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CAMPAIGN OVERVIEW

OBJECTIVE:
Encourage people to get a flu vaccine

CORE AUDIENCE:
Priority on Black and Hispanic Adults
Key age range of 24-54

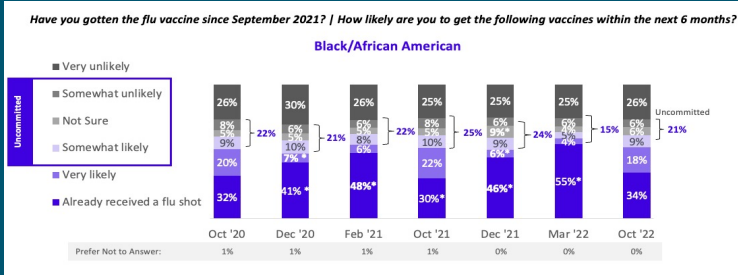
Campaign Results:
Donated Media: \$22,440,217
Website Visits: 607,027

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FLU VACCINE UPTAKE LEARNINGS (OCT '22)

- **34% of AA respondents indicated getting a flu vaccine this fall**
- **4% increase from 2021**



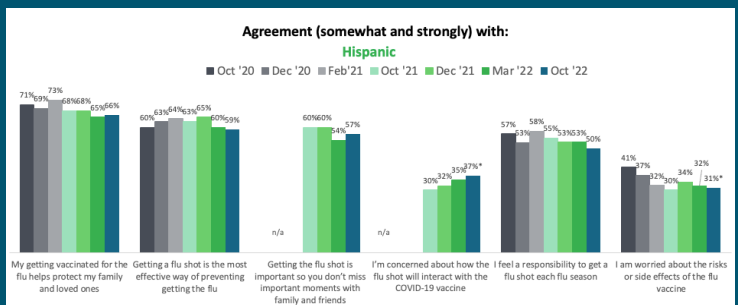
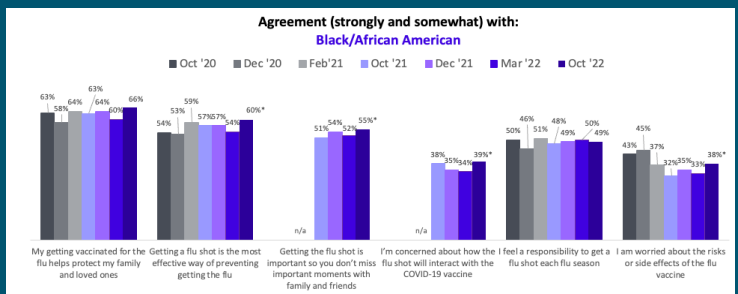
- **39% of Hisp. respondents indicated getting a flu vaccine this fall**
- **7% increase from 2021**



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ATTITUDE & BELIEF LEARNINGS (OCT '22)

- **Less concern about side effect from flu vaccines**
- **More concern about the interaction between flu shots and COVID-19 vaccines/boosters**



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INFORMATION SOURCE LEARNINGS (OCT '22)

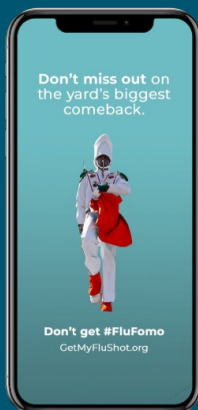
- Respondents still seek information about flu shots primarily from doctors, nurses or other health care providers

	Black/ African American						
	Oct '20	Dec '20	Feb '21	Oct '21	Dec '21	Mar '22	Oct '22
Doctor, nurse or health care provider	33%	43% *	38%*	34%	39%*	43%*	33%
Family, friends, or neighbors	21%	24%	22%	20%	21%	22%	19%
Pharmacist	18%	18%	19%	15% *	16%	17%	18%
Google search	16%	21% *	18%	13%*	16%	20%	16%
Health websites	12%	15%	14%	12%	12%	16%	13%
Your employer	9%	7%	9%	6%*	6%	6%*	7%
Your local or state Department of Health	7%	8%	8%	6%	7%	9%	8%
Social media, such as Facebook	6%	10% *	8%	8%	6%	8%	9%
Your child's school	2%	3%	2%	1%	3%*	3%	3%
Other source	2%	1%	2%	1%	1%	1%	1%
No, none of the above	37% *	31%	30%	38% *	33%*	32%	36%
Looked for information, at any source	63%	69% *	70%	62% *	67%	68%	64%

	Hispanic						
	Oct '20	Dec '20	Feb '21	Oct '21	Dec '21	Mar '22	Oct '22
Doctor, nurse or health care provider	34%	36%	40%	32% *	39%*	40%	33%
Family, friends, or neighbors	24%	28%	31%	26%	23%	24%*	19%
Pharmacist	22%	25%	25%	18% *	19%	20%*	22%
Google search	19%	24% *	24%	20%	18%	21%	22%
Health websites	17%	17%	19%	16%	17%	17%	15%
Your employer	7%	10%	11%	8%	7%	8%	6%
Your local or state Department of Health	8%	8%	10%	7%	8%	9%	10%
Social media, such as Facebook	6%	8%	8%	8%	10%	9%	8%
Your child's school	5%	4%	3%	4%	3%	3%	5%
Other source	2%	0%	2%*	2%	1%	0%	1%
No, none of the above	29%	24% *	23%	31% *	30%	31%*	36%
Looked for information, at any source	71%	76% *	77%	69% *	70%	61%*	64%

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SAMPLE CREATIVE ASSETS ('20-'21)



No one has time for the flu.

GetMyFluShot.org



We have time for the lunch rush. **Not the flu.**

GetMyFluShot.org



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2022 CREATIVE DIRECTION & CONCEPT

SPRING '22 FOCUS GROUP LEARNINGS

Lots Of DIY, Self-Treatment Evident	Statistics Are Important
Trusts Doctors, But Don't Visit	Flu Misinformation
Flu Is Not Seen As Serious	Hard Hitting And Urgent Messaging

ADOLESCENT.

2022 FOCUS CREATIVE CONCEPT


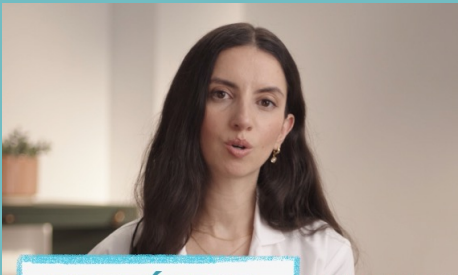
Serious Tone	Use Flu Facts
Feature Real Doctors	Best Protection Against Flu



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VIDEO PSA CREATIVE PREVIEW

<h3>English</h3>  <p>FREE OR LOW COST</p> <p>Teresa Y. Smith, MD, MSED SUNY Downstate</p>	<h3>Spanish</h3>  <p>PROTÉGESE CADA AÑO</p> <p>Angelica Cifuentes Kottkamp, MD NYU Langone</p>
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OUTDOOR PSA CREATIVE PREVIEW

FLU FACT:
You can't get the flu from a flu shot.

Learn More at GetMyFluShot.org



ad AMA CDC

HECHO DE LA INFLUENZA:
La vacuna contra la influenza no puede darle la enfermedad.

VacunateContraLaInfluenza.org



ad AMA CDC

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

Learn More at GetMyFluShot.org



ad AMA CDC

HECHO DE LA INFLUENZA:
Es importante vacunarse contra la influenza cada año porque los virus de la influenza están mutando constantemente.

VacunateContraLaInfluenza.org



ad AMA CDC

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AD COUNCIL PROMOTION

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

PR launch tactics:

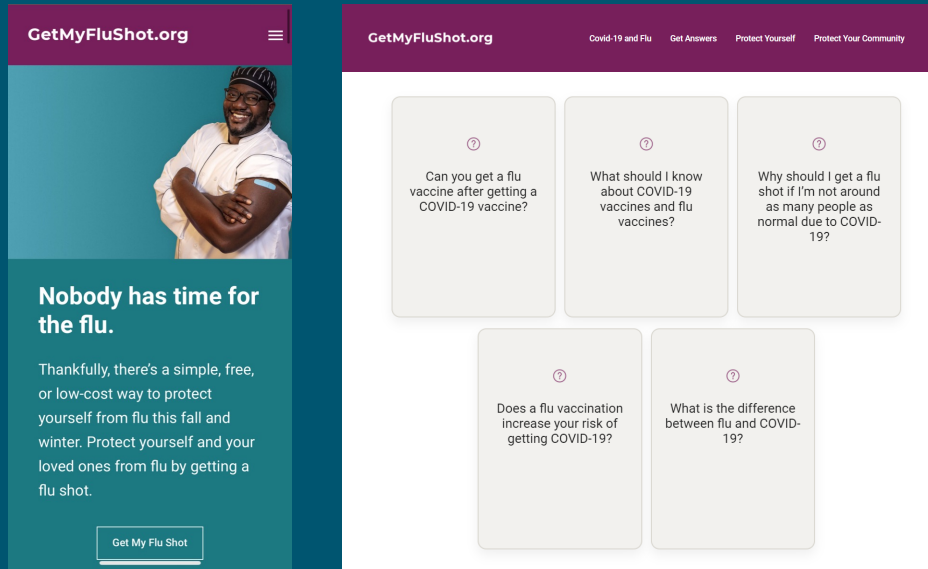
- Press release
- Media Tour
- Social influencer outreach
- Press pitching and social content development



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CAMPAIGN WEBSITE – GETMYFLUSHOT.ORG



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HOW TO SUPPORT THIS EFFORT



Key Upcoming Moment: National Influenza Vaccination Week Dec. 5 to Dec. 12



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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

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CREATIVE USE GUIDELINES

- PSAs have expiration dates due to talent agreements (through Spring 2023)
- 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

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NEW ASSET TIMING (CUT)

Timing	PSA Asset
Ready Now	<ul style="list-style-type: none">• No Time for Flu & Flu FOMO Assets: TV, radio, OOH, digital banners, social graphics• Website• Partner Toolkit: social graphics and copy
Ready Ahead of Thanksgiving	<ul style="list-style-type: none">• Doctor's Orders Assets: Online videos, OOH, Social Graphics



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**THANK
YOU**



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