

Best in Show Winner

Spotlight

Agency: Leo Burnett

Client: Australian Bureau of Statistics

Strategy

Many people - in particular Gen Y - saw the Australian Census as an obligation, which affected participation rates and ultimately the quality of the information gathered.

Tactics

Leo Burnett created an interactive microsite which showed users how their Census data could influence decisions that would shape their community and the future of Australia. Based on their age, occupation, residential area and ancestry past, each user had a different experience. Once users answered questions about themselves, the site generated a unique infographic: a personalised self-portrait of their Census data.

With the use of animation, humour and social media as the main tools for targeting, the microsite turned a bureaucratic exercise into something people truly wanted to engage with.

Results

Just a few weeks after launch, and without paid media support, the website had been visited by over 250,000 people, each spending on average more than four and a half minutes on it. More than 37,600 personalised infographics were generated and shared online with over 61,500 views and 4,500 likes.

<http://spotlight.abs.gov.au/>

