

COVID-19 VACCINE MESSAGING + MEDIA TRAINING

PRESENTED BY BEN KAPLAN





**We're a global marketing agency
with data-driven thinking in our DNA**

Full-service integrated marketing

Our work spans 48 marketing disciplines organized into 6 functional groups.

Communications

MEDIA RELATIONS	CORPORATE COMMUNICATIONS
ANALYST + INVESTOR RELATIONS	CORPORATE SOCIAL RESPONSIBILITY
GOVERNMENT RELATIONS	EXECUTIVE THOUGHT LEADERSHIP
EMPLOYEE ENGAGEMENT	CRISIS COMMUNICATIONS

Creative

BRAND IDENTITY	CONTENT MARKETING
CONSUMER EXPERIENCE	EVENT MARKETING
GRAPHIC DESIGN	VIDEO PRODUCTION
UI/UX DESIGN	COPYWRITING

Digital

SEO + SEM	SOCIAL MEDIA
PPC	INFLUENCER MARKETING
E-COMMERCE	AFFILIATE MARKETING
EMAIL MARKETING	WEB DEVELOPMENT

Advertising

MEDIA PLANNING	SHOPPER MARKETING
TV ADVERTISING	SPONSORSHIP MARKETING
PRINT ADVERTISING	DIRECT MARKETING
NATIVE ADVERTISING	AMAZON/YOUTUBE

Insights

BRAND STRATEGY	PULSE SURVEYS
MARKET RESEARCH	FOCUS GROUPS
MESSAGE VALIDATION	SOCIAL INSIGHTS
PRODUCT VALIDATION	ANALYTICS STACK

Growth

LEAD GENERATION	VIRAL MARKETING
INBOUND MARKETING	OUTBOUND SALES
MARKETING AUTOMATION	PERFORMANCE MARKETING
CONVERSION RATE OPTIMIZATION	GROWTH MARKETING



Ben Kaplan

CEO

- Has been featured as a guest on more than **5,000 TV and radio shows**
- Past regular contributor to **CNN, CNBC,** and **Fox News**
- Former **nationally syndicated columnist** and radio correspondent on finance and education topics



Sean Lansing

Group Director of Client Strategy

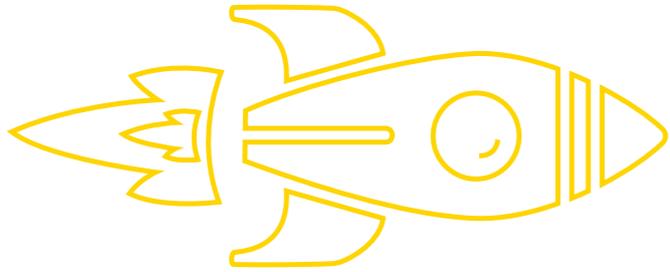
- 13 years of communications and public relations experience in the government and political space for candidates and elected officials and issue advocacy organizations.
- Experience booking, appearing on, and conducting training for local and national live and recorded TV, radio, and print interviews
- Specializes in political communications and crisis communications

Jackson Carpenter

Director of Integrated Marketing



- 10+ years of experience in multidisciplinary viral marketing and communications
- Experience on multiple state and local campaigns, including for Salt Lake City's first openly LGBTQ+ mayor
- Built marketing and communications strategies for over 100 organizations, both public and private



TODAY'S AGENDA:

1. Vaccine Messaging Objectives
2. Speaking to Target Audiences
3. Hitting Key Points
4. Effective Communication Tactics
5. Making Our Messages Stick
6. Tactics for Different Mediums



It's Worth a Shot



COVID-19 Vaccination Campaign Toolkit

The Campaign's Purpose

"It's Worth a Shot" is GMA's comprehensive public information campaign around the COVID-19 vaccine. This campaign was built to contribute

Campaign Tools

[COVID Vaccine Talking Points for Leaders](#)

This document is designed to help guide your communication around the COVID-19 vaccine.

[Media Tools](#)

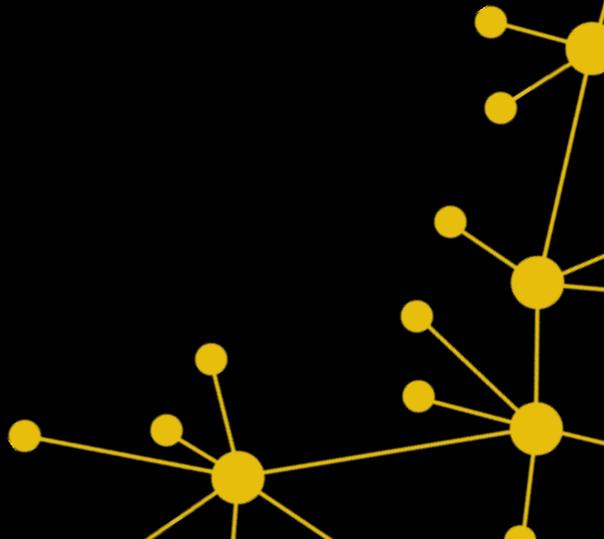
These resources include templates for a press release, editorial and public service announcements for you to customize and share accurate vaccine information.

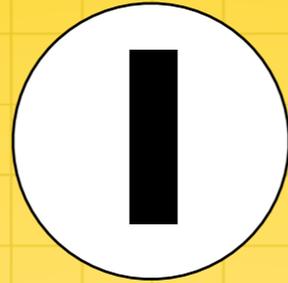
[Social Media Templates](#)

The Vaccine Social Media Toolkit is designed to serve Georgia's cities by providing the social media tools necessary to share the safety, efficacy and importance of COVID-19 vaccinations.



WHAT ARE THE TOP OBJECTIVES FOR VACCINE MESSAGING?





BRIDGE THE VACCINE SAFETY INFORMATION GAP

SAMPLE

The COVID-19 vaccine has been proven to be so safe—and effective—that three different vaccines have received FDA emergency use authorization.

The U.S. recently administered 4M+ doses in a single day.

While people across the globe are still dying from the COVID-19 virus, the vaccine can save lives.

2

**INOCULATE PEOPLE
AGAINST MISINFORMATION**

SAMPLE

The vaccine does not contain traces of the coronavirus.

It only triggers an immune response in your body, helping you defeat the virus.

The vaccine has zero impact on your DNA, and it does not contain a microchip of any kind nor any other harmful substances.

3

**SUPPLY LOGISTICAL DETAILS
AND ACTION STEPS**

SAMPLE

Communities across Georgia have vaccine supply that is far outpacing demand.

Now is the time to take your shot, and you can do so at multiple mass vaccination sites across the state.

4

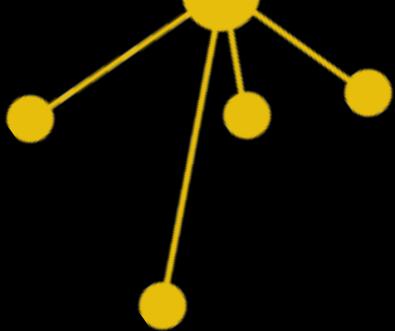
**BUILD TRUST AND CONFIDENCE
WITH KEY AUDIENCES**

SAMPLE

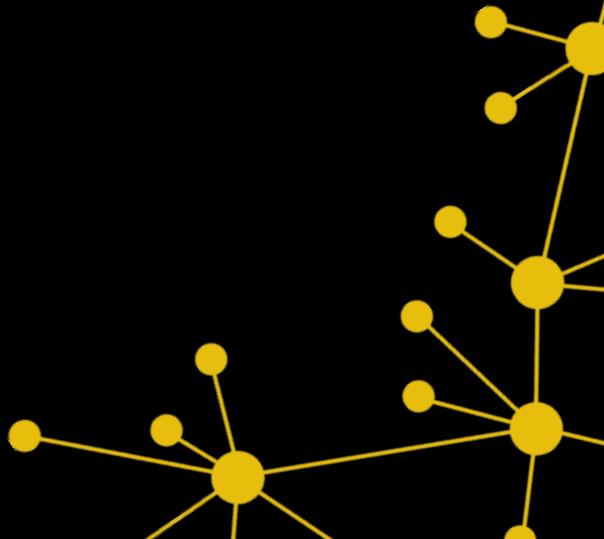
I understand that historic mistreatment of communities of color can make you hesitant—even skeptical—of the COVID-19 vaccine.

I see how these horrible incidents along with the disproportionate impact of the pandemic on communities of color over the past year can bring you little hope, but today's vaccine process is safe and effective.

You can trust this process.



5 KEY COVID-19 VACCINE AUDIENCES





HIGH-RISK INDIVIDUALS

Those who are at higher risk for catching COVID-19 — including the elderly and those with pre-existing medical conditions.

STRATEGY

You must convey to these individuals the dangers associated with refusing to receive the vaccine or **waiting too long**.

Refusing means sickness and death (for themselves and others), and **there is no reason to wait** given Georgia's ample vaccine supply.

Now is the time to take your shot.



UNDERSERVED COMMUNITIES

Those who may have less access to information and resources — including certain minority and rural communities.

STRATEGY

It is imperative that in addition to building trust with these communities, you arm them with as much information as possible and provide them with concrete, easy-to-follow action steps that will allow them to be vaccinated.

In addition to assuaging their concerns and fears, they have to know where to go and how to get their shot.



THE VACCINE HESITANT

Those who may not necessarily be anti-vaccine but may be hesitant to take it now because of concerns about safety or the speed of development.

STRATEGY

Similar to underserved communities, trust and education are paramount for this group. If they trust you but aren't educated against misinformation, they aren't going to take the vaccine.

And, if they are educated but don't trust you, that's not going to work either.



SKEPTICAL SPREADERS

Those who may not think they need the vaccine or don't plan to take it — such as young people or college students.

STRATEGY

Perhaps more than any other group, these are the individuals who must understand what is at stake.

Even if you don't think the virus is going to negatively impact your own health, you are probably going to care if you have to spend another year quarantining and away from your friends, family, and favorite social activities.



PRO-VACCINE INFLUENCERS

Those who will definitely get the vaccine but could do so in a more public way that influences others.

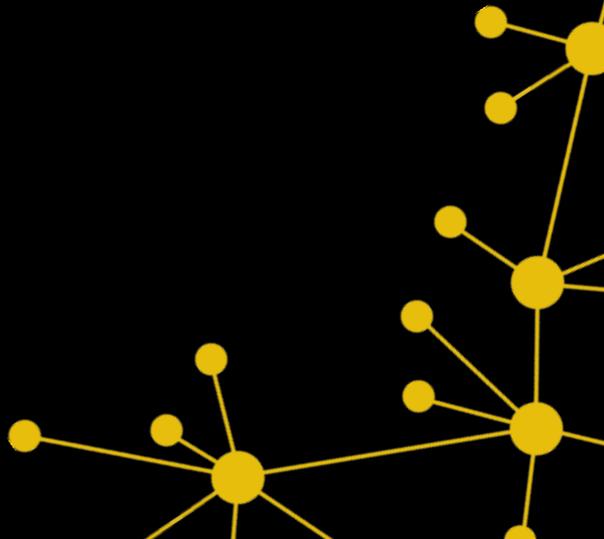
STRATEGY

For this group, you must appeal to their duty and faith toward their community. Just a single person speaking out about the positives of the vaccine or openly sharing with others that they took their shot can have a domino effect on their friends and family in the community.

The best way to establish trust with others is to show that you have done it too.



UNDERSTANDING THE 5 TYPES OF COVID-19 VACCINE MESSAGE POINTS





DATA POINT

Provide a fact, statistic, or other noteworthy tidbit that informs or enlightens.

DATA POINT

More than **17,000 Georgians** have died due to Covid-19.

Out of the **2.5 million Georgians** who have taken the vaccine, **not a single one has died.**

COVID claims lives, the vaccine saves them.



ANALYSIS

Interpret the facts and explain the ‘why’ behind the story or news.

ANALYSIS

Georgia **ranks near the bottom** in the U.S. for percentage of vaccines that have been administered relative to doses.

If Georgia's vaccine allotment continues to go unused, this will **prolong our personal and economic suffering**.



ANECDOTE

Provide a story that brings a particular point to life in an interesting and memorable way.

ANECDOTE

I want to go to a **local diner or coffee shop** *without worrying.*

I want to go to **concerts and festivals** *without thinking twice.*

What I really want to do is **hug my parents and grandparents** *without even the smallest hint of fear.*

Taking the vaccine **is the fastest path** *to get our lives back.*

4

PREDICTION

Extrapolate past news and trends to project what will happen in the future.

PREDICTION

If we can raise our percentage of vaccine doses administered from one of the lowest states to one of the highest, we'd have more than **2 million more doses administered right now.**

That alone, could shorten our path back to normalcy by **3-6 months.**



ACTION STEP

Provide actionable tips or suggestions on what people can do next or in a specified time frame.

ACTION STEP

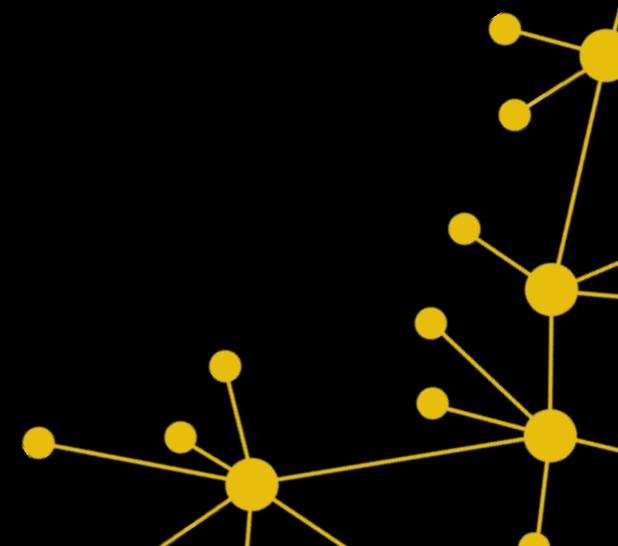
The Georgia Department of Health has created a Georgia Mass Vaccination Site Registration. **You need to get pre-registered now.**

But after you do that, there's one more thing you need to do: **You need to tell your friends that you did it, you need to post it on social media, and shout it from the rooftops.**

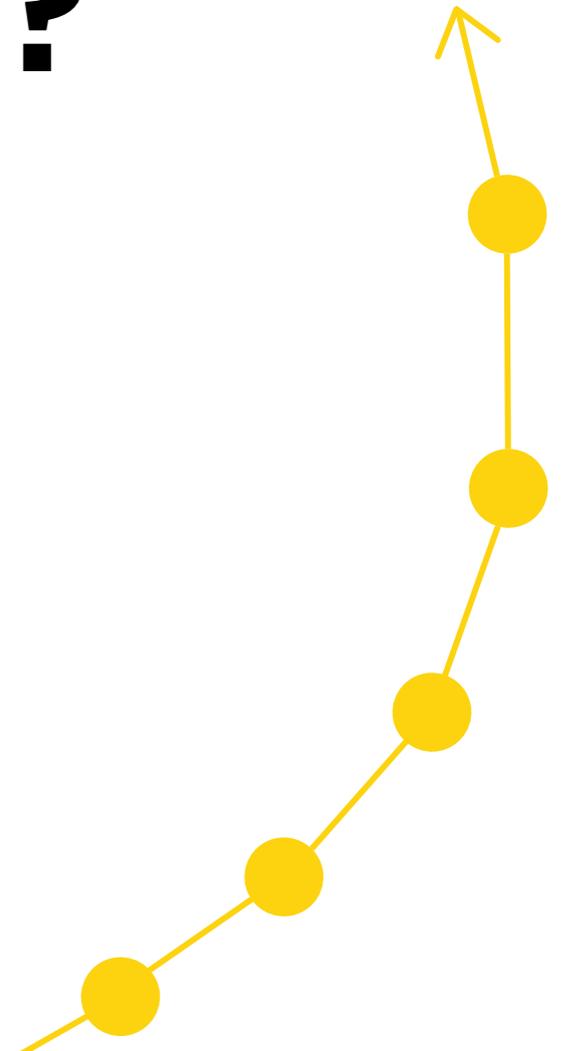
To get *immunity*, let's be a *community*.



HOW CAN WE BETTER COMMUNICATE OUR MESSAGE?



WHAT MAKES AN IDEA EASY TO SPREAD?



WHAT MAKES AN IDEA EASY TO SPREAD?



SIMPLE

WHAT MAKES AN IDEA EASY TO SPREAD?

A decorative network diagram on the left side of the slide, consisting of several grey circles of varying sizes connected by thin grey lines, resembling a social or organizational network.

SIMPLE

SURPRISING

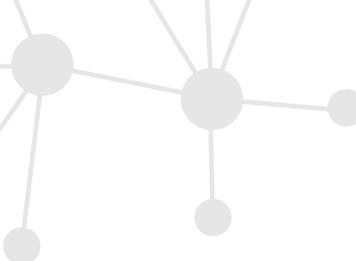
WHAT MAKES AN IDEA EASY TO SPREAD?

SIMPLE

SURPRISING

SIGNIFICANT





“mRNA technology has been in development for 30 years”

SIMPLE

LONGER = SAFER

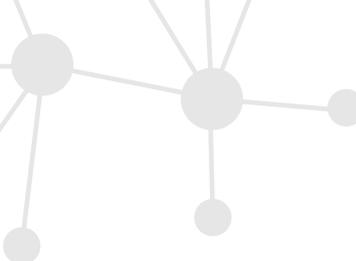
SURPRISING

**IT WASN'T INVENTED
YESTERDAY**

SIGNIFICANT

**IT'S EMPOWERING
OUR VACCINES**





“SPEED OF VACCINE DEVELOPMENT MADE IT MORE SAFE”

SIMPLE

FASTER = SAFER

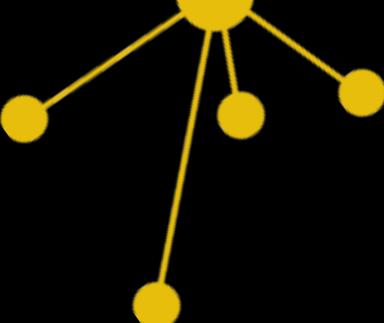
SURPRISING

**SPEED DOESN'T MEAN
CUTTING CORNERS**

SIGNIFICANT

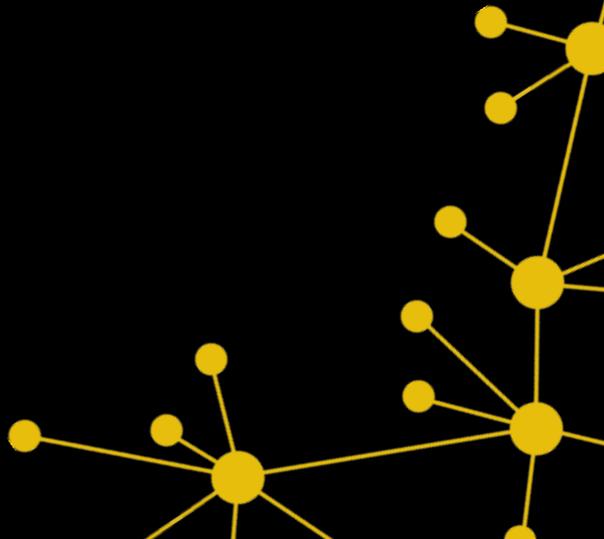
**MORE REAL WORLD
TESTS IN LESS TIME**





HOW TO INCREASE CLARITY AND QUOTABILITY

Build an organized thought flow into your speech patterns that make your COVID-19 vaccine points easier to track and comprehend.





THE COUNTER

“There are three main reasons we can feel confident that the vaccine is safe....”



THE MYTH BUSTER

“Some people think the vaccine is only important for the elderly, but the truth is actually that....”



THE SHOCKER

“Did you know that the COVID-19 vaccine is...”

“Can you believe that vaccine availability is...”

4

THE KICKER

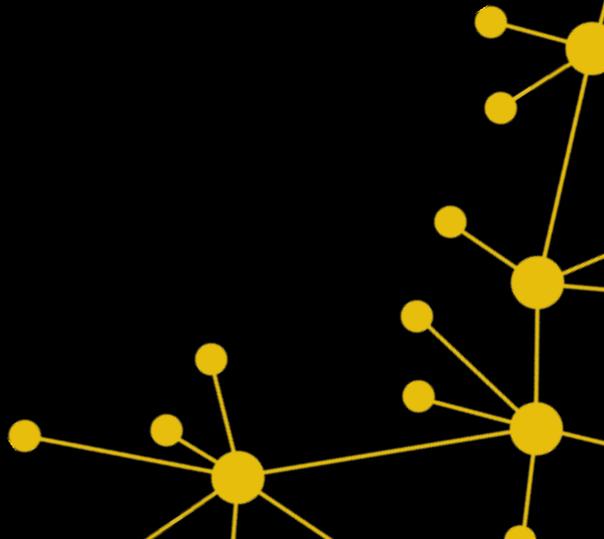
“The key point about the vaccine everyone misses is...”

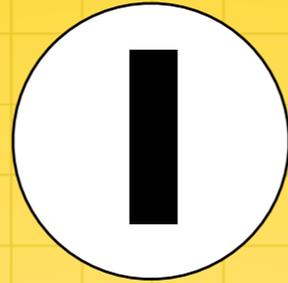
“If there is one vaccine takeaway to remember, it is...”



LEVERAGING KEY COMMUNICATION CHANNELS

We can reach a greater audience by maximizing the strengths of each communication channel.





MASS MEDIA

Package information with a great headline and a way for media outlets to easily use it.

2

SOCIAL MEDIA

Think visually and combine personal stories with data points or action steps to achieve greater reach.

3

INFLUENCER MARKETING

Use a combination of multiple tiers of macro, micro, and nano influencers to extend your audience reach.

4

DIGITAL MARKETING

One size doesn't fit all: Micro-target and re-target each audience with specific messages that will activate key emotions.

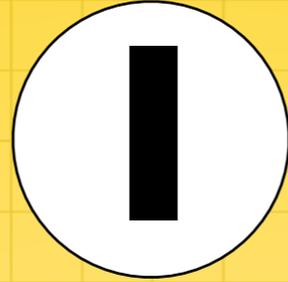
5

COMMUNITY ORGANIZATIONS

Provide materials in a format (newsletters, e-mail blasts, push notifications) that each organization already uses to communicate with their members.

STRATEGIES FOR TV

Typical format is **2-4 minutes** for live interviews and **30-60 seconds** for edited taped segments.



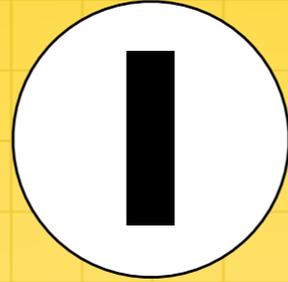
**SEQUENCE KEY 'SOUNDBITES' TO
SUMMARIZE YOUR MAIN POINTS**

2

AVOID RAMBLING ANSWERS
(ESPECIALLY ON TOUGH QUESTIONS)

STRATEGIES FOR RADIO

Typical format is **5-10 minutes** for live interviews and **20-30 minutes** for shows in which you take caller questions.



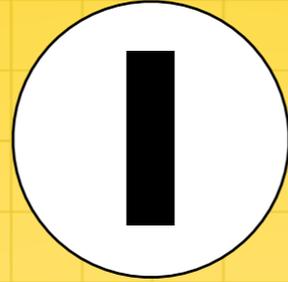
**PREPARE AN ANECDOTE THAT
EXEMPLIFIES EACH POINT**

2

**CREATE MORE INTERACTION
BY ASKING HOSTS QUESTIONS
ABOUT THEIR OWN EXPERIENCE**

STRATEGIES FOR PRINT + ONLINE

Typical format can vary based on whether you are the focus of the article or a supporting commenter or expert.



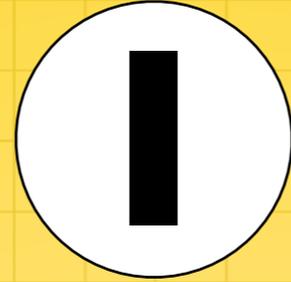
**MAKE IT EASY FOR THE REPORTER
TO TAKE GOOD NOTES**

2

**SLOW DOWN YOUR SPOKEN CADENCE
WHEN YOU WANT TO BE QUOTED**

STRATEGIES FOR SOCIAL MEDIA

Typical format can vary based on whether the social network is Facebook, Instagram, Twitter, TikTok, YouTube, or more.



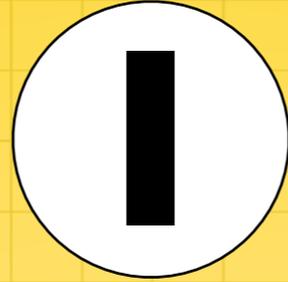
**THINK VISUALLY TO ACHIEVE
HIGHER ENGAGEMENT**

2

**MAKE IT TIMELY TO DRIVE MORE
SOCIAL SHARING**

STRATEGIES FOR INFLUENCER MARKETING

This can work for influencers across blogging, podcasting, social platforms, and in local communities.



**UTILIZE GROUPS OF INFLUENCERS
INSTEAD OF INDIVIDUALS**

2

**PROVIDE GUIDELINES BUT LET
INFLUENCERS FIND THEIR OWN VOICE**



Questions?

ben.kaplan@topagency.com

A row of ten matches is shown against a dark background. The match on the far left is lit, with a bright yellow and orange flame rising from its tip. The other nine matches are unlit, with their dark, rounded heads pointing upwards. The text 'top government' is centered in the upper half of the image, with 'top' in white and 'government' in yellow.

top government