

GENERAL CREATIVE BRIEF

BACKGROUND

The [Ad Council](#) and [COVID Collaborative](#) are leading a massive communications effort to educate the American public and build confidence around the COVID-19 vaccines.

Guided by the leading minds in health and medicine and fueled by the best talent in the private sector, the COVID-19 Vaccine Education Initiative is designed to reach different audiences, including communities of color who have been disproportionately affected by COVID-19.

AUDIENCE GOAL¹

- Reduce vaccine hesitancy by empowering people to get the answers they need, overcome myths and misinformation, and make an informed decision to protect themselves and their loved ones.
- Various surveys and research reveal that many Americans report they will *not* get the vaccine or have questions before they feel confident and informed.

GENERAL ROOTS OF HESITANCY²

- Concerns about **safety and side effects** from COVID-19 vaccination, driven by the speed of the clinical development process and the vaccines' novelty.
- Lack of **knowledge**.
- **Distrust** in the **political and economic motives** of the government and corporations.

CREATIVE GUIDANCE

- Lead with empathy and respect that people have real questions or concerns.
- Position vaccines as a way to help people protect themselves and their loved ones.
- Respect people's independence and urge them to make an informed decision.
- Gain trust by being honest and transparent where appropriate.
- Pair the rational information with the emotional side of the moments we all miss.
- Welcome people's questions, and point them to the latest clear information.
- In visuals and photography, balance the "moments we miss" with showing realistic scenarios. Masks and protective measures will still be needed as vaccines roll out.
 - o Do use masks in visuals of public settings understood to be the present day.
 - o People shown with those outside of their immediate family should be wearing masks.
 - o It's important that we don't suggest that having the vaccine is a way to get out wearing a mask and maintaining social distance.
 - o When flashing back to pre-COVID, or clearly showing moments in the distant future, masks aren't necessary. It's important to include clear references to passage of time.

¹National survey conducted via IPSOS; December 14-21, 2020 | n=1,992 adults 18+

²Qualitative interviews conducted via Ahuzl Research; December 8-18, 2020 | n=8 adults 25-60

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CREATIVE PLATFORM

It's Up to You is a simple idea that can inspire brilliant executions. It's a framework that allows for independent, yet integrated communications efforts. We believe that uniting under this open-source creative concept will strengthen the key communications message and inspire people to learn more about COVID-19 vaccines.



- CTA: Visit GetVaccineAnswers.org for all the latest information.
- URL: GetVaccineAnswers.org
- Platform engages with current mindset, highlights social connections, and gives people a personal choice to make an informed decision.

MESSAGES TO AVOID

- Negativity, fear, and reminders of how difficult the pandemic has been.
- Positioning getting a vaccine as "the right thing to do."
- Overpromising that getting a vaccine will "flip the switch" and end the pandemic immediately.
- Using "back to normal" when things will never be normal for so many people – focus on "back to life" or "back to the moments we miss" as most compelling.

CONSUMER FACING LANGUAGE³

DO SAY	DON'T SAY
A safe and effective vaccine	A vaccine developed quickly
Authorized by FDA based on clinical testing	Approved by FDA; Operation Warp Speed; Emergency Use Authorization
Get the latest information	There are things we still don't know
Keep your family/those most vulnerable safe	Keep your community/country safe
Public health	Government
Medical experts and doctors	Scientists

³de Beaumont Research

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TRUSTED MESSENGERS⁴

- **Medical experts and community health providers** are generally the most trusted sources. A call to action to “get vaccinated” is best to only come from these sources.
- **Word of mouth** is important to build a cultural consensus, but people don't necessarily trust their **friends and family** when it comes to the facts of COVID-19 vaccination.
- **Celebrities** can be useful to amplify support or when they give a platform to medical experts to help share educational information (but stay away from celebrities telling people what to do).
- **Institutions** like CDC still carry credibility, but it can be just as effective to focus on trusted medical experts. Faith in government and the pharmaceutical industry is generally low right now.

MEDIA TARGETING

- While we want to reach the general population broadly, we know there are differences in hesitancy levels, and media consumption and trusted channels by age. As a result, our media approach will focus on two core age groups, Adults 45+ & Adults 18-44. Within each group we will target Black and Hispanic sub-segments.

⁴National survey conducted via IPSOS; December 15-21, 2020 | n=1,038; vaccine hesitant adults