

**COVID-19 VACCINE EDUCATION INITIATIVE
GENERAL CREATIVE BRIEF**

(Updated 8.26.21)

The Ad Council and the COVID Collaborative are leading a massive communications effort to educate the American public and build confidence around COVID-19 vaccines. Guided by the leading minds in health and medicine and fueled by the best talent in the private sector, the COVID-19 Vaccine Education Initiative is designed to reach a range of audiences with messages that resonate and the latest information.

AUDIENCE GOALS¹

- Build vaccine confidence by empowering people to get the latest information on the benefits of vaccination and help them make an informed decision to protect themselves and their loved ones.
- Drive urgency of importance of vaccination by contextualizing COVID-19 risks and vaccination benefits

AUDIENCE PROFILE

- Skews towards younger audience (18-34), who perceive themselves to be in good health and at lower risk.
- Lower personal experience with severe outcomes of COVID-19 among friends and family.
- Concentrated in the South, Great Plains and Mountain West regions.

GENERAL ROOTS OF HESITANCY²

- Concerns about safety and the potential unknown long-term side effects from COVID-19 vaccination, driven by the speed of the clinical development process and the vaccines’ novelty.
- Need for digestible information that cuts through the clutter and elevates the benefits of vaccination.
- Distrust in government and pharma economic motives and liability protection for pharma companies.

NEW/GROWING BARRIERS³

- COVID-19 news fatigue causing many to not seek out information or tune it out.
- Breakthrough cases increase reluctance as many are more focused on the prevention of infection/transmission rather than preventing the severity of illness.
- Perception that they don’t need the vaccine or take on the risks when many people in their circle are vaccinated.

KEY MESSAGES

Act Now	Get the Protection	The Vaccines Are Safe
<p>The Delta variant is dangerous – and more contagious than the original COVID-19 virus.</p> <p>The Delta variant is more contagious than the common cold.</p> <p>Don’t wait. The vaccines give you protection against the Delta variant.</p>	<p>Vaccines provide strong protection against serious illness and death from COVID-19.</p> <p>COVID is now putting people of all ages in the hospital – not just the elderly or those with underlying health issues.</p>	<p>FDA has fully approved a COVID vaccine / There’s now an option that’s fully approved by the FDA.*</p> <p>Join the more than 170 million Americans (and 96% of doctors) who’ve been safely vaccinated.</p> <p>Serious side effects are extremely unlikely.</p> <p><small>*Avoid with parents since still EUA for ages 12-15</small></p>

¹ National survey conducted via IPSOS; December 14-21, 2020 | n=1,992 adults 18+

² Qualitative interviews conducted via Ahuzl Research from December 2020 – August 2021

³ Qualitative interviews conducted via Ahuzl Research; August 2-6, 2021 | n=18 vaccine hesitant adults

CREATIVE PLATFORM

- **It’s Up to You** platform engages with current mindset, emphasizes personal choice, and encourages people to get new and latest information.
- URL: GetVaccineAnswers.org or DeTiDepende.org
- CTA: Continue to avoid “get the shot” unless coming from an expert, but find ways to express urgency:
 - Act urgently – “Now is the time to make an informed decision”
 - Connect to locations – “Find a vaccine location near you at GetVaccineAnswers.org”
 - Connect to info – “Get the latest information at GetVaccineAnswers.org”

GUIDING MESSAGING PRINCIPLES

- Lead with the “new news” to break through, such as variants or increasing local urgency.
- Ideal tone is empathetic, urgent, authentic, and respectful if people have questions or concerns.
- Respect people’s independence and urge them to make an informed decision.
- Position vaccines as a way to help people protect both themselves and their loved ones.
- Acknowledge that there is a lot of information on COVID-19 and the vaccines, then point them to the latest, clear information.
- Build trust by being honest and transparent where appropriate.
- When sharing a key message, provide a reason to believe (e.g. stat, fact) when possible.
- Convey messages through personal and relatable stories, and/or visualizations to make it easier to understand and contextualize some of the key facts.
- Framing around loss or negatives (e.g. fear, regret, guilt) are best done through storytelling.

MESSAGES TO AVOID

- Positioning getting a vaccine as “the right thing to do”.
- Avoid language around “getting back to moments missed” due to current state of pandemic.
- Overpromising that getting a vaccine will “flip the switch” and end the pandemic.

CONSUMER FACING LANGUAGE⁴

Do Say	Don’t Say
People who have questions	Anti-vaxxers
Get the latest information	There are things we still don’t know
Protect yourself, your loved ones, and those who are most vulnerable	Protect your community or country
Public health	Government
Medical experts and doctors	Scientists

TRUSTED MESSENGERS⁵

- **Medical experts and community health providers** are generally the most trusted sources. A call to action to “go get vaccinated” is best to only come from these sources.
- **Word of mouth** is important to build a cultural consensus.
- **Celebrities** aren’t always the best messengers, but can help by amplifying support, sharing why they got vaccinated, or giving a platform to medical experts to help share educational information.
- **Public health institutions** like CDC still carry credibility, but it can sometimes be more effective to focus on trusted medical experts within specific communities.

⁴ de Beaumont Research

⁵ National survey conducted via IPSOS; December 15-21, 2020 | n=1,038; vaccine hesitant adults