Marketing Influenza Immunization

Flu Summit 2012
May 16, 2012

Statler Nagle LLC
2011 Feasibility Study on National Influenza Vaccination Campaign

- Our specific findings and recommendations are still being actively considered by our client and their peer companies
  - But, *with a caveat*, I will share some observations and overall thoughts about the marketing of vaccination, from our firm’s perspective
  - The caveat is best expressed by one of my favorite cartoons of all time...
Key Observation: You are remarkable.

But that is not just a some warm fuzzy affirmation.

Clarity of Purpose is Not Strategy
A Singular Compelling Message
Strategy

got milk?

The Fabric of Our Lives®
Generic Campaigns Drive Singular Compelling Message Platforms

Message platform that touches the deeper drivers of human behavior

Values-based Messaging

- Research often gives us the rational arguments, which we embrace with vigor
  - But, behavior is seldom rational... although it is often right nonetheless
Research-based Decision-making is Critical

• After a career of increasing research and testing budgets with almost every program I’ve managed or consulted, your community presents a challenge…

If you’ve seen one flu season, you’ve seen one flu season.
The Got Milk Fallacy

• Here’s a great ad campaign! We’re saved!

More of the same is not always right, or better
It is not always about money but is always about a business model

- There are certain odd taboos I’ve encountered that, in my view, are puzzling – but fierce
- The synchronicity of doing good and making money

In closing

- The potential for enhanced effectiveness is enormous
- But the answer may be found in more nuanced tactical/outcomes research and testing – however true the results
- The answer is a central convening force that can drive a coherent strategy of not just message, but path to market and stakeholder integration
- It is my hope that your community can find a path to creating that