

Centers for Disease Control and Prevention

National Center for Immunization and Respiratory Diseases



CDC Flu Vaccination Campaigns


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Flu Vaccination Campaigns

Campaigns with Weber Shandwick and the Ad Council/AMA **to address drops in flu vaccine uptake across key audiences** including:

- Parents of children 6 months – 17 years
- Pregnant people
- Other at-risk groups (adults 65+, and adults with certain chronic conditions)
- Black and Hispanic American adults
- Rural audiences



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graph TD; PM(Paid Media) --- CAM(CAMPAIGN AUDIENCES); EM(Earned Media) --- CAM; DPA(Digital and Partner Activations) --- CAM; OS(Organic Social) --- CAM; CAM --- PM; CAM --- EM; CAM --- DPA; CAM --- OS;
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AD COUNCIL/AMA/CDC CAMPAIGN OVERVIEW

OVERVIEW
Encourage the American public to get vaccinated against flu.

PRIORITY AUDIENCES
General public with an emphasis on Black and Latinx/Hispanic adult audiences

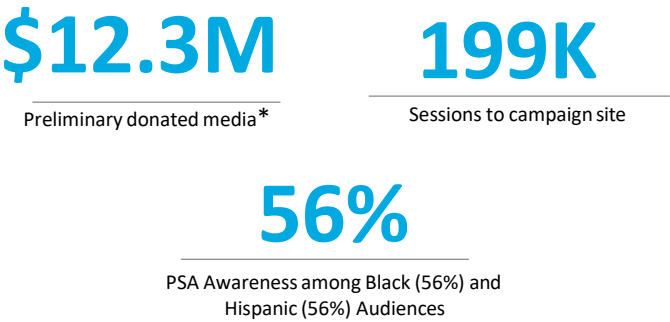
CALL TO ACTION
Get a flu shot for yourself and those around you. Find a flu shot near you at [GetMyFluShot.org](https://www.getmyflushot.org)



FLU FACT:
It's important to get a flu shot each year because flu viruses change constantly. New vaccines are made each year.

Learn more at [GetMyFluShot.org](https://www.getmyflushot.org)

FLU SEASON '23 - '24 HIGHLIGHTS (SEP. '23 - MAR. '24)



TERRABOOST – OUT OF HOME FLIGHT

Terraboost is our partner who secures OOH placements across retail stores, supermarkets, pharmacies and more, usually on hand sanitizing stations – meaning that we’re getting the facts in front of people at the places where they may be making the decision to get a flu shot.

Final results: 1,706 postings



Ad Council

Campaign Creative

FLU FACT:
It's important to get a flu shot each year because flu viruses change constantly and new vaccines are made each year.
Find out where at GetMyFluShot.org

FLU FACT:
Es importante vacunarse contra la gripe cada año porque los virus de la gripe cambian constantemente y se hacen nuevas vacunas cada año.
Find out where at GetMyFluShot.org

English

FLU FACT:
It's important to get a flu shot each year because flu viruses change constantly and new vaccines are made each year.
Find out where at GetMyFluShot.org

FLU FACT:
Es importante vacunarse contra la gripe cada año porque los virus de la gripe cambian constantemente y se hacen nuevas vacunas cada año.
Find out where at GetMyFluShot.org

Spanish

Creative ran in 17 markets nationwide:

Arizona

California

Delaware

Florida

Georgia

Illinois

Indiana

Kentucky

Louisiana

Michigan

New Jersey

Nevada

Ohio

Oklahoma

Pennsylvania

Texas

New Mexico

terraboost

MEDIA

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INFLUENCER ACTIVATION

Campaign Objective: Leverage the power of trusted messengers to raise awareness for flu season, inspiring their own followers to get the flu shot and drive traffic to [GetMyFluShot.org](#) or [VacunateContraLaInfluenza.org](#).

Campaign Flight Dates: 11/1/23-12/27/23 Influential, 11/8/23-1/17/24 Black Girl Digital

Target Audience: Black & Hispanic adults aged 18-54 years old

Platforms: Instagram & Facebook

Campaign Delivery:

- Total: 26 Influencers, 26 Reels, 45 IGS
- Influential \$75k: 7 Influencers, 7 Reels, 4 IGS, 3 Carousel
- BGD \$50k: 19 Influencers live (20 contracted) 19x Reels, 38 IGS (114 frames total)

Influencer Objectives:

- 1

Raise awareness for this flu season and encourage people to get a flu shot
- 2

Educate people within the target audience that severe flu is preventable
- 3

Educate on additional key flu messaging
- 4

Drive traffic to [GetMyFluShot.org](#) (or [VacunateContraLaInfluenza.org](#) for Spanish/Bilingual)



CAMPAIGN OVERVIEW

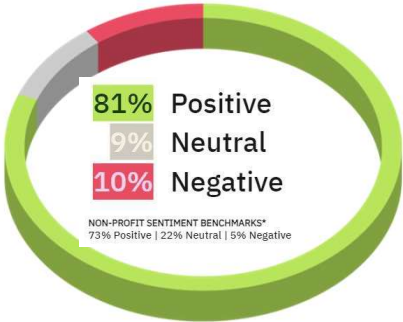
TOTAL CAMPAIGN SENTIMENT

Influential

- Positive sentiment was **above benchmark**.
- **Spanish-speaking audiences responded well** to statistics contextualizing the need for flu shots from @ivelissariendoycomiendo's post.
- The 10% negative sentiment came from general skepticism of vaccines and its potential side effects, which was something we expected. Spanish-speaking audiences did contribute to this by sharing their reluctance and hesitation in addition to preferring natural remedies.

Black Girl Digital

- They scored campaign positive sentiment as **"Good"** with 71 points, which is **above their average** 60-70 points.
- The other points included **mostly neutral** sentiments including comments with emojis, message requests or general comments such as "Your kids are cute."



A FLU
VACCINE
CAN TAKE
FLU FROM

WILD

TO

mild

Wild to Mild Seasonal Flu Campaign



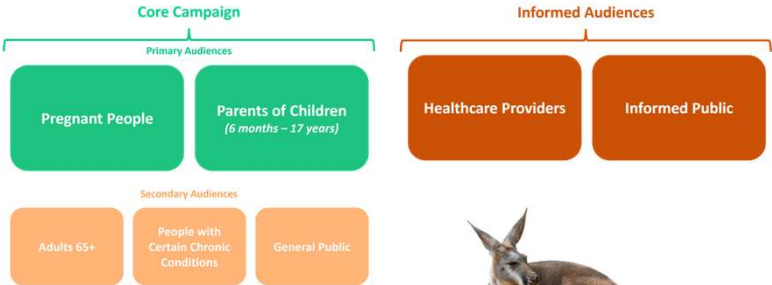
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OVERVIEW OF CAMPAIGN EFFORTS

Our goal for the 2023-2024 flu season was to raise awareness about how a flu vaccine can reduce flu severity in people who get vaccinated but still get sick, particularly among pregnant people and parents of children 6 months to 17 years, given significant drops in coverage among these higher-risk groups over the past several flu seasons.

Key Objectives:

- Elevate **perceived severity of flu** among priority audiences
- Educate audiences on the **benefits of flu vaccination** in protecting from serious illness
- Help **address barriers to flu vaccination** by correcting misinformation/misconceptions



CAMPAIGN CREATIVE CONCEPTS AND MESSAGING



Our creative approach is:

- ✓ **Rooted in highly resonant messaging** that addresses the misconception that the flu vaccine “doesn’t work” by re-setting expectations about the intended outcomes while also reinforcing the potential severity of flu.
- ✓ **Attention grabbing** and breaks through feeds. Imagery is thumb-stopping, so audiences pause to read messaging.
- ✓ **Flexible** and allows for easy build of dynamic and engaging content that captures attention across channels (e.g., GIFs / animation).

CAMPAIGN APPROACH

We implemented a cross-channel, integrated approach, leveraging tailored messaging on flu vaccination, treatment, and prevention to ensure we reached priority audiences throughout the entirety of flu season (August 2023– March 2024).

Paid Media

- **Paid social** (in-feed ads on Instagram, Facebook, LinkedIn)
- **Programmatic display & video** (Viant, high-impact, geo-targeting)
- **Search**, including text ads (Google Search)
- **Digital audio** (SXM Media / Pandora)
- **Native ads and editorial** partnership (Peanut)
- **Brand lift** survey (DISQO)

Partner Activations

- **Micro-influencer engagement** to share the importance of flu vaccination from trusted messengers
- **Flu-etting collaborations** with five partner organizations
- **Launch materials** for NFID press conference (social media content, photo frames for core and secondary audiences)
- **NIVW digital toolkit**, including:
 - Sample social media content
 - Newsletter / website blurb
 - Patient reminder messages
 - Printable poster and flyer

Organic Social

- **Organic social content** and creative designed for core and secondary audiences for @CDCFlu and CDC flagship handles, including:
 - X/Twitter
 - Facebook
 - Instagram
 - LinkedIn
 - Pinterest
- NFID and NIVW **content amplification and support**
- Development of refreshed **FluView and Burden Estimates** templates

Earned Media

- **High-impact MAT releases** in English and Spanish for:
 - Parents
 - Pregnant people
- **Targeted outreach** to local and national media outlets
- **SME quotes** to bolster media outreach



CAMPAIGN IMPACT SUMMARY

56.6M+ Impressions <small>Paid Media + Organic Social</small>	459M Potential Exposure* <small>Earned Media</small>	12,603 Engagements <small>Digital/Partner Activations</small>	.68% Avg. Engagement Rate <small>Organic Social Media</small>	93,522 Link Clicks <small>Paid Media + Organic Social</small>
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- Paid media - more than **51.8M+ impressions** through overlay of social, display, audio, and search.
- Micro-influencer and partner flu-ettes drove **902.4K impressions** and **12.6K engagements**. And **80%** of comments were positive in sentiment.
- Organic social media posts in English and Spanish on CDC's owned accounts generated more than **4.8M impressions** on Facebook, Instagram, LinkedIn, and X/Twitter.
- **12 original media placements**, bolstered by **four bilingual mat releases**, extended campaign messaging and helped reach priority audiences throughout the season.



*While it is standard practice to use UVM (unique visits per month) as a measure of potential audience exposure, it is important to note that this number represents the average number of people who visit the outlet's domain each month and does not necessarily reflect the number of people who viewed the placement itself.



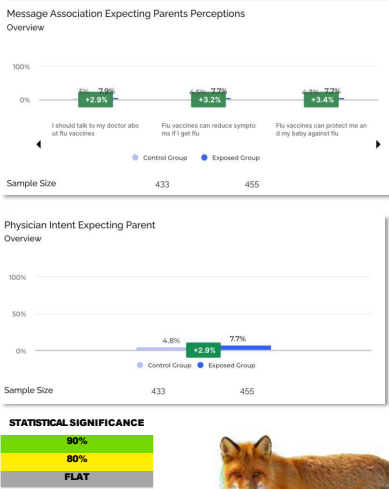
CAMPAIGN BRAND LIFT SURVEY

Partnered with a measurement platform (DISQO) to measure impact of paid media through a control versus exposed study.

Highlights:

Wild to made an impact with the **expectant parent** audiences, particularly against metrics of **message association** and **physician intent**. Results indicated limited lifts with **parent** audiences.

- The campaign **increased expectant parents' association and understanding of** the potential severity of flu, benefits of vaccination and increased intent to speak with their doctor.
- Uneven across parents:
 - **AA/Black** audiences and those with **HHI \$50-100K** saw lifts with **message association** and **physician intent**.
 - Parents in **Midwest and Northeast** regions saw lifts in aided awareness and ad awareness.
 - Some lift for physician intent was seen with **Hispanic** audiences, however not at a statistically significant confidence level.



SPECIAL SPOTLIGHT: W2M AROUND THE WORLD

The Wild to Mild campaign caught the attention and interest of CDC partners and local offices around the world, leading to requests for unique assets.



External Partners (Walgreens; American Academy of Pediatrics)



CDC South Africa Office



CDC Museum

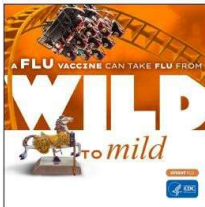


CDC China Office



LOOKING AHEAD TO THE 2024-25 FLU SEASON

- Planning is underway for the 2024-2025 flu vaccination campaign.
- Wild to Mild 2.0**
- We will **continue to focus on parents of children and pregnant people** as our primary audiences, while deploying supplemental efforts to reach other high-risk consumer audiences, HCPs, and the informed public.
- To build on the success of *Wild to Mild*, we will look to refresh the creative look and feel and extend to other juxtapositions and analogies outside of the animal kingdom to keep it fresh and offer variety.
- Ad Council**
- Black and Hispanic Americans
- New Creative Suite of Assets



Thank You!

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

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