

# CAMPAIGN SUMMARY



## Campaign Goals:

- **Establish trust in the science used** with populations who have been disproportionately impacted by COVID-19.
- **Promote the safety and efficacy of the vaccine**, ensuring residents understand how it works.
- **Drive people to the campaign website to learn more.** Landing page varies based on audience.
- **Encourage Massachusetts residents to get vaccinated** and receive boosters when they are eligible.

The Commonwealth of Massachusetts launched a large-scale, multi-lingual, multi-channel public awareness campaign promoting the COVID-19 vaccine in February 2021. A comprehensive survey of 1,000 Massachusetts residents was conducted in December 2020 to identify motivators and barriers about the COVID-19 vaccine, as well as specific messaging that would resonate with residents of the Commonwealth. The original campaign brand – *Trust the Facts. Get the Vax.* – was grounded in this research. Since the launch of the campaign, additional research, including surveys and online discussion boards, has been conducted with a variety of audiences with whom we need to work to build vaccine confidence. These audiences include hourly workers, young adults 18-29, older males 30-55, and parents of children 0-17 years old. This new research evolved our Call to Action (CTA) for these specific audiences, revealing that certain groups require more detail about data and research to feel confident about getting vaccinated. Taking these findings into account, the campaign is focusing on promoting the reliable and credible information residents need to make the decision about getting vaccinated.

## Media Timeline and Results:

Launched on **February 7, 2021**, the campaign has been running consistently across various media channels.

Through **October 30, 2021**, we have delivered over 57.3M impressions, 18.6M completed views, and 440,610 clicks to the website.

## Live Action Videos

The campaign launched in February 2021 with a TV spot including several clinicians from various regions across the Commonwealth speaking to the safety and efficacy of the vaccine while encouraging people to get vaccinated. This video series was followed by several live action videos with real people from across the state talking about the importance of getting vaccinated, not only to protect themselves, but to protect their families and their communities. As the FDA and CDC approved vaccines for children, an additional spot was aired featuring pediatricians speaking to the safety and development of the pediatric vaccine.

New live action videos produced for the new Young Adult Campaign will feature user-submitted videos of residents posing questions they still have about the vaccine to health care providers. As more information becomes available, the state will assess the need for additional live action videos.

Majority of the live action videos were produced in English, Spanish, Portuguese, Haitian and American Sign Language. All of these spots were developed based on market research with trusted messengers.

## Animated Videos

In addition to live action TV spots featuring clinicians and residents of the state, high impact animation spots were also produced to provide clear, specific, and direct information about the vaccine to residents of the Commonwealth through TV, social, and digital platforms.

The series of animated videos cover a wide range of topics, including:

- Safety and efficacy of the vaccine and possible short term side effects
- Vaccine development process
- Logistical information about getting the vaccine
- Importance of getting the vaccine to protect your loved ones and your community
- Underscoring that people do not need an ID or insurance to receive the vaccine
- Information about booster shots
- Information related to flu season and COVID-19
- Facts about the vaccine for pregnant or breastfeeding individuals
- Correcting misinformation about the potential for long term side effects
- Safety and efficacy of the vaccine with children ages 5-17

Additional messages will be developed as information becomes available for more targeted roll-out.

### The majority of the animated videos were produced in the following languages:

- Albanian
- Arabic
- Cape Verdean
- Chinese (Traditional & Simplified)
- English
- Haitian Creole
- Khmer
- Portuguese
- Russian
- Somali
- Spanish
- Vietnamese

[Click here to view all campaign videos.](#)



## Media Channels

This robust public awareness effort has been promoted through the following media channels:

- **Broadcast and Cable TV** – English/Spanish/Portuguese and Haitian Creole Programming
- **Radio** – English, Spanish, and Portuguese
- **Paid Social Media** – Facebook, Instagram, Snapchat, TikTok, Google, and YouTube in all languages
- **Digital Advertising** – Video Pre-Roll, Display Ads, and Streaming TV in English and Spanish
- **Print Advertising** in English and Spanish Outlets
- **Out of Home Advertising** – Billboards, Transit, Bus Shelters, Convenience Stores, Gas Stations, Barber Shops, Hand sanitizer stations in Pharmacies, Bars, Restaurants, Gyms, and Malls.

## CALL TO ACTION & RESOURCES:

Most ads will direct viewers to **mass.gov/CovidVaccine** where residents can learn more about the science and validity of the vaccine, the development process as well as logistical information related to the vaccine roll-out plan. More targeted campaigns link to specific campaign landing pages:

- General Audience: [mass.gov/CovidVaccine](https://mass.gov/CovidVaccine)
- Parents: [mass.gov/CovidVaccineKids](https://mass.gov/CovidVaccineKids)
- Young Adults: [mass.gov/CovidVaccineFacts](https://mass.gov/CovidVaccineFacts)
- Men: [mass.gov/CovidVaccineFAQ](https://mass.gov/CovidVaccineFAQ)
- Youth: [mass.gov/TeenCovidVaccine](https://mass.gov/TeenCovidVaccine)
- Boosters: [mass.gov/CovidBooster](https://mass.gov/CovidBooster)