



National Influenza Vaccination Week & 2024-2025 Flu Vaccination Campaigns Updates

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Flu Vaccination Campaigns

Campaigns with Weber Shandwick and the Ad Council/AMA **to improve 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



GET MY FLU SHOT CAMPAIGN OVERVIEW

OCTOBER 2024

Objective

Encourage the American public to get vaccinated against the flu for the 2024-2025 flu season

Priority Audiences

General public with an emphasis on Black and Latinx/Hispanic 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)



PLAY DEFENSE AGAINST FLU

NEW PSAS



Wild to Mild Creative Evolution

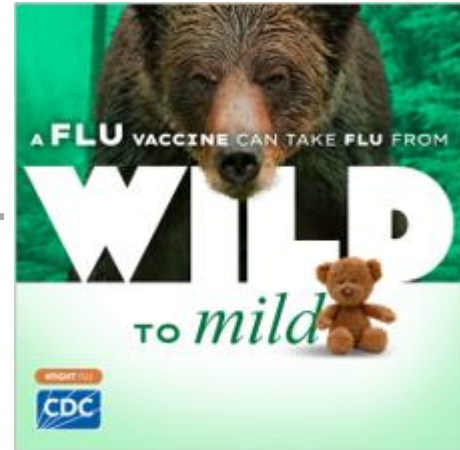
The 2024-2025 flu vaccination campaign expands on the successful "Wild to Mild" concept introduced last season, using a combination of existing and new designs, guided by feedback from testing, to keep creative engaging and eye-catching.



Original design: The original treatment tested well, specifically for design simplicity and use of vibrant colors.

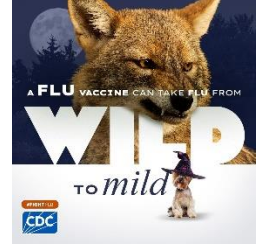
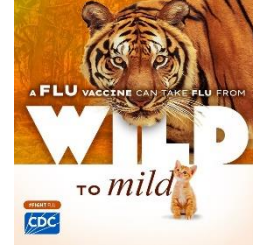
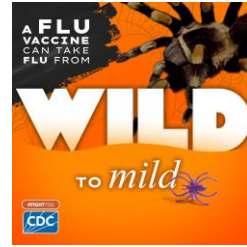


Modified design: Text and the "Wild to Mild" lockup was adjusted slightly for better flow and greater size contrast.



New design: Also tested well with strengths in prominent text, visual distinction of comparison, and imagery.

Snapshot of Refreshed Creative



Accelerating Momentum with Public Transit Train Takeovers

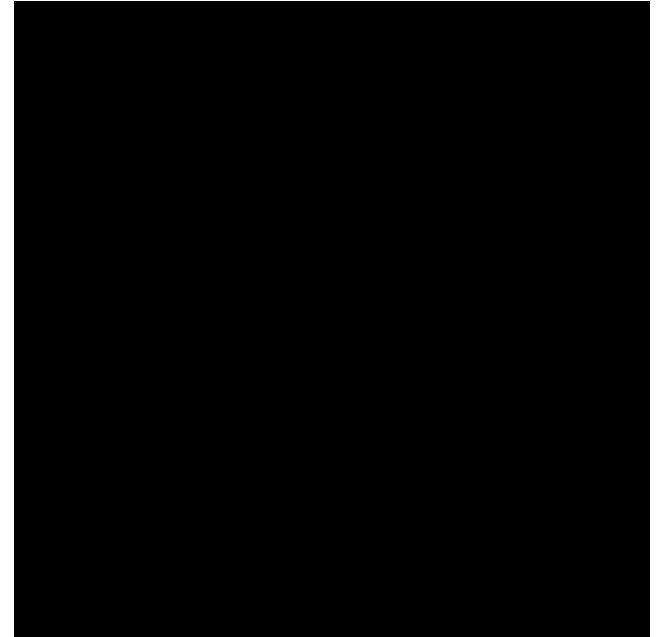
As a build on our digital paid media campaign, we developed high-impact train wraps that ran on public transit networks in 4 major cities during October: **Atlanta, San Francisco, Las Vegas, and Chicago.**



- Ads reinforced “Wild to Mild” messaging with city-specific pairings and imagery
- Supporting digital-out-of-home ads in train stations and geo-fencing display ads captured commuters' attention throughout the transit experience
- Engaged local partners to help promote flu vaccine messaging in their cities

At-A-Glance: October Campaign Metrics

- From campaign launch through 10/31, the paid media campaign has resulted in **21M paid media impressions** and **961K organic impressions**
- The Wild to Mild trains reached an estimated **32M+ riders** across the 4 cities. Accompanying digital ads in stations and on web browsers (digital geo-fenced ads) generated nearly **33M impressions**.



Creating a Steady Drumbeat Around NIVW

As with previous years, we will leverage NIVW as a critical moment in time in which we can draw attention to the seriousness of flu and the importance of flu vaccination:

- Publish “Educated Voices” content with trusted HCPs
- Roll out flu-etting social activation with key partners
- Continue pushing out organic social media on CDC channels
- Help amplify partner activities on social media
- Ongoing earned media outreach to local and national outlets



Expanding Partner Engagement

- **Educated Voices Activation:** Engaging trusted healthcare professional voices (Dr. Shilpa Dass and Dr. Meghan Martin) to help reach consumer audiences of parents and pregnant people through content on Instagram that reminds followers of the severity of flu and benefits of vaccination.
- **Flu-ettes Social Activation:** Continuing on our "Flu-ette" success over the past two seasons, we are working with several partners to create new video content, leveraging the “You’re an X* during Flu season” social media trend, to highlight the benefits of flu vaccination.

**Mom, healthcare professional, medical expert, or education worker*

Activating Partner Networks

Other partner content includes social media graphics, sample newsletter content, posters, and patient reminder messages, all available as part of the **NIVW Digital Toolkit on CDC's website.**

