



**Instant Census Partners with  
The 3% Conference and The Representation Project  
To Co-Host The 3rd Annual Super Bowl Tweetup**

*Instant Census Will Run Real-Time SMS Surveys Tracking  
Viewer Reaction to Super Bowl Ads*

**BOSTON, MA, January 26, 2016** – **Instant Census** has joined **The 3% Conference** and **The Representation Project** to co-host the 3<sup>rd</sup> annual **Super Bowl Tweetup** on Sunday, February 7, 2016. The **Tweetup** will leverage the power of **Instant Census'** SMS messaging survey software to solicit feedback from 1,000 women across America on their opinions and comments on this year's selection of television advertisements during the Super Bowl. Instant Census' SMS survey software will allow The 3% Conference and The Representation Project to share survey results in real-time during the Tweetup, something that would not be possible with other survey technologies.

Instant Census will help amplify individual voices to call attention to the value of targeting Super Bowl ads toward women, who purchase more products and are more vocal on social media than men on every day of the year, including Super Bowl Sunday. The hashtags **#InstantCensus**, **#3PercentSB**, **#NotBuyingIt**, and **#MediaWeLike** will be used by Tweetup participants to share their comments, thoughts and opinions on this year's advertising lineup.

Instant Census is honored to team up with The 3% Conference and The Representation Project; established and renowned organizations who work to end gender stereotypes and call attention to the good and bad representations found in modern advertising and merchandising.

To learn more about this year's Tweetup and download the Super Bowl Tweetup Scorecard, visit: <http://www.3percentconf.com/tweetup>

**About Instant Census:** Instant Census automated text message surveys help researchers, companies and brands interact more quickly and effectively with their audiences. By leveraging the power of text messaging, our customers receive data and feedback in real-time, with results available in seconds to minutes and not hours to days like traditional survey methods offer. Achieve higher response rates and faster response times on your next survey with Instant Census! For more information, visit [instantcensus.com](http://instantcensus.com).

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