



2021-2022 Influenza Vaccination Campaign

Erin Burns

eub5@cdc.gov

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1

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

2

Seasonal Flu Vaccination Campaign Timeline

	August	September	October	November	December	January
Media/social media outreach and key points distribution	ONGOING					
Annual R&R Publication	Aug. 27					
CDC Digital Media Campaign Launch and Promotion		Mid-September				
NFID Press Conference			Oct. 7			
Ad Council Campaign			Oct. 12			
Weekly FluView Reports w/social and media outreach			Oct. 15			
Web spotlight/media outreach on start of "flu season"						
Communications roll-outs: Key studies & Data releases						
National Influenza Vaccination Week					Dec. 5 - Dec. 11	

3

"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

Paid Social in Feed:



Display Banners:



4

“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)

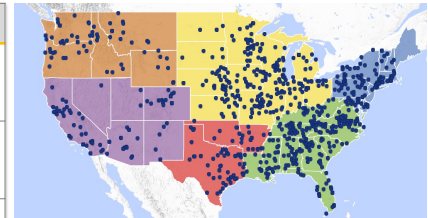
Campaign Timings: September 27, 2021 – January 31, 2022

*As of December 31, 2021

5

“I Get It” Campaign: Matte Release Results

Mat Release	Results
5 truths about flu vaccines <ul style="list-style-type: none"> Release date: Oct. 11, 2021 Audience: Adults with chronic health conditions 	<ul style="list-style-type: none"> Placements: 986 Site Audience: 249,174,546
Flu can still make children sick <ul style="list-style-type: none"> Release date: Oct. 14, 2021 Audience: Parents of young children 	<ul style="list-style-type: none"> Placements: 985 Site Audience: 249,775,123
Flu shots for two <ul style="list-style-type: none"> Release date: Oct. 21, 2021 Audience: Pregnant people 	<ul style="list-style-type: none"> Placements: 984 Site Audience: 249,778,372
Flu shot recommended for people 65 and older <ul style="list-style-type: none"> Release Date: Oct. 25, 2021 Audience: Older adults 	<ul style="list-style-type: none"> Placements: 976 Site Audience: 249,176,795
There is still time to protect against flu <ul style="list-style-type: none"> Release Date: Dec. 5, 2021 Audience: Older adults and adults with chronic conditions 	<ul style="list-style-type: none"> Placements: 951 Site Audience: 209,867,664
Todavía hay tiempo para protegernos de la influenza <ul style="list-style-type: none"> Release Date: Dec. 7, 2021 Audience: Spanish-speaking older adults and adults with chronic conditions 	<ul style="list-style-type: none"> Placements: 866 Site Audience: 203,718, 289



5.7K
PLACEMENTS

1B*
TOTAL REACH

*Total across releases



6

“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



7

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.

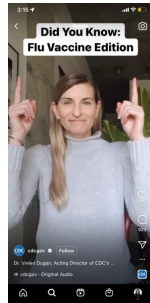
*Denotes activities that account for both core campaign and secondary audience(s)

9

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-etting” 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.

10

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

2
MEDIA INTERVIEWS

3
PLACEMENTS

161M+
REACH

healthline

AXIOS

EndocrinologyAdvisor

2
MAT RELEASES

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

11

CDC, AMA, Ad Council Collaboration

No Time for Flu



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

GetMyFluShot.org
AMA CDC

Tenemos tiempo para verificar los precios. **No para la influenza.**

VacunateContraLaInfluenza.org
AMA CDC

Tenemos tiempo para la hora pico. **No para la influenza.**

VacunateContraLaInfluenza.org
AMA CDC

No one has time for the flu.

GetMyFluShot.org
AMA CDC

No one has time for the flu.

GetMyFluShot.org
AMA CDC

Nadie tiene tiempo para la influenza.

VacunateContraLaInfluenza.org
AMA CDC

12

CDC, AMA, Ad Council Collaboration

Flu FOMO

ANOTHER CASE OF FLU FOMO

Grandma only makes it twice a year. **Don't miss out.**

Don't get #FluFomo
Visit GetMyFluShot.org
AMA CDC

Todos moviendo las caderas en la fiesta de tu prima. **No te la pierdas.**

No seas #OtroCasoDeLaInfluenza
Visita VacunateContraLaInfluenza.org
AMA CDC

La abuela lleva 2 años esperando cocinar para ti. **No te lo pierdas.**

No seas #OtroCasoDeLaInfluenza
VacunateContraLaInfluenza.org

Don't miss out on the yard's biggest comeback.

Don't get #FluFomo
GetMyFluShot.org

OTRO CASO DE LA INFLUENZA

13

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
FOX TELEVISION STATIONS, INC.



UNIVISION



amazon



abc owned television stations



CBS TELEVISION STATIONS



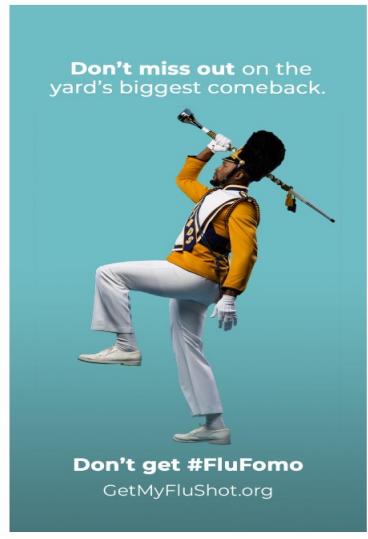
* As of December 8, 2021

14

CDC, AMA, Ad Council Collaboration

Digital Media

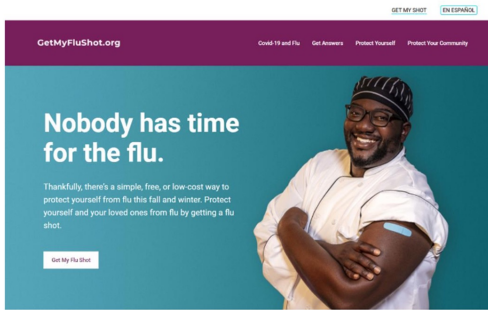
FACEBOOK MEDIA	6.8M FB Impressions
PROGRAMMATIC <i>(CONNECTED TV AND DIGITAL BANNERS)</i>	34.8M CTV and Banner Impressions
DIGITAL OOH	23.6M DOOH Impressions



15

CDC, AMA, Ad Council Collaboration

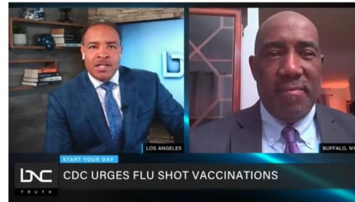
GetMyFluShot.org
VacunateContraLaInfluenza.org



40K

Total unique website visitors

Media Tour and PR



11.6M

Total broadcast impressions

91

Total placements

16

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



13% Engagement Rate



6.9% Engagement Rate



9.82% Engagement Rate

17

Thank You!


18

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](#)



People with asthma, heart disease, diabetes, and a number of [other chronic health conditions](#) are at higher risk of developing serious flu complications, that can result in hospitalization or even death. In fact, during recent flu seasons, 9 out of 10 people hospitalized with flu had at least one underlying health condition - that's why getting an annual flu vaccine is especially important for people with certain chronic health conditions.

 Coadministration of COVID-19 and Flu Vaccines. Current guidance for the use of COVID-19 vaccines indicates that the vaccines can be coadministered with other vaccines, including flu vaccines.

Facts to Know about Flu and Chronic Conditions

19

Ad Council Toolkit

- **Campaign Toolkit**
 - Radio, TV, Out of Home, and Web PSAs
 - Key Messages & Social Media Graphics
- **English web site:**
<https://getmyflushot.org/>
- **Spanish web site:**
<https://vacunatecontralainfluenza.org/>

