2020-2021 Flu Vaccine Campaign Update: Digital Materials

Consumers, Older Adults and Adults with Chronic Conditions

Erin Burns
Associate Director of Communications, Influenza Division
September 10, 2020
eub5@cdc.gov
Flu Vaccines Protect & Prevent

#FIGHT FLU

[Image of a family with the text "Flu Vaccines Protect & Prevent"]

Emargoed for release September 14, 2020
Static Banners: Essential Workers

Emargoed for release September 14, 2020
Animation: High Risk

65+ years old? Asthma? Diabetes? Heart disease?

You are at higher risk for flu complications.

Reduce your risk with flu vaccine!

Embargoed for release September 14, 2020
Animation: Community

Flu vaccine protects you,
& your loved ones,
& your community from flu.

Get a flu vaccine.

Embargoed for release September 14, 2020
Animation: Essential Workers

Flu vaccine helps protect you, & essential workers, & saves medical resources.

Get a flu vaccine!
CDC Flu Immunization Launch Paid Media Effort

- Dates: 9/14 – 9/25
- Target demographic:
  - Adults Living with Chronic Conditions:
  - Adults 65+
- Tactics
  - **Connected TV** – with time spent using connected TV devices up 81% in 2020, connected TV will be utilized to reach the target demographic with compelling video messaging
  - **Digital Radio** – reach both audiences through Pandora targeting, with options to tailor messaging to specific chronic conditions within topically relevant podcasts
  - **Paid Social** – utilize in-feed display, Facebook Audience Network and Facebook Stories to reach seniors, knowing that 59% of 65+ Facebook users are living with a chronic condition
  - **Programmatic Display** – utilize cross-device (mobile, desktop, tablet) targeting to reach adults with chronic conditions and adults 65+ with display banners and video
New Video:
The more people vaccinated, the more people protected.

Full Video (1:29) https://www.youtube.com/watch?v=02ICysV_t1E
Shorter Version (1:13) https://www.youtube.com/watch?v=u4dtYE3LSs
Roll up your sleeve to fight flu.

#SleeveUp #FIGHT FLU CBC
Timeline

- Mid-September (soft launch)
  - Digital campaign aimed at high risk persons (9/14-9/25)
  - 9/24 radio media tour
- October 1 (campaign kick-off)
  - NFID press conference launching the vaccination season + social and digital media.
- October 6
  - Ad Council Phase 1 launch (dedicated campaign website, digital & social assets, radio)
- Week of October 19
  - Ad Council Phase 2 launch (TV and other materials)
- December 6-12: National Influenza Vaccination Week
- Campaign activities continue through March 2021
For more information, contact CDC
1-800-CDC-INFO (232-4636)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.