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**FLU VACCINATION  
CAMPAIGN  
2021 WEBINAR**

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**ad**  
COUNCIL

**WHERE  
CREATIVITY  
& CAUSE  
CONVERGE**

# FLU & COVID-19

A typical flu season is bad enough. In the context of COVID-19 there are additional factors to consider

**Burden on  
Medical System**

**Questions about  
COVID-19 & Flu  
Vaccines**

**Uncertainty of  
Flu Illness Rates**

# CAMPAIGN OVERVIEW



## **OBJECTIVE:**

Encourage people to get a flu vaccine for the 2020-21 flu season

## **CORE AUDIENCE:**

Priority on Black and Hispanic Adults

Key age range of 24-54

# QUANTITATIVE STUDY LEARNINGS

- **30%** of African-American respondents and **33%** of Hispanic respondents aren't sure if they will get the flu shot this year.

## **Many of the learnings from last year hold true:**

- Inertia is a big factor of why people do or do not get a flu vaccine. Most aren't grappling with science, but rather following their established habits. They are asking – do I need this?
- Protecting yourself and loved ones rises to the top as a key motivator for getting the flu vaccine.
- People trust doctors and health care professionals, local health organizations, and institutions like the AMA and CDC when it comes to this issue.

# QUANTITATIVE STUDY LEARNINGS

And there were a few new learnings:

- People have questions about how the flu shot may interact with COVID-19 vaccines.
- No Time For Flu PSAs were very positively received, highly relevant and motivating. 73% of African-American respondents said the ad was relevant to them, as did 68% of Hispanic respondents (and 63% of white respondents)

# NEW CREATIVE IDEA - #FLUFOMO

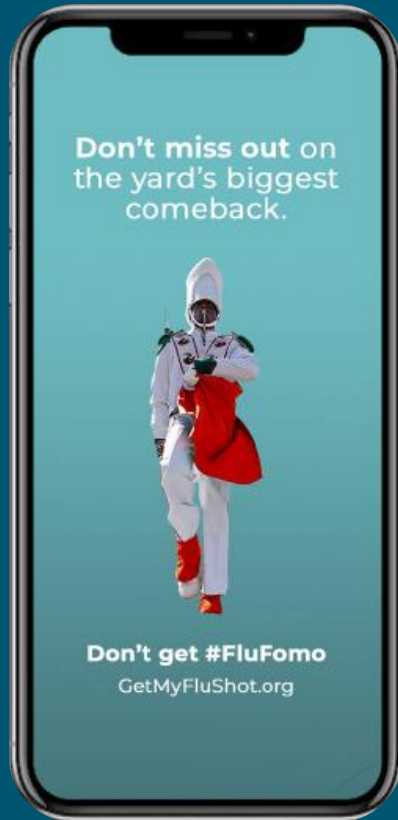
There's one in every family or friend group – the person who calls out of a trip last minute because they got sick.

This year's creative depicts scenarios in which people are experiencing "Flu FOMO" – they're missing out on daily responsibilities to time with family and friends because they're sick with the flu, which could have been avoided by getting a flu shot.

Using humor and culturally-specific moments we'll show that a flu shot is the best way to protect yourself, your loved ones and your community and avoid a case of Flu FOMO.




# PSA CREATIVE PREVIEW



# UPDATED WEBSITE – GETMYFLUSHOT.ORG

GetMyFluShot.org



**Nobody has time for the flu.**

Thankfully, there's a simple, free, or low-cost way to protect yourself from flu this fall and winter. Protect yourself and your loved ones from flu by getting a flu shot.

[Get My Flu Shot](#)

GetMyFluShot.org

Covid-19 and Flu   Get Answers   Protect Yourself   Protect Your Community

Can you get a flu vaccine after getting a COVID-19 vaccine?

What should I know about COVID-19 vaccines and flu vaccines?

Why should I get a flu shot if I'm not around as many people as normal due to COVID-19?

Does a flu vaccination increase your risk of getting COVID-19?

What is the difference between flu and COVID-19?

# TOOLKIT - GETMYFLUSHOT.ADCOUNCILKIT.ORG

GetMyFluShot.org  
Campaign Toolkit

[Campaign Background](#) [PSAs](#) [Spread the Word](#)

As many as 41 million people get sick from the flu each season in the U.S. Getting a flu shot protects you and those around you from the flu—This year, it can help us avoid missing out on fun moments like spending time with family and friends.



## Welcome to the Flu Vaccination campaign toolkit!

Here you'll find everything you need to help us extend the reach of this important campaign. We have included campaign PSAs and helpful tips on engaging media and other partners in your community. We are excited to have you join us in encouraging all Americans to get a flu shot to protect themselves and those around them. To help get the word out on social media, we've provided social media messaging and graphics that you can share across Facebook, Instagram and Twitter.

[Campaign Background](#)

[PSAs](#)

# CREATIVE USE GUIDELINES

- PSAs have expiration dates due to talent agreements (through Spring 2022)
- PSAs must only be run in donated time and space
- PSAs cannot be altered in any way
- For online video placements, please aim to use YouTube links that will be provided in the toolkit
- Videos cannot run directly on corporate or for-profit web properties

# NEW ASSET TIMING

Timing	PSA Asset
Ready Now	<ul style="list-style-type: none"><li>• <b>No Time for Flu Assets:</b> TV, radio, OOH, digital banners, social graphics</li><li>• <b>Website</b></li><li>• <b>Partner Toolkit:</b> social graphics and copy</li></ul>
Ready in Late October	<ul style="list-style-type: none"><li>• <b>Flu FOMO Assets:</b> Online videos, radio, OOH, digital banners, social graphics</li></ul>

# AD COUNCIL PROMOTION

## PR launch tactics:

- Press release
- Media Tour
- Social influencer outreach
- Press pitching and social content development

## Distribution tactics:

- Broadcast, radio, digital, and OOH distribution
- Programmatic and digital OOH distribution
- Digital marketing on Facebook
- PSAs available on Ad Council properties including AdCouncil.org, YouTube, social channels
- National and local outreach

# HOW TO SUPPORT THIS EFFORT

**PROMOTE**  
messaging to  
broad public

**AMPLIFY**  
across social

**ENCOURAGE**  
employees

**THANK  
YOU**

