

BUSE 101 Final Project – Community Marketing (Digital, no Field Work)

For this final project, you will work in groups of four or five to profile two Chicago neighborhoods and define the best advertising/marketing strategy to promote the 2020 Census to people living within those communities. The goal for this assignment is to research segmented groups and learn how to align a product using available information. The details of this assignment are listed below. This project should be typed, in paragraph form, and submitted on Canvas by May 10th.

About the US Census: The [Census Bureau](#) collects [data](#) about the population and economy of the United States. Data that is collected may include [community information](#), public finance, employment, a [ten-year](#) count of every resident, and more in various surveys conducted. The results of this data will inform the US government on needs for school funding, transportation, healthcare and even determine the allocation of seats for the US House of Representatives. Every ten years, the Census Bureau conducts a count of everyone in America for a general population and housing estimate; 2020 happens to be the year for this survey to take place. Residents may fill out forms online or when a representative visits their home. It is important to note that the 2020 Census encourages everyone to fill out the form, regardless of legal status in the US.

Your goal in this assignment will be to create a strategy for the US Census to market to two distinct communities in Chicago. To be successful in this project, you will need to uncover data about each community assigned and strategically link that information to show *how* you would align the messaging of the Census with the characteristics of people living in those communities. The two sections of this project are shown below:

Community Profiles

For each neighborhood, create a profile that details specific information listed below.

- a. Historical background and major places/spaces members frequent in the community
- b. Demographic data of residents and neighborhood, including average household income, education, race/ethnicity, schools available, cultural or educational opportunities available (i.e. parks, libraries, museums, zoos, malls) and average home costs, major events and/or people associated with this community (i.e. who are the influencers and what do people do together there). You may include an idea of the following as well:
 - i. Accounting for the number of liquor stores, cafes, exercise fasciitis, grocery stores, healthy eating options, major department stores (example: Target, Walmart, Marshalls) and small businesses available in the neighborhood.
- c. Describe the ‘perceived value’ of living within this neighborhood – note: every neighborhood has a value associated with living there.
- d. Stakeholders and Tribes
- e. Identify three major stakeholders (those with a vested interest) within the community and why they would be considered stakeholders

- f. Identify three tribes within the community that are different than the stakeholders listed above. What is significant about how these tribes fit within this neighborhood?

Advertising/Marketing

For this section, you will create a marketing strategy to promote the 2020 US Census to each of your respective neighborhoods. To show that you understand segmentation and how to interpret data in the previous section, your strategies for each neighborhood should be different and aligned specifically for the residents of each community.

- g. Based on the data you have collected about your given neighborhood, how might you align a campaign to the residents to encourage them to fill out the 2020 Census? To create a strategy that best aligns to your audience, consider the following:
 - i. *What is specific or unique to this community that you may incorporate into a campaign?*
 - ii. *What do residents care about? How would filling out the Census fit into that overall picture?*
 - iii. *The Census gives you plenty of information that is useful to share, but what would be most important to address concerns in the neighborhood?*
 - iv. *Because you would be targeting everyone in the neighborhood, how would this campaign need to look? What images, colors, and text need to be incorporated?*
 - v. *Remember to always ask yourselves ‘who is it targeting? How is it being positioned?’*
 - vi. *Finally, where would you place this campaign? Where do residents receive information? Think back to the major spaces in the community. Would you need a digital, traditional, or mixed type of campaign strategy?*