COVID-19 VACCINE CAMPAIGN

Insights Briefings

April 14, 2021
Today’s Agenda

1. Vaccine Education Initiative Overview
2. Latest Research and Audience Insights
3. Reaching Conservative Audiences
4. Emerging Narratives
5. Latest Creative & Activations
6. Q&A
COVID-19 Vaccine Education

Initiative Overview
POWERFUL PARTNERSHIP

“WHERE CREATIVITY AND CAUSES CONVERGE”

Unparalleled and passionate network of partners across media and tech, marketing and advertising

Co-chaired by former Governor and U.S. Senator Dirk Kempthorne (R-Idaho) and former Governor Deval Patrick (D-Massachusetts)

Former heads of the Food and Drug Administration and Centers for Disease Control and Prevention

ad council

U.S. Chamber of Commerce

NACCHO

Morehouse School of Medicine

UNNOS US

astho

The Rockefeller Foundation

NAACP

Harvard T.H. Chan School of Public Health

Johns Hopkins Bloomberg School of Public Health

Margolis Center for Health Policy

skoll foundation

Duke

BR Business Roundtable

American Public Health Association
COVID-19 Vaccine Education Initiative

COVID Collaborative's scientific advisors

HHS, CDC + Biden Administration

Media companies + Tech Platforms

News Media and PR

Medical community

Creative Community

Trusted Messengers & Microinfluencers

Vaccine advocacy organizations

State and city leaders

Faith-based community

Community-based organizations (focus on Black and Hispanic communities)

Corporate & Business Sectors
IT’S UP TO YOU
COVID-19 VACCINATION

GetVaccineAnswers.org
COVID-19 Vaccine Education

Overall Attitudes & Adoption Insights
~50% OF THE POPULATION HAS BEEN OR INTENDS TO GET VACCINATED

General Population Vaccine Adoption

Vaccinated
- DEC ‘20: 30%
- FEB ‘21: 16%
- MAR ‘21: 26%

Intending
- DEC ‘20: 30%
- FEB ‘21: 29%
- MAR ‘21: 22%

Open But Uncertain
- DEC ‘20: 30%
- FEB ‘21: 22%
- MAR ‘21: 19%

Skeptical
- DEC ‘20: 20%
- FEB ‘21: 18%
- MAR ‘21: 18%

Resistant
- DEC ‘20: 20%
- FEB ‘21: 15%
- MAR ‘21: 15%

Wait and See

Source: Ad Council | IPSOS National survey conducted March 5-12, 2021 | n=1601 adults 18+

*CDC|Data fully vaccinated adults posted as of April 7, 2021 6:00 am EST
VACCINATION HAS GAINED MOMENTUM YET OPPORTUNITIES REMAIN

30% 17% 12% 18% 20%

BLACK AMERICAN

12% 20%
30% 18%
33% 25%
25%

DEC '20 MAR '21

38%

29% 23%
31% 20%
23% 23%
17% 15%

HISPANIC AMERICAN

DEC '20 MAR '21

43%

22% 24%
23% 12%
18% 20%
19% 24%

CONSERVATIVES

FEB '21 MAR '21

36%

Source: Ad Council | IPSOS National survey conducted March 5-12, 2021 | n=614 Hesitant adults 18+
BARRIERS TO VACCINE CONFIDENCE

Speed of development process for a new class of vaccine therapy (mRNA)

Distrust in government, mainstream media and pharma transparency about the vaccine risks

Concerns about the unknown long-term safety and side effects

Belief that the unknowns of the vaccines pose a greater risk than the COVID-19 virus

“I’m very for polio and all those vaccines. But they’ve been doing them for years, and we haven’t seen side effects. I’m very worried... I’m kind of worried about the side effects later on in life.”

“I heard that this is a new type of vaccine. How do they really know if it’s safe, especially in the long term? At some point, are we going to be seeing ads from lawyers saying, ‘Did you get the COVID vaccine in 2021 and have suffered serious problems?’”

“It’s a treatment for something I don’t have. So don’t try to tell me that’s equivalent to getting immunized for a virus that’s deadly for some and imperceptible to others. I’m able to see the difference between getting immunized and the current reality of the shots that are just messing people up.”
# VACCINE INFORMATION GAPS

<table>
<thead>
<tr>
<th>SAFETY</th>
<th>What sides effects can I expect if I get a COVID-19 vaccine?</th>
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<td>How will the vaccine affect me if I have pre-existing conditions?</td>
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<td>What are the long-term adverse effects of the COVID-19 vaccines?</td>
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<td>EFFICACY</td>
<td>Will the COVID-19 vaccination prevent me from getting sick?</td>
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<td>If I had COVID-19 and recovered, do I still need to get vaccinated?</td>
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<td>Do vaccines protect against variants?</td>
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<td>DEVELOPMENT</td>
<td>How were the vaccines developed so quickly?</td>
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<td>How do we know they are safe?</td>
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<td>Were people like me included in clinical trials?</td>
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<td>ACCESS</td>
<td>Does it cost anything to get COVID-19 vaccines?</td>
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<tr>
<td></td>
<td>Do I need health insurance?</td>
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<td>How do I sign up to get vaccinated?</td>
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COVID-19 Vaccine Education

Reaching Conservative Audiences
While much effort has been focused on those with low vaccine confidence across different backgrounds and ethnicities, current research shows that there is still a large, conservative-leaning population in the US who remain skeptical or resistant to getting a COVID-19 vaccine.

Objective: To better understand the barriers and mindset of this audience related to COVID-19 and the vaccines and determine relevant messaging and strategies that might increase motivation to learn more and/or get a vaccine as they become available.

Methodology:
- 24 online IDIs, 60 minutes each
- All interviews were conducted among participants who were either skeptical or resistant about the COVID-19 vaccine (but not anti-vaxxers)

Respondent Specifications:
- Self-identified conservatives (mix political affiliation)
- Covid Vaccine Skeptics or Resistors (note: we recruited a small sample of Resistors as a control group, but the vast majority of respondents were Skeptics, and reporting focuses on this audience)
- Age 25-60
- Mix of genders
- Mix of markets and urbanicity
- Mix of household income and education levels
- Sole/joint health decision-maker

Research Timing:
- March 22nd - 26th, 2021
CONSERVATIVES WHO ARE SKEPTICAL EXPRESS FRUSTRATION ABOUT HOW COVID-19 HAS BEEN HANDLED

The majority feel that COVID-19 and the response has been “overhyped” and “overblown.”

They express frustration with the lockdowns and continuing restrictions, feeling they are an infringement on personal freedoms and have had a greater negative impact on society.

Confused by inconsistent and conflicting recommendations from local, state, and federal governments.

“You’ve got plenty of people who are coming out and saying that wearing a mask isn’t even effective and that it’s it is kind of just for theater. And that even if you do somehow get it, it’s got a survival rate that’s similar to just having the regular old flu, anyway. So why does this one get such extra special attention? And why did we have to lock down the world?”

Male, St. Louis, MO
The changing information and recommendations related to COVID-19, along with a broader sense of distrust in institutions, have increased skepticism among this audience.

There is a general belief that politicians and mainstream news outlets are skewing the information for political purposes.

This has led most to distrust what they see and hear, especially if it feels, in any way, like it’s trying to “sell” them on the vaccine.

“I guess I just don’t see the need right now. The way it’s just being pushed so much. It seems there’s more to it we’re not being told, possibly. Government, media companies, the pharma companies – they’re working together, possibly, or with one or the other.”

Male, Rockford, MI
Many are taking an indefinite wait and see approach

Among the wait and see segment (open but uncertain & skeptical)

- 50% will wait 6+ months

**Conservatives**
- 18% immediately
- 19% wait 1 to 3 months
- 13% wait 4 to 6 months
- 11% wait 6+ months
- 39% not sure if or when

**Moderates**
- 8% immediately
- 45% wait 1 to 3 months
- 6% wait 4 to 6 months
- 28% wait 6+ months
- 34% not sure if or when

**Liberals**
- 13% immediately
- 45% wait 1 to 3 months
- 11% wait 4 to 6 months
- 28% wait 6+ months
- 5% not sure if or when

“I know quite a few people that have gotten [the vaccine], but I don't even get the flu shot. Where for me it's just something similar... to wait and see. Just like observing everything about it, like how people react to it, how people feel after they get it, if people that are not getting it continue to be fine.”

Female, Huntington Beach, CA

Source: Ad Council | IPSOS National survey conducted March 5-12, 2021 | n=614 Hesitant adults 18+
The benefits of COVID-19 vaccines are much greater than their risks

% Agree Completely or Somewhat

80% LIBERALS
63% MODERATES
54% CONSERVATIVE

Source: Ad Council | IPSOS National survey conducted March 5-12, 2021 | n=614 Hesitant adults 18+
<table>
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<th>Phrases That Received Pushback</th>
<th>Watchouts</th>
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| ▪ Get back the freedom to live our lives  
▪ We have a patriotic duty                                                                 | The terms “freedom” and “patriotic duty”  
Politically charged and can feel manipulative  
Freedom reminds of something they believe was unjustly taken away |
| ▪ Getting back to normal by the time we fire up the grill for our July 4th bbqs                 | Promises of returning to “normal”  
Many are already leading what they consider to be “normal” lives again  
Or reminds them of privileges they’ve lost (which many resent) |
| ▪ Getting immunized for COVID-19 is the fastest way to get back                                | Allusions to short timeframes (e.g., “soon,” “fast”)  
Generally, not believed  
Feels like dangling a carrot (which offends many) |
| ▪ If we don’t get enough people vaccinated in time, new, more contagious strains will spread,  | Implied ultimatums (e.g., if/then)  
Feels forceful and like talking down  
Don’t like being told what to do |
| sending us back to square one.                                                                |                                                                                                                       |
| ▪ The fact is that the vaccines are safe and effective.                                        | Declarative statements about the vaccines  
Dismisses concerns and questions |

CONSERVATIVES: MESSAGING WATCHOUTS
CONSERVATIVES: MESSAGES THAT RESONATE

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<tr>
<th>ACKNOWLEDGE CONCERNS</th>
<th>APPEAL WITH FACTS</th>
<th>PERSONAL DECISION</th>
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<td>Acknowledge people’s hesitancy rather than challenge it</td>
<td>Transparent, substantiated answers that address concerns and elevate benefits of vaccination</td>
<td>Acknowledge that the choice is theirs to make under the advice of their physician</td>
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MESSENGER IS AS IMPORTANT AS THE MESSAGE

MOST TRUSTED

• Personal Physician is #1 Trusted Source

• Medical websites (AMA, CDC, WebMD, Mayo Clinic, etc)

• Pharmacists

• Public Health Experts (though complaints about inconsistent info)

• Personal stories/anecdotes

• Family, friends, church clergy

• Mainstream media (perceived as liberal leaning)

• Pharma company websites

• Politicians (regardless of political affiliation)

LEAST TRUSTED
MESSAGING GUIDANCE

LEAD WITH EMPATHY
Set the tone by treating questions with respect and acknowledging personal choice.

EMPOWER WITH INFORMATION
Inspire consideration by creating a surround sound of facts confirming safety and stories to help demonstrate the benefits and outcomes of getting vaccinated.

TRUSTED MESSENGERS
Put physicians and health experts at the forefront for this audience, especially at a local level. Encourage people to talk to their doctor if they have concerns.
COVID-19 Vaccine Education

Emerging Narratives
1. Cross-over of conversations about vaccine "distribution" + "effectiveness" against new variants.

2. Greatest potential for harm from right-wing outlets sharing stories about severe side effects or deaths attributed to the vaccine.

3. Vaccine attention shifting from AstraZeneca conversation to Pfizer + Moderna, following recent studies report that the Pfizer vaccine was 100% effective in kids ages 12 to 15.

4. Vaccine passport debate continues to ramp up, as governors rally against mandates.
MAPPING HARMFUL NARRATIVES

Disregard: Low danger

Active Response: High aware, high danger

- Ineffective against new variants
- Skipped safety steps
- Pushed by Pharma
- Government will force
- Close Watch and Targeted Inoculation: Low awareness, high danger
  - 33% serious doubts

50% awareness

- Cases of Bell’s Palsy
- No plan for safe distribution
- Changes DNA
- Infertility/pregnancy risk
- Only 60% effective
- Only tested on white people
- Cause autism
- Biological materials
- Microchip

Development
Effectiveness
Institutional
Side Effects

Y axis: Level of awareness
X axis: Negative Impact among those aware

AD COUNCIL | VACCINE DISINFO AND COUNTERNARRATIVES | BULLY PULPIT INTERACTIVE
COVID-19 Vaccine Education

What’s New on It’s Up To You
WE URGE TO GET VACCINATED

IT'S UP TO YOU COVID-19 VACCINATION

ROLL UP YOUR SLEEVE
MANN FAMILY DINNER
CONVERSATION ON COVID-19 VACCINES

STREAM EPISODE 8 SUNDAY, MARCH 28
YOUTUBE.COM/MANNTV

IT'S UP TO YOU
COVID-19 VACCINATION
Dr. Susan Bailey & Chris Christie

Hear From Pharmacists
## Upcoming Activations & Events

<table>
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<tr>
<th>Date</th>
<th>Event Description</th>
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<tr>
<td>Friday 4/16</td>
<td>A Conversation between Dr. Kizzmekia Corbett and NBA Legend Kareem Abdul-Jabbar</td>
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<td>Sunday 4/18</td>
<td>Country Music PSA Premier during Academy of Country Music Awards</td>
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<td>Monday 4/19</td>
<td><em>The Black Medical Community on COVID-19 Vaccines</em> Town Hall with BCAC, BlackDoctor.org, Social Orgs</td>
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<td>Tuesday 4/20</td>
<td>Health Action Alliance Town Hall on Employers &amp; COVID-19 Vaccines</td>
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<td>Thursday 4/29</td>
<td>Town Hall with Univision &amp; UnidosUS</td>
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<td>Saturday 5/8</td>
<td>Global Citizen Vax Live Broadcast Event</td>
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The COVID-19 Vaccines

You have questions. That’s good.

It’s normal to be cautious when something new is happening around you - we can do that together. Wanting to know more is a good thing and we want to be informed.

And getting informed about COVID-19 vaccination is an important step to help us stop this pandemic.
Open Source Toolkits

**AdCouncilVaccineToolkit.org**
General community education resources
Toolkit for Black communities
Toolkit for Hispanic/Latinx communities
Toolkit for Faith Communities

**AdCouncilFactLibrary.org**
Q&A video content with doctors and experts (optimized for social)
NEXT INSIGHTS BRIEFING

Wednesday, June 2nd
1-2 p.m. EST
Q&A
THANK YOU