WHERE CREATIVITY & CAUSE CONVERGE
A typical flu season is bad enough. In the context of COVID-19 there are additional factors to consider:

- Burden on Medical System
- Questions about COVID-19 & Flu Vaccines
- Uncertainty of Flu Illness Rates
CAMPAIGN OVERVIEW

OBJECTIVE:
Encourage people to get a flu vaccine for the 2020-21 flu season

CORE AUDIENCE:
Priority on Black and Hispanic Adults
Key age range of 24-54
QUANTITATIVE STUDY LEARNINGS

• 30% of African-American respondents and 33% of Hispanic respondents aren’t sure if they will get the flu shot this year.

Many of the learnings from last year hold true:
• Inertia is a big factor of why people do or do not get a flu vaccine. Most aren’t grappling with science, but rather following their established habits. They are asking – do I need this?

• Protecting yourself and loves ones rises to the top as a key motivator for getting the flu vaccine.

• People trust doctors and health care professionals, local health organizations, and institutions like the AMA and CDC when it comes to this issue.
And there were a few new learnings:

• People have questions about how the flu shot may interact with COVID-19 vaccines.

• No Time For Flu PSAs were very positively received, highly relevant and motivating. 73% of African-American respondents said the ad was relevant to them, as did 68% of Hispanic respondents (and 63% of white respondents)
NEW CREATIVE IDEA - #FLUFOMO

There’s one in every family or friend group – the person who calls out of a trip last minute because they got sick.

This year’s creative depicts scenarios in which people are experiencing “Flu FOMO” – they’re missing out on daily responsibilities to time with family and friends because they’re sick with the flu, which could have been avoided by getting a flu shot.

Using humor and culturally-specific moments we’ll show that a flu shot is the best way to protect yourself, your loved ones and your community and avoid a case of Flu FOMO.
PSA CREATIVE PREVIEW

Don’t miss out on the yard’s biggest comeback.

Don’t get #FluFomo
GetMyFluShot.org

La abuela lleva 2 años esperando cocinar para ti. No te lo pierdas.

No seas
#OtroCasodeInfluenza
VacunateContraInfluenza.org

She only makes it twice a year. Don’t miss out.

Don’t get #FluFomo
GetMyFluShot.org
UPDATED WEBSITE – GETMYFLUSHOT.ORG

Nobody has time for the flu.

Thankfully, there’s a simple, free, or low-cost way to protect yourself from flu this fall and winter. Protect yourself and your loved ones from flu by getting a flu shot.

Get My Flu Shot
TOOLKIT - GETMYFLUSHOT.ADCOUNCILKIT.ORG

As many as 41 million people get sick from the flu each season in the U.S. Getting a flu shot protects you and those around you from the flu—This year, it can help us avoid missing out on fun moments like spending time with family and friends.

Welcome to the Flu Vaccination campaign toolkit!

Here you’ll find everything you need to help us extend the reach of this important campaign. We have included campaign PSAs and helpful tips on engaging media and other partners in your community. We are excited to have you join us in encouraging all Americans to get a flu shot to protect themselves and those around them. To help get the word out on social media, we’ve provided social media messaging and graphics that you can share across Facebook, Instagram and Twitter.
CREATIVE USE GUIDELINES

• PSAs have expiration dates due to talent agreements (through Spring 2022)

• PSAs must only be run in donated time and space

• PSAs cannot be altered in any way

• For online video placements, please aim to use YouTube links that will be provided in the toolkit

• Videos cannot run directly on corporate or for-profit web properties
# NEW ASSET TIMING

<table>
<thead>
<tr>
<th>Timing</th>
<th>PSA Asset</th>
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<tbody>
<tr>
<td><strong>Ready Now</strong></td>
<td>• No Time for Flu Assets: TV, radio, OOH, digital banners, social graphics</td>
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<td></td>
<td>• Website</td>
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<td>• Partner Toolkit: social graphics and copy</td>
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<td><strong>Ready in Late October</strong></td>
<td>• Flu FOMO Assets: Online videos, radio, OOH, digital banners, social graphics</td>
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AD COUNCIL PROMOTION

PR launch tactics:
- Press release
- Media Tour
- Social influencer outreach
- Press pitching and social content development

Distribution tactics:
- Broadcast, radio, digital, and OOH distribution
- Programmatic and digital OOH distribution
- Digital marketing on Facebook
- PSAs available on Ad Council properties including AdCouncil.org, YouTube, social channels
- National and local outreach
HOW TO SUPPORT THIS EFFORT

- PROMOTE messaging to broad public
- AMPLIFY across social
- ENCOURAGE employees
THANK YOU