

# HISPANIC AUDIENCE 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 GOAL<sup>1</sup>

Reduce vaccine hesitancy amongst Hispanic adults 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.

- Only 40% of Hispanic adults feel confident they know enough to guide their decision about getting a COVID-19 vaccine, significantly lower than the general population.
- Various surveys and research reveal that many Hispanic adults report they will *not* get the vaccine or have questions.

## AUDIENCE ROOTS OF HESITANCY<sup>2</sup>

- 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.

## HESITANT HISPANIC COMMUNITY<sup>1,2</sup>

<b>Demographic skews</b>	<ul style="list-style-type: none"> <li>• Higher hesitancy among Hispanic women</li> <li>• More likely to be employed as essential worker</li> <li>• More likely to reside in multi-generational household</li> <li>• Less likely to have access to high quality healthcare</li> </ul>
<b>Psychographic skews</b>	<ul style="list-style-type: none"> <li>• Less likely to have trust in government</li> <li>• More likely to regularly attend religious services</li> <li>• Less likely to feel they have received adequate information about COVID-19</li> </ul>
<b>Unique concerns</b>	<ul style="list-style-type: none"> <li>• Some undocumented Hispanics have a unique concern around vaccine accessibility</li> <li>• For many, cost of the vaccines is top of mind</li> </ul>

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

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

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## MEDIA CONSUMPTION INSIGHTS

While we want to reach the Hispanic community 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 within the Hispanic community, Adults 45+ & Adults 18-44.

## 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.
- Specific Hispanic audience creative insights<sup>3</sup>
  - o Use visuals of more intimate festive moments shared with family and friends, with Hispanic representation and multiple generations included
  - o Audience appreciates the notion of "real people" being involved in communications related to the vaccine and concepts that "put everyone at the same level"
  - o Continue to focus on vetted information, to overcome prevalence of myths and misconceptions around vaccines and COVID-19.

<sup>3</sup>Rapid response, quantitative message testing via Feedback Loop; December 28-31, 2020 | n=168 Gen Pop, 70 Black, 40 Hispanics

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## CREATIVE PLATFORM

**It's Up to You (De Ti Dependes in Spanish)** 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:
  - o English: Visit [GetVaccineAnswers.org](https://www.getvaccineanswers.org) for all the latest information.
  - o Spanish: Para obtener la información más reciente, visita [DeTiDepende.org](https://www.detidepende.org).
- URL: [GetVaccineAnswers.org](https://www.getvaccineanswers.org) and [DeTiDepende.org](https://www.detidepende.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.

### TRUSTED MESSENGERS<sup>4</sup>

- **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.
  - o Compared to the general population, Hispanics are more receptive to messages from voices within their inner circle such as neighbors, their mayor, and posts by people they follow on social media.
- **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.

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