



COVID-19 Vaccine Education Initiative Playbook

It's Up To You



This document is an open-source playbook for media and creative partners to learn about the insights behind the “It’s Up to You” initiative. It also includes creative and branding guidelines for partners to adapt the campaign elements to their content and audiences.



Table of Contents

Here's how you can help	4
Content Creation	5
■ Creative Brief	6
• 7 Things We must do.....	7
• Things to Avoid.....	16
• Visuals.....	17
• Language Dos and Don'ts	18
• Legal and Accuracy Considerations.....	19
■ Creative Guidelines	20
• Lockup.....	22
• Color Primary.....	23
• Over Imagery.....	24
• Lockup Clearance	25
• Partners End Cards Template	26
• Examples of Partners End Cards...	27
• Color Palette.....	28
• Secondary Icons.....	29
• #IGotTheShot	30
• Fonts.....	31
• Design Dos and Don'ts.....	32
• CTA and URL	33
• Voice.....	34
• Usage Guidelines When Creating It's Up To You Content....	35
■ Audience-Specific Insights.....	36
■ Creative Idea Inspiration	37
• Amplifying Info	46
• Top Questions and Answers	39
• Ideas to Get the Facts Out.....	40
• Moments We Miss.....	41
• Visual Examples	42
• What You Can Do	43

The Ad Council and the COVID Collaborative are leading a massive communications effort to educate the American public and build confidence around COVID-19 vaccines. We're asking for your help spreading the message that it's ok to have questions and it's up to all of us to get informed and make the choice to protect ourselves and our families.

It's Up to You is a simple idea that can inspire brilliant executions. It's a framework that allows for independent yet integrated efforts. We believe uniting together under this open-source creative concept will strengthen the key communications message and inspire motivation to get informed.



COVID Collaborative



Here's How You Can Help



1. Support assets being developed by Ad Council within the *It's Up To You* platform.
2. Use this *It's Up To You* playbook to create and distribute content at scale. What unique audiences can your brand reach in your voice? What are the most craveable human connection moments that only your brand can pitch?
3. Use the hashtag #IGotTheShot when sharing content of people getting vaccinated. This hashtag is already building momentum—let's create a movement where the hashtag becomes the equivalent of an "I Voted" sticker. In combination with *It's Up to You* it also communicates a "and you're next" message that will facilitate peer to peer messaging around getting informed on the vaccines.

Want to make custom content?

Please fill out the right form below if you would like to use the “It’s Up To You” brand elements and/or Ad Council logo in your vaccine campaign messaging. We will review any requests and brand partners within two business days. Custom content featuring the “It’s Up To You” and/or Ad Council logos will need to be approved before distribution.

- ▶ [Media partner form](#)
- ▶ [Campaign Funding partner form](#)
- ▶ [Non-funding brand form](#)

Creative Brief

7

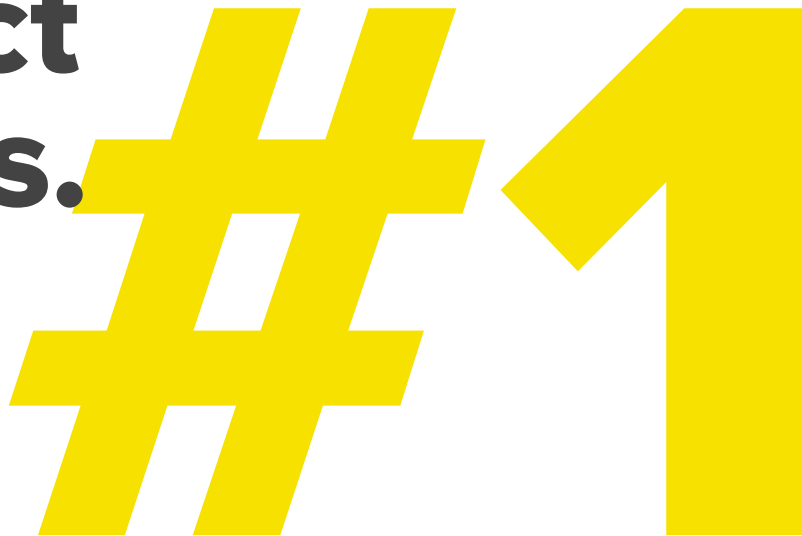
things

we must do:

WHAT WE NEED TO DO

**Appeal to their
desire to protect
their loved ones.**

Tap into their unifying aspiration.



WHAT WE NEED TO DO

Respect their Independence.

Tell them to get informed, not to get the vaccine. This should be a choice, not a mandate.



WHAT WE NEED TO DO

Accept their reluctance.

*Recruit through empathy, honesty and kindness.
Appreciate the concerns of specific groups such
as Black Americans and Hispanic Americans,
women, conservatives...*



WHAT WE NEED TO DO

Flip the burden of proof.

Some people try to plant the seed of doubt by saying the vaccine isn't safe. We need to flip it and make people doubt how safe they are if they don't get vaccinated.



WHAT WE NEED TO DO

Regain trust through Radical Transparency.

*Fight misinformation by using data to
show what we know, what we don't know,
and the risk of not taking a vaccine.*

WHAT WE NEED TO DO

Remind them of moments pre-COVID.

*Getting back to human connection moments -
the people and events we miss so much.*

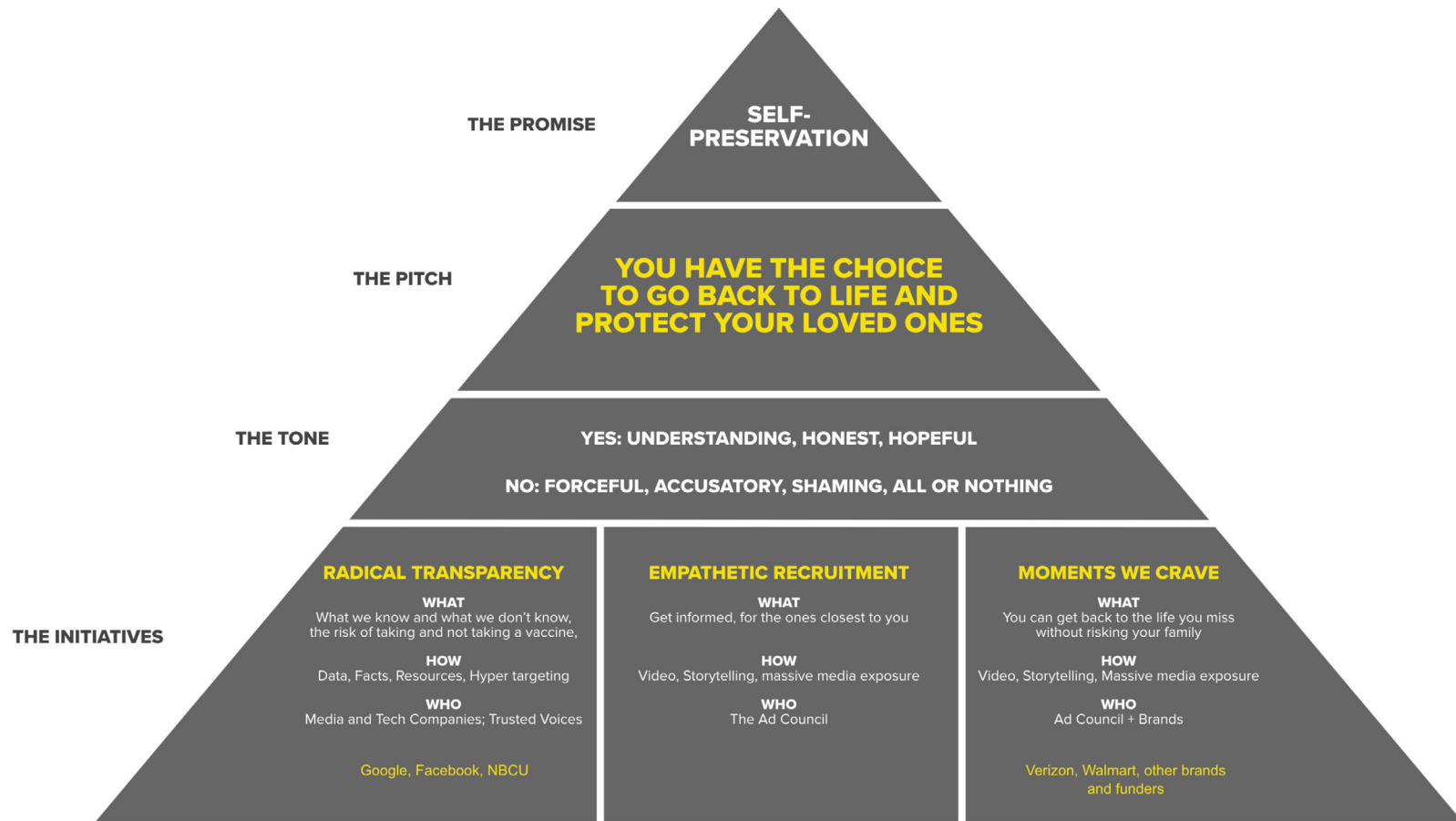


WHAT WE NEED TO DO

Welcome their Questions

*This is an important decision.
Having questions is completely ok.*





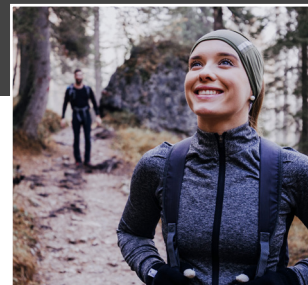
Things to Avoid

- 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.

Visuals

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.

- Do use masks in visuals of public settings understood to be the present day. Masks should be **tightly fitting** and worn correctly over the nose and mouth
- People shown with those outside of their immediate family should be wearing masks.
- It's important that we don't suggest that having a vaccine is a way to get out of wearing a mask and maintaining social distance.
- Masks and distancing are not needed if it's clear that it's not present day – when referencing moments in the past pre-COVID, or showing the distant future. But it's very important to make it clear through cues or language that those scenes are not happening at the current moment.



Language Dos And Don'ts

DO SAY

Authorized by FDA based on clinical testing

Recommended vaccines are safe and effective

Get the latest information

Keep your family/those most vulnerable safe

Public health

Medical experts and doctors

People who have questions

DON'T SAY

Operation Warp Speed; Emergency Use Authorization

The vaccines were developed quickly

There are things we still don't know

Keep your community/country safe

Government

Scientists

Anti-vaxxers

Legal and Accuracy Considerations

DO SAY

Use “COVID-19”

Authorized by FDA

Use “vaccines” plural, or refer to “vaccination” or “immunization” instead

Discuss vaccines that will be available broadly

Provide information about all types of vaccines that will be available / are in development

Other language: “everyone should continue to use all available tools to help stop the pandemic...”

Direct people to have conversations with their doctor, i.e. “talk to your doctor” or “start a conversation”

DON'T SAY

Use “Covid” or “COVID” styling

Approved by FDA

Refer to a singular vaccine

Refer to specific manufacturers when discussing vaccines in general messaging content

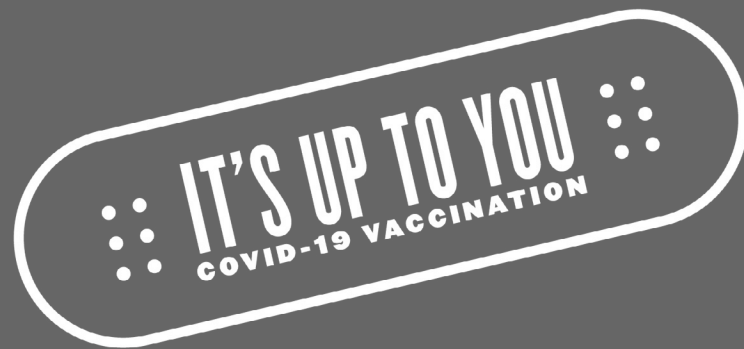
Link to companies' websites

Link to any information specific to a particular vaccine

Present vaccines as the only tool to ending the pandemic, i.e. “vaccines are the key”. We have other tools, like mask-wearing and social distancing, that will continue to be important

Use language that implies our role is to help someone decide whether to get vaccinated, i.e. “we can figure this out together”

Creative Guidelines



Lockup

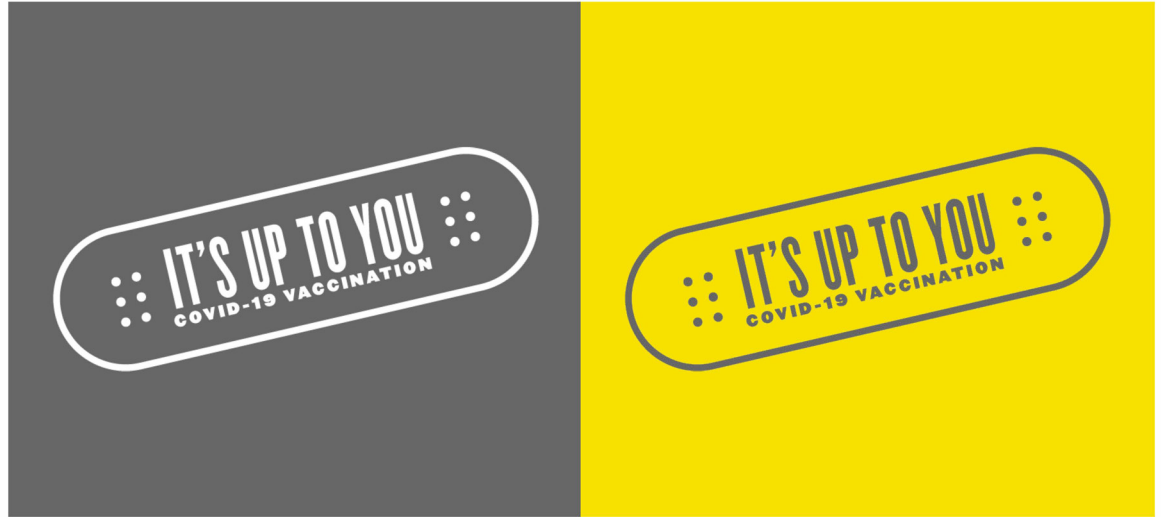
The lockup is available in English and Spanish in horizontal format and two color formats. Refer to examples on following slides for acceptable color backgrounds and correct lockup usage.

Black and White versions are also available for extended usage options.

The color should not be altered in any way, and lockup clearance should always be followed.



Color Primary



Over Imagery

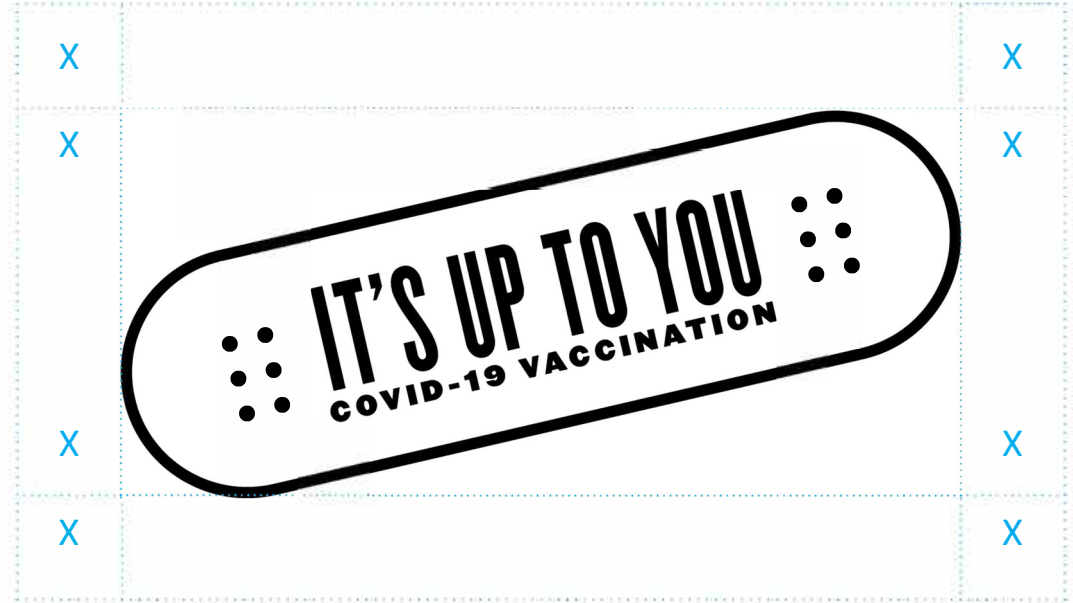
When using the lock up over imagery consider clearspace and lighting in the image that will allow the lock up to remain clearly visible.



Lockup Clearance

When using the lockup, be sure to give it enough breathing room. At a minimum, it should have a distance of “x” on all sides, as specified on the right.

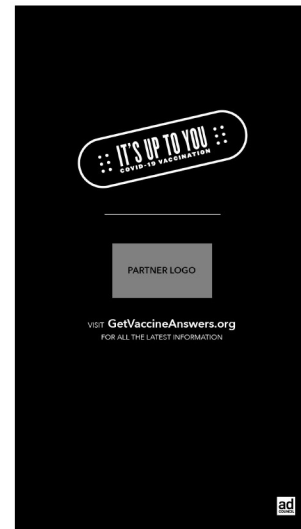
Note: Lockups available for download will have clearance built in, for efficient deployment to layout.



Partners End Cards Template

Template subject to change based on asset, brand and message.

*Brand logos featured dependent on asset. *[If Ad Council logo should not need to appear just remove the logo from bottom right]*



Example of Partners End Cards

Template subject to change based on asset, brand and message.

*Brand logos featured dependent on asset. *[If Ad Council logo should not need to appear just remove the logo from bottom right]*



Color Palette

Primary

CMYK: 100 0 0 0 RGB: 0 0 0 HEX: 000000	CMYK: 00 00 00 00 RGB: 255 255 255 HEX: ffffff
CMYK: 6 5 100 0 RGB: 247 225 0 HEX: F7E100	CMYK: 21 17 17 0 RGB: 199 199 199 HEX: C7C7C7
CMYK: 67 60 59 45 RGB: 68 68 68 HEX: 454545	CMYK: 81 12 2 0 RGB: 34 151 201 HEX: 2297C9

Secondary

CMYK: 36 0 1 0 RGB: 153 223 249 HEX: 99DFF9	CMYK: 97 77 47 45 RGB: 15 47 71 HEX: 0F2F47
CMYK: 0 78 85 12 RGB: 219 68 55 HEX: DB4437	CMYK: 0 95 100 0 RGB: 255 0 0 HEX: FF0000

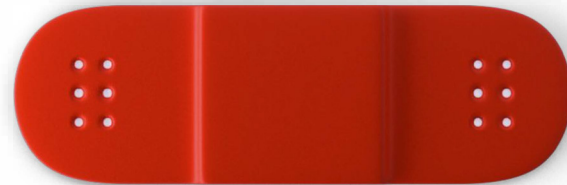
Background (Tertiary)

CMYK: 0 0 14 6 RGB: 241 237 212 HEX: F1EDD4

Secondary Icons

An additional 'Band-Aid' icon has been provided for additional design options if needed.

The icon is available in 2 versions; Flat color (vector) and a contoured (raster).



#IGotTheShot



Example Mockup

#IGotTheShot

Use this hashtag to encourage people to spread the word as people decide to get the vaccine. From user generated content to celebrities and influencers – everyone can rally behind this digital equivalent of the “I Voted” sticker.

We are building a cultural consensus towards vaccination. We’re not being pushy – but we’re amplifying stories from the millions of Americans who are already getting the vaccine.

#IGotTheShot. Now, It’s Up To You.

Avenir Next Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz**

Avenir Next Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz

Avenir Next Demi Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz**

HEADLINE

SUBHEAD

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit loborti

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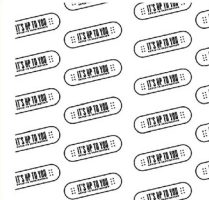
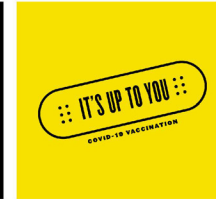
Do

- Use the lock up over photography.
- Use approved colors from the primary, secondary and tertiary palettes provided
- Use only pairings of background color and lockup that have passed testing for ADA compliance.



Don't

- Rotate or skew the lockup
- Change the proportion of the lockup
- Reconfigure the lockup in any way
- Change the color of the lockup
- Crop and messaging in the lockup
- Use the lockup for tiles or patterns
- Use photography that adversely affects legibility of the lockup
- Use over ornate or overly styled backgrounds.



English: Visit GetVaccineAnswers.org for all the latest information.

Spanish: Para obtener la información más reciente, visita DeTiDepende.org.

URL: GetVaccineAnswers.org / DeTiDepende.org

Authentic, direct, and trustworthy, but never aggressive or pressuring.

- Welcoming - warm, open, hospitable
- Clear
- Compassionate
- Empathetic
- Understandable

If 'It's up to you' were a character, it would be...

Your relatable, well-educated friend who you've known since you were young. They understand your hesitancy about taking a vaccine, know you have questions and are there to help you answer each and every one, backed up by trusted, reliable information. They never sound judgmental, they just want you to be informed so you can make the right decision for you and your family.

It's up to you is a powerful message that can be used in many ways. To say now it's your turn to take a vaccine. To say that it's your responsibility to protect the ones you love. To say that we understand it is your choice. Even to say the information is available or as a wrap after you give them the ultimate fact they needed to hear.

What it can NEVER mean is that it's OK if you don't want to take a vaccine. It is not. We understand reluctance. We get the fear. We even applaud having questions. But although we never want to sound judgmental or patronizing, there is a fine line between being understanding and enabling denial.

Taking a vaccine is the right thing to do. Period.

Now that you get the meaning, these are some ways you can apply the line.

Social Headline Examples

The COVID-19 vaccines are now available. You've got questions. That's normal. Get the latest information at [GetVaccineAnswers.org](https://www.getvaccineanswers.org).

Usage Guidelines When Creating It's Up To You Content

- Obtain Ad Council approval before embarking on creative and before public dissemination of the Content.
- Always adhere to the Creative Guidelines.
- All applicable third party permissions, consents, approvals and licenses, including, without limitation, talent and music releases, required for the distribution of the content are your responsibility.
- Compliance with all applicable laws, regulations and other governmental and judicial requirements relating to the distribution of the content is your responsibility.



Audience-Specific Insights

For real time audience-specific insights, visit our [toolkits](#)

Creative Idea Inspiration

Amplifying Info

GENERAL INSIGHTS

- Many people are looking for reasons to *get* a vaccine, not to *not get* one. They appreciate validation that having questions doesn't make them an "anti-vaxxer;" it's normal and ok to need to need to learn more about something that's new and unfamiliar before making a decision.
- People want clear, transparent answers without having to search various sources—it is also motivating to know it's "the latest" or "up-to-date" information.
- Language should be as concise, straightforward, and plain as possible while still being accurate.
- "Get informed" as a CTA is clear, pragmatic and motivating.

Top Questions & Answers

**Longer form for
more comprehensive
executions:**

- Five core questions with medium-form answers on our FAQ brief [here](#)
- Most extensive set of up to date, CDC-reviewed longer form questions and answers at [GetVaccineAnswers.org](https://www.getvaccineanswers.org).

Short form for social graphics, banners, scripts:

QUESTIONS

Why should I get vaccinated?

How were the vaccines tested?

Can the vaccines give you COVID-19?

ANSWERS

Protecting yourself also helps protect the people around you.

In rigorous clinical trials among adults of diverse background.

You cannot get COVID-19 from a vaccine.

Ideas To Get the Facts Out

- Host a town hall where people can submit questions and get answers from a trusted medical source
- Hold a Q&A or webinar with an expert. If you need help connecting with an expert, contact [**COVIDexperts@adcouncil.org**](mailto:COVIDexperts@adcouncil.org) to see if Ad Council can help.
- Share our fact-based social graphics housed at [**AdCouncilVaccineToolkit.org**](https://AdCouncilVaccineToolkit.org)
- Direct people to [**GetVaccineAnswers.org**](https://GetVaccineAnswers.org) and [**DeTiDepende.org**](https://DeTiDepende.org)



Moments We Miss

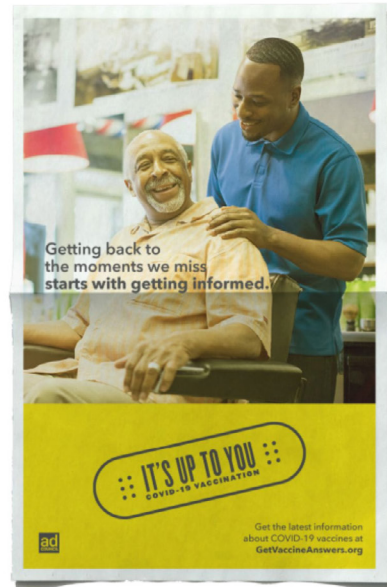
GENERAL INSIGHTS

- Showing moments of connection from before or after COVID provides the emotional “why” for getting a vaccine
- It reminds people of the moments they miss the most, and speaks to both communal and individual desires
- It works across cultures, lifestyles and ages—relatable human moments of connection are transcendent
- Intimate, every day moments like hugs, family gatherings, going to school, etc. tested very well across audiences.

WATCH OUTS

- Be careful about the framing putting too much pressure on any one person. We recommend against saying “getting back to the moments we miss is up to you”.
- Balance the emotional moments with the need for people to get the facts.
- Be careful of overpromising an immediate transition back to the moments we miss, especially huge gatherings like weddings or concerts.

Visual Examples



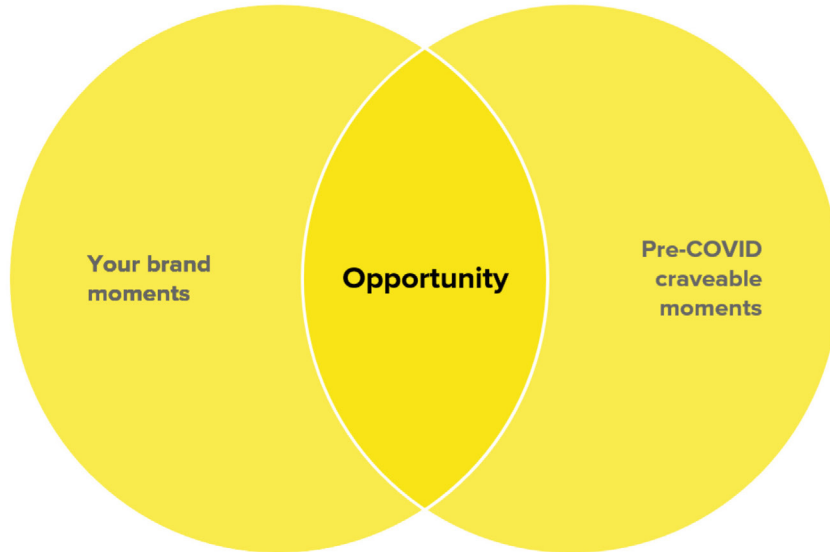
**Assets not final/for example only*

What You Can Do

The brief

What are the most craveable human connection moments that only [your brand] can pitch?

Consider your brand voice and unique audience to determine the best moment(s) to feature in an It's Up to You activation.





The Advertising Council, Inc. (“Ad Council,” “we,” “us,” or “our”) has made this COVID-19 Vaccine Education Initiative Playbook (“Playbook”) available to you for the purpose of sharing the insight behind the “It’s Up to You” initiative (“Initiative”) and providing you with creative and branding guidelines (“Creative Guidelines”) for you to adapt elements of the Initiative into your own content (the “Content”). These Terms and Conditions (these “Terms”) describe your rights and responsibilities regarding your use of the Playbook. PLEASE READ THESE TERMS CAREFULLY. THIS FORMS A LEGALLY BINDING AGREEMENT BETWEEN YOU AND US. IF YOU DO NOT AGREE WITH THESE TERMS, PLEASE DO NOT USE THE PLAYBOOK OR ANY ELEMENTS CONTAINED THEREIN.

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- (iv) You are responsible for compliance with all applicable laws, regulations and other governmental and judicial requirements relating to the distribution of the Content.

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Thank You
