2021-2022 Influenza Vaccination Campaign

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2021-2022 Flu Vaccine Campaign

- CDC digital media campaign (Collaboration with Weber-Shandwick)
  - People 40-64 with a chronic medical condition
  - Other target audiences: People 65 and older, Pregnant People, Parents
- Year 2 of CDC, AMA, Ad Council collaboration
  - Vaccine Uncommitted Adults 25-54 years, focus on Black/Hispanic audiences
- Other “Baseline” Communications Activities
  - Media outreach, press releases, news spotlights, matte article placements, Clinician Outreach, audio podcasts, COCA Calls, Updated “How I recommend” and other clinician resources
  - Social Media: ongoing social media and partner social media activations, partner outreach and coordination
### Seasonal Flu Vaccination Campaign Timeline

<table>
<thead>
<tr>
<th>Activity</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>January</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media/social media outreach and key points distribution</td>
<td>ONGOING</td>
<td></td>
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<tr>
<td>Annual R&amp;R Publication</td>
<td></td>
<td>Aug. 27</td>
<td></td>
<td></td>
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<tr>
<td>CDC Digital Media Campaign Launch and Promotion</td>
<td></td>
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<td>Mid-September</td>
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<tr>
<td>NFID Press Conference</td>
<td></td>
<td></td>
<td>Oct. 7</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Ad Council Campaign</td>
<td></td>
<td></td>
<td>Oct. 12</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Weekly FluView Reports w/social media outreach</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Oct. 15</td>
<td></td>
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<tr>
<td>Web spotlight/media outreach on start of “flu season”</td>
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<td></td>
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<tr>
<td>Communications roll-outs: Key studies &amp; Data releases</td>
<td></td>
<td></td>
<td></td>
<td>Dec. 5 - Dec. 11</td>
<td></td>
<td></td>
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<tr>
<td>National Influenza Vaccination Week</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>Dec. 11</td>
</tr>
</tbody>
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### “I Get It” Campaign: Paid Media Tactics

- **Paid Search**: Text ads on Google
- **Programmatic**: Captify and Viant
- **Endemic Display**: WebMD display ads
- **Paid Social**: In-feed ads on social platforms including Facebook and Instagram
- **Video**: YouTube in-platform overlay and standard banners
“I Get It” Campaign: Paid Media Results To Date

Overall, the campaign is performing well across display, paid social, paid search, and boosted social posts.

52.3M* IMPRESSIONS

93.4K* CLICKS

18.89%* AVG. CONVERSION RATE

Objective: Elevate flu as a continued, significant public health concern educating audience on the benefits of vaccination while helping increase vaccination rates.

Primary Target Audience: Adults (40-64 years of age) living with certain chronic health conditions (asthma, heart disease/stroke, diabetes)

Campaign Timings: September 27, 2021 – January 31, 2022

*As of December 31, 2021

“I Get It” Campaign: Matte Release Results

<table>
<thead>
<tr>
<th>Mat Release</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 truths about flu vaccines</td>
<td>• Placements: 986</td>
</tr>
<tr>
<td>• Release date: Oct. 11, 2021</td>
<td>• Site Audience: 249,174,546</td>
</tr>
<tr>
<td>• Audience: Adults with chronic health conditions</td>
<td></td>
</tr>
<tr>
<td>Flu can still make children sick</td>
<td>• Placements: 985</td>
</tr>
<tr>
<td>• Release date: Oct. 14, 2021</td>
<td>• Site Audience: 249,775,123</td>
</tr>
<tr>
<td>• Audience: Parents of young children</td>
<td></td>
</tr>
<tr>
<td>Flu shots for two</td>
<td>• Placements: 984</td>
</tr>
<tr>
<td>• Release date: Oct. 21, 2021</td>
<td>• Site Audience: 249,778,372</td>
</tr>
<tr>
<td>• Audience: Pregnant people</td>
<td></td>
</tr>
<tr>
<td>Flu shot recommended for people 65 and older</td>
<td>• Placements: 976</td>
</tr>
<tr>
<td>• Release Date: Oct. 25, 2021</td>
<td>• Site Audience: 249,176,795</td>
</tr>
<tr>
<td>• Audience: Older adults</td>
<td></td>
</tr>
<tr>
<td>There is still time to protect against flu</td>
<td>• Placements: 951</td>
</tr>
<tr>
<td>• Release Date: Dec. 3, 2021</td>
<td>• Site Audience: 209,867,664</td>
</tr>
<tr>
<td>• Audience: Older adults and adults with chronic conditions</td>
<td></td>
</tr>
<tr>
<td>Todavía hay tiempo para protegernos de la influenza</td>
<td>• Placements: 866</td>
</tr>
<tr>
<td>• Release Date: Dec. 7, 2021</td>
<td>• Site Audience: 203,718,289</td>
</tr>
<tr>
<td>• Audience: Spanish-speaking older adults and adults with chronic conditions</td>
<td></td>
</tr>
</tbody>
</table>

5.7K PLACEMENTS

1B* TOTAL REACH

*Total across releases
“I Get It” Supplemental Audiences: People 65 +, Pregnant People, Parents

To help address low vaccination rates, particularly among pregnant people and young children, we expanded ongoing campaign efforts to reach these higher risk groups:

- Pushed out **targeted social media content**, and boosted posts on Instagram and Facebook, which resulted in **over 94k impressions**
- Conducted **local/regional media outreach** in markets where flu activity was increasing
- Followed up with partners to **share new posters** and recirculate the digital toolkit following the holidays

**Recap: National Influenza Vaccination Week**

*National Influenza Vaccination Week (NIVW)* presented an opportunity to build on momentum from current campaign efforts to elevate flu as a significant public health concern and make a critical push for vaccination by driving home that “there’s still time” to get a flu vaccine.

**Earned Media**
- Distributed **two mat releases** – one in English and one Spanish – reiterating critical messaging around flu vaccination for people with chronic conditions, and encouraging people to get their flu shot this holiday season
- Conducted **proactive, targeted outreach** to national consumer and trade outlets

**Social Media**
- Posted **organic social content and graphics** to CDC flagship handles (including Twitter, Facebook, and Instagram)*
- Hosted “flu-etting” **social activation on Instagram Reels**, engaging key advocacy groups*
- Teamed up with Coalition to Stop Flu for a **Twitter chat on flu and the importance of flu vaccination** using hashtag #fluchat

**Partner Activations**
- Launched refreshed **NIVW landing page and partner toolkit**, including:
  - Updated landing page imagery
  - Sample social media content and graphics*
  - Customizable, shareable assets (photo frames, Instagram story)
  - Template patient reminder communications
  - Mat release content to repurpose for newsletters, etc.*

*Denotes activities that account for both core campaign and secondary audience(s)*
NIVW Results At-A-Glance

Social Media

- 11.6M+ impressions and 1.9k engagements resulted from the Twitter chat with Coalition to Stop Flu
- 42k+ impressions on NIVW Instagram story and 42k+ reach on NIVW Facebook story
- 385k+ views, 10.1k+ likes and 943+ comments on the “flu-setting” Instagram Reel
- 596.7k+ impressions and 22.5k+ engagements on organic social content across CDC handles
- 52k+ impressions and 763+ engagements on NIVW boosted Instagram post targeting parents with young children

Earned Media

- 161M+ reached from 3 media placements, including 2 interviews
- Spanish-language mat release has 866 placements with an audience reach of 203,718,289 and pick-up in the top five Spanish speaking areas in the U.S.
- English language mat release has 951 placements with an audience reach of 209,867,664, including placements in the 10 largest DMAs in the U.S.

Generating Media Attention During NIVW: Flu Vaccine Uptake Is Down, Get Vaccinated Today

- 2 MEDIA INTERVIEWS
- 3 PLACEMENTS
- 161M+ REACH
- 258M+ total reach across releases to date
- Content performed well in the 10 largest DMAs in the U.S.: NYC, LA, Chicago, Philadelphia, Dallas - Ft. Worth, San Francisco-Oakland-San Jose, Washington, DC., Houston, Boston, and Atlanta
- Spanish release reached the top five Spanish speaking areas in the US: LA, NYC, Miami, Houston and Chicago
CDC, AMA, Ad Council Collaboration

**No Time for Flu**

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**CDC, AMA, Ad Council Collaboration**

**Flu FOMO**

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CDC, AMA, Ad Council Collaboration

$865K
Preliminary donated media value since launch

Top Television and Digital Supporters

- TELEMUNDO
- NBC Owned Television Stations
- facebook
  Committed Media value: $100K
- FOX TV STATIONS
- Univision
- Amazon
- ABC Owned Television Stations
- CBS Television Stations

* As of December 8, 2021

CDC, AMA, Ad Council Collaboration

Digital Media

FACEBOOK MEDIA 6.8M
FB Impressions

PROGRAMMATIC (CONNECTED TV AND DIGITAL BANNERS) 34.8M
CTV and Banner Impressions

DIGITAL OOH 23.6M
DOOH Impressions

Don't miss out on the yard's biggest comeback.
Don't get #FluFomo
GetMyFluShot.org
CDC, AMA, Ad Council Collaboration

GetMyFluShot.org
VacunateContraLaInfluenza.org

Nobody has time for the flu.

Media Tour and PR

40K
Total unique website visitors

11.6M
Total broadcast impressions

91
Total placements

CDC, AMA, Ad Council Collaboration

INFLUENCER ENGAGEMENT

Instagram posts from micro-influencers are driving strong reach and engagement. We have 40 active posts that are and exceeding engagement rate benchmarks (1-2%).

40
Live Microinfluencer Posts

509K
Total reach

3.58%
Average Engagement rate
Thank You!

CDC Toolkit

- Campaign and Social Media Toolkits:
  - Campaign Toolkit
  - ‘I Get It’ Campaign Resources
  - Social Media Toolkit
  - National Influenza Vaccination Week (NIVW)
- Key Consumer Web Resources
  - Know Your Flu Risk: Adults with Chronic Health Conditions
  - What You Need to Know for 2021-22 Flu Season
  - The Difference between Flu and COVID-19
- Videos
  - No Time for Flu
  - Roll Up Your Sleeve for Your Annual Flu Vaccine
  - Flu Can Be Very Serious – Flu Vaccine Protects
- Multi-Language Resources:
  - Multi-Language Factsheets
  - Spanish Communication Resources
Ad Council Toolkit

- **Campaign Toolkit**
  - Radio, TV, Out of Home, and Web PSAs
  - Key Messages & Social Media Graphics

- **English web site:**
  [https://getmyflushot.org/](https://getmyflushot.org/)

- **Spanish web site:**
  [https://vacunatecontralainfluenza.org/](https://vacunatecontralainfluenza.org/)

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#NoTimeForFlu

#CombateLaInfluenza