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Planning committee discussed conflict of interest with each presenter to ensure there is no bias.

Content will not include any discussion of the unlabeled use of a product or a product under investigational use.

CDC did not accept commercial support for this continuing education activity.
Digital Media for Vaccination Promotion with Youth: Exploring the Power of Games, Videos, and Animated Infographics

Atlanta, GA
Hyatt Regency--Galleria 6
May 16, 2018
Panelists

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HMA Associates, Inc.

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Deputy Manager
Kauffman & Associates

Charles Martin
Communications Director
HMA Associates, Inc.
Objectives

Upon completion of the session, participants will be able to:

- Identify resources to develop digital media strategies to promote vaccination uptake among youth
- Access digital tools to implement locally for immunization promotion
- Discuss opportunities to replicate digital media plan and strategies that will increase vaccination uptake
CHANGE
Background

WHY DIGITAL MEDIA?    EXPOSURE    TWO WAY COMMUNICATION    STORY DRIVEN
Cultural competency is an important factor in creating messages that resonate with a target audience.

Messaging platform is equally as important in reaching segmented audiences.
Mobile Platform Strategy

- 45 million plus members in the United States
- Exclusive gaming partner for Univision Mobile
- Targeting capabilities by: age, gender, ethnicity, location, demographic
Mobile Platform Strategy

- Largest U.S. Hispanic-focused digital music platform with over 26 million monthly subscribers
- Combines location intelligence, predictive targeting, and programmatic delivery to drive engagement
Mobile Game

- Timed-memory game through Mocospace
- Word match-related message after pairing words
- Concluding overarching flu message once all matches are identified
- Call to action to visit cdc.gov/flu or http://espanol.cdc.gov/enes/flu/
Mobile Game

Find pairs of words under the following tiles, and find out how to protect your family and friends from the influenza this season:

1 2 3
4 5 6
7 8 9

Find pairs of words under the following tiles, and find out how to protect your family and friends from the influenza this season:

Treat Protect Flu
Prevent Treat
Flu Protect Prevent
Mobile Game

Find pairs of words under the following tiles, and find out how to protect your family and friends from the influenza this season:

Find pairs of words under the following tiles, and find out how to protect your family and friends from the influenza this season:

Find pairs of words under the following tiles, and find out how to protect your family and friends from the influenza this season:

Find pairs of words under the following tiles, and find out how to protect your family and friends from the influenza this season:

Treat 2 3
Flu antiviral medicine can treat flu illness.

Treat 2 3
Getting a flu vaccine is the best way to prevent flu.

Treat 2 Flu
Prevent spreading the flu. Stay home if sick. Cover coughs & sneezes.

Treat Protect Flu
Protect your kids from flu. Get your family vaccinated yearly.
Get a flu vaccine for everyone in your family 6 months & older. If sick from the flu, antiviral medicine can treat flu. Click here for more information www.cdc.gov/flu
Mobile Game

Protect yourself, family and friends.

Get a flu vaccine each year.

Flu antiviral medicine can treat flu illness.

For more information visit www.cdc.gov/flu

Click here for game sample
Digital Banners

- Outside of gaming and music platforms, used geo-fencing (GPS positioning) to reach target audiences in places where health messages would resonate most (e.g., at pharmacies and/or doctor offices)
- Targeted specific demographics at or around target locations (e.g., Hispanic women 18-30)
- Selected target markets based on locations with significant population diversity and vaccination access points.
Digital Banners

- Visually engaging rotating/animated mobile banners with flu vaccination key messages and a call to action
- Banners placed between game levels on Mocospace, after songs played on Batanga and within app content on Moasis
- Geo-targeted by specific demographics based on target audiences
Digital Banners

Are you ready for...

FLU Season?

Get your yearly flu vaccination to...

protect yourself and your loved ones.

For more information visit www.cdc.gov/flu
Evaluation

- Performance tracking on mobile game and audio banners:
  - Click Through Rate (CTR)
  - Impressions (reach)
  - Clicks
## Results

### Mocospace: Overall Game Performance (300x250 interstitial)

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Played the game</td>
<td>371,366</td>
</tr>
<tr>
<td>Game completion percentage</td>
<td>21.44%</td>
</tr>
<tr>
<td>Games completed</td>
<td>72,882</td>
</tr>
<tr>
<td>Players that stayed on CTA page after completion</td>
<td>2,624</td>
</tr>
<tr>
<td>Clicks on the CTA banner</td>
<td>417</td>
</tr>
<tr>
<td>CTR</td>
<td>15.3%</td>
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</table>

### Mocospace: 320x50 Overall Banner Performance

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>1,921,096</td>
</tr>
<tr>
<td>Clicks</td>
<td>8,331</td>
</tr>
<tr>
<td>CTR</td>
<td>0.45%</td>
</tr>
</tbody>
</table>
Results

Overall Banner Performance

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>1,306,118</td>
</tr>
<tr>
<td>Clicks</td>
<td>4,798</td>
</tr>
<tr>
<td>CTR</td>
<td>0.37%</td>
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</tbody>
</table>
# Results

## Overall Banner Performance

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>1,253,905</td>
</tr>
<tr>
<td>Clicks</td>
<td>4,255</td>
</tr>
<tr>
<td>CTR</td>
<td>0.34%</td>
</tr>
</tbody>
</table>

## 320x50 Overall Hispanic English Banner Performance

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>312,437</td>
</tr>
<tr>
<td>Clicks</td>
<td>1,007</td>
</tr>
<tr>
<td>CTR</td>
<td>0.32%</td>
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## 320x50 Overall Hispanic Spanish Banner Performance

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>313,422</td>
</tr>
<tr>
<td>Clicks</td>
<td>1,068</td>
</tr>
<tr>
<td>CTR</td>
<td>0.34%</td>
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</table>

## 320x50 Overall African American Banner Performance

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>628,046</td>
</tr>
<tr>
<td>Clicks</td>
<td>2,180</td>
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<tr>
<td>CTR</td>
<td>0.35%</td>
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</table>
Lessons Learned

- Engaging Latina and African American young women through mobile platforms is a cost/effective strategy.
- Banners and game must be visually appealing, provide important flu information and have a strong call to action to have better engagement.
- There isn’t a one size fits all approach, each platform requires a different tactic for best results. For example, larger sized banners may work best in one platform while smaller banners may do better in another.
- Modifying tactics as you implement a campaign helps optimize results.
ANIMATED INFOGRAPHIC
African American adults (18 years and older) have a lower flu vaccination rate (41.5%) than white adults (47.4%)

Many misconceptions prevail within African American communities about the health benefits of flu vaccination (i.e. the flu shot gives people the flu)

Many African American young adults do not take preventive health measures given a low perception of risk associated with the flu
Create an animated infographic that resonates with African American young adults, addresses the risk of not getting vaccinated against the flu, and reinforces the benefits of annual immunization
The tone had to be realistic but not overly preachy

The data and facts needed to be logical and direct but presented in such a manner that a metaphor can be integrated as a means of visually engaging the target audience
Animated Infographic Testing

- During the development phase, we had partners review the infographic characters
- Received feedback on the cultural appropriateness of characters
- Crafted a dissemination plan to encourage partners to share the animated graphic
Animated Infographic

This flu season protect yourself, your family, your friends, and your community from the flu.
DIGITAL MESSAGING
Digital Messaging for Vaccine Promotion

Get vaccinated

Measles, Whooping Cough, and Shingles are much scarier than any common zombie.
Caring needs
NO EXCUSE

Remind parents about the benefits of HPV vaccine for their children 11-12 years of age.
Digital Messaging for HPV Promotion

Forget the Cooties
Think about HPV

Get protected against cancer.
Two shots can save your life
Talk to a doctor!
Animated Graphic Novel

- Design for young adults
- Symbols
  - Bear
  - Heart
  - Mother

Themes
- Family
- Love
- Myths
LEVERAGING RESOURCES
Bear Takes on Life of Its Own

Un Amor Perdido
A Lost Love
Based on a gripping true story of a family's love and loss...

Flu-ouise says "BOO" to the FLU

Spirit of Life Christian Church

Treat or Tease
• Cultural responsiveness is a key factor to engage audiences digitally
• Develop a marketing plan that leverages digital communication strategies with your partners’ outreach efforts
• Take the time to research messages and visuals substantially with diverse audiences
Thank you!

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