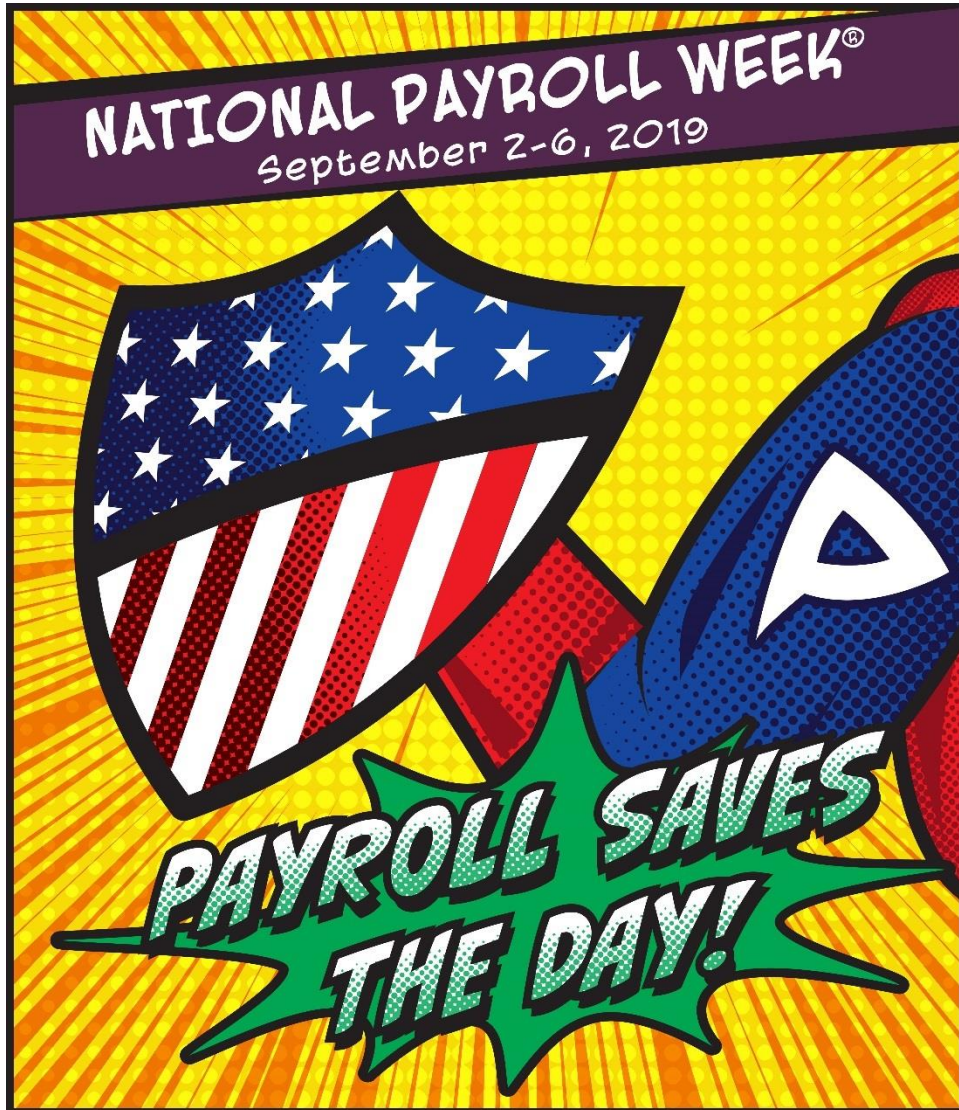


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# National Payroll Week 2019

## Campaign Results Report

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National Payroll Week 2019 was a huge success. Support from APA members and NPW sponsors, a highly visible advertising campaign, social media integration, and far-reaching media coverage resulted in excellent visibility for the entire payroll industry and sponsors.

# Build Your Brand and Reputation in the Payroll Industry

Your NPW sponsorship benefits pay off all year long. NPW sponsor brands repeatedly reach APA's 20,000 payroll professional members and millions of employees through unique educational and promotional opportunities.

## 1. Sponsors and Partners

- ▶ **Create Top-of-Mind Brand Awareness.** NPW builds your company's brand among the business community, general public and APA members with positive, long-lasting brand exposure through dynamic national advertising on television, websites, magazines, and newspapers. Examples of 2019 advertising placements include: CNN, Fox Business News, *The New York Times Magazine*, and *USA TODAY*.
- ▶ **Influence Key Business Decision Makers.** NPW sponsorship reinforces your company's position as a leader in the payroll and finance industries, raising awareness of your services and products with business decision makers nationwide.
- ▶ **Distinguish Yourself as an Industry Leader.** NPW elevates your company's reputation within the payroll industry and related industries by demonstrating your company's commitment to the payroll community.
- ▶ **Reach Your Audience.** Sponsors connect with trade and consumer media, APA's 20,000 national members, more than 120 local chapters, and affiliated associations.
- ▶ **See a Return on Your investment All Year Long.** The campaign is the ideal way to sustain long-term visibility with your target audience. APA begins promoting National Payroll Week in January and drives media and APA members to the website year-round.

## 2. Payroll Professionals

- ▶ **America Works Because We're Working for America®.** NPW underscores the partnerships between payroll and the government, employers, and employees across America.
- ▶ **Emphasize the Importance of Payroll Professionals.** NPW highlights the significant roles that payroll professionals play in ensuring our nation's strength and prosperity.

## 3. America's Workforce

- ▶ **Celebrate America's Workers.** NPW celebrates the hard work by America's wage earners and the payroll professionals who pay them. It builds awareness of payroll-related issues such as paycards, employee benefits, paperless payroll, and others facing businesses and employees across America.
- ▶ **Educate America's Workforce.** NPW provides tips to consumers to help them stretch their paychecks and save for retirement. The campaign also educates teens and new workers about the payroll withholding system through the Money Matters National Education Day (MMNED) program.

# Advertising Campaign Success

Sponsors received brand exposure across multiple media platforms through the 2019 NPW and MMNED advertising campaign, reaching more than **31.8 million** through television, digital, print, and online advertising.

## TV advertising

Sponsors gained significant exposure from a professionally produced national NPW television commercial, which aired during **CNN** and **Fox Business Network** and on **YouTube**. The professionally produced 30-second commercial, which prominently featured sponsor logos, reached an audience of over **11.5 million**. In addition to airing on national television, the commercial was also shared across the APA's various social media channels. The commercial and accompanying print ad graphic emphasized that payroll professionals are the organization's heroes who save the day one paycheck at a time.

All 2019 sponsors received a digital version of the commercial with an alternate end cap exclusively featuring their individual logo for sharing with their customers and online audience.

## 2019 Commercial



[Click to watch the "Payroll Saves the Day" national commercial](#)

## NPW Sponsor Logo Impressions by Commercial Advertising

Outlet	Dates Run	Impressions
CNN	Sept. 2-6	3,886,000
Fox Business Network	Sept. 2-6	6,145,000
YouTube	Aug. 28-Sept. 6	1,486,153
		<b>Total TV advertising: 11,517,153</b>



### Digital advertising

Ads driving web users to take the “Getting Paid In America” survey or read sponsored content appeared on consumer websites and social media. The ads received more than **12 million impressions** over the duration of the ad campaign. All survey participants were automatically exposed to sponsor logos on the NPW website as they completed the online survey.

## NPW Sponsor Logo Impressions by Digital Advertising

Website	Dates Run	Impressions
Facebook	Aug. 19-Sept. 6	3,106,896
Twitter	Aug. 19-Sept. 3	144,229
LinkedIn	Aug. 19-Sept. 3	15,893
Jobing.com	Aug. 1-Sept. 6	289,584
PaycheckCity.com	May-Sept.	8,492,381
		<b>Total online advertising: 12,048,983</b>



### Print advertising

Accompanying the new NPW commercial was an equally vibrant print ad. The 2019 print advertising campaign reached more than **6.1 million readers** through leading industry, business, and consumer publications. The print advertising graphic was featured prominently in the commercial and echoed the same message of “payroll saves the day.”

## NPW Sponsor Logo Impressions by Print Publication

Publication	Dates Run	Circulation
<i>The New York Times Magazine</i>	Sept. 2	2,579,166
<i>USA TODAY</i>	Sept. 3 & 5	3,242,182
<i>The Tax Adviser</i>	August	21,702
<i>Journal of Accountancy</i>	August	333,820

Total print advertising: 6,176,870



### 2019 NPW Print Ad

**NATIONAL PAYROLL WEEK®**  
September 2-6, 2019

**PAYROLL SAVES THE DAY!**

Founded by  
**AMERICAN PAYROLL ASSOCIATION**  
www.usaetc.org

Take the 2019 "Getting Paid In America" survey at [www.nationalpayrollweek.com](http://www.nationalpayrollweek.com) to be eligible to win a **FREE** paycheck!

**Client Sponsor:** Always Designing for People®

**MWED Sponsor:**

**Platinum Sponsors:**

**Media Partners:**

**Gold Sponsor:**

AMERICA WORKS BECAUSE WE'RE WORKING FOR AMERICA®

## Educating Tomorrow's Workforce

In tandem with National Payroll Week, the APA hosts Money Matters National Education Day (MMNED). The September 5 event, which is promoted year-round, brought payroll professionals into schools and after-school programs to educate young adults on important paycheck basics. In total, **327 payroll and finance professionals volunteered** for this program to help spread financial literacy.

As part of the MMNED program the APA offers a scholarship program. MMNED volunteers encouraged students who were taught a MMNED lesson to showcase their knowledge of the MMNED "Bring Home the Gold" curriculum by passing an online quiz on the NPW website. All participants who answered each of the five questions correctly were then placed in a drawing to receive a \$5,000 or \$1,000 scholarship for continued education.

To promote the scholarship program, a separate and additional digital advertising campaign was implemented that drove traffic to MMNED-related webpages on the NPW website. The digital ads promoting the scholarship opportunity reached an **audience of more than 2 million people**.

As a result, approximately **4,198 scholarship applicants** passed the online quiz, which was available through September 30. In addition, MMNED scholarship-related webpages received approximately **46,375 page visits** while the advertising campaign for the scholarship program was live. All three scholarship winners learned about the opportunity through the digital advertising efforts.



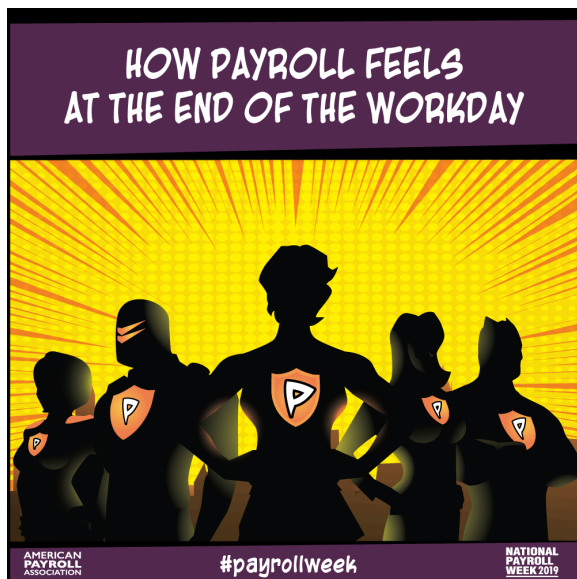
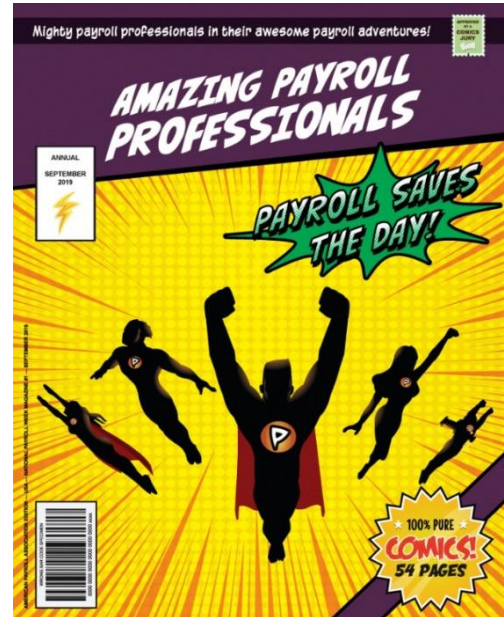
### Sponsor Logo Impressions by Digital Advertising

Website	Dates Run	Impressions
Facebook	Aug. 27-Sept. 14	272,665
Google Search	Aug. 27-Sept. 14	130,344
Google Display	Aug. 27-Sept. 14	1,682,080
<b>Total MMNED online advertising:</b>		<b>2,085,089</b>



## NPW on Social Media

APA's NPW social messaging and social content including the campaign hashtag #PayrollWeek was a big success. Overall, the #PayrollWeek hashtag showed significant engagement and activity, earning more than 3,008,293 impressions for #PayrollWeek generated content and garnering a total of **3,734 "likes"** and **1,120 shared pieces of content** during the week of NPW. The APA and the payroll audience shared numerous social media posts to Facebook, Twitter, Instagram, and LinkedIn promoting various aspects of the campaign, including the "Getting Paid In America" survey, merchandise, Money Matters National Education Day, and more. Several posts highlighting sponsors, both individually and as a group, were also shared throughout the year-long campaign to the APA's online audiences.



## NPW Media Success

In addition to the far-reaching NPW advertising and social media campaigns, millions more were exposed to the NPW message through social media initiatives and media coverage. Highlights of the 2019 media campaign include:

- ▶ **NPW Makes Headlines Coast-to Coast** – Leading the NPW public relations strategy was a national satellite media tour with the APA’s Director of Government Relations, Bill Dunn, CPP. He encouraged viewers to use NPW as a time to perform a “paycheck checkup” and encouraged them to visit the NPW website. Money Matters National Education Day and its 2019 scholarship program were also promoted throughout the interviews. Dunn’s 28 interviews with tv and radio outlets reached a potential **audience of more than 14.5 million** and **aired 1,308 times on television**.



[Watch Bill Dunn, CPP on one of the 28 appearances promoting National Payroll Week from coast to coast.](#)

- ▶ **Sponsor Press Releases** – Results from the NPW survey were used to create four press releases highlighting various results from the “Getting Paid In America” survey. Each release included at least one quote from an NPW sponsor. The four releases reached a combined potential audience of over **385 million readers**. Topics covered by sponsors included:

- [Survey Reveals Traditional Payday Cycles May Go the Way of the Dinosaurs](#)
- [Survey Reveals Employee Trust in Payroll Remains High](#)
- [Survey Finds Majority of Americans Live Paycheck to Paycheck](#)
- [Survey Finds Majority of Employees Empowered to Take Control of Pay and Benefits Info](#)

- ▶ **NPW in Times Square** – NPW was **promoted in Times Square** on the giant Reuters video billboard on the Monday of NPW. The highly visible billboard displayed the 2019 NPW print ad graphic and encouraged consumers to thank their payroll professionals.

- ▶ **Celebrity Recognition** – Reality television personality Carson Kressley, from the original “Queer Eye for the Straight Guy” cast, partnered recorded a video celebrating NPW and the efforts of payroll professionals across the country. [Watch the video.](#)



## NPW Website Success

The NPW website is the primary touchpoint for the campaign. Sponsor logos are prominently displayed on the new NPW website at the bottom of nearly every page of the site. APA actively promotes the NPW website year-round as a consumer and business resource for payroll-related information.

High website traffic provided strong reach for sponsor logos, with the website receiving **266,484 page visits** from July through September. Of this, sponsors received **68,764 sponsor logo impressions** during the week of NPW alone.

The “Getting Paid In America” survey is built using SurveyMonkey.com and is promoted in several locations on the NPW website. It has its own dedicated webpage where NPW Sponsor logos were highly visible as participants progress through the survey. Each of the **39,705 survey participants** in 2019 were exposed to NPW Sponsor logos while completing the survey.

The NPW website also features the option for dedicated webpages for each NPW sponsor where they can share product info, contact and social media information, and multimedia components with the payroll and consumer audiences.

### Total Page Views for September 2-6, 2019

Monday, September 2	<b>8,830</b>
Tuesday, September 3	<b>15,078</b>
Wednesday, September 4	<b>15,467</b>
Thursday, September 5	<b>16,329</b>
Friday, September 6	<b>13,060</b>
<b>Total Page Views, Sept. 2-6</b>	<b>68,764</b>

**America Works**

National Payroll Week, September 2-6, celebrates payroll professionals who pay them. Together, they contribute, collect, report, and deposit 70% of the revenue, about \$2.4 trillion of over \$3 trillion of overall U.S. payroll.



GET INVOLVED



EDUCATE



PAYCHECK TOOLS

About

Official Artwork

About Sponsors

Become a Sponsor

News

ADP

Ceridian

DailyPay

FBG Holdings

Kronos

Money Network

Paychex

rapid! PayCard

Ultimate Software

Workday



### Sponsors of National Payroll Week

Diamond Sponsor



Always Designing  
for People™

Money Matters National Education Day Sponsor



Platinum Sponsors

CERIDIAN

dailypay

Jobing.com

symmetry  
SOFTWARE

KRONOS

Money  
Network

JOURNAL OF  
ACCOUNTANCY

PAYCHEX  
Payroll | Benefits | HR | Insurance

rapid!  
PAYCARD

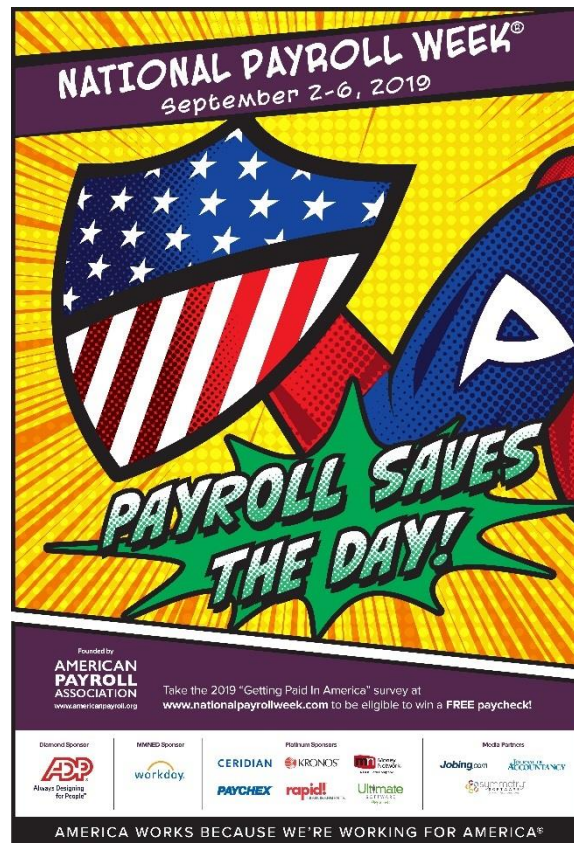
Gold Sponsors

Ultimate  
SOFTWARE  
People first

FBG  
FINANCIAL BUSINESS GROUP HOLDINGS

## Sponsor Branding on NPW Merchandise

NPW merchandise is a highlight of the campaign for those in the payroll community. APA members, chapters, and payroll departments across the country **purchased more than \$41,600 of NPW merchandise** to give as gifts to payroll team members and peers. Sponsor logos and branding reach within the payroll community were increased by logo inclusion on three popular items in the [NPW e-store](#): the tote bag, koozie, and official artwork poster.



## Summary

NPW sponsors see consistently high exposure, and their efforts are highly appreciated by the APA and its more than 20,000 members. NPW Sponsors' contributions are extremely visible to the core audience of payroll, accounts payable, and finance professionals. Sponsor efforts are recognized regularly in PAYTECH magazine, at APA's Annual Congress, in marketing outreach to APA's membership, and throughout the APA and NPW websites and social media channels. In addition, the NPW message is heard across the country in print, online, on TV and more. The campaign's penetration is evident from the more than 39,700 participants in the 2019 "Getting Paid In America" survey, the more than 31.8 million reached during the highly visible advertising campaign, media coverage, social media engagement, and significant traffic to the NPW website.

### Payroll Industry ROI

In addition to significant exposure to the general public, National Payroll Week Sponsorship generates an enormous return on investment and awareness for sponsors in the highly specialized payroll market. The more than 20,000 members of the American Payroll Association and other payroll industry insiders are exposed to NPW Sponsors by:

- ▶ An exclusive acknowledgement for each sponsor in PAYTECH magazine.
- ▶ Linked corporate logo from the NPW website, which hosted 266,484 page views from July through September 2019.
- ▶ Sponsor comments in press releases following the "Getting Paid In America" survey.
- ▶ Logo inclusion on the NPW "Getting Paid In America" survey, which in 2019 was taken by more than 39,700 individuals across the country and promoted heavily through APA's digital advertising efforts.
- ▶ Sponsor acknowledgement during a general session of the APA's [Annual Congress](#) conference, an event attended annually by more than 2,000 payroll professionals.
- ▶ Sponsor logos on the NPW commemorative poster, which is distributed to every APA member and all sponsors.
- ▶ Corporate logo on select NPW merchandise, which is advertised in PAYTECH magazine, at APA's Annual Congress, in emails to members, on social media, and sold to thousands of payroll and finance professionals throughout the year.
- ▶ For Platinum Sponsors, a one-time mailing opportunity to the entire APA membership.
- ▶ Inclusion in the [commemorative NPW video](#), shown at APA's Annual Congress and on social media.
- ▶ Inclusion in PAYTECH's NPW Planning Guide which is mailed to more than 20,000 payroll professionals throughout the country and featured prominently on the NPW website.
- ▶ Logo inclusion on the NPW television commercial which is seen by millions of viewers on television and online and on the accompanying NPW print advertisement.

## National Payroll Week 2020 Sponsorship Benefits

Plans are already being made for an even more successful and exciting campaign for NPW 2020, September 7-11. All National Payroll Week 2020 sponsors will receive the following:

- Beginning in January, linked corporate logo on nearly every page of the NPW website at [www.nationalpayrollweek.com](http://www.nationalpayrollweek.com).
- A dedicated mobile-friendly, sharable, and ungated webpage on the NPW website, featuring sponsor information, branding (logo), URLs, optional multimedia options, your organization's NPW content, and more during the sponsorship calendar year.
- Corporate logo on select NPW merchandise items which go on sale in May.
- Preferential booth selection by sponsorship level for the 2021 APA Annual Congress.
- Logo inclusion in the NPW 2020 TV and print ads shown in major national magazines, newspapers, major TV networks, and various online outlets.
- Exposure in the annual NPW commemorative video, shown on-stage at APA's 2020 Annual Congress.
- Recognition at the APA's 2020 Congress.
- Group tagged social media acknowledgment of all sponsors from the APA in at least two posts respectively on LinkedIn, Twitter, and the NPW Facebook page from May through September.
- In August, an NPW Social Media Messaging Toolkit featuring pre-made NPW-related messaging as well as accompanying graphics for posts.
- In August, the opportunity to comment on a statistic from the "Getting Paid In America" survey which will then be crafted into a press release by the APA's Public Relations department and distributed to millions of potential readers in September.
- After the NPW campaign closes, a performance report of all social media posts sponsor was tagged in, and, if applicable, performance report of any press release(s) featuring the sponsor.
- High resolution NPW artwork and creative material for you to include on all of your promotional, advertising, or sales literature.
- Inclusion in PAYTECH's "NPW Planning Guide" guide mailed to more than 20,000 payroll professionals in May and featured on the NPW website for visitors to download.
- Recognition in PAYTECH's NPW preview issues and January 2021 campaign wrap-up issue with a reach of more than 20,000 readers per issue.
- Acknowledgement featuring your executive in your choice of the January\*, February, or March issue of PAYTECH magazine commemorating the previous year's NPW sponsorship. (\*January issue has full NPW news coverage)
- Logo inclusion in the NPW marketing video shared to APA's social media channels.
- Logo placement on all NPW-related marketing emails delivered to APA marketing lists April through September.
- Corporate logo on the National Payroll Week commemorative artwork poster, delivered to more than 20,000 payroll professionals in America's leading companies with the July issue of PAYTECH magazine and sold in the NPW web store.
- Up to 200 complimentary copies of the commemorative NPW artwork poster.
- In September, a handsome, framed citation presented to your company's chief executive recognizing your company's sponsorship and support of the payroll industry.
- Beginning in May, logo inclusion on the 2019 "Getting Paid In America" survey.

In addition to the benefits received by all NPW sponsors, the APA offers a sponsorship of the Money Matters National Education Day program. The **exclusive Money Matters National Education Day Sponsor** additionally receives the following:

- Email to APA's membership during the sponsorship calendar year (sent by APA)
- After Diamond Sponsor, preferential booth selection for APA's 2021 Congress.
- 12-question APA Membership survey providing all participant data and aggregate responses in post-survey reports.
- Opportunity to receive a quote from an APA representative or other relevant NPW information to include in sponsor's NPW-related press releases, blogs, or other content pieces by contacting the APA's public relations department. Note: copy must be approved by APA before distribution; distribution and fees are the sole responsibility of the sponsor.
- A minimum of two MMNED-related blog posts published by the APA through one of its news outlets which mentions the sponsor.
- Social media content and tags from APA:
  - Sponsor will be individually tagged in at least three MMNED-related tweets from @Paynews (APA's Twitter handle) from May through September
  - Sponsor will be individually tagged in at least two MMNED-related posts on the APA LinkedIn company page from May through September
- Custom version of the 2020 NPW commercial with exclusive sponsor logo acknowledgment to be used by sponsor.
- Prominent logo exposure through the entire NPW campaign, including all NPW advertisements placed in national magazines, newspapers, network TV, and more.
- An annual Money Matters National Education Day "scholarship" or "Cash award" (Grant) for one (1) \$5,000 Scholarship Grand Prize and two (2) \$1,000 Scholarships for continuing education, eligible to any high school student (or anyone-disabled veteran, stay-at-home mom, etc.) who shows an acceptable understanding of the Money Matters National Education Day curriculum. Scholarship monies are INCLUDED in overall sponsorship cost. Scholarships will be awarded based on participants passing an online quiz.
- Prominent logo representation on all MMNED-related webpages on the National Payroll Week website
- Exclusive logo representation on all MMNED-related marketing emails to APA customers and mailing lists.
- Dedicated digital ad campaign to promote the Money Matters National Education Day scholarship program.
- Logo inclusion on all MMNED lesson materials including teacher guide, student workbooks, and PowerPoint presentation.
- PAYTECH article coverage on the scholarship winners (subject to winner permission).
- OPTIONAL- Sponsor can invest in the purchase of t-shirts, pens, or other give-away promotional items that cohesively promote the MMNED sponsorship to be distributed to program volunteers and the students they teach.

In addition to the benefits received by all standard NPW sponsors listed above, **Platinum Sponsors** additionally receive the following:

- After Diamond Sponsor and MMNED Sponsors, preferential booth selection for the 2021 Congress.
- Your choice between an email to APA's membership during the sponsorship calendar year (sent by APA) or your own 12-question APA Membership survey providing all participant data and aggregate responses in post-survey reports.
- Corporate logo featured on all NPW advertisements placed in national magazines, and newspapers. Platinum Sponsor logos are above Media Partner and Gold Sponsor logos.
- Custom version of the 2020 NPW commercial with exclusive sponsor acknowledgment to be used by sponsor.
- Full-page acknowledgement featuring your executive in your choice of the January, February, or March issue of PAYTECH magazine commemorating the previous year's NPW sponsorship.
- Social media content and tags from the APA:
  - Sponsor will be individually tagged in at least three NPW related tweets from @Paynews (APA's Twitter handle) from May through September.
  - Sponsor will be individually tagged in at least two NPW-related posts on the APA LinkedIn company page from May through September.
- Optional partnership with APA's public relations department — At any time during the NPW campaign, your company can coordinate with the APA's public relations department to feature a quote from an APA representative or other relevant NPW information to include in your NPW-related press releases, blogs, or other content pieces (copy must be approved by APA before distribution; distribution and fees are the sole responsibility of the sponsor).

In addition to the benefits received by all standard NPW sponsors listed above, **Gold Sponsors** additionally receive the following:

- After Platinum Sponsors, preferential booth selection for the 2021 Congress.
- Logo exposure for the entire campaign below Diamond, Money Matters National Education Day and Platinum Sponsors and Media Partners.
- Half-page acknowledgement featuring your executive in your choice of the January, February, or March issue of PAYTECH magazine commemorating the previous year's NPW sponsorship.
- Corporate logo featured on all NPW advertisements placed in national magazines, and newspapers. Gold Sponsor logos are smaller and placed below Diamond Sponsor, Money Matters National Education Day Sponsor, Platinum Sponsor and Media Partner logos.