter, Instagram, and other digital platforms. Use the buttons below to access and download select ads.

1



**LICZY SIĘ KAŻDA OSOBA
W TWOIM DOMOSTWIE.**

Twoja rodzina polega na Tobie.
Weź udział w spisie powszechnym.

ZAPŁACONO ZE ŚRODKÓW DEPARTAMENTU OPIEKI SPOŁECZNEJ W STANIE ILLINOIS

2020 CENSUS
Everyone Counts!

[ACCESS FULL AD SET](#)

2



**LICZY SIĘ KAŻDA OSOBA
W TWOIM DOMOSTWIE!**

Skorzystaj z tej szansy – następna nadarzy
się dopiero za dziesięć lat.
Weź udział w spisie powszechnym.

ZAPŁACONO ZE ŚRODKÓW DEPARTAMENTU OPIEKI SPOŁECZNEJ W STANIE ILLINOIS

2020 CENSUS
Everyone Counts!

[ACCESS FULL AD SET](#)

3



**NIE
ZWLEKAJ!**


Nie będzie takiej okazji
przez kolejne 10 lat.

Weź udział w spisie powszechnym

2020 CENSUS
Everyone Counts!

[ACCESS FULL AD SET](#)

4



**NIE
ZWLEKAJ!**

Twoja dzielnica
liczy na Ciebie!

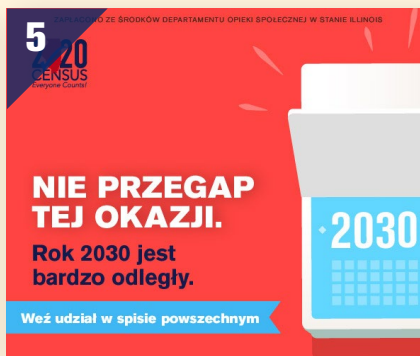
Weź udział w spisie powszechnym

ZAPŁACONO ZE ŚRODKÓW DEPARTAMENTU OPIEKI SPOŁECZNEJ W STANIE ILLINOIS

2020 CENSUS
Everyone Counts!

[ACCESS FULL AD SET](#)

5



**NIE PRZEGAP
TEJ OKAZJI.**

Rok 2030 jest
bardzo odległy.

Weź udział w spisie powszechnym

ZAPŁACONO ZE ŚRODKÓW DEPARTAMENTU OPIEKI SPOŁECZNEJ W STANIE ILLINOIS

2020 CENSUS
Everyone Counts!

[ACCESS FULL AD SET](#)

PHASE 2

ALL FRENCH ADS

These ad concepts below have been translated to French. Each ad set includes graphics sized for Google Display, Facebook, Twitter, Instagram, and other digital platforms. Use the buttons below to access and download select ads.



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET

PHASE 2

ALL CHINESE ADS

These ad concepts below have been translated to Chinese. Each ad set includes graphics sized for Google Display, Facebook, Twitter, Instagram, and other digital platforms. Use the buttons below to access and download select ads.



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET

PHASE 2

ALL KOREAN ADS

These ad concepts below have been translated to Chinese. Each ad set includes graphics sized for Google Display, Facebook, Twitter, Instagram, and other digital platforms. Use the buttons below to access and download select ads.

1

가족 구성원 전체를 포함합니다!
가족들이 당신의 의견을 기다립니다.
센서스 인구조사에 참여하세요.

일라노이 복정부에서 제공됩니다.

2020 CENSUS
Everyone Counts!

ACCESS FULL AD SET

2

가족 구성원 전체를 포함합니다!
지금부터 10년간 유효합니다.
센서스 인구조사에 참여하세요.

일라노이 복정부에서 제공됩니다.

2020 CENSUS
Everyone Counts!

ACCESS FULL AD SET

3

고민하지 마세요!
향후 10년간 인구조사에 참여할 기회는 없습니다.
센서스 인구조사에 참여하세요.

일라노이 복정부에서 제공됩니다.

2020 CENSUS
Everyone Counts!

ACCESS FULL AD SET

4

고민하지 마세요!
이웃들이 당신의 의견을 기다립니다.
센서스 인구조사에 참여하세요.

일라노이 복정부에서 제공됩니다.

2020 CENSUS
Everyone Counts!

ACCESS FULL AD SET

5

기회를 놓치지 마세요.
2030 년은 너무 먼 미래입니다.
센서스 인구조사에 참여하세요.

일라노이 복정부에서 제공됩니다.

2020 CENSUS
Everyone Counts!

ACCESS FULL AD SET

PHASE 2

ALL TAGALOG ADS

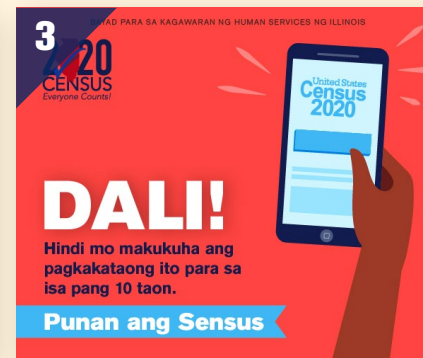
These ad concepts below have been translated to Tagalog. Each ad set includes graphics sized for Google Display, Facebook, Twitter, Instagram, and other digital platforms. Use the buttons below to access and download select ads.



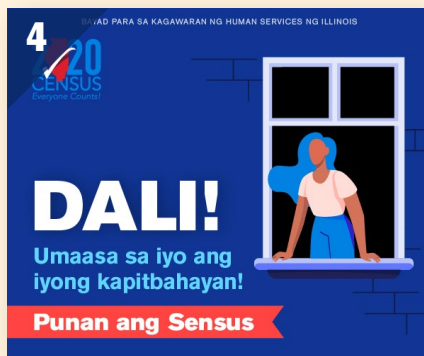
ACCESS FULL AD SET



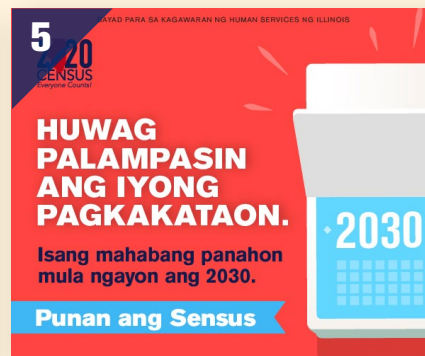
ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET

PHASE 2

ALL ARABIC ADS

These ad concepts below have been translated to Arabic. Each ad set includes graphics sized for Google Display, Facebook, Twitter, Instagram, and other digital platforms. Use the buttons below to access and download select ads.



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET

PHASE 2

ALL URDU ADS

These ad concepts below have been translated to Urdu. Each ad set includes graphics sized for Google Display, Facebook, Twitter, Instagram, and other digital platforms. Use the buttons below to access and download select ads.



ACCESS FULL AD SET



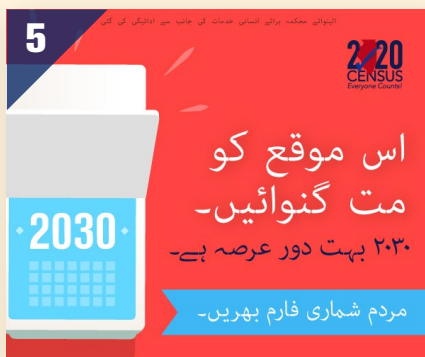
ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET

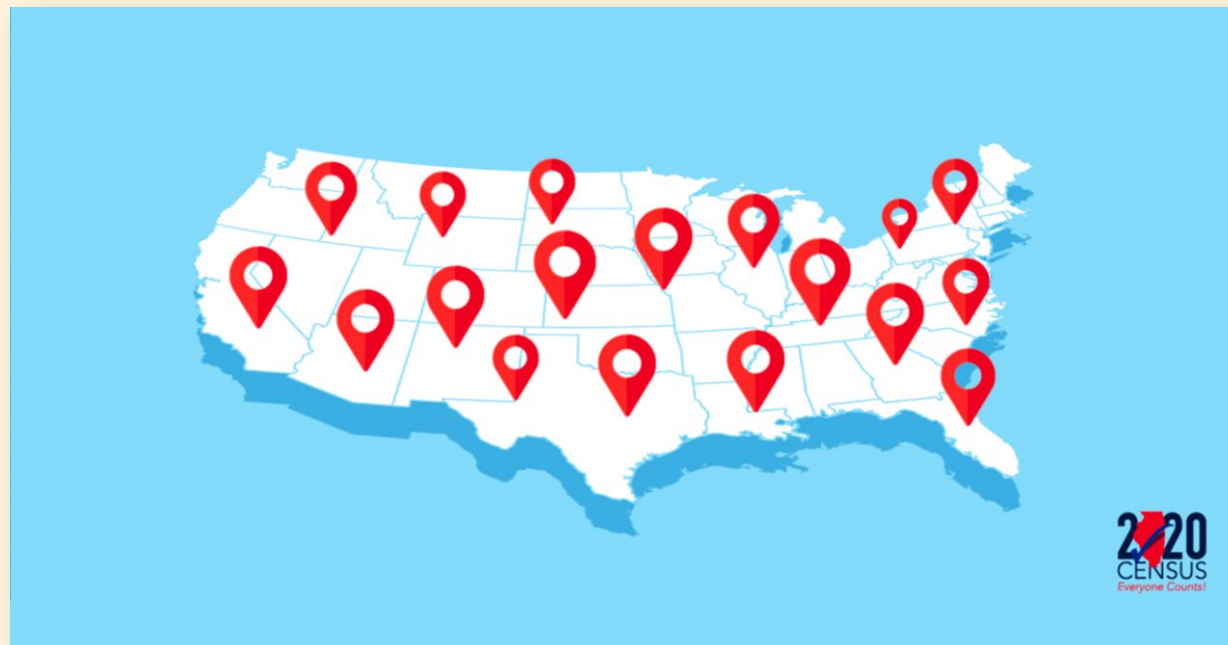
PHASE 1

CREATIVE

PHASE 1

ISSUE-BASED HERO ANIMATED VIDEO

This 30-second animated ad highlights the various services and issues funded by the Census. For optimal results, post this video on Facebook or Twitter. Use the button below to download the asset in English and Spanish.

[ACCESS ENGLISH ANIMATION](#)[ACCESS SPANISH ANIMATION](#)

PHASE 1

ISSUE-BASED HERO GRAPHIC AD



This social graphic can be posted on social media or featured on individual web pages. Use the button below to download the graphic in English or Spanish.



[ACCESS GRAPHIC AD](#)

PHASE 1

ISSUE-BASED ADS

Each ad set below includes graphics sized for Google Display, Facebook, Twitter, Instagram, and digital platforms. Use the buttons below to access and download select ads.



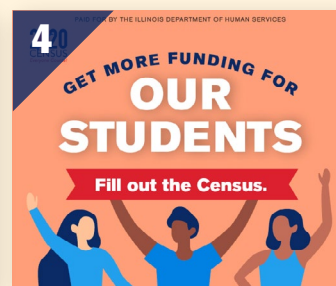
ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



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ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET

PHASE 1

ISSUE-BASED INSTAGRAM STORIES



The issue-based ad series also features videos sized for Instagram stories.
Use the button to access and download each animated asset.



[ACCESS ALL VIDEOS](#)

PHASE 1

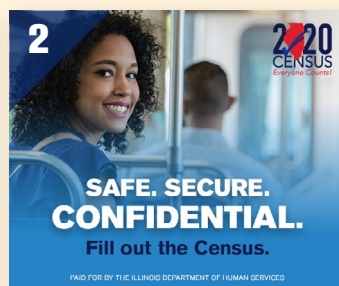
DISINFORMATION ADS



Each ad set below includes graphics sized for Google Display, Facebook, Twitter, Instagram, and digital platforms. Use the buttons below to access and download select ads.



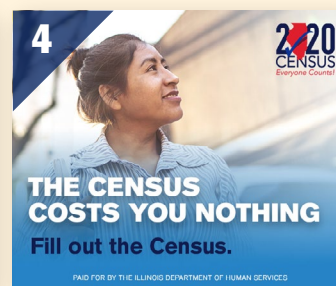
ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET

PHASE 1

SPANISH DISINFORMATION ADS

Each ad set below includes graphics sized for Google Display, Facebook, Twitter, Instagram, and digital platforms. Use the buttons below to access and download select ads.



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET



ACCESS FULL AD SET

PHASE 1

NON-ENGLISH DISINFORMATION ADS

Each ad set below includes graphics sized for Google Display, Facebook, Twitter, Instagram, and digital platforms. Use the buttons below to access and download select ads.

FRENCH ADS



[ACCESS FRENCH ADS](#)

POLISH ADS



[ACCESS POLISH ADS](#)

PHASE 1

NON-ENGLISH DISINFORMATION ADS

CHINESE ADS



[ACCESS CHINESE ADS](#)

ARABIC ADS



[ACCESS ARABIC ADS](#)

URDU ADS

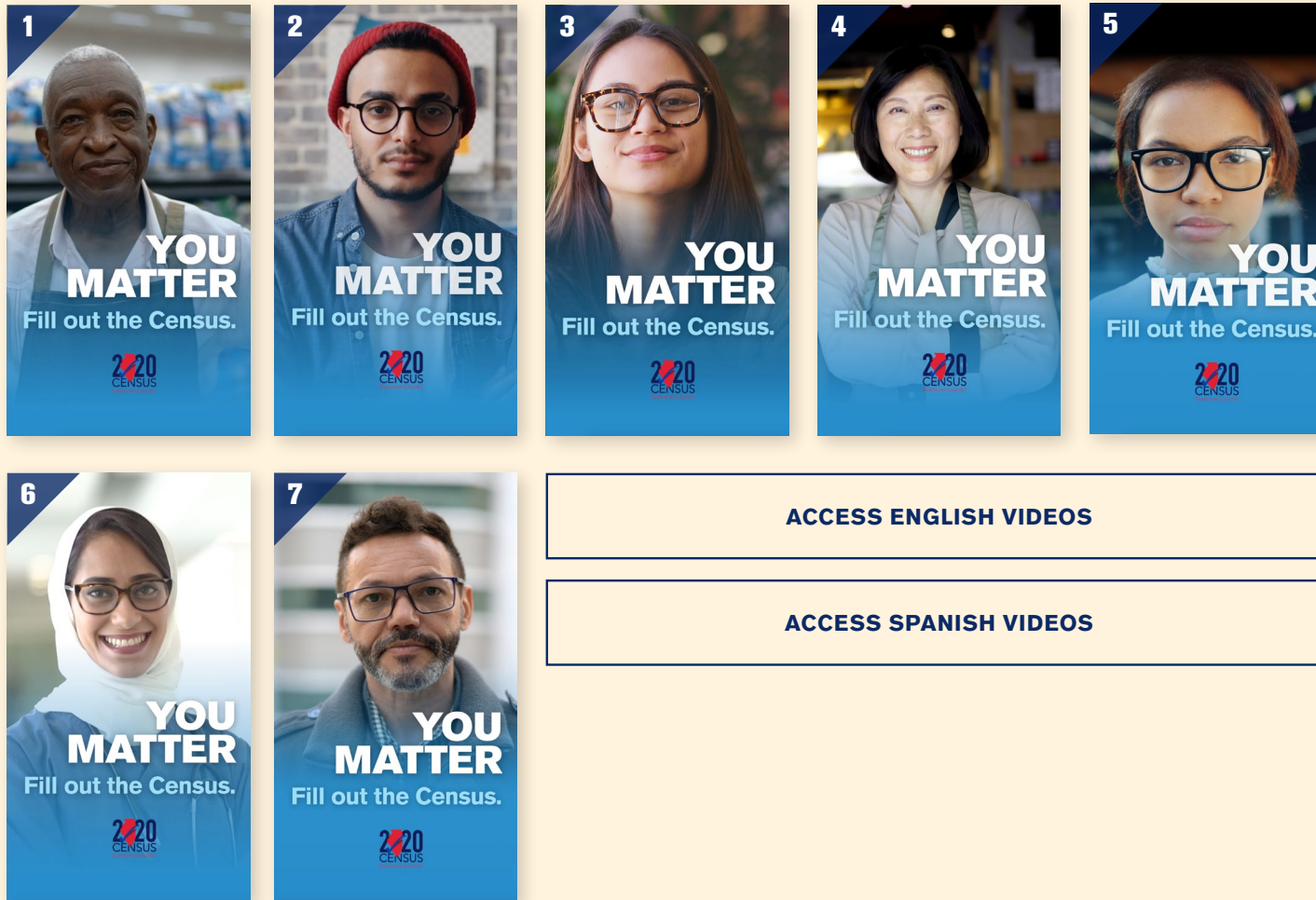


[ACCESS URDU ADS](#)

PHASE 1

INSTAGRAM STORY VIDEOS

These videos feature the overarching message: “You Matter. Be Counted” in English and Spanish. Use the button below to download each Instagram story asset.



PHASE 1

PHONE NUMBER ADS

Each ad set below includes graphics sized for Facebook, Twitter, Instagram, and digital platforms. Use the buttons below to access and download select ads.

1

You can fill out the 2020 Census by phone.

CALL
844-330-2020
TO BE COUNTED

PAID FOR BY THE ILLINOIS DEPARTMENT OF HUMAN SERVICES

2020 CENSUS

[ACCESS ENGLISH AD SET](#)

2

PAGADO POR EL DEPARTAMENTO DE SERVICIOS HUMANOS DE ILLINOIS

Puedes llenar el Censo por teléfono.

LLAMA AL
844-468-2020
TO BE COUNTED

2020 CENSUS

[ACCESS SPANISH AD SET](#)

3

Możesz wziąć udział w spisie powszechnym

ZADZWOŃ POD NUMER
844-479-2020
JUŻ DZIŚ I DAJ SIĘ POLICZYĆ

ZAPŁACONO ZE ŚRODKÓW DEPARTAMENTU OPIEKI SPOŁECZNEJ W STANIE ILLINOIS

2020 CENSUS

[ACCESS POLISH AD SET](#)

4

Vous pouvez remplir le recensement par téléphone.

APPELEZ AUJOURD'HUI LE
844-494-2020
POUR ÊTRE COMPTÉ

PAYÉ PAR LE DÉPARTEMENT DES SERVICES HUMAINS DE L'ILLINOIS

2020 CENSUS

[ACCESS FRENCH AD SET](#)

5

您可以通过电话填写年人口普查

普通话：致电
844-391-2020
粤语：致电
844-398-2020

由伊利诺伊州公共服务部负责相关款项

2020 CENSUS

[ACCESS CHINESE AD SET](#)

6

يمكنك تعبئة تعداد عبر الهاتف للمشاركة بالتعداد،

2020-416-844
تصل اليوم بالرقم

مدفوع بواسطة وزارة الخدمات الإنسانية بولاية إلينوي

2020 CENSUS

[ACCESS ARABIC AD SET](#)

DIGITAL TOOLKIT 4.0

THANK YOU!

