

Summit National Award Winners

“Corporate Campaign” Award

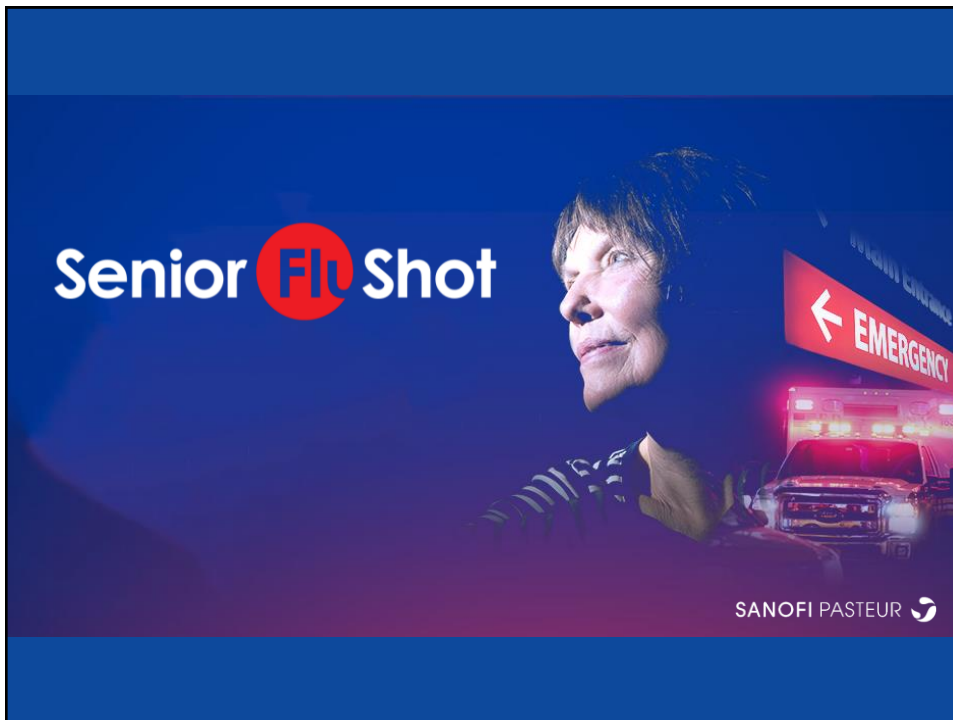
Recipient: Sanofi Pasteur

SANOFI PASTEUR 

Presentation by: **Dan Divito**



National Adult
and Influenza
Immunization
Summit



Senior **Flu** Shot

SANOFI PASTEUR 


Campaign Objective

Activate 65+ adults to seek higher strength flu shots designed for them by highlighting the severity of influenza

Senior **Fit** Shot

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THE FRONTLINES OF THE FLU

First responders share alarming stories of the flu's deadly potential.

Senior **Fit** Shot

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Rationale

- *Key insight:* impact of Influenza is grossly underestimated by nearly everyone
- *Process:* Tested 5 campaigns designed to highlight the reality of influenza outcomes
- *Results:* The 'darkest' concept was not the most liked, but the most motivating



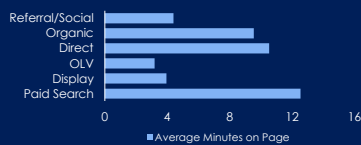
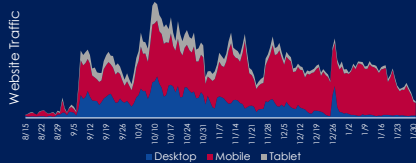
Senior **Fit Shot**

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Results

Digital channels associated with TV commercial drove large traffic volumes and high user engagement



Next Steps

- Continue and expand for the 2018-19 season
- More customization of messaging

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Learn more at
SeniorFluShot.com

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