

GENERAL CREATIVE BRIEF

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.

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

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KEY MESSAGES

ACT NOW	GET THE PROTECTION	THE VACCINES ARE SAFE
<p>The Omicron variant is dangerous – and more contagious than the original COVID-19 virus.</p> <p>The Omicron variant is more contagious than the common cold.</p> <p>Don't wait. The vaccines give you protection against the Omicron 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 240 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 5-15</small></p>

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:
 1. Act urgently – “Now is the time to make an informed decision”
 2. Connect to locations – “Find a vaccine location near you at GetVaccineAnswers.org”
 3. Connect to info – “Get the latest information at GetVaccineAnswers.org”

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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.

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CONSUMER FACING LANGUAGE⁴

Do Say	Don't Say
<ul style="list-style-type: none"> • People who have questions • Get the latest information • Protect yourself, your loved ones, and those who are most vulnerable • Public health • Medical experts and doctors 	<ul style="list-style-type: none"> • Anti-vaxxers • There are things we still don't know • Protect your community or country • Government • 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