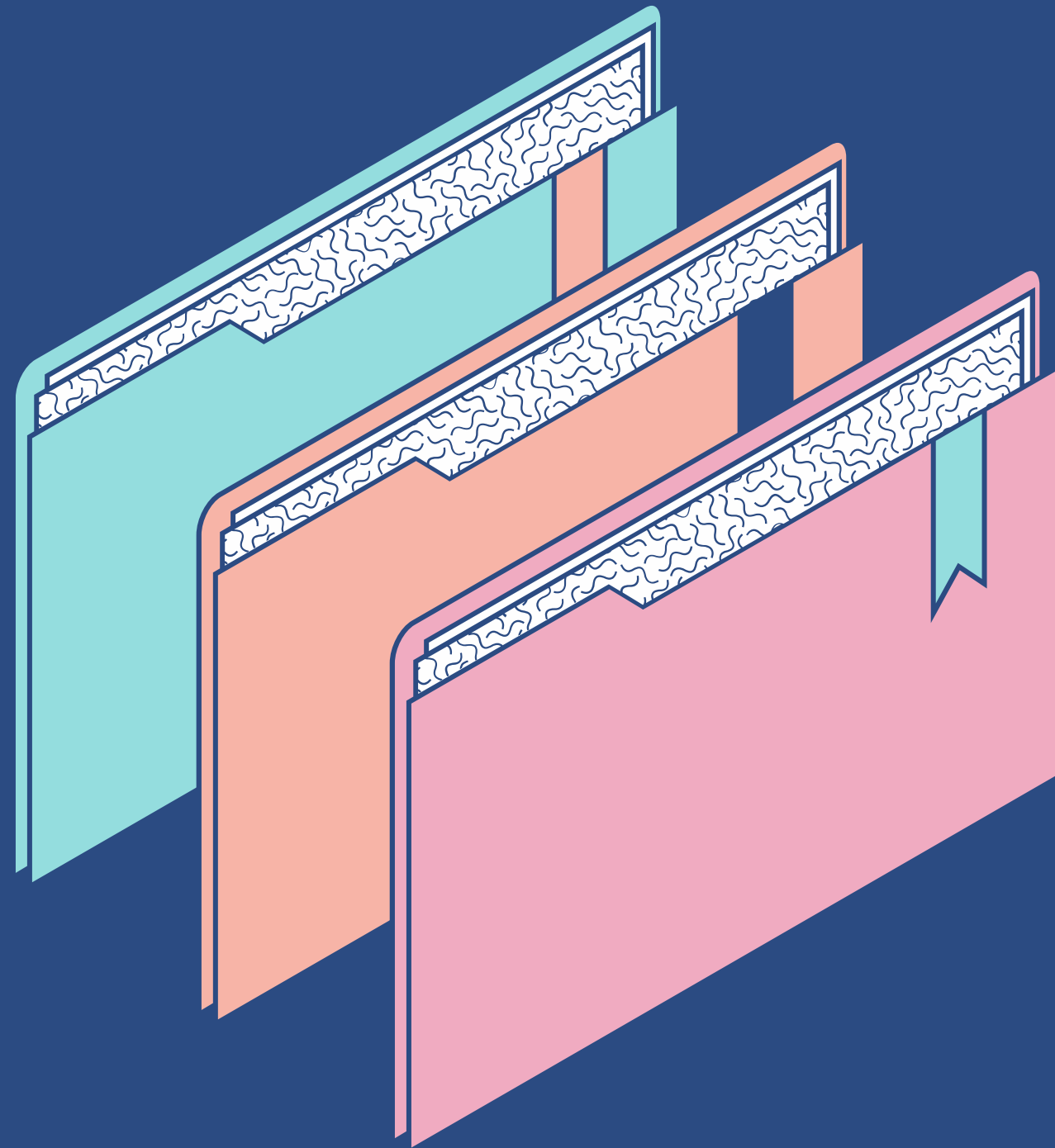




NICHOLAS B., MAYA T., & HANG L.

Vaccinating the Unvaccinated

A look at how to vaccinate mothers in rural Arkansas



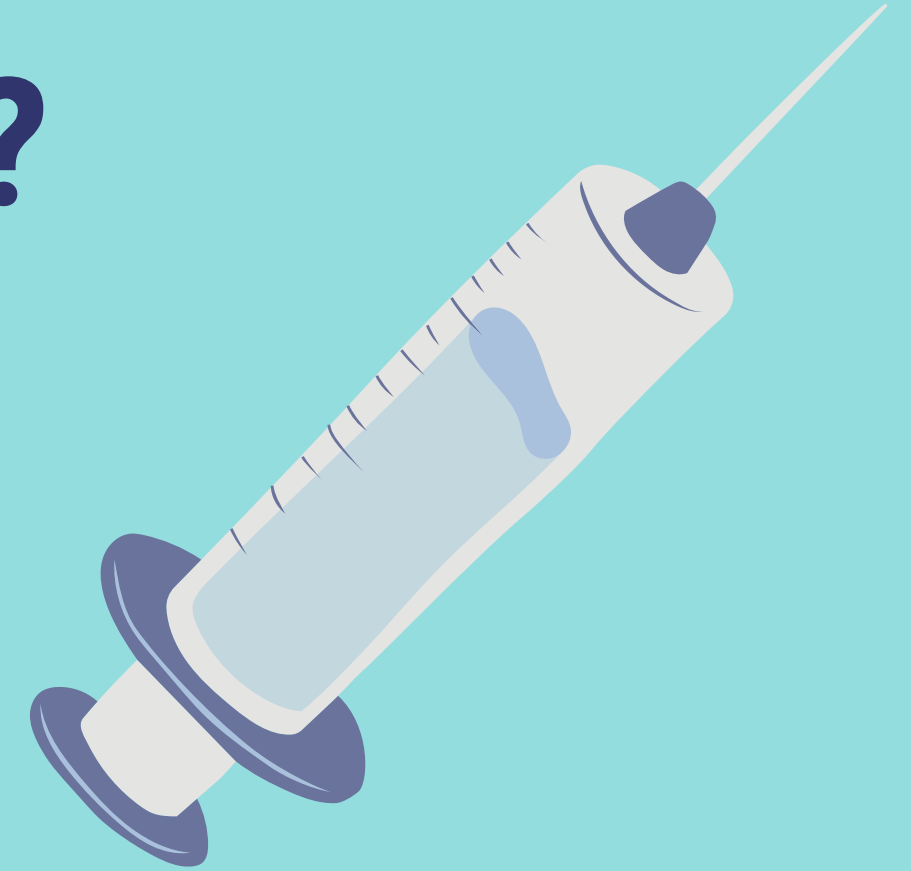
Agenda

THE STORY

- What's going on in Arkansas
- Meeting Mary
- Helping out
- Some housekeeping

What's happening in Arkansas?

- In Arkansas, 2,004,658 people or 66% of the state has received at least one dose.
- Overall, 1,635,655 people or 54% of Arkansas's population are considered fully vaccinated.
- Additionally, 640,958 people or 21% of Arkansas's population have received a booster dose.
- The Wait & See group stands at about 4%
- Jan 2022: State mandate was approved for health workers, but social restrictions are being lifted





An integrated marketing
& communications
campaign (and \$5M)
can help.

That's us.

Meet Mary

A MOTHER, A DAUGHTER, AN AMERICAN



Mary is a white woman aged 30-49 living in rural Arkansas. She graduated from public high school, and then got a job and has been helping with her dad's farm. She's a single mother with two boys.

Mary grew up in a Republican family, but never got into politics - until the past two elections, when her family really pressed their beliefs on her.

Mary's best friend's mother died from COVID-19 late last year, and recently, her father tested positive. She is scared and worried. She has started to weigh the pros and cons of the vaccine in order to protect herself and her kids.

“Family means everything to me. I would do anything for them, even if the decision was difficult.”

MARY



Who is Mary?

Mary is a mother.

She has two boys whom she adores. Really adores.

Mary is waiting & seeing

She's not against the vaccine, she's just not certain about it either.

Mary uses Facebook. A lot.

She's also on Instagram, but not as frequently and she doesn't use all the features.

Mary is a proud American.

She believes that she has the right to receive enough information and make her own informed decisions.

What does Mary want?

Family returns to the table

Family dinner is Mary's favorite time of the week. It's time to restart the tradition.

Her kids to be safe

Mary worries about her kids as she is a single mom and they rely solely on her. She wants to make the best decision for them so she knows they are safe and can start going to more social activities.

Mary makes the decision

Our campaign is structured so that Mary will make the decision to get vaccinated on her own terms so she feels confident in her decision and will persuade others to do so as well.



How can we give Mary what she wants?

Goal

Help end the COVID-19 pandemic by raising vaccination rates in low-vaccine areas, like Arkansas

Objective

Increase vaccination rates among women in the Wait & See vaccine category.
(5-7%)

Strategy

Appealing to her emotional side by playing into her desire to reunite the family

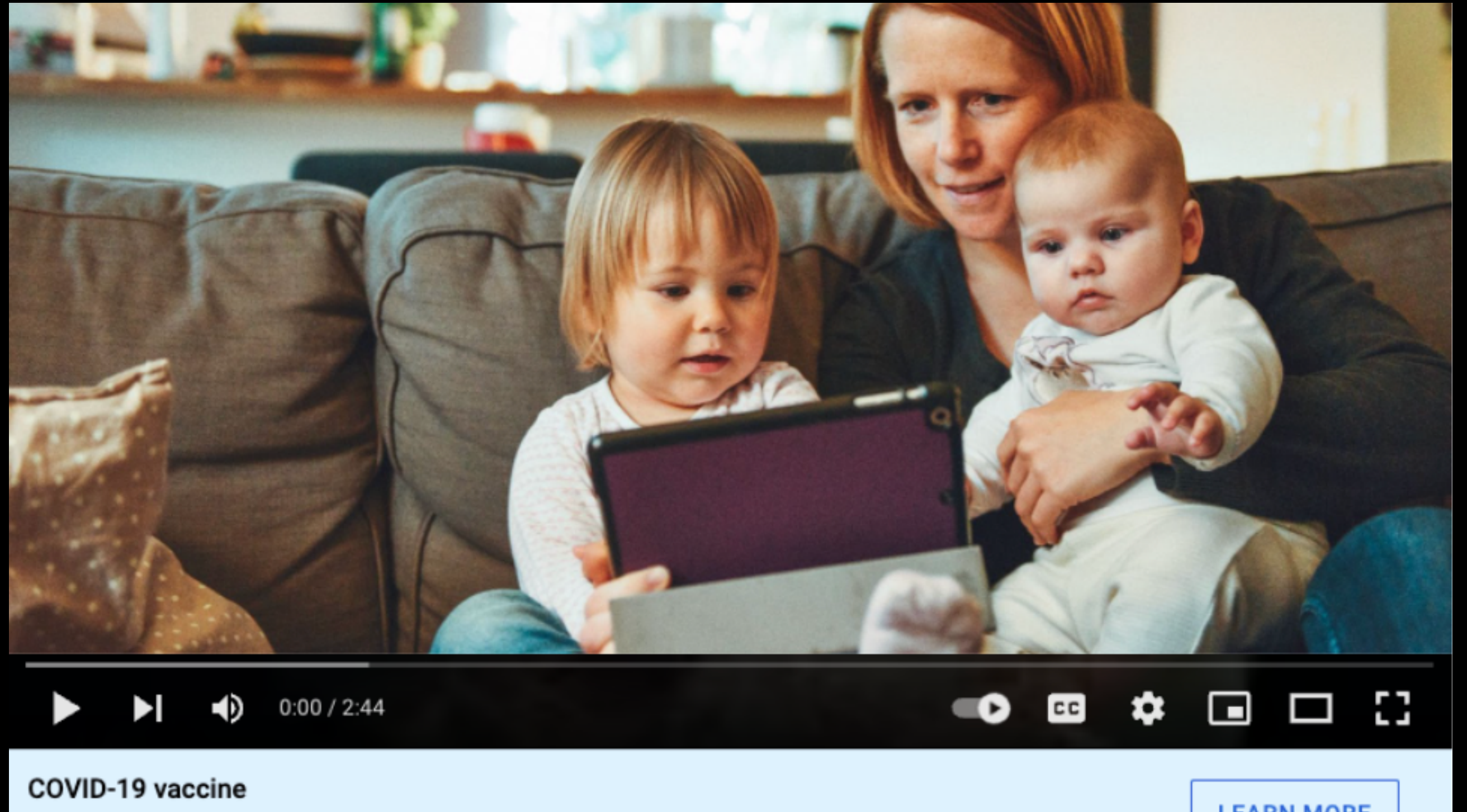
Tactics

Reaching women through video, TV, and social media ads in hopes they attend a vaccination event in their community

So we made a plan



And
developed a
video for
ads



To meet Mary where she is.



Instagram



Instagram *Variant*



Facebook

Including events in her area to get her over the line



Posters and QR codes



Video influencer attending



Giveaways



Jabs!

What is success?

Family dinner

Bringing Mary's family back to family dinner is the goal and it helps us stay grounded in the mission.

Vaccinations

This is at the core of the campaign itself and the number of vaccinations given will show the ROI.

KPIs

But we still have to make sure the videos are watched, people are clicking on the ads, and the targeting is working.

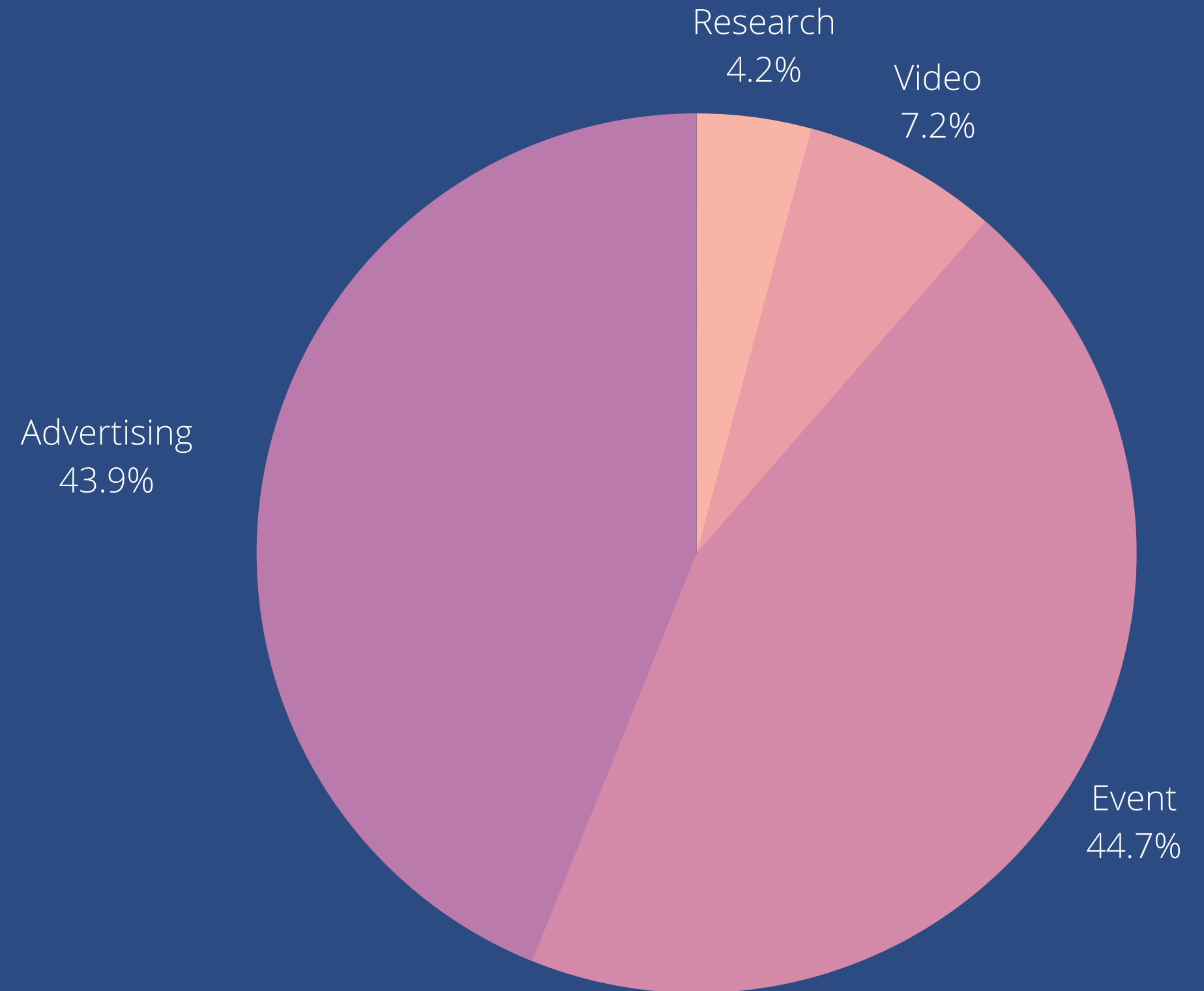
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We have a budget - and we want to be neither over nor under, which means allocating resources appropriately.

Budget

AS OF MAY 1

The high-level breakdown of
spending across our
campaign



**Do you have
any questions?**

