

CAMPAIGN SUMMARY



CAMPAIGN GOALS:

- **Promote the safety of the vaccine**, ensuring residents of the Commonwealth understand how it works.
- **Establish trust in the science** used and the efficacy of the vaccine with populations who have been disproportionately impacted by COVID-19.
- **Encourage Massachusetts residents to get vaccinated** when it's their turn.
- **Drive users to: www.mass.gov/CovidVaccine**, the campaign website to learn more.

The Commonwealth of Massachusetts is launching a large-scale, multi-lingual, multi-channel public awareness campaign on the COVID-19 vaccine in February 2021. The campaign brand – **Trust the FACTS. Get the VAX.** – is grounded in research. Prior to campaign development, a comprehensive survey of 1,000 Massachusetts residents was conducted to identify motivators and barriers about the vaccine, as well as what type of messages would resonate with our residents.



The campaign will run over the course of the next five (5) months, launching the week of February 7, 2021

LIVE ACTION VIDEOS



Videos

Launching with a TV spot that includes several clinicians from various regions of the Commonwealth speaking to the safety of the vaccine and encouraging people to get vaccinated when it is their turn. As the general population roll-out gets closer, additional TV spots will feature residents talking about their reasons for getting vaccinated.



Featuring live action ads in English, Spanish, and American Sign Language.



ANIMATED VIDEOS

In addition to the live action TV spots featuring clinicians and residents, high impact animation spots will be aired on TV in a variety of digital platforms.

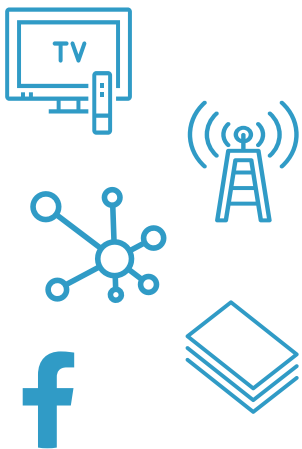
Developed in (10) languages:

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

Animation key messages:

- Safety of the Vaccine and Possible Side Effects
- Understanding of the Vaccine Development Process
- Efficacy of the Vaccine and Logistical Information
- Why the Vaccine is Important to Everyone

Additional messages will be developed as more information becomes available for the general population roll-out.



MEDIA CHANNELS

This robust public awareness effort will be rolled out via the following media channels:

- **Broadcast and Cable TV** – English, Spanish, and Haitian Creole Programming
- **Radio** – English, Spanish, and Portuguese
- **Paid Social Media** – Facebook, Instagram, Snapchat, Google, and YouTube in all languages
- **Digital Advertising** – Video Pre-Roll, Streaming TV in English and Spanish
- **Print Advertising** – English and Spanish outlets

CALL TO ACTION & RESOURCES

All ads will direct viewers to www.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.