CAMPAIGN OVERVIEW

OBJECTIVE:
Encourage people to get a flu vaccine

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

Campaign Results:
Donated Media: $22,440,217
Website Visits: 607,027
**FLU VACCINE UPTAKE LEARNINGS (OCT '22)**

- 34% of AA respondents indicated getting a flu vaccine this fall
- 4% increase from 2021

- 39% of Hisp. respondents indicated getting a flu vaccine this fall
- 7% increase from 2021

**ATTITUDE & BELIEF LEARNINGS (OCT '22)**

- Less concern about side effect from flu vaccines
- More concern about the interaction between flu shots and COVID-19 vaccines/boosters
INFORMATION SOURCE LEARNINGS (OCT '22)

- Respondents still seek information about flu shots primarily from doctors, nurses or other health care providers.

<table>
<thead>
<tr>
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SAMPLE CREATIVE ASSETS ('20-'21)

No one has time for the flu.
GetMyFluShot.Org

We have time for the lunch rush. Not the flu.
GetMyFluShot.Org
2022 CREATIVE DIRECTION & CONCEPT

SPRING ’22 FOCUS GROUP LEARNINGS
Lots Of DIY, Self-Treatment Evident
Trusts Doctors, But Don't Visit
Flu Is Not Seen As Serious
Statistics Are Important
Flu Misinformation
Hard Hitting And Urgent Messaging

2022 FOCUS CREATIVE CONCEPT

Serious Tone
Feature Real Doctors
Use Flu Facts
Best Protection Against Flu

VIDEO PSA CREATIVE PREVIEW

FREE OR LOW COST
Teresa Y. Smith, MD, MSED
SUNY Downstate

PROTÉGENSE CADA AÑO
Angelica Cifuentes Kottkamp, MD
NYU Langone
OUTDOOR PSA CREATIVE PREVIEW

**FLU FACT:**
You can’t get the flu from a flu shot.

Learn More at GetMyFluShot.org

**HECHO DE LA INFLUENZA:**
La vacuna contra la influenza no puede darle la enfermedad.

VacunateContraLaInfluenza.org

**FLU FACT:**
It’s important to get a flu shot each year because flu viruses change constantly.

Learn More at GetMyFluShot.org

**HECHO DE LA INFLUENZA:**
Es importante vacunarse contra la influenza cada año porque los virus de la influenza están mutando constantemente.

VacunateContraLaInfluenza.org

AD COUNCIL PROMOTION

**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

**PR launch tactics:**
- Press release
- Media Tour
- Social influencer outreach
- Press pitching and social content development
**CAMPAIGN WEBSITE – GETMYFLUSHOT.ORG**

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.

**HOW TO SUPPORT THIS EFFORT**

- **PROMOTE** messaging to broad public
- **AMPLIFY** across social
- **ENCOURAGE** employees

**Key Upcoming Moment: National Influenza Vaccination Week Dec. 5 to Dec. 12**
CREATIVE USE GUIDELINES

- PSAs have expiration dates due to talent agreements (through Spring 2023)
- 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 (CUT)**

<table>
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<td><strong>Ready Now</strong></td>
<td>• No Time for Flu &amp; Flu FOMO Assets: TV, radio, OOH, digital banners, social graphics</td>
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<td>• Website</td>
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<td>• Partner Toolkit: social graphics and copy</td>
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<td><strong>Ready Ahead of Thanksgiving</strong></td>
<td>• Doctor's Orders Assets: Online videos, OOH, Social Graphics</td>
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