
National Payroll Week 2020

Campaign Results Report



National Payroll Week 2020 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 extensive visibility for the entire payroll industry and 2020 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 2020 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 the NPW campaign 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 facing businesses and employees across America such as paycards, payroll-driven employee benefits, paperless payroll, and on demand pay.
- ▶ **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 2020 NPW and advertising campaign, reaching more than **25.4 million** through television, digital, print, and online advertising.

TV advertising

Sponsors gained significant exposure from a professionally produced national NPW television commercial, which aired on **CNN** and **Fox Business Network**, **YouTube** and **Facebook**. The professionally produced 30-second commercial, which prominently featured sponsor logos, reached an audience of over **9.8 million**. In addition to advertising on national television and social media, the commercial was also organically shared across the APA's various social media channels. The commercial and accompanying print ad graphic highlighted how the American Payroll Association is cheering for all of our teammates, regardless of their background, and offering a helping hand during NPW by offering a chance to win a free paycheck and money maximizing resources.

All 2020 Diamond and Platinum 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.

2020 Commercial



[Click to watch the 2020 national commercial](#)

NPW Sponsor Logo Impressions by Commercial Advertising

Outlet	Dates Run	Impressions
CNN	Sept. 7 - 11	3,284,000
Fox Business Network	Sept. 2 - 6	6,090,000
YouTube	Aug. 27 - Sept. 11	378,189
Facebook	Aug. 27 - Sept. 11	135,116
Total TV advertising: 9,897,305		



Digital advertising

Ads driving web users to take the “Getting Paid In America” survey or read a sponsored content blog post featured on the NPW website appeared on consumer websites and social media. The ads received more than **12.4 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. 27 - Sept. 11	3,862,889
Native Ads	Aug. 26 - Sept. 11	316,865
Jobing.com	Aug. 1 - Sept. 11	231,375
PaycheckCity.com	May 1 - Sept. 11	8,000,004
PayrollLegalAlert.com	Aug. 11 – Sept. 11	31,653
Total online advertising: 12,442,786		



Print advertising

Accompanying the new NPW commercial was an equally colorful and vibrant print ad. The 2020 print advertising campaign reached more than **3 million readers** through leading industry, business, and consumer publications. The print advertising featured language and imagery that

complimented this year's NPW commercial and echoed the same message of "nothing but good vibrations on payday."

NPW Sponsor Logo Impressions by Print Publication

Publication	Dates Run	Circulation
<i>The New York Times Magazine</i>	Sept. 6	877,463
<i>USA TODAY</i>	Sept. 8 & 10	2,199,968

Total print advertising: 3,077,431



2020 NPW Print Ad

npw • 2020

Founded by
AMERICAN PAYROLL ASSOCIATION

september 7-11

NATIONAL PAYROLL WEEK 2020

During National Payroll Week®, the American Payroll Association is cheering for our teammates, like you. Visit nationalpayrollweek.com for a chance to win a free paycheck and resources to help you get more out of your pay with help from Team Payroll.

Diamond Sponsor

Platinum Sponsors

Media Partners

Gold Sponsor

Logos for sponsors: ADP (Always Designing for People™), dailypay, KRONOS, Money Network, NETSPEND, Jobing.com, CERIDIAN, PAYCHEX, rapid!, Ultimate SOFTWARE, workday, summa.

Email Marketing

An extensive email marketing campaign was implemented to advertise National Payroll Week, campaign initiatives, and NPW sponsors to APA's key audiences. NPW emails began distribution in May and continued throughout the week of NPW in September. In total, 25 emails were shared with APA's subscribers and customers. **NPW sponsors received exposure with each email blast** as their logos were included in each email.

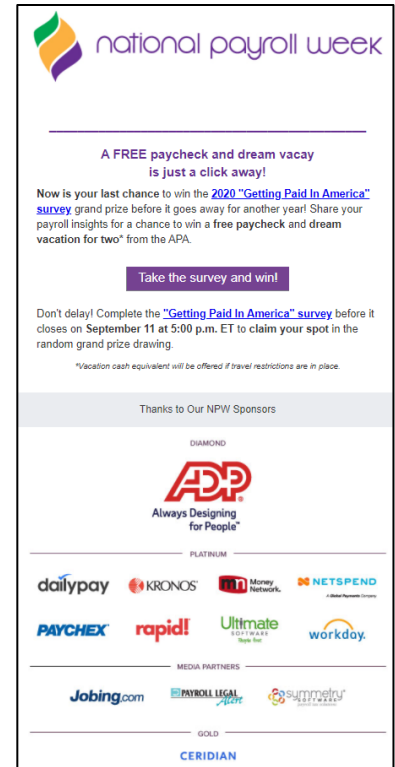
NPW Website Success

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 **214,747 page visits** from January through September. Of this, sponsors received **50,611 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 on the NPW website where NPW sponsor logos were highly visible as participants progress through the survey. Each of the **35,422 survey participants** in 2020 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 7-11, 2020

Monday, September 7	6,444
Tuesday, September 8	13,265
Wednesday, September 9	10,584
Thursday, September 10	13,358
Friday, September 11	6,960
Total Page Views, Sept. 7-11	50,611

America Works

National Payroll Week, September 7-11, celebrates payroll professionals who pay them. Together, we contribute, collect, report, and deposit 70%, about \$2.4 trillion

- About
- Official Artwork
- About Sponsors >
- Become a Sponsor
- News

- ADP
- Ceridian
- DailyPay
- Kronos
- Money Network
- NetSpend
- Paychex
- rapid!
- Ultimate Software
- Workday



GET INVOLVED



EDUCATE



PAYCHECK TOOLS

PLATINUM SPONSOR



LEARN MORE

VISIT THEIR SITE FOR MORE COMPANY INFO

VISIT SITE

ABOUT WORKDAY

We are thankful for the opportunity to sponsor National Payroll Week, and recognize payroll professionals for the hard work you do year-round. At Workday, we believe that payroll practitioners are often at the heart of your organizations. We also see the impact of your contributions in continuing to elevate the payroll profession and thank you for all of your tireless efforts in managing payroll during these unprecedented times. As you all know first-hand, payroll professionals are handling more complexity than ever before.

Whether it's managing the new benefit deductions, handling sick pay policies, or implementing employee relief funds, payroll professionals are on the front lines supporting the business and ensuring employees are

CONTACT

Phone:

866-951-9002

Email Address:

sales@workday.com

EXTERNAL RESOURCES

Educating Tomorrow's Workforce

In tandem with National Payroll Week, the APA hosts Money Matters National Education Day (MMNED). The September 10 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, **258 payroll and finance professionals volunteered** for this program to help spread financial literacy.

To ensure a safe event for volunteers and students, many volunteers opted to teach virtual lessons. The APA even recorded an example virtual MMNED lesson for volunteers presented by Larry White, CPP and Laurel Serra, CPP that was viewed 122 times by volunteers.



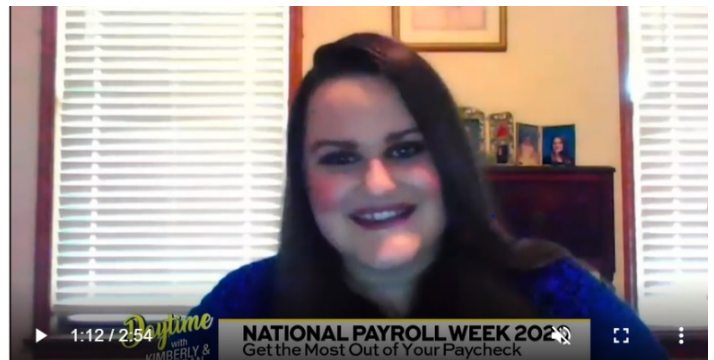
NPW Media Success

In addition to the far-reaching NPW advertising campaign, millions more were exposed to the NPW message through social media initiatives and media coverage. Highlights of the 2020 media campaign include:

- ▶ **NPW on TV** – APA's Alice Jacobsohn, Esq., APA's Director of Government Relations, and Brandy Gaskins, Assistant Manager of Public Relations, appeared on two local San Antonio morning shows to tell viewers how to get the most out of their pay, explain how to participate in the "Getting Paid In America" survey, and encourage them to thank a payroll professional in their life. These interviews aired live to more than **21 thousand television viewers** and more than **226 thousand online viewers**.

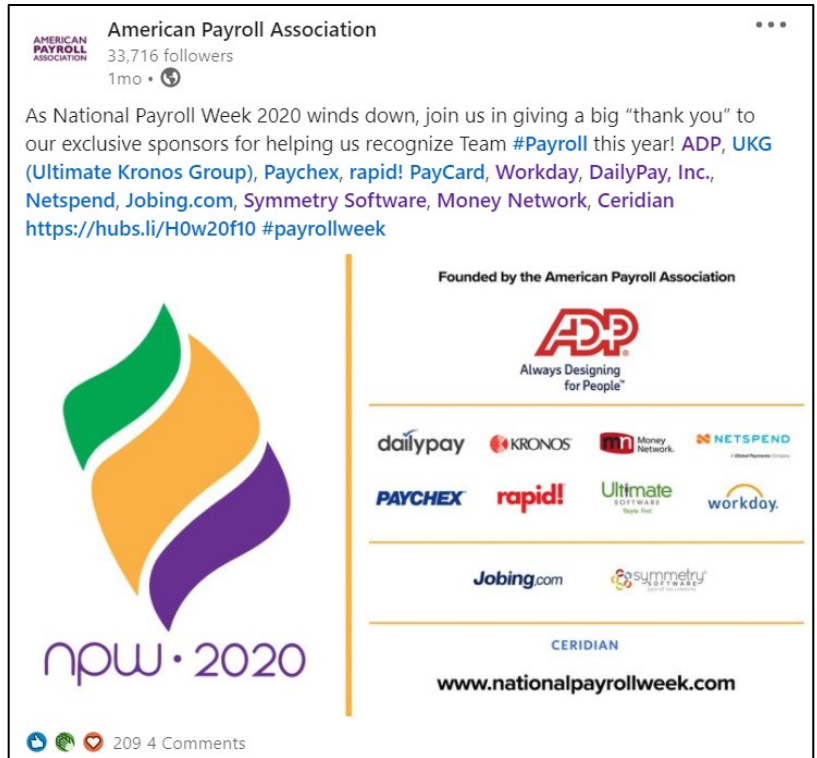


[Watch Alice Jacobsohn, Esq. on San Antonio Living](#)



[Watch Brandy Gaskins on Daytime with Kimberly & Esteban](#)

► **NPW on Social Media** – APA’s NPW social messaging and social content including the campaign hashtag #PayrollWeek, garnered a total of **4,088 likes/favorites** and **1,264 shared/retweeted pieces of content** during the week of NPW. On Twitter and Instagram, **#PayrollWeek reached an audience of more than 2.1 million**. 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.



► **Sponsor Press Releases** – Results from the NPW survey were used to create five press releases highlighting various results from the “Getting Paid In America” survey. Each release included at least one quote from an NPW sponsor. The five releases reached a combined potential audience of more than **633.7 million readers** and appeared in online outlets such as Yahoo! Finance, MarketWatch, and the Associated Press. Topics covered by sponsors included:

- [Number of Americans Living Paycheck to Paycheck on Decline Despite Pandemic](#)
- [More People Opting for Virtual Paychecks During Pandemic, Survey Finds](#)
- [Employee Confidence in Payroll and Paycheck Accuracy Remains High During Pandemic](#)
- [Survey Reveals Employees Want On-Demand Paydays](#)
- [Self Service Technology Provides Instant Access to Pay for Remote Workers](#)

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 nearly \$24,000 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, Team Payroll t-shirt, and official artwork poster.



Conclusion

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 Payroll 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 35,422 participants in the 2020 "Getting Paid In America" survey, the more than 25.4 million reached during the highly visible advertising campaign, media coverage, social media engagement, and significant traffic to the NPW website.

Thank you to our 2020 National Payroll Week sponsors for supporting the payroll profession and helping APA bring national awareness to payroll's contributions to the workplace:



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 214,747 page views from January through September 2020.
- ▶ Sponsor comments in press releases following the “Getting Paid In America” survey.
- ▶ Logo inclusion on the NPW “Getting Paid In America” survey, which in 2020 was taken by more than 35,422 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, choice of one-time email or survey to APA membership.
- ▶ Inclusion in the [commemorative NPW video](#), shown at APA’s Annual Congress and on social media.
- ▶ Social Media Acknowledgments on LinkedIn, Twitter, and Facebook tagging the sponsor.
- ▶ 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 2021 Sponsorship Benefits

Plans are already being made for an even more successful and exciting campaign for NPW 2021, September 6-10. All National Payroll Week 2021 sponsors will receive the following:

- Beginning in January, linked corporate logo on nearly every page of the NPW website at 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 2021 TV and print ads shown in major national magazines, newspapers, major TV networks, and various online outlets.
- Exposure in the NPW commemorative video, shown on-stage at APA's 2021 Payroll 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 July, custom sponsor graphics for social media and other digital communications.
- 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 2022 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 issue of PAYTECH magazine commemorating the previous year's NPW sponsorship.
- 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 2021 "Getting Paid In America" survey.

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

- After Diamond Sponsor, preferential booth selection for the 2021 Payroll 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 2021 NPW commercial with exclusive sponsor acknowledgment to be used by sponsor.
- Opportunity to comment on the "Getting Paid In America" survey results, after Diamond Sponsor, and be included in the nationally distributed survey results press release in September.
- Full-page acknowledgement featuring your executive in the January 2021 NPW recap 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 NPW sponsors listed above, **Gold Sponsors** additionally receive the following:

- After Platinum Sponsors, preferential booth selection for the 2021 Payroll Congress.
- Logo exposure for the entire campaign below Diamond and Platinum Sponsors and Media Partners.
- Half-page acknowledgement featuring your executive in your choice in the January 2021 NPW recap issue of PAYTECH magazine commemorating the previous year's NPW sponsorship.
- Opportunity to comment on the "Getting Paid In America" survey results, after Platinum Sponsors, and be included in nationally distributed survey results press releases in September.
- 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.

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)

- Priority booth selection for APA's 2021 Payroll 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 2021 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.
- Exclusive 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.