



2020-2021 Flu Vaccine Campaign Update: Digital Materials

Consumers, Older Adults and Adults with Chronic Conditions

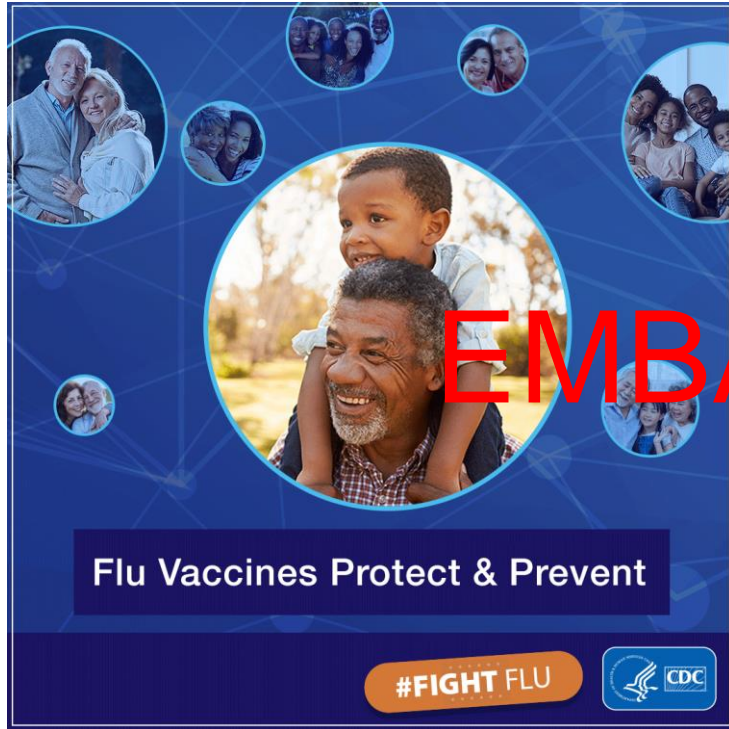
Erin Burns

Associate Director of Communications, Influenza Division

September 10, 2020

eub5@cdc.gov

Social Media Post: General



 CDC
Sponsored Like Page

Getting a flu vaccine is more important than ever – and the best protection for you and your loved ones from flu this winter.



Flu Vaccines Protect & Prevent

[#FIGHT FLU](#) 

Get Your Flu Vaccine Learn More

20 562 Comments 311 Shares

[Like](#) [Comment](#) [Share](#)

Social Media Post: Community



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CDC Sponsored Like Page

Flu vaccine is more important than ever. The more people vaccinated, the more people protected. Do your part to fight flu.

Together We Can Fight Flu

#FIGHT FLU

Get Your Flu Vaccine Learn More

20 562 Comments 311 Shares

Like Comment Share

Static Banners: Essential Workers



Flu vaccine protects essential workers and saves medical resources.

Learn How

#FIGHT FLU



A static banner with a dark blue background. It features a central image of a woman wearing a white face shield and a white surgical mask. Surrounding this central image are several smaller circular images showing various healthcare workers in different settings, all wearing masks. The text 'Flu vaccine protects essential workers and saves medical resources.' is positioned below the central image. At the bottom, there is a white button with the text 'Learn How', an orange button with the hashtag '#FIGHT FLU', and the CDC logo.



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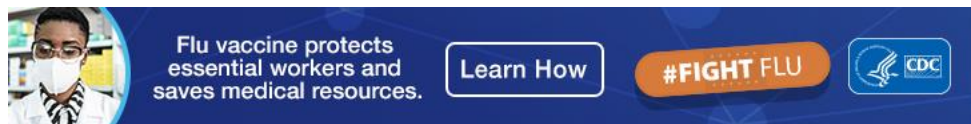
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Animation: High Risk

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

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You are at higher risk for flu complications.

Reduce your risk with flu vaccine!

Animation: Community



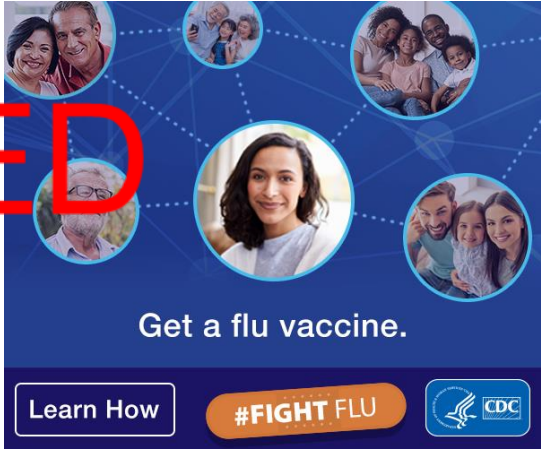
Flu vaccine protects you,

[Learn How](#) [#FIGHT FLU](#) 




& your loved ones,
& your community from flu.

[Learn How](#) [#FIGHT FLU](#) 



Get a flu vaccine.

[Learn How](#) [#FIGHT FLU](#) 

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Animation: Essential Workers

Flu vaccine helps protect you,

Learn How

#FIGHT FLU

& essential workers,
& saves medical resources.

Learn How

#FIGHT FLU

Get a flu vaccine!

Learn How

#FIGHT FLU

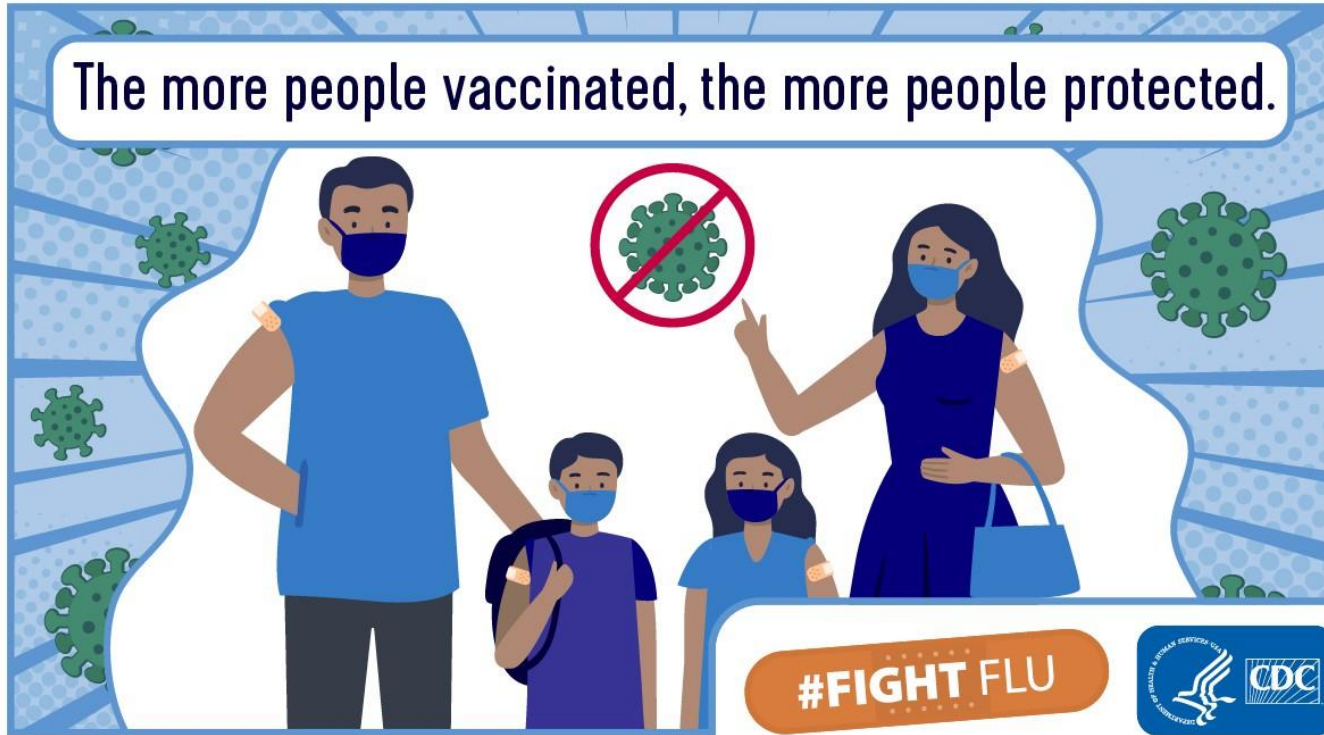
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CDC Flu Immunization Launch Paid Media Effort

- 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:





Full Video (1:29) https://www.youtube.com/watch?v=02ICysV_t1E
Shorter Version (1:13) <https://www.youtube.com/watch?v=u4dtYEs3LSs>

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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)
TTY: 1-888-232-6348 www.cdc.gov

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.

