

VACCINES CAMPAIGNS – FINAL REPORT

Fiscal Year 2025-2026

Idea marketing

TABLE OF CONTENTS

Project Overview.....3

Research Recap.....7

Creative Concepts.....49

Creative Delivery.....66

Media Plans.....235

Campaign Analysis.....288

Paid Media Performance.....335

- Respiratory Paid Media.....347
- Childhood Paid Media.....410
- Vaccines Save Lives Paid Media.....517
- Adolescent Paid Media.....560

Recommendations.....621



PROJECT OVERVIEW

idea marketing

2025-2026 FISCAL YEAR IMPACT AT-A-GLANCE

1,909

RESEARCH PARTICIPANTS

14 focus groups, 4 in-depth interviews, and 5 quantitative research studies conducted to inform communications and creative strategies.

1,373

TOTAL ASSETS DELIVERED

A comprehensive, multigenerational system of creative assets addressing misconceptions and barriers to vaccination.

4

CAMPAIGNS LAUNCHED

Planned and executed paid media efforts for Seasonal Respiratory, Childhood, Adolescent, and Vaccines Save Lives, with 15 sub-campaigns (e.g., Pregnancy, Measles, etc.).

181.2M

PAID MEDIA IMPRESSIONS

Impressions outperformed FY24–25 by over 340%, while the media budget increased by 98%.

120%

INCREASE IN EFFICIENCY

Delivering 120% more impressions per media dollar than FY24–25, as CPM decreased 55% (from $11.39 to $5.17.)

580K

CLICKS

Despite being optimized towards impressions, all paid media efforts received a high level of engagements with over 580 thousand clicks.

PROJECT BACKGROUND

THE CHALLENGE:

- In the wake of the COVID-19 pandemic, vaccine distrust and hesitancy increased across the U.S., contributing to lower vaccine confidence and uptake.
- In Colorado, the challenge was to maintain and increase vaccination rates to reduce the spread and resurgence of vaccine-preventable diseases.

THE RESPONSE:

- Developed a multigenerational communication effort aimed at building trust in vaccines and motivating uptake of recommended vaccines statewide.
- Created a comprehensive system of research-driven messaging strategies and communication assets tailored to different audiences.
- Deployed the assets through multilayered campaigns across the state.

PROJECT AT-A-GLANCE

RESEARCH

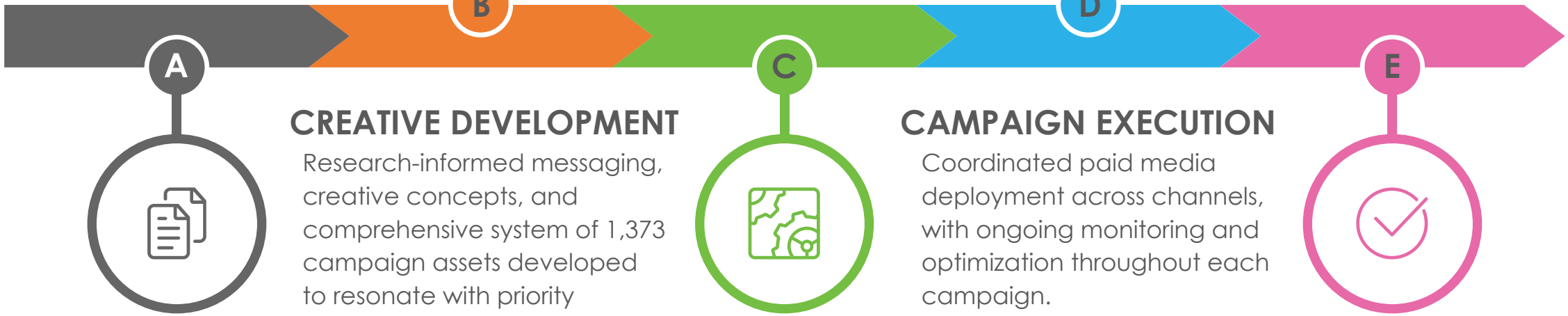
Primary and secondary research to uncover audience insights, barriers, and motivators that shaped campaign strategy and messaging.

MEDIA PLANNING

Five (5) audience-specific media plans combining strategic media mixes and multilayered channels to maximize reach, frequency, and impact.

CAMPAIGN EVALUATION

Performance analysis and reporting to measure results, identify learnings and strengths, and inform and optimize future efforts.



CREATIVE DEVELOPMENT

Research-informed messaging, creative concepts, and comprehensive system of 1,373 campaign assets developed to resonate with priority audiences.

CAMPAIGN EXECUTION

Coordinated paid media deployment across channels, with ongoing monitoring and optimization throughout each campaign.

RESEARCH RECAP

Idea
marketing

From Good Ideas to Great Results

www.TheIdeaMarketing.com

RESEARCH ACTIVITIES – AT-A-GLANCE

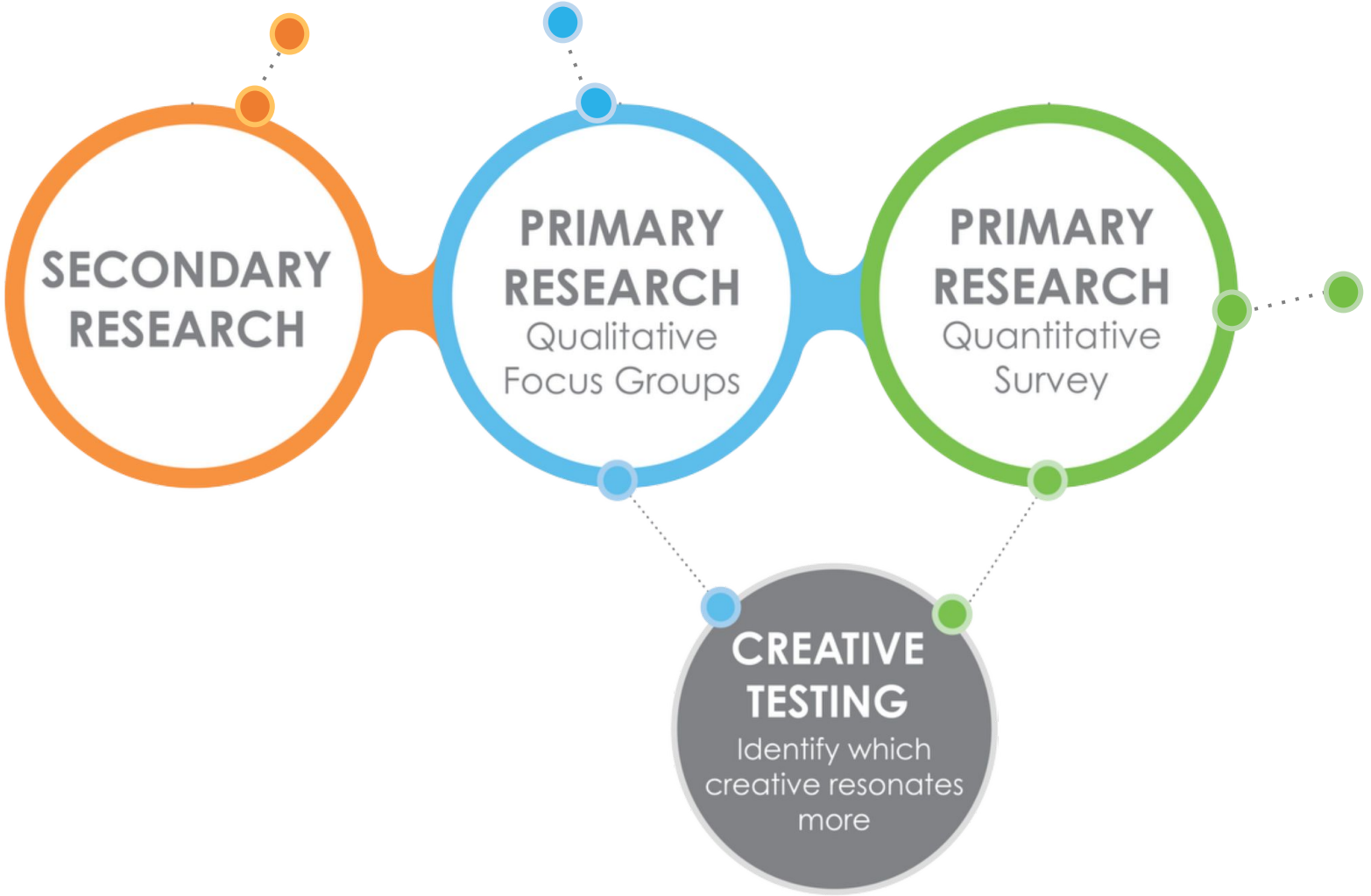
- To stop losing ground and encourage the uptake of recommended immunizations across Colorado, intensive research was necessary to inform the overall project strategy from the start.
- Both secondary and primary research methods were conducted to identify key insights about vaccine messaging and opinions on vaccines throughout the state.

RESEARCH RECAP – AREAS

Understand Public Perceptions and Knowledge	Assess awareness, misconceptions, and knowledge gaps about respiratory, childhood, and adolescent vaccines.
Evaluate Risk Perception	Examine how people weigh illness risks against vaccine effectiveness and safety.
Identify Barriers to Vaccination	Explore logistical, psychological, or behavioral obstacles to vaccine uptake.
Determine Vaccination Motivators	Identify key drivers that encourage vaccination, including possible messaging or incentives.
Assess Misinformation Impact	Analyze how misinformation influences vaccine hesitancy and decision-making.
Identify Trusted Information Sources	Determine the most trusted sources and channels for vaccine information.

RESEARCH RECAP – COMPONENTS

Gauge perceptions and understand behaviors related to vaccines.



Fill information gaps from qualitative and secondary research, and provide numeric validation to previous findings.

SECONDARY RESEARCH RECAP



Campaigns Reviewed

82 Researched vaccination initiatives in Colorado, other states, and internationally for respiratory, childhood, and adolescent vaccines, and Somali and Ukrainian audiences.



Studies Reviewed

22 Analyzed peer-reviewed research studies and academic literature to identify communication challenges, opportunities, key motivators, and barriers to vaccines.



Data & Trend Analysis

Analyzed data findings to identify patterns, trends, and key insights, while also comparing data from various sources.

PRIMARY RESEARCH RECAP



- **Goal:** Gather in-depth insights from Colorado adults and parents of children about their awareness, intentions, motivators, and barriers related to vaccinating themselves or their children.
- **Format:** Focus groups were scheduled for each vaccination effort (i.e., respiratory, childhood, adolescent, niche audiences) to gain insights from target audiences.
- **Audiences:** Focus groups had a diverse mix of participants from various locations across Colorado, including people from different racial and cultural backgrounds.

PRIMARY RESEARCH RECAP (CONT.)



Participants

131 focus group participants, eight (8) interview participants, 1,430 quantitative survey participants, and 340 creative testing participants.



Focus Groups

14 focus groups were conducted with 131 Coloradans across a variety of audiences.



In-depth Interviews

Four (4) in-depth interviews were conducted with eight (8) community leaders and parents from niche audiences.



Quantitative Surveys

Five (5) quantitative studies were conducted across urban and rural Colorado.

QUALITATIVE RESEARCH RECAP – RESPIRATORY

Eight (8) 60- to 75-minute seasonal respiratory vaccines focus group sessions were conducted via Zoom.

70 Focus Group Participants								
Session	Denver Metro	English-Speaking Parents	Colorado Springs	African American	60+	Spanish-Dominant	Rural	Spanish-Dominant Parents
# of People	10	6	7	7	10	12	6	12

QUALITATIVE RESEARCH RECAP – CHILDHOOD

Four (4) 60- to 75-minute childhood vaccines focus group sessions were conducted via Zoom.

42 Focus Group Participants				
Session	**English Parents (0-2)**	**Spanish Parents (0-6)**	**Pregnant People**	**English Parents (3-6)**
# of People	**10**	**12**	**8**	**12**

QUALITATIVE RESEARCH RECAP – ADOLESCENT

Two (2) 60- to 75-minute vaccines for adolescents focus group sessions were conducted via Zoom.

19 Focus Group Participants		
Session	**Spanish-Dominant Parents (10-16)**	**English Parents (10-16)**
# of People	**8**	**11**

QUALITATIVE RESEARCH RECAP – NICHE

Four (4) one-on-one in-depth interviews with eight (8) key stakeholders were conducted via Zoom. All interviews were conducted in English.

These interviews were designed to gain a better understanding of the motivators, barriers, and other factors contributing to immunization decisions among Somali and Ukrainian communities.

	Somali Speakers		Ukrainian Speakers	
Number of Interviews	Two (2) Interviews		Two (2) Interviews	
Participants	Two (2) Community Leaders	One (1) Parent	Three (3) Community Leaders	Two (2) Parents

QUANTITATIVE RESEARCH RECAP

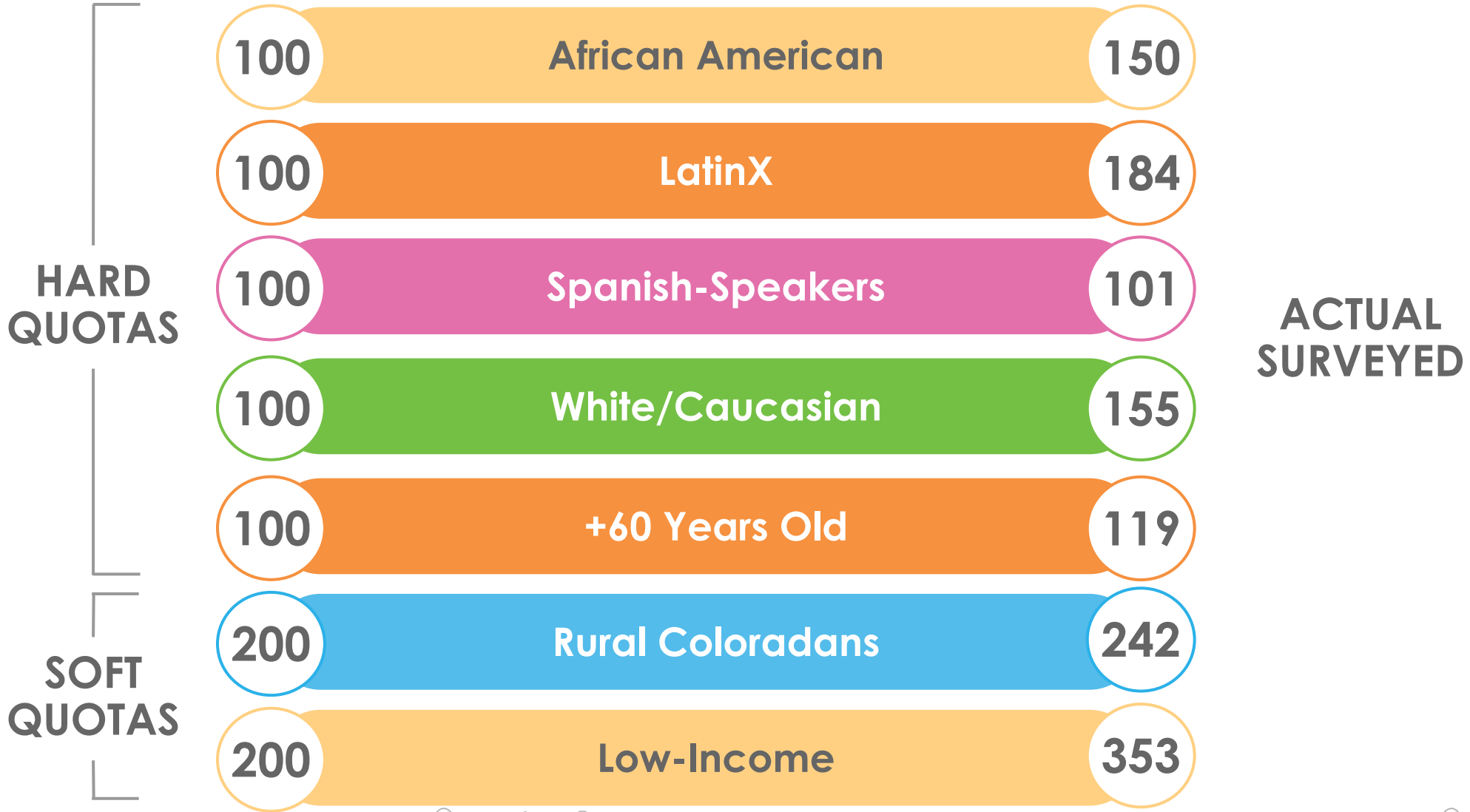
Three (3) quantitative audience research were conducted for Seasonal Respiratory Vaccines, Childhood Vaccines, and Adolescent Vaccines with **1,430** total participants.

Sample sizes differed for each quantitative effort, but the following criteria and parameters were applied to all efforts:

- **Research Mode:** Quantitative online survey conducted using panels.
- **Survey Duration:** Approximately 12 minutes to complete.
- **Oversampling:** Priority populations were oversampled to ensure statistically significant data.
- **Data Processing:** Data quality evaluation, including checks for inconsistencies and incomplete responses, was conducted.
- **Statistical Analysis:** Inferential statistics, including chi-square tests, were also performed.

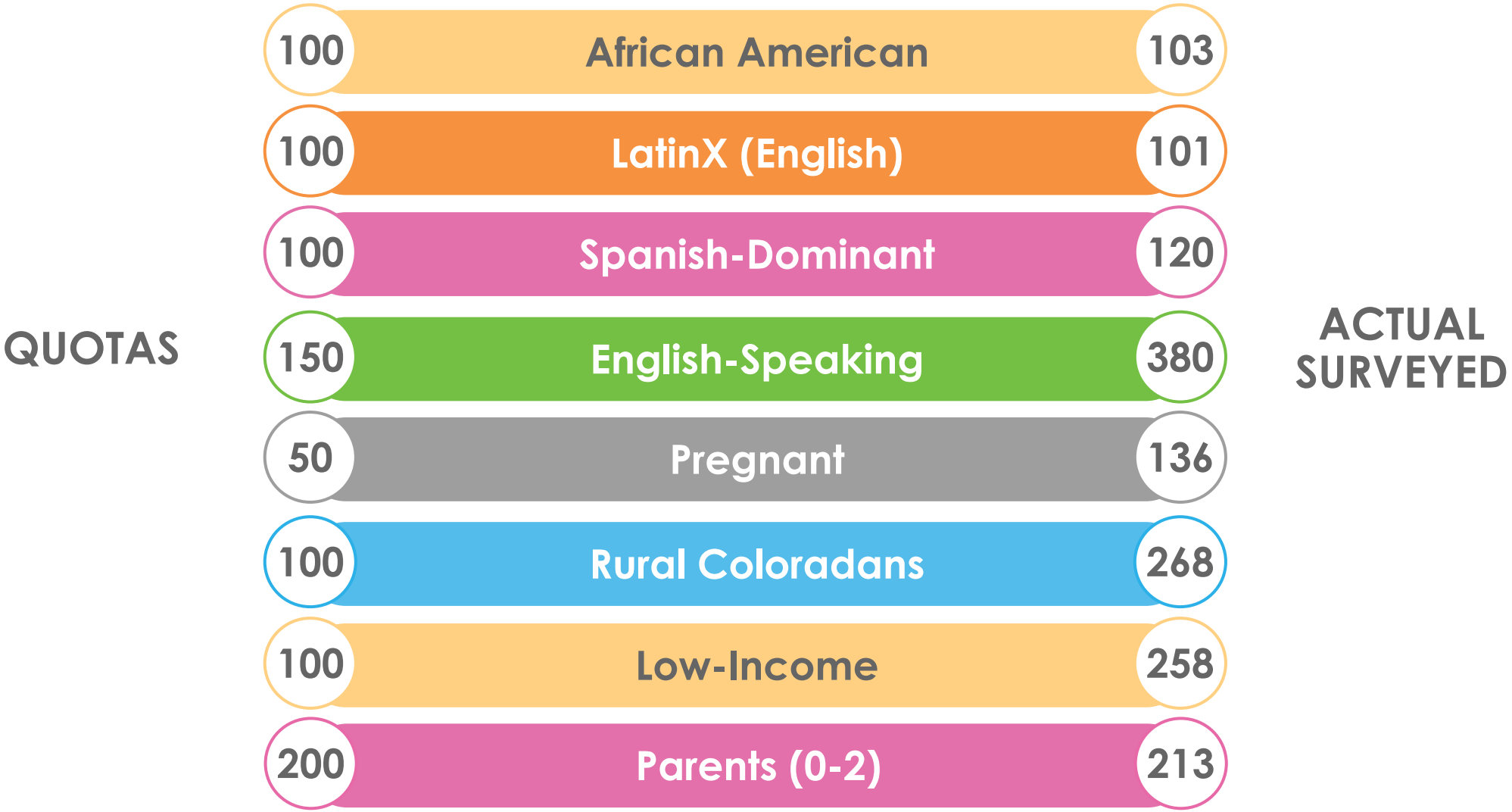
QUANTITATIVE RESEARCH RECAP – RESPIRATORY

Sample Size: 550 respondents with a 95% confidence level and a **±4** point margin of error.



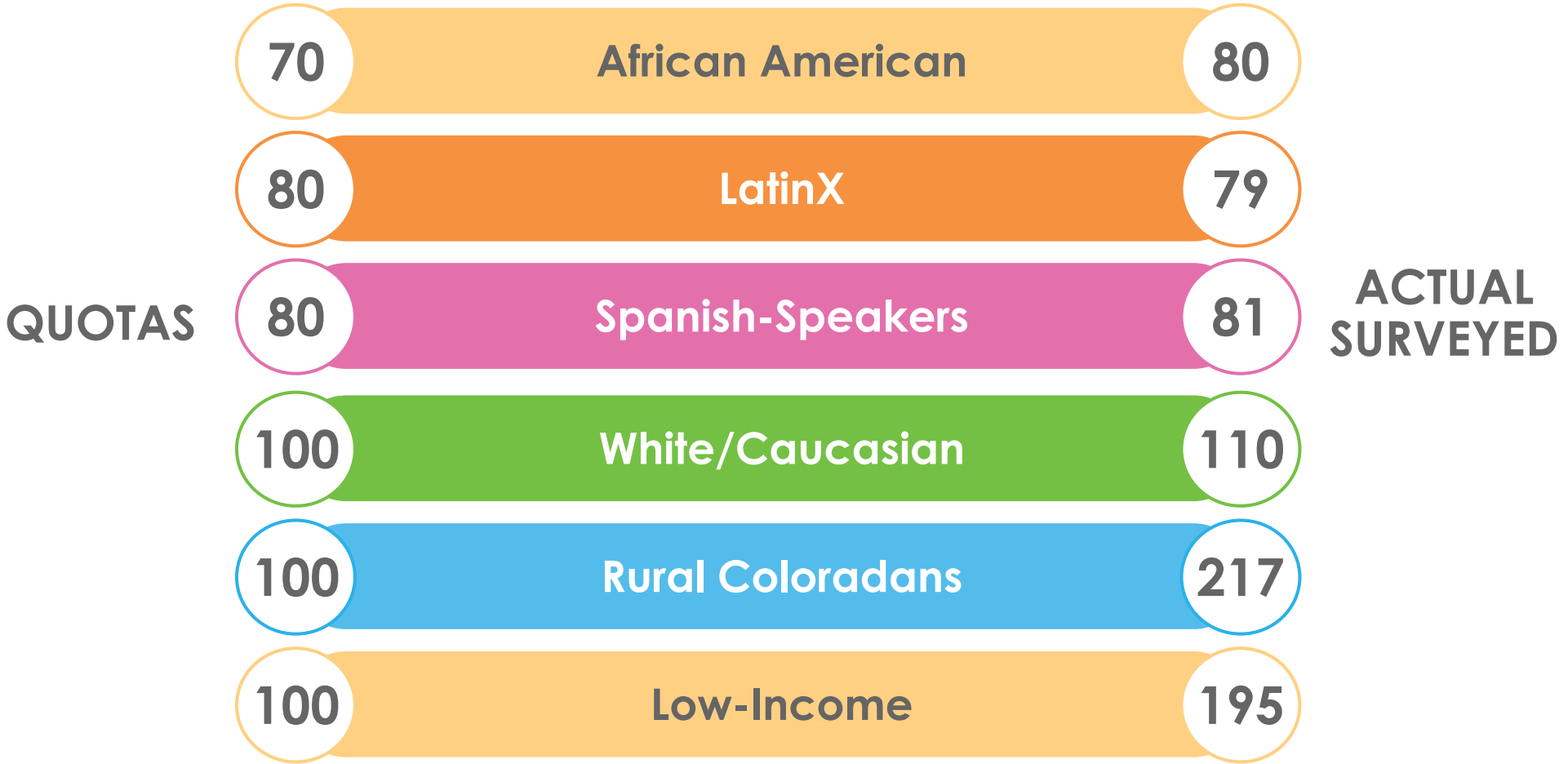
QUANTITATIVE RESEARCH RECAP – CHILDHOOD

Sample Size: 500 respondents with a 95% confidence level and a ±5-point margin of error.



QUANTITATIVE RESEARCH RECAP – ADOLESCENT

Sample Size: 380 respondents with a 95% confidence level and a ±5-point margin of error.



RESEARCH RECAP – SUMMARY

	Secondary Research		Primary Research			
Audience & Vaccine Area	Campaigns & Initiatives Reviewed	Studies Reviewed & Analyzed	Focus Groups & Interviews	Quantitative Studies	Creative Testing Surveys*	Research Report Links
Respiratory Vaccines	22	4	8	1	1 (Link to Report)	Respiratory Research Report
Childhood Vaccines	33	6	4	1	0	Childhood Research Report
Adolescent Vaccines	22	5	2	1	1 (Link to Report)	Adolescent Research Report
Niche Audiences	5	7	4	0	0	Somali and Ukrainian Research Reports
Totals	**82**	**22**	**18**	**3**	**2**	

RESEARCH RECAP – RESPIRATORY RECOMMENDATIONS

RESPIRATORY

Boost Awareness and Perceived Necessity

- Develop a pre–illness-season education campaign explaining the risk and vaccine benefits, reinforcing that "protection before exposure" is routine, not reactive.
- Use clear, concise infographics to illustrate data and risks, directly linking safety messaging to uptake gaps.

Frame Messages Around Personal Protection and Life Milestones

- Emphasize "protecting what matters," tying vaccination to real moments (family gatherings, travel, independence) rather than abstract statistics.
- Showcase brief, relatable testimonials, for example, "I got my RSV shot so I could celebrate my granddaughter's birthday" to make consequences tangible.

RESEARCH RECAP – RESPIRATORY RECOMMENDATIONS – CONT.

RESPIRATORY

Acknowledge and Alleviate Safety Concerns Transparently

- Develop a Vaccine 101 mini series (videos, posts, one-pagers) that walks through vaccine development and addresses the approximately 40% who worry about side effects.
- Create focused materials in an FAQ format "Your Questions Answered," featuring short clips of trusted clinicians debunking common myths such as microchips and infertility.

Empower and Equip Healthcare Providers as Trusted Messengers

- Develop materials, including talking-point toolkits,with language proven to motivate by emphasizing personal protection and clear safety context.
- Support healthcare professionals education efforts by developing and disseminating educational assets such as templated social media graphics, leave behind materials, and email copy in a clinician's voice.

RESEARCH RECAP – RESPIRATORY RECOMMENDATIONS – CONT.

RESPIRATORY

Leverage Local Health Authorities and Digital Channels

- Brand communications to clearly connect them with the state (CDPHE) or local health departments (for rural communities) for educational content and targeted ads, since 27% of seniors and 25% of adults trust these sources more than federal ones.
- When possible, drive traffic to local health–department landing pages with interactive vaccine finders and scheduling tools, reinforcing that trusted local guidance is just a click away.

RESEARCH RECAP – RESPIRATORY RECOMMENDATIONS – CONT.

RESPIRATORY

Activate Community Networks and Social Proof

- Partner with faith- and community-based organizations as vaccine ambassadors at their events, tapping into the 23 percent of seniors and 24 percent of adults who rely on friends and family input.
- Share user-generated content on community forums and social channels (for example, micro-influencers posting "I got my shot at my grocery store") to amplify positive social norms beyond traditional mass media.

RESEARCH RECAP – RESPIRATORY RECOMMENDATIONS – CONT.

RESPIRATORY

Implement Proactive Reminders and Bundled Opportunities

- Send SMS and email prompts timed to virus protection season and routine exam windows (when 88% of seniors and 67% of adults visit their provider) to motivate those who act only after reminders. Include attractive visuals and animations rather than plain text.
- Combine RSV, flu and COVID-19 vaccinations into a single Seasonal Protection campaign, leveraging similar uptake behaviors across vaccines.

RESEARCH RECAP – RESPIRATORY RECOMMENDATIONS – CONT.

RESPIRATORY

Tailor Messaging for Subgroups with Lower Uptake

- For adults aged 18 to 59 who skip some vaccinations (31%), emphasize convenient, no-cost options and address low perceived necessity with messages around "seasonal protection matters."
- For communities of color and pregnant people, co-create culturally relevant materials with trusted local influencers and healthcare providers to build trust.

RESEARCH RECAP – CHILDHOOD RECOMMENDATIONS

CHILDHOOD

High Vulnerability of Current Vaccination Rates

- Vaccine mandates remain a significant motivator for vaccination. In fact, many parents stated that if schools did not require vaccines, many would not do it.
- In addition, many parents do not believe that their children will be exposed to illnesses in everyday settings, and they do not understand the risks of these diseases.

Reintroduce the Seriousness of Diseases

- Campaigns should invest in content that reintroduces the real threat of vaccine-preventable diseases, including what they are, how they spread, and their potential consequences.

RESEARCH RECAP – CHILDHOOD RECOMMENDATIONS – CONT.

CHILDHOOD

Pediatrician-Centered Communications

- Healthcare providers are the one of the top influencers among parents when it comes to their children's healthcare decisions.
- Campaigns should elevate pediatrician recommendations, making them central to all education and informational efforts.
  - Feature pediatricians as calm, helpful, and friendly guides for parents.

Leverage Peer Testimonials

- Include reassuring content from other parents that emotionally acknowledges fear without amplifying it (e.g., "I used to worry about side effects until I learned…" or "I had concerns too… Here's what helped me decide," etc.)

RESEARCH RECAP – CHILDHOOD RECOMMENDATIONS – CONT.

CHILDHOOD

Respect Parental Autonomy

- Messaging should empower parents with facts, not directives. Preserve parental autonomy while educating them on public health rationale.

Address Schedule Confusion

- Many parents find the schedule "hard to understand."
- Infographics or short videos clearly explaining the timeline can help.

Right Place, Right Time

- Pediatric visits, particularly well-child visits, are key opportunities to reinforce vaccine messages and address concerns.

RESEARCH RECAP – CHILDHOOD RECOMMENDATIONS – CONT.

CHILDHOOD

Tap into Parental Identity and Moral Responsibility

- Position pediatricians and healthcare providers as supportive guides, **not** enforcers.

Lean into Reassurance Messaging

- Facts alone cannot calm fears; emotional reassurance is required.
- Many parents are concerned about side effects from routine childhood vaccines. To address this, creative materials should feature reliable, calm, and transparent medical voices explaining vaccine safety data.

RESEARCH RECAP – CHILDHOOD RECOMMENDATIONS – CONT.

CHILDHOOD

Avoid Top-Down Messages

- Use locally recognizable messengers, such as Latino community leaders or rural pediatric nurses.

Short and Sweet, yet Clear

- Parents want credible, expert-led sources, but they must also be accessible and culturally relatable. Overwhelmed parents need clarity, not volumes of information.
  - Printed and digital informational materials need to use plain-language infographics showing what each vaccine prevents, and when it is due.

RESEARCH RECAP – CHILDHOOD RECOMMENDATIONS – CONT.

CHILDHOOD

Myth-Busting and Relatable Storytelling

- Beliefs, a lack of perceived susceptibility, low disease salience, and underlying knowledge gaps are internal drivers of hesitancy that require targeted myth-busting and relatable storytelling.

Propel Echo Chambers

- Norms around perceived healthiness and risk avoidance must be reinforced in peer groups and social echo chambers, especially online.

RESEARCH RECAP – CHILDHOOD RECOMMENDATIONS – CONT.

CHILDHOOD

Awareness of Low-Barrier Access Points

- Include information about cost-free options and public programs in all outreach and low-barrier access points (e.g., walk-in clinics, evening hours, mobile units, etc.).

Emphasize Data Privacy

- Make it clear that vaccination is about health, not surveillance.

RESEARCH RECAP – CHILDHOOD RECOMMENDATIONS – CONT.

CHILDHOOD

Healthy ≠ Real Protection

- Educational efforts should emphasize that being healthy now does not prevent future exposure and that vaccines protect against serious and unpredictable complications.
    - Materials and provider guidance should consistently explain that vaccines are designed to protect even the healthiest children, not just those with underlying health conditions.

RESEARCH RECAP – CHILDHOOD RECOMMENDATIONS – CONT.

CHILDHOOD

PREGNANT PEOPLE:

- This group is in a pre-decisional phase, which is a critical window of influence; they are still forming their intentions and beliefs. Thus, this group is critical for changing the direction of the current high level of concerns about vaccines (even if parents agreed/complied with vaccinating their children).
- Leverage OB-GYNs, doulas, and prenatal care teams to start vaccine education before birth.

RESEARCH RECAP – ADOLESCENT RECOMMENDATIONS

ADOLESCENT

Recognize Persistent Hesitancy

- Accept that some opposition to adolescent immunizations is deeply rooted and unlikely to change. Do not focus efforts on individuals who strongly oppose vaccines. These groups are unlikely to be persuaded.

Prioritize Outreach the Movable Middle Groups

- Focus on reaching movable middle groups with balanced, values-aligned messaging, or those who are open to vaccination but may lack sufficient information or have unresolved concerns

Leverage the Common “Signs of Adolescence” as a Cue for Action

- Help parents connect puberty milestones with the need for timely vaccinations.

RESEARCH RECAP – ADOLESCENT RECOMMENDATIONS

ADOLESCENT

Encourage Parent-Teen Collaborations:

- Provide parents with tools to include adolescents in decision-making and support respectful family discussions.

Normalize Vaccine Conversations

- Integrate humor and empathy into creative to break down fears, validate concerns, and foster curiosity.

Address Concerns Proactively

- Build FAQs about vaccines directly into messaging and clarify common fears, such as vaccine side effects, safety, and necessity.

RESEARCH RECAP – ADOLESCENT RECOMMENDATIONS – CONT.

ADOLESCENT

Respect Parental Autonomy

- Avoid overly directive messaging. Instead, use empowering language that affirms parents' roles in informed decision-making.

Make Information Clear and Accessible

- Use visual, easy-to-understand formats for both parents and adolescents. Limit information overload by focusing on the most important points.

RESEARCH RECAP – ADOLESCENT RECOMMENDATIONS – CONT.

ADOLESCENT

Create Disease-Specific Content

- Develop messaging that clearly explains each illness, its risks, symptoms, and how vaccination helps.

Improve Access and Reduce Burdens

- Implement outreach efforts to educate and expand vaccination through schools.
- Offer scheduling support and communicate vaccination opportunities that are affordable (community clinics, and mobile services), thus reducing cost and inconvenience barriers.

RESEARCH RECAP – ADOLESCENT RECOMMENDATIONS – CONT.

ADOLESCENT

Build Community Partnerships

- Partner with local influencers, trusted voices/community leaders, and culturally reflective healthcare professionals to share messages and increase credibility.

Show the Human Impact of Vaccine-Preventable Diseases

- Use real-life stories and long-term consequence framing to connect with values of protection and family health.

RESEARCH RECAP – ADOLESCENT RECOMMENDATIONS – CONT.

ADOLESCENT

Reinforce School Requirements and Collective Norms

- Emphasize broad community support for school vaccine requirements and frame compliance as a shared responsibility.

Strengthen Trust in Local Agencies

- Ensure materials are clearly branded so people know the information is coming from CDPHE or other local agencies. These efforts to educate will foster greater trust in the local agencies and will likely increase acceptance of vaccines.

Monitor and Counter Misinformation

- Invest in strategies to track, respond to, and reduce the impact of online misinformation.

RESEARCH RECAP – ADOLESCENT RECOMMENDATIONS – CONT.

ADOLESCENT

Four (4) Key Components Should Be Present in the Adolescent Campaign

1. Messaging should reinforce parental instincts to protect and prepare children for the future.
2. Leverage the developmental milestones of youth ("signs of adolescence") to show parents that your kid is not young anymore and now is the right time to vaccinate (i.e., your pre-teen/teen is not at risk right now, but they will be later on, so prevent that risk today).
3. Integrate scientific information, facts, and data to communicate risk and prevention success.
4. Call to action: Visit your pediatrician and talk to them about vaccines.

RESEARCH RECAP – ADOLESCENT RECOMMENDATIONS – CONT.

ADOLESCENT

Invest in Trusted Media Sources

- Allocate significant funding to paid search advertising and digital ads on widely visited medical and health-related websites to enhance visibility and credibility.

Represent Colorado's Diversity in Trusted Messengers

- Increase campaign effectiveness by featuring pediatricians and individuals with lived experience who reflect the regional and cultural diversity of Colorado.

RESEARCH RECAP – ADOLESCENT RECOMMENDATIONS – CONT.

ADOLESCENT

Personal and Interpersonal Motivators Should Be the Primary Focus

- They can be effectively addressed through strategic communication efforts.
- At the secondary level, some community and social motivators can be influenced through thoughtful outreach efforts, but many key barriers in this domain fall beyond the direct scope of communications.
- Lastly, addressing environmental and structural barriers requires deeper efforts and sustained partnership with CDPHE. This work demands a long-term vision and cross-sector collaboration.

RESEARCH RECAP – ADOLESCENT RECOMMENDATIONS – CONT.

ADOLESCENT

Develop a Clear and Cohesive Creative Assets Architecture

- This would help guide asset development in a comprehensive manner that addresses the diverse needs of the adolescent audiences.
  - While maintaining alignment with the overarching campaign message, creative executions should also highlight individual vaccines to ensure the delivery of accurate, science-based information tailored to each.
  - This disease-specific approach is particularly important for addressing the low perceived risk associated with certain vaccines.
  - Recommended assets should include FAQs featuring pediatricians, testimonials from individuals with lived experience, and aspirational messaging tied to teens' future goals to enhance message relevance and impact.
  - Educational materials about the seriousness of the diseases will also be necessary.

RESEARCH RECAP – ADOLESCENT RECOMMENDATIONS – CONT.

ADOLESCENT

Invest Resources in Pediatricians Outreach

- Develop materials to support pediatricians conversation with patients.
  - Motivational interviewing by healthcare providers builds trust and supports informed decision-making about vaccines.
  - Messaging should maintain a non-judgmental tone and normalize delays in vaccination schedules.

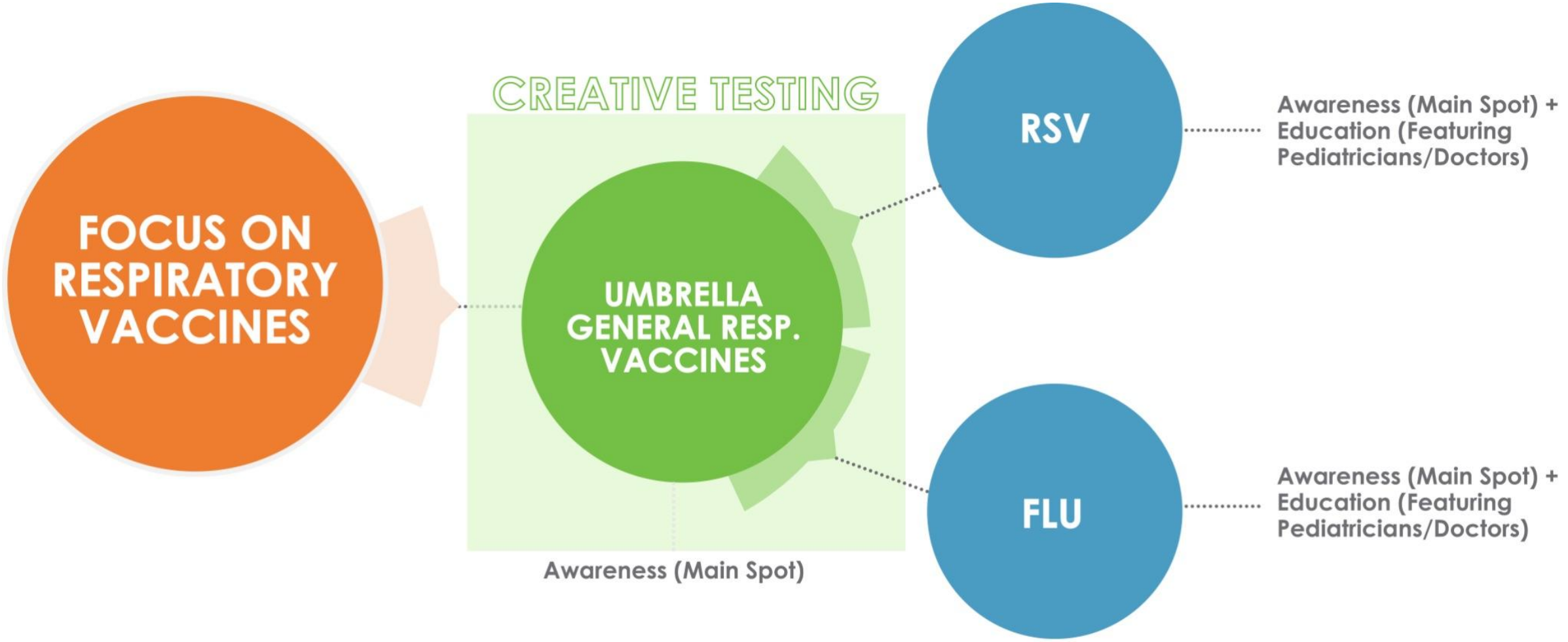
CREATIVE CONCEPTS

RESPIRATORY CREATIVE CONCEPTS – AT-A-GLANCE

- Informed by the research insights and recommendations, multiple creative concepts were developed.
    - Because the target audiences were different for seasonal respiratory and childhood/adolescent vaccines, two (2) creative concepts were developed for both categories, resulting in four (4) unique concepts.
- Fully animated storyboards were developed for each concept, which were then tested via quantitative surveys with the focus group participants.

RESPIRATORY CREATIVE CONCEPTS – RECAP

View the Respiratory Creative Concepts.



RESPIRATORY CREATIVE CONCEPTS – RECAP (CONT.)

View the Respiratory Creative Concepts.

CORE IDEA

Vaccination is your best shot at staying healthy.

SECONDARY IDEA

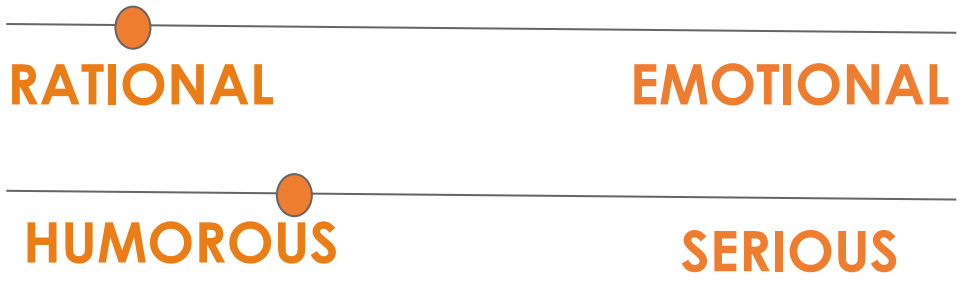
Vaccines help protect your plans, your people, and your peace of mind because waiting can quickly turn into regret.

RESPIRATORY CREATIVE CONCEPTS – RECAP (CONT.)

View the Respiratory Creative Concepts.

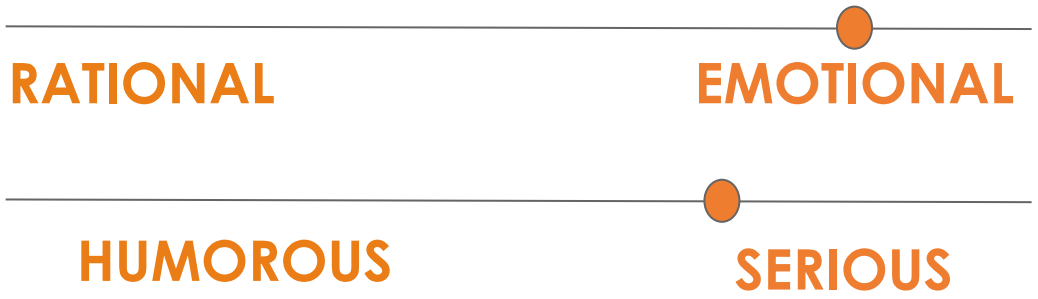
"LATER IS TOO LATE"

This concept uses everyday procrastination and putting off tasks like getting gas or cleaning the fridge to illustrate the danger of waiting too long to get vaccinated.



"SHOW UP FOR TOMORROW"

This concept focuses on what people miss when illness gets in the way: life's big and small moments. A reminder that vaccines protect your plans as much as your health.



RESPIRATORY CREATIVE CONCEPTS: #1

Storyboard #1 - "Later is Too Late" - Animatic Version

This video will be produced with **real people.**

This version uses cartoons as it was created for testing purposes.

RESPIRATORY CREATIVE CONCEPTS: #2

Storyboard #2 - "Show Up for Tomorrow" - Animatic Version

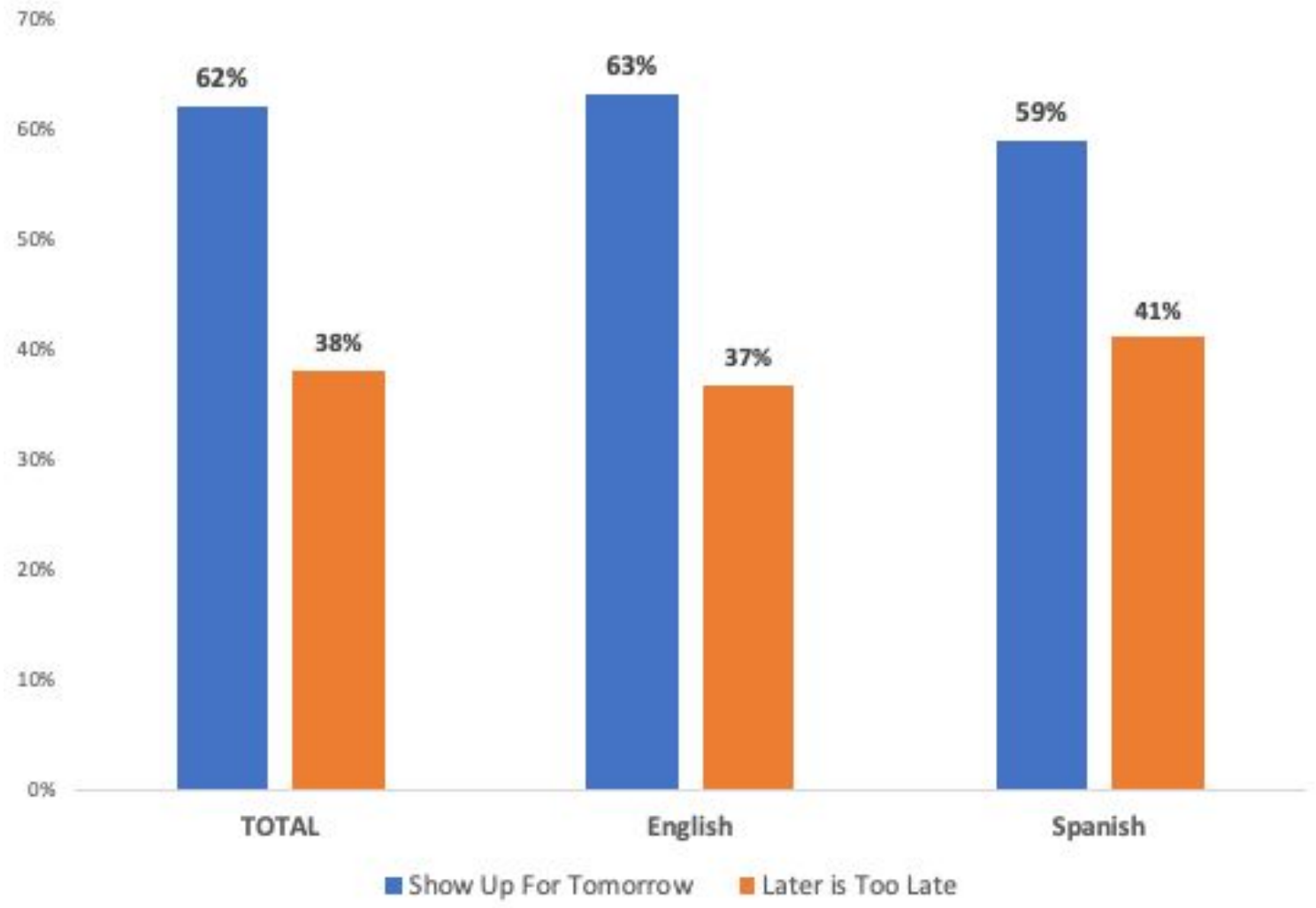
This video will be produced with **real people.**

This version uses cartoons as it was created for testing purposes.

RESPIRATORY CREATIVE CONCEPTS – REPORT

View the full Respiratory Creative Concepts Testing Report.

- The second concept, **"Show Up For Tomorrow"**, emerged as the clear preferred concept.
  - It led by a significant margin, with a 24-point difference.
  - Results were highly consistent across both English and Spanish respondents.



TOTAL: Base 200 English: Base 144 Spanish Base: 56

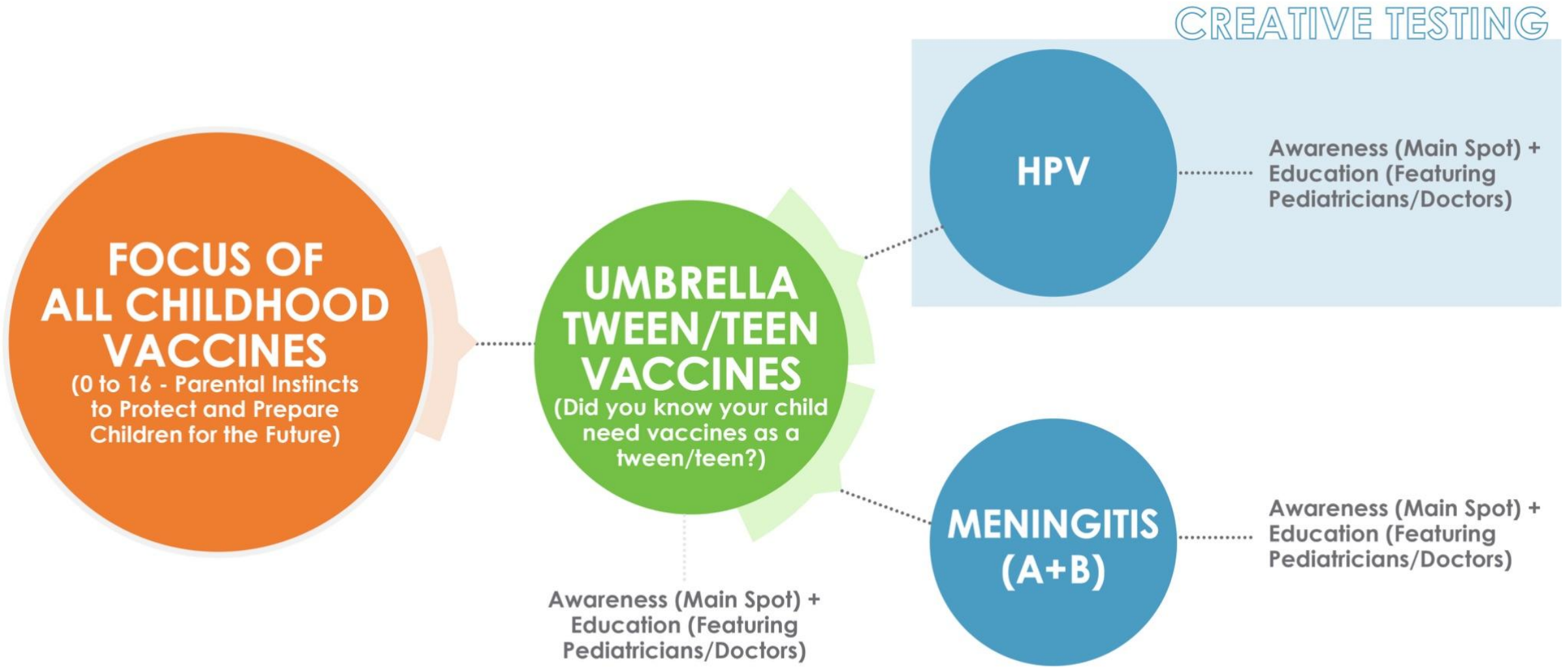
RESPIRATORY CREATIVE CONCEPTS – REPORT (CONT.)

View the full Respiratory Creative Concepts Testing Report.

- Many survey respondents preferred the "Show Up For Tomorrow" concept because they found it more **realistic** and **relatable** — reflecting situations that commonly occur in their everyday lives. Feedback included:
  - "Cause if you get your vaccine shots you could do what you need to do sick free. It talked to my life."
  - "When it makes you think about your real life and your family and being there for them, I feel like that makes a huge difference."
  - "It presents more real life situations."
  - "Felt more impactful and relatable."
  - "It is more convincing."

ADOLESCENT/CHILDHOOD CREATIVE CONCEPTS – RECAP

View the Adolescent/Childhood Creative Concepts.



ADOLESCENT/CHILDHOOD CREATIVE CONCEPTS – RECAP (CONT.)

View the Adolescent/Childhood Creative Concepts,

CORE IDEA

The most salient and evergreen motivator: "Protecting our children"

SECONDARY IDEA

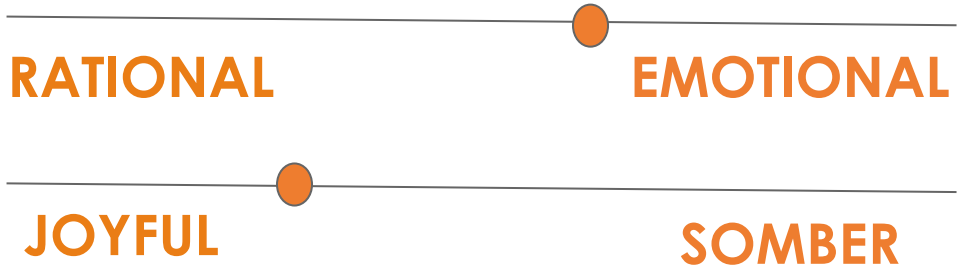
Vaccines = one of the most effective tools to protect our children

ADOLESCENT/CHILDHOOD CREATIVE CONCEPTS – RECAP (CONT.)

View the Adolescent/Childhood Creative Concepts.

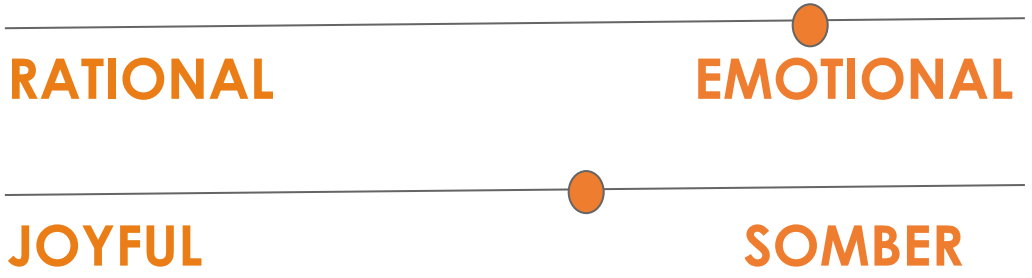
"ONE THING NEVER CHANGES"

This concept is rooted in how every parent's instinct to protect remains constant. It reframes vaccines as not just a medical task, but an act of deep love and foresight.



"PREVENT WHAT IS PREVENTABLE"

This concept positions adolescent vaccines as a life-altering decision with the power to rewrite stories for the better. It reminds parents that their choices today shape their child's future.



ADOLESCENT/CHILDHOOD CREATIVE CONCEPTS: #1

Storyboard #1 - "One Thing Never Changes" - Animatic Version



ADOLESCENT/CHILDHOOD CREATIVE CONCEPTS: #2

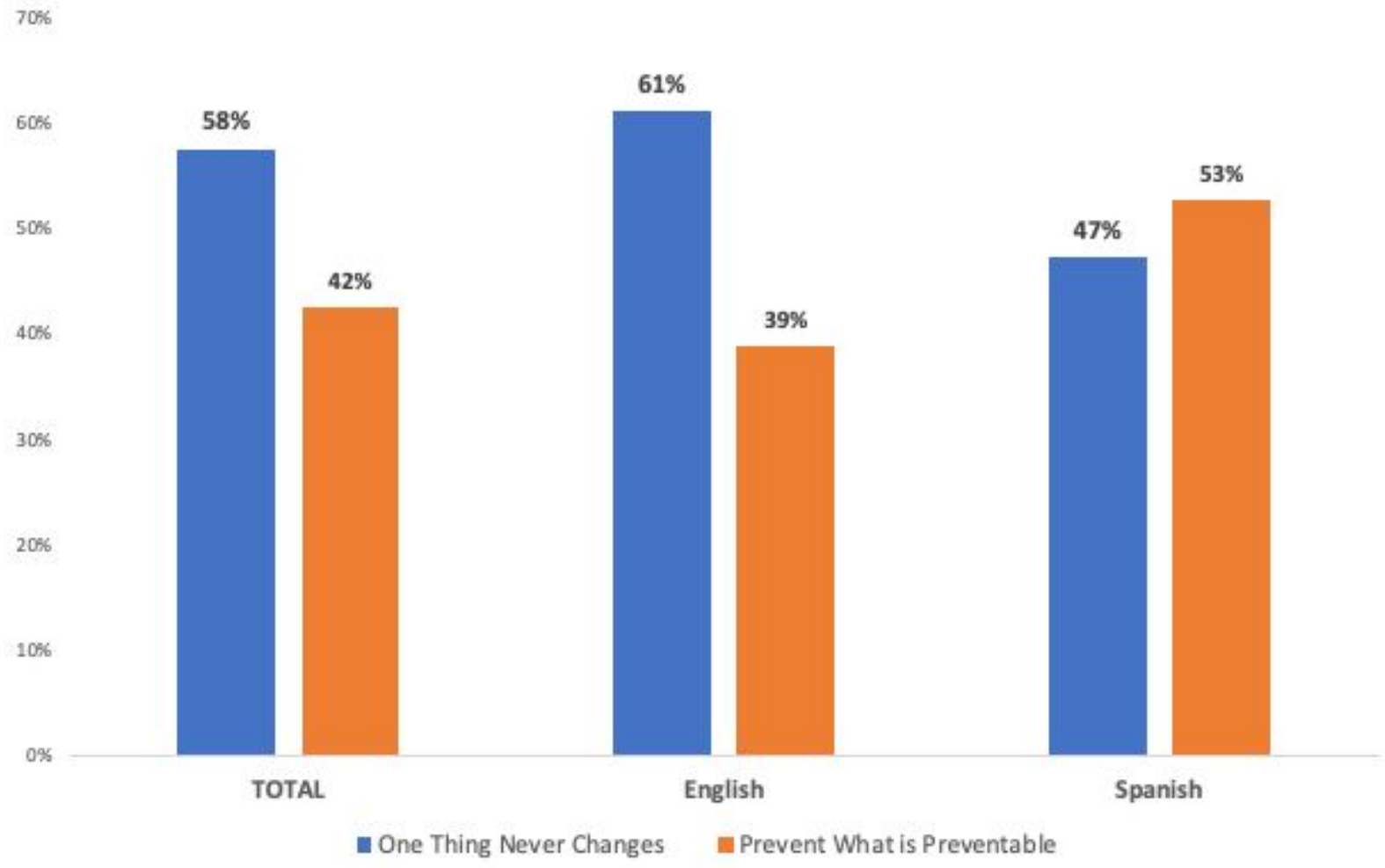
Storyboard #2 - "Prevent What Is Preventable" - Animatic Version



ADOLESCENT/CHILDHOOD CREATIVE CONCEPTS – REPORT

View the full Adolescent/Childhood Creative Concepts Testing Report.

- The first concept, **"One Thing Never Changes,"** was the preferred concept.
- However, the margin was relatively narrow, only a 16-point difference.
  - The margin of error for this sample was ±9.8% at a 95% confidence level.
  - This difference was primarily driven by English-speaking respondents, among whom 61% selected "One Thing Never Changes."



TOTAL: Base 139 English: Base 103 Spanish Base: 36

ADOLESCENT/CHILDHOOD CREATIVE CONCEPTS – REPORT

View the full Adolescent/Childhood Creative Concepts Testing Report.



- The sense of warmth and happiness played a very important role in respondents' selection of "One Thing Never Changes" as the preferred concept.
  - "I can picture me and my family like this."
  - "Because I can relate to the mother of the child being that I'm a mother."
  - "It spoke me more directly as a parent,I felt more emotionally connected to it."
  - "I think it was more light hearted."
  - "Because it is a beautiful and happy family (direct translation from Spanish)."
- Some respondents selected this concept as a way to reject the stronger and more forceful message of the other concept.

ADOLESCENT/CHILDHOOD CREATIVE CONCEPTS – REPORT

View the full Adolescent/Childhood Creative Concepts Testing Report.



- Although the first concept, "One Thing Never Changes," emerged as the preferred concept, it's important to note that the margin was narrow.
- In addition, the second concept received several positive comments about the phrase "Prevent What is Preventable"
  - "I like the story line more and tagline prevents what is preventable successfully grab my attention."
- Because the "Prevent What is Preventable" tagline resonated with many survey respondents, it was repurposed for later use in the educational creative assets (i.e., please see Doctor Interview and Hybrid educational videos).

CREATIVE DEVELOPMENT AND DELIVERY

Idea marketing

From Good Ideas to Great Results

www.TheIdeaMarketing.com

MASTER DELIVERABLES LIST – ALL DELIVERABLES

Link to Master Deliverables List.

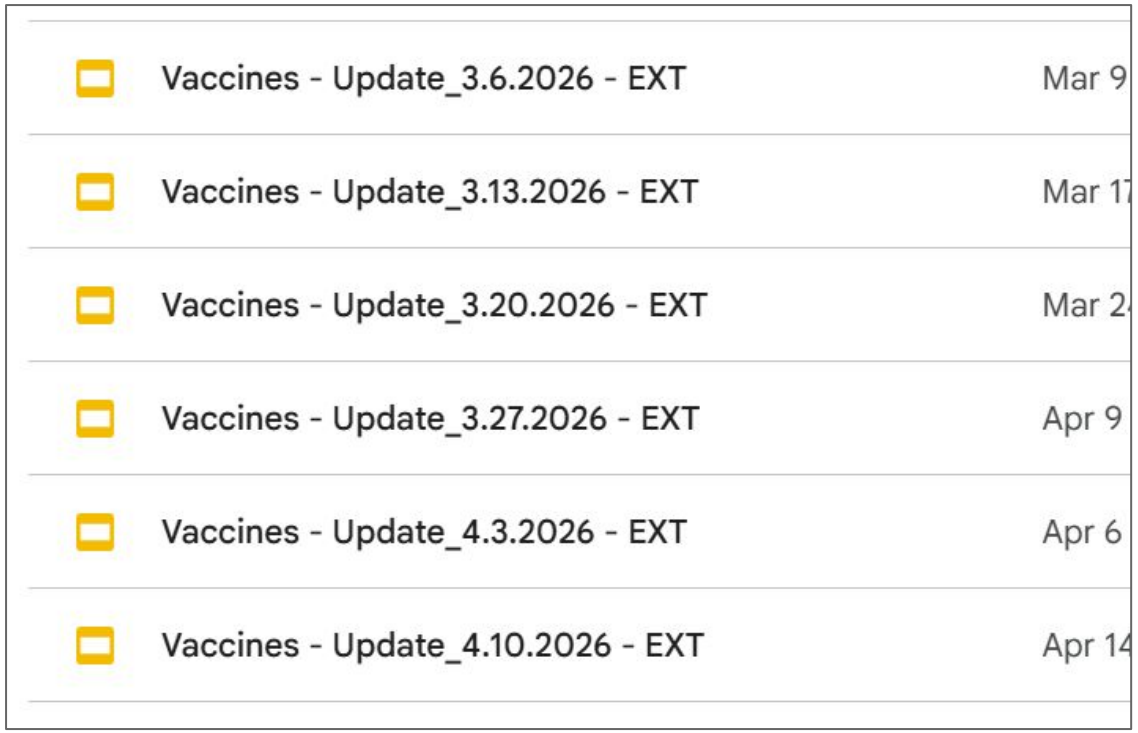
ASSET	ASSET STATUS	LINK TO ASSET/FILE
Respiratory Vaccines: Assets		
Awareness Videos - Respiratory **- ALL DELIVERED**	Completed	Respiratory Awareness - Final Videos
Hybrid Videos - Respiratory **- ALL DELIVERED**	Completed	Hybrids - Respiratory
Doctor Interview Videos - Respiratory **- ALL DELIVERED**	Completed	Dr Interviews - Respiratory
Flashbit Videos - Respiratory **- ALL DELIVERED**	Completed	Respiratory Flashbits
Awareness Video Concepts - Respiratory **- ALL DELIVERED**	Completed	Creative Concepts
Displays, GIFs, & Interstitials - Respiratory - **ALL DELIVERED**	Completed	Digital & Social Ads

- The Master Deliverables List was continuously updated throughout the entire creative development process. It is a comprehensive and highly detailed repository of **all assets** developed and delivered throughout the entire project, including the assets on the following pages.

CREATIVE DEVELOPMENT UPDATES

- Throughout the entire creative development process, the CDPHE team met with The Idea Marketing team on a weekly basis to present and review new/revised creative assets.
    - During these meetings, changes and updates for assets were discussed and agreed upon.
- In these weekly meetings, campaign updates were also shared, including media plan adjustments, strategy changes, and more.
- **Over 37** weekly presentations were shared with CDPHE after each meeting.

See weekly update presentations.



CREATIVE APPROACH

AWARENESS

- **RESPIRATORY:** Encourage timely vaccination by positioning vaccines as the key to staying healthy and present for life's important moments.
- **CHILDHOOD/ADOLESCENT:** Appeal to parents' protective role with emotionally resonant reminders about the importance of vaccinating their children and staying on schedule.

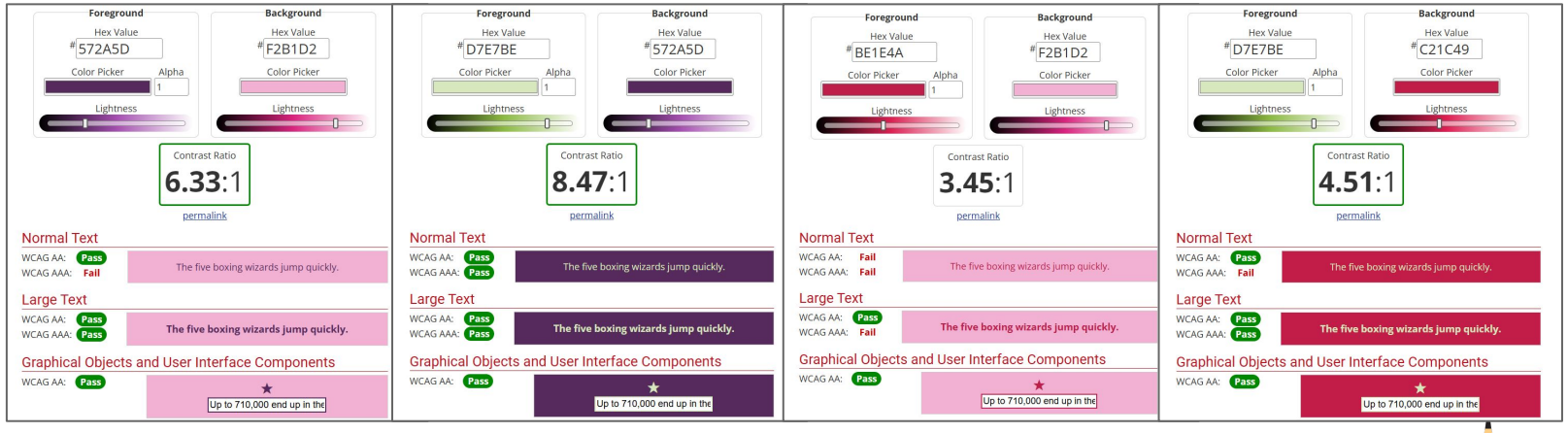
EDUCATION

- Transparent educational efforts to reduce hesitancy and dispel misinformation and disinformation surrounding vaccines and the diseases they prevent.
- Easy-to-digest, bite-sized, science-backed information presented in plain language.

ACCESSIBILITY REQUIREMENTS

- All assets have been thoroughly reviewed and tested to ensure they pass/meet Web Content Accessibility Guidelines (WCAG) 2.1 Level AA conformance standards, which are the statewide standards for all Colorado government agencies.
    - SRT files have been developed for Closed Captions on all videos (when applicable) and Open Captioned versions have been created for all videos as well (when applicable).
- The Idea Marketing team created a Branding Style Guide with examples of ideal color combinations for text on screen. These examples provide clear guidelines to ensure all on-screen text meets or exceeds WCAG 2.1 Level AA standards.





CREATIVE DELIVERY

AWARENESS VIDEOS

idea
marketing

From Good Ideas to Great Results

www.TheIdeaMarketing.com

AWARENESS VIDEOS – AT-A-GLANCE

- Informed by the creative testing, two (2) different creative concepts guided the development of the awareness videos:

RESPIRATORY AWARENESS



"SHOW UP FOR TOMORROW"

CHILDHOOD & ADOLESCENT AWARENESS



"ONE THING NEVER CHANGES"

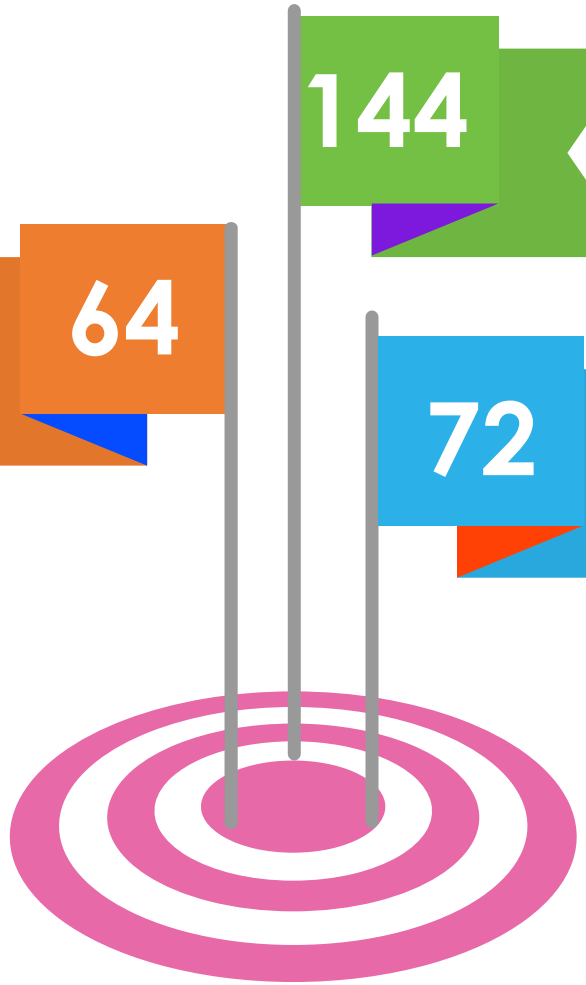
- The concepts were slightly tweaked after testing to shorten video lengths and improve messaging.

DELIVERED AWARENESS VIDEOS – OVERVIEW

280

TOTAL AWARENESS VIDEOS

DELIVERED AWARENESS VIDEOS – OVERVIEW (CONT.)

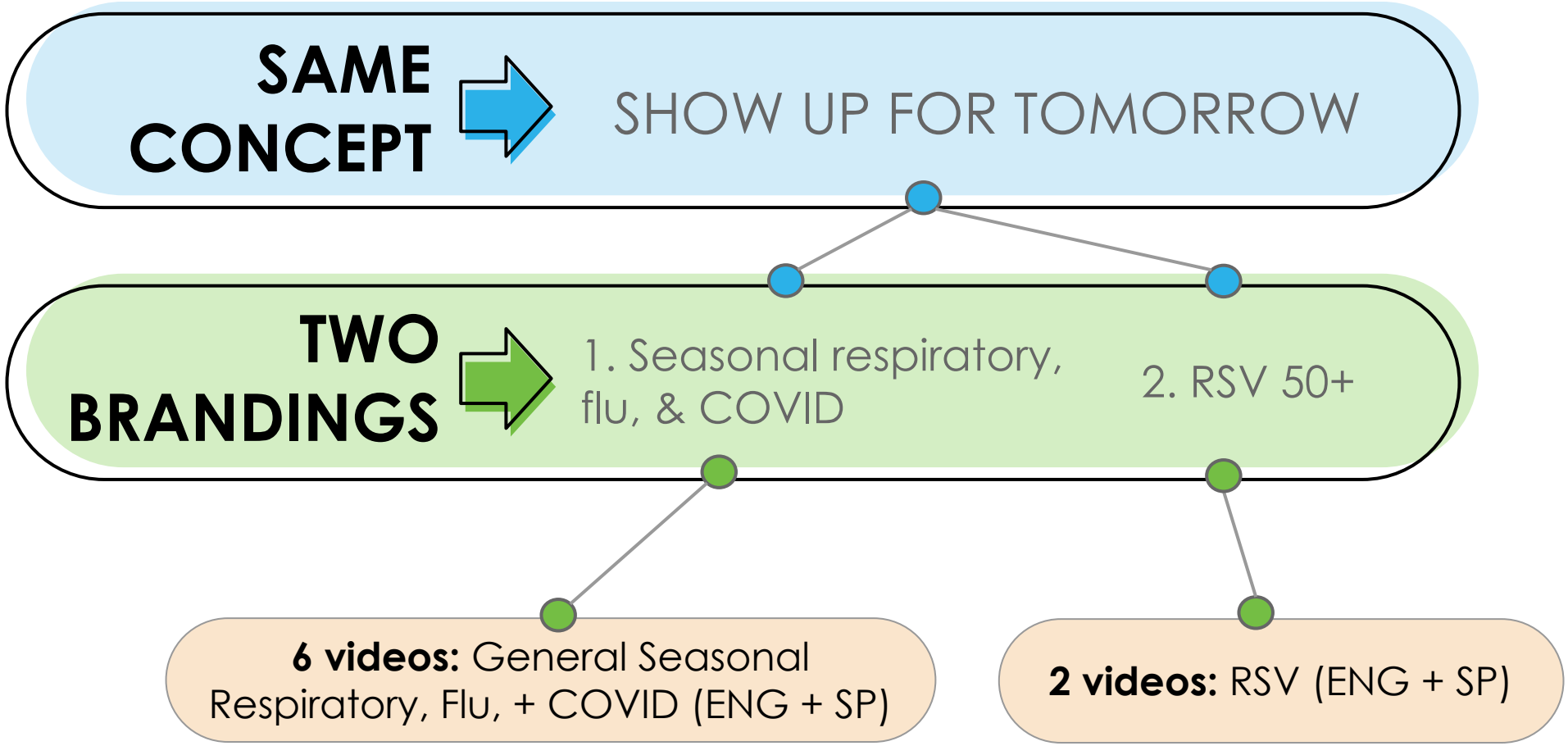


144 CHILDHOOD AWARENESS VIDEOS

64 RESPIRATORY AWARENESS VIDEOS

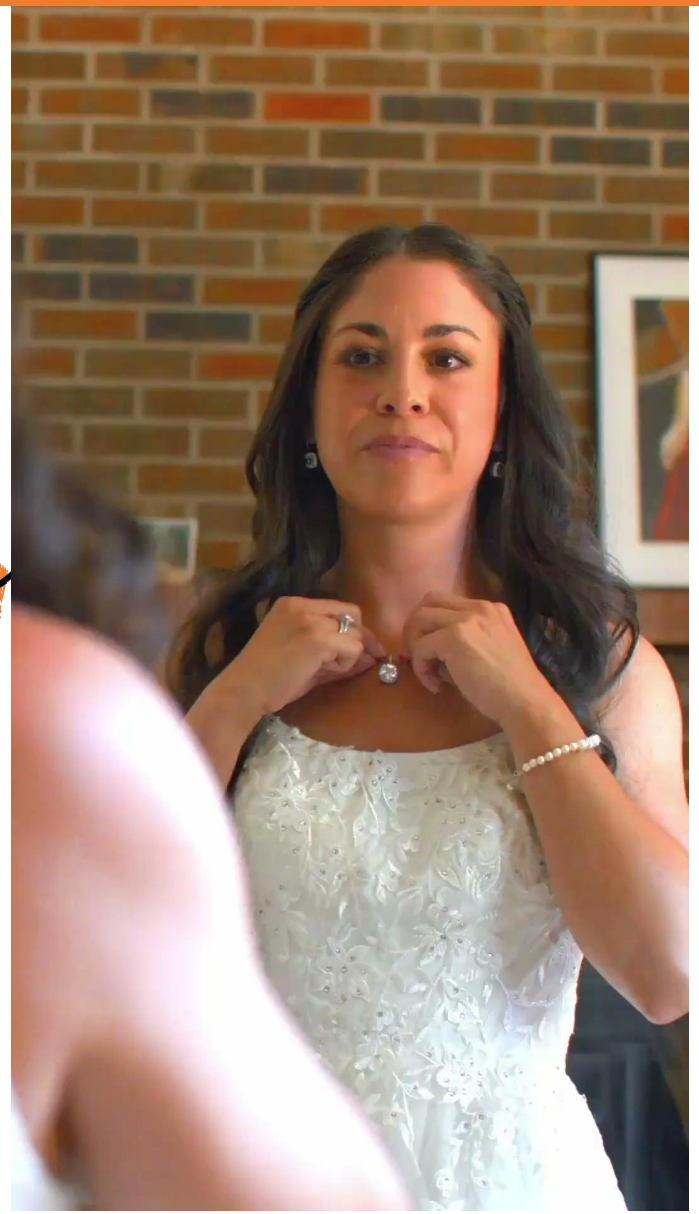
72 ADOLESCENT AWARENESS VIDEOS

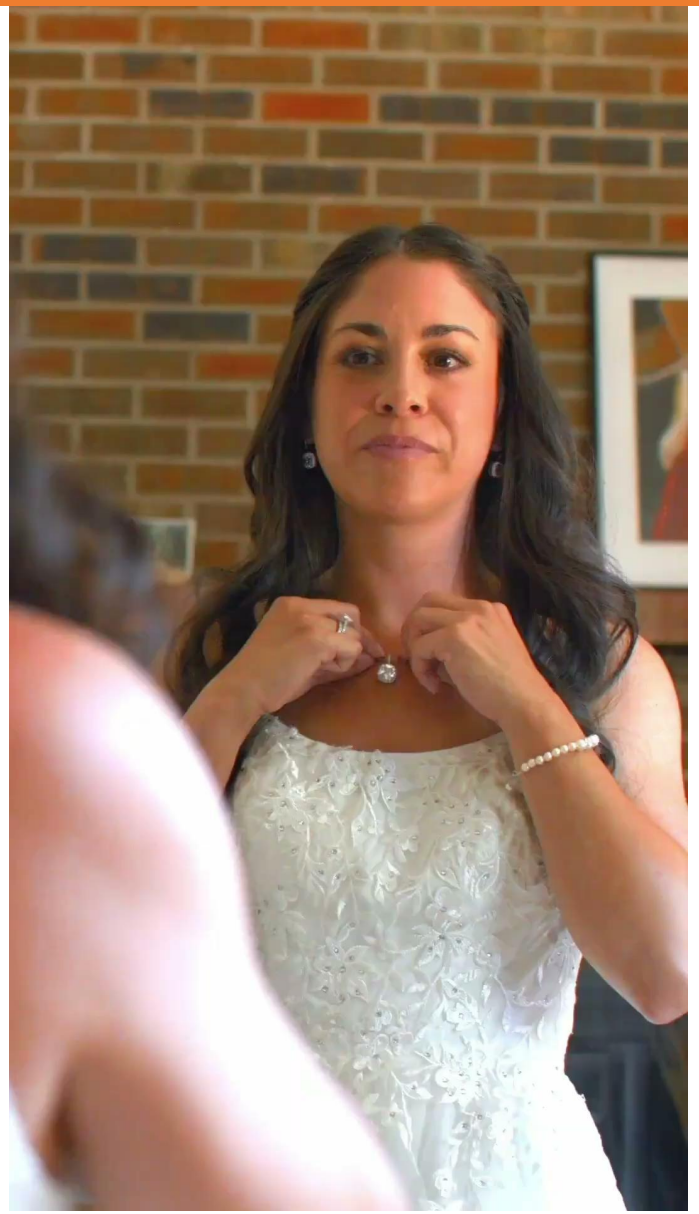
AWARENESS VIDEOS – RESPIRATORY



RESPIRATORY AWARENESS

GENERAL (EN + SP)





Link to final cuts.

GEN

16 Videos

ENGLISH

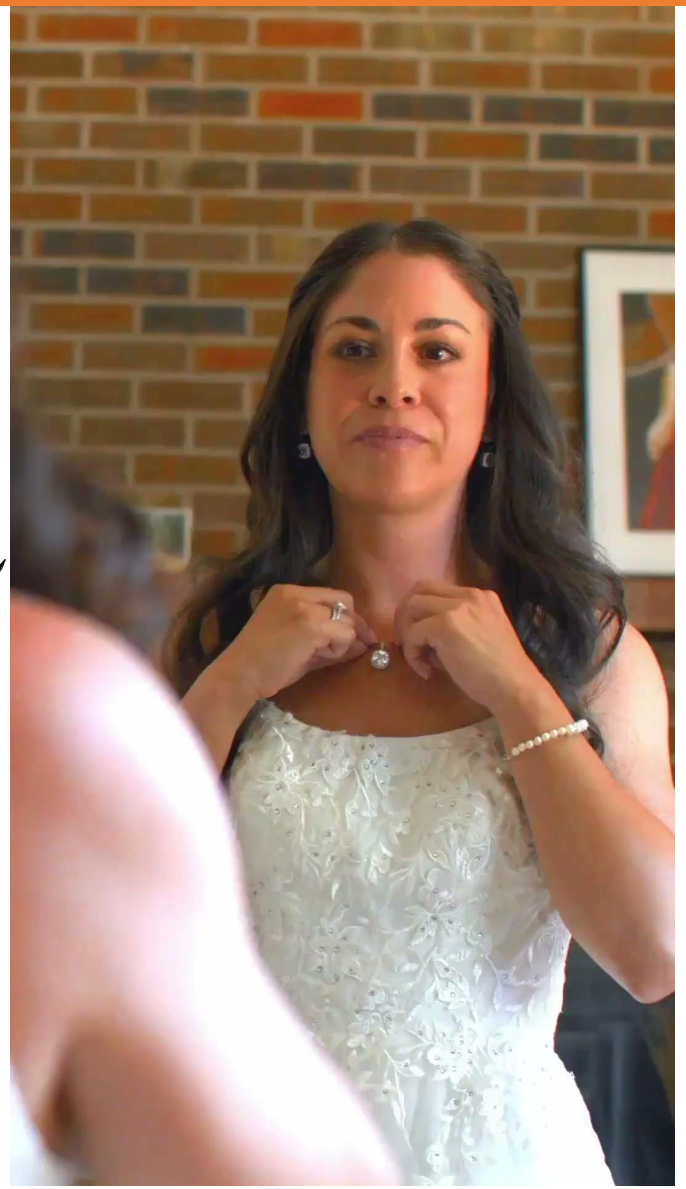
Horizontal - 1080
Horizontal - 1080 Captions
Horizontal - 4K
Horizontal - 4K Captions
Vertical - Meta/Snap
Vertical - Meta/Snap Captions
Vertical - TikTok
Vertical - TikTok Captions
SRT Files

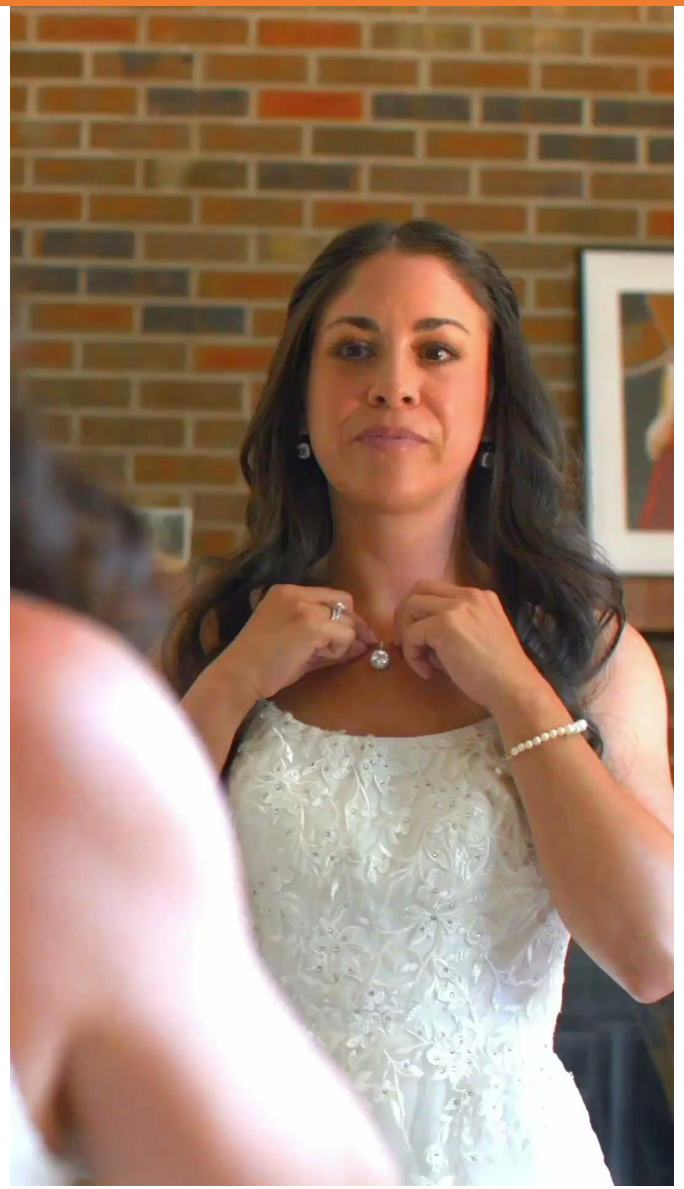
SPANISH

Horizontal - 1080
Horizontal - 1080 Captions
Horizontal - 4K
Horizontal - 4K Captions
Vertical - Meta/Snap
Vertical - Meta/Snap Captions
Vertical - TikTok
Vertical - TikTok Captions
SRT Files

RESPIRATORY AWARENESS

FLU
(EN + SP)





Link to final cuts.

FLU

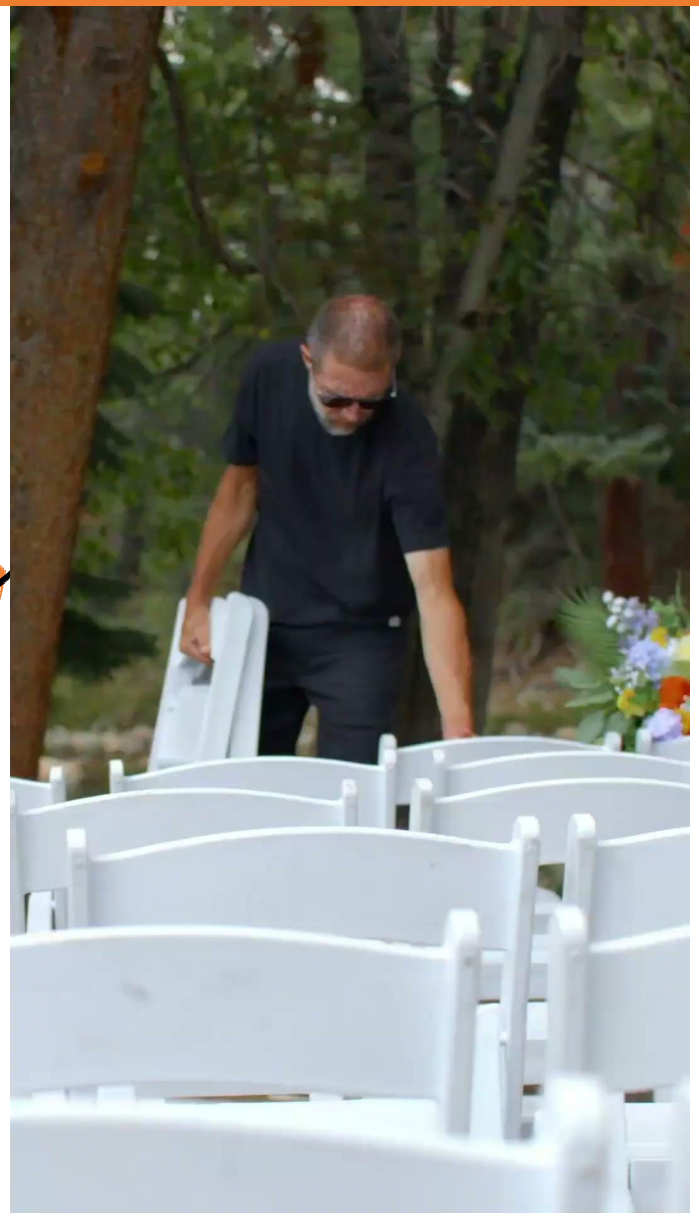
16 Videos

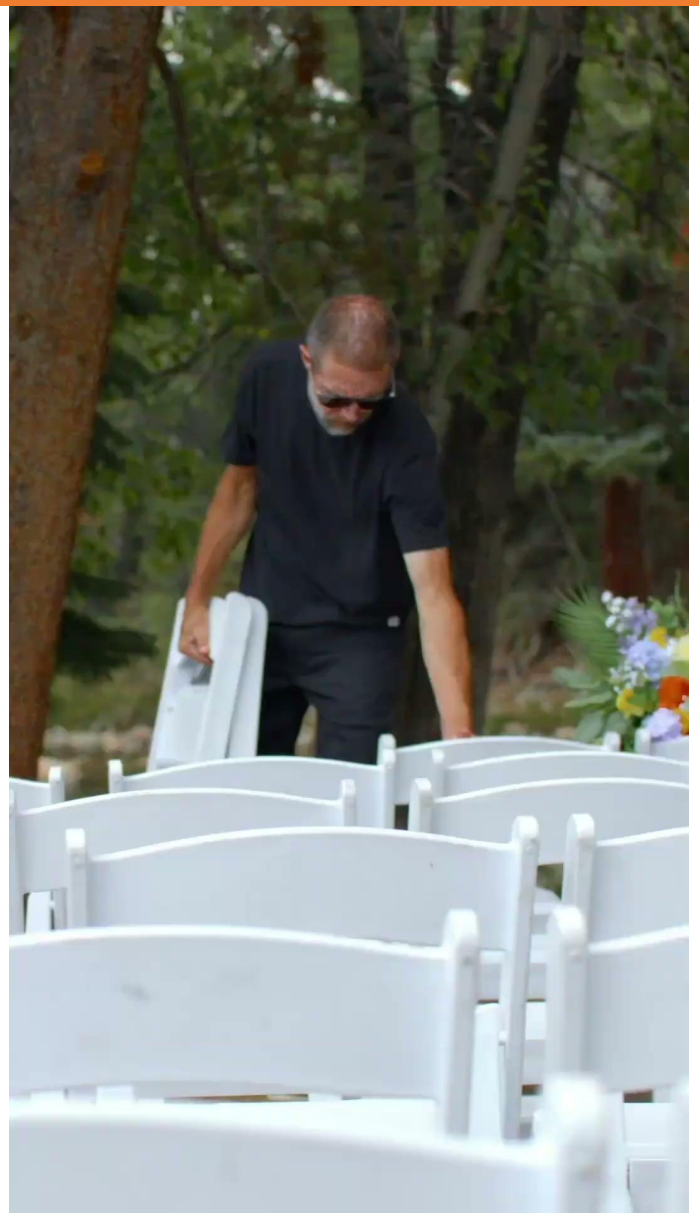
ENGLISH
Horizontal - 1080
Horizontal - 1080 Captions
Horizontal - 4K
Horizontal - 4K Captions
Vertical - Meta/Snap
Vertical - Meta/Snap Captions
Vertical - TikTok
Vertical - TikTok Captions
SRT Files

SPANISH
Horizontal - 1080
Horizontal - 1080 Captions
Horizontal - 4K
Horizontal - 4K Captions
Vertical - Meta/Snap
Vertical - Meta/Snap Captions
Vertical - TikTok
Vertical - TikTok Captions
SRT Files

RESPIRATORY AWARENESS

RSV 50+
(EN + SP)





Link to final cuts.

RSV

16 Videos

ENGLISH

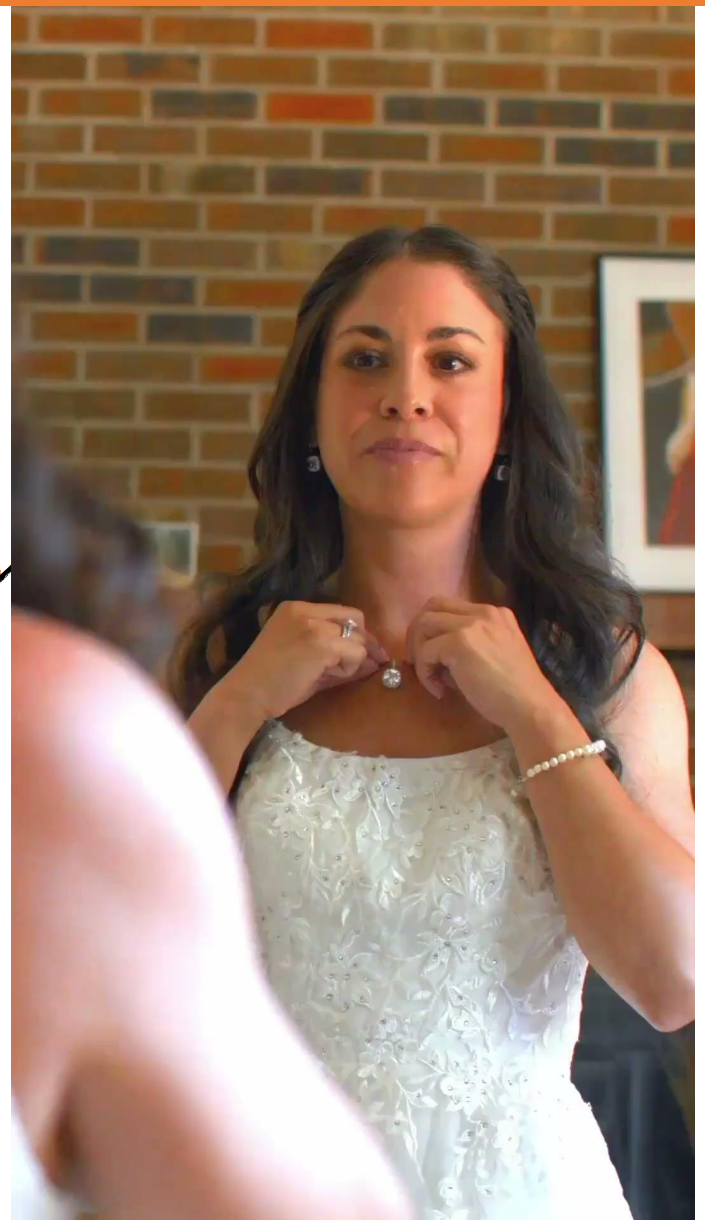
Horizontal - 1080
Horizontal - 1080 Captions
Horizontal - 4K
Horizontal - 4K Captions
Vertical - Meta/Snap
Vertical - Meta/Snap Captions
Vertical - TikTok
Vertical - TikTok Captions
SRT Files

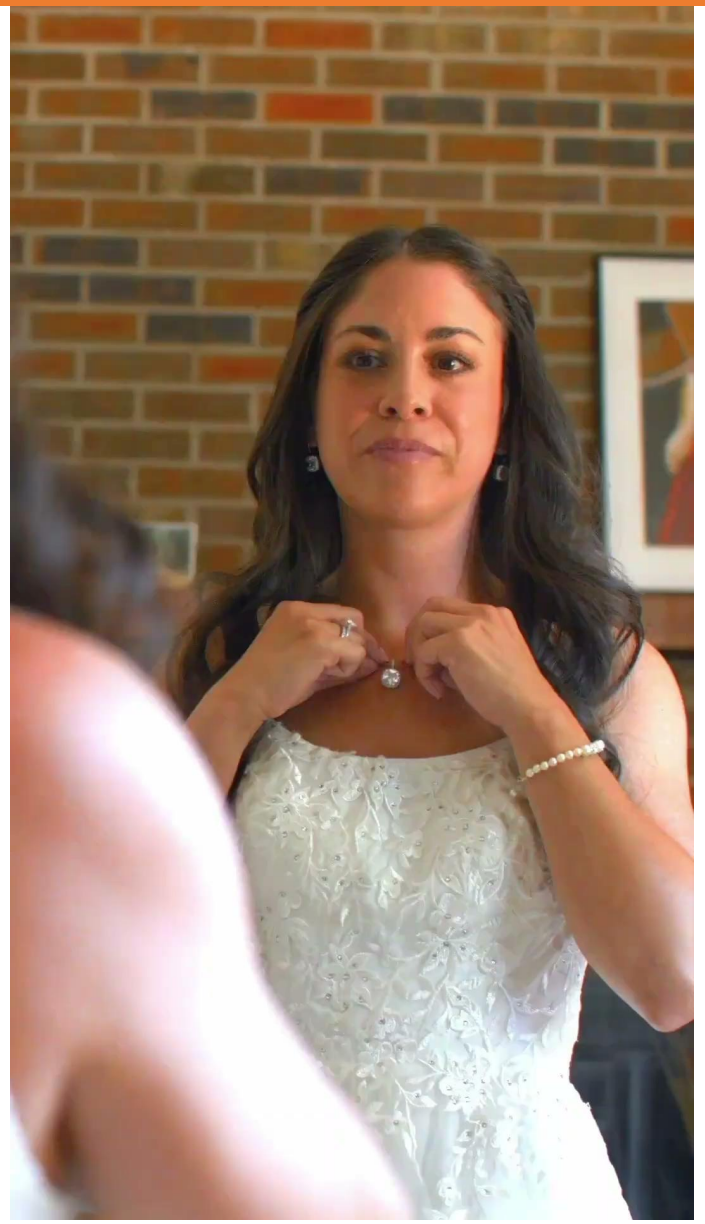
SPANISH

Horizontal - 1080
Horizontal - 1080 Captions
Horizontal - 4K
Horizontal - 4K Captions
Vertical - Meta/Snap
Vertical - Meta/Snap Captions
Vertical - TikTok
Vertical - TikTok Captions
SRT Files

RESPIRATORY AWARENESS

COVID
(EN + SP)





Link to final cuts.

COVID

16 Videos

ENGLISH
Horizontal - 1080
Horizontal - 1080 Captions
Horizontal - 4K
Horizontal - 4K Captions
Vertical - Meta/Snap
Vertical - Meta/Snap Captions
Vertical - TikTok
Vertical - TikTok Captions
SRT Files

SPANISH
Horizontal - 1080
Horizontal - 1080 Captions
Horizontal - 4K
Horizontal - 4K Captions
Vertical - Meta/Snap
Vertical - Meta/Snap Captions
Vertical - TikTok
Vertical - TikTok Captions
SRT Files

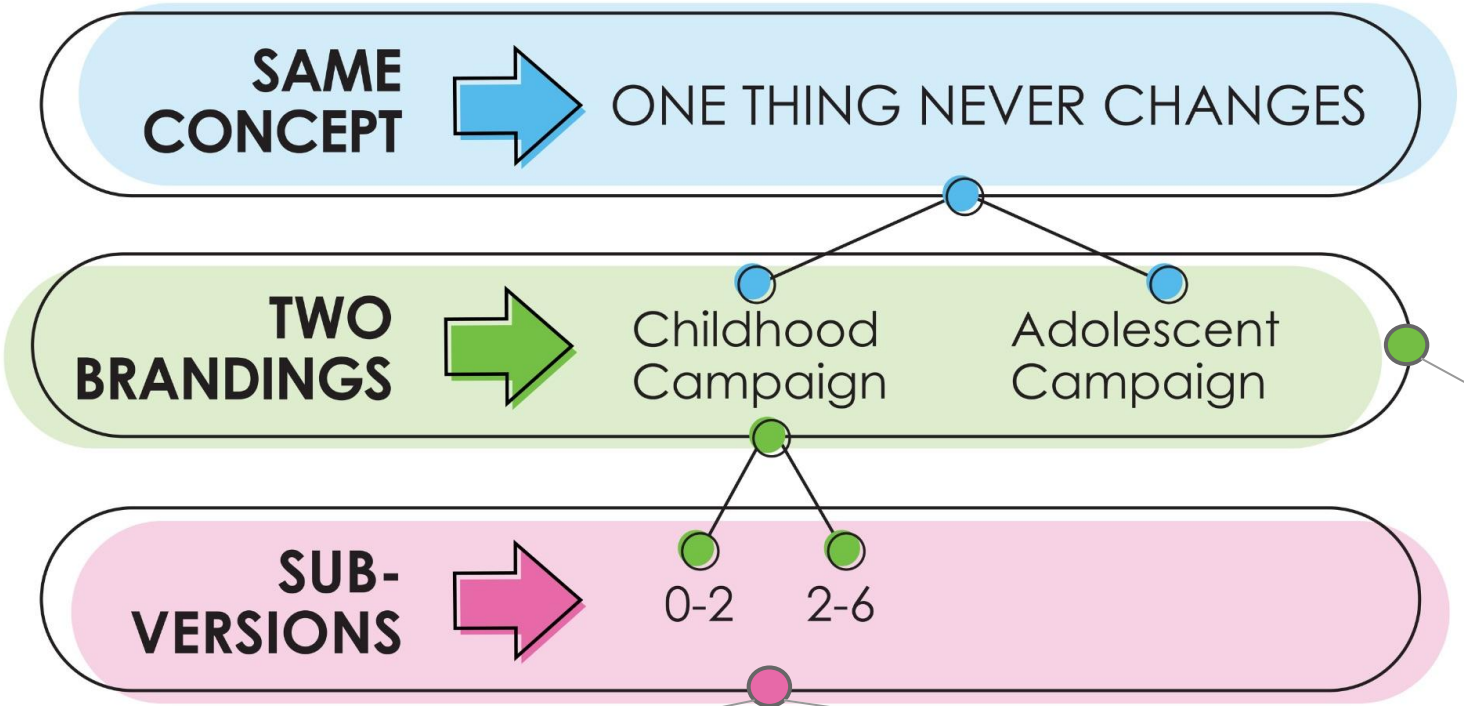
RESPIRATORY AWARENESS

View all Respiratory Awareness Spots.

	General	Flu	RSV 50+	COVID	
Horizontal Broadcast-Res	2 EN (OC + CC) 2 SP (OC + CC)	2 EN (OC + CC) 2 SP (OC + CC)	2 EN (OC + CC) 2 SP (OC + CC)	2 EN (OC + CC) 2 SP (OC + CC)	**16**
Horizontal Video-Res	2 EN (OC + CC) 2 SP (OC + CC)	2 EN (OC + CC) 2 SP (OC + CC)	2 EN (OC + CC) 2 SP (OC + CC)	2 EN (OC + CC) 2 SP (OC + CC)	**16**
Vertical - META Video-Res	2 EN (OC + CC) 2 SP (OC + CC)	2 EN (OC + CC) 2 SP (OC + CC)	2 EN (OC + CC) 2 SP (OC + CC)	2 EN (OC + CC) 2 SP (OC + CC)	**16**
Vertical - TIKTOK Video-Res	2 EN (OC + CC) 2 SP (OC + CC)	2 EN (OC + CC) 2 SP (OC + CC)	2 EN (OC + CC) 2 SP (OC + CC)	2 EN (OC + CC) 2 SP (OC + CC)	**16**
Total Delivered Awareness Videos	**16**	**16**	**16**	**16**	**64**

CC - Closed Captions
OC - Open Captions

AWARENESS VIDEOS - CHILDHOOD/ADOLESCENTS



6 videos: General Adolescent Vaccines (10-16) + HPV + Meningitis (ENG + SP)

6 videos: General Childhood Vaccines (0-2) + Measles + Whooping Cough (ENG + SP)

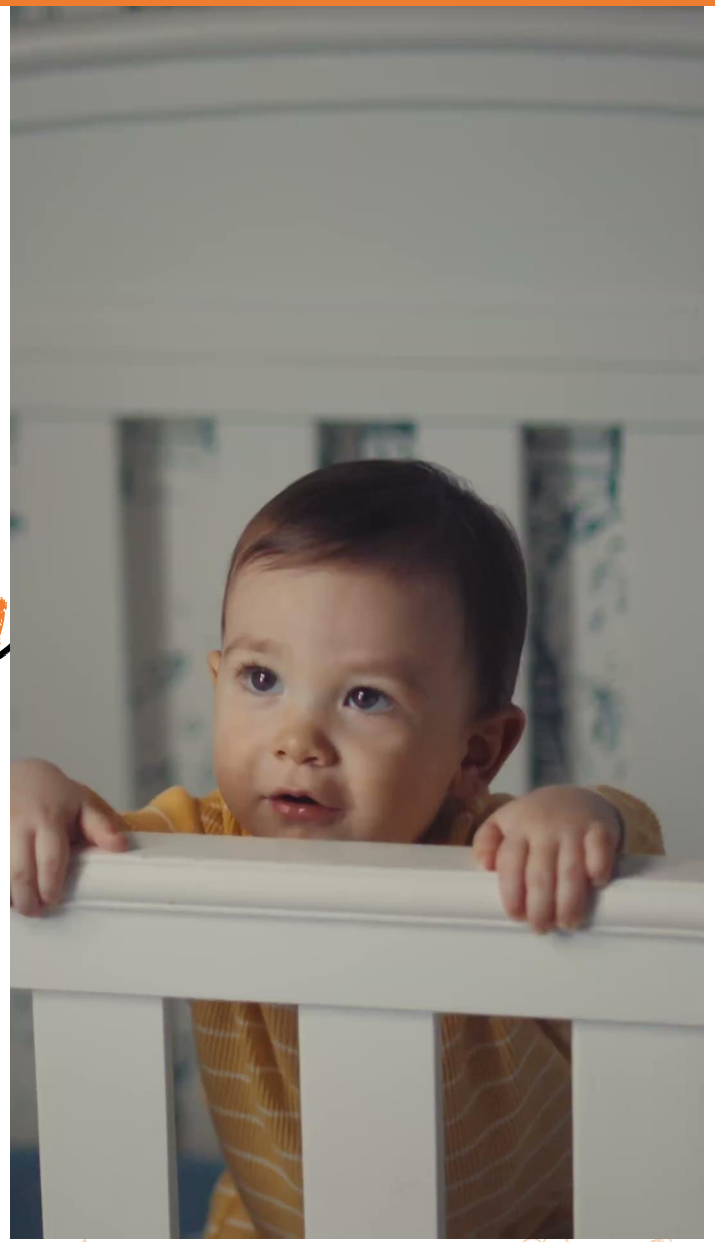
6 videos: General Childhood Vaccines (2-6) + Measles + Whooping Cough (ENG + SP)

Please note that two (2) versions were created for **each horizontal** childhood and adolescent awareness video:

1. A 30-second version and
2. A full-length (~38-second) version.

CHILDHOOD AWARENESS

GENERAL
0-2
(ENGLISH)



Link to final cuts.

GEN CHILDHOOD (0-2)

12 Videos

ENGLISH

Horizontal 30-Sec - 1080
Horizontal 30-Sec - 1080 - Captions
Horizontal 30-Sec - Broadcast
Horizontal 30-Sec - Broadcast - Captions
Horizontal FULL - 1080
Horizontal FULL - 1080 - Captions
Horizontal FULL - Broadcast
Horizontal FULL - Broadcast - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files - 30-Sec & FULL

CHILDHOOD AWARENESS

GENERAL
0-2
(SPANISH)



Link to final cuts.

GEN CHILDHOOD (0-2)

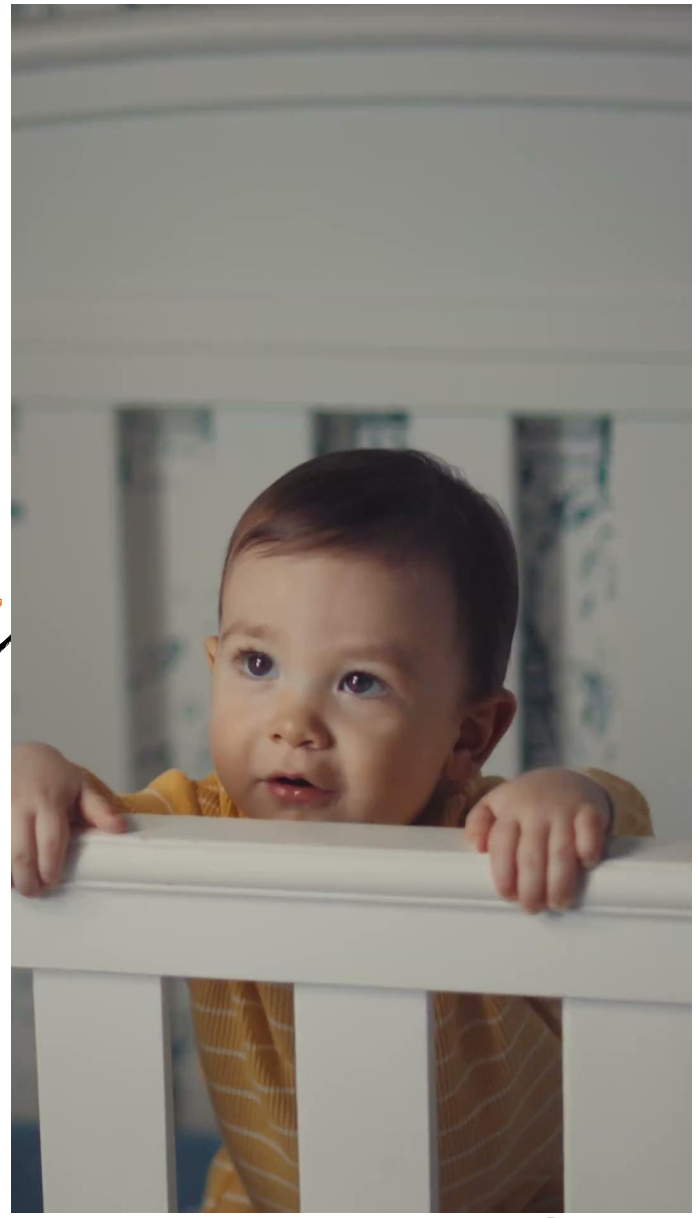
12 Videos

SPANISH

Horizontal 30-Sec - 1080
Horizontal 30-Sec - 1080 - Captions
Horizontal 30-Sec - Broadcast
Horizontal 30-Sec - Broadcast - Captions
Horizontal FULL - 1080
Horizontal FULL - 1080 - Captions
Horizontal FULL - Broadcast
Horizontal FULL - Broadcast - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files - 30-Sec & FULL

CHILDHOOD AWARENESS

MEASLES 0-2 (ENGLISH)



Link to final cuts.

MEASLES (0-2)

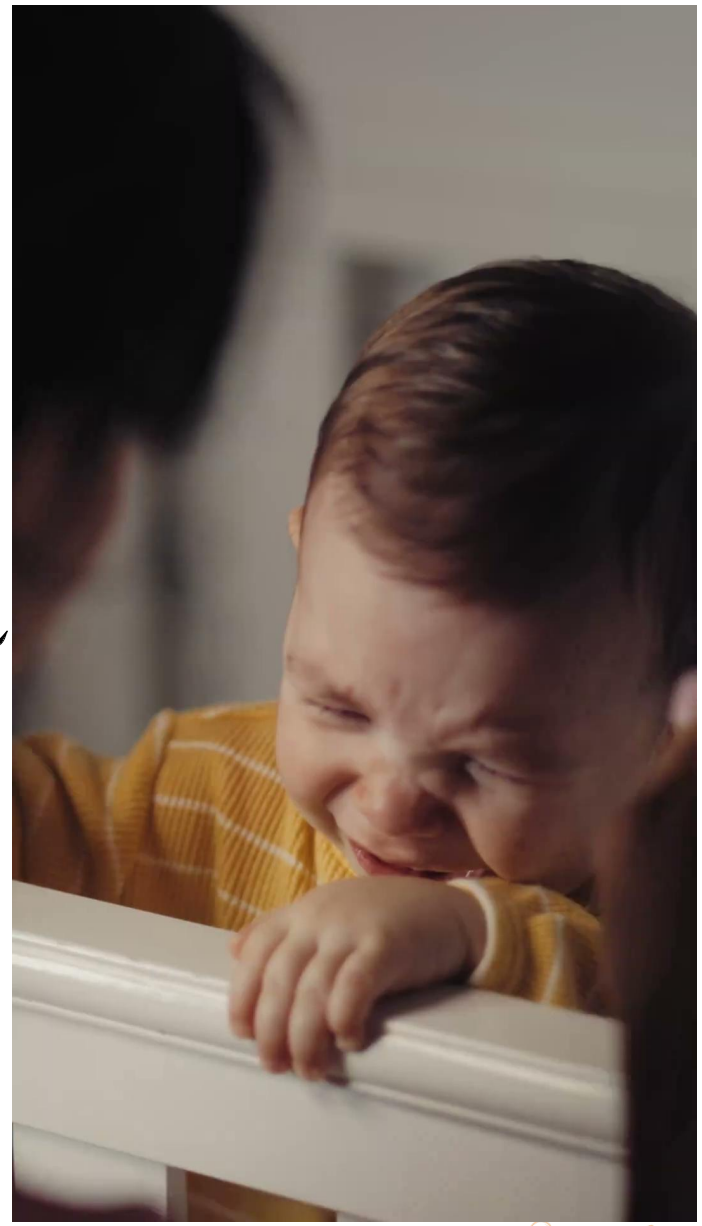
12 Videos

ENGLISH

Horizontal 30-Sec - 1080
Horizontal 30-Sec - 1080 - Captions
Horizontal 30-Sec - Broadcast
Horizontal 30-Sec - Broadcast - Captions
Horizontal FULL - 1080
Horizontal FULL - 1080 - Captions
Horizontal FULL - Broadcast
Horizontal FULL - Broadcast - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files - 30-Sec & FULL

CHILDHOOD AWARENESS

MEASLES 0-2 (SPANISH)



Link to final cuts.

MEASLES (0-2)

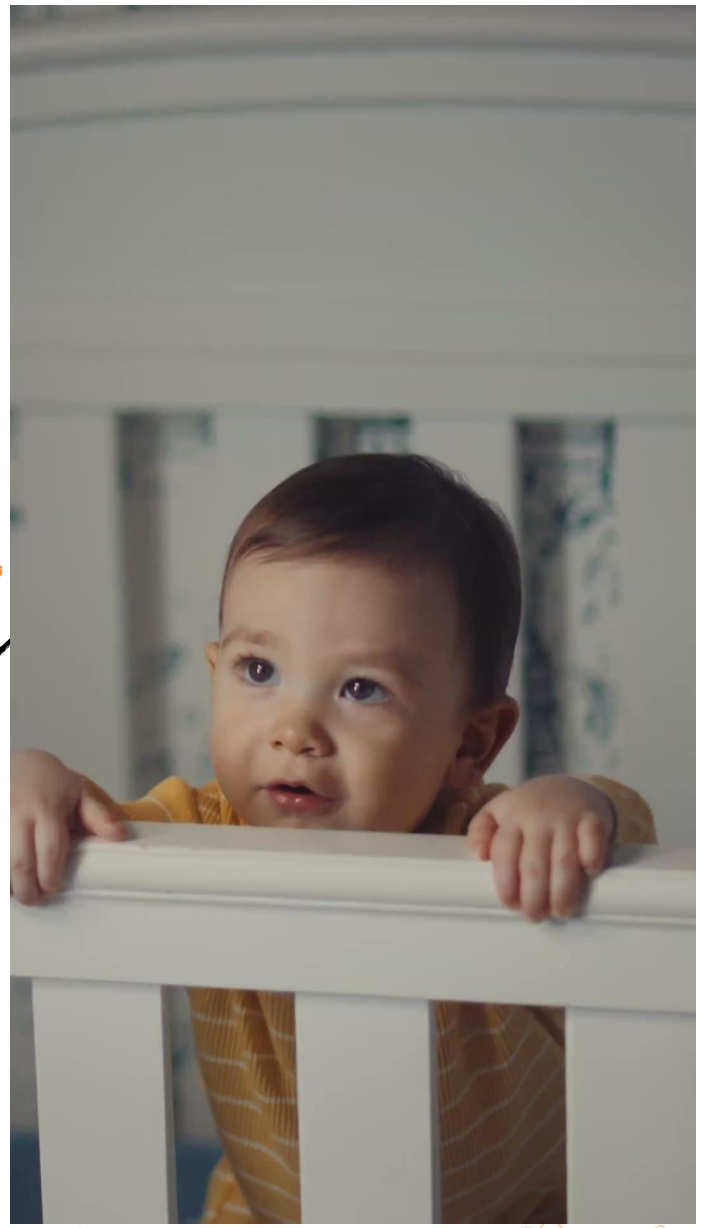
12 Videos

SPANISH

Horizontal 30-Sec - 1080
Horizontal 30-Sec - 1080 - Captions
Horizontal 30-Sec - Broadcast
Horizontal 30-Sec - Broadcast - Captions
Horizontal FULL - 1080
Horizontal FULL - 1080 - Captions
Horizontal FULL - Broadcast
Horizontal FULL - Broadcast - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files - 30-Sec & FULL

CHILDHOOD AWARENESS

WHOOPING COUGH 0-2 (ENGLISH)



Link to final cuts.

WHOOPING COUGH (0-2)

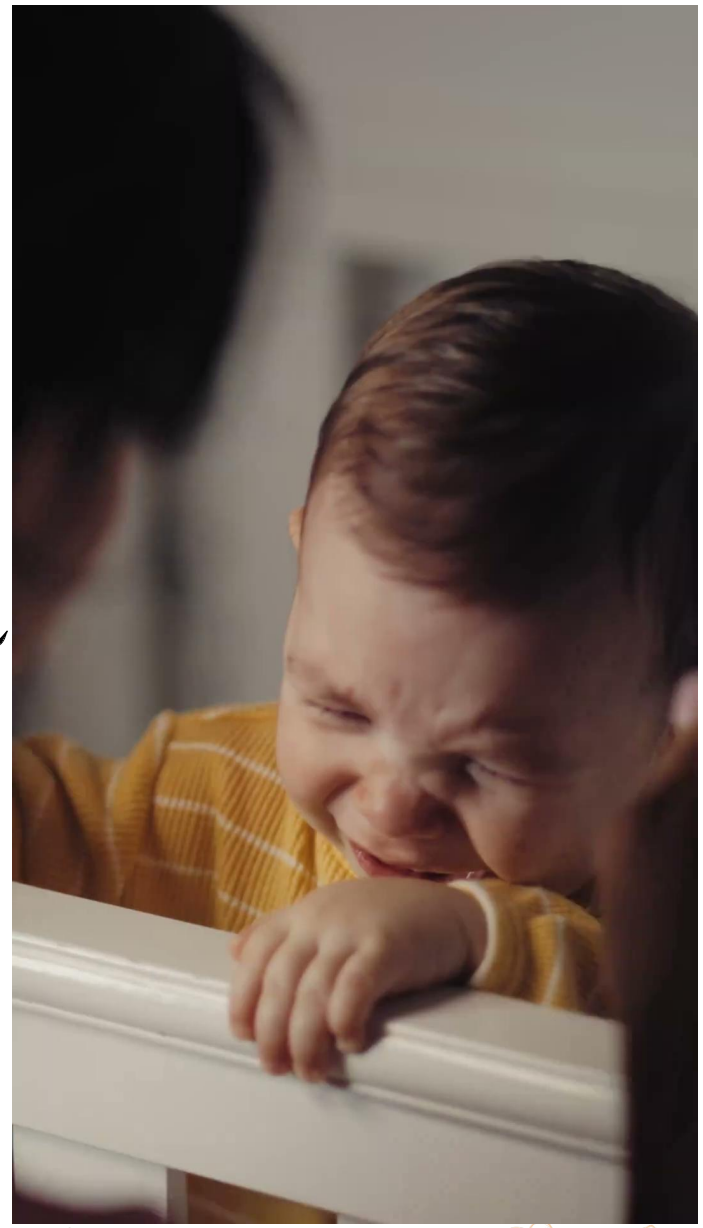
12 Videos

ENGLISH

Horizontal 30-Sec - 1080
Horizontal 30-Sec - 1080 - Captions
Horizontal 30-Sec - Broadcast
Horizontal 30-Sec - Broadcast - Captions
Horizontal FULL - 1080
Horizontal FULL - 1080 - Captions
Horizontal FULL - Broadcast
Horizontal FULL - Broadcast - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files - 30-Sec & FULL

CHILDHOOD AWARENESS

WHOOPING COUGH 0-2 (SPANISH)



Link to final cuts.

WHOOPING COUGH (0-2)

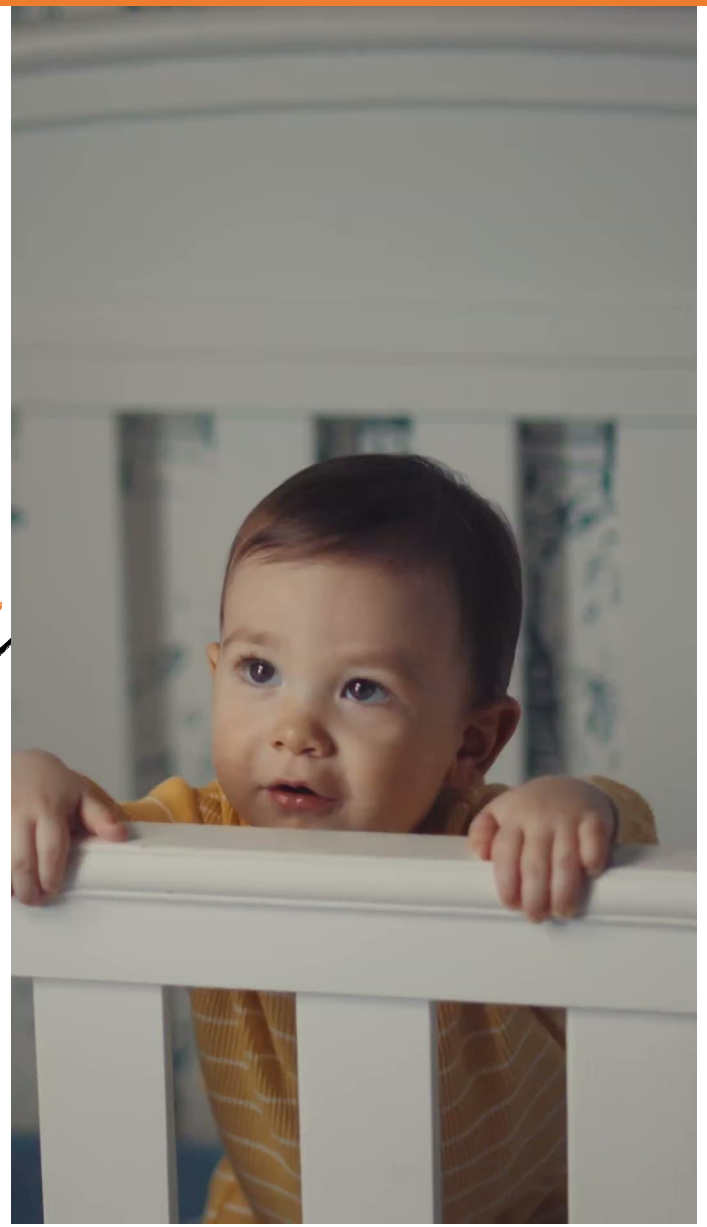
12 Videos

SPANISH

Horizontal 30-Sec - 1080
Horizontal 30-Sec - 1080 - Captions
Horizontal 30-Sec - Broadcast
Horizontal 30-Sec - Broadcast - Captions
Horizontal FULL - 1080
Horizontal FULL - 1080 - Captions
Horizontal FULL - Broadcast
Horizontal FULL - Broadcast - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files - 30-Sec & FULL

CHILDHOOD AWARENESS

GENERAL
2-6
(ENGLISH)



Link to final cuts.

GEN CHILDHOOD (2-6)

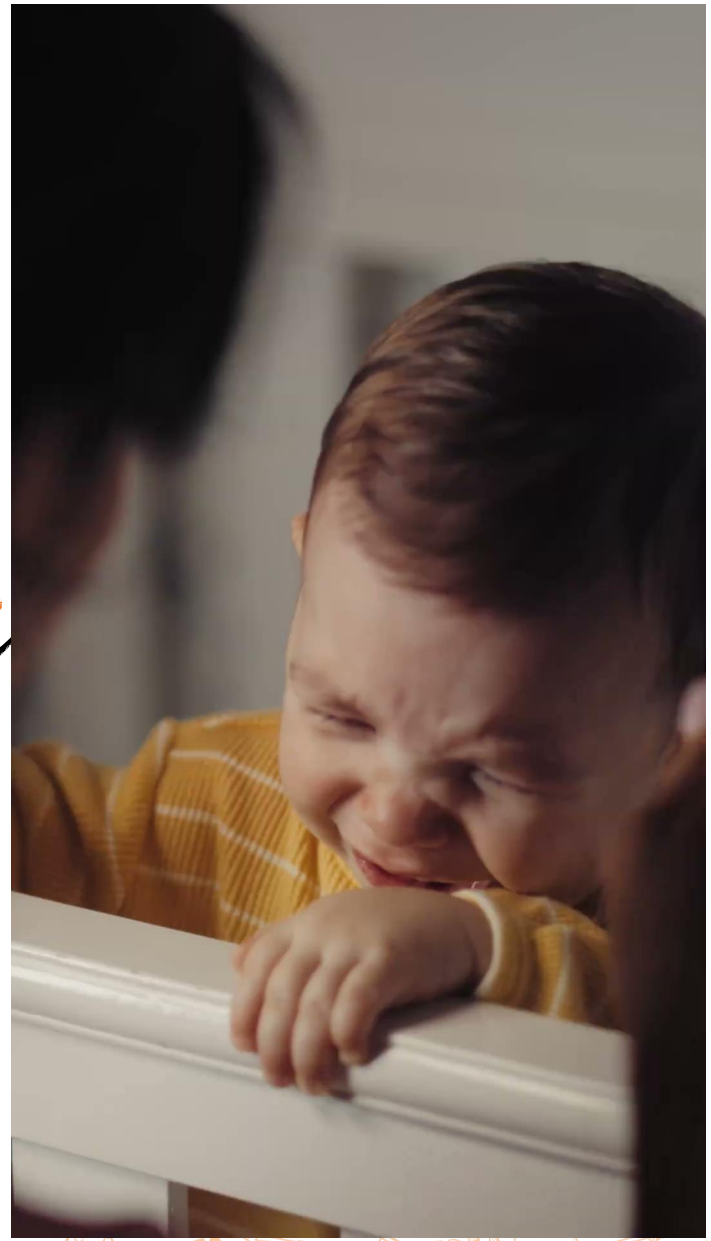
12 Videos

ENGLISH

Horizontal 30-Sec - 1080
Horizontal 30-Sec - 1080 - Captions
Horizontal 30-Sec - Broadcast
Horizontal 30-Sec - Broadcast - Captions
Horizontal FULL - 1080
Horizontal FULL - 1080 - Captions
Horizontal FULL - Broadcast
Horizontal FULL - Broadcast - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files - 30-Sec & FULL

CHILDHOOD AWARENESS

GENERAL
2-6
(SPANISH)



Link to final cuts.

GEN CHILDHOOD (2-6)

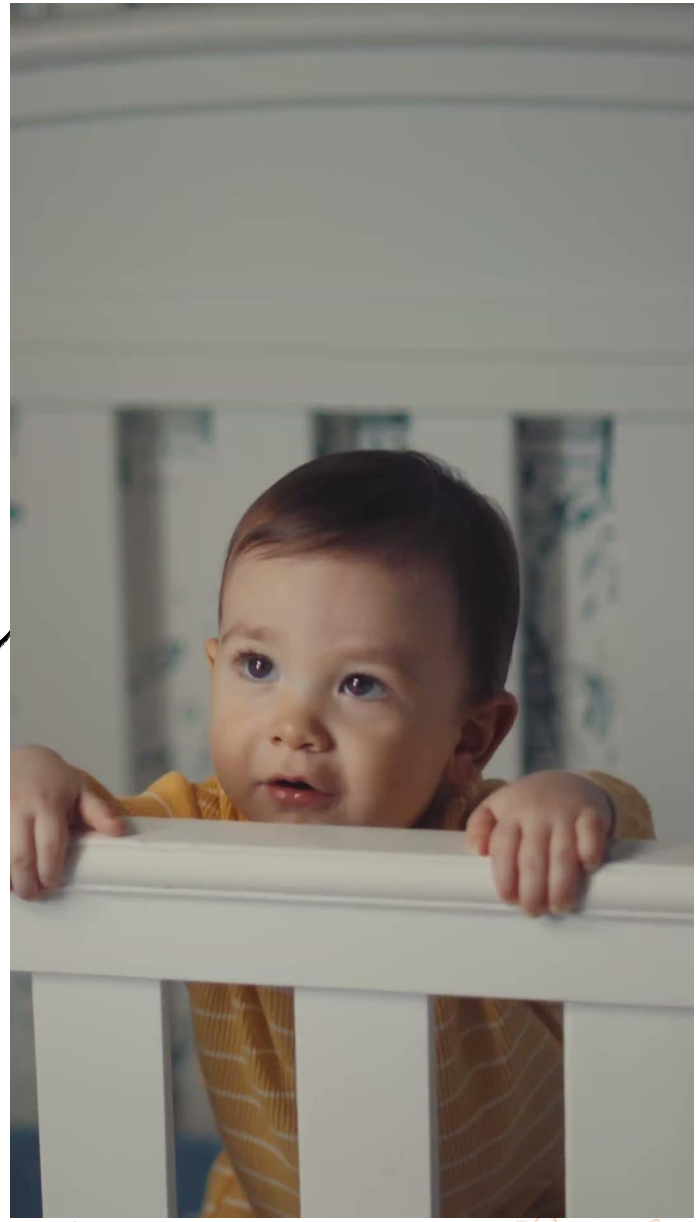
12 Videos

SPANISH

Horizontal 30-Sec - 1080
Horizontal 30-Sec - 1080 - Captions
Horizontal 30-Sec - Broadcast
Horizontal 30-Sec - Broadcast - Captions
Horizontal FULL - 1080
Horizontal FULL - 1080 - Captions
Horizontal FULL - Broadcast
Horizontal FULL - Broadcast - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files - 30-Sec & FULL

CHILDHOOD AWARENESS

MEASLES
2-6
(ENGLISH)



Link to final cuts.

MEASLES (2-6)

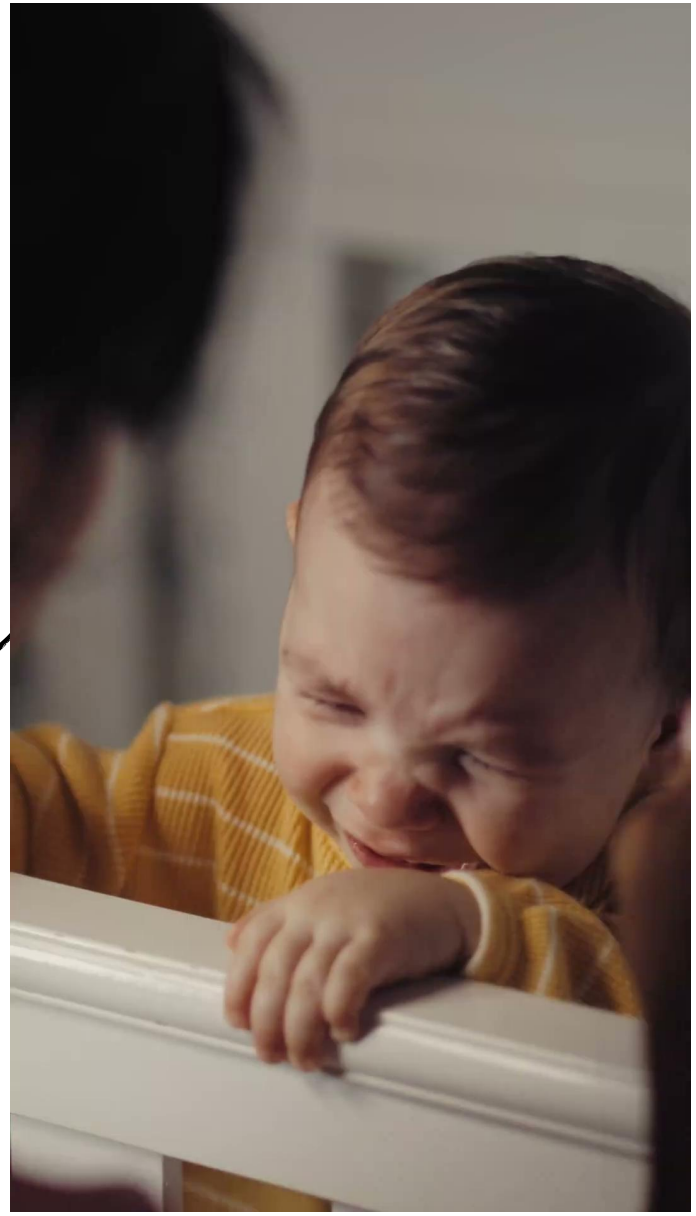
12 Videos

ENGLISH

Horizontal 30-Sec - 1080
Horizontal 30-Sec - 1080 - Captions
Horizontal 30-Sec - Broadcast
Horizontal 30-Sec - Broadcast - Captions
Horizontal FULL - 1080
Horizontal FULL - 1080 - Captions
Horizontal FULL - Broadcast
Horizontal FULL - Broadcast - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files - 30-Sec & FULL

CHILDHOOD AWARENESS

MEASLES 2-6 (SPANISH)



Link to final cuts.

MEASLES (2-6)

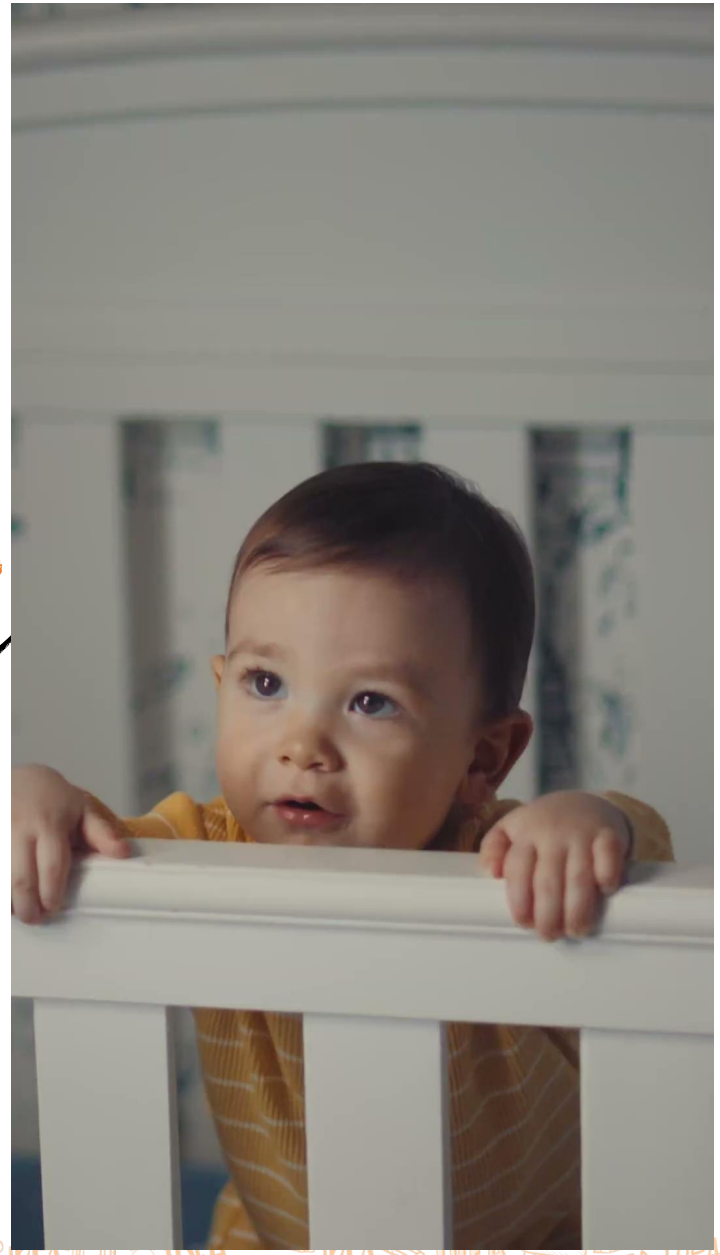
12 Videos

SPANISH

Horizontal 30-Sec - 1080
Horizontal 30-Sec - 1080 - Captions
Horizontal 30-Sec - Broadcast
Horizontal 30-Sec - Broadcast - Captions
Horizontal FULL - 1080
Horizontal FULL - 1080 - Captions
Horizontal FULL - Broadcast
Horizontal FULL - Broadcast - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files - 30-Sec & FULL

CHILDHOOD AWARENESS

WHOOPING COUGH 2-6 (ENGLISH)



Link to final cuts.

WHOOPING COUGH (2-6)

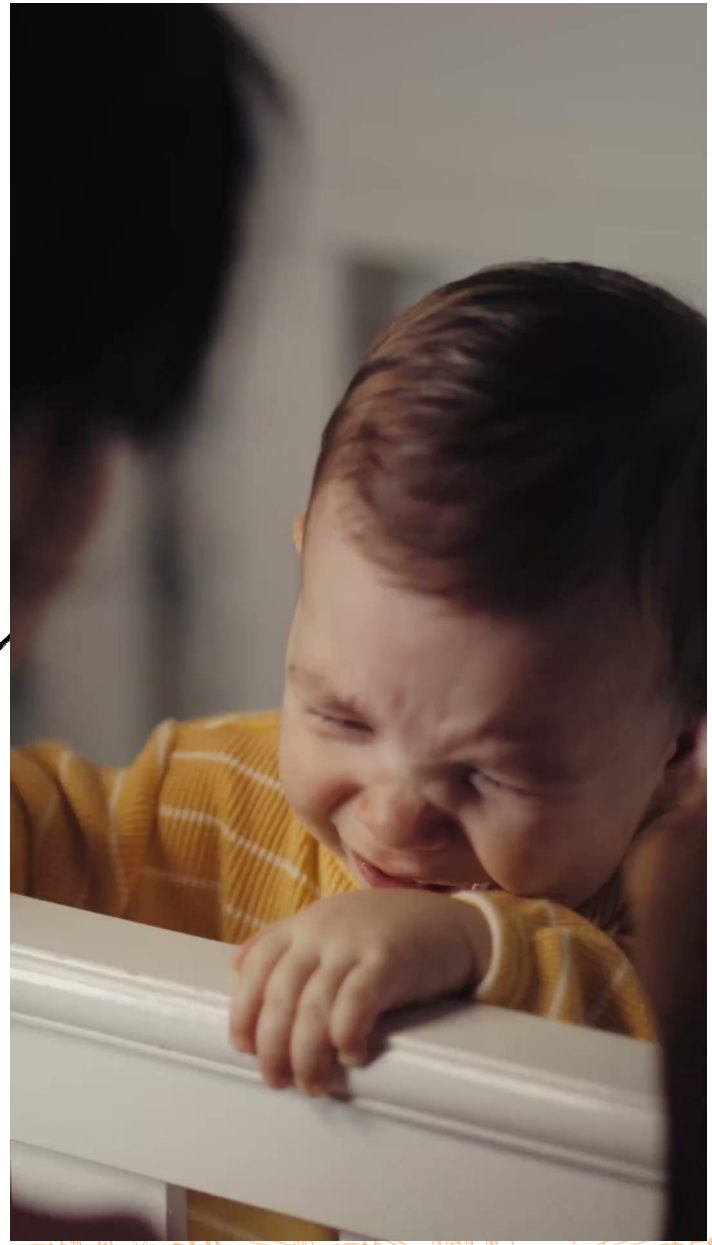
12 Videos

ENGLISH

Horizontal 30-Sec - 1080
Horizontal 30-Sec - 1080 - Captions
Horizontal 30-Sec - Broadcast
Horizontal 30-Sec - Broadcast - Captions
Horizontal FULL - 1080
Horizontal FULL - 1080 - Captions
Horizontal FULL - Broadcast
Horizontal FULL - Broadcast - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files - 30-Sec & FULL

CHILDHOOD AWARENESS

WHOOPING COUGH 2-6 (SPANISH)



Link to final cuts.

WHOOPING COUGH (2-6)

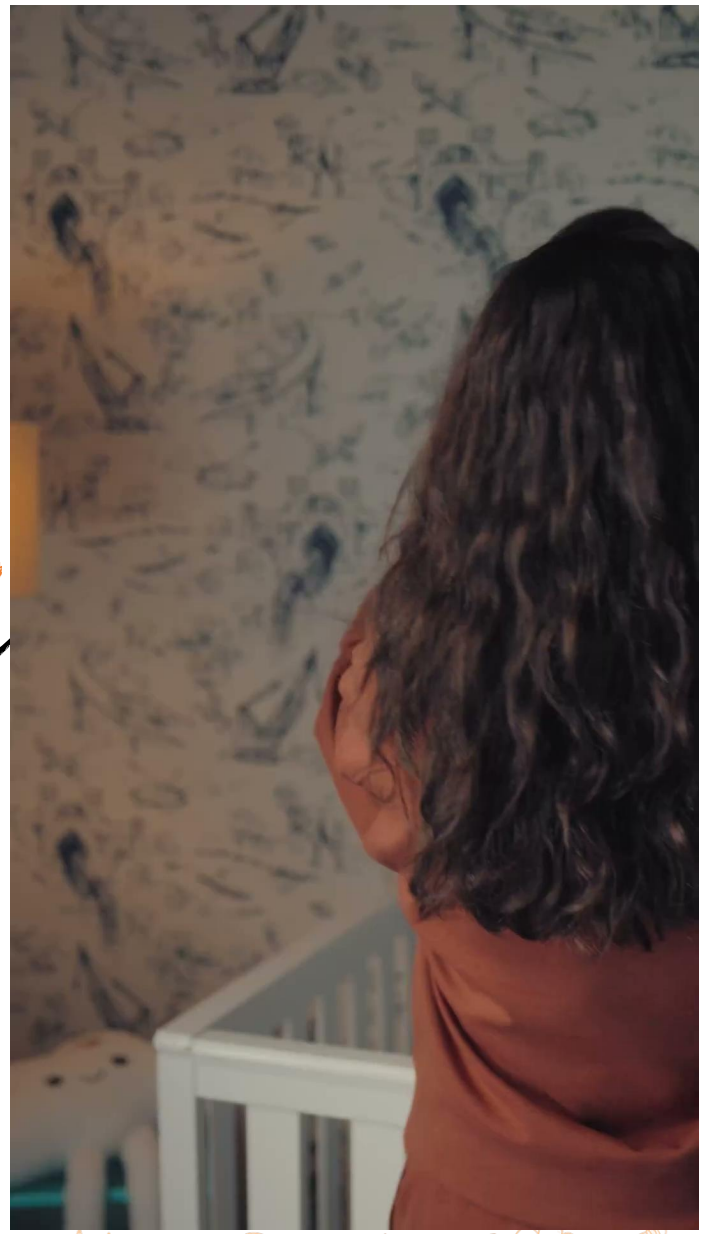
12 Videos

SPANISH

Horizontal 30-Sec - 1080
Horizontal 30-Sec - 1080 - Captions
Horizontal 30-Sec - Broadcast
Horizontal 30-Sec - Broadcast - Captions
Horizontal FULL - 1080
Horizontal FULL - 1080 - Captions
Horizontal FULL - Broadcast
Horizontal FULL - Broadcast - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files - 30-Sec & FULL

ADOLESCENT AWARENESS

GENERAL ADOLESCENT (ENGLISH)



Link to final cuts.

GEN ADOLESCENT

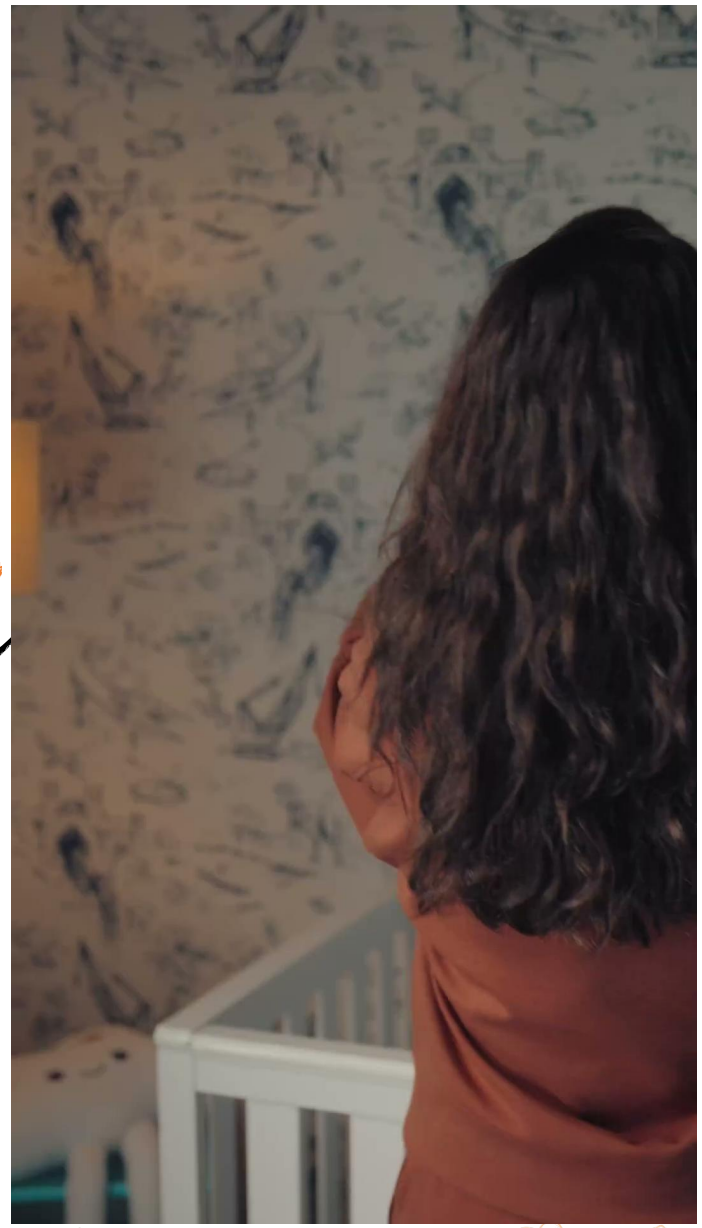
12 Videos

ENGLISH

Horizontal 30-Sec - 1080
Horizontal 30-Sec - 1080 - Captions
Horizontal 30-Sec - Broadcast
Horizontal 30-Sec - Broadcast - Captions
Horizontal FULL - 1080
Horizontal FULL - 1080 - Captions
Horizontal FULL - Broadcast
Horizontal FULL - Broadcast - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files - 30-Sec & FULL

ADOLESCENT AWARENESS

GENERAL ADOLESCENT (SPANISH)



Link to final cuts.

GEN ADOLESCENT

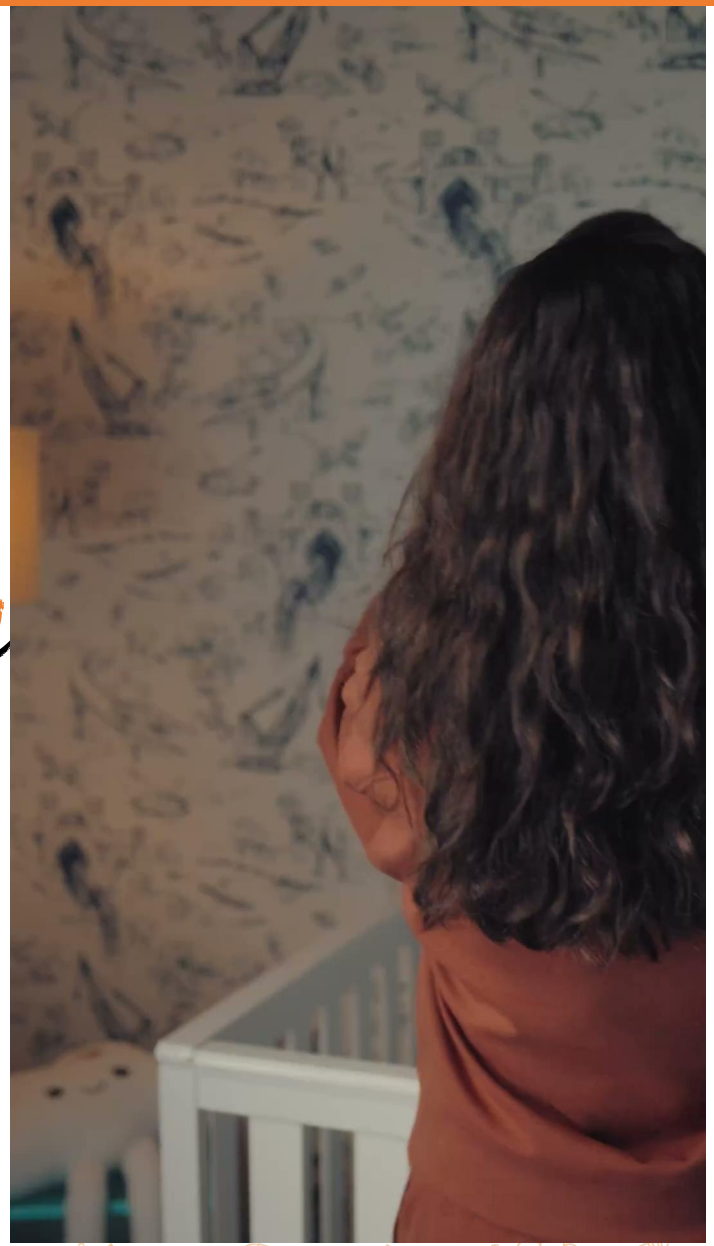
12 Videos

SPANISH

Horizontal 30-Sec - 1080
Horizontal 30-Sec - 1080 - Captions
Horizontal 30-Sec - Broadcast
Horizontal 30-Sec - Broadcast - Captions
Horizontal FULL - 1080
Horizontal FULL - 1080 - Captions
Horizontal FULL - Broadcast
Horizontal FULL - Broadcast - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files - 30-Sec & FULL

ADOLESCENT AWARENESS

HPV (ENGLISH)



Link to final cuts.

HPV

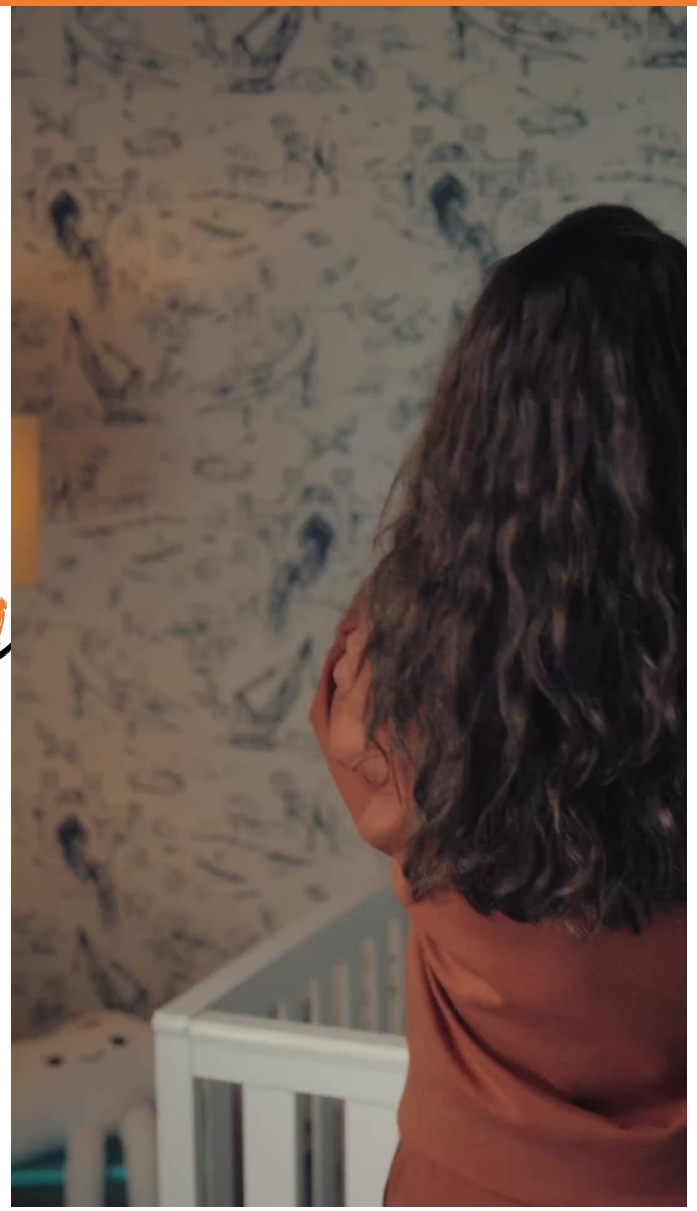
12 Videos

ENGLISH

Horizontal 30-Sec - 1080
Horizontal 30-Sec - 1080 - Captions
Horizontal 30-Sec - Broadcast
Horizontal 30-Sec - Broadcast - Captions
Horizontal FULL - 1080
Horizontal FULL - 1080 - Captions
Horizontal FULL - Broadcast
Horizontal FULL - Broadcast - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files - 30-Sec & FULL

ADOLESCENT AWARENESS

HPV (SPANISH)



Link to final cuts.

HPV

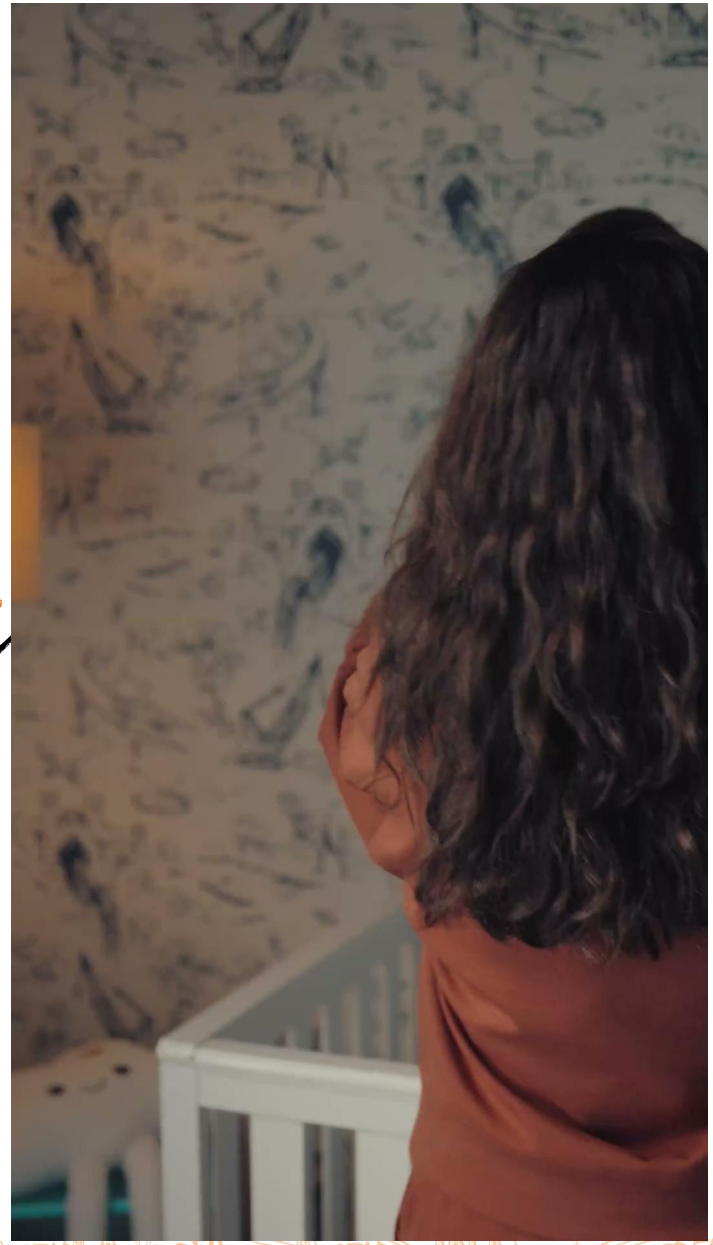
12 Videos

SPANISH

Horizontal 30-Sec - 1080
Horizontal 30-Sec - 1080 - Captions
Horizontal 30-Sec - Broadcast
Horizontal 30-Sec - Broadcast - Captions
Horizontal FULL - 1080
Horizontal FULL - 1080 - Captions
Horizontal FULL - Broadcast
Horizontal FULL - Broadcast - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files - 30-Sec & FULL

ADOLESCENT AWARENESS

MENINGITIS (ENGLISH)



Link to final cuts.

MENINGITIS

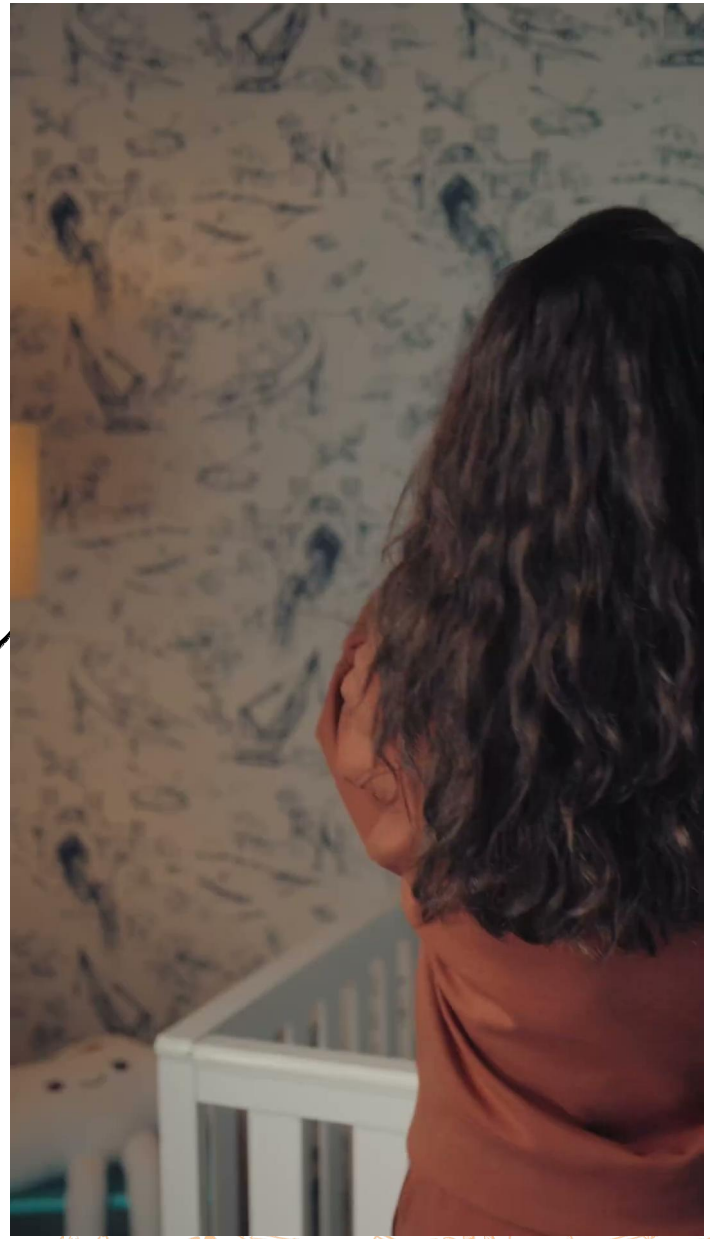
12 Videos

ENGLISH

Horizontal 30-Sec - 1080
Horizontal 30-Sec - 1080 - Captions
Horizontal 30-Sec - Broadcast
Horizontal 30-Sec - Broadcast - Captions
Horizontal FULL - 1080
Horizontal FULL - 1080 - Captions
Horizontal FULL - Broadcast
Horizontal FULL - Broadcast - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files - 30-Sec & FULL

ADOLESCENT AWARENESS

MENINGITIS (SPANISH)



Link to final cuts.

MENINGITIS

12 Videos

SPANISH

Horizontal 30-Sec - 1080
Horizontal 30-Sec - 1080 - Captions
Horizontal 30-Sec - Broadcast
Horizontal 30-Sec - Broadcast - Captions
Horizontal FULL - 1080
Horizontal FULL - 1080 - Captions
Horizontal FULL - Broadcast
Horizontal FULL - Broadcast - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files - 30-Sec & FULL

CHILDHOOD (0-2) AWARENESS

CC - Closed Captions
OC - Open Captions

View all Childhood Awareness Spots.

		General Childhood	Measles	Whooping Cough	
0-2	**Horizontal** Broadcast-Res	4 EN (OC + CC) - (30-sec & Full) 4 SP (OC + CC) - (30-sec & Full)	4 EN (OC + CC) - (30-sec & Full) 4 SP (OC + CC) - (30-sec & Full)	4 EN (OC + CC) - (30-sec & Full) 4 SP (OC + CC) - (30-sec & Full)	**24**
	Horizontal Video-Res	4 EN (OC + CC) - (30-sec & Full) 4 SP (OC + CC) - (30-sec & Full)	4 EN (OC + CC) - (30-sec & Full) 4 SP (OC + CC) - (30-sec & Full)	4 EN (OC + CC) - (30-sec & Full) 4 SP (OC + CC) - (30-sec & Full)	**24**
	Vertical - META Video-Res	2 EN (OC + CC) - (Full) 2 SP (OC + CC) - (Full)	2 EN (OC + CC) - (Full) 2 SP (OC + CC) - (Full)	2 EN (OC + CC) - (Full) 2 SP (OC + CC) - (Full)	**12**
	Vertical - TIKTOK Video-Res	2 EN (OC + CC) - (Full) 2 SP (OC + CC) - (Full)	2 EN (OC + CC) - (Full) 2 SP (OC + CC) - (Full)	2 EN (OC + CC) - (Full) 2 SP (OC + CC) - (Full)	**12**
	Total Delivered Awareness Videos	**24**	**24**	**24**	**72**

CHILDHOOD (2-6) AWARENESS

CC - Closed Captions
OC - Open Captions

View all Childhood Awareness Spots.

		General Childhood	Measles	Whooping Cough	
2-6	**Horizontal** Broadcast-Res	4 EN (OC + CC) - (30-sec & Full) 4 SP (OC + CC) - (30-sec & Full)	4 EN (OC + CC) - (30-sec & Full) 4 SP (OC + CC) - (30-sec & Full)	4 EN (OC + CC) - (30-sec & Full) 4 SP (OC + CC) - (30-sec & Full)	**24**
	Horizontal Video-Res	4 EN (OC + CC) - (30-sec & Full) 4 SP (OC + CC) - (30-sec & Full)	4 EN (OC + CC) - (30-sec & Full) 4 SP (OC + CC) - (30-sec & Full)	4 EN (OC + CC) - (30-sec & Full) 4 SP (OC + CC) - (30-sec & Full)	**24**
	Vertical - META Video-Res	2 EN (OC + CC) - (Full) 2 SP (OC + CC) - (Full)	2 EN (OC + CC) - (Full) 2 SP (OC + CC) - (Full)	2 EN (OC + CC) - (Full) 2 SP (OC + CC) - (Full)	**12**
	Vertical - TIKTOK Video-Res	2 EN (OC + CC) - (Full) 2 SP (OC + CC) - (Full)	2 EN (OC + CC) - (Full) 2 SP (OC + CC) - (Full)	2 EN (OC + CC) - (Full) 2 SP (OC + CC) - (Full)	**12**
	Total Delivered Awareness Videos	**24**	**24**	**24**	**72**

CHILDHOOD ALL AWARENESS

CC - Closed Captions
OC - Open Captions

[View all Childhood Awareness Spots.]

		General Childhood	Measles	Whooping Cough	
0-2 & 2-6	**Horizontal** Broadcast-Res	8 EN (OC + CC) - (30-sec & Full) 8 SP (OC + CC) - (30-sec & Full)	8 EN (OC + CC) - (30-sec & Full) 8 SP (OC + CC) - (30-sec & Full)	8 EN (OC + CC) - (30-sec & Full) 8 SP (OC + CC) - (30-sec & Full)	**48**
	Horizontal Video-Res	8 EN (OC + CC) - (30-sec & Full) 8 SP (OC + CC) - (30-sec & Full)	8 EN (OC + CC) - (30-sec & Full) 8 SP (OC + CC) - (30-sec & Full)	8 EN (OC + CC) - (30-sec & Full) 8 SP (OC + CC) - (30-sec & Full)	**48**
	Vertical - META Video-Res	4 EN (OC + CC) - (Full) 4 SP (OC + CC) - (Full)	4 EN (OC + CC) - (Full) 4 SP (OC + CC) - (Full)	4 EN (OC + CC) - (Full) 4 SP (OC + CC) - (Full)	**24**
	Vertical - TIKTOK Video-Res	4 EN (OC + CC) - (Full) 4 SP (OC + CC) - (Full)	4 EN (OC + CC) - (Full) 4 SP (OC + CC) - (Full)	4 EN (OC + CC) - (Full) 4 SP (OC + CC) - (Full)	**24**
	Total Delivered Awareness Videos	**48**	**48**	**48**	**144**

ADOLESCENT AWARENESS

CC - Closed Captions
OC - Open Captions

View all Adolescent Awareness Spots.

	General Adolescent	HPV	Meningitis	
Horizontal Broadcast-Res	4 EN (OC + CC) - (30-sec & Full) 4 SP (OC + CC) - (30-sec & Full)	4 EN (OC + CC) - (30-sec & Full) 4 SP (OC + CC) - (30-sec & Full)	4 EN (OC + CC) - (30-sec & Full) 4 SP (OC + CC) - (30-sec & Full)	**24**
Horizontal Video-Res	4 EN (OC + CC) - (30-sec & Full) 4 SP (OC + CC) - (30-sec & Full)	4 EN (OC + CC) - (30-sec & Full) 4 SP (OC + CC) - (30-sec & Full)	4 EN (OC + CC) - (30-sec & Full) 4 SP (OC + CC) - (30-sec & Full)	**24**
Vertical - META Video-Res	2 EN (OC + CC) - (Full) 2 SP (OC + CC) - (Full)	2 EN (OC + CC) - (Full) 2 SP (OC + CC) - (Full)	2 EN (OC + CC) - (Full) 2 SP (OC + CC) - (Full)	**12**
Vertical - TIKTOK Video-Res	2 EN (OC + CC) - (Full) 2 SP (OC + CC) - (Full)	2 EN (OC + CC) - (Full) 2 SP (OC + CC) - (Full)	2 EN (OC + CC) - (Full) 2 SP (OC + CC) - (Full)	**12**
Total Delivered Awareness Videos	**24**	**24**	**24**	**72**

CHILDHOOD & ADOLESCENT AWARENESS

CC - Closed Captions
OC - Open Captions

[View all Adolescent Awareness Spots.]

	Childhood (0-2)	Childhood (2-6)	Adolescent	
Horizontal Broadcast-Res	12 EN (OC + CC) - (30-sec & Full) 12 SP (OC + CC) - (30-sec & Full)	12 EN (OC + CC) - (30-sec & Full) 12 SP (OC + CC) - (30-sec & Full)	12 EN (OC + CC) - (30-sec & Full) 12 SP (OC + CC) - (30-sec & Full)	**72**
Horizontal Video-Res	12 EN (OC + CC) - (30-sec & Full) 12 SP (OC + CC) - (30-sec & Full)	12 EN (OC + CC) - (30-sec & Full) 12 SP (OC + CC) - (30-sec & Full)	12 EN (OC + CC) - (30-sec & Full) 12 SP (OC + CC) - (30-sec & Full)	**72**
Vertical - META Video-Res	6 EN (OC + CC) - (Full) 6 SP (OC + CC) - (Full)	6 EN (OC + CC) - (Full) 6 SP (OC + CC) - (Full)	6 EN (OC + CC) - (Full) 6 SP (OC + CC) - (Full)	**36**
Vertical - TIKTOK Video-Res	6 EN (OC + CC) - (Full) 6 SP (OC + CC) - (Full)	6 EN (OC + CC) - (Full) 6 SP (OC + CC) - (Full)	6 EN (OC + CC) - (Full) 6 SP (OC + CC) - (Full)	**36**
Total Delivered Awareness Videos	**72**	**72**	**72**	**216**

ALL AWARENESS VIDEOS – SUMMARY

	Delivered Awareness Videos
Adolescent	72
Childhood	144
Respiratory	64
Total Videos	**280**

CREATIVE DELIVERY

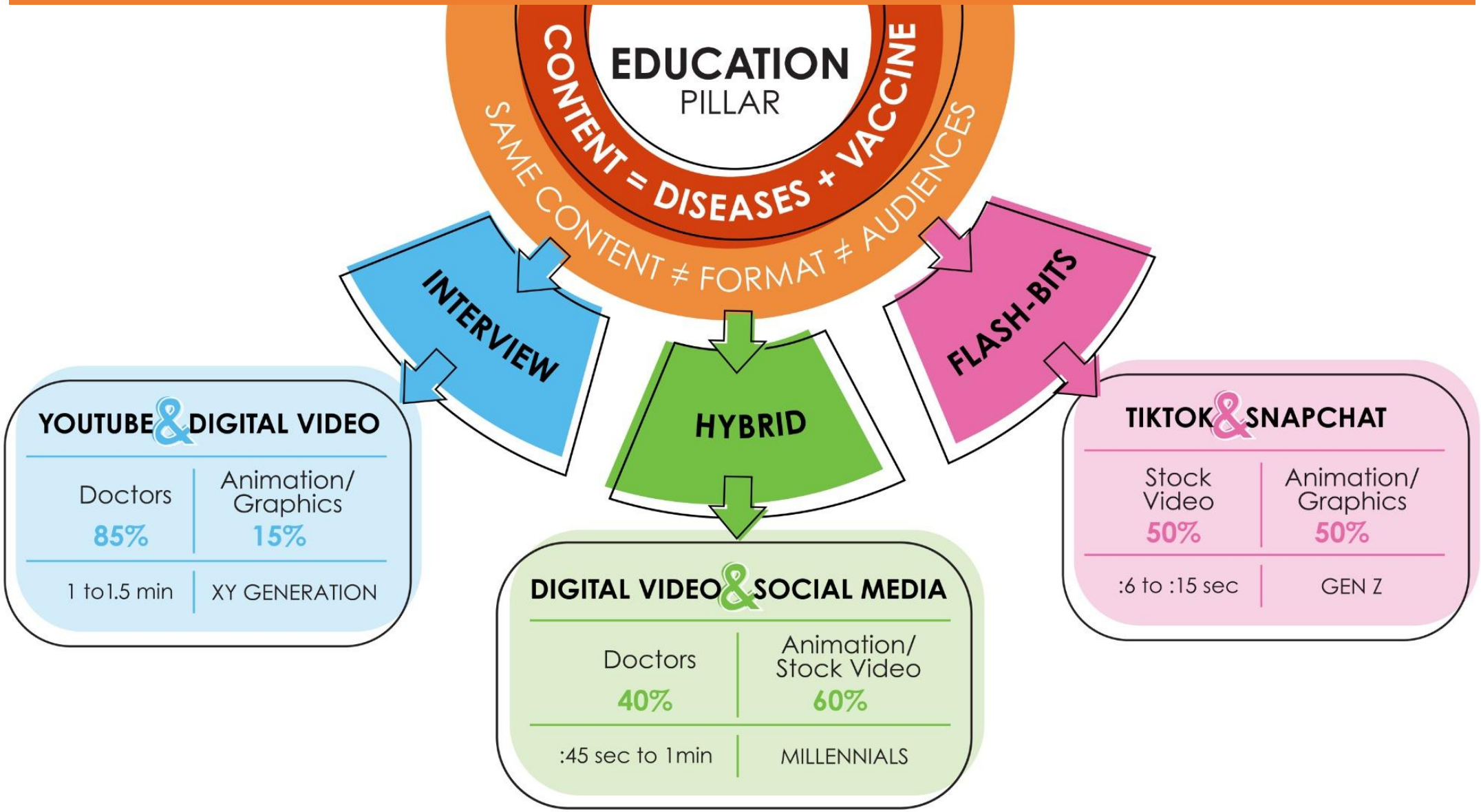
EDUCATION VIDEOS

idea
marketing

From Good Ideas to Great Results

www.TheIdeaMarketing.com

EDUCATION VIDEOS – CREATIVE STRATEGY



EDUCATION VIDEOS – DELIVERED VIDEOS

658

Total Education Videos

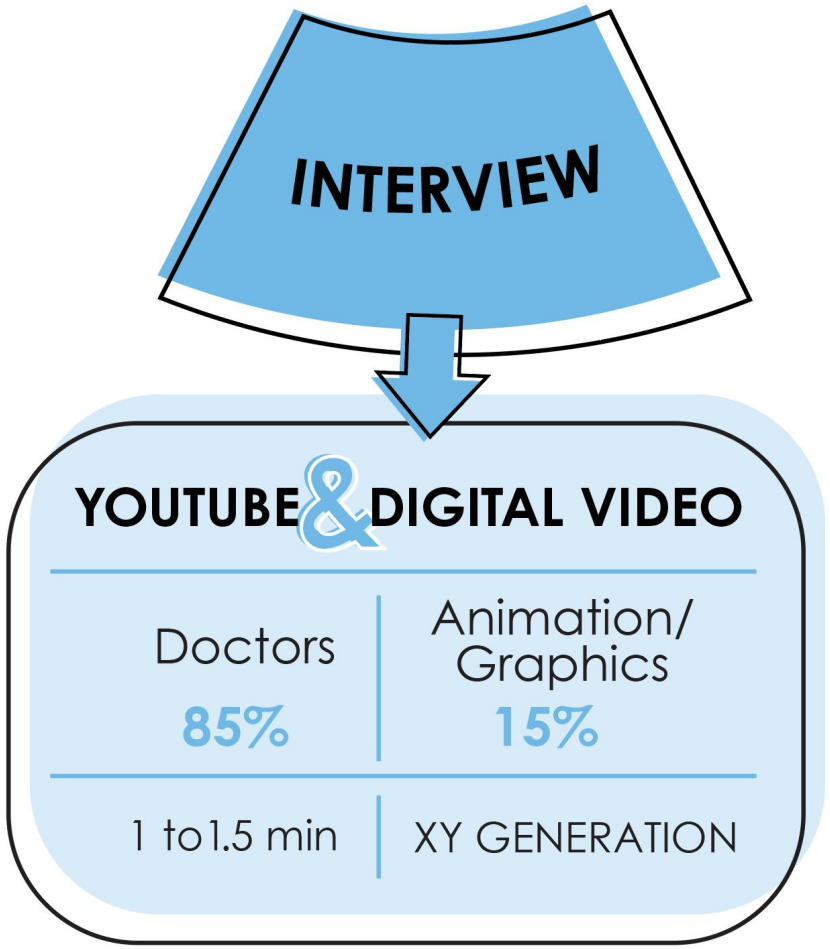
126	418	114
Dr Interviews	Hybrid Videos	Flashbit Videos

EDUCATION VIDEOS – DOCTOR INTERVIEWS

DOCTOR INTERVIEWS

- **What your doctor wants you to know about…**
  - Doctors are at the center
  - No voice over
  - Minimal animations/stock video

Visual-Centric — **Expert-Led**



EDUCATION VIDEOS – DOCTOR INTERVIEWS

19 Interviews were conducted with doctors and other health care providers, including those with specialties in:

Pediatrics	Family Medicine	Obstetrics	Geriatrics
9	8	2	1







EDUCATION VIDEOS – DOCTOR INTERVIEWS

To achieve campaign goals and tailor messaging to various audiences, the **19 Interviews** were conducted in the following languages:

English*	Spanish	Ukrainian	Somali*
13	5	1	1 (Translation)







*The Somali interview featured two interviewees, who spoke in English and Somali.

EDUCATION VIDEOS – DOCTOR INTERVIEWS

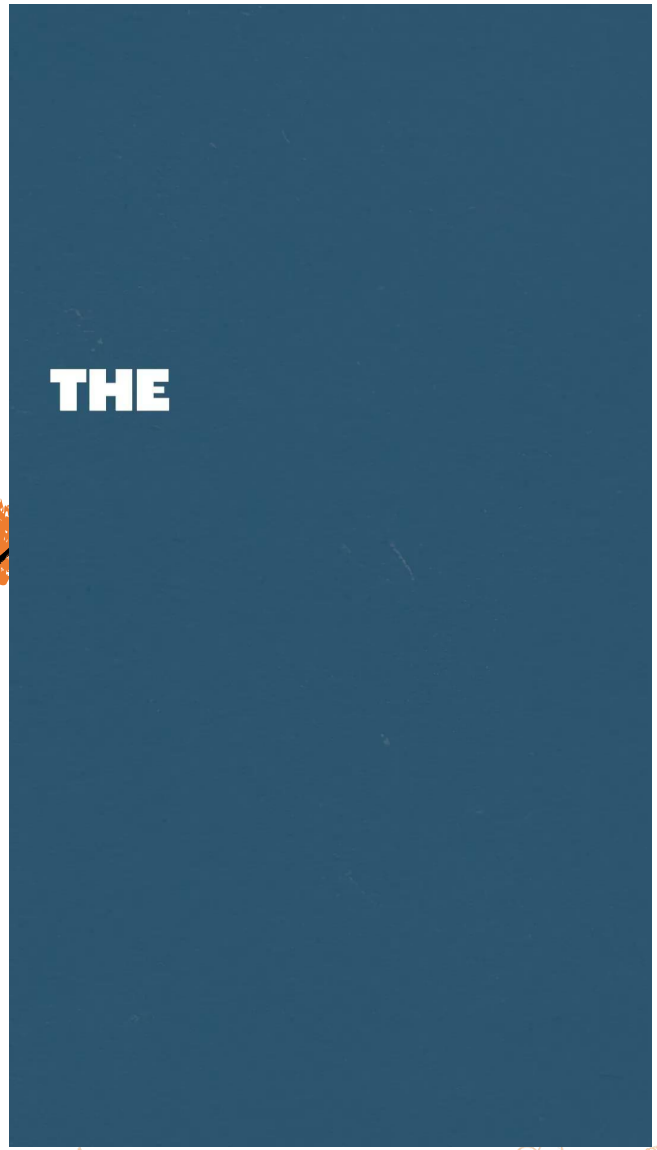
- Before scheduling interviews, The Idea Marketing vetted **all** interviewees by:
  - Reviewing credentials and work history listed online.
  - Calling or emailing providers directly to discuss the potential project.
  - Scheduling at least one (1) pre-production call.
- Each interviewee was given the interview discussion guide in advance to review questions and talking points, so they could prepare.

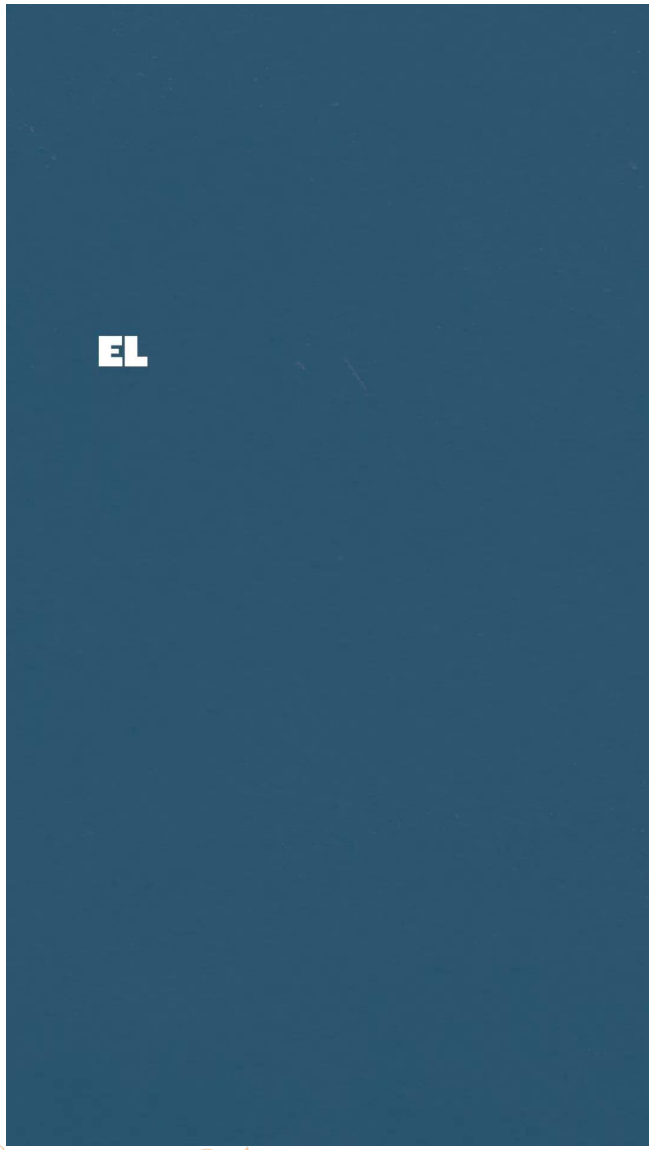




EDUCATION VIDEOS – DOCTOR INTERVIEWS

GENERAL RESPIRATORY (EN & SP)





Link to final cuts.

GEN RESPIRATORY

9 Videos

ENGLISH

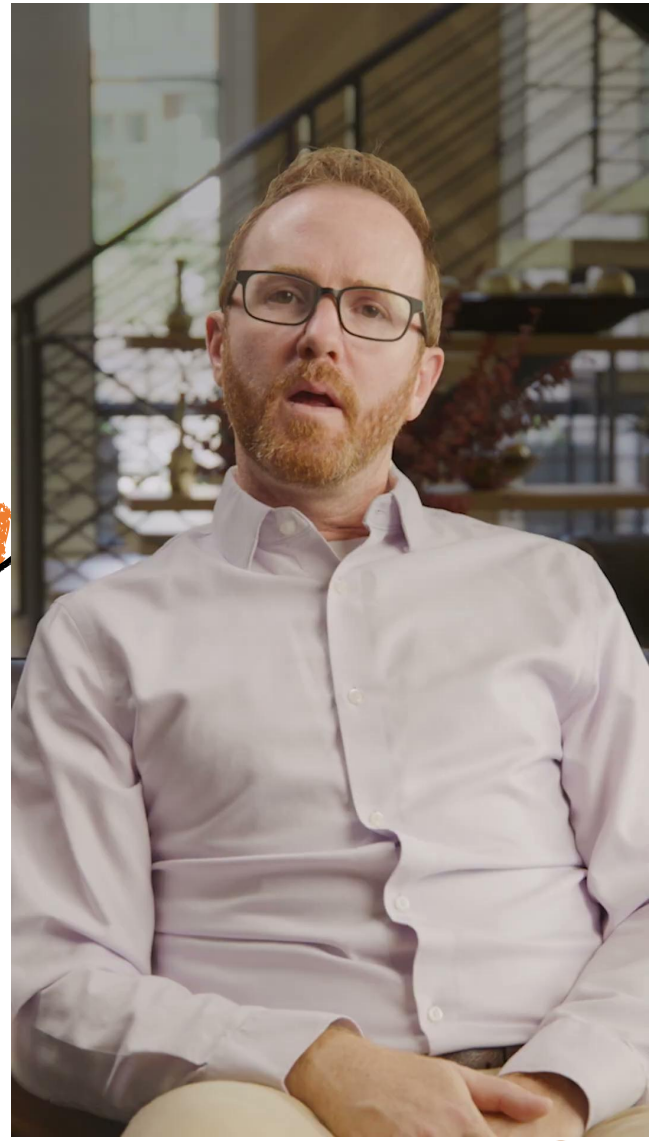
Horizontal
Horizontal - Captions
Vertical - Meta/TikTok
Vertical - Meta - Captions
Vertical - TikTok - Captions
SRT files

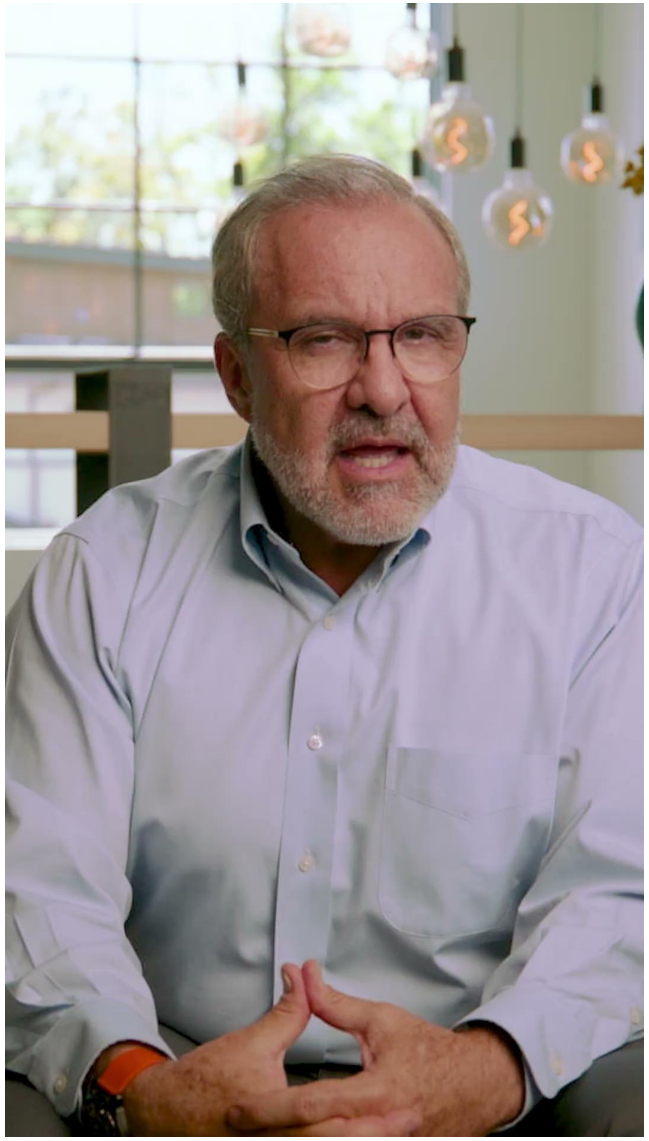
SPANISH

Horizontal
Horizontal - Captions
Vertical - Meta/TikTok
Vertical - Meta/TikTok - Captions
SRT Files

EDUCATION VIDEOS – DOCTOR INTERVIEWS

FLU 18+
(EN & SP)





Link to final cuts.

FLU 18+

10 Videos

ENGLISH

Horizontal
Horizontal - Captions
Vertical - Meta
Vertical - Meta - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT files

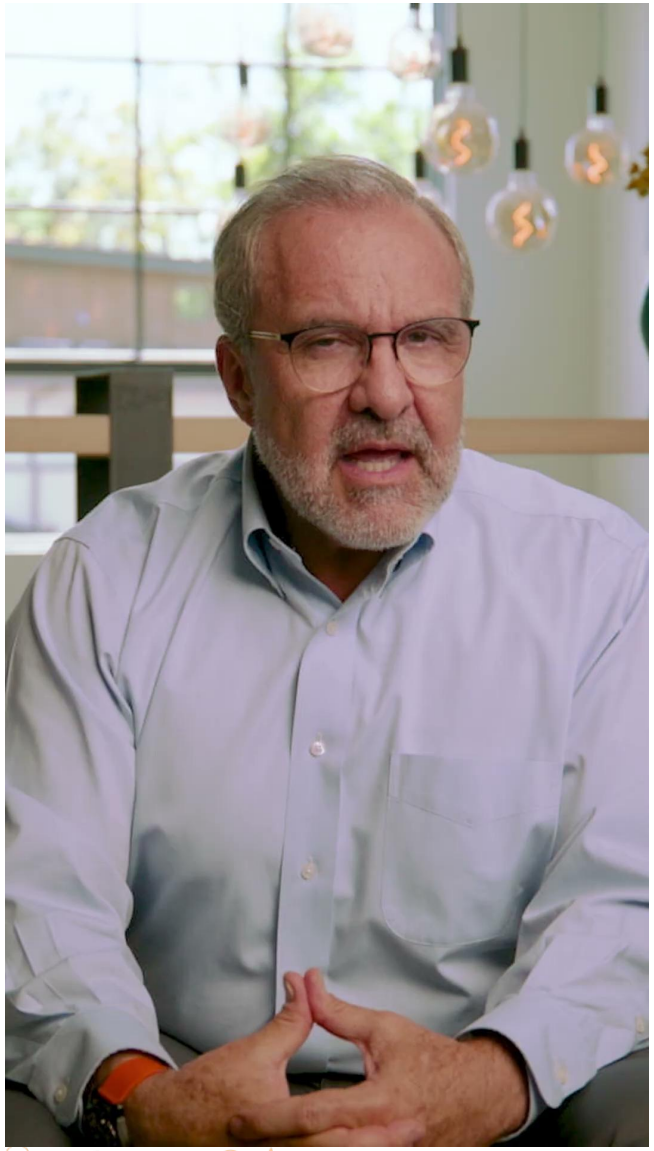
SPANISH

Horizontal
Horizontal - Captions
Vertical - Meta/TikTok
Vertical - Meta/TikTok - Captions
SRT Files

EDUCATION VIDEOS – DOCTOR INTERVIEWS

FLU PEDIATRIC (EN + SP)





Link to final cuts.

FLU PED

10 Videos

ENGLISH

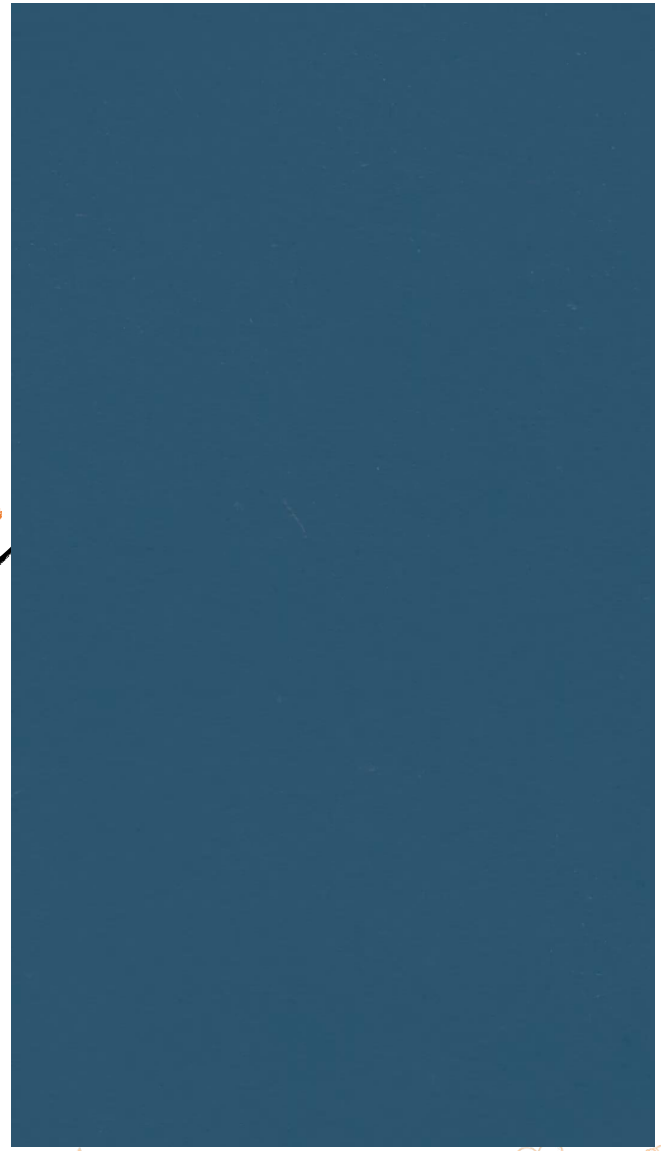
Horizontal
Horizontal - Captions
Vertical - Meta
Vertical - Meta - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT files

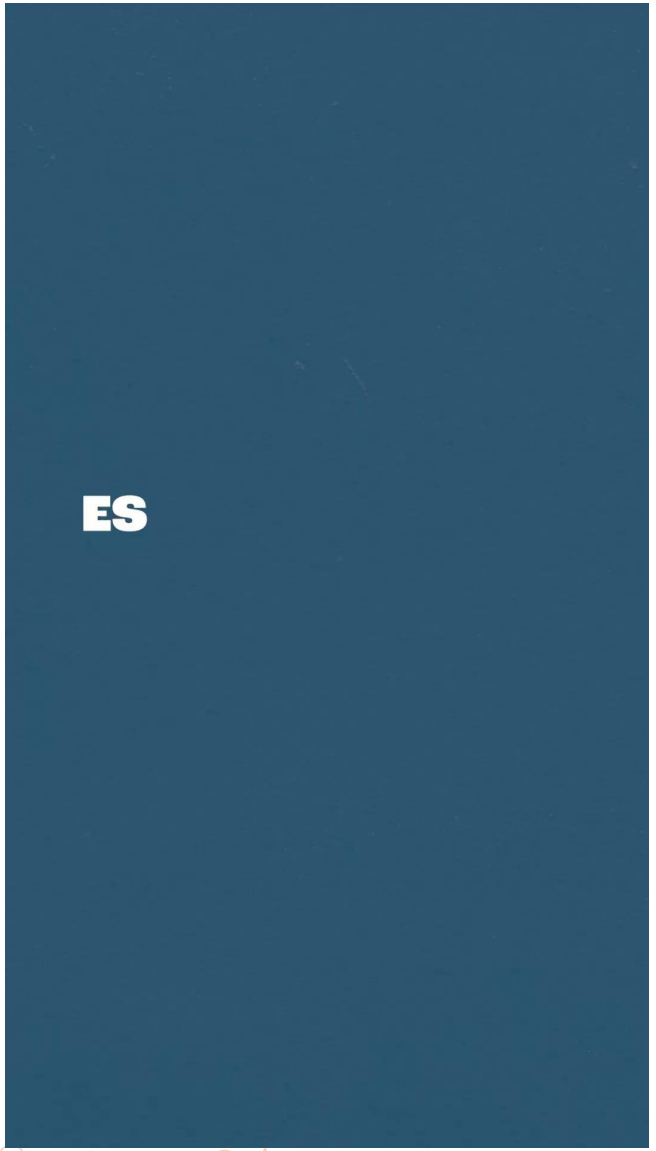
SPANISH

Horizontal
Horizontal - Captions
Vertical - Meta/TikTok
Vertical - Meta/TikTok - Captions
SRT Files

EDUCATION VIDEOS – DOCTOR INTERVIEWS

RSV 50+
(EN + SP)





Link to final cuts.

RSV 50+

10 Videos

ENGLISH

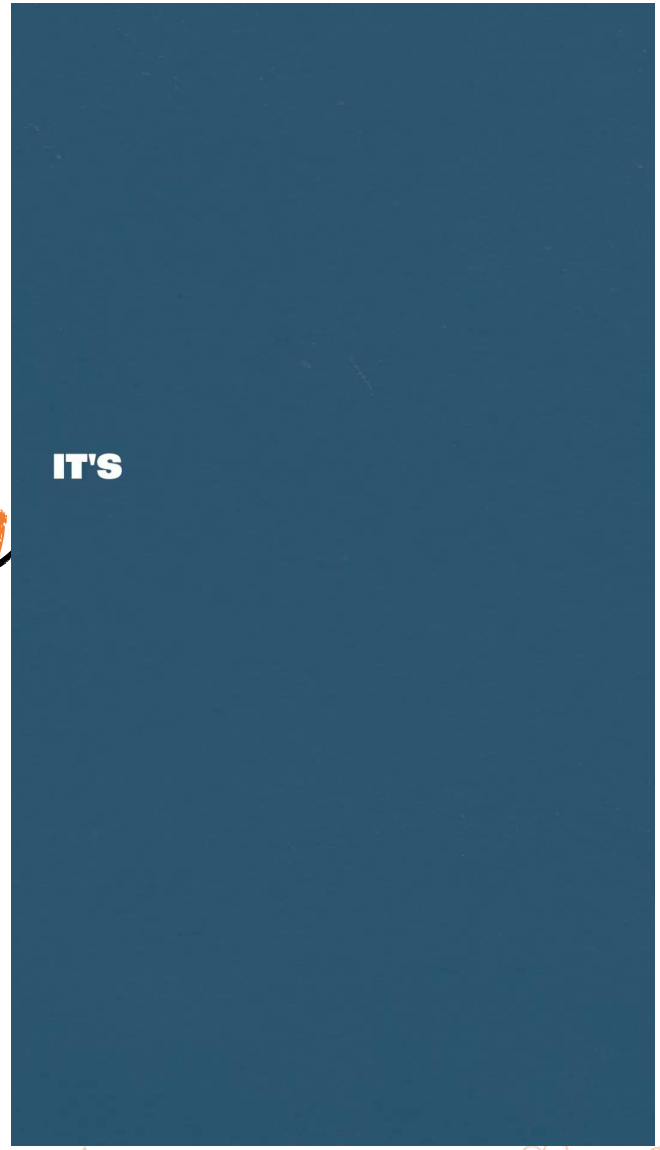
Horizontal
Horizontal - Captions
Vertical - Meta
Vertical - Meta - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT files

SPANISH

Horizontal
Horizontal - Captions
Vertical - Meta/TikTok
Vertical - Meta/TikTok - Captions
SRT Files

EDUCATION VIDEOS – DOCTOR INTERVIEWS

GENERAL CHILDHOOD (EN + SP)





Link to final cuts.

GEN CHILDHOOD

8 Videos

ENGLISH

Horizontal
Horizontal - Captions
Vertical - Meta/TikTok
Vertical - Meta/TikTok - Captions
SRT Files

SPANISH

Horizontal
Horizontal - Captions
Vertical - Meta/TikTok
Vertical - Meta/TikTok - Captions
SRT Files

EDUCATION VIDEOS – DOCTOR INTERVIEWS

CHILDHOOD VACCINE SCHEDULE (ENGLISH)



Link to final cuts.

CHILDHOOD SCHEDULE

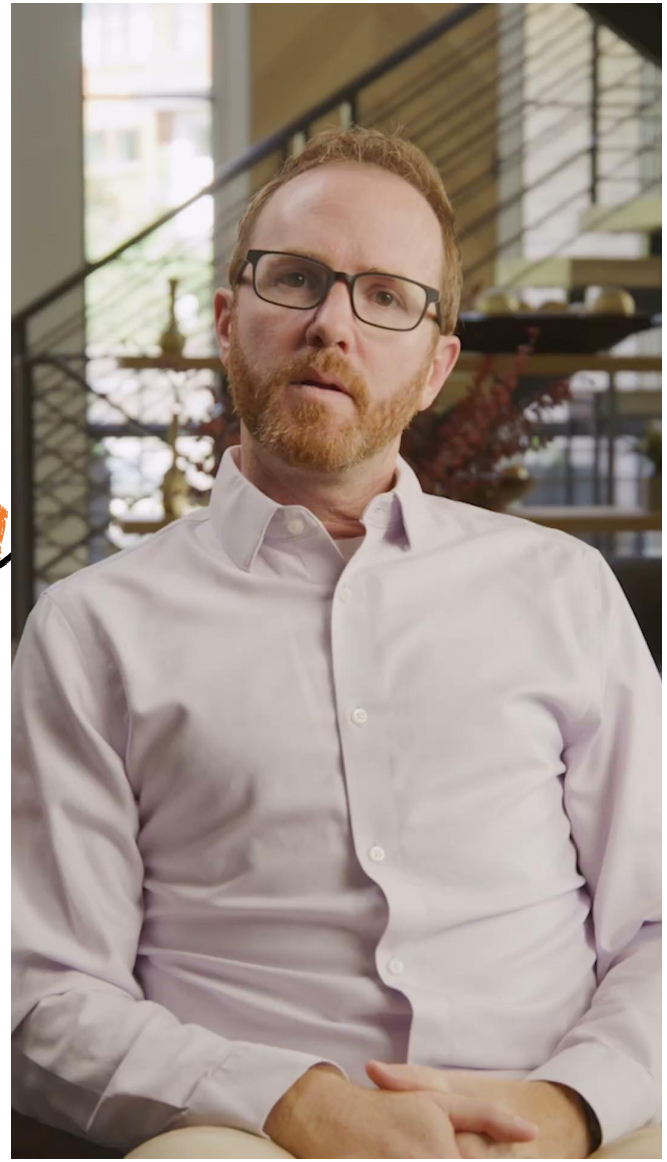
4 Videos

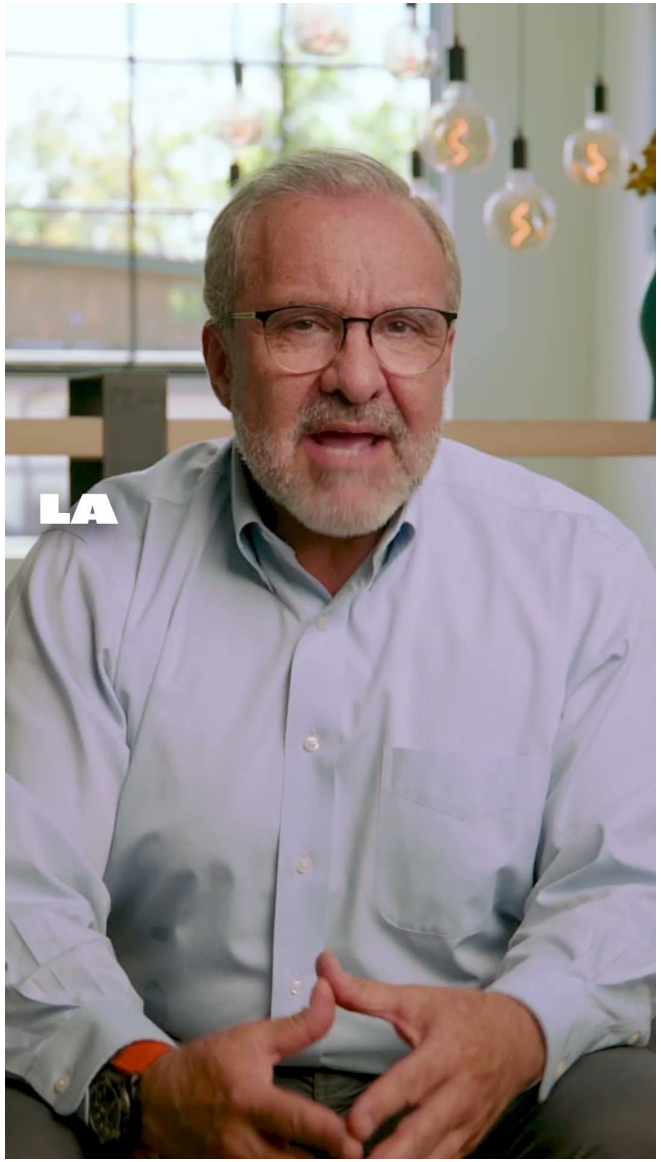
ENGLISH

Horizontal
Horizontal - Captions
Vertical - Meta/TikTok
Vertical - Meta/TikTok - Captions
SRT Files

EDUCATION VIDEOS – DOCTOR INTERVIEWS

MEASLES (EN + SP)





Link to final cuts.

MEASLES

8 Videos

ENGLISH

Horizontal
Horizontal - Captions
Vertical - Meta/TikTok
Vertical - Meta/TikTok - Captions
SRT Files

SPANISH

Horizontal
Horizontal - Captions
Vertical - Meta/TikTok
Vertical - Meta/TikTok - Captions
SRT Files

EDUCATION VIDEOS – DOCTOR INTERVIEWS

WHOOPING COUGH (EN + SP)





Link to final cuts.

WHOOPING COUGH

8 Videos

ENGLISH

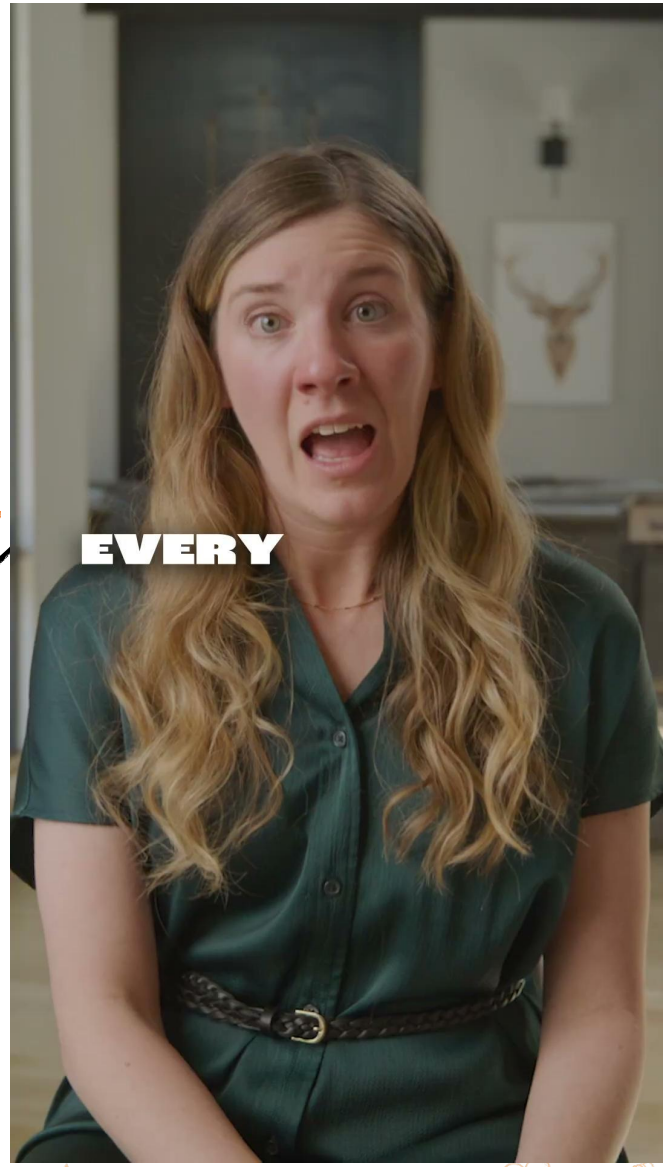
Horizontal
Horizontal - Captions
Vertical - Meta/TikTok
Vertical - Meta/TikTok - Captions
SRT Files

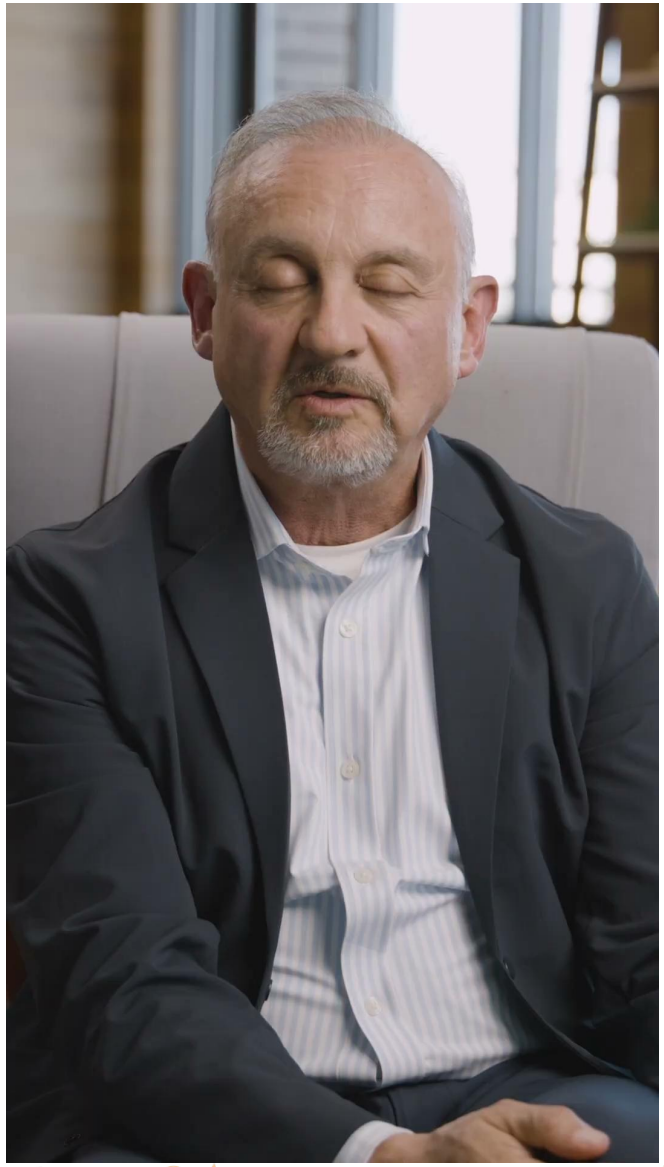
SPANISH

Horizontal
Horizontal - Captions
Vertical - Meta/TikTok
Vertical - Meta/TikTok - Captions
SRT Files

EDUCATION VIDEOS – DOCTOR INTERVIEWS

RSV INFANTS (EN + SP)





Link to final cuts.

RSV INFANTS

8 Videos

ENGLISH

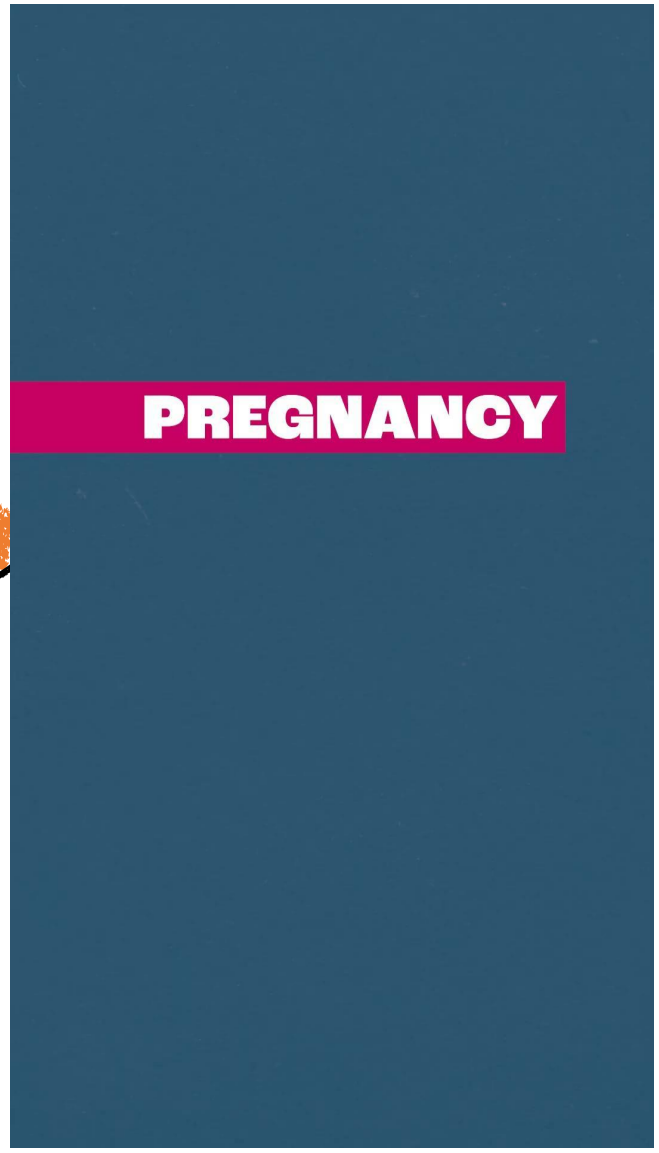
Horizontal
Horizontal - Captions
Vertical - Meta/TikTok
Vertical - Meta/TikTok - Captions
SRT Files

SPANISH

Horizontal
Horizontal - Captions
Vertical - Meta/TikTok
Vertical - Meta/TikTok - Captions
SRT Files

EDUCATION VIDEOS – DOCTOR INTERVIEWS

PREGNANCY (ENGLISH)



Link to final cuts.

PREGNANCY

4 Videos

ENGLISH

Horizontal
Horizontal - Captions
Vertical - Meta/TikTok
Vertical - Meta/TikTok - Captions
SRT Files

EDUCATION VIDEOS – DOCTOR INTERVIEWS

GENERAL ADOLESCENT (ENGLISH)



Todavía

Link to final cuts.

GEN ADOLESCENT

8 Videos

ENGLISH

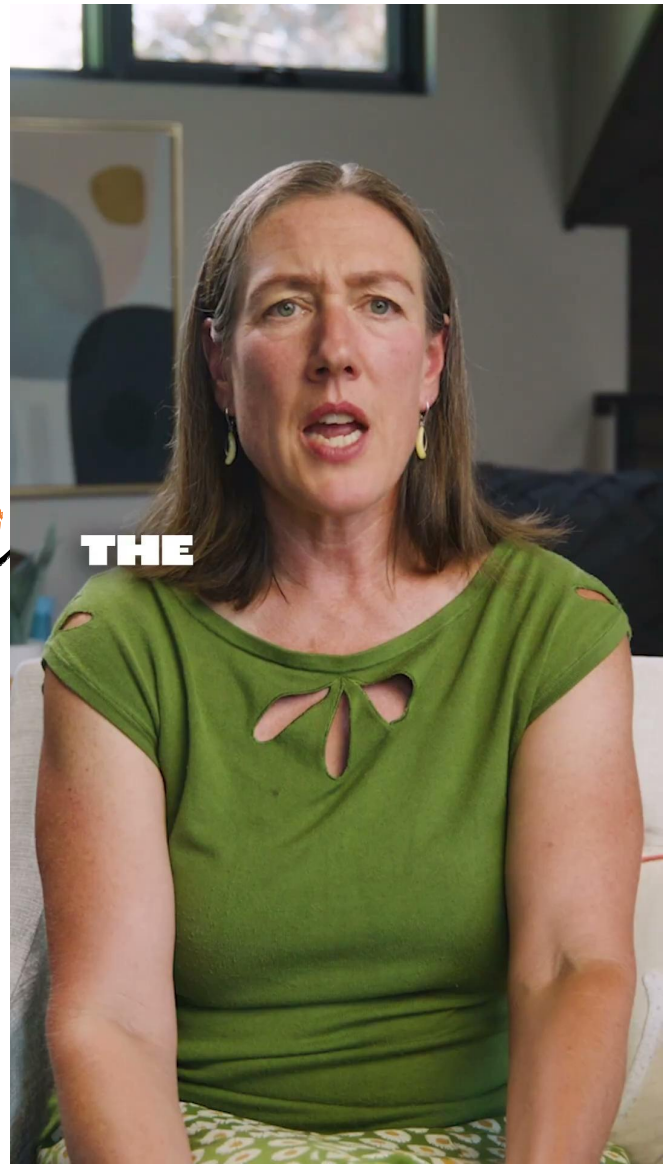
Horizontal
Horizontal - Captions
Vertical - Meta/TikTok
Vertical - Meta/TikTok - Captions
SRT Files

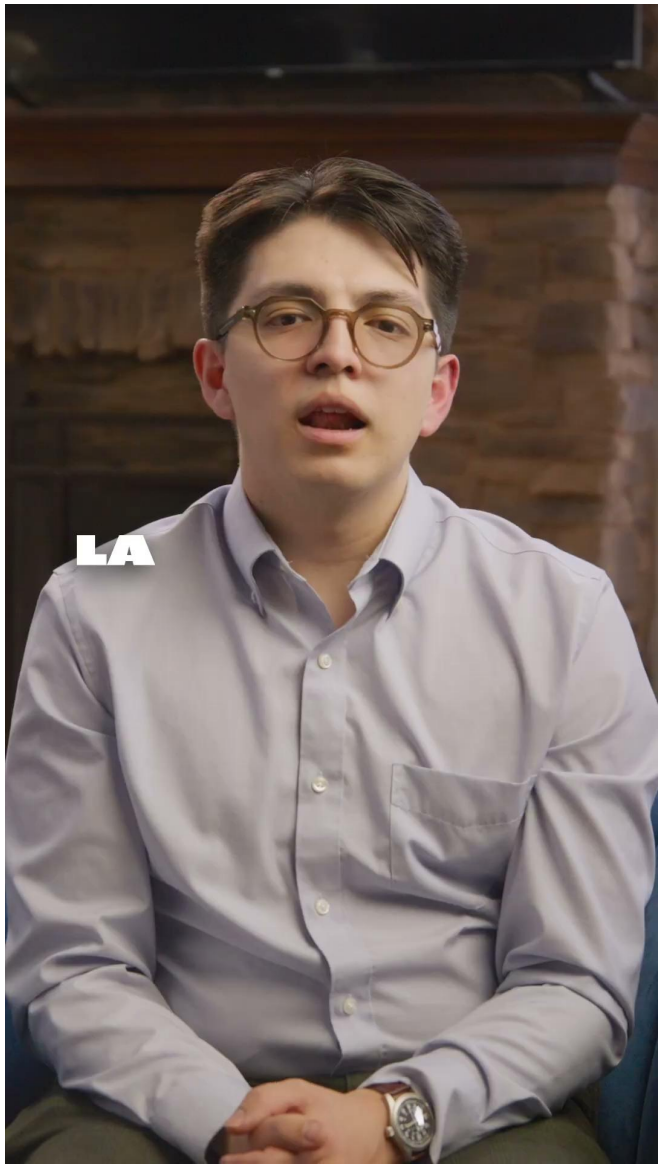
SPANISH

Horizontal
Horizontal - Captions
Vertical - Meta/TikTok
Vertical - Meta/TikTok - Captions
SRT Files

EDUCATION VIDEOS – DOCTOR INTERVIEWS

HPV (ENGLISH)





Link to final cuts.

HPV

8 Videos

ENGLISH

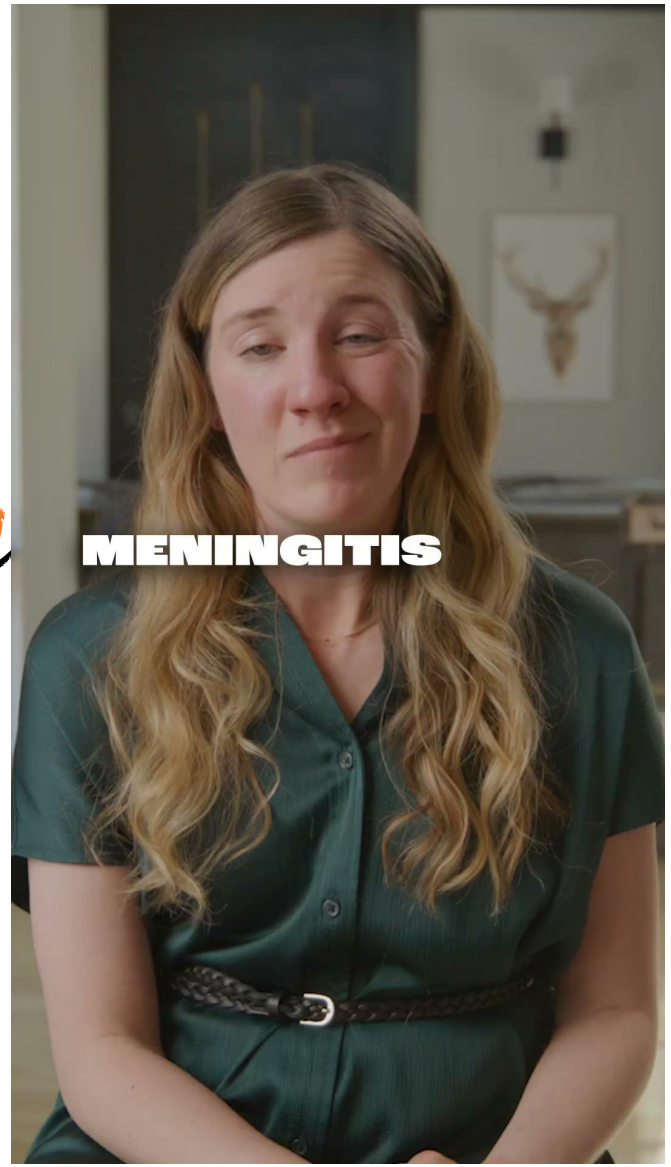
Horizontal
Horizontal - Captions
Vertical - Meta/TikTok
Vertical - Meta/TikTok - Captions
SRT Files

SPANISH

Horizontal
Horizontal - Captions
Vertical - Meta/TikTok
Vertical - Meta/TikTok - Captions
SRT Files

EDUCATION VIDEOS – DOCTOR INTERVIEWS

MENINGITIS (ENGLISH)





Link to final cuts.

MENINGITIS

8 Videos

ENGLISH

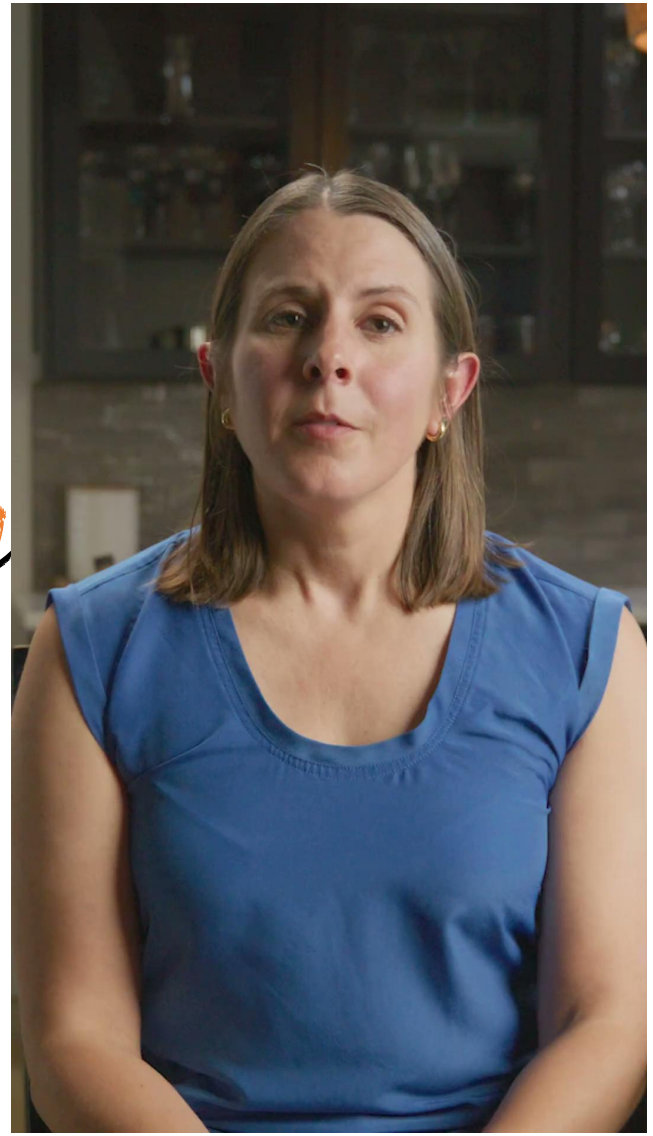
Horizontal
Horizontal - Captions
Vertical - Meta/TikTok
Vertical - Meta/TikTok - Captions
SRT Files

SPANISH

Horizontal
Horizontal - Captions
Vertical - Meta/TikTok
Vertical - Meta/TikTok - Captions
SRT Files

EDUCATION VIDEOS – DOCTOR INTERVIEWS

AUTISM (EN + SP)





Link to final cuts.

AUTISM

8 Videos

ENGLISH

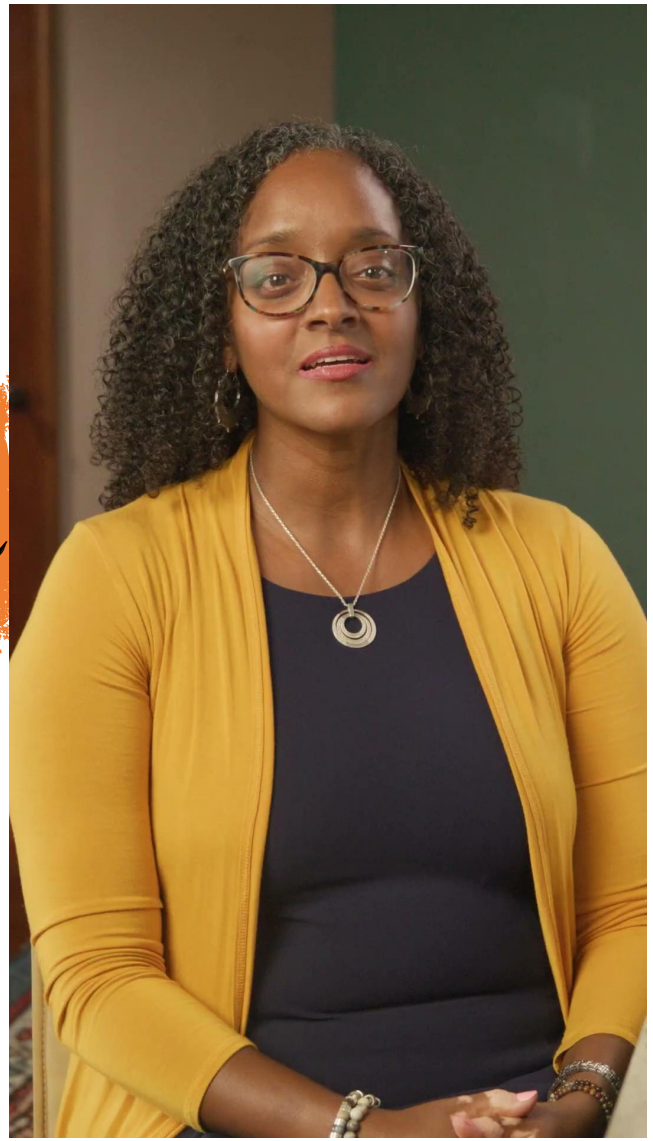
Horizontal
Horizontal - Captions
Vertical - Meta/TikTok
Vertical - Meta/TikTok - Captions
SRT Files

SPANISH

Horizontal
Horizontal - Captions
Vertical - Meta/TikTok
Vertical - Meta/TikTok - Captions
SRT Files

EDUCATION VIDEOS – DOCTOR INTERVIEWS

MIS-/DIS-INFORMATION (EN + SP)





Link to final cuts.

MIS-INFO

8 Videos

ENGLISH

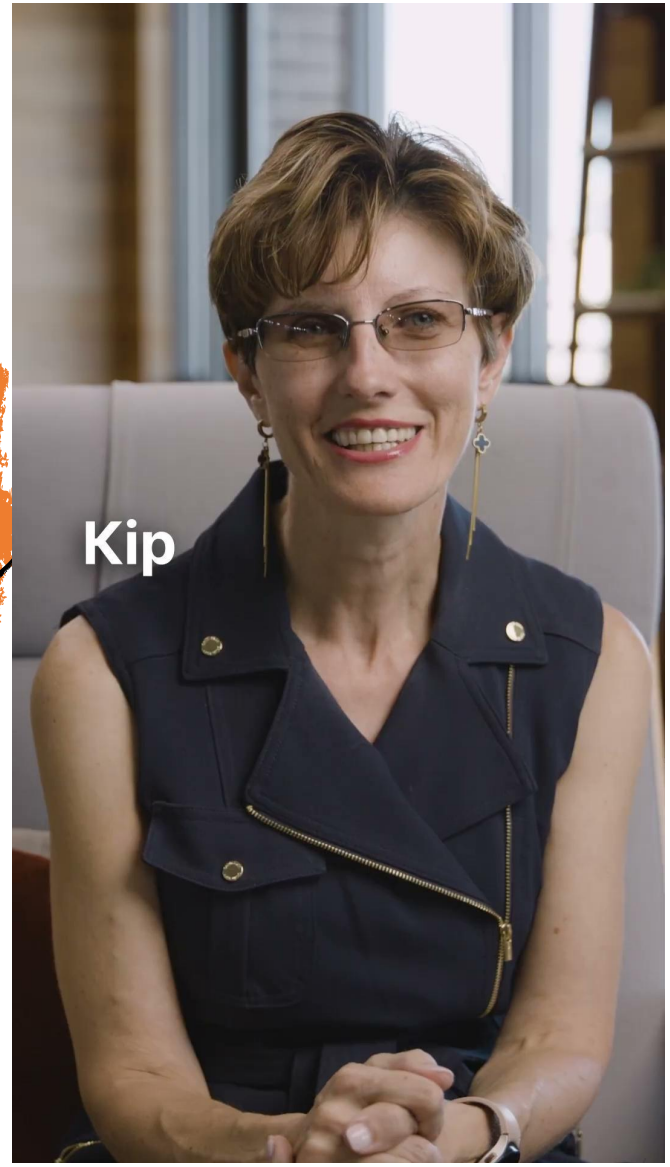
Horizontal
Horizontal - Captions
Vertical - Meta/TikTok
Vertical - Meta/TikTok - Captions
SRT Files

SPANISH

Horizontal
Horizontal - Captions
Vertical - Meta/TikTok
Vertical - Meta/TikTok - Captions
SRT Files

EDUCATION VIDEOS – DOCTOR INTERVIEWS

UKRAINIAN DR INTERVIEW



Link to final cuts.

UKRAINIAN

4 Videos

UKRAINIAN

Horizontal
Horizontal - Captions
Vertical - Meta/TikTok
Vertical - Meta/TikTok - Captions
SRT Files

EDUCATION VIDEOS – DOCTOR INTERVIEWS

SOMALI DR INTERVIEW



Link to final cuts.

SOMALI

4 Videos

SOMALI

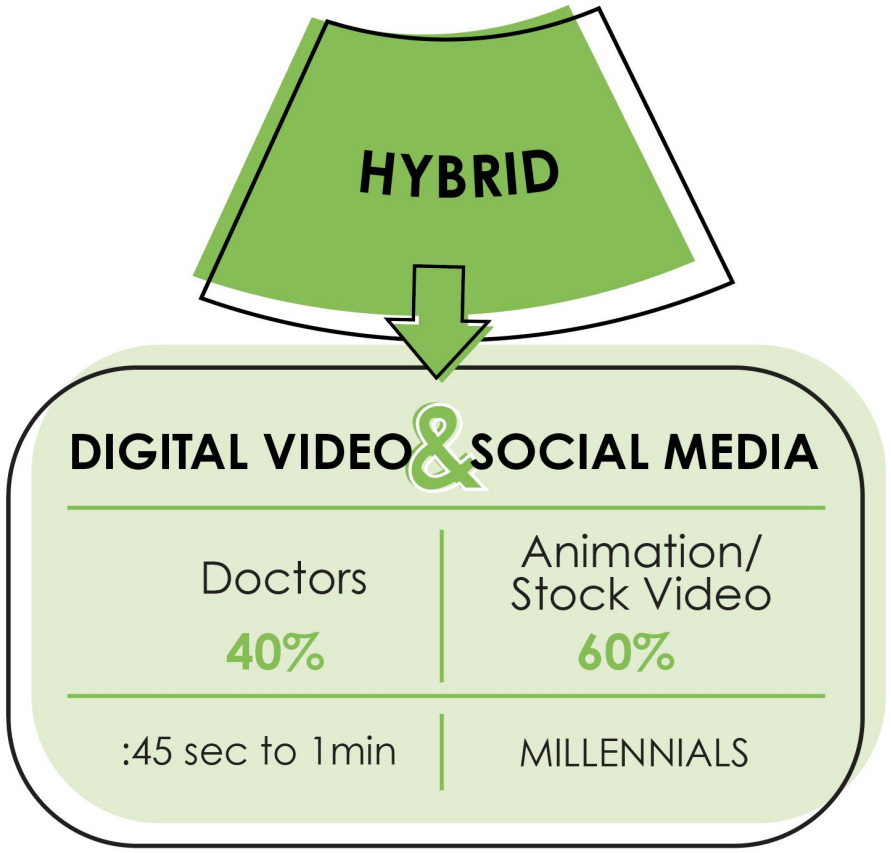
Horizontal
Horizontal - Captions
Vertical - Meta/TikTok
Vertical - Meta/TikTok - Captions
SRT Files

EDUCATION VIDEOS – DOCTOR INTERVIEWS

	Adolescent	Childhood	Other	Respiratory	Total Delivered Interviews
Horizontal Video-Res	6 EN (OC + CC) 6 SP (OC + CC)	10 EN (OC + CC) 10 SP (OC + CC)	4 EN (OC + CC) 4 SP (OC + CC) 2 UK (OC + CC) 2 SO (OC + CC)	8 EN (OC + CC) 8 SP (OC + CC)	**60**
Vertical Video-Res	6 EN (OC + CC) 6 SP (OC + CC)	10 EN (OC + CC) 10 SP (OC + CC)	4 EN (OC + CC) 4 SP (OC + CC) 2 UK (OC + CC) 2 SO (OC + CC)	14 EN (OC + CC) 8 SP (OC + CC)	**66**
Total Delivered Interviews	**24**	**40**	**24**	**38**	**126**

CC - Closed Captions OC - Open Captions

EDUCATION VIDEOS – HYBRID VIDEOS



SIMPLIFIED & CONTEMPORARY

- A modern, fresh production style
- Focuses on ease of understanding, lighter scripting, and digestible content
- Doctors are featured to support key arguments and build credibility

Visual-Centric — **Expert-Led**

EDUCATION VIDEOS – HYBRID VIDEOS

Different Treatments

- Large number of videos. Need to ensure they stay fresh and varied.
- Two approaches:
  - Diseases
  - Vaccines

DISEASES → **Information focus**

VACCINES → **Tongue-in-cheek**

EDUCATION VIDEOS – HYBRID VIDEOS

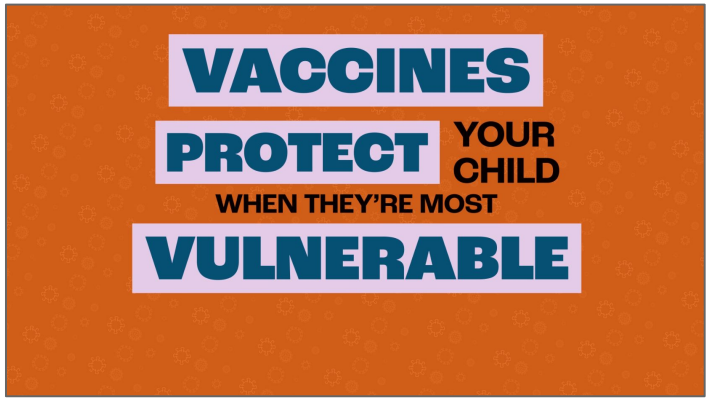
Disease Focus

- **Shocking Stats Concept**
- Clever copy and dynamic graphic motion reveal unexpected truths to common questions and misconceptions.
- Brief doctors' appearances to support the facts.





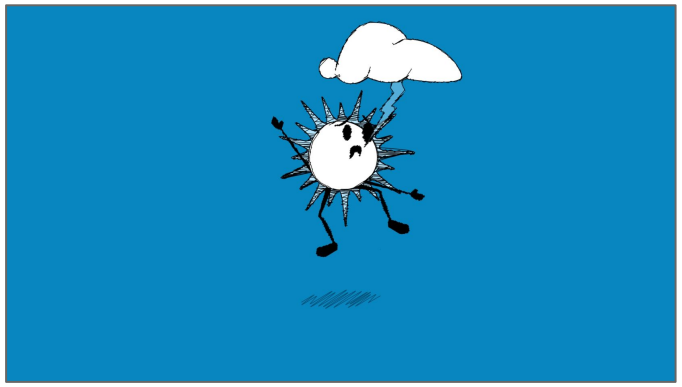




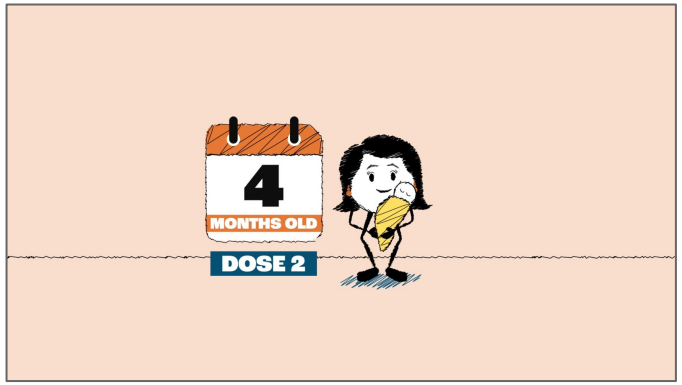
EDUCATION VIDEOS – HYBRID VIDEOS

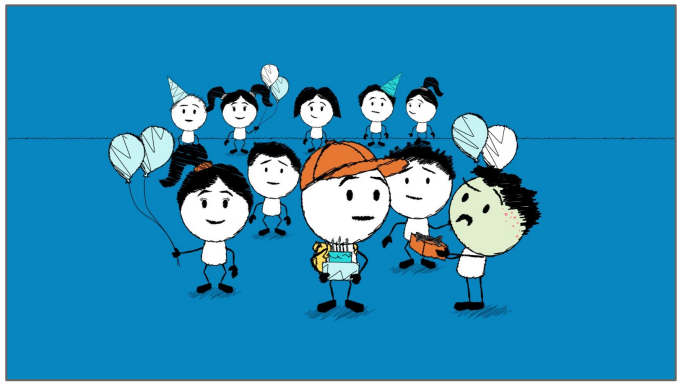
Vaccines Approach

- **The Unluckiest Man**
- Character that survives all sorts of unforeseen, near-death experiences to create a witty connection with vaccines to educate on safety, effectiveness, and more (metaphor).





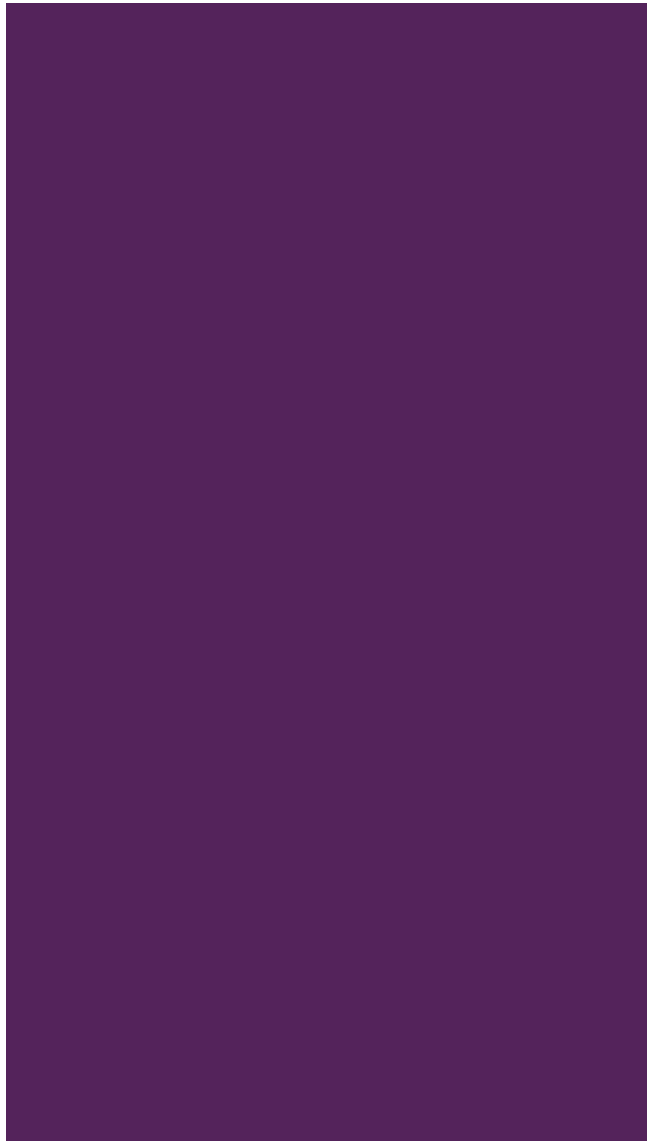




EDUCATION VIDEOS – HYBRID VIDEOS

GEN RESP #1 – DISEASE (EN + SP)





Link to final cuts.

Gen Respiratory #1 Disease

12 Videos

ENGLISH

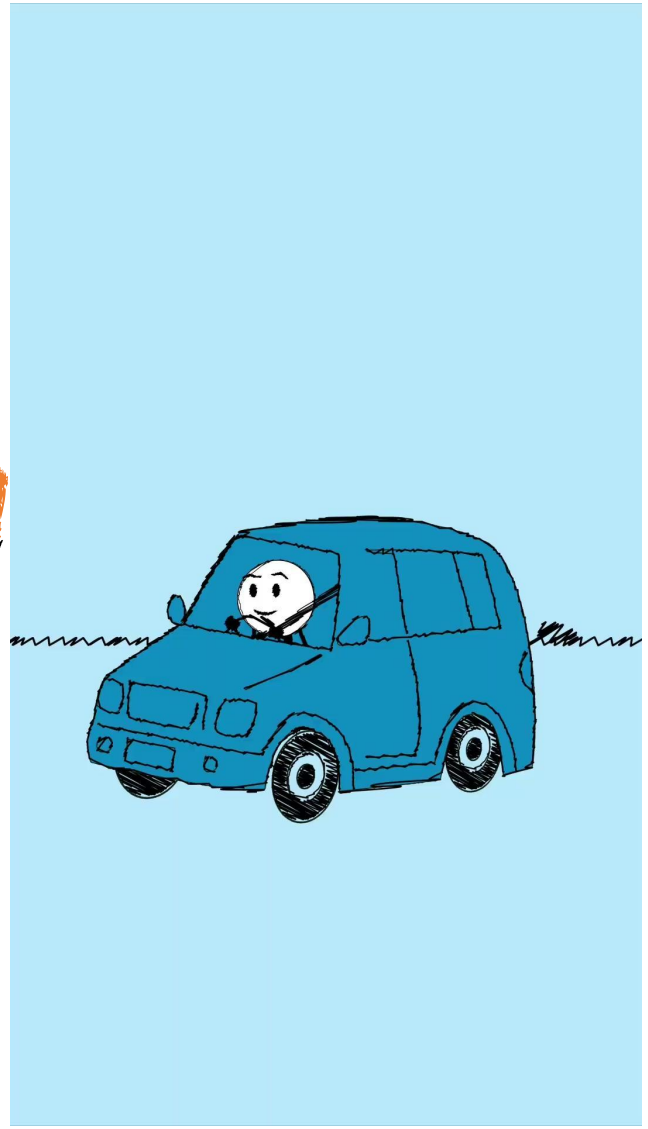
Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

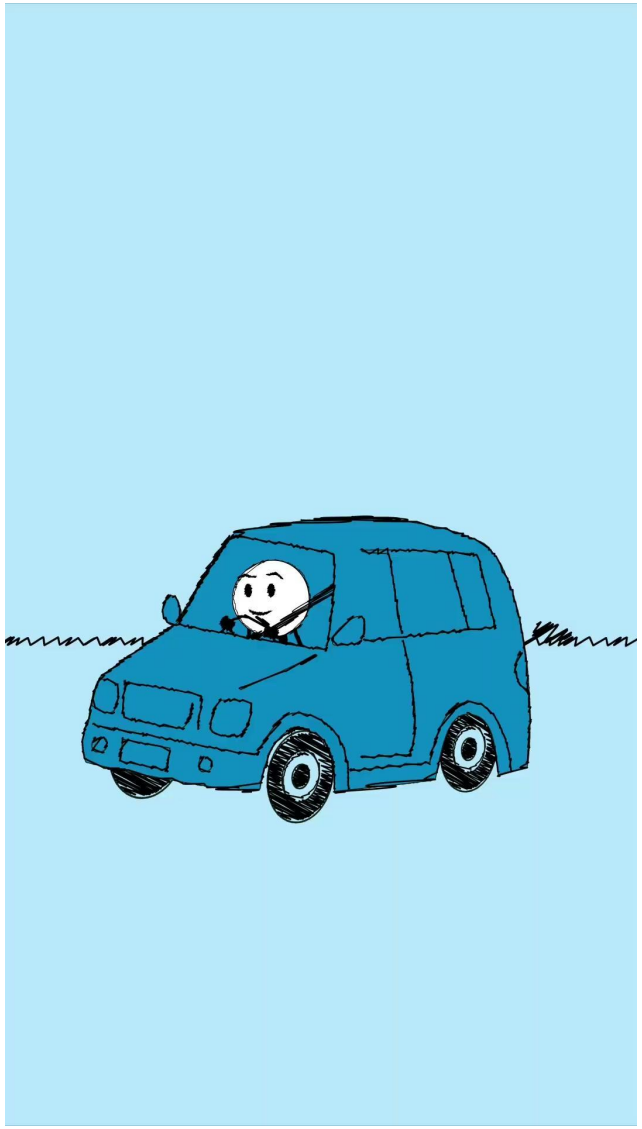
SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

GEN RESP #2 - VACCINE (EN + SP)





[Link to final cuts.]

Gen Respiratory #2 Vaccine

12 Videos

ENGLISH

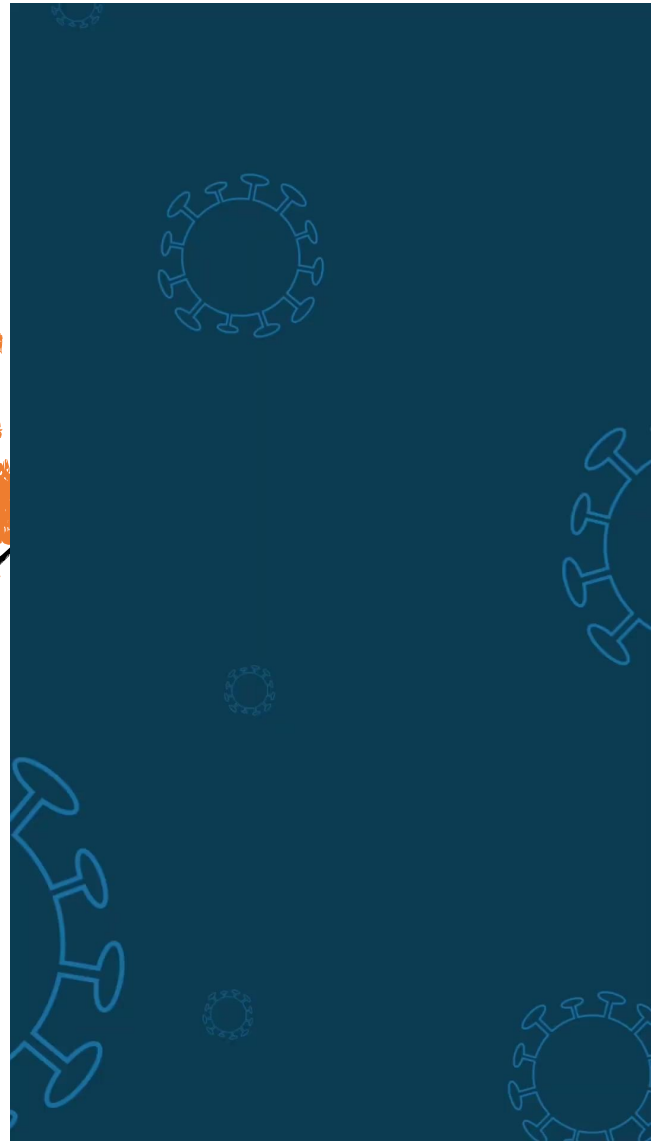
Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

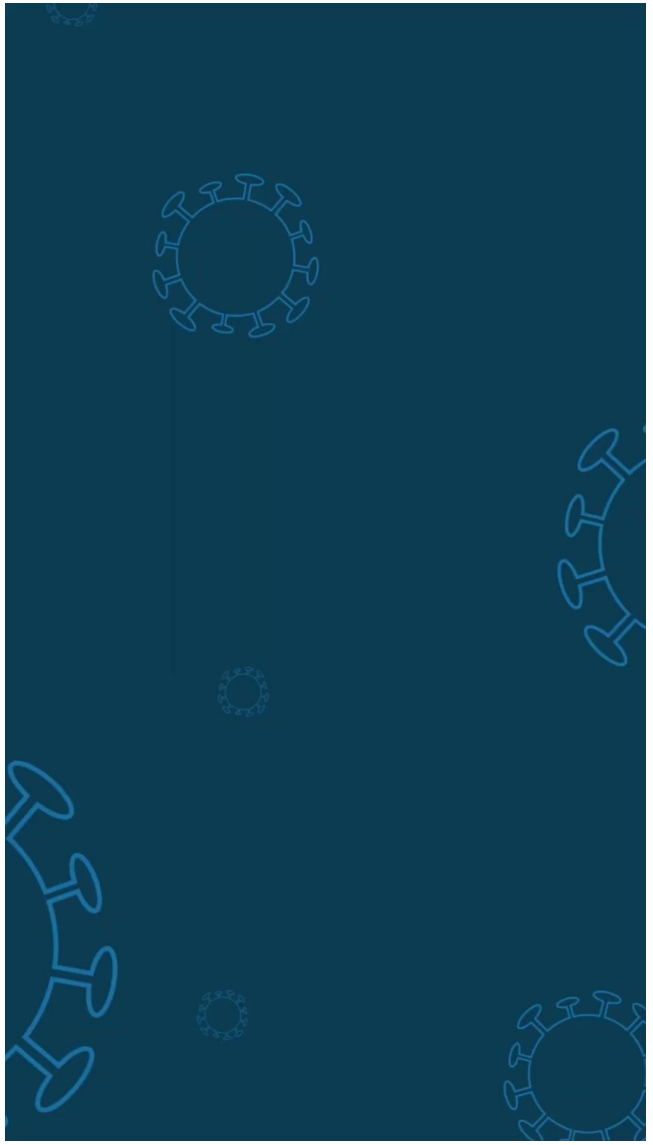
SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

FLU 18+ #1 – DISEASE (EN + SP)





[Link to final cuts.]

Flu 18+ #1 Disease

12 Videos

ENGLISH

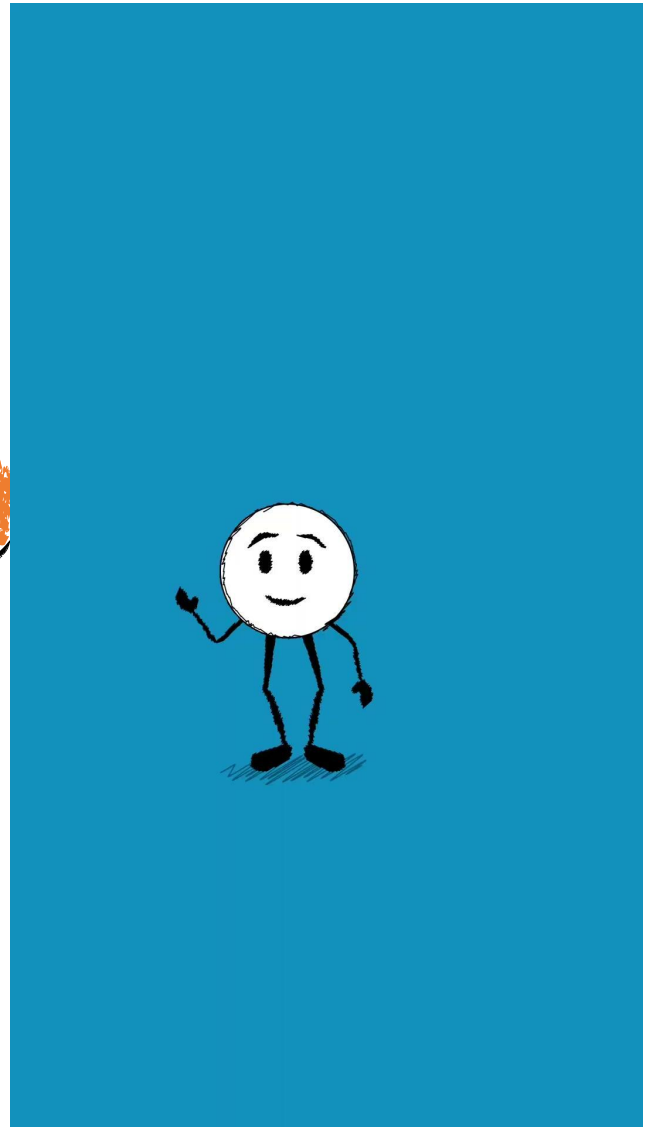
Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

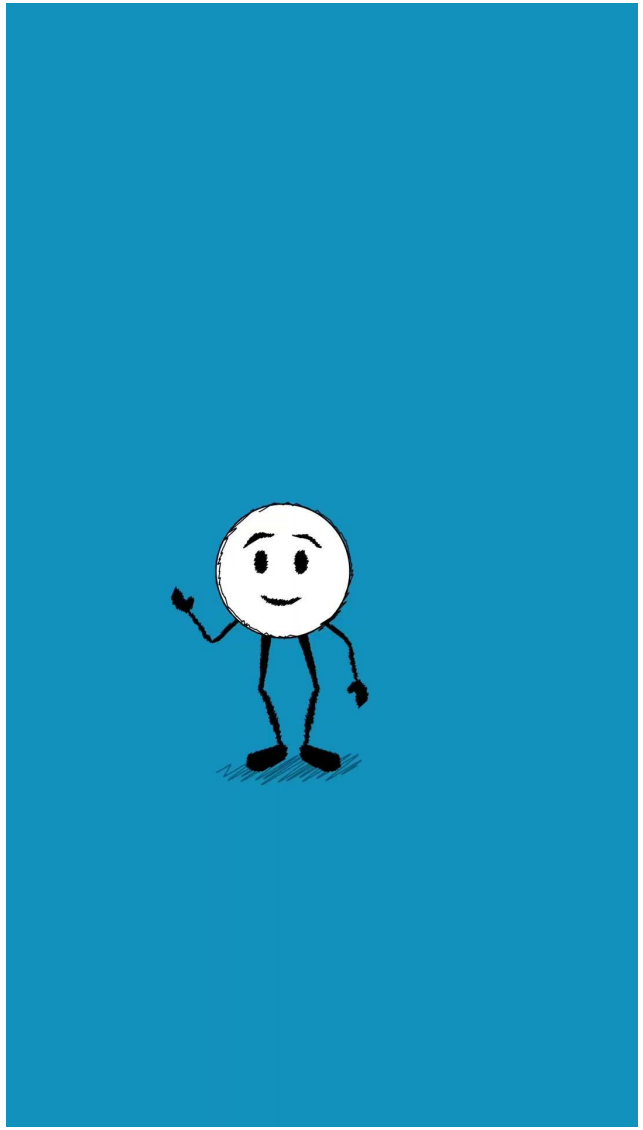
SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

FLU 18+ #2 – VACCINE (EN + SP)





Link to final cuts.

Flu 18+ #2 Vaccine

12 Videos

ENGLISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

RSV 50+ #1 – DISEASE (EN + SP)





[Link to final cuts.]

RSV 50+ #1 Disease

12 Videos

ENGLISH

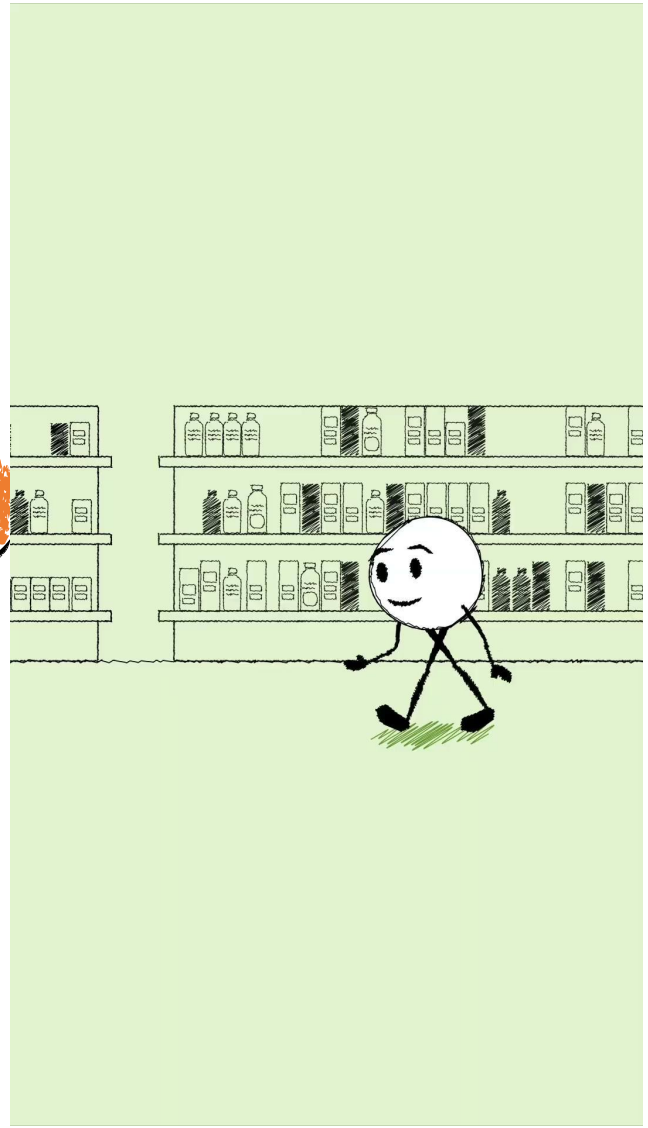
Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

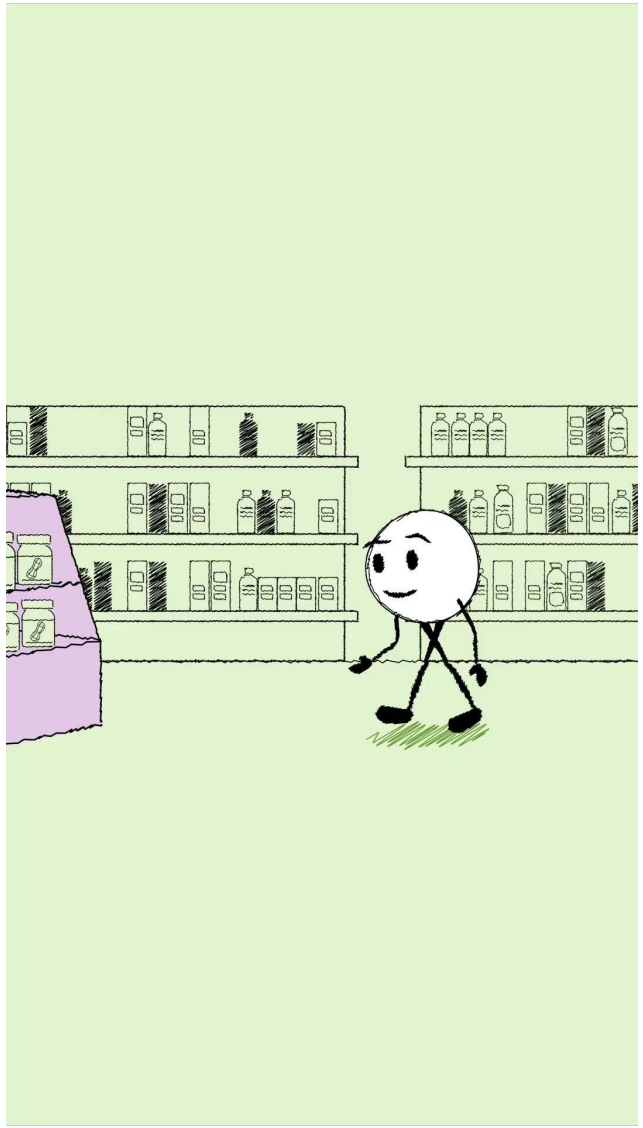
SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

RSV 50+ #2 – VACCINE (EN + SP)





Link to final cuts.

RSV 50+ #2 Vaccine

12 Videos

ENGLISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

FLU PED #1 – DISEASE (EN + SP)

Link to final cuts.

Flu Pediatric #1 Disease

12 Videos

ENGLISH

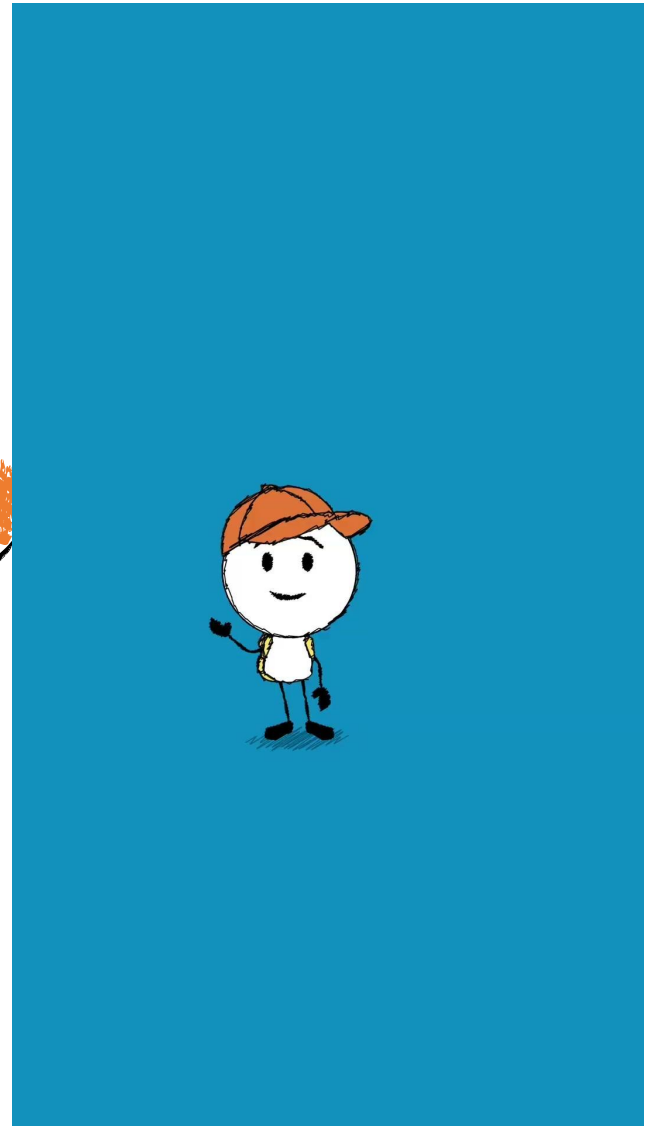
Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

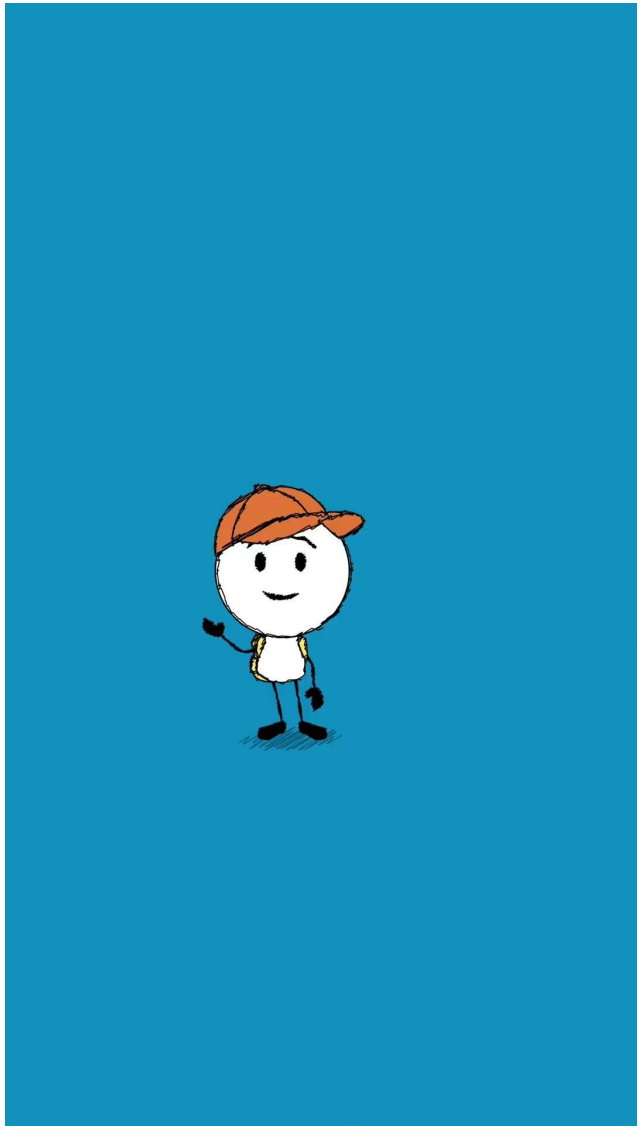
SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

FLU PED #2 – VACCINE (EN + SP)





Link to final cuts.

Flu Pediatric #2 Vaccine

12 Videos

ENGLISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

GENERAL CHILDHOOD #1 – DISEASE (EN + SP)

Link to final cuts.

Gen Childhood #1 Disease

12 Videos

ENGLISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

GENERAL CHILDHOOD #2 – VACCINE (EN + SP)

Link to final cuts.

Gen Childhood #2 Vaccine

12 Videos

ENGLISH

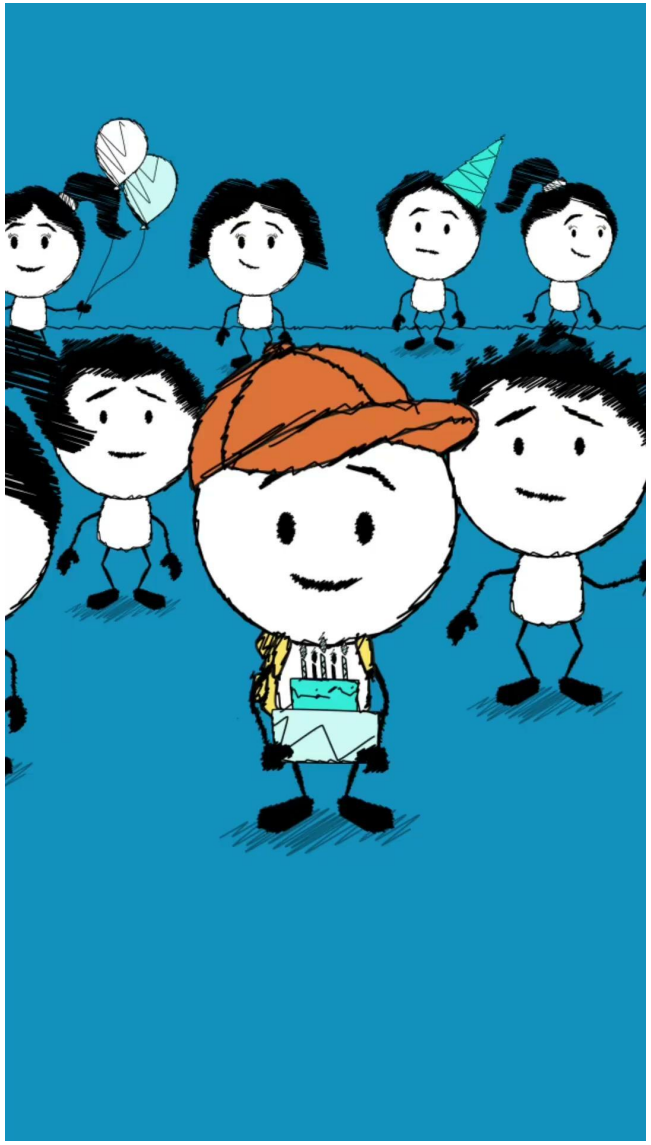
Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

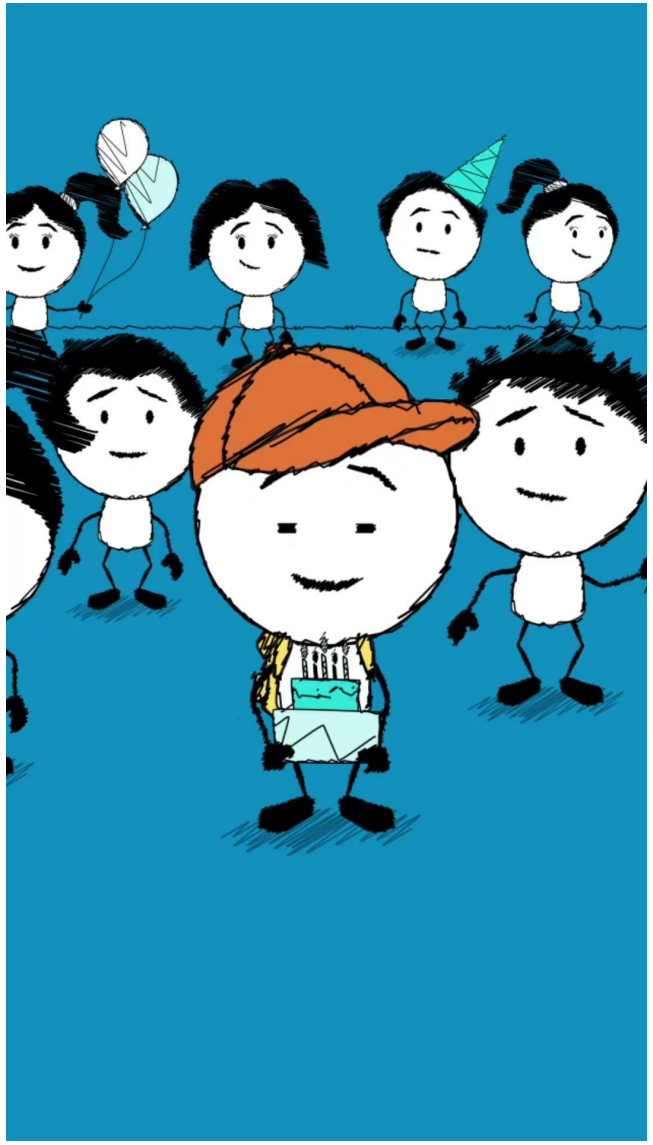
SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

MEASLES #1 – DISEASE (EN + SP)





[Link to final cuts.]

Measles #1 Disease

12 Videos

ENGLISH

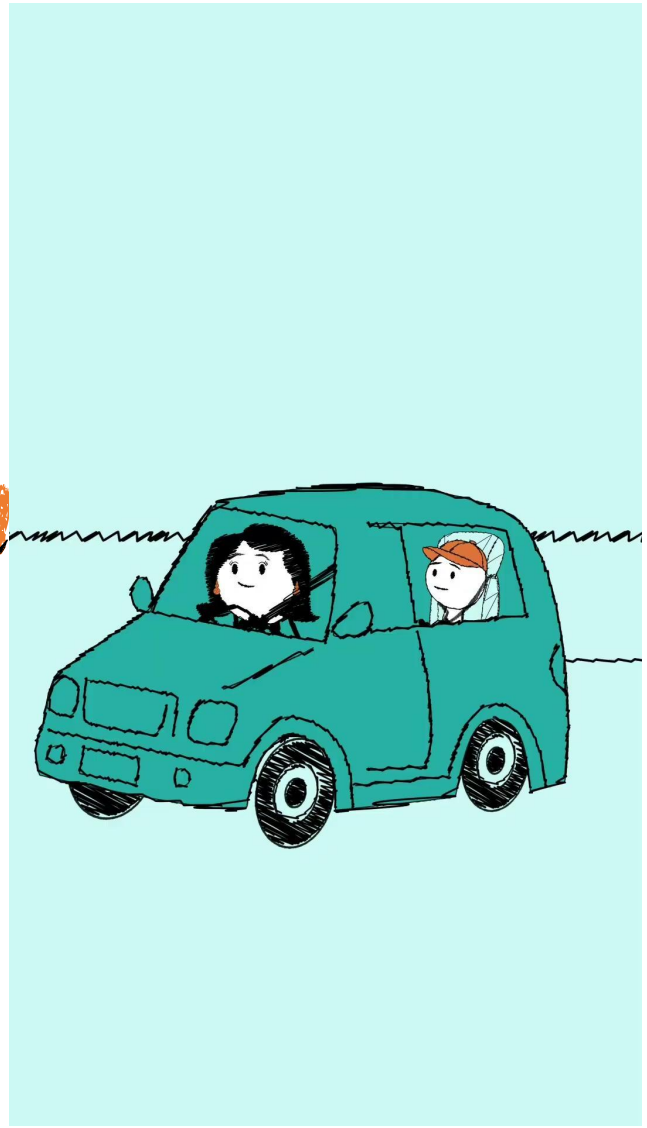
Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

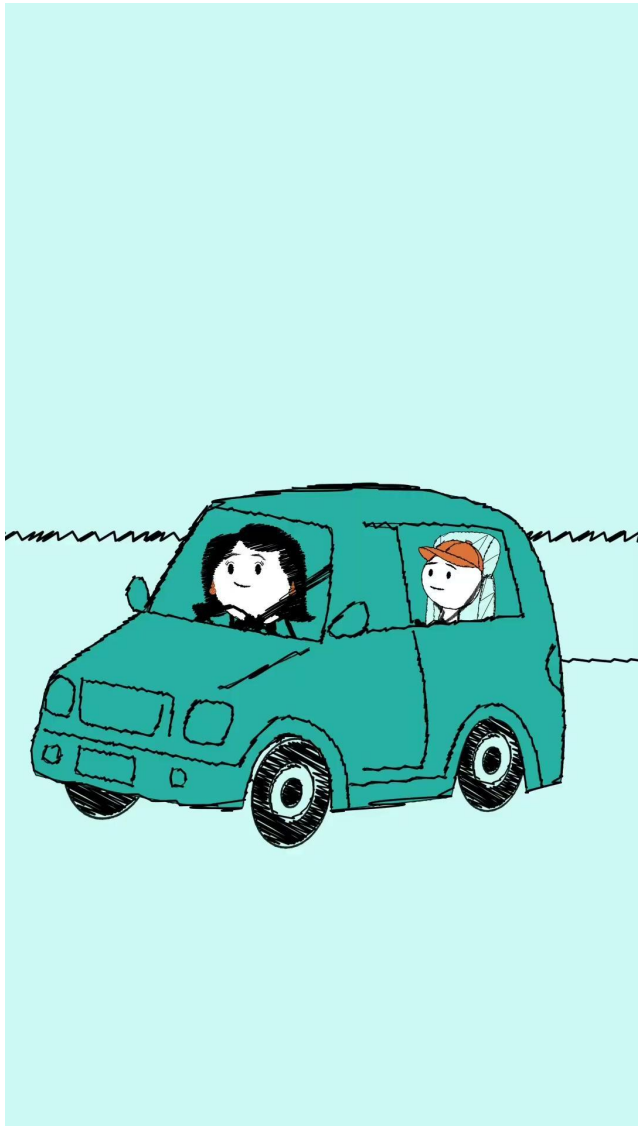
SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

MEASLES #2 – VACCINE (EN + SP)





Link to final cuts.

Measles #2 Vaccine

12 Videos

ENGLISH

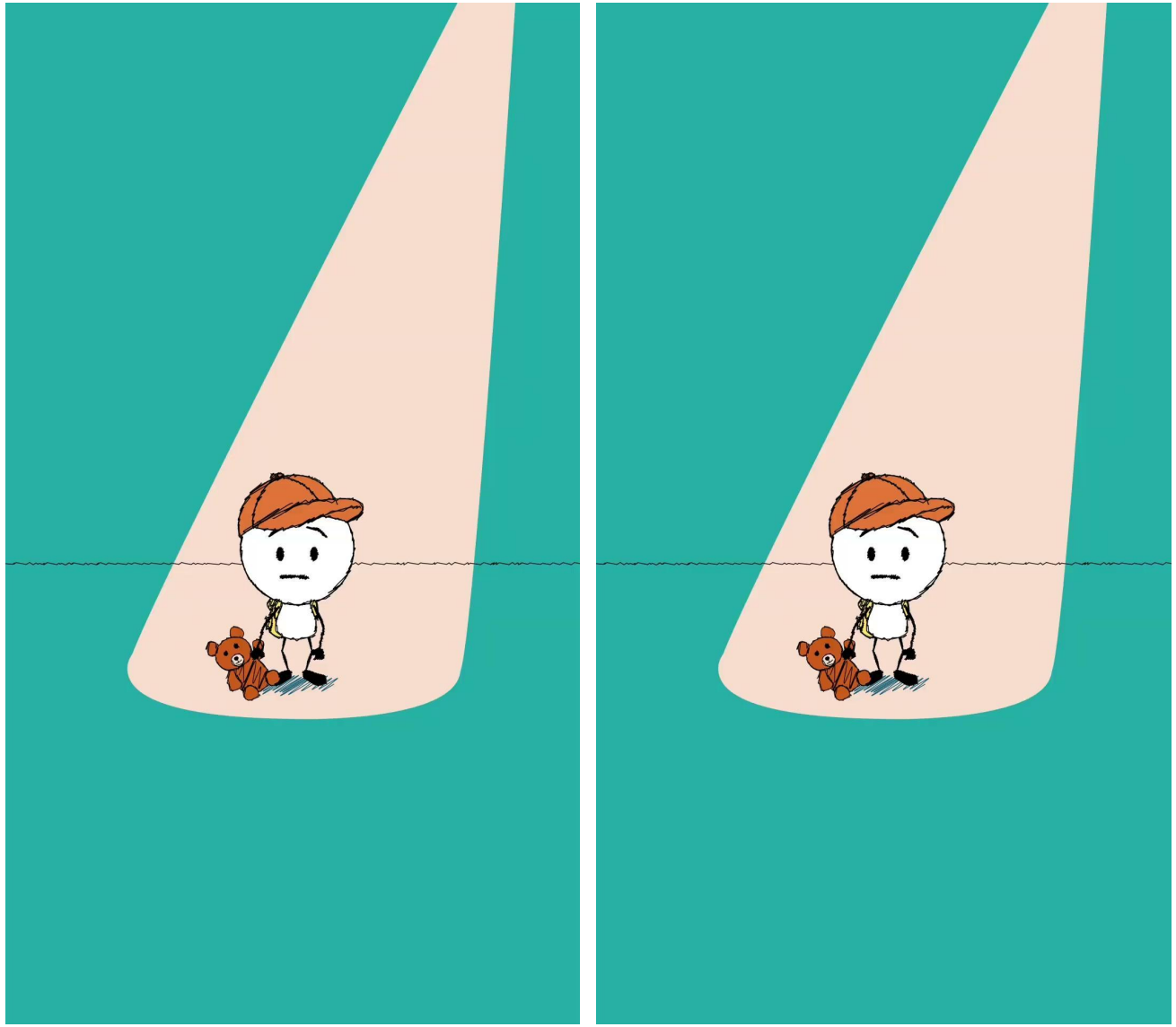
Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

MEASLES #3 – DISEASE (EN + SP)



[Link to final cuts.]

Measles #3 Disease

12 Videos

ENGLISH

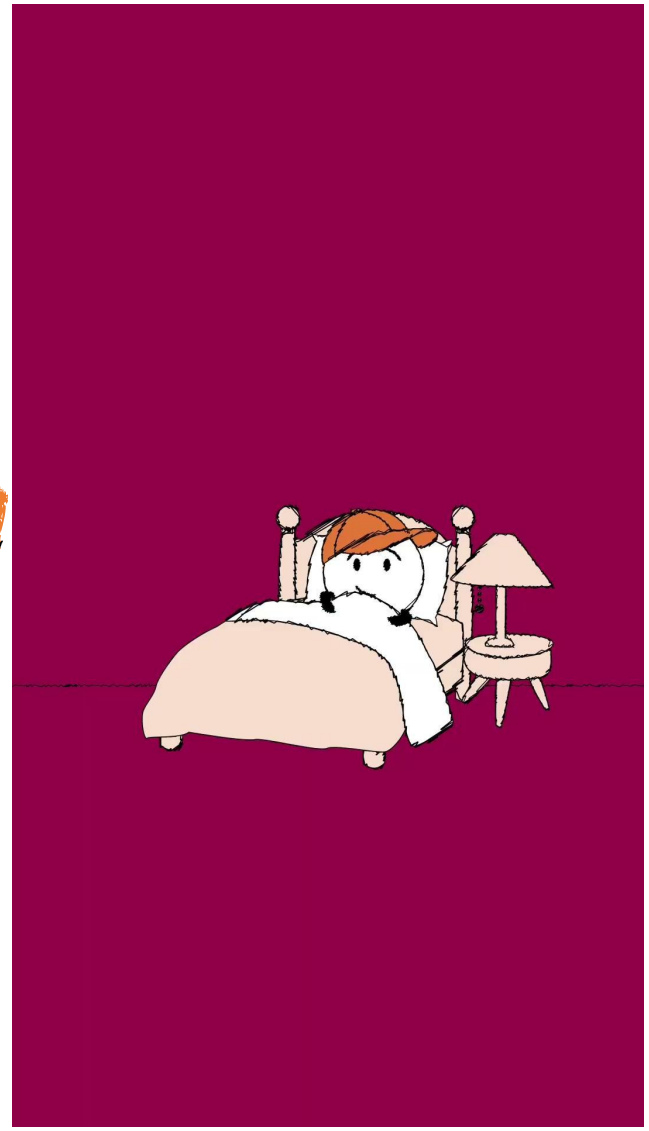
Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

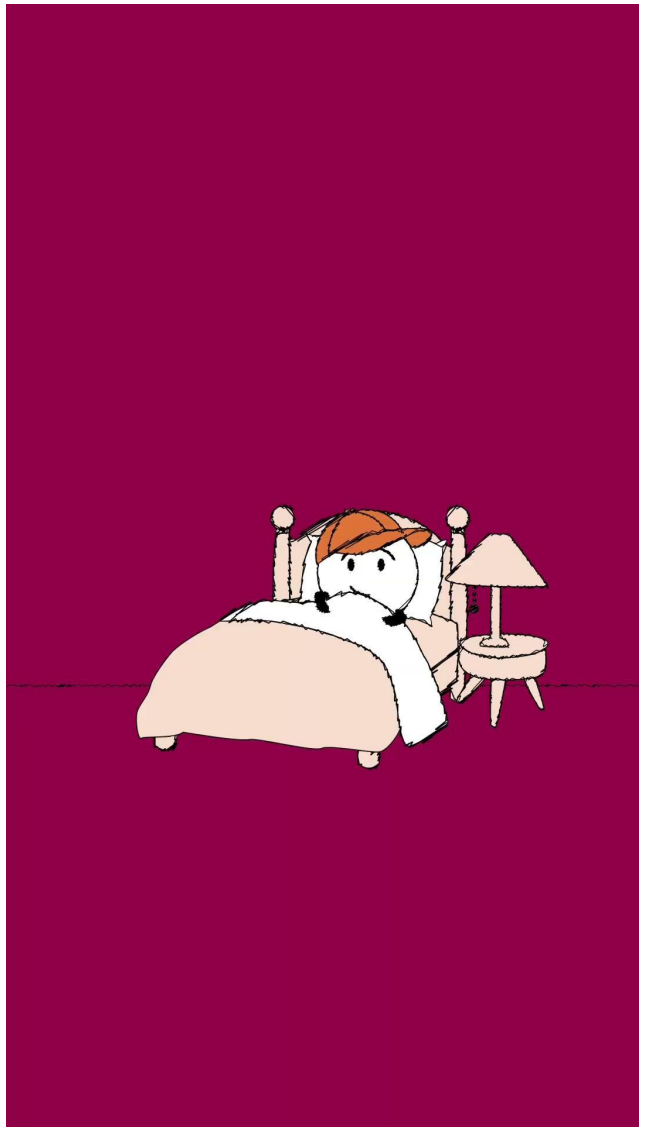
SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

MEASLES #4 – VACCINE (EN + SP)





Link to final cuts.

Measles #4 Vaccine

12 Videos

ENGLISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

WHOOPING COUGH #1 - DISEASE (EN + SP)

Link to final cuts.

Whooping Cough #1 Disease

12 Videos

ENGLISH

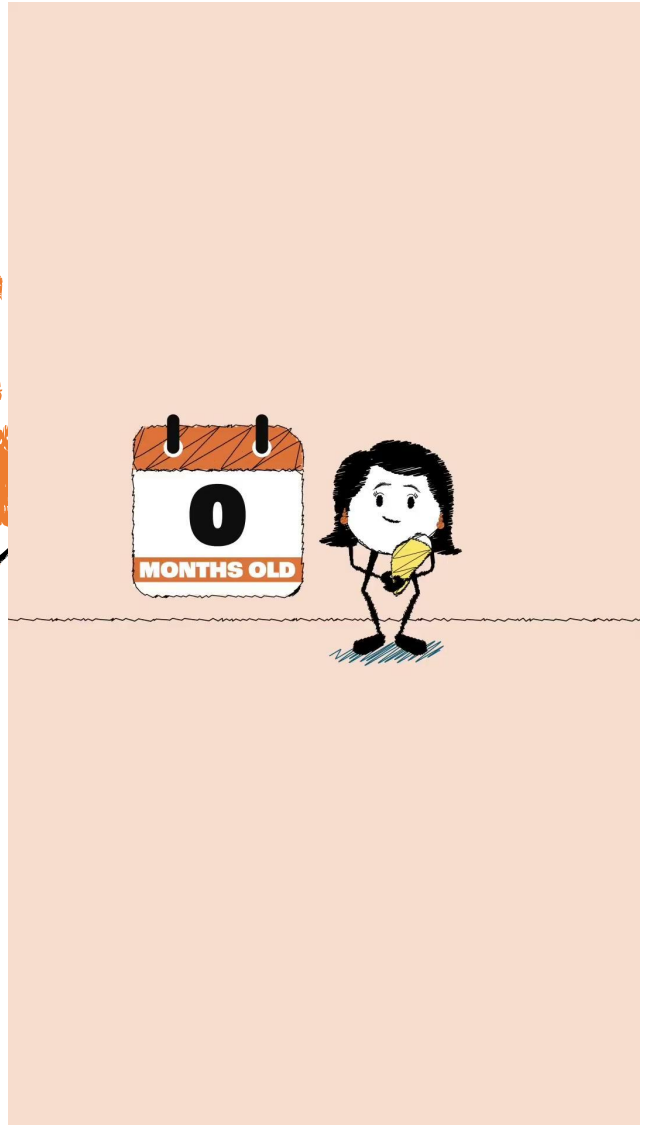
Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

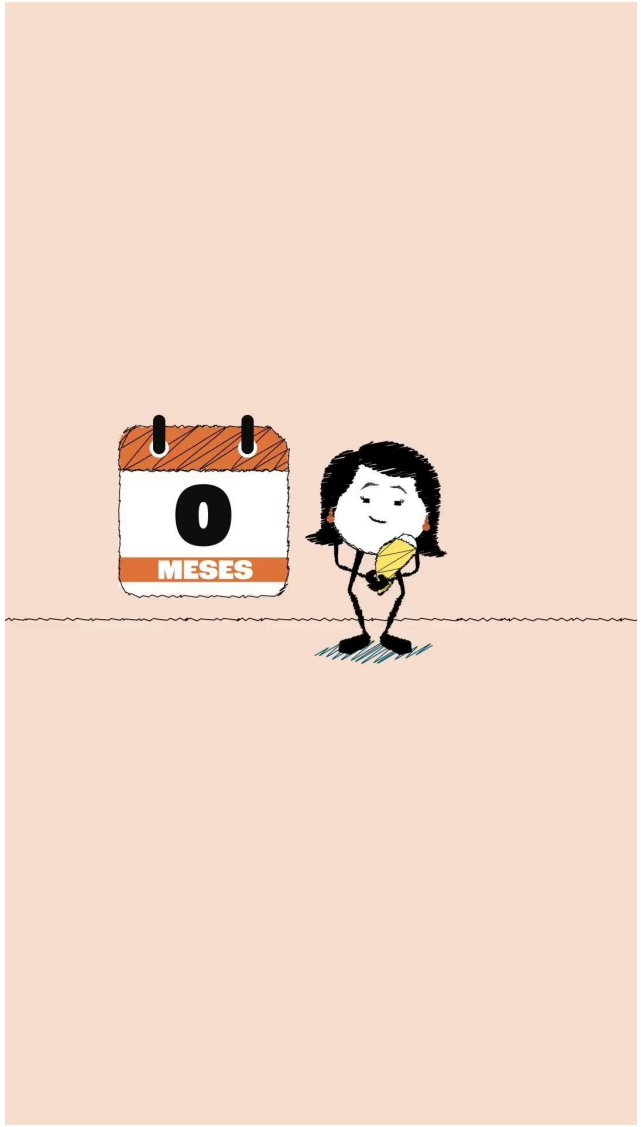
SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

WHOOPING COUGH #2 - VACCINE (EN + SP)





Link to final cuts

Whooping Cough #2 Vaccine

12 Videos

ENGLISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

RSV INFANTS #1 – DISEASE (EN + SP)

Link to final cuts.

RSV Infants #1 Disease

12 Videos

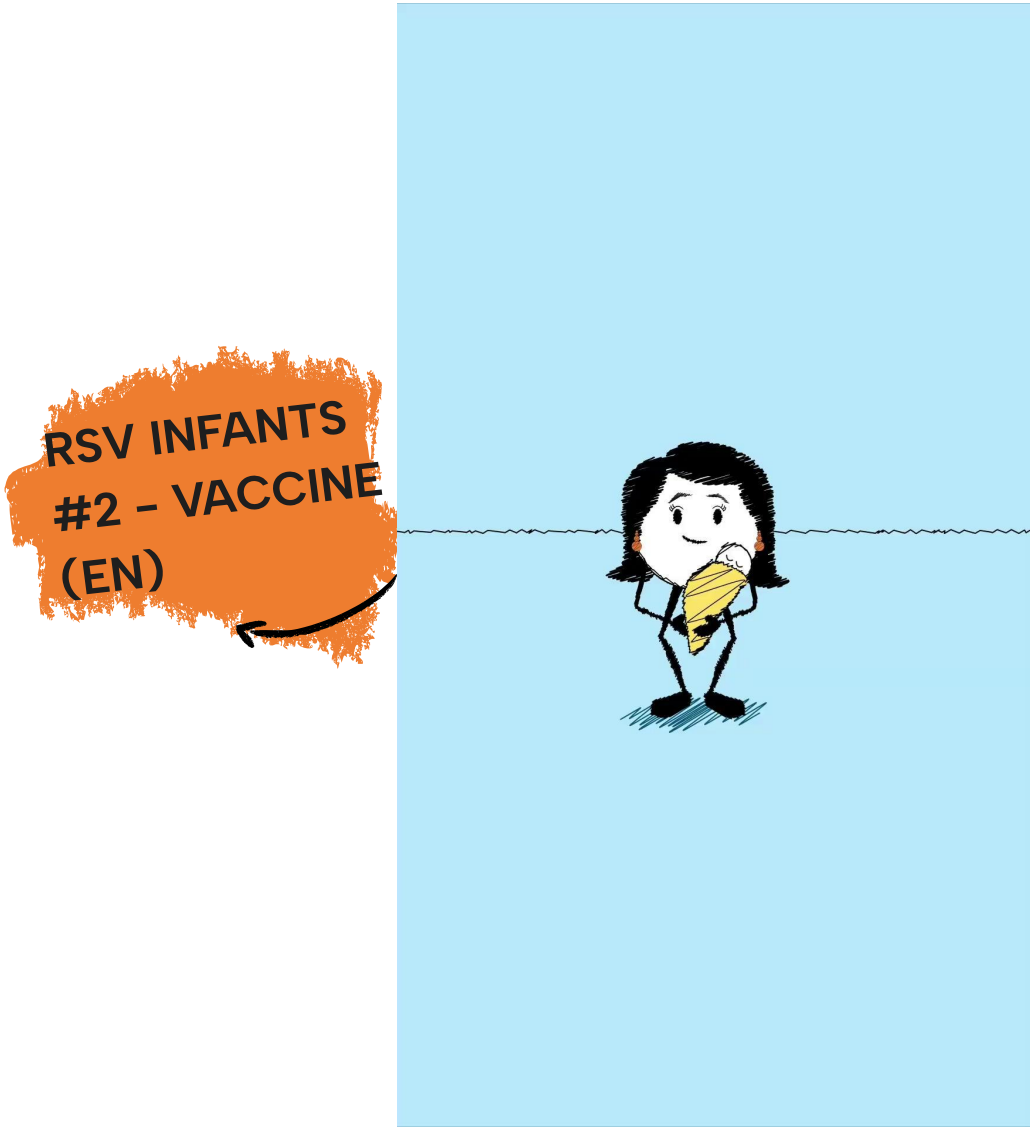
ENGLISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS



Link to final cuts.

RSV Infants #2 Vaccine

6 Videos

ENGLISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

PREGNANCY #1 – PROTECTION (EN + SP)





Link to final cuts.

Pregnancy #1 Protection

12 Videos

ENGLISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

PREGNANCY #2 – VACCINES (EN)



Link to final cuts.

Pregnancy #2 Vaccines

6 Videos

ENGLISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

HEPATITIS B #1 – VACCINE (EN + SP)

Link to final cuts.

Hepatitis B #1 Vaccine

12 Videos

ENGLISH

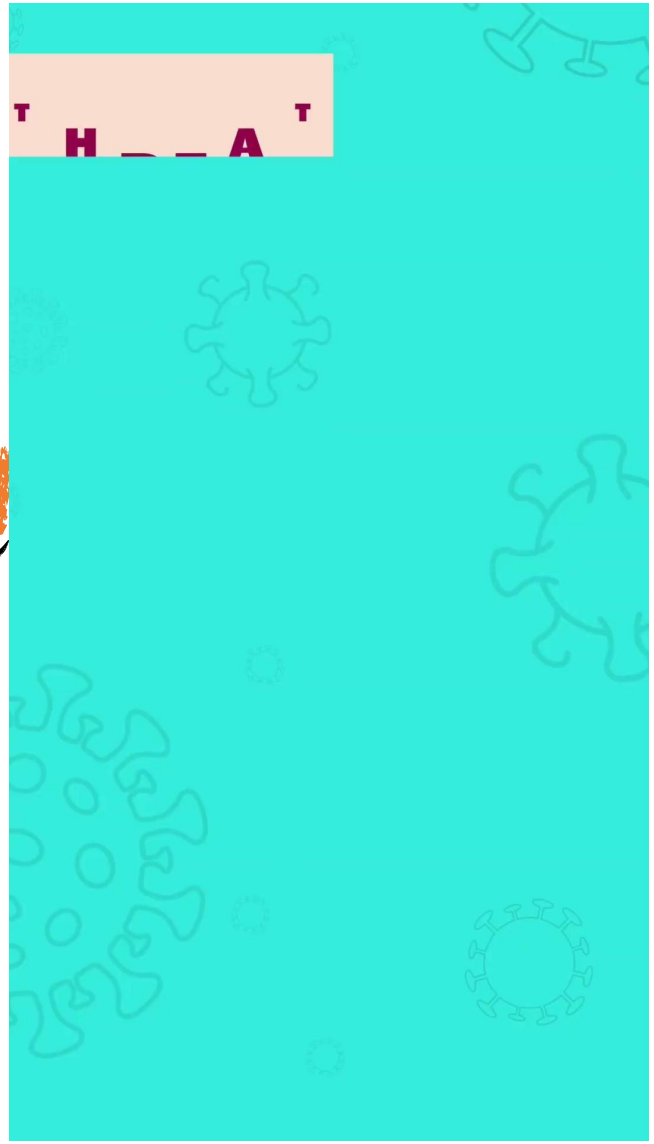
Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

GENERAL ADOLESCENT #1 – DISEASE (EN + SP)





[Link to final cuts.]

Gen Adolescent #1 Disease

12 Videos

ENGLISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

HPV #1 – DISEASE (EN + SP)

Link to final cuts.

HPV #1 Disease

12 Videos

ENGLISH

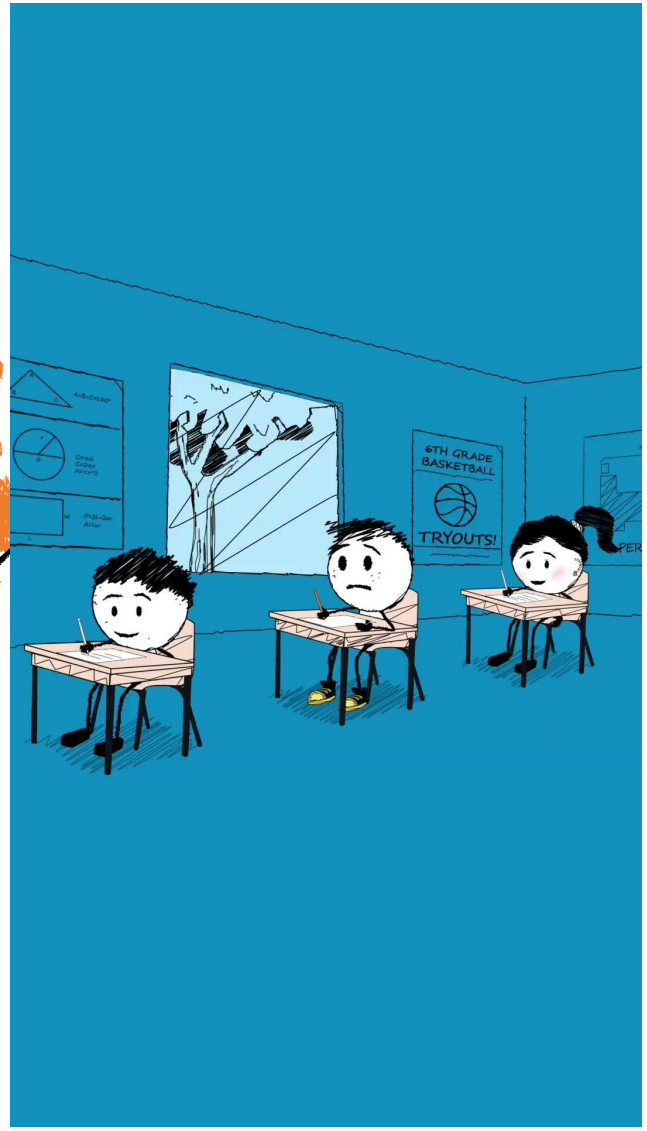
Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

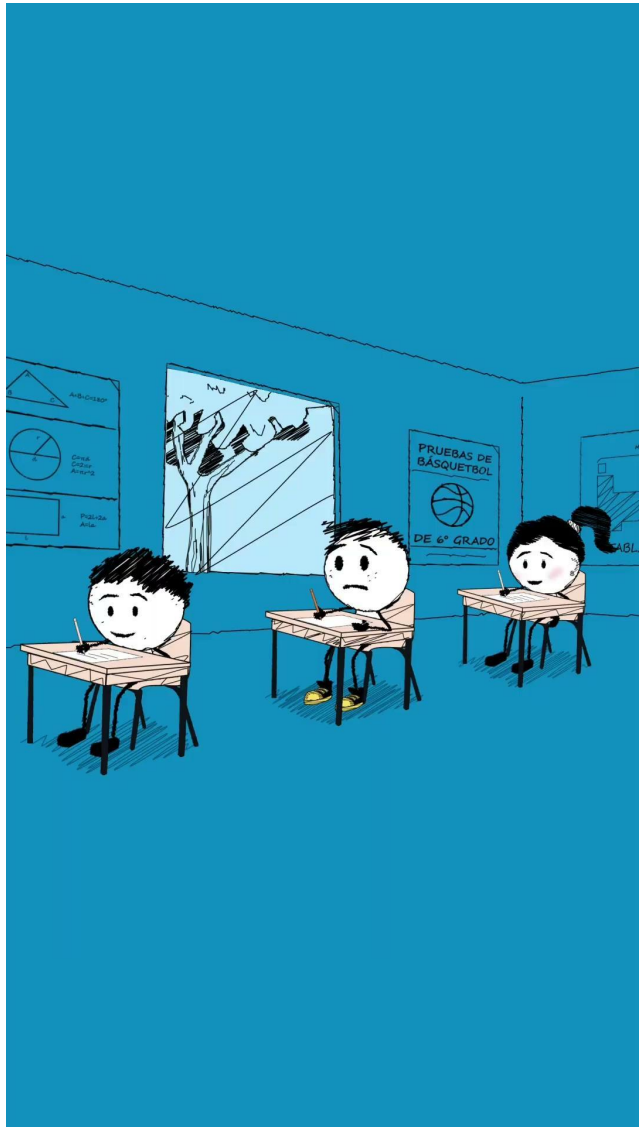
SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

HPV #2 – VACCINE (EN + SP)





Link to final cuts.

HPV #2 Vaccine

12 Videos

ENGLISH

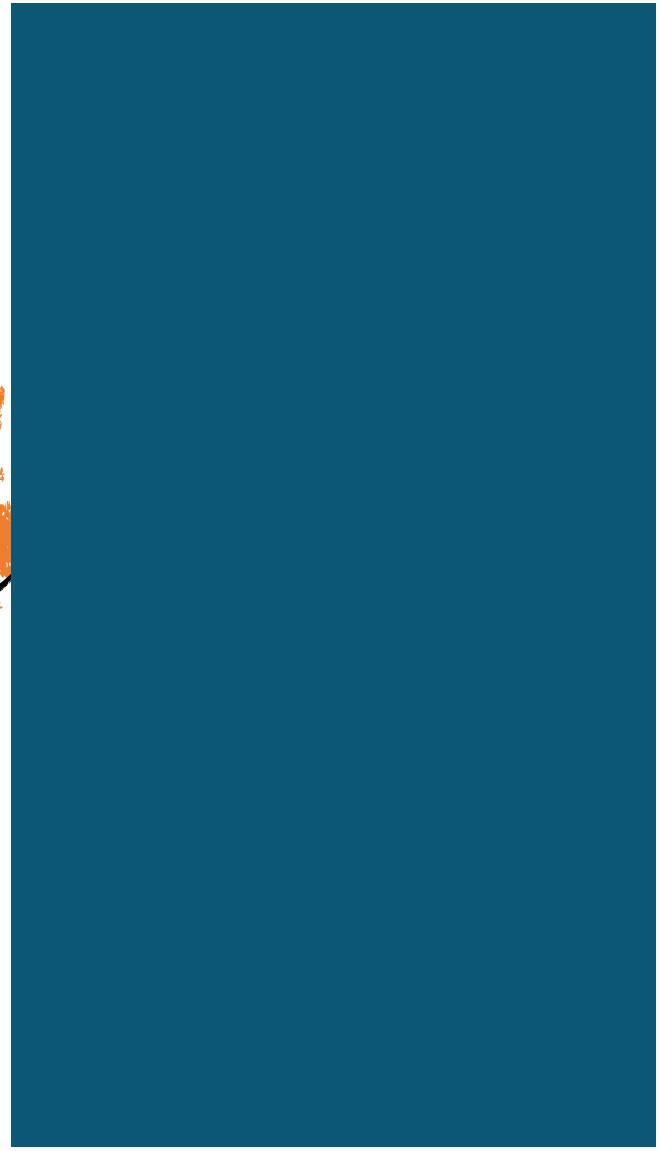
Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

MENINGITIS #1 – DISEASE (EN + SP)



[Link to final cuts.]

Meningitis #1 Disease

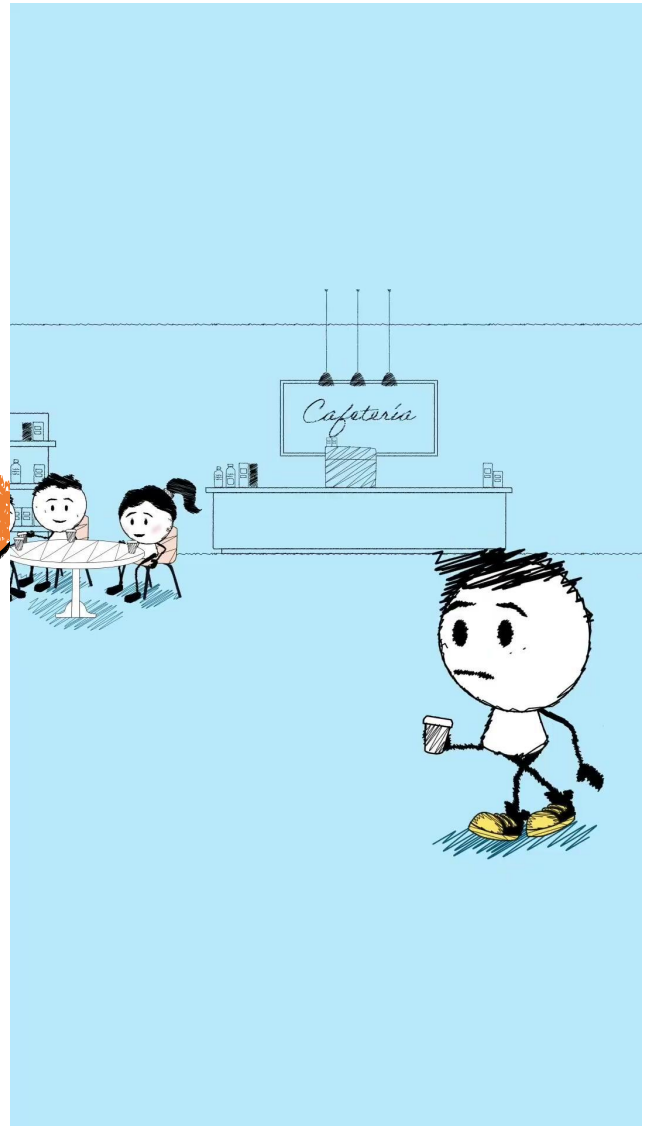
6 Videos

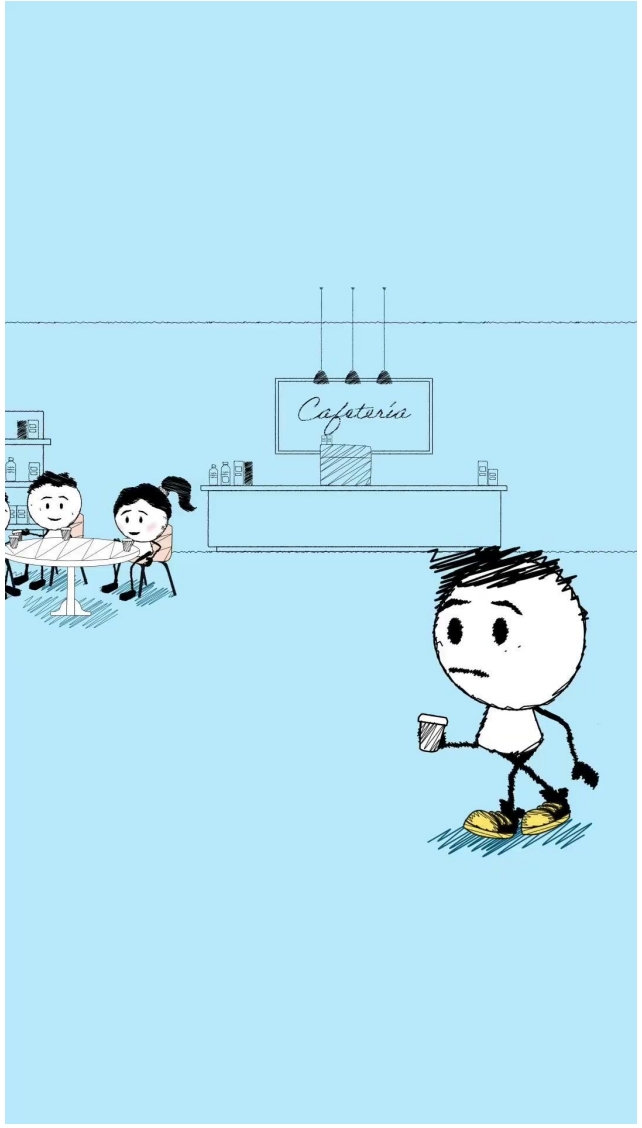
ENGLISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

MENINGITIS #2 – VACCINE (EN + SP)





Link to final cuts.

Meningitis #2 Vaccine

12 Videos

ENGLISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS



Link to final cuts.

Tdap #1 Vaccine

4 Videos

ENGLISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
SRT Files

SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

MIS/DIS INFO #1 – TRUSTED SOURCES (EN + SP)





[Link to final cuts.]

Mis/Dis-Info #1 Trusted Sources

12 Videos

ENGLISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

MIS/DIS INFO
#2 – ANTI-VAX
ORIGINAL
(EN + SP)

*Please note that two (2) versions of this hybrid were created in all formats: (1) an original version & (2) a trimmed version (see the next slide).





Link to final cuts.

Mis/Dis-Info #2 Anti-Vax (ORIGINAL)

12 Videos

ENGLISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

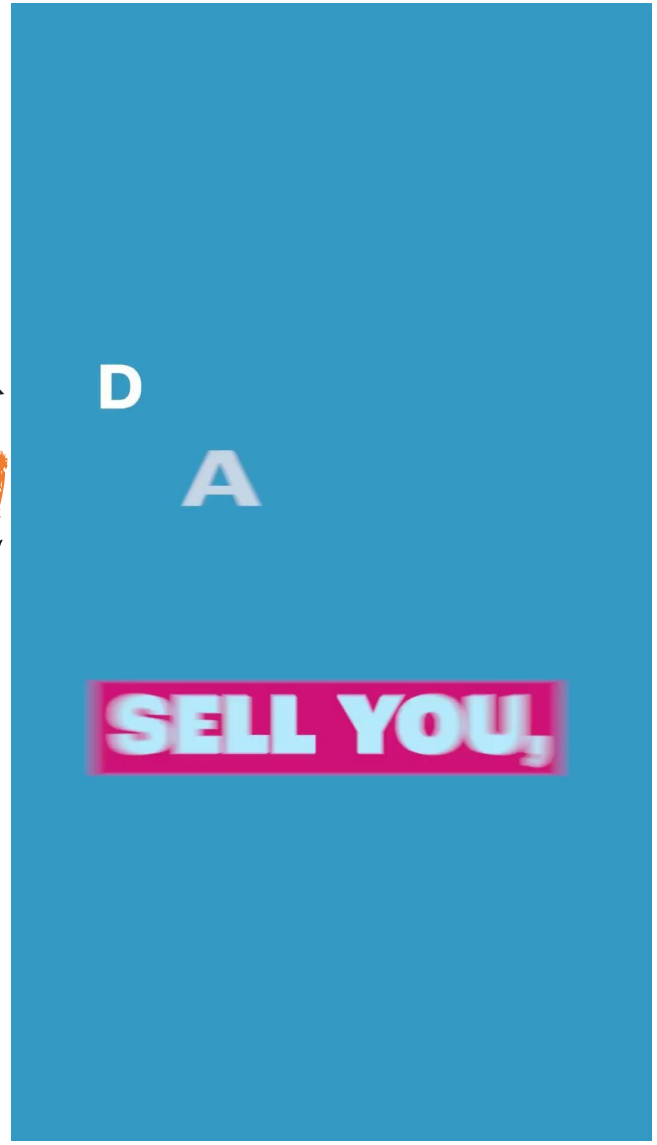
SPANISH

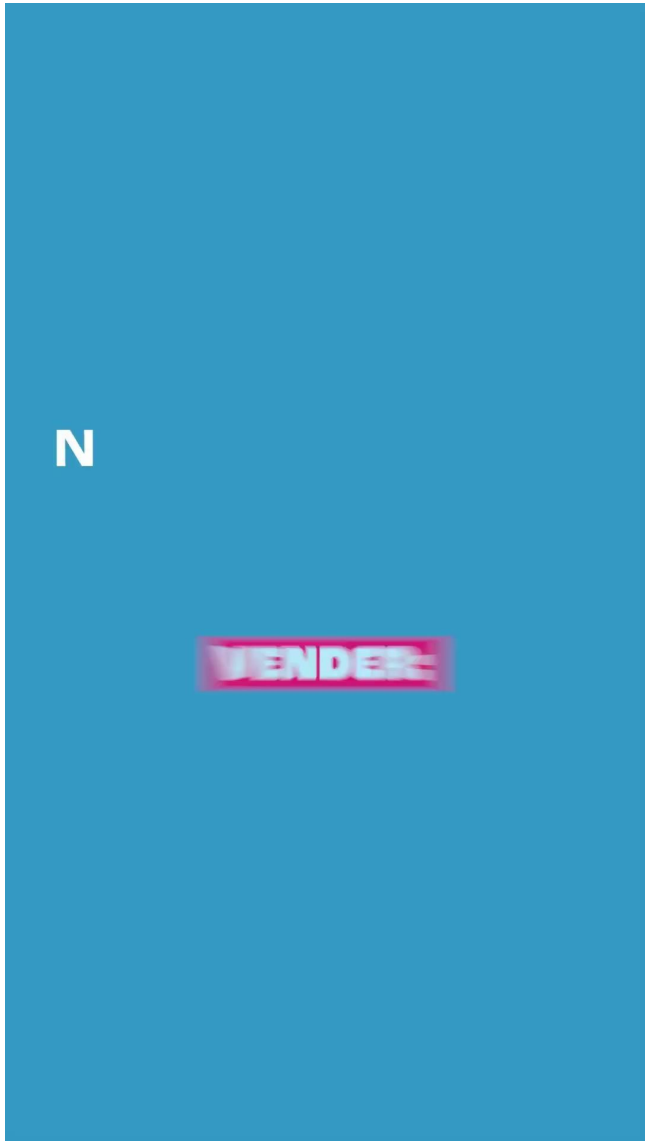
Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

MIS/DIS INFO
#2 – ANTI-VAX
TRIMMED
(EN + SP)

*Please note that two (2) versions of this hybrid were created in all formats: (1) an original version (see the previous slide) & (2) a trimmed version.





Link to final cuts.

Mis/Dis-Info #2 Anti-Vax (TRIMMED)

12 Videos

ENGLISH

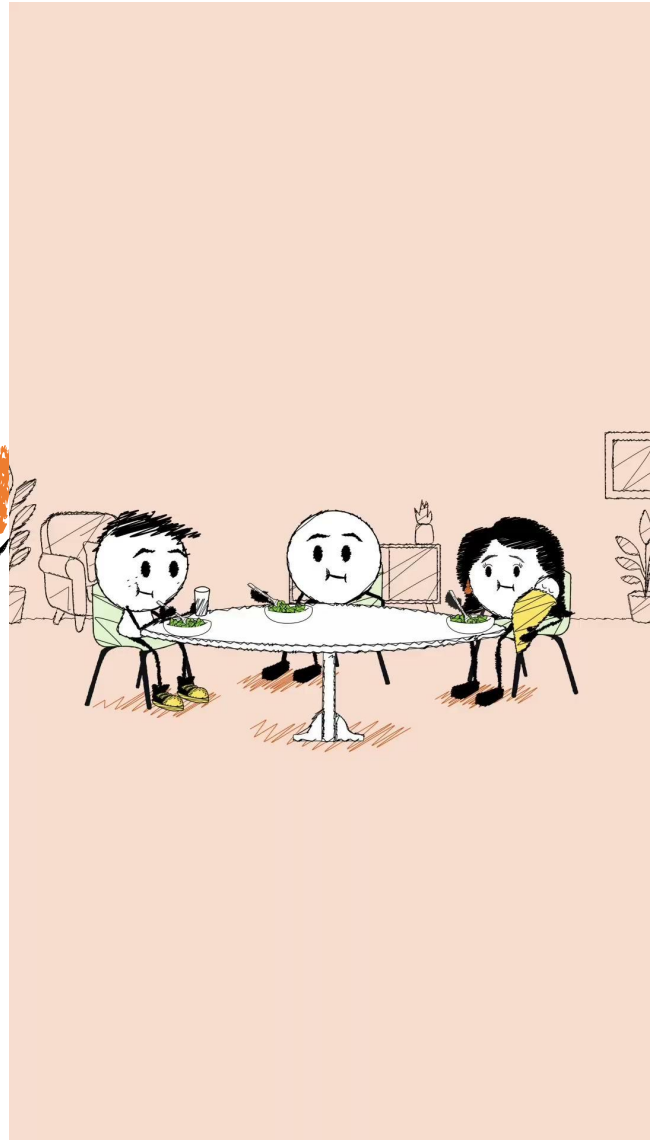
Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

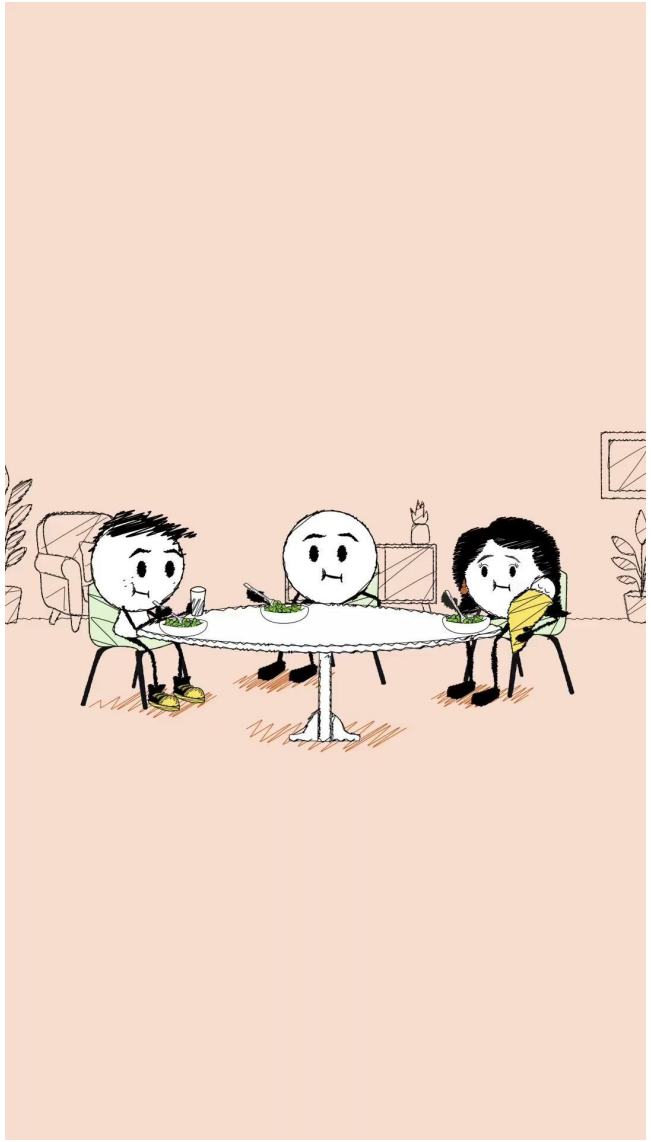
SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

MIS/DIS INFO #3 - HOME METALS (EN + SP)





[Link to final cuts.]

Mis/Dis-Info #3 Home Metals

12 Videos

ENGLISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

AUTISM #1
ORIGINAL
(EN + SP)

*Please note that two (2) versions of this hybrid were created in all formats: (1) an original version & (2) a trimmed version (see the next slide).

Link to final cuts.

Autism #1 ORIGINAL

12 Videos

ENGLISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

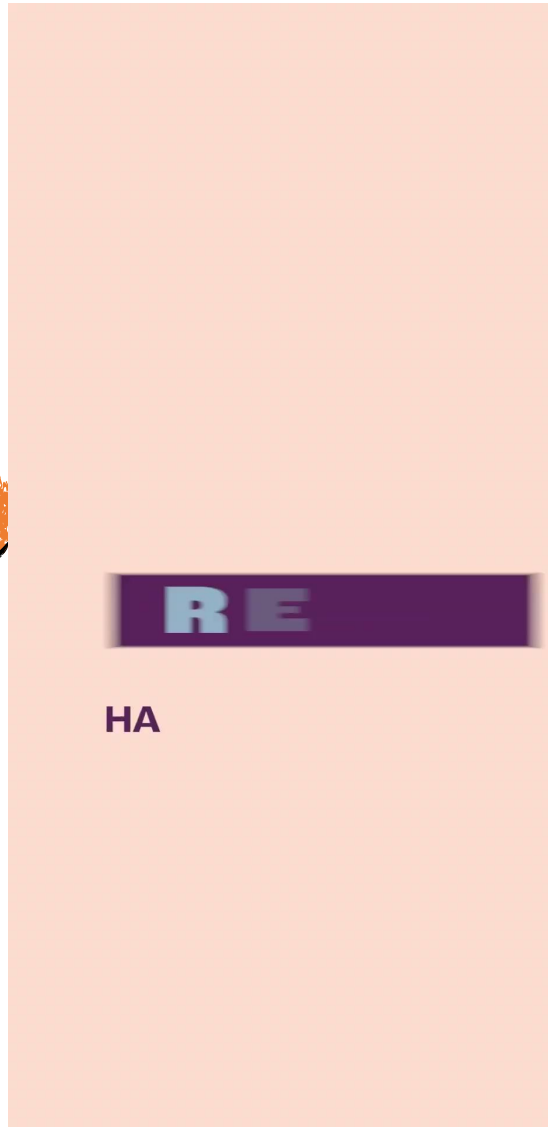
SPANISH

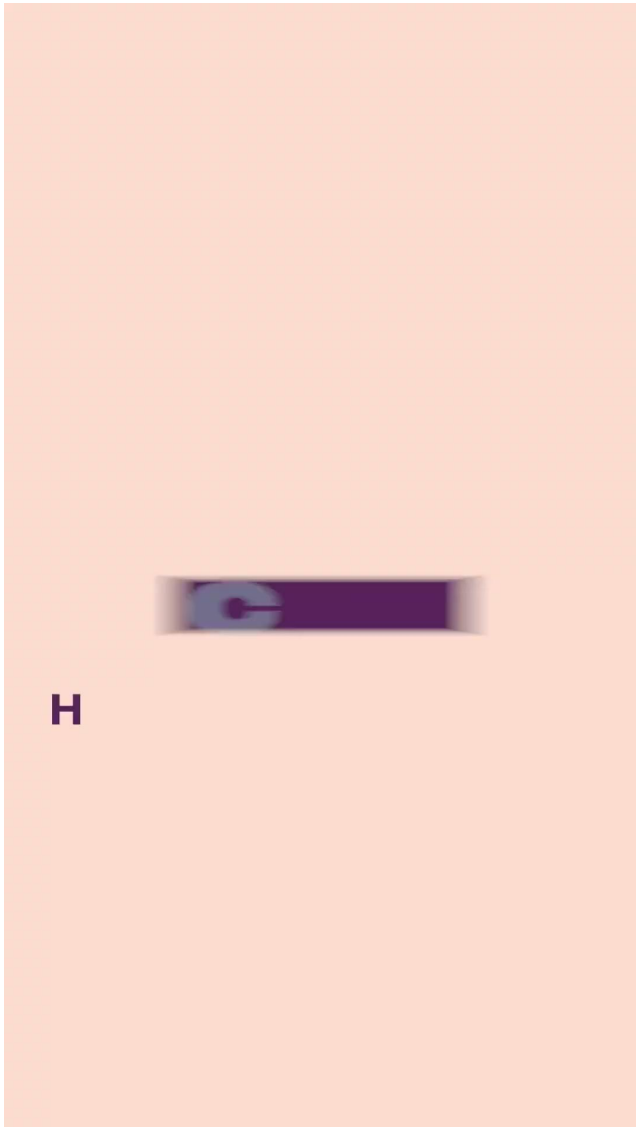
Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

AUTISM #1
TRIMMED
(EN + SP)

*Please note that two (2) versions of this hybrid were created in all formats: (1) an original version (see the previous slide) & (2) a trimmed version.





Link to final cuts.

Autism #1 TRIMMED

12 Videos

ENGLISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

AUTISM #2
ORIGINAL
(EN + SP)





*Please note that two (2) versions of this hybrid were created in all formats: (1) an original version & (2) a trimmed version (see the next slide).

Link to final cuts.

Autism #2 ORIGINAL

12 Videos

ENGLISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

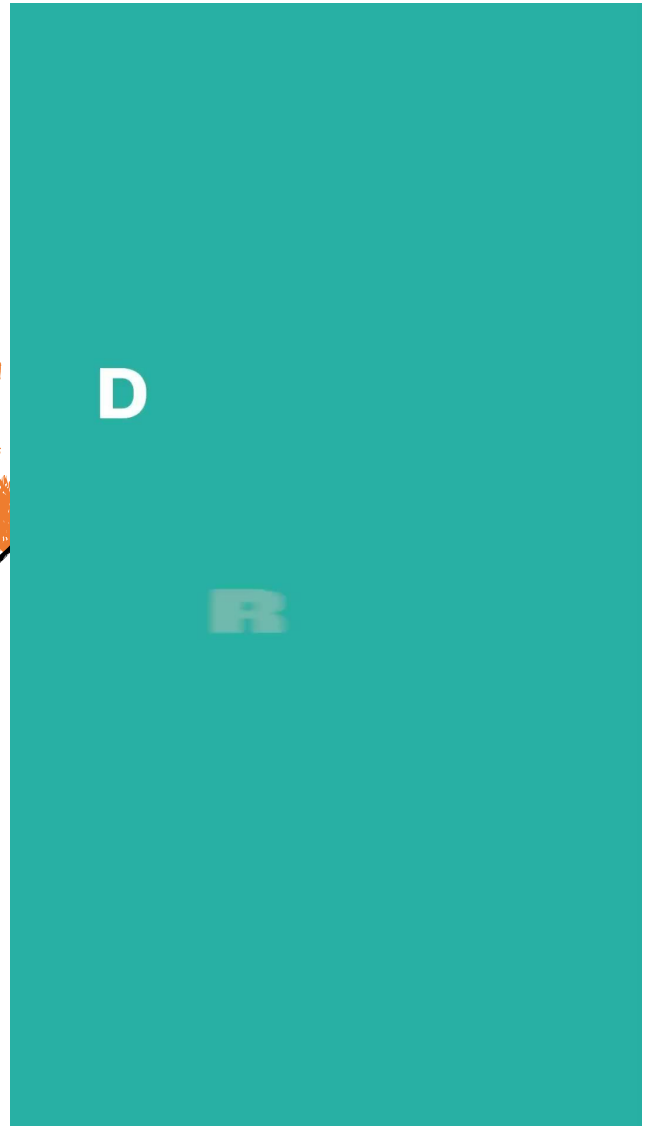
SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

AUTISM #2
TRIMMED
(EN + SP)

*Please note that two (2) versions of this hybrid were created in all formats: (1) an original version (see the previous slide) & (2) a trimmed version.





Link to final cuts.

Autism #2 TRIMMED

12 Videos

ENGLISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

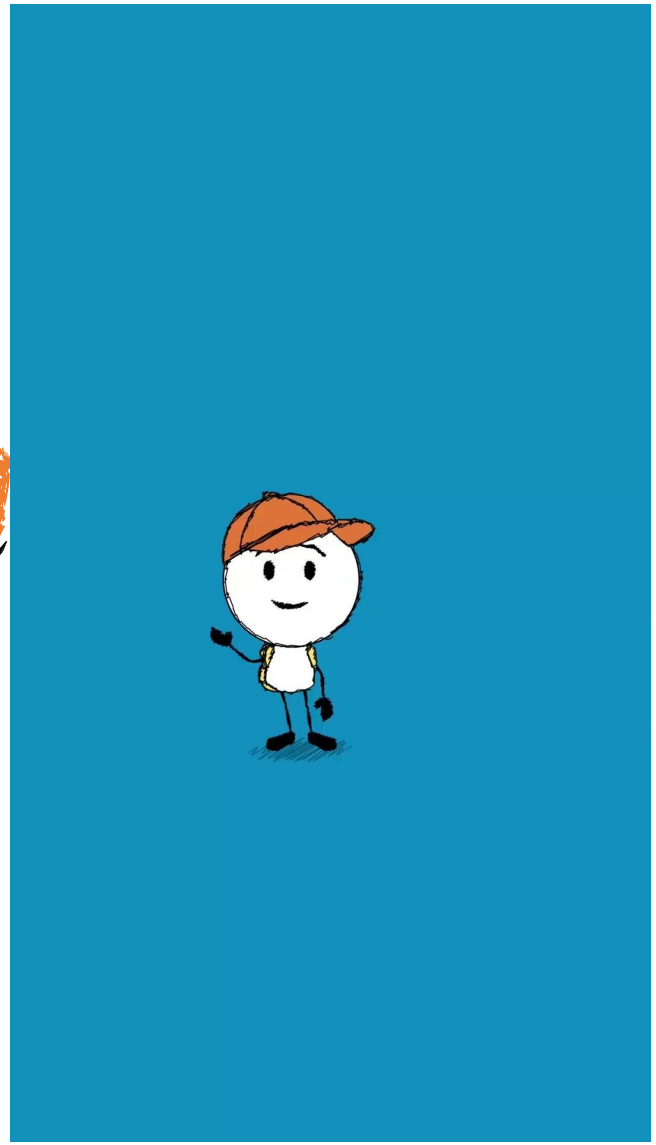
SPANISH

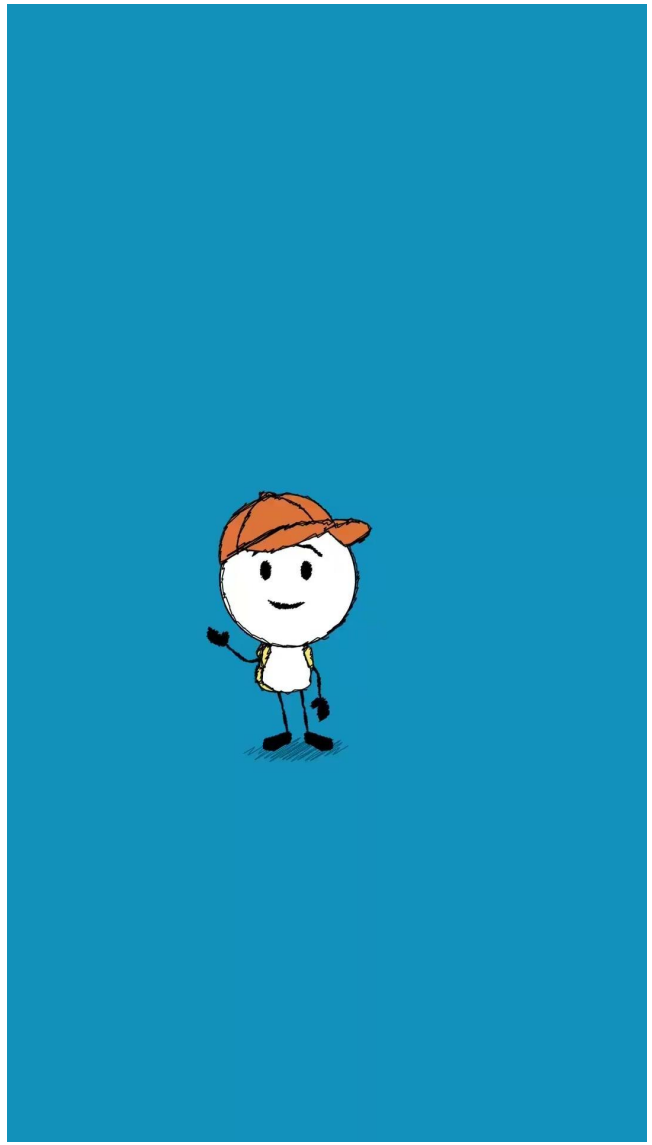
Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

GEN ADAPT #1 – LIGHTNING (EN + SP)

*Please note that this is a general version of the Flu Pediatric #2 hybrid. The content was adapted so it could apply to any vaccine.





Link to final cuts.

Gen Adaptation #1 Lightning

12 Videos

ENGLISH

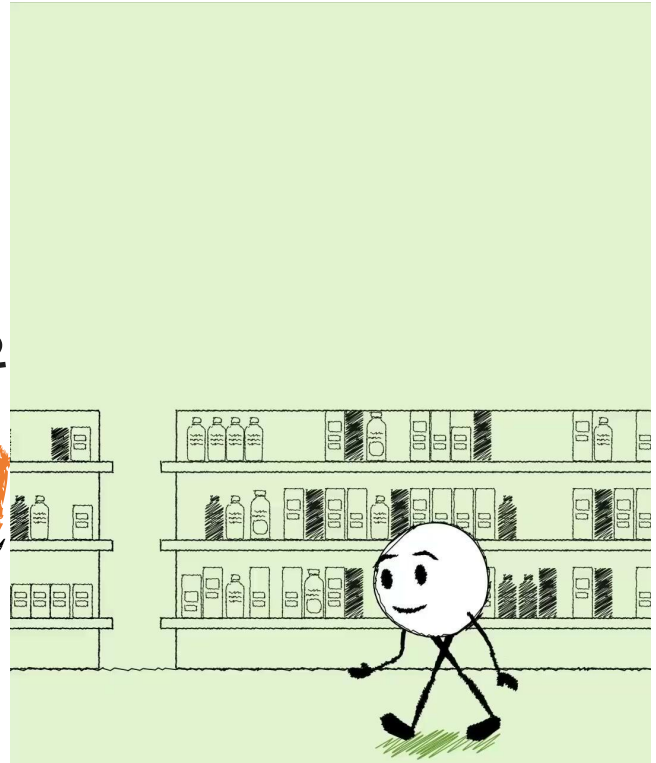
Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

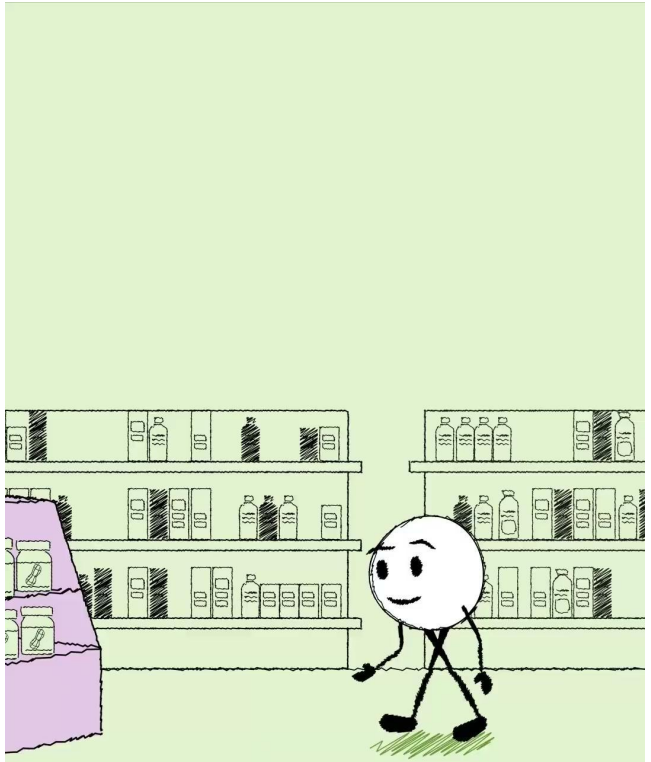
SPANISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

GEN ADAPT #2 – PEANUT (EN + SP)





*Please note that this is a general version of the RSV 50+ #2 hybrid. The content was adapted so it could apply to any vaccine.

Link to final cuts.

Gen Adaptation #2 Peanut Allergy

12 Videos

ENGLISH

Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

SPANISH

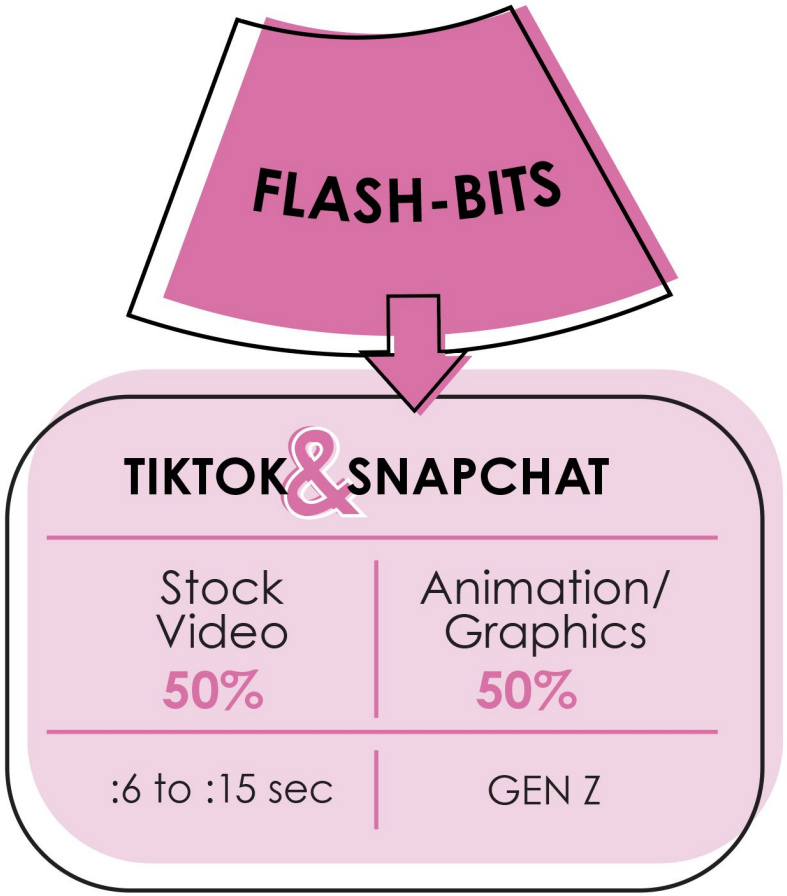
Horizontal - 16x9
Horizontal - 16x9 - Captions
Vertical - Meta/Snap
Vertical - Meta/Snap - Captions
Vertical - TikTok
Vertical - TikTok - Captions
SRT Files

EDUCATION VIDEOS – HYBRID VIDEOS

	Adolescent	Childhood	Other	Respiratory	Total Delivered Hybrids
Horizontal Video-Res	12 EN (OC + CC) 10 SP (OC + CC)	26 EN (OC + CC) 22 SP (OC + CC)	20 EN (OC + CC) 20 SP (OC + CC)	16 EN (OC + CC) 16 SP (OC + CC)	**142**
Vertical Video-Res	20 EN (OC + CC) 16 SP (OC + CC)	52 EN (OC + CC) 44 SP (OC + CC)	40 EN (OC + CC) 40 SP (OC + CC)	32 (OC + CC) 32 (OC + CC)	**276**
Total Delivered Hybrids	**58**	**144**	**120**	**96**	**418**

CC - Closed Captions
OC - Open Captions

EDUCATION VIDEOS – FLASHBIT VIDEOS



QUICK BITS OF INFORMATION

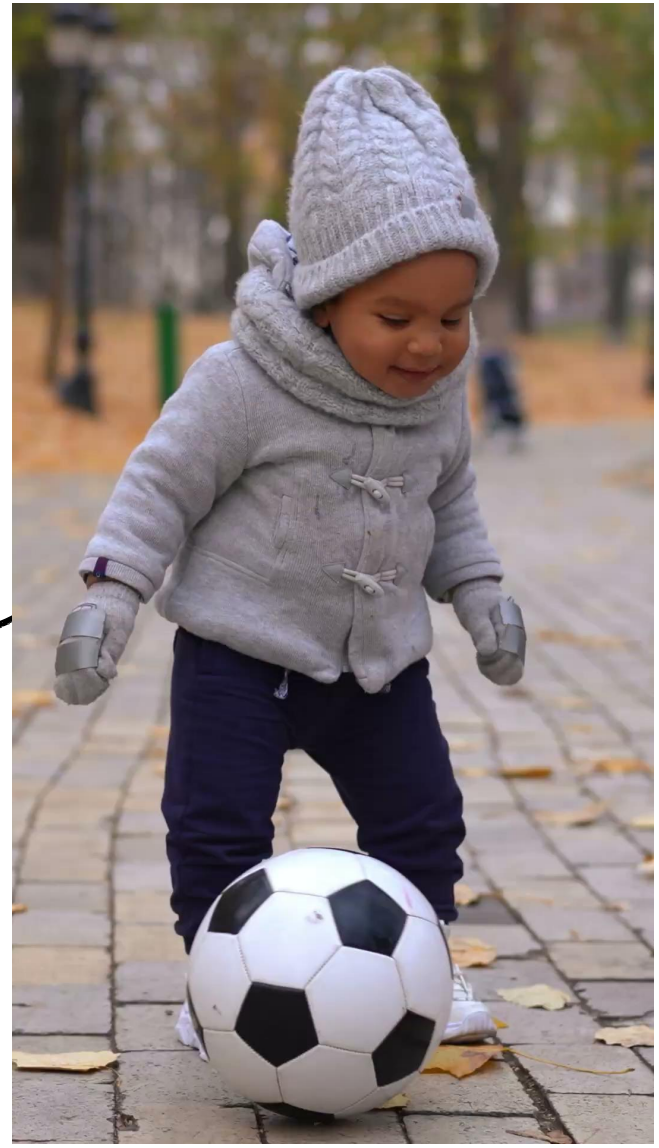
- Relies on imagery, animation, and stock footage rather than talking heads
- Extremely short in length, using a large number of versions to convey the complete message
- Designed to grab attention and maintain it

Visual-Centric — **Expert-Led**

EDUCATION VIDEOS – FLASHBIT VIDEOS

FLU PEDIATRIC FLASHBITS (EN + SP)

*Please note that both two (2) versions were created for each Flashbit, formatted for Meta & TikTok.



Links to final cuts.

Flu Pediatric Flashbits*

12 Videos

ENGLISH

1. Protect the Play – Vertical (TikTok & Meta)
2. To-Do List - Vertical (TikTok & Meta)
3. Things That Just Make Sense This Fall – Vertical (TikTok & Meta)

SPANISH

1. Protect the Play – Vertical (TikTok & Meta)
2. To-Do List - Vertical (TikTok & Meta)
3. Things That Just Make Sense This Fall – Vertical (TikTok & Meta)

EDUCATION VIDEOS – FLASHBIT VIDEOS

Links to final cuts.

FLU 18+ FLASHBITS (EN + SP)

*Please note that both two (2) versions were created for each Flashbit, formatted for Meta & TikTok.



Flu (18+) Flashbits*

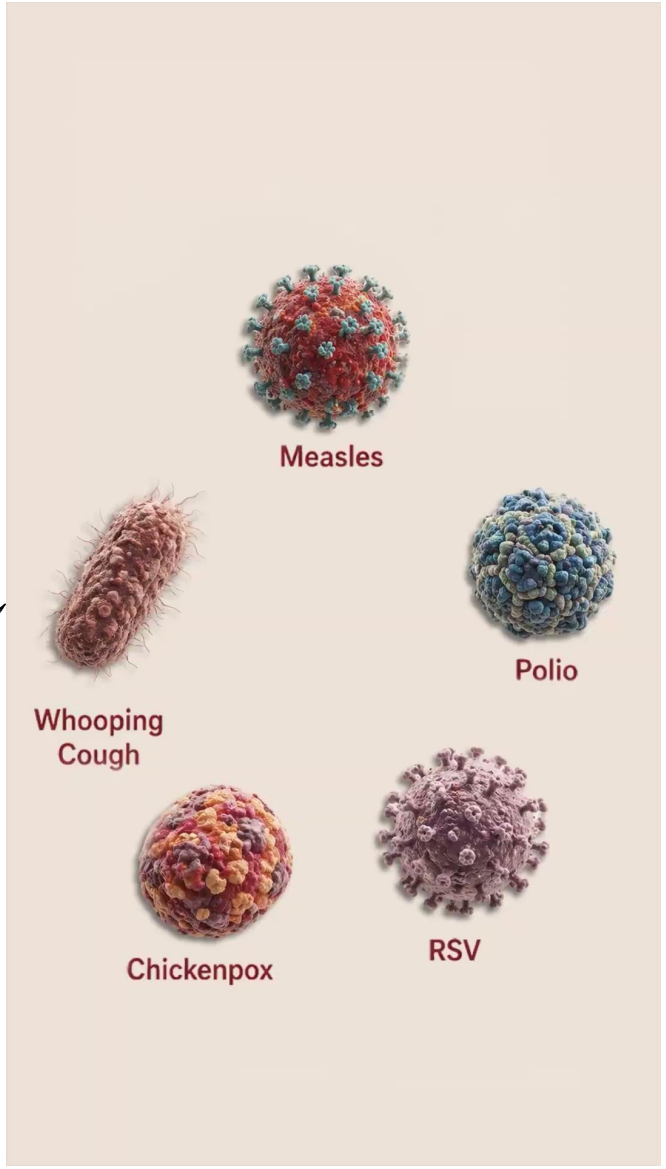
44 Videos

ENGLISH & SPANISH

1. Pack for the Weekend You Want - Vertical (TikTok & Meta)
2. The Real Horror Story – Vertical (TikTok & Meta)
3. Ask Your Doctor, Not Google – Vertical (TikTok & Meta)
4. Things That Just Make Sense This Fall – Vertical (TikTok & Meta)
5. What Octopuses & the Flu Have in Common – Vertical (TikTok & Meta)
6. The Sneeze of Regret – Vertical (TikTok & Meta)
7. How Flu Vaccines Actually Work – Vertical (TikTok & Meta)
8. Pass the pie, Not the Flu – Vertical (TikTok & Meta)
9. Life Moves Fast, Until You Get Sick – Vertical (TikTok & Meta)
10. The Gift of Flu – Vertical (TikTok & Meta)
11. Things That Just Make Sense This Winter – Vertical (TikTok & Meta)

EDUCATION VIDEOS – FLASHBIT VIDEOS

GEN CHILDHOOD FLASHBITS (EN + SP)



Links to final cuts.

General Childhood Flashbits

12 Videos

ENGLISH

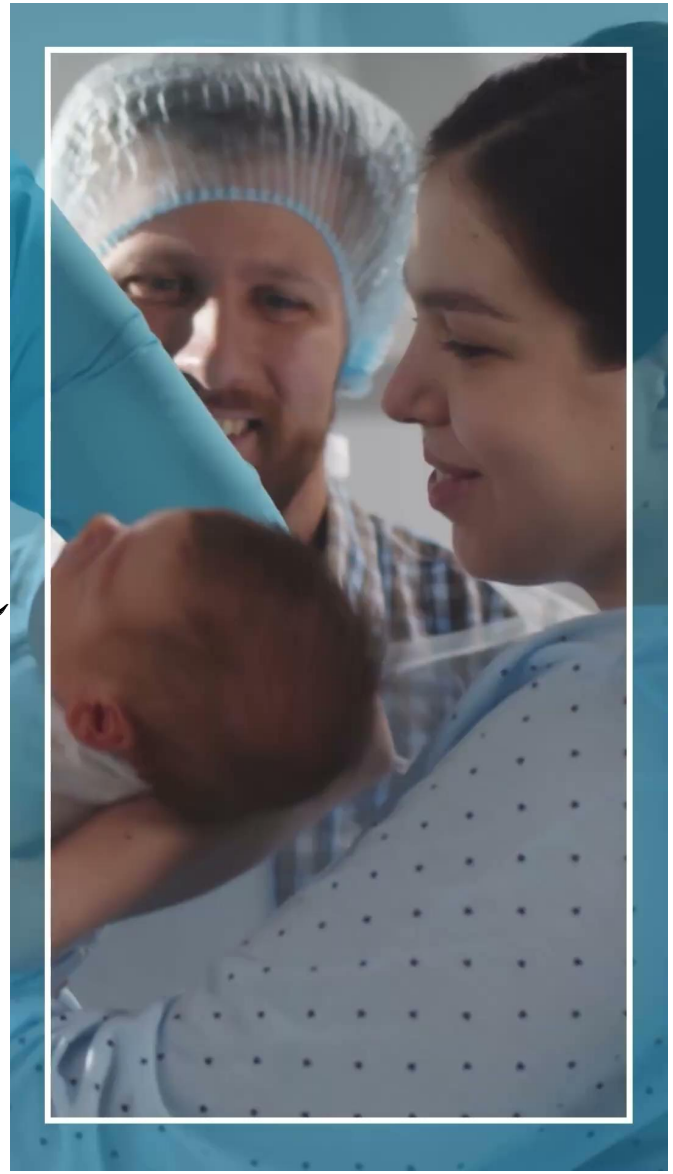
1. Things That Just Make Sense This Summer – Vertical (TikTok & Meta)
2. Ready for the World – Vertical
3. Still Dangerous – Vertical
4. Natural Immunity – Vertical
5. Eliminated No More (MMR End Card) – Vertical
6. Eliminated No More (Childhood End Card)

SPANISH

1. Things That Just Make Sense This Summer – Vertical (TikTok & Meta)
2. Ready for the World – Vertical
3. Still Dangerous – Vertical
4. Natural Immunity – Vertical
5. Eliminated No More (MMR End Card) – Vertical
6. Eliminated No More (Childhood End Card)

EDUCATION VIDEOS – FLASHBIT VIDEOS

HEPATITIS B FLASHBITS (EN + SP)



Links to final cuts.

Hepatitis B Flashbits

2 Videos

ENGLISH

1. Baby's First Gifts – Vertical

SPANISH

1. Baby's First Gifts – Vertical

EDUCATION VIDEOS – FLASHBIT VIDEOS

PREGNANCY FLASHBITS (EN + SP)



Links to final cuts.

Pregnancy Flashbits

2 Videos

ENGLISH

1. Protection from Day One – Vertical

SPANISH

1. Protection from Day One – Vertical

EDUCATION VIDEOS – FLASHBIT VIDEOS

MEASLES/MMR FLASHBITS (EN + SP)



Links to final cuts.

Measles/MMR Flashbits

6 Videos

ENGLISH

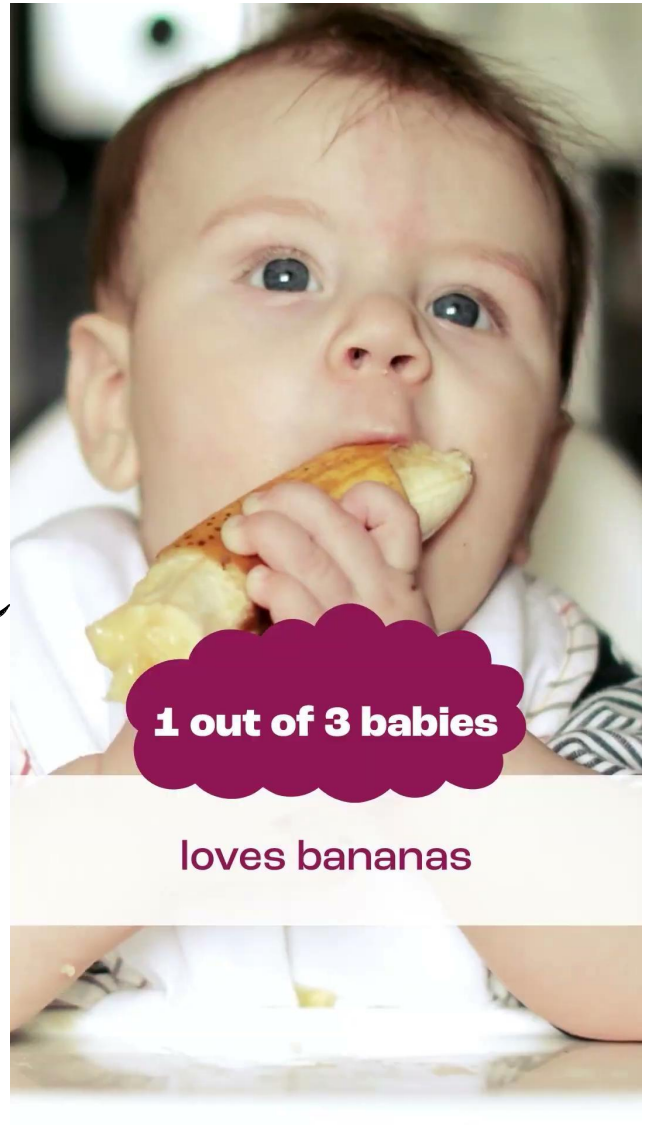
1. Your Favorite Movie – Vertical
2. What Forest Fires and Measles Have in Common – Vertical
3. Bubble Boy – Vertical

SPANISH

1. Your Favorite Movie – Vertical
2. What Forest Fires and Measles Have in Common – Vertical
3. Bubble Boy – Vertical

EDUCATION VIDEOS – FLASHBIT VIDEOS

WHOOPING COUGH FLASHBITS (EN + SP)



Links to final cuts.

Whooping Cough Flashbits

2 Videos

ENGLISH

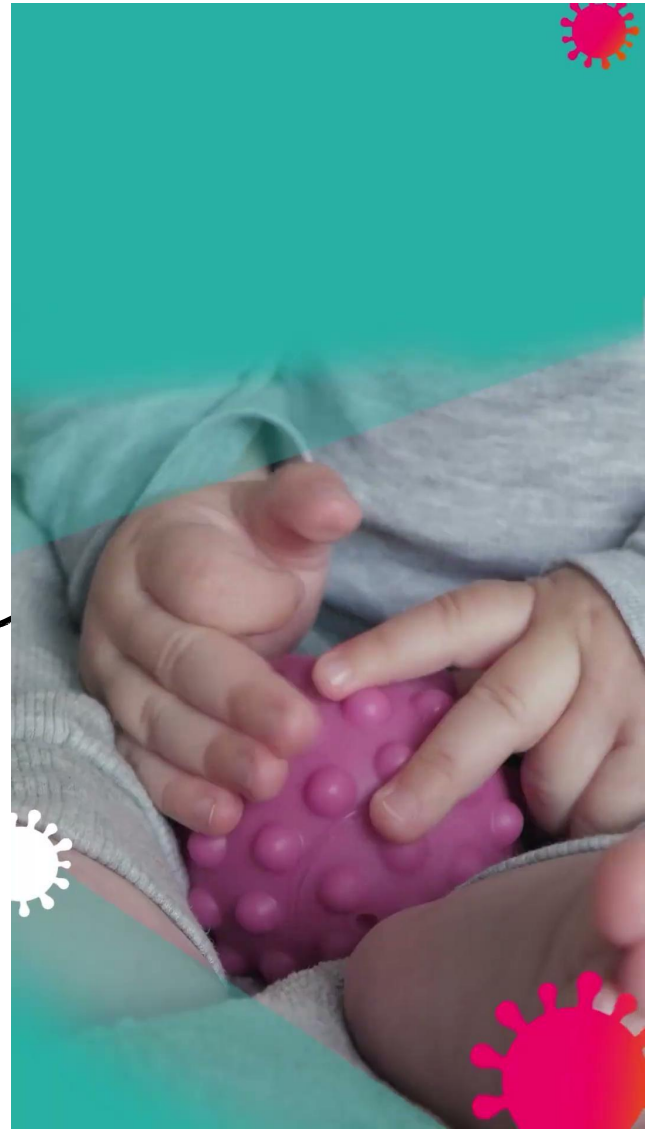
1. 1 in 3 Babies – Vertical

SPANISH

1. 1 in 3 Babies – Vertical

EDUCATION VIDEOS – FLASHBIT VIDEOS

RSV INFANTS FLASHBITS (EN + SP)



Links to final cuts.

RSV Infants Flashbits

4 Videos

ENGLISH

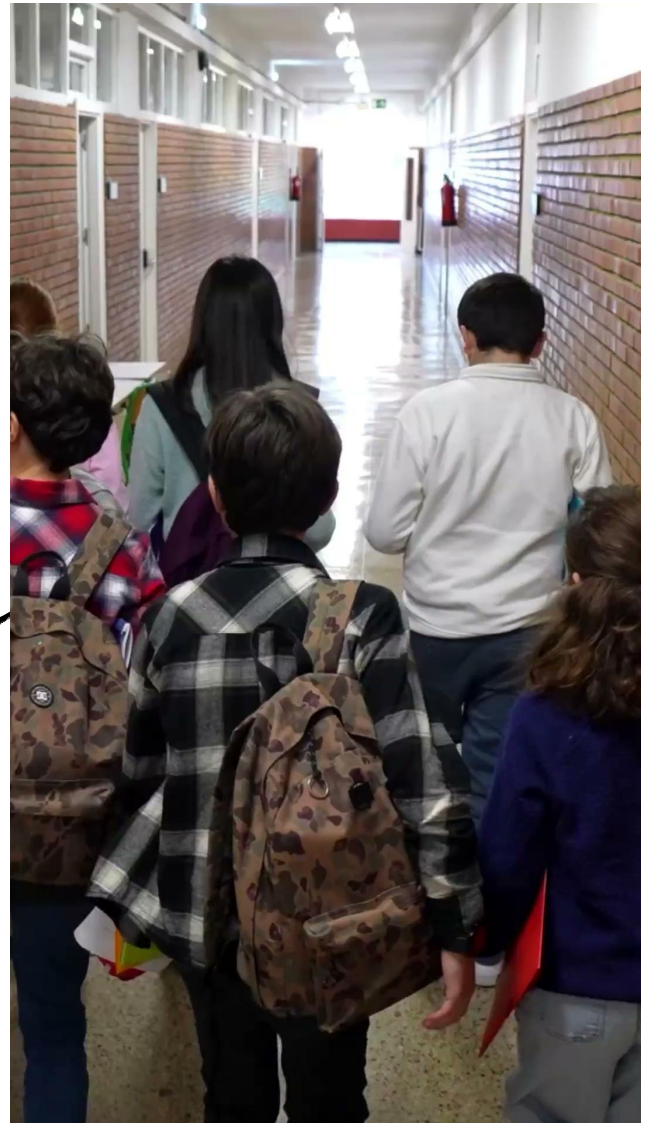
1. RSV is Deadly for Infants – Vertical
2. Leading Cause of Hospitalization – Vertical

SPANISH

1. RSV is Deadly for Infants – Vertical
2. Leading Cause of Hospitalization – Vertical

EDUCATION VIDEOS – FLASHBIT VIDEOS

GEN ADOLESCENT FLASHBITS (EN + SP)



Links to final cuts.

General Adolescent Flashbits

4 Videos

ENGLISH

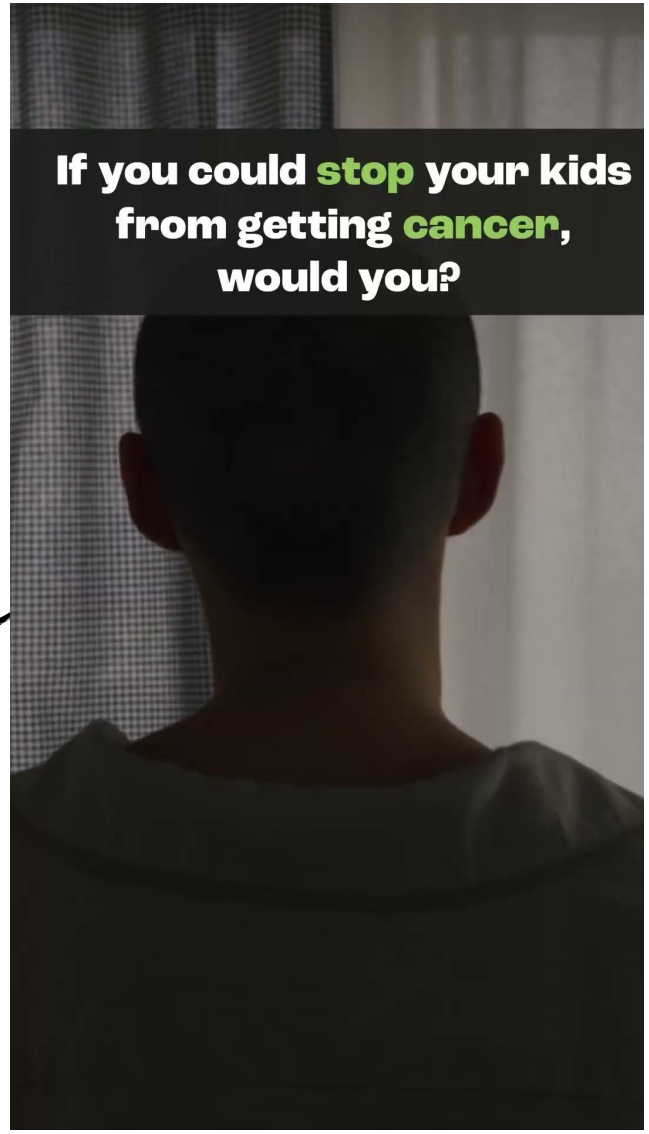
1. Routine Vaccines Don't Stop During Adolescence – Vertical
2. Give Your Immune System a Boost – Vertical

SPANISH

1. Routine Vaccines Don't Stop During Adolescence – Vertical
2. Give Your Immune System a Boost – Vertical

EDUCATION VIDEOS – FLASHBIT VIDEOS

HPV FLASHBITS
(EN + SP)



Links to final cuts.

HPV Flashbits

6 Videos

ENGLISH

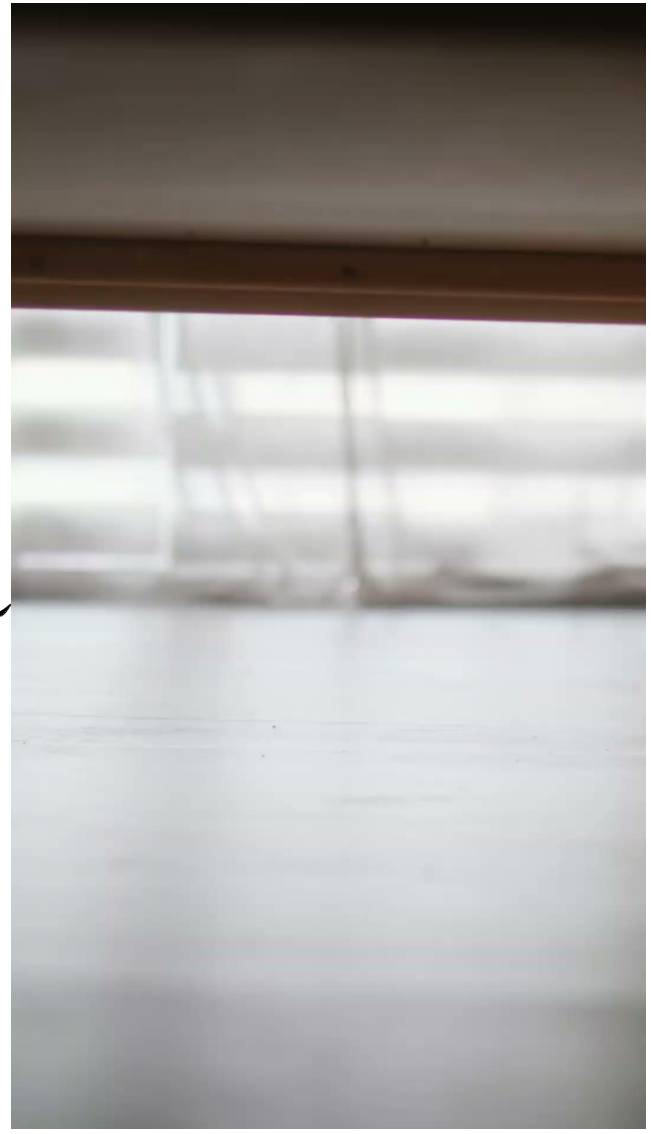
1. HPV Vaccine = Cancer Prevention (Parent adaptation) – Vertical
2. HPV Vaccine = Cancer Prevention (Teen adaptation) – Vertical
3. Affects Boy & Girls – Vertical

SPANISH

1. HPV Vaccine = Cancer Prevention (Parent adaptation) – Vertical
2. HPV Vaccine = Cancer Prevention (Teen adaptation) – Vertical
3. Affects Boy & Girls – Vertical

EDUCATION VIDEOS – FLASHBIT VIDEOS

MENINGITIS FLASHBITS (EN + SP)



Links to final cuts.

Meningitis Flashbits

4 Videos

ENGLISH

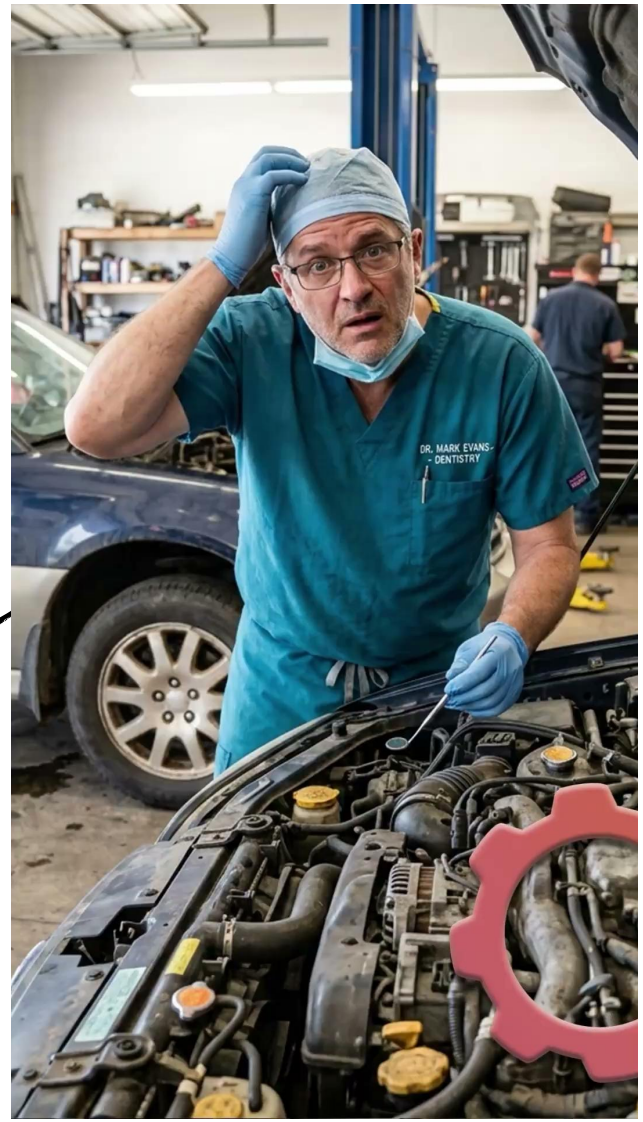
1. Symptoms & Consequences – Vertical
2. Meningitis Acts Fast – Vertical

SPANISH

1. Symptoms & Consequences – Vertical
2. Meningitis Acts Fast – Vertical

EDUCATION VIDEOS – FLASHBIT VIDEOS

MIS/DIS-INFO FLASHBITS (EN + SP)



Links to final cuts.

Mis/Dis-Information Flashbits

10 Videos

ENGLISH

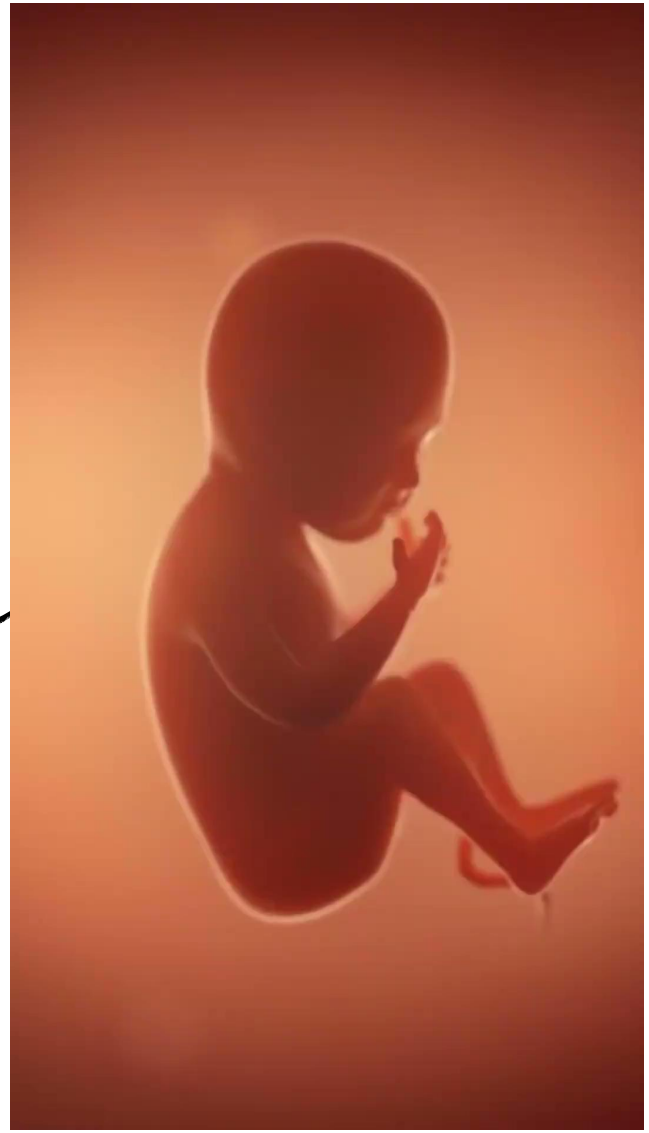
1. Dentists Do Not Fix Cars – Vertical
2. Returning Without Evidence – Vertical
3. Emotional Hooks – Vertical
4. Create Distrust, Sell the Fix – Vertical
5. Vitamin A – Vertical

SPANISH

1. Dentists Do Not Fix Cars – Vertical
2. Returning Without Evidence – Vertical
3. Emotional Hooks – Vertical
4. Create Distrust, Sell the Fix – Vertical
5. Vitamin A – Vertical

EDUCATION VIDEOS – FLASHBIT VIDEOS

AUTISM FLASHBITS (EN + SP)



Links to final cuts.

Autism Flashbits

6 Videos

ENGLISH

1. Vaccines Do Not Cause Autism – Vertical
2. Seatbelts Save Lives, Like Vaccines – Vertical
3. Correlation and Causation – Vertical

SPANISH

1. Vaccines Do Not Cause Autism – Vertical
2. Seatbelts Save Lives, Like Vaccines – Vertical
3. Correlation and Causation – Vertical

EDUCATION VIDEOS – FLASHBIT VIDEOS

Vaccine Area	Vaccine Concentration	Flashbit Videos (EN + SP)	Totals
Respiratory	Flu (18+)	44	**56**
	Flu Pediatric	12	
Childhood	General Childhood	12	**28**
	Measles	6	
	Whooping Cough	2	
	Hepatitis B	2	
	Pregnancy	2	
	RSV Infants	4	
Adolescent	General Adolescent	4	**14**
	HPV	6	
	Meningitis	4	
Other	Autism	10	**16**
	Mis/Dis-Info	6	
		114	

ALL VIDEOS – AT-A-GLANCE

		Video Category				
		Awareness Videos	Dr Interviews	Hybrid Videos	Flashbit Videos	Total Videos
Vaccine Area	Adolescent	72	24	58	14	**168**
	Childhood	144	40	144	28	**356**
	Other	0	24	120	16	**160**
	Respiratory	64	38	96	56	**254**
	Total Videos	**280**	**126**	**418**	**114**	**938**

CREATIVE DELIVERY

ADDITIONAL ASSETS

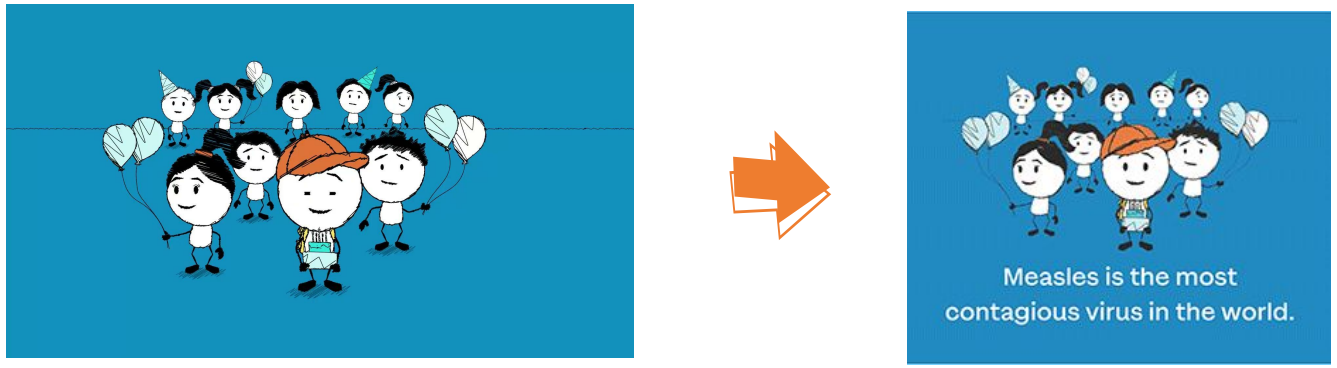
idea
marketing

From Good Ideas to Great Results

www.TheIdeaMarketing.com

ADDITIONAL VACCINE ASSETS

- **938** video assets were created throughout the 2025-2026 FY.
- However, **all** media plans included outlets that required the development of other types of assets, such as statics, digital displays/GIFs, interstitials/HTML5 ads, and printable materials.
    - In most cases, these additional assets were created by adapting the concepts and content of the hybrid education videos. This ensured the visuals and messaging were consistent across outlets.



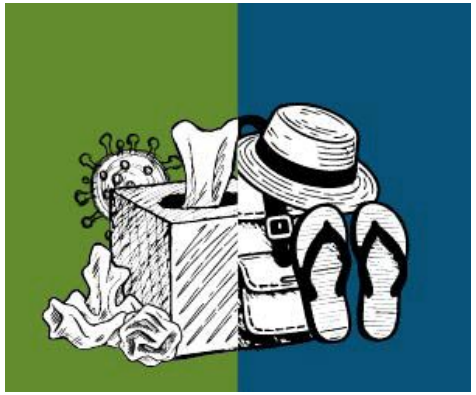
- The following slides outline the numerous additional assets that were created for awareness and education efforts.

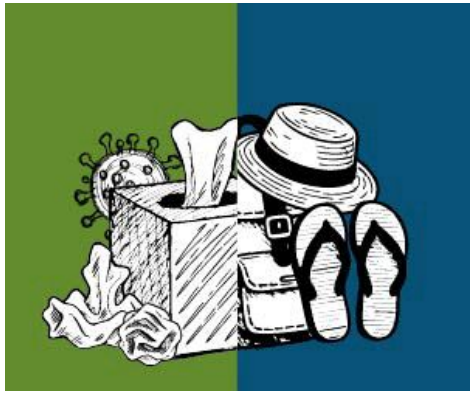
ADDITIONAL VACCINE ASSETS



DIGITAL ASSETS – RESPIRATORY

Vacation Ad





[Link to asset folder.]

DISPLAYS

ENGLISH

300x250 – Vacations EN
300x600 – Vacations EN
320x50 – Vacations EN
728x90 – Vacations EN

SPANISH

300x250 – Vacations SP
300x600 – Vacations SP
320x50 – Vacations SP
728x90 – Vacations SP

SOCIAL MEDIA

ENGLISH

1080x1080 video – Vacations EN

SPANISH

1080x1080 video – Vacations SP

INTERSTITIALS

ENGLISH

300x250 – PDF & AI files for Vacations EN
320x480 – PDF & AI files for Vacations EN

SPANISH

300x250 – PDFs & AI files for Vacations SP
320x480 – PDF & AI files for Vacations SP

DIGITAL ASSETS – RESPIRATORY

Party Ad





Link to asset folder.

DISPLAYS

ENGLISH

300x250 – Party EN
300x600 – Party EN
320x50 – Party EN
728x90 – Party EN

SPANISH

300x250 – Party SP
300x600 – Party SP
320x50 – Party SP
728x90 – Party SP

SOCIAL MEDIA

ENGLISH

1080x1080 video – Party EN

SPANISH

1080x1080 video – Party SP

INTERSTITIALS

ENGLISH

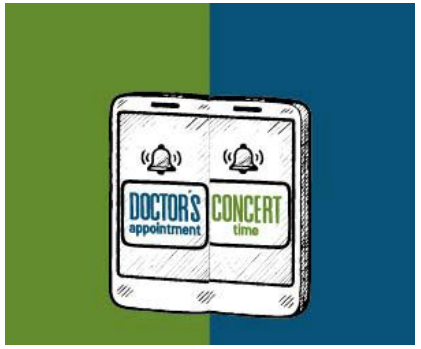
300x250 – PDF & AI files for Party EN
320x480 – PDF & AI files for Party EN

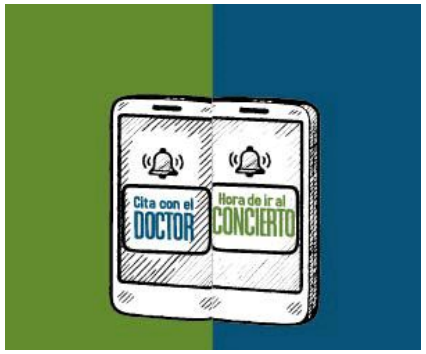
SPANISH

300x250 – PDF & AI files for Party SP
320x480 – PDF & AI files for Party SP

DIGITAL ASSETS – RESPIRATORY

Concert Ad





Link to asset folder.

DISPLAYS

ENGLISH

300x250 – Concert EN
300x600 – Concert EN
320x50 – Concert EN
728x90 – Concert EN

SPANISH

300x250 – Concert SP
300x600 – Concert SP
320x50 – Concert SP
728x90 – Concert SP

SOCIAL MEDIA

ENGLISH

1080x1080 video – Concert EN

SPANISH

1080x1080 video – Concert SP

INTERSTITIALS

ENGLISH

300x250 – PDF & AI files for Concert EN
320x480 – PDF & AI files for Concert EN

SPANISH

300x250 – PDF & AI files for Concert SP
320x480 – PDF & AI files for Concert SP

DIGITAL ASSETS – RESPIRATORY

Thanksgiving Ad





[Link to asset folder.]

DISPLAYS

ENGLISH

300x250 – Thanksgiving EN
300x600 - Thanksgiving EN
320x50 - Thanksgiving EN

SPANISH

300x250 – Thanksgiving SP
300x600 - Thanksgiving SP
320x50 - Thanksgiving SP

SOCIAL MEDIA

ENGLISH

1080x1080 carousels – Thanksgiving EN
1080x1080 video – Thanksgiving EN

SPANISH

1080x1080 video – Thanksgiving SP

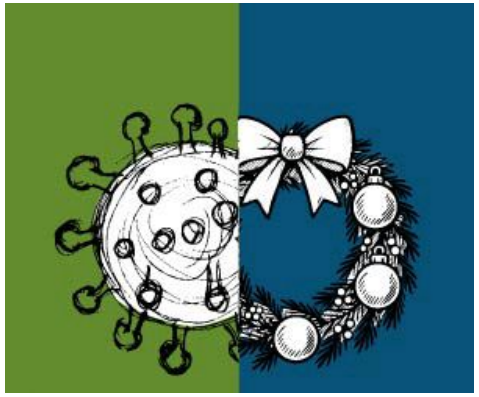
INTERSTITIALS

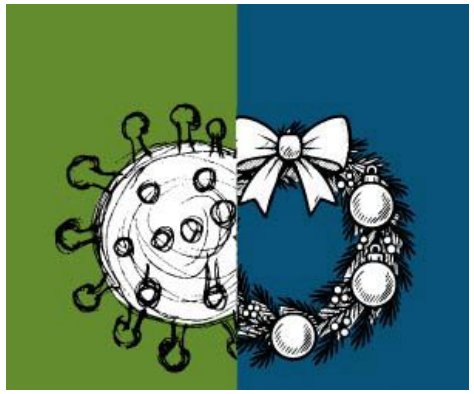
ENGLISH

300x250 – PDF & JPEGs

DIGITAL ASSETS – RESPIRATORY

Holidays Ad





[Link to asset folder.]

DISPLAYS

ENGLISH

300x250 – Holidays EN
300x600 - Holidays EN
320x50 - Holidays EN

SPANISH

300x250 – Holidays SP
300x600 - Holidays SP
320x50 - Holidays SP

SOCIAL MEDIA

ENGLISH

1080x1080 carousels – Holidays EN
1080x1080 video – Holidays EN

SPANISH

1080x1080 video – Holidays SP

INTERSTITIALS

ENGLISH

300x250 – PDF & JPEGs

DIGITAL ASSETS – RESPIRATORY

COVID – Stats

Links to asset folders: EN & SP





DISPLAYS

ENGLISH

160x600 – GIF & AI files
300x250 – GIF & AI files
300x600 – GIF & AI files
320x50 – GIF & AI files
320x480 – GIF & AI files
728x90 – GIF & AI files
1080x1080 – GIF & AI files

SPANISH

160x600 – GIF & AI files
300x250 – GIF & AI files
300x600 – GIF & AI files
320x50 – GIF & AI files
320x480 – GIF & AI files
728x90 – GIF & AI files
1080x1080 – GIF & AI files

SOCIAL MEDIA

ENGLISH

1080x1080 – Video & AI files

SPANISH

1080x1080 – Video & AI files

INTERSTITIALS

ENGLISH

300x250 – JPEGs & AI files
320x480 – JPEGs & AI files

SPANISH

300x250 – JPEGs & AI files
320x480 – JPEGs & AI files

DIGITAL ASSETS – RESPIRATORY

RSV 50+ – Stats

Links to asset folders: EN & SP





DISPLAYS

ENGLISH

160x600 – GIF & AI files
300x250 – GIF & AI files
300x600 – GIF & AI files
320x50 – GIF & AI files
320x480 – GIF & AI files
728x90 – GIF & AI files
1080x1080 – GIF & AI files

SPANISH

160x600 – GIF & AI files
300x250 – GIF & AI files
300x600 – GIF & AI files
320x50 – GIF & AI files
320x480 – GIF & AI files
728x90 – GIF & AI files
1080x1080 – GIF & AI files

SOCIAL MEDIA

ENGLISH

1080x1080 – Video & AI files

SPANISH

1080x1080 – Video & AI files

INTERSTITIALS

ENGLISH

300x250 – JPEGs & AI files
320x480 – JPEGs & AI files

SPANISH

300x250 – JPEGs & AI files
320x480 – JPEGs & AI files

RECEIPT ADS – RESPIRATORY

[Link to asset folder.]



PRINT

ENGLISH

2.875 w x 2.93 h. – Receipt EN (JPG)
2.875 w x 2.93 h. – Receipt EN (AI)

SPANISH

2.875 w x 2.93 h.– Receipt SP (JPG)
2.875 w x 2.93 h.– Receipt SP (AI)



DIGITAL ASSETS – CHILDHOOD

FLU PEDIATRIC – Crash

[Link to asset folder]



DISPLAYS

ENGLISH

160x600 – GIF & AI files
300x250 – GIF & AI files
300x600 – GIF & AI files
320x50 – GIF & AI files
320x480 – GIF & AI files
728x90 – GIF & AI files
1080x1080 – GIF & AI files

SOCIAL MEDIA

ENGLISH

1080x1080 – JPEGs & AI files
1080x1080 – Video & AI files

INTERSTITIALS

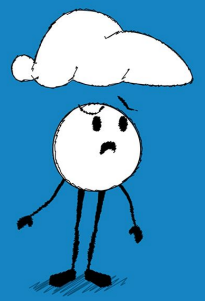
ENGLISH

300x250 – PDF & JPEGs & AI files
320x480 – PDF & JPEGs & AI files

DIGITAL ASSETS – CHILDHOOD

FLU PEDIATRIC – Lightning

[Link to asset folder.]



It's 50 times more likely

DISPLAYS

ENGLISH

160x600 – GIF & AI files
300x250 – GIF & AI files
300x600 – GIF & AI files
320x50 – GIF & AI files
320x480 – GIF & AI files
728x90 – GIF & AI files
1080x1080 – GIF & AI files

SOCIAL MEDIA

ENGLISH

1080x1080 – JPEGs & AI files
1080x1080 – Video & AI files

INTERSTITIALS

ENGLISH

300x250 – PDF & JPEGs & AI files
320x480 – PDF & JPEGs & AI files

DIGITAL ASSETS – CHILDHOOD

RSV Infants – Mom



RSV can be deadly to infants.



El VRS puede ser mortal para los bebés.

[Link to asset folder.]

DISPLAYS

ENGLISH

160x600 – GIF & AI files
300x250 – GIF & AI files
300x600 – GIF & AI files
320x50 – GIF & AI files
320x480 – GIF & AI files
728x90 – GIF & AI files
1080x1080 – GIF & AI files

SPANISH

160x600 – GIF
300x250 – GIF
300x600 – GIF
320x50 – GIF
320x480 – GIF
728x90 – GIF
1080x1080 – GIF

SOCIAL MEDIA

ENGLISH

1080x1080 – JPEGs & Video & AI files

SPANISH

1080x1080 – JPEGs & Video

INTERSTITIALS

ENGLISH

300x250 – PDF & JPEGs & AI files
320x480 – PDF & JPEGs & AI files

SPANISH

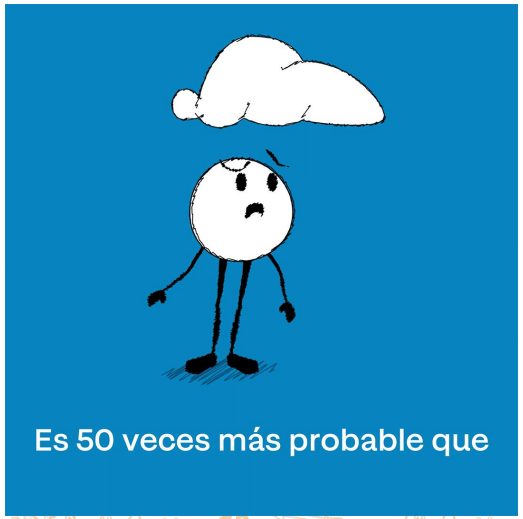
300x250 – PDF & JPEGs
320x480 – PDF & JPEGs

DIGITAL ASSETS – CHILDHOOD

Link to asset folder.

GEN CHILDHOOD – Lightning





DISPLAYS

ENGLISH

160x600 – GIF & AI Files
300x250 – GIF & AI Files
300x600 – GIF & AI Files
320x50 – GIF & AI Files
320x480 – GIF & AI Files
728x90 – GIF & AI Files
1080x1080 – GIF & AI Files

SPANISH

160x600 – GIF & AI Files
300x250 – GIF & AI Files
300x600 – GIF & AI Files
320x50 – GIF & AI Files
320x480 – GIF & AI Files
600x300 – GIF & AI Files
728x90 – GIF & AI Files
1080x1080 – GIF & AI Files

SOCIAL MEDIA

ENGLISH

1080x1080 – JPEGs & Video & AI Files

SPANISH

1080x1080 – JPEGs & Video & AI Files

INTERSTITIALS

ENGLISH

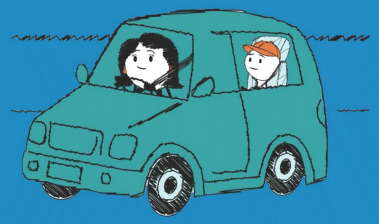
300x250 – PDF & JPEGs & AI Files
320x480 – PDF & JPEGs & AI Files

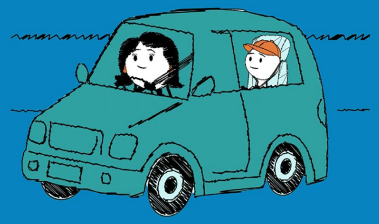
SPANISH

300x250 – PDF & JPEGs & AI Files
320x480 – PDF & JPEGs & AI Files

DIGITAL ASSETS – CHILDHOOD

GEN CHILDHOOD – Crash





[Link to asset folder.]

DISPLAYS

ENGLISH

160x600 – GIF & AI Files
300x250 – GIF & AI Files
300x600 – GIF & AI Files
320x50 – GIF & AI Files
320x480 – GIF & AI Files
728x90 – GIF & AI Files
1080x1080 – GIF & AI Files

SPANISH

160x600 – GIF & AI Files
300x250 – GIF & AI Files
300x600 – GIF & AI Files
320x50 – GIF & AI Files
320x480 – GIF & AI Files
728x90 – GIF & AI Files
1080x1080 – GIF & AI Files

SOCIAL MEDIA

ENGLISH

1080x1080 – JPEGs & Video & AI Files

SPANISH

1080x1080 – JPEGs & Video & AI Files

INTERSTITIALS

ENGLISH

300x250 – PDF & JPEGs & AI Files
320x480 – PDF & JPEGs & AI Files

SPANISH

300x250 – PDF & JPEGs & AI Files
320x480 – PDF & JPEGs & AI Files

DIGITAL ASSETS – CHILDHOOD

MMR – Crash

Links to asset folders: EN & SP





DISPLAYS

ENGLISH

160x600 – GIF
300x250 – GIF
300x600 – GIF
320x50 – GIF
320x480 – GIF
728x90 – GIF
1080x1080 – GIF

SPANISH

160x600 – GIF
300x250 – GIF
300x600 – GIF
320x50 – GIF
320x480 – GIF
728x90 – GIF
1080x1080 – GIF

SOCIAL MEDIA

ENGLISH

1080x1080 – JPEGs
1080x1080 – video

SPANISH

1080x1080 – JPEGs
1080x1080 – video

INTERSTITIALS

ENGLISH

300x250 – PDF & JPEGs
320x480 – PDF & JPEGs

SPANISH

300x250 – PDF & JPEGs
320x480 – PDF & JPEGs

DIGITAL ASSETS – CHILDHOOD

Measles – Crash*



*This is an adaptation of the MMR – Crash asset, which uses "measles" throughout (not MMR).

[Links to asset folder.]

DISPLAYS

ENGLISH

160x600 – GIF & AI Files
300x250 – GIF & AI Files
300x600 – GIF & AI Files
320x50 – GIF & AI Files
320x480 – GIF & AI Files
728x90 – GIF & AI Files
1080x1080 – GIF & AI Files

SOCIAL MEDIA

ENGLISH

1080x1080 – JPEGs & AI Files
1080x1080 – Video & AI Files

INTERSTITIALS

ENGLISH

300x250 – PDF & JPEGs & AI Files
320x480 – PDF & JPEGs & AI Files

DIGITAL ASSETS – CHILDHOOD

MMR – Birthday Party



Links to asset folders: EN & SP

DISPLAYS

ENGLISH

160x600 – GIF
300x250 – GIF
300x600 – GIF
320x50 – GIF
320x480 – GIF
728x90 – GIF
1080x1080 – GIF

SPANISH

160x600 – GIF
300x250 – GIF
300x600 – GIF
320x50 – GIF
320x480 – GIF
728x90 – GIF
1080x1080 – GIF

SOCIAL MEDIA

ENGLISH

1080x1080 – JPEGs
1080x1080 – video

SPANISH

1080x1080 – JPEGs
1080x1080 – video

INTERSTITIALS

ENGLISH

300x250 – PDF & JPEGs
320x480 – PDF & JPEGs

SPANISH

300x250 – PDF & JPEGs
320x480 – PDF & JPEGs

DIGITAL ASSETS – CHILDHOOD

Measles – Birthday Party*



*This is an adaptation of the MMR – Birthday Party asset, which uses “measles” throughout (not MMR).

Links to asset folder.

DISPLAYS

ENGLISH

160x600 – GIF & AI Files
300x250 – GIF & AI Files
300x600 – GIF & AI Files
320x50 – GIF & AI Files
320x480 – GIF & AI Files
728x90 – GIF & AI Files
1080x1080 – GIF & AI Files

SOCIAL MEDIA

ENGLISH

1080x1080 – JPEGs & AI Files
1080x1080 – Video & AI Files

INTERSTITIALS

ENGLISH

300x250 – PDF & JPEGs & AI Files
320x480 – PDF & JPEGs & AI Files

DIGITAL ASSETS – CHILDHOOD

Whooping Cough – Stats

Links to asset folders: EN & SP





DISPLAYS

ENGLISH

160x600 – GIF & AI files
300x250 – GIF & AI files
300x600 – GIF & AI files
320x50 – GIF & AI files
320x480 – GIF & AI files
728x90 – GIF & AI files
1080x1080 – GIF & AI files

SPANISH

160x600 – GIF & AI files
300x250 – GIF & AI files
300x600 – GIF & AI files
320x50 – GIF & AI files
320x480 – GIF & AI files
728x90 – GIF & AI files
1080x1080 – GIF & AI files

SOCIAL MEDIA

ENGLISH

1080x1080 – Video & AI files

SPANISH

1080x1080 – Video & AI files

INTERSTITIALS

ENGLISH

300x250 – JPEGs & AI files
320x480 – JPEGs & AI files

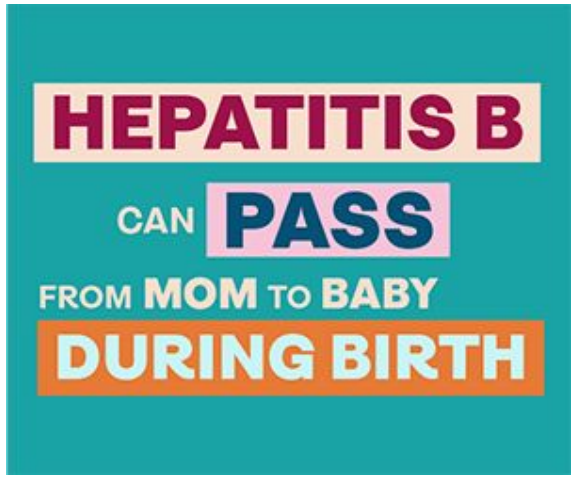
SPANISH

300x250 – JPEGs & AI files
320x480 – JPEGs & AI files

DIGITAL ASSETS – CHILDHOOD

Hep B – Stats

Links to asset folders: EN & SP





DISPLAYS

ENGLISH

160x600 – GIF & AI files
300x250 – GIF & AI files
300x600 – GIF & AI files
320x50 – GIF & AI files
320x480 – GIF & AI files
728x90 – GIF & AI files
1080x1080 – GIF & AI files

SPANISH

160x600 – GIF & AI files
300x250 – GIF & AI files
300x600 – GIF & AI files
320x50 – GIF & AI files
320x480 – GIF & AI files
728x90 – GIF & AI files
1080x1080 – GIF & AI files

SOCIAL MEDIA

ENGLISH

1080x1080 – Video & AI files

SPANISH

1080x1080 – Video & AI files

INTERSTITIALS

ENGLISH

300x250 – JPEGs & AI files
320x480 – JPEGs & AI files

SPANISH

300x250 – JPEGs & AI files
320x480 – JPEGs & AI files

DIGITAL ASSETS – CHILDHOOD

Pregnancy #1

[Link to asset folders.]



DISPLAYS

ENGLISH

160x600 – GIF & AI files
300x250 – GIF & AI files
300x600 – GIF & AI files
320x50 – GIF & AI files
320x480 – GIF & AI files
728x90 – GIF & AI files
1080x1080 – GIF & AI files

SOCIAL MEDIA

ENGLISH

1080x1080 – Video & AI files

INTERSTITIALS

ENGLISH

300x250 – JPEGs & AI files
320x480 – JPEGs & AI files

DIGITAL ASSETS – CHILDHOOD

Pregnancy #2

[Link to asset folders.]



DISPLAYS

ENGLISH

160x600 – GIF & AI files
300x250 – GIF & AI files
300x600 – GIF & AI files
320x50 – GIF & AI files
320x480 – GIF & AI files
728x90 – GIF & AI files
1080x1080 – GIF & AI files

SOCIAL MEDIA

ENGLISH

1080x1080 – Video & AI files

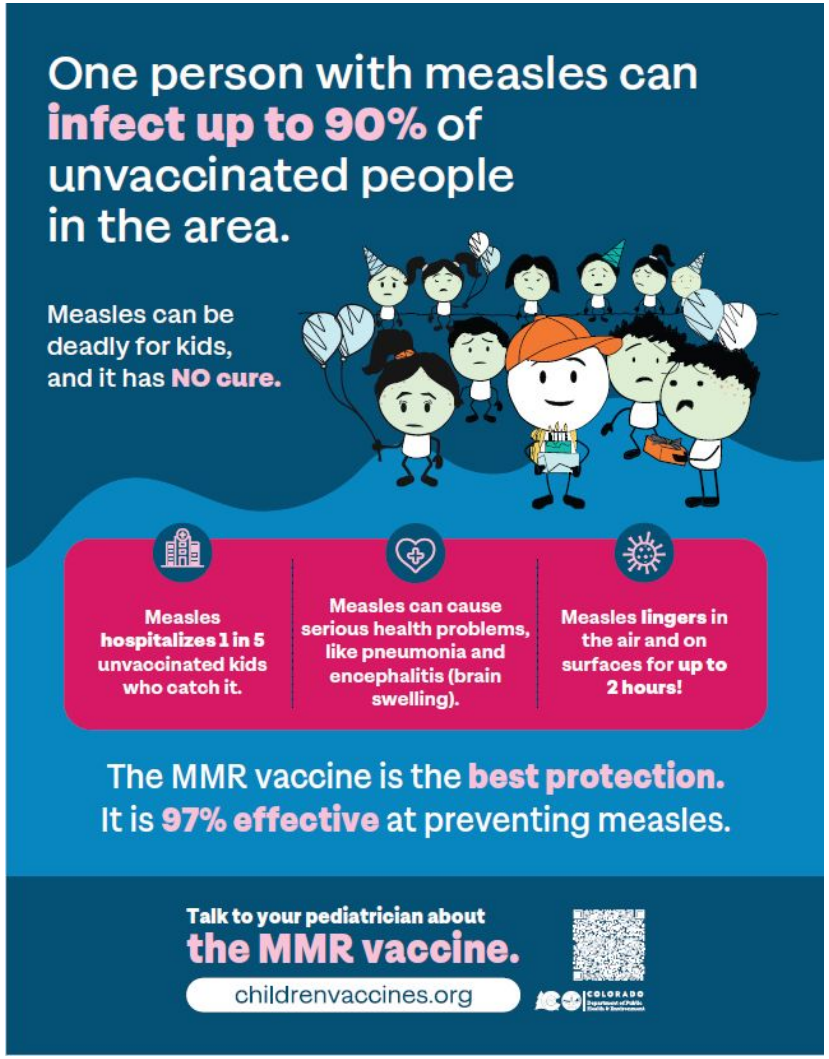
INTERSTITIALS

ENGLISH

300x250 – JPEGs & AI files
320x480 – JPEGs & AI files

PRINT ASSETS – CHILDHOOD

MMR FLYER





[Links to asset folder.]

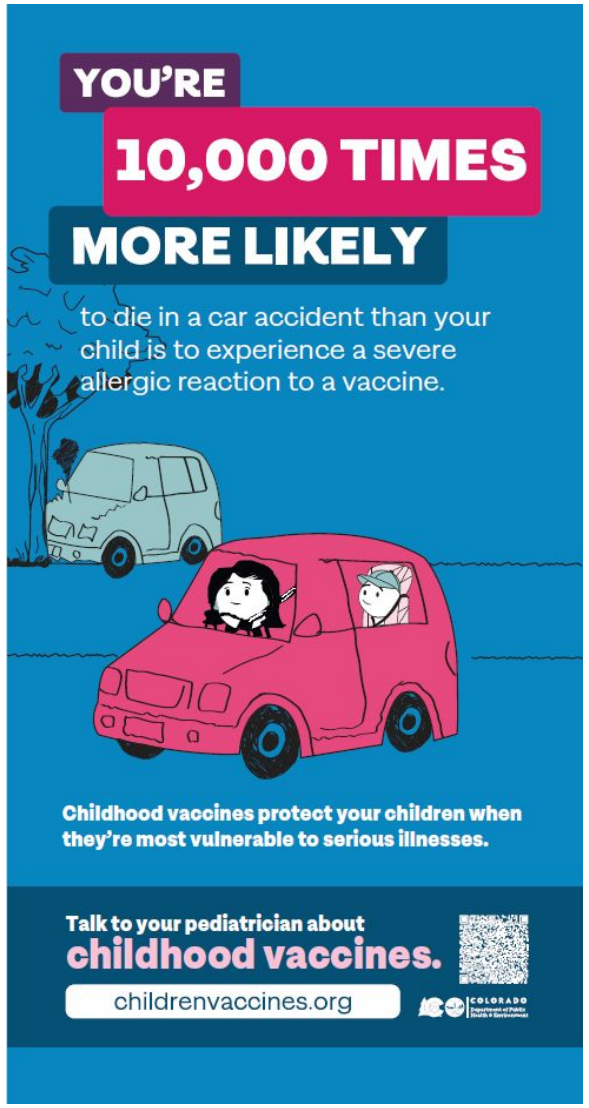
PRINT

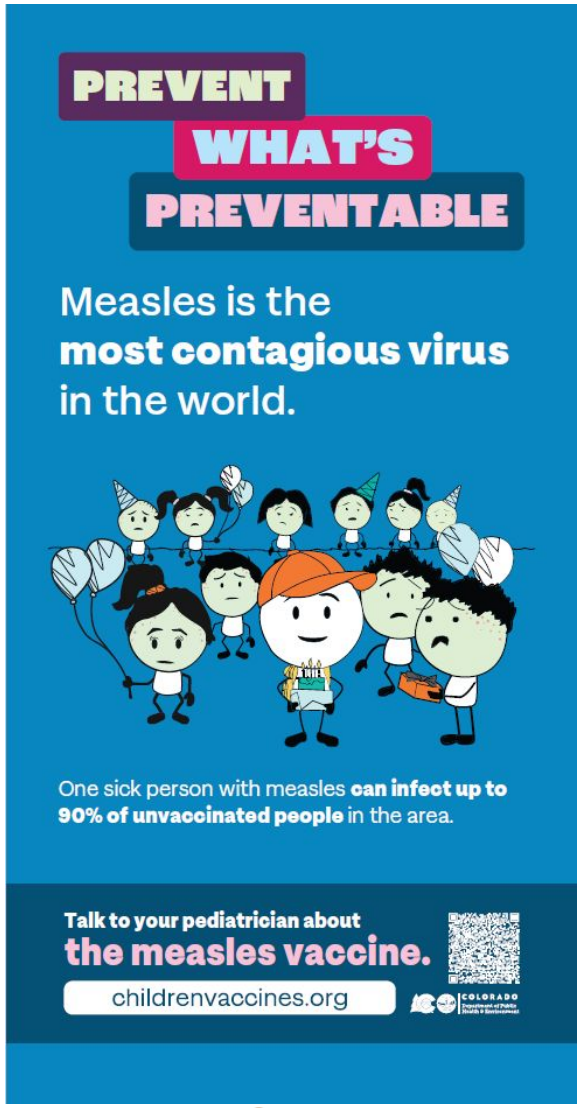
ENGLISH & SPANISH

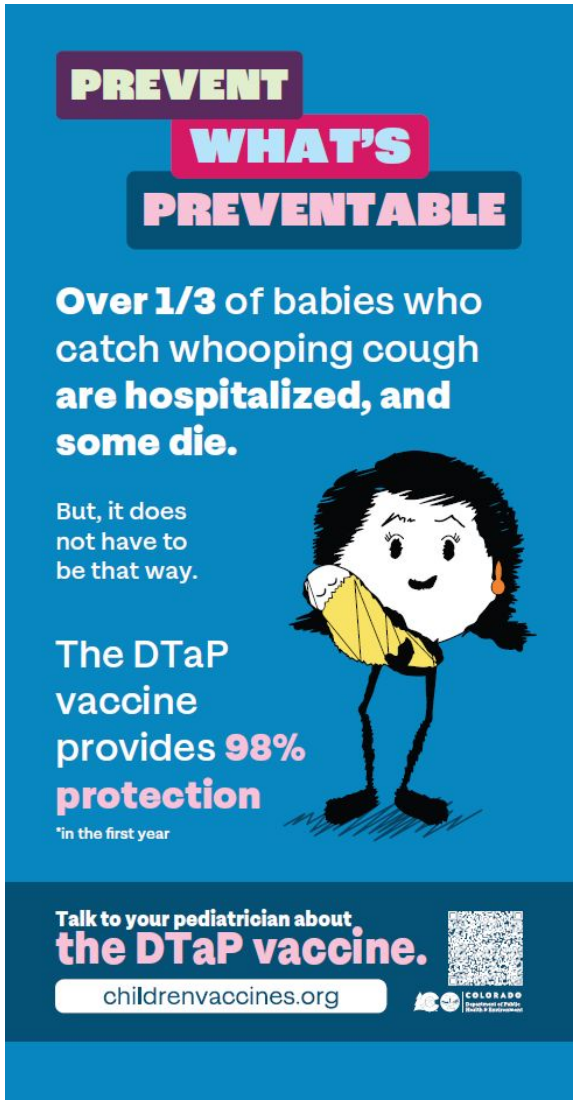
8.5” x 11” Flyer – PDF & AI Files

PRINT ASSETS – CHILDHOOD

OOH Standees







Links to asset folder.

PRINT

ENGLISH

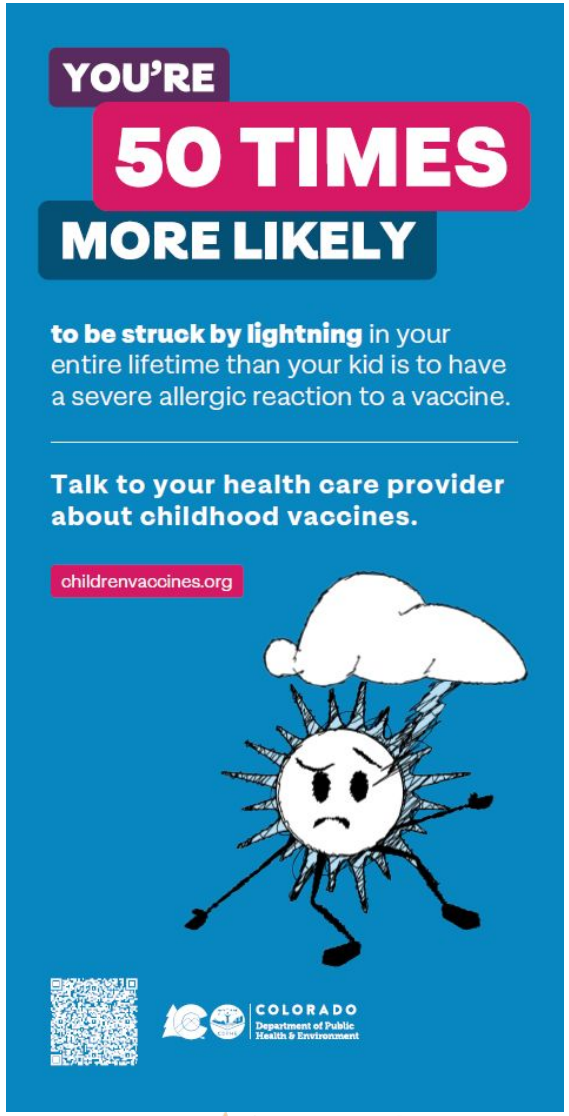
General Childhood Standee (23.5"w x 47.5"h) – PDF & AI Files

MMR/Measles Standee (23.5"w x 47.5"h) – PDF & AI Files

DTaP/Whooping Cough Standee (23.5"w x 47.5"h) – PDF & AI Files

PRINT ASSETS – CHILDHOOD

Print Ads for Newspapers & Magazines





[Links to asset folder.]

PRINT

ENGLISH

General Childhood – Lightning Strike:

- 4.945”x10” – PDF & AI Files
- 5.3”x6.7” – PDF & AI Files
- 7.46”x9.96” – PDF & AI Files
- 9.8”x19.75” – PDF & AI Files
- 9.889”x10.5” – PDF & AI Files
- 10”x9.95” – PDF & AI Files

SPANISH

General Childhood – Crash:

- 5.10”x13.7” – PDF & AI Files

DIGITAL ASSETS – ADOLESCENT

General Adolescent – Stats





Links to asset folders: EN & SP

DISPLAYS

ENGLISH

160x600 – GIF & AI files
300x250 – GIF & AI files
300x600 – GIF & AI files
320x480 – GIF & AI files
728x90 – GIF & AI files
1080x1080 – GIF & AI files

SPANISH

160x600 – GIF & AI files
300x250 – GIF & AI files
300x600 – GIF & AI files
320x480 – GIF & AI files
728x90 – GIF & AI files
1080x1080 – GIF & AI files

SOCIAL MEDIA

ENGLISH

1080x1080 – Video & AI files

SPANISH

1080x1080 – Video & AI files

INTERSTITIALS

ENGLISH

300x250 – JPEGs & AI files
320x480 – JPEGs & AI files

SPANISH

300x250 – JPEGs & AI files
320x480 – JPEGs & AI files

DIGITAL ASSETS – ADOLESCENT

HPV – Stats

Links to asset folders: EN & SP





DISPLAYS

ENGLISH

160x600 – GIF & AI files
300x250 – GIF & AI files
300x600 – GIF & AI files
320x50 – GIF & AI files
320x480 – GIF & AI files
728x90 – GIF & AI files
1080x1080 – GIF & AI files

SPANISH

160x600 – GIF & AI files
300x250 – GIF & AI files
300x600 – GIF & AI files
320x50 – GIF & AI files
320x480 – GIF & AI files
728x90 – GIF & AI files
1080x1080 – GIF & AI files

SOCIAL MEDIA

ENGLISH

1080x1080 – Video & AI files

SPANISH

1080x1080 – Video & AI files

INTERSTITIALS

ENGLISH

300x250 – JPEGs & AI files
320x480 – JPEGs & AI files

SPANISH

300x250 – JPEGs & AI files
320x480 – JPEGs & AI files

DIGITAL ASSETS – ADOLESCENT

Meningitis – Stats

Links to asset folders: EN & SP





DISPLAYS

ENGLISH

160x600 – GIF & AI files
300x250 – GIF & AI files
300x600 – GIF & AI files
320x50 – GIF & AI files
320x480 – GIF & AI files
728x90 – GIF & AI files
1080x1080 – GIF & AI files

SPANISH

160x600 – GIF & AI files
300x250 – GIF & AI files
300x600 – GIF & AI files
320x50 – GIF & AI files
320x480 – GIF & AI files
728x90 – GIF & AI files
1080x1080 – GIF & AI files

SOCIAL MEDIA

ENGLISH

1080x1080 – Video & AI files

SPANISH

1080x1080 – Video & AI files

INTERSTITIALS

ENGLISH

300x250 – JPEGs & AI files
320x480 – JPEGs & AI files

SPANISH

300x250 – JPEGs & AI files
320x480 – JPEGs & AI files

DIGITAL & SOCIAL – VACCINES SAVE LIVES

Autism – Stats

Links to asset folders: EN & SP



DISPLAYS

ENGLISH

160x600 – GIF & AI files
300x250 – GIF & AI files
300x600 – GIF & AI files
320x50 – GIF & AI files
320x480 – GIF & AI files
728x90 – GIF & AI files
1080x1080 – GIF & AI files

SPANISH

160x600 – GIF & AI files
300x250 – GIF & AI files
300x600 – GIF & AI files
320x50 – GIF & AI files
320x480 – GIF & AI files
728x90 – GIF & AI files
1080x1080 – GIF & AI files

SOCIAL MEDIA

ENGLISH

1080x1080 – Video & AI files

SPANISH

1080x1080 – Video & AI files

INTERSTITIALS

ENGLISH

300x250 – JPEGs & AI files
320x480 – JPEGs & AI files

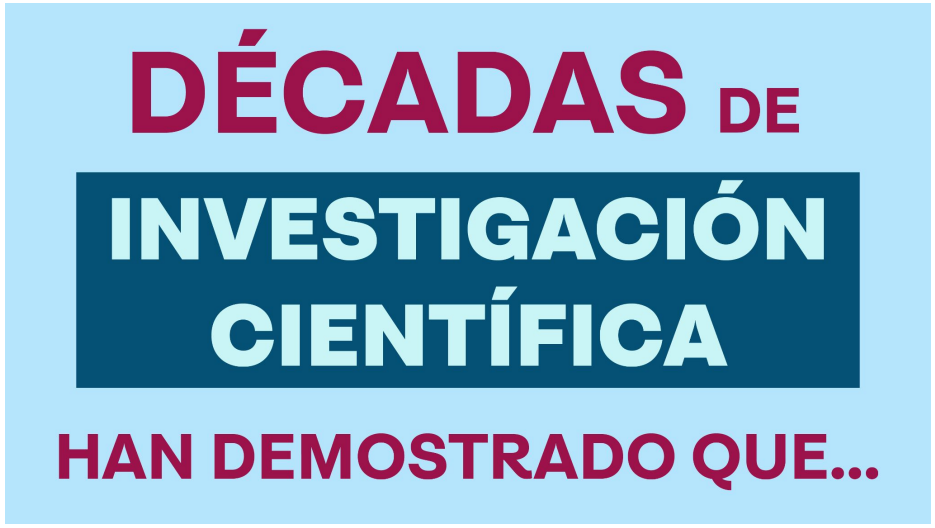
SPANISH

300x250 – JPEGs & AI files
320x480 – JPEGs & AI files

DIGITAL & SOCIAL – VACCINES SAVE LIVES

Autism – Stats





Links to asset folders: EN & SP

NATIVE CAROUSELS

ENGLISH

627x627 – Static Images
1200x627 – Static Images
1920x1080 – Static Images

SPANISH

627x627 – Static Images
1200x627 – Static Images
1920x1080 – Static Images

DIGITAL & SOCIAL – VACCINES SAVE LIVES

Mis/Dis-Information – Dentists





Links to asset folders: EN & SP

DISPLAYS

ENGLISH

160x600 – GIF & AI files
300x250 – GIF & AI files
300x600 – GIF & AI files
320x50 – GIF & AI files
320x480 – GIF & AI files
728x90 – GIF & AI files
1080x1080 – GIF & AI files

SPANISH

160x600 – GIF & AI files
300x250 – GIF & AI files
300x600 – GIF & AI files
320x50 – GIF & AI files
320x480 – GIF & AI files
728x90 – GIF & AI files
1080x1080 – GIF & AI files

SOCIAL MEDIA

ENGLISH

1080x1080 – Video & AI files

SPANISH

1080x1080 – Video & AI files

INTERSTITIALS

ENGLISH

300x250 – JPEGs & AI files
320x480 – JPEGs & AI files

SPANISH

300x250 – JPEGs & AI files
320x480 – JPEGs & AI files

DIGITAL & SOCIAL – VACCINES SAVE LIVES

Mis/Dis-Information – Dentists





Links to asset folders: Carousels (EN & SP) & Videos

NATIVE CAROUSELS

ENGLISH

627x627 – Static Images
1200x627 – Static Images
1920x1080 – Static Images

SPANISH

627x627 – Static Images
1200x627 – Static Images
1920x1080 – Static Images

NATIVE VIDEOS

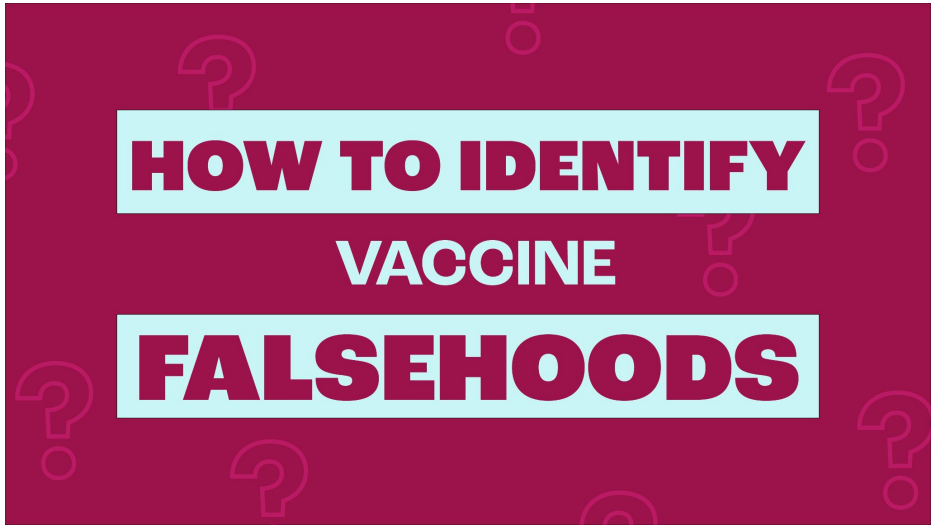
ENGLISH

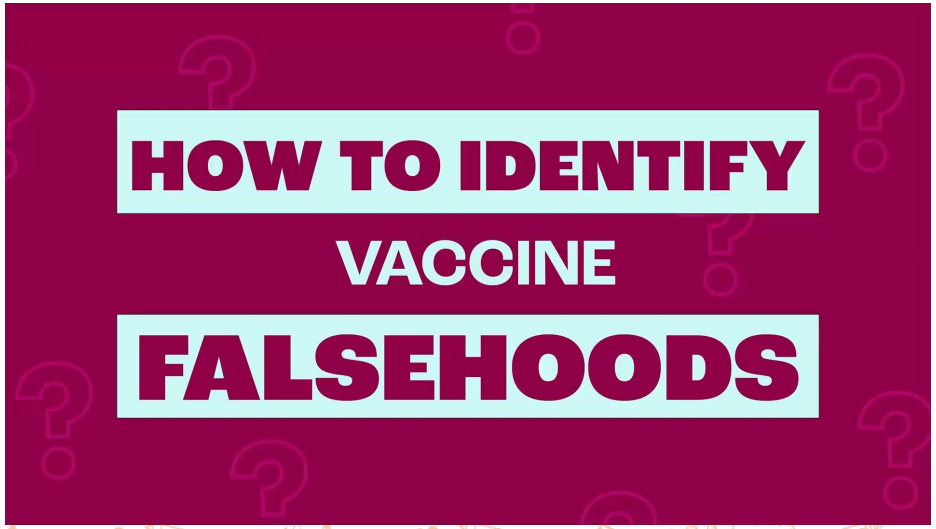
627x627 – mp4
1200x627 – mp4
1920x1080 – mp4

DIGITAL & SOCIAL – VACCINES SAVE LIVES

Mis/Dis-Information – How to Identify Trustworthy Sources

Links to asset folders: Carousels & Videos





NATIVE CAROUSELS

ENGLISH

627x627 – Static Images
1200x627 – Static Images
1920x1080 – Static Images

NATIVE VIDEOS

ENGLISH

627x627 – mp4
1200x627 – mp4
1920x1080 – mp4

ADDITIONAL VACCINE ASSETS – DELIVERED



ALL DELIVERED VACCINE ASSETS

1,373 TOTAL ASSETS DELIVERED

These assets included horizontal and vertical captioned and uncaptioned videos in multiple languages (i.e., English, Spanish, Ukrainian, and Somali), rich media assets (i.e., interstitials, digital displays, and native files), short social animations and videos, out-of-home (OOH) standee designs, and print designs.



280
AWARENESS VIDEOS



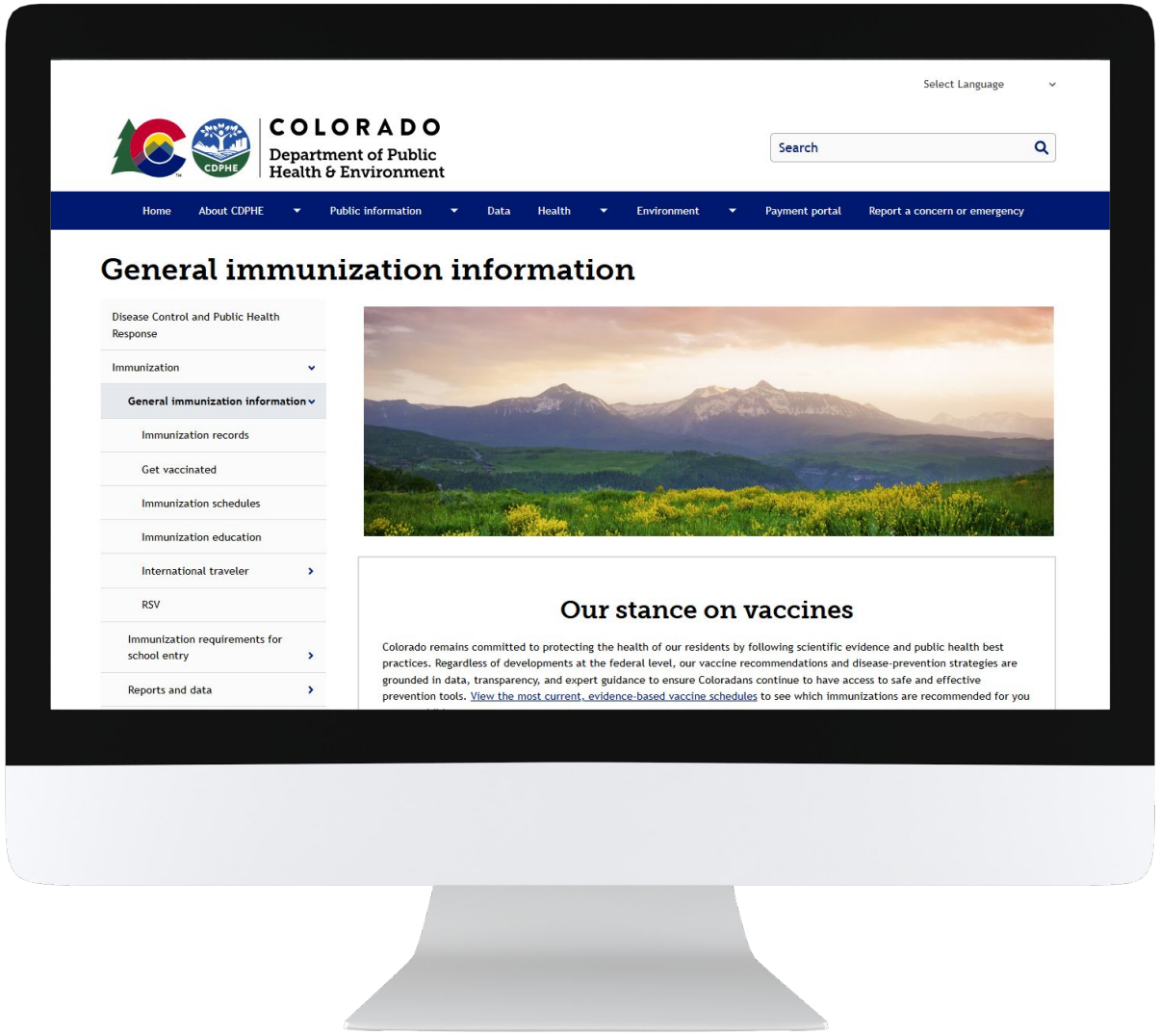
658
EDUCATIONAL VIDEOS



435
ADDITIONAL ASSETS

LANDING PAGES – DEVELOPMENT

- The CDPHE website hosts many informative pages about vaccines and the diseases those vaccines protect against.
- Unfortunately, it was unclear which pages would be best to use as landing pages for the campaigns. In addition, most pages:
  - Are text-dense, making it difficult to find key information.
  - Are difficult to locate and navigate.
  - Have inconsistent visual appearances and content depth.
- And there were no pages that served as effective "catch all" pages for groups of vaccine topics (e.g., respiratory, childhood, etc.).



LANDING PAGES – DEVELOPMENT (CONT.)

- Although website changes were **not** included in the contract, **five (5)** new landing pages were designed and developed to help ensure each sub-campaign achieved the overarching goals of awareness and education. These included:
  - Respiratory vaccines
  - Childhood vaccines
  - Adolescent vaccines
  - Pregnancy vaccines
  - Mis/Dis-Information
- New content was developed for each landing page in both English and Spanish, using existing CDPHE content as a guide/starting point.
- High-fidelity wireframes were designed for the new landing pages.
- Awareness, Hybrid, and Dr Interview videos were gradually added to each page (once finalized and published) in the most appropriate sections.

NEW LANDING PAGES – RESPIRATORY

View English and Spanish landing pages.



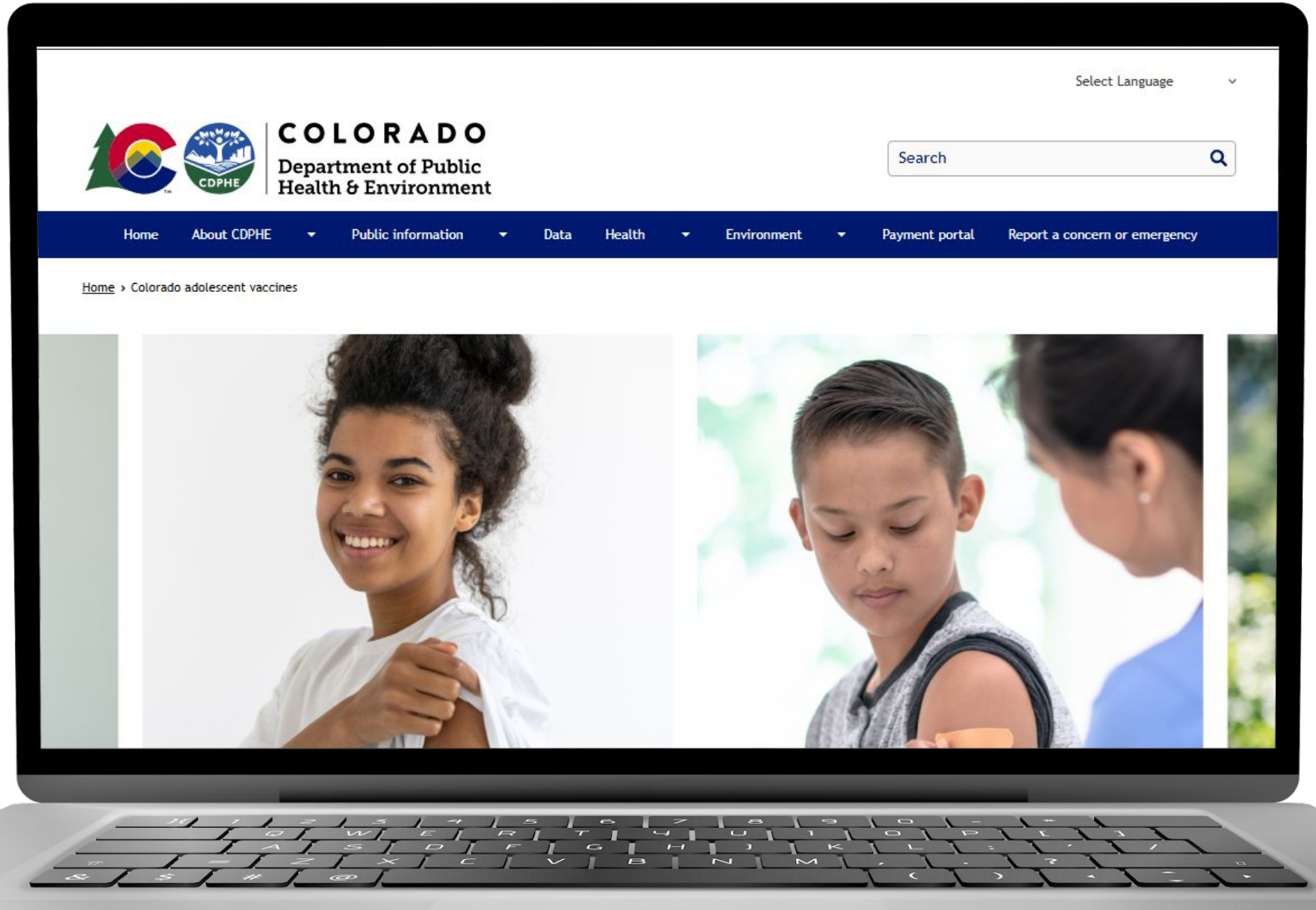
NEW LANDING PAGES – CHILDHOOD

View English and Spanish landing pages.



NEW LANDING PAGES – ADOLESCENT

View English and Spanish landing pages.



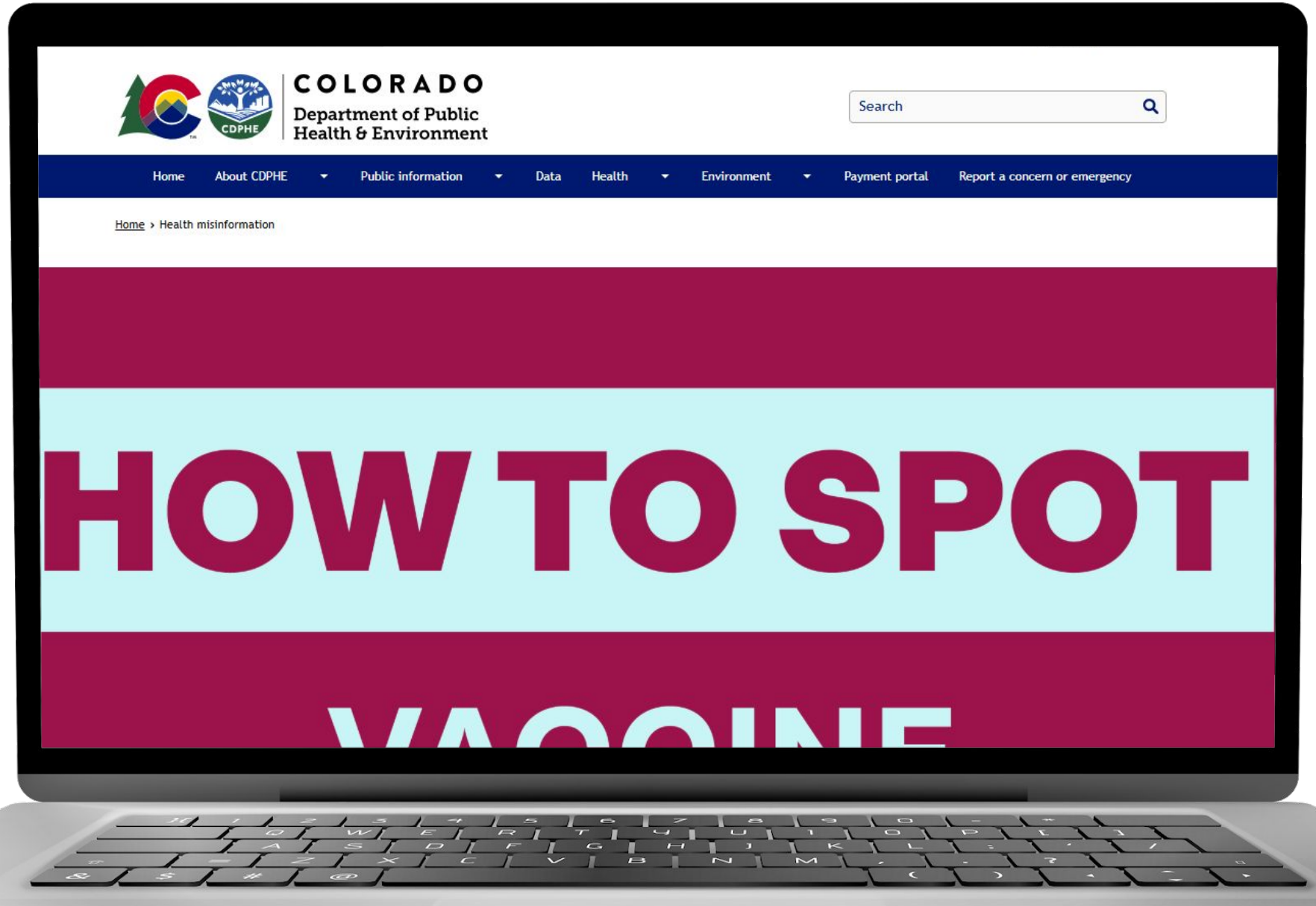
NEW LANDING PAGES – PREGNANCY

View English and Spanish landing pages.



NEW LANDING PAGES – MIS-INFORMATION

View English and Spanish landing pages.



EXISTING LANDING PAGES – REVISIONS

- In addition, several existing pages were reworked to serve as better landing pages and improve the average user experience. These updated included minor content revisions and video additions on the following **two (2)** pages:
    - Vaccines and autism landing page
    - RSV landing page
- Hybrid and Dr Interview videos were gradually added to each page (once finalized and published) in the most appropriate sections.

LANDING PAGES – SUMMARY

NEW LANDING PAGES

FIVE (5) DEVELOPED IN BOTH ENGLISH & SPANISH

10 TOTAL

REVISED LANDING PAGES

TWO (2) ENGLISH & ONE (1) SPANISH

THREE (3) TOTAL

MEDIA PLANS

idea
marketing

From Good Ideas to Great Results

www.TheIdeaMarketing.com

OVERVIEW – CAMPAIGN OBJECTIVES

CAMPAIGN OBJECTIVES



Increase awareness of routine and recommended vaccines.



Dispel common myths about vaccines.

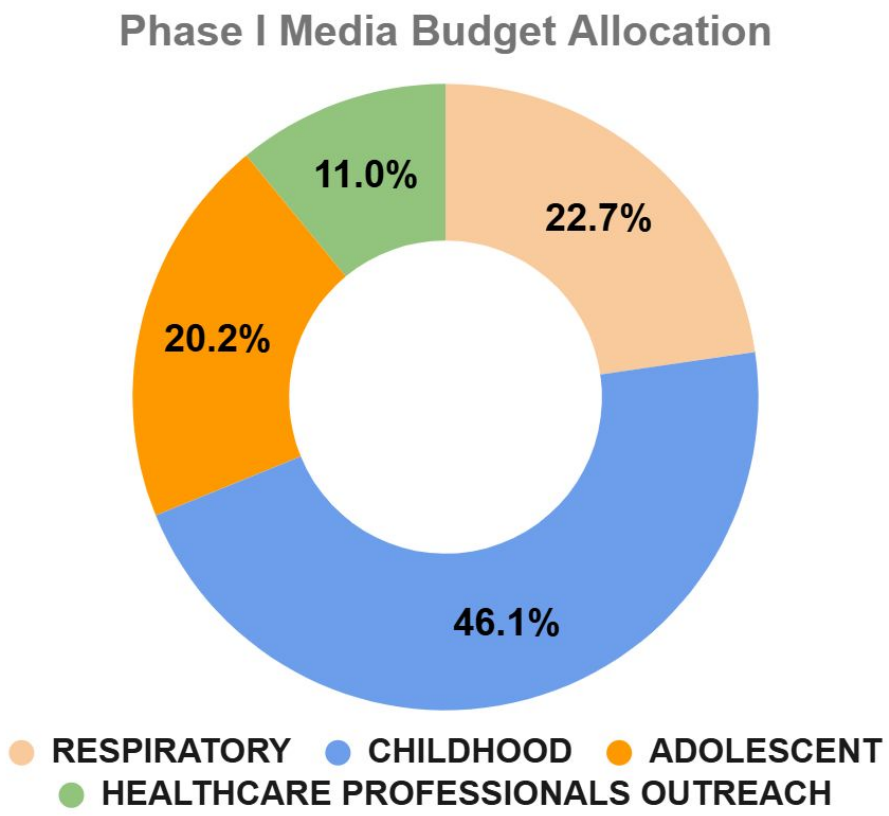


Educate Coloradans on vaccines, diseases they protect against, and mis/disinformation.



Increase the uptake of seasonal, routine, and recommended vaccines.

PHASE I (2025) - ALLOCATIONS BY CAMPAIGNS

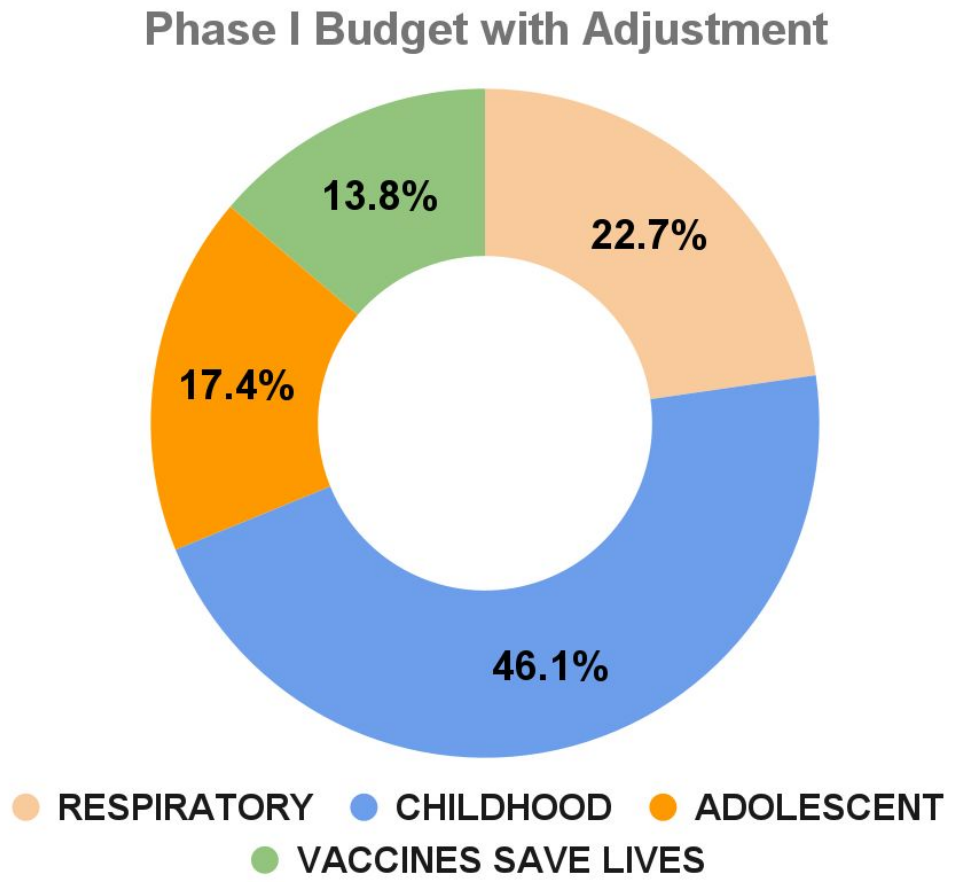


TOTAL BUDGET	$356,710.00

- Paid media efforts for Phase 1 started in Fall/Winter 2025.
- With a limited budget and multiple vaccine categories to target, media investments were guided by insights from the market research to maximize impact.
- Most of the budget focused on childhood vaccines, where education and misinformation were key challenges.
- A dedicated portion was originally allocated to target healthcare professionals, which focus groups identified as the most trusted source of vaccine information.

PHASE I (2025) - ALLOCATIONS ADJUSTMENTS

- In 2025, new federal public health communications from the CDC and HHS created significant confusion and potential doubt about vaccine effectiveness and safety, including misleading claims about autism and its causes.
- In response to these mixed messages, the media strategy was adjusted.
- The funds that were originally allocated to healthcare professional outreach were redirected to develop a targeted sub-campaign focused on public health education.
    - To reinforce this effort, a small portion of the adolescents funds was also redirected.



PHASE I (2025) - ALLOCATIONS ADJUSTMENTS



- Those adjustments resulted in a new sub-campaign:
  - **Vaccines Save Lives.**
- This campaign intended to:
  - Reassure and educate Coloradans about vaccine safety,
  - Debunk the autism myth,
  - Address misinformation and anti-vaccine rhetoric,
  - And strengthen trust through clear, science-based messaging.

RESPIRATORY AUDIENCES & APPROACHES

AUDIENCES



All Colorado residents. Additional focus on older adults and pregnant people.

GEOGRAPHY



All Colorado counties, with appropriate media allocations for rural and urban populations.

MEDIA APPROACH



Multi-layered approach to increase reach and increase touch points/frequency.

CHILDHOOD AUDIENCES & APPROACHES

AUDIENCES

All Colorado parents of younger kids (ages 0-6). Additional focus on pregnant people.

GEOGRAPHY

All Colorado counties, with appropriate media allocations for rural and urban populations.

MEDIA APPROACH

Multi-layered approach to increase reach and increase touch points/frequency.

ADOLESCENT AUDIENCES & APPROACHES

AUDIENCES

All Colorado parents of adolescents (ages 10-16). Additional focus on adolescents.

GEOGRAPHY

All Colorado counties, with appropriate media allocations for rural and urban populations.

MEDIA APPROACH

Multi-layered approach to increase reach and increase touch points/frequency.

VACCINES SAVE LIVES AUDIENCES & APPROACHES

AUDIENCES  All Colorado residents. Additional focus on languages (English & Spanish).

GEOGRAPHY  All Colorado counties, with appropriate media allocations for rural and urban populations.

MEDIA APPROACH  Tailored social media-first approach to allow for a fast and efficient launch.

PHASE I (2025) - ALLOCATIONS ADJUSTMENTS

	PHASE I BUDGET - ALLOCATION (%)	PHASE I BUDGET - ALLOCATION ($)	PHASE I BUDGET - WITH ADJUSTMENT (%)	PHASE I BUDGET - WITH ADJUSTMENT ($)
RESPIRATORY	22.7%	$81,000.00	22.7%	$81,000.00
CHILDHOOD	46.1%	$164,510.00	46.1%	$164,510.00
ADOLESCENT	20.2%	$72,000.00	17.4%	$62,000.00
VACCINES SAVE LIVES	11.0%	$39,200.00	13.8%	$49,200.00
AD HOC	0.0%	$0.00	0.0%	$0.00
TOTAL	**100.00%**	**$356,710**	**100.00%**	**$356,710**

PHASE I (2025) - RESPIRATORY MEDIA PLAN

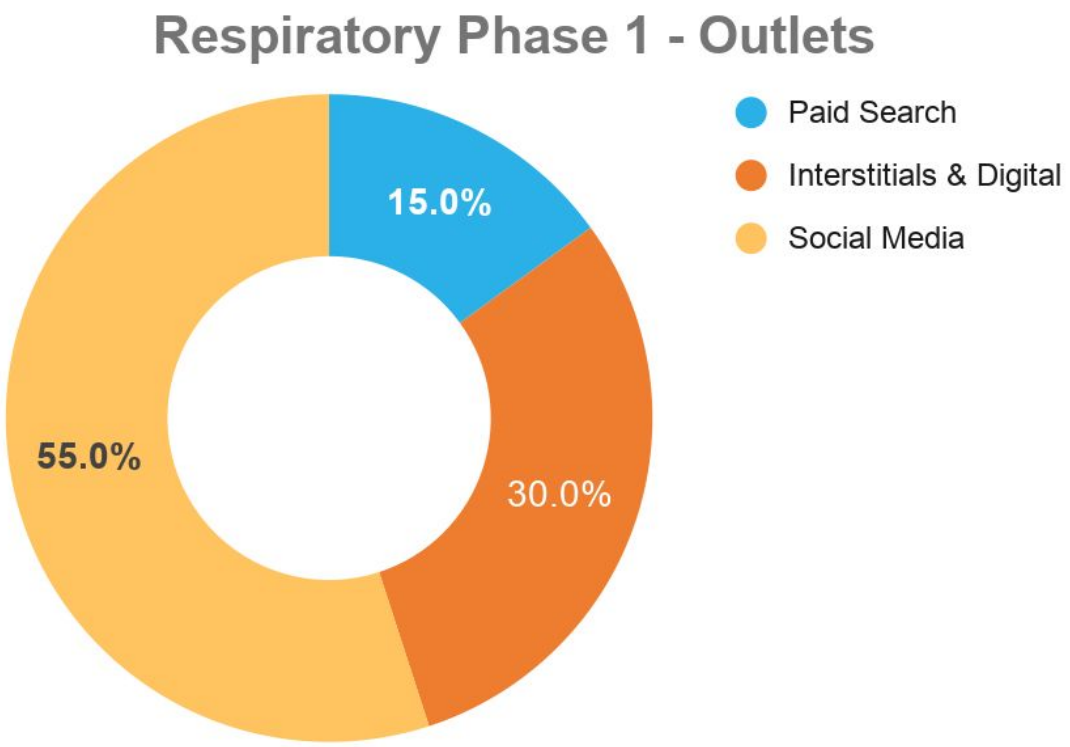
View the full Respiratory Media Plan here.

RESPIRATORY FLIGHT TIMELINE	October 15, 2025 - November 21, 2025	December 1, 2025 - February 28, 2026	16 weeks total
MEDIA ALLOCATION $	$48,600	$32,400	$81,000
MEDIA ALLOCATION %	60%	40%	100%

- Creative development was ongoing at the start of Phase 1. As such, creative assets were **not** ready for each sub-campaign at the time.
  - Fortunately, multiple assets for Seasonal Respiratory were finalized in early Fall, 2025.
    - This enabled the launch of Respiratory Phase 1 on October 15th.
  - Allocated funds for Adolescent, Childhood, and Ad Hoc efforts were reserved for Phase 2, starting in February/March 2026.
- Respiratory media was briefly paused during Thanksgiving to optimize ad spend.

RESPIRATORY MEDIA PLAN – PHASE I – OVERVIEW

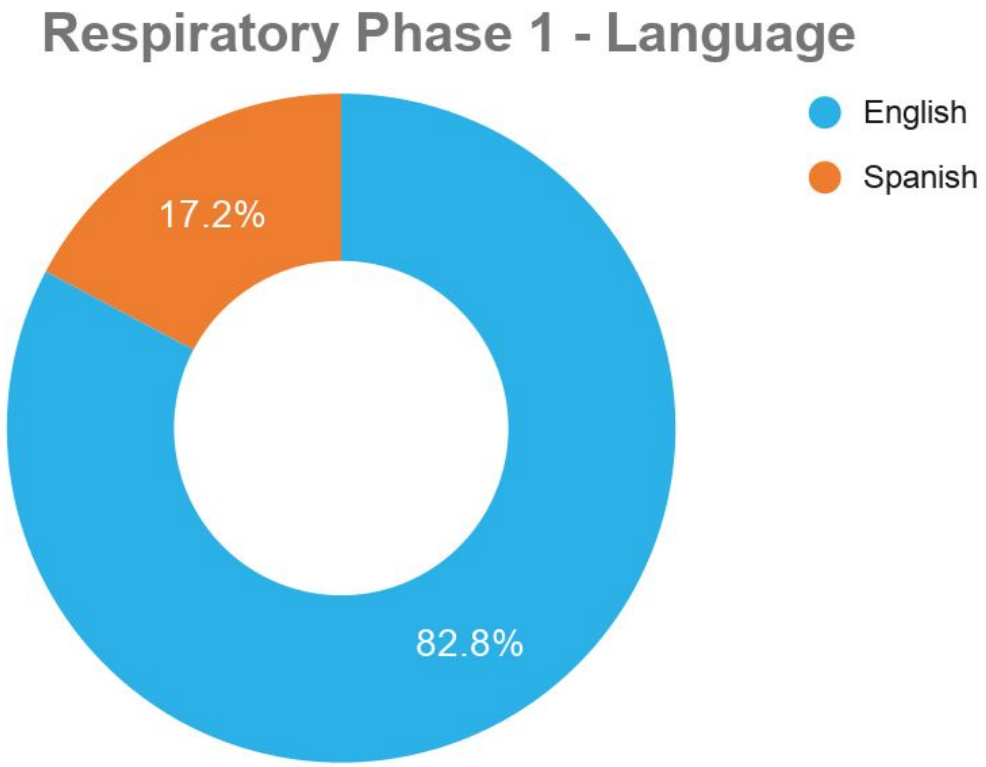
View the full Respiratory Media Plan here.



	Media Budget	Media %	For First Half (10/15 - 11/21)	For Second Half (12/1 - 2/28)
Paid Search	$12,150	15%	$7,290	$4,860
Interstitials & Digital	$24,300	30%	$14,580	$9,720
Social Media	$44,550	55%	$26,730	$17,820
TOTAL	**$81,000**	**100%**	**$48,600**	**$32,400**

RESPIRATORY MEDIA PLAN PHASE 1 – LANGUAGE

View the full Respiratory Media Plan here.



	Media Budget	Media % (From General Pop. Budget)
English-Dominant Coloradans	$67,028	82.75%
Spanish-Dominant Coloradans	$13,973	17.25%
TOTAL	**$81,001**	**100%**

PHASE I (2025) - VACCINES SAVE LIVES MEDIA PLAN

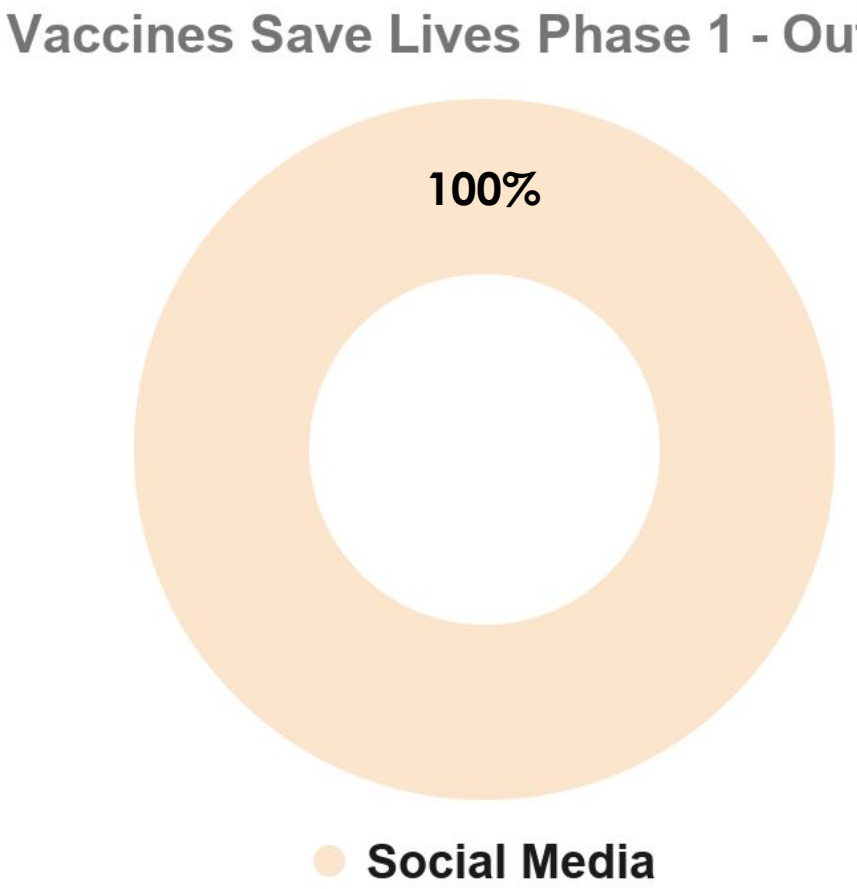
View the full Vaccines Save Lives Phase 1 Media Plan here.

VACCINES SAVE LIVES FLIGHT TIMELINE	November 22, 2025 - December 30, 2025	January 22 2026 - February 5 2026	~8 total weeks
MEDIA ALLOCATION $	$39,200	$10,000	$49,200
MEDIA ALLOCATION %	80%	20%	100%

- Similar to Respiratory, multiple assets for Vaccines Save Lives were finalized in Fall 2025, which enabled the Phase 1 launch of VSL on November 22nd, 2025.
- Phase 1 Respiratory efforts were paused during the Thanksgiving holiday break, and Phase 1 VSL started during that same pause. It was scheduled this way to start addressing vaccine misinformation as quickly as possible.
- VSL was additionally restarted on January 22nd, 2026 to combat vaccine misinformation after federal immunization guidelines were updated in early January. Funds were re-allocated from the Adolescent sub-campaign for this second flight.

VACCINES SAVE LIVES MEDIA PLAN – PHASE I – OVERVIEW

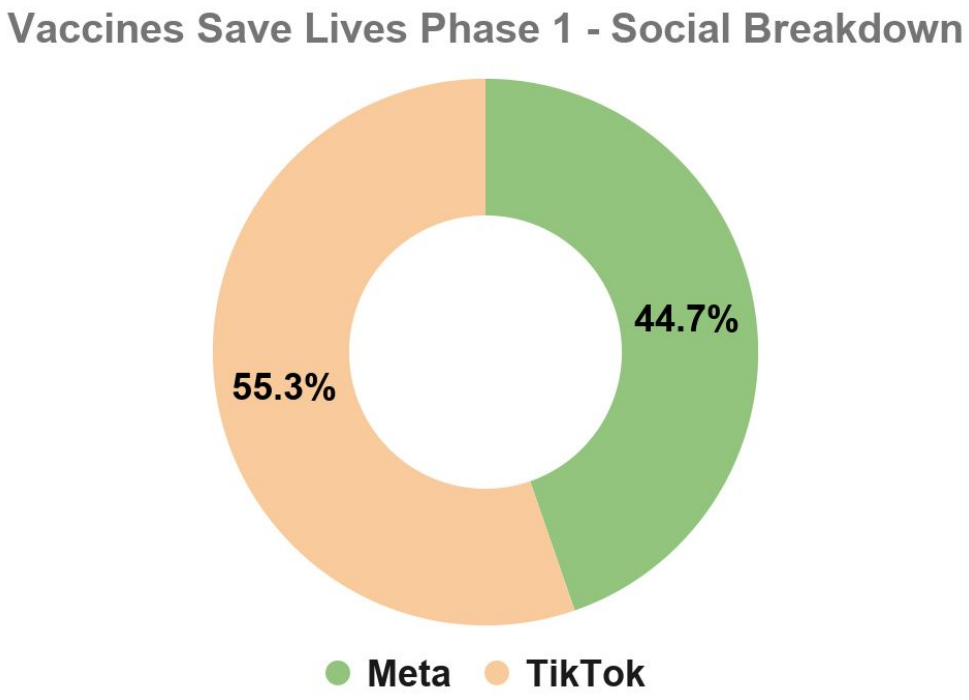
View the full Vaccines Save Lives Phase 1 Media Plan here.



	Media Budget	Media %	For First Half (11/22 - 12/30)	For Second Half (1/22 - 2/5)
Social Media	$49,000	100%	$39,000	$10,000
Total	$49,000	100%	$39,000	$10,000

VACCINES SAVE LIVES PHASE 1 MEDIA PLAN – SOCIAL MEDIA

View the full Vaccines Save Lives Phase 1 Media Plan here.



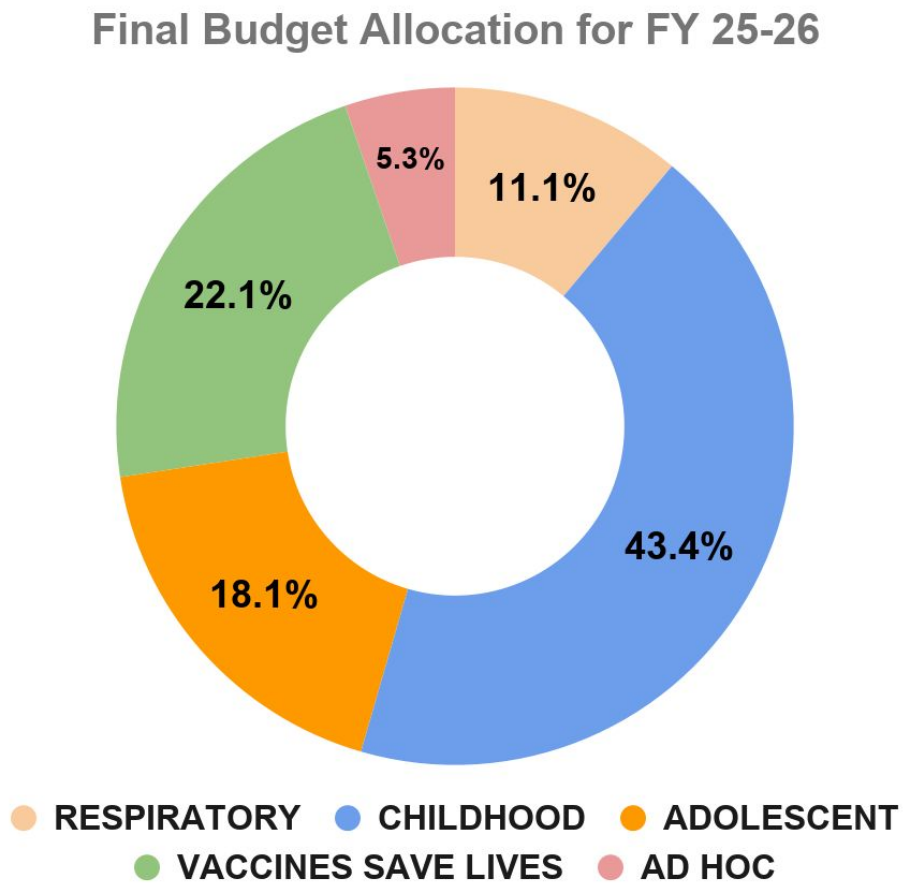
	Media Budget	Media %	For First Half (11/22 - 12/30)	Meda %	For Second Half (1/22 - 2/5)	Meda %
Meta	$21,900	45%	$19,500	50%	$2,400	24%
TikTok	$27,100	55%	$19,500	50%	$7,600	76%
Total	**$49,000**	**100%**	**$39,000**	**100%**	**$10,000**	**100%**

PHASE I & 2 (2025-2026) - ALLOCATIONS BY CAMPAIGN

	Media Budget (FY 25-26)
Media Budget Phase I	$356,710
Media Reinforcement	$684,450
TOTAL	**$1,041,160**

- New reinforcement funds were approved on December 19th, 2025.
- The Respiratory vaccination media landscape was highly crowded, with medical practices, organizations, and retail locations (i.e., grocery stores, pharmacies, etc.) running heavy media during fall 2025.
- To drive impact and maximize resources, **the strategy shifted to focus on filling educational gaps** rather than adding to media noise.

PHASE 2 (2026) - ALLOCATIONS BY CAMPAIGN



Total (25-26)	$1,041,160.00

- All sub-campaigns received additional funding from the reinforcement funds.
- However, both the Vaccines Save Lives and Childhood Vaccines sub-campaigns ultimately accounted for a **larger** share of the final budget, as they were identified as the most critical for addressing informational and educational gaps.
- To support flexibility and proactively address additional educational needs, a portion of funds were reserved for ad hoc purposes.

PHASE 2 – MEDIA BUDGET ALLOCATIONS

View the full Phase 2 Media Plan here.

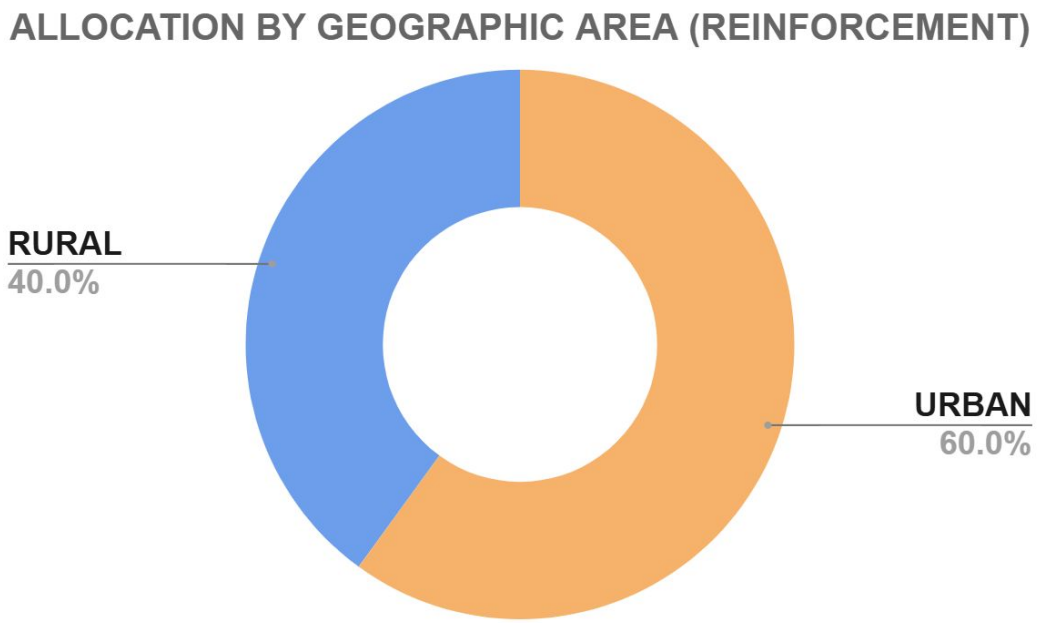
	BUDGET AVAILABLE FROM PHASE I 2025 ($)	BUDGET REINFORCEMENT 2026 ($)	PHASE 2 - BUDGET AVAILABLE FEB 5 2026 & ON ($)
RESPIRATORY	$21,150.00	$34,222.50	$55,372.50
CHILDHOOD	$164,510.00	$287,469.00	$451,979.00
ADOLESCENT	$62,000.00	$126,623.25	$188,623.25
VAX SAVE LIVES	$0.00	$181,379.25	$181,379.25
AD HOC	$0.00	$54,756.00	$54,756.00
TOTAL	**$247,660**	**$684,450**	**$932,110**

Please note that this table does **not** include the funds that were spent during Phase 1 for Respiratory and Vaccines Save Lives efforts, which total $109,050.

REINFORCEMENT – ALLOCATIONS BY GEO

View the full Phase 2 Media Plan here.

	URBAN	RURAL
RESPIRATORY	$20,533.50	$13,689.00
CHILDHOOD	$172,481.40	$114,987.60
ADOLESCENT	$75,973.95	$50,649.30
VAX SAVE LIVES	$108,827.55	$72,551.70
AD HOC	$32,853.60	$21,902.40
TOTAL	**$410,670.00**	**$273,780.00**

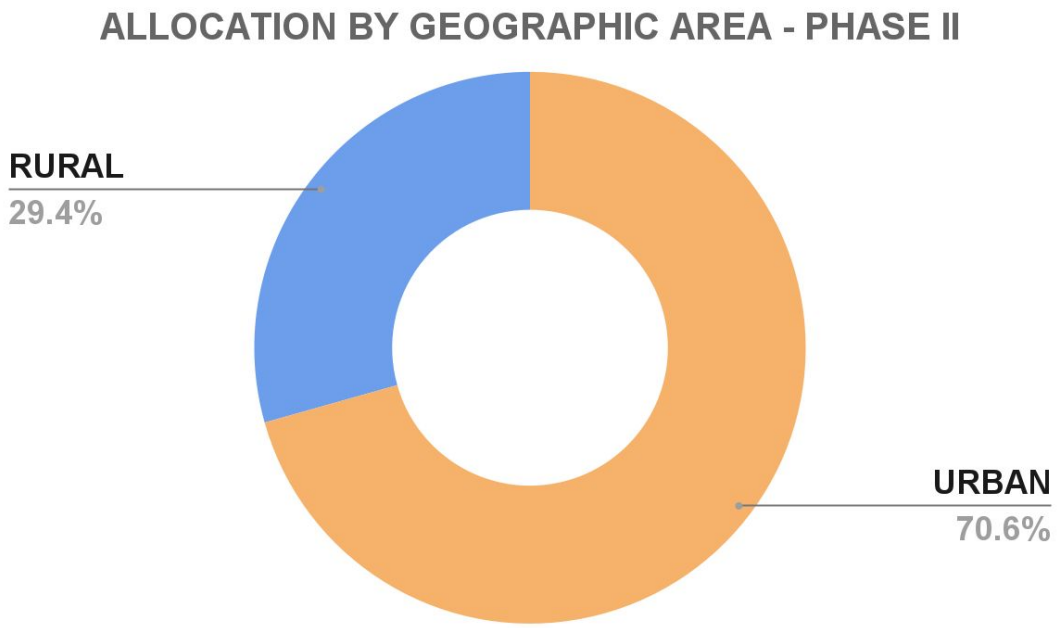


- To meet funding requirements, reinforcement funds for the media campaigns were allocated using a 60% rural and 40% urban split.
- Media outlets were selected based on their ability to accurately target specific geographies (counties, cities, & ZIP codes), rather than statewide reach.

PHASE 2 – ALLOCATIONS BY GEO

View the full Phase 2 Media Plan here.

	URBAN (INTEGRATED)	RURAL
RESPIRATORY	$41,683.50	$13,689.00
CHILDHOOD	$336,991.40	$114,987.60
ADOLESCENT	$137,973.95	$50,649.30
VAX SAVE LIVES	$108,827.55	$72,551.70
AD HOC	$32,853.60	$21,902.40
TOTAL	**$658,330.00**	**$273,780.00**



- To balance the requirement that 60% of reinforcement funds be allocated to rural areas while intensifying efforts in higher-population areas, adjustments were necessary.
- Accordingly, the remaining Phase I funds (after the October 2025 to February, 5 2026 media run) were allocated to urban areas to ensure adequate saturation.

MEDIA BUDGET ALLOCATIONS BY LANGUAGE

	URBAN (INTEGRATED)	RURAL
RESPIRATORY EN	$35,430.98	$11,635.65
RESPIRATORY SP	$6,252.53	$2,053.35
CHILDHOOD EN	$286,442.69	$97,739.46
CHILDHOOD SP	$50,548.71	$17,248.14
ADOLESCENT EN	$117,277.86	$43,051.91
ADOLESCENT SP	$20,696.09	$7,597.40
VACCINES SAVE LIVES EN	$92,503.42	$61,668.95
VACCINES SAVE LIVES SP	$16,324.13	$10,882.76
AD HOC EN	$27,925.56	$18,617.04
AD HOC SP	$4,928.04	$3,285.36
TOTAL	**$658,330**	**$273,780**

View the full Phase 2 Media Plan here.

- Media funds were allocated with 15% dedicated to Spanish-dominant Coloradans and 85% to English-dominant audiences.
- Although Spanish speakers represent an estimated 10-13% of Colorado's population*, the allocation was increased to 15% to better reach a priority audience that often requires additional education and targeted outreach.

*According to U.S. Census data.

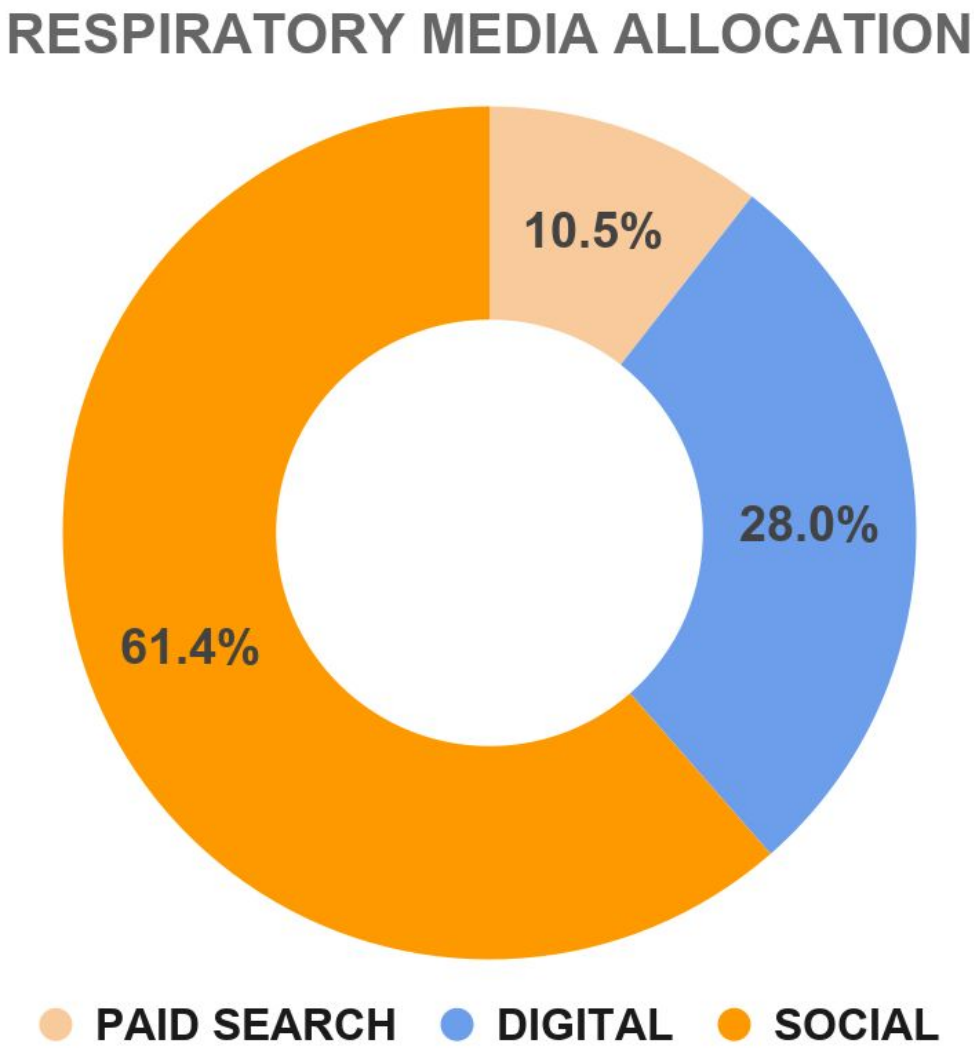
RESPIRATORY MEDIA PLAN – PHASE 2 – OVERVIEW

View the full Phase 2 Media Plan here.

Respiratory Campaign – Phase 2 – Winter/Spring 2026 Timeline	
Start Date	**End Date**
3/2/2026	**5/30/2026**

	URBAN	RURAL	TOTAL
ENGLISH	$17,453.48	$11,635.65	**$29,089.13**
SPANISH	$3,080.03	$2,053.35	**$5,133.38**
TOTAL	**$20,533.50**	**$13,689.00**	**$34,222.50**

RESPIRATORY MEDIA PLAN – BY OUTLET

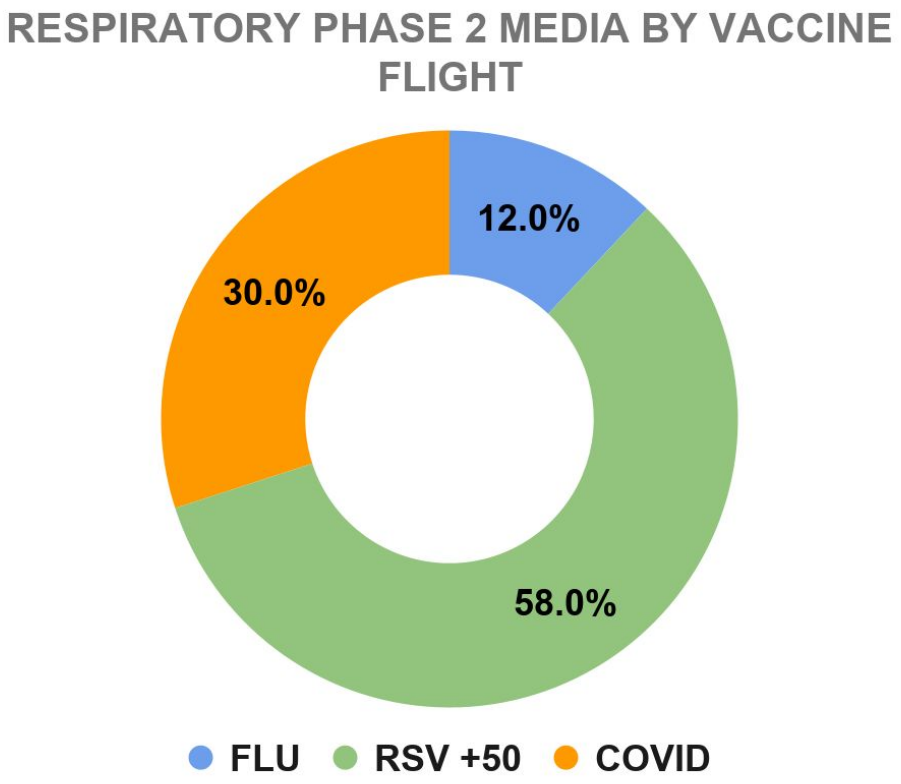


	RESPIRATORY (PHASE 2)	
PAID SEARCH	11%	$3,607
DIGITAL	28%	$9,589
SOCIAL	61%	$21,026
TOTAL	100%	$34,223

RESPIRATORY MEDIA PLAN – OUTLET & GEO

	URBAN %	URBAN	RURAL %	RURAL	TOTAL
PAID SEARCH	72%	$2,615	28%	$992	**$3,607**
DIGITAL	62%	$5,989	38%	$3,600	**$9,589**
SOCIAL	57%	$11,913	43%	$9,113	**$21,026**
TOTAL	**60%**	**$20,516**	**40%**	**$13,706**	**$34,223**

RESPIRATORY MEDIA PLAN – VACCINE FLIGHTS



	BUDGET ($)	BUDGET (%)	URBAN	RURAL
FLU	$4,106.70	12.00%	$2,464.02	$1,642.68
RSV 50+	$19,849.05	58.00%	$11,909.43	$7,939.62
COVID	$10,266.75	30.00%	$6,160.05	$4,106.70
TOTAL	**$34,222.50**	**100.00%**	**$20,533.50**	**$13,689.00**

	Flight Start Date	Flight End Date
FLU	3/2/2026	3/27/2026
RSV 50+	3/2/2026	5/30/2026
COVID	3/2/2026	5/30/2026

CHILDHOOD MEDIA PLAN – OVERVIEW

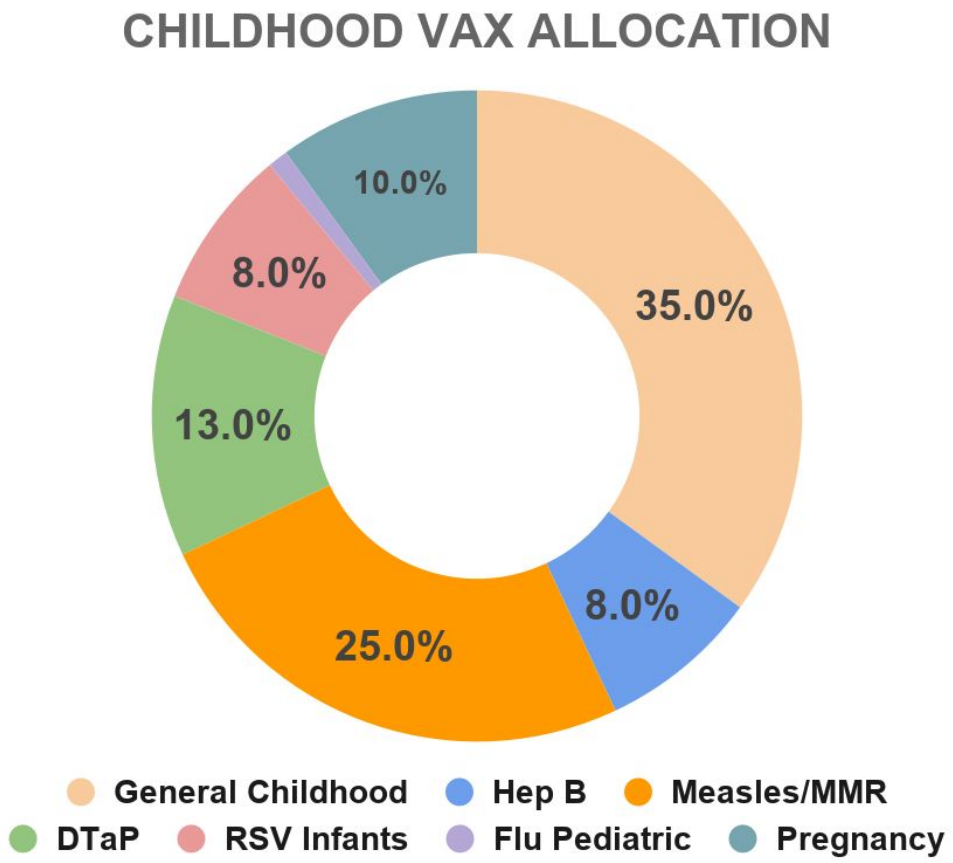
View the full Phase 2 Media Plan here.

CHILDHOOD VACCINES CAMPAIGN – WINTER/SPRING 2026 TIMELINE	
Start Date	End Date
2/17/2026	6/12/2026

	URBAN	RURAL	TOTAL
ENGLISH	$286,442.69	$97,739.46	**$384,182.15**
SPANISH	$50,548.71	$17,248.14	**$67,796.85**
TOTAL	**$336,991.40**	**$114,987.60**	**$451,979.00**

CHILDHOOD MEDIA PLAN – BY VACCINE

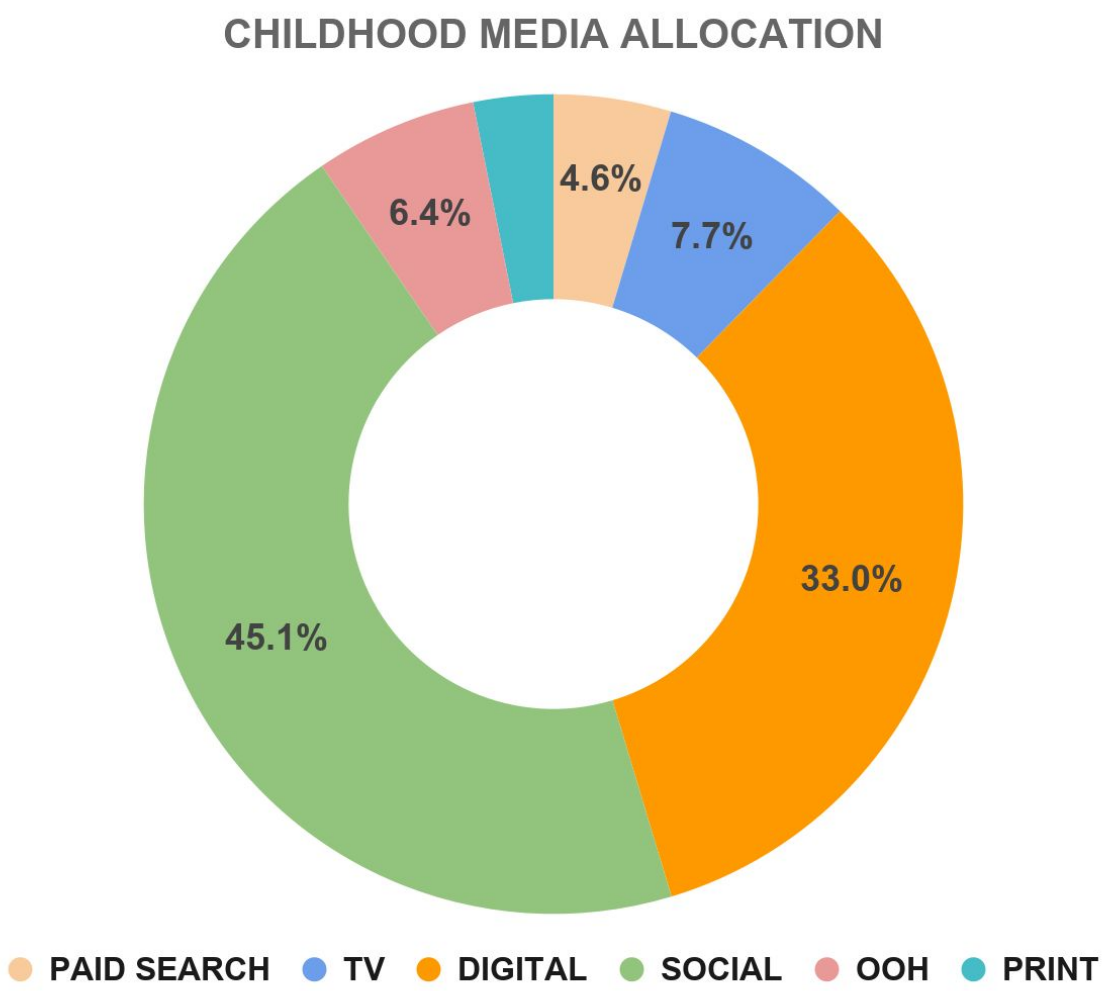
[View the full Phase 2 Media Plan here.]



	ALLOCATION BY VACCINE	
General Childhood Vaccines	35.00%	$158,193
Hepatitis B	8.00%	$36,158
Measles/MMR	25.00%	$112,995
Whooping Cough/DTaP	13.00%	$58,757
RSV Infants	8.00%	$36,158
Flu Pediatric	1.00%	$4,520
Pregnancy	10.00%	$45,198
TOTAL	**100.00%**	**$451,979**

CHILDHOOD MEDIA PLAN – BY OUTLET

View the full Phase 2 Media Plan here.



	CHILDHOOD	
PAID SEARCH	5%	$20,927
TV	8%	$34,802
DIGITAL	33%	$149,243
SOCIAL	45%	$203,775
OOH	6%	$28,994
PRINT	3%	$14,237
TOTAL	100%	$451,979

CHILDHOOD MEDIA PLAN – BY GEO

View the full Phase 2 Media Plan here.

	URBAN %	URBAN	RURAL %	RURAL	TOTAL
PAID SEARCH	87%	$18,215	13%	$2,712	**$20,927**
TV	68%	$23,729	32%	$11,073	**$34,802**
DIGITAL	77%	$114,441	23%	$34,802	**$149,243**
SOCIAL	76%	$155,368	24%	$48,407	**$203,775**
OOH	80%	$23,062	20%	$5,932	**$28,994**
PRINT	18%	$2,610	82%	$11,627	**$14,237**
TOTAL	**75%**	**$337,425**	**25%**	**$114,554**	**$451,979**

CHILDHOOD MEDIA PLAN – BY GEO

View the full Phase 2 Media Plan here.

	Flight *Start* Date	Flight *End* Date
General Childhood Vaccines	2/24/26	5/30/26
Hepatitis B	3/31/26	5/30/26
Measles/MMR	2/27/26	5/30/26
Whooping Cough/DTaP	3/2/26	5/30/26
RSV Infants	2/17/26	4/17/26
Flu Pediatric	2/17/26	3/15/26
Pregnancy	3/4/26	6/12/26

VACCINES SAVE LIVES PHASE 2 MEDIA PLAN – OVERVIEW

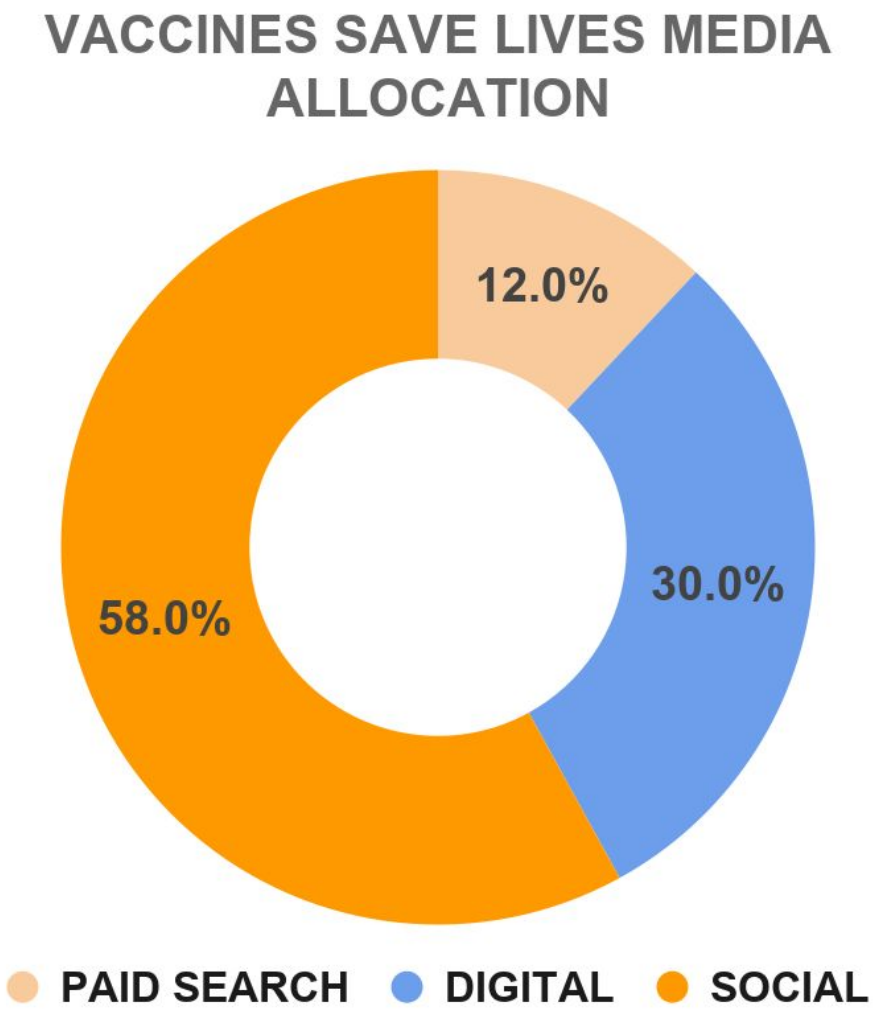
View the full Phase 2 Media Plan here.

Vaccines Save Lives Campaign – Winter/Spring 2026 Timeline	
Start Date	End Date
3/3/2026	5/30/2026

	URBAN	RURAL	TOTAL
ENGLISH	$92,503.42	$61,668.95	**$154,172.36**
SPANISH	$16,324.13	$10,882.76	**$27,206.89**
TOTAL	**$108,827.55**	**$72,551.70**	**$181,379.25**

VACCINES SAVE LIVES PHASE 2 MEDIA PLAN – BY OUTLET

View the full Phase 2 Media Plan here.



	VACCINES SAVE LIVES	
PAID SEARCH	12%	$21,766
DIGITAL	30%	$54,414
SOCIAL	58%	$105,200
TOTAL	100%	$181,379

VACCINES SAVE LIVES PHASE 2 MEDIA PLAN – BY GEO

View the full Phase 2 Media Plan here.

	URBAN %	URBAN	RURAL %	RURAL	TOTAL
PAID SEARCH	65%	$14,148	35%	$7,618	$21,766
DIGITAL	56%	$30,472	44%	$23,942	$54,414
SOCIAL	61%	$64,172	39%	$41,028	$105,200
TOTAL	**60%**	**$108,791**	**40%**	**$72,588**	**$181,379**

ADOLESCENT MEDIA PLAN – OVERVIEW

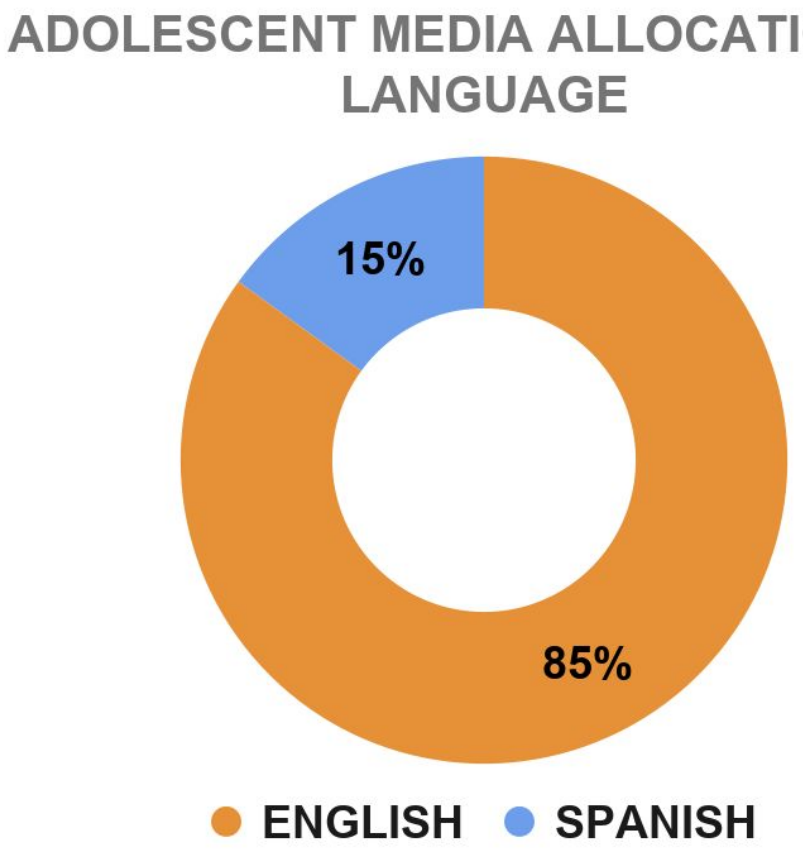
View the full Phase 2 Media Plan here.

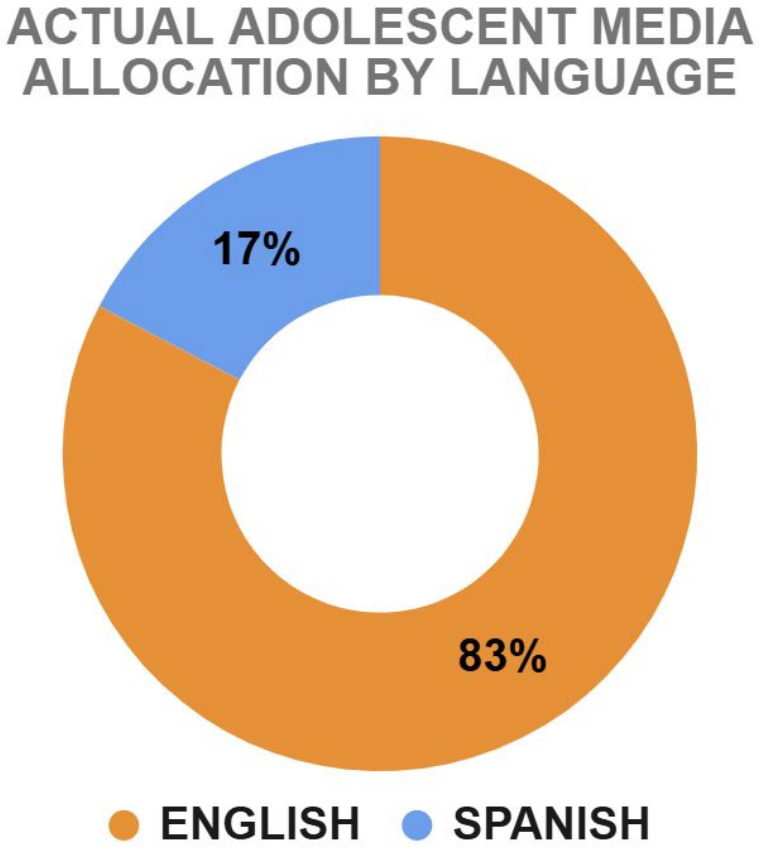
ADOLESCENT VACCINES CAMPAIGN – SPRING/SUMMER 2026 TIMELINE	
Flight Start Date	Flight End Date
4/9/2026	6/12/2026

	URBAN	RURAL	TOTAL
ENGLISH	$117,277.86	$43,051.91	**$160,329.76**
SPANISH	$20,696.09	$7,597.40	**$28,293.49**
TOTAL	**$137,973.95**	**$50,649.30**	**$188,623.25**

ADOLESCENT MEDIA PLAN – BY LANGUAGE

View the full Phase 2 Media Plan here.

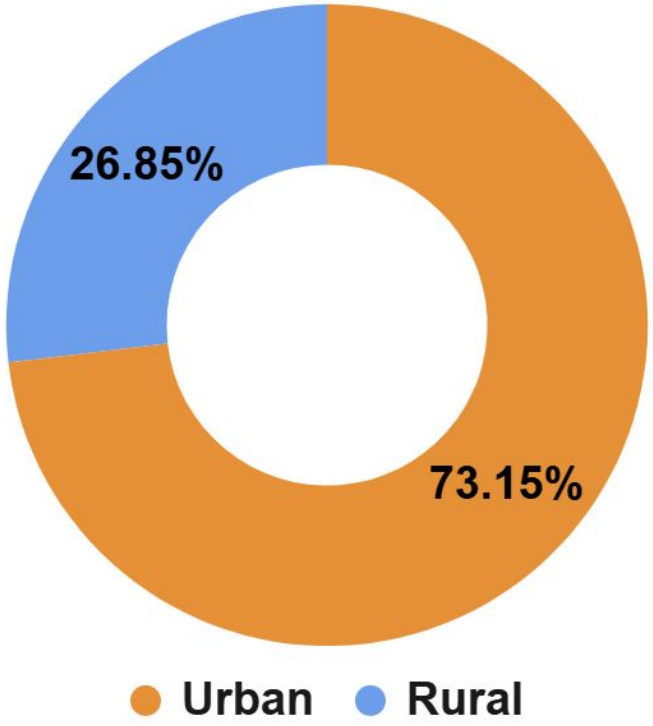




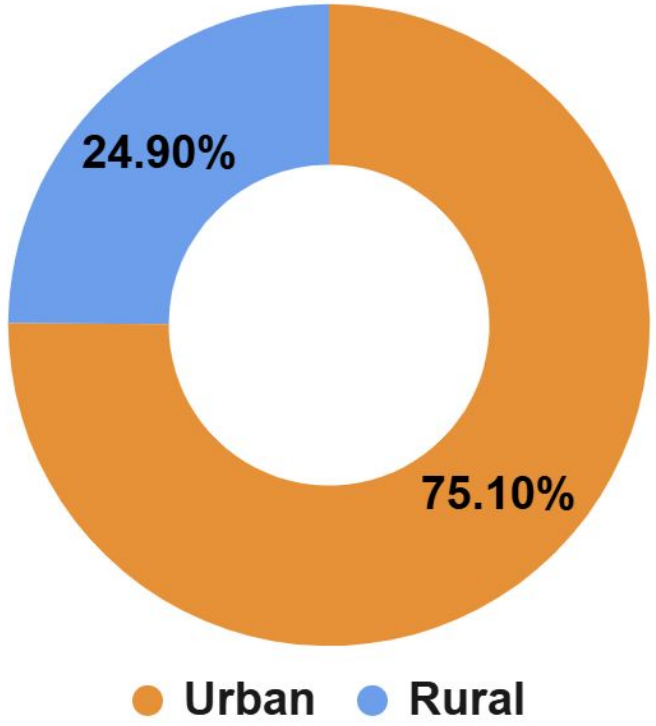
ADOLESCENT MEDIA PLAN – BY GEOGRAPHY

View the full Phase 2 Media Plan here.

TARGET ADOLESCENT MEDIA ALLOCATION BY GEOGRAPHY



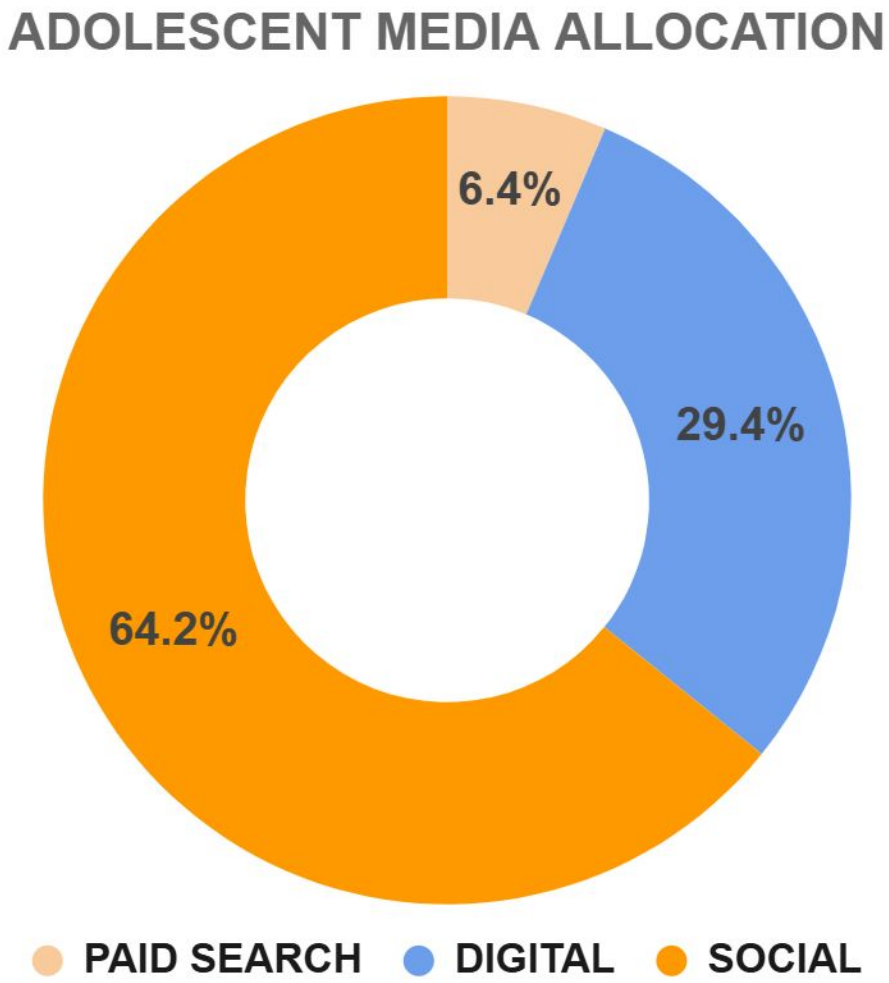
ACTUAL ADOLESCENT MEDIA ALLOCATION BY GEOGRAPHY



ADOLESCENT MEDIA PLAN – BY OUTLET

View the full Phase 2 Media Plan here.

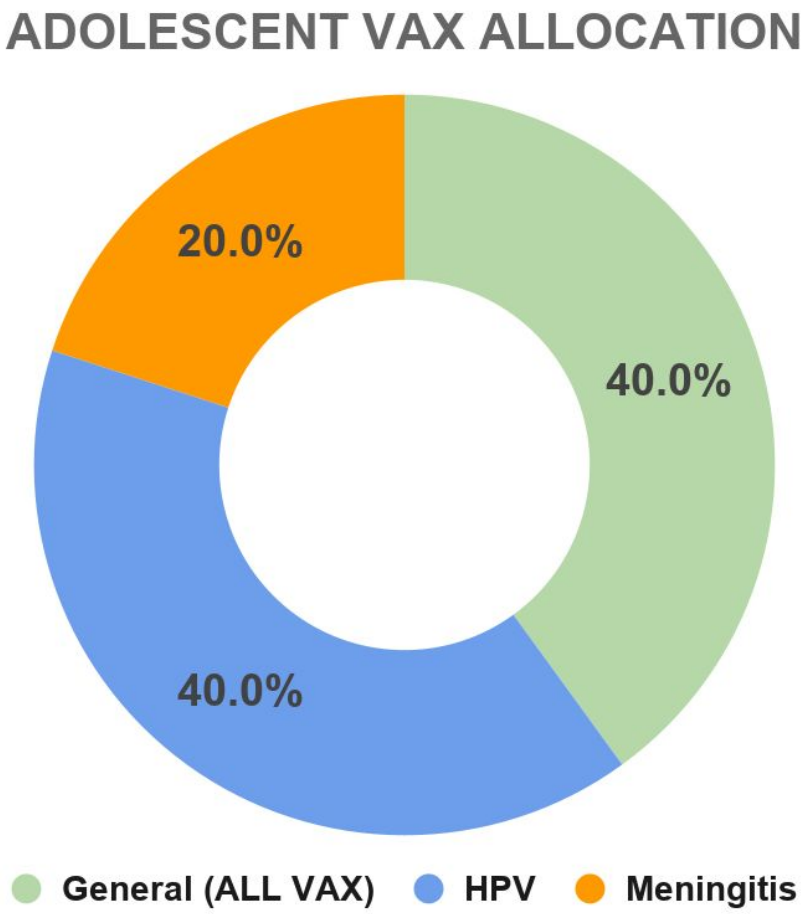
	ACTUAL ADOLESCENT ALLOCATION BY OUTLET	
PAID SEARCH	6%	$12,072
DIGITAL	29%	$55,455
SOCIAL	64%	$121,096
TOTAL	100%	$188,623



ADOLESCENT MEDIA PLAN – BY VACCINE

View the full Phase 2 Media Plan here.

	ALLOCATION BY VACCINE	
General (ALL VAX)	40.00%	$75,449
HPV	40.00%	$75,449
Meningitis	20.00%	$37,725
TOTAL	100.00%	$188,623



AD HOC ALLOCATIONS

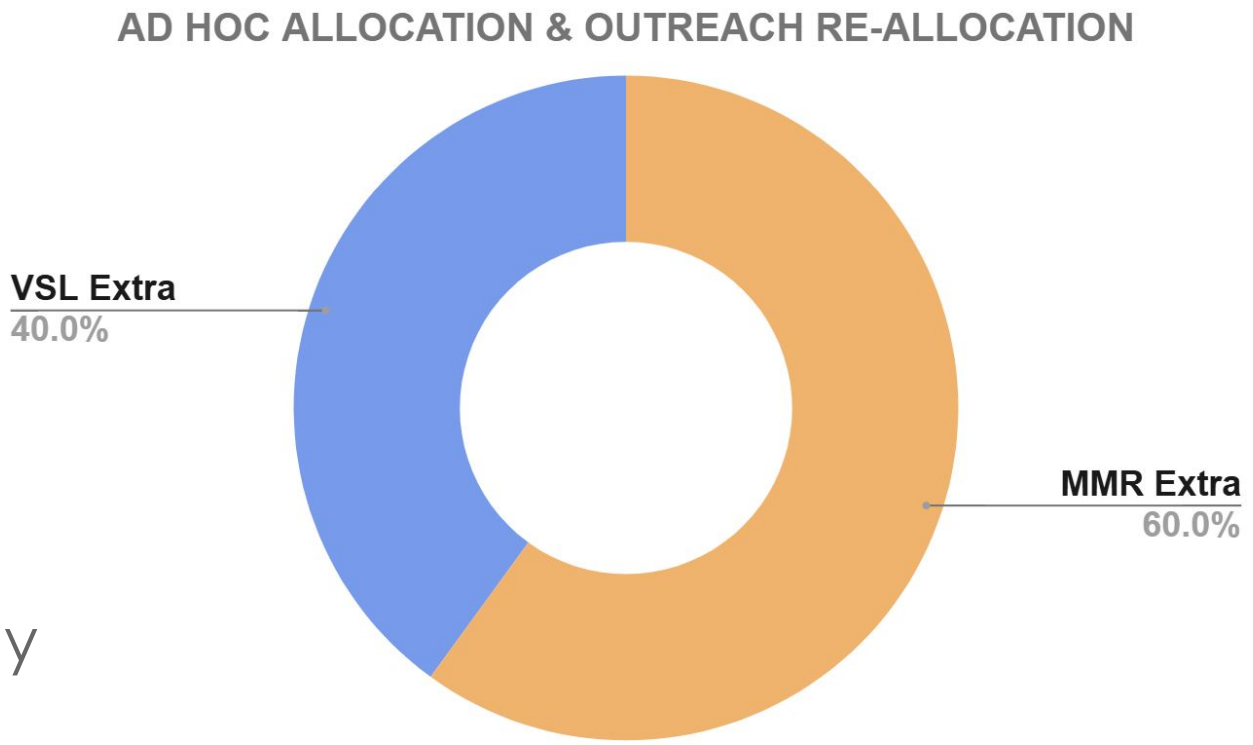
	URBAN (INTEGRATED)	RURAL	TOTAL
AD HOC	$32,853.60	$21,902.40	**$54,756.00**

- **~8%** of the Phase 2 Reinforcement funds (~5.6% of entire FY) were reserved for Ad Hoc purposes, totaling **$54,756**.
- In addition, another **$42,000** were originally reserved for organic outreach efforts (e.g., community based organizations, doctor offices, influencers/community navigators, etc.).
  - However, due to time constraints, creative development needs, and other factors, these outreach funds were never used.
- To maximize impact, these Ad Hoc and outreach funds were re-allocated in Phase 2 to reinforce Measles/MMR and Vaccines Save Lives efforts on May, 11, 2026.

AD HOC ALLOCATIONS

View the full Phase 2 Media Plan here.

AD HOC ALLOCATION & OUTREACH RE-ALLOCATION		
MMR Extra	60%	$54,753.60
VSL Extra	40%	$36,502.40
	Total	**$91,256.00**



A buffer of $5,500 was reserved for any unexpected additional expenses.

AD HOC ALLOCATIONS – MEASLES/MMR

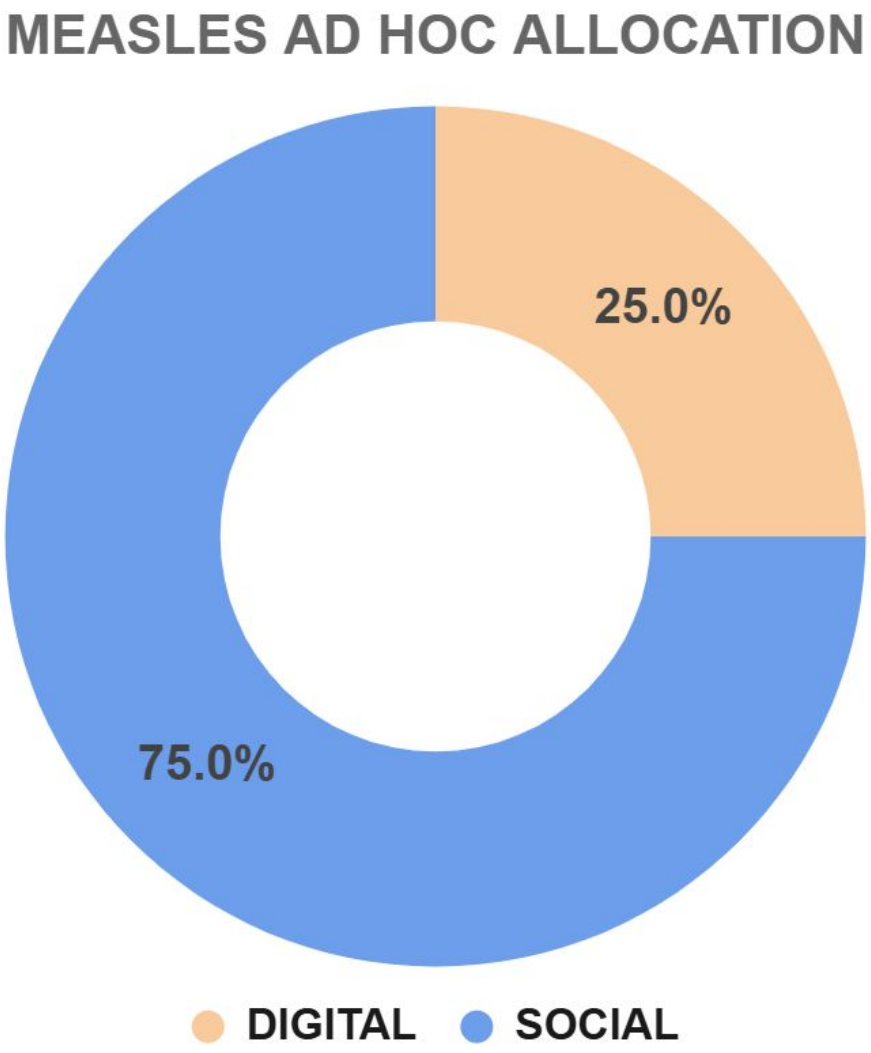
View the full Phase 2 Media Plan here.

MEASLES AD HOC	URBAN	RURAL	TOTAL
ENGLISH	$27,924.34	$18,616.22	**$46,540.56**
SPANISH	$4,927.82	$3,285.22	**$8,213.04**
TOTAL	**$32,852.16**	**$21,901.44**	**$54,753.60**

AD HOC ALLOCATIONS – MEASLES/MMR

View the full Phase 2 Media Plan here.

	MEASLES	
DIGITAL	25%	$13,688
SOCIAL	75%	$41,065
TOTAL	100%	$54,754



AD HOC ALLOCATIONS – MEASLES/MMR

View the full Phase 2 Media Plan here.

	URBAN %	URBAN	RURAL %	RURAL	TOTAL
DIGITAL	60%	$8,213	40%	$5,475	**$13,688**
SOCIAL	60%	$24,639	40%	$16,426	**$41,065**
TOTAL	**60%**	**$32,852**	**40%**	**$21,901**	**$54,754**

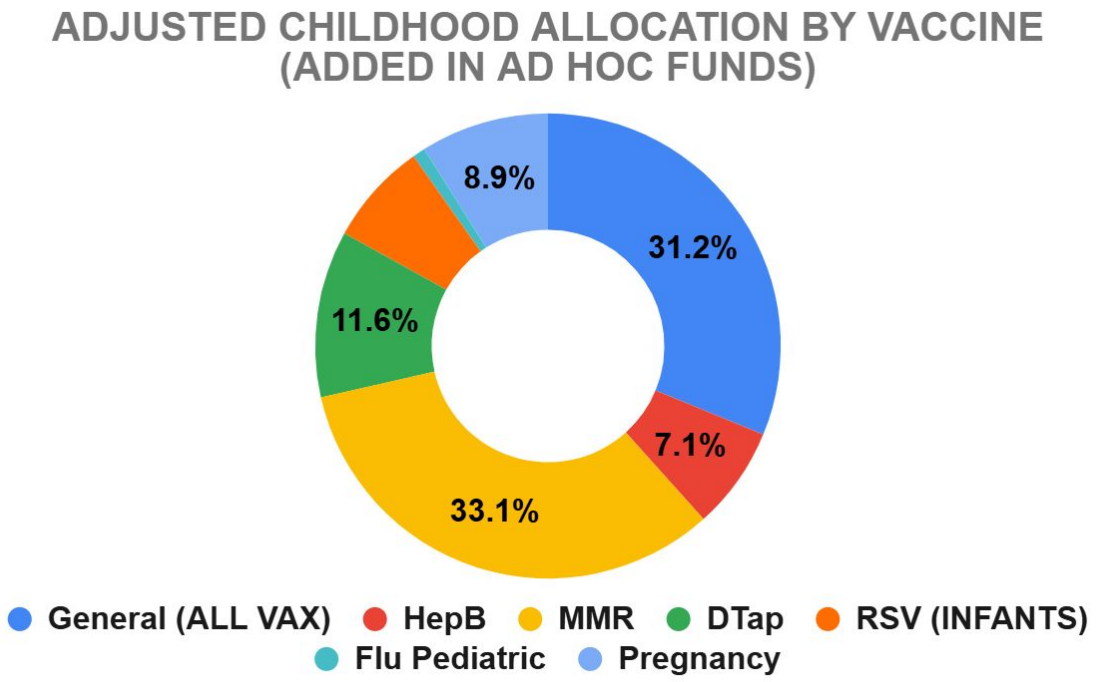
AD HOC ALLOCATIONS – ADJUSTMENTS

View the full Phase 2 Media Plan here.

	Budget	Urban	Rural	English	Spanish
CHILDHOOD ORIGINAL	$451,979	$336,991	$114,988	$384,182	$67,797
MMR AD HOC	$54,754	$32,852	$21,901	$46,541	$8,213
ADJUSTED CHILDHOOD TOTAL	**$506,733**	**$369,844**	**$136,889**	**$430,723**	**$76,010**

AD HOC ALLOCATIONS – ADJUSTMENTS

	CHILDHOOD ALLOCATION BY VACCINE (w/ AD HOC)	
General (ALL VAX)	31.22%	$158,193
HepB	7.14%	$36,158
MMR	**33.10%**	**$167,748**
DTaP	11.60%	$58,757
RSV (INFANTS)	7.14%	$36,158
Flu Pediatric	0.89%	$4,520
Pregnancy	8.92%	$45,198
TOTAL	**100.00%**	**$506,733**



AD HOC ALLOCATIONS – ADJUSTMENTS

View the full Phase 2 Media Plan here.

	ADJUSTMENTS FOR CHILDHOOD BY OUTLET (w/ AD HOC ALLOCATIONS)						
	CHILDHOOD		URBAN %	URBAN	RURAL %	RURAL	TOTAL
PAID SEARCH	4%	$20,927	87%	$18,215	13%	$2,712	**$20,927**
TV	7%	$34,802	68%	$23,729	32%	$11,073	**$34,802**
DIGITAL	**32%**	**$162,932**	**75%**	**$122,654**	**25%**	**$40,278**	**$162,932**
SOCIAL	**48%**	**$244,840**	**74%**	**$180,007**	**26%**	**$64,833**	**$244,840**
OOH	6%	$28,994	80%	$23,062	20%	$5,932	**$28,994**
PRINT	3%	$14,237	18%	$2,610	82%	$11,627	**$14,237**
TOTAL	**100%**	**$506,733**	**73%**	**$370,277**	**27%**	**$136,455**	**$506,733**

AD HOC ALLOCATIONS – VACCINES SAVE LIVES

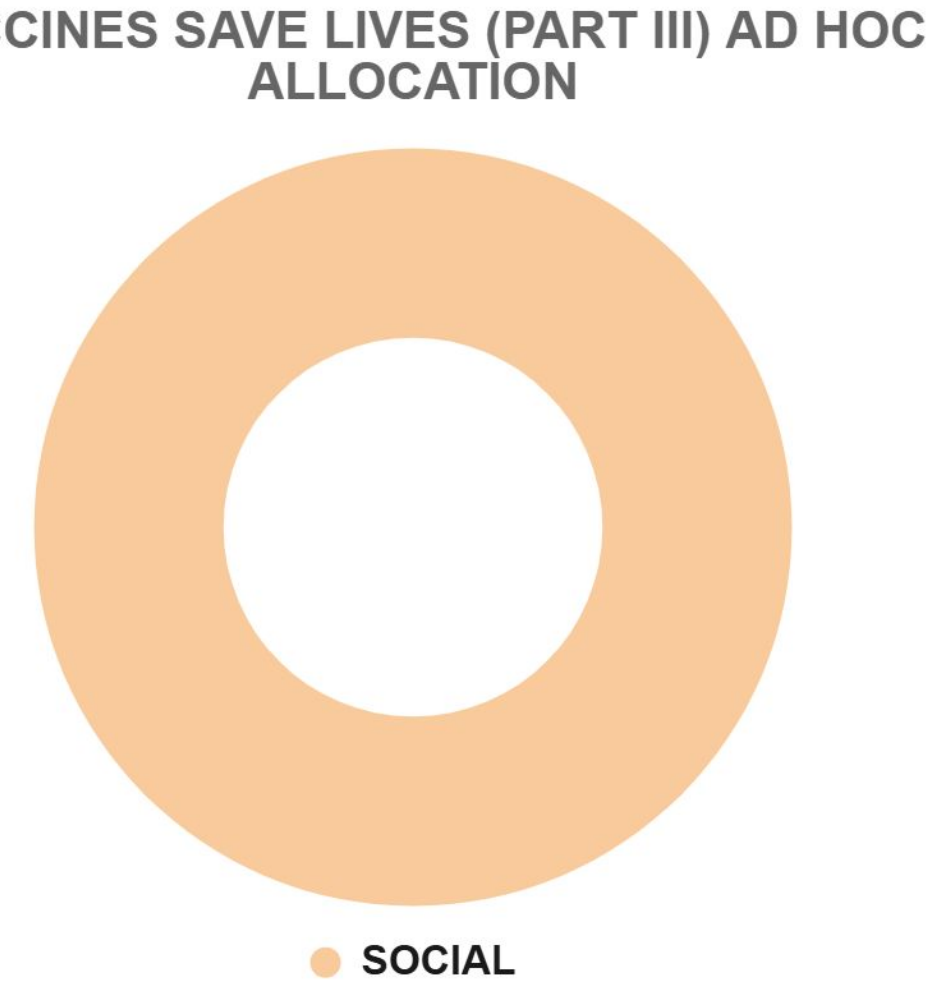
View the full Phase 2 Media Plan here.

VSL (PART 3) BUDGET	URBAN	RURAL	TOTAL
ENGLISH	$12,410.82	$18,616.22	**$31,027.04**
SPANISH	$2,190.14	$3,285.22	**$5,475.36**
TOTAL	**$14,600.96**	**$21,901.44**	**$36,502.40**

AD HOC ALLOCATIONS – VACCINES SAVE LIVES

View the full Phase 2 Media Plan here.

	VACCINES SAVE LIVES (PART 3)	
SOCIAL	100%	$36,502
TOTAL	**100%**	**$36,502**



AD HOC ALLOCATIONS – VACCINES SAVE LIVES

View the full Phase 2 Media Plan here.

	URBAN %	URBAN	RURAL %	RURAL	TOTAL
SOCIAL	60%	$21,901	40%	$14,601	$36,502
TOTAL	**60%**	**$21,901**	**40%**	**$14,601**	**$36,502**

AD HOC ALLOCATIONS – ADJUSTMENTS

View the full Phase 2 Media Plan here.

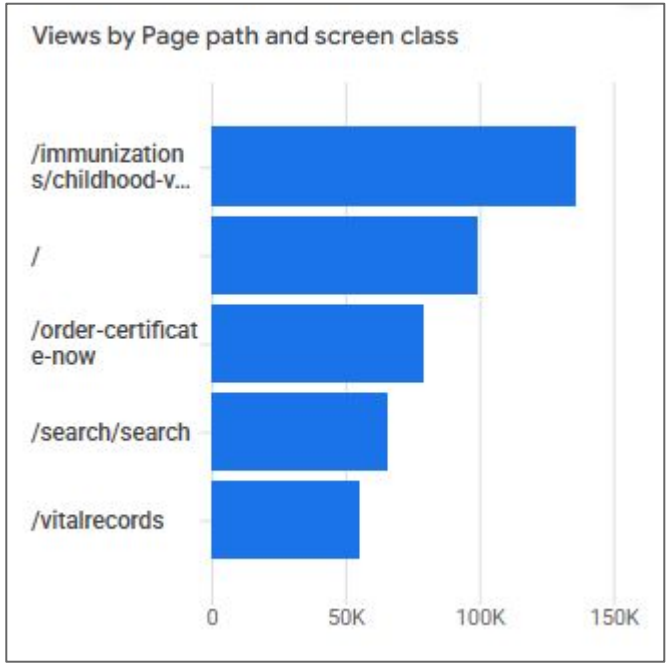
	Budget	Urban	Rural	English	Spanish
VSL ORIGINAL	$181,379	$108,828	$72,552	$154,172	$27,207
AD HOC	$36,502	$14,601	$21,901	$31,027	$5,475
ADJUSTED VSL TOTAL	**$217,882**	**$123,429**	**$94,453**	**$185,199**	**$32,682**

AD HOC ALLOCATIONS – ADJUSTMENTS

View the full Phase 2 Media Plan here.

	ADJUSTED VACCINES SAVE LIVES BUDGET - AD HOC ADDITIONS						
	TOTAL BUDGET		URBAN %	URBAN	RURAL %	RURAL	TOTAL
PAID SEARCH	10%	$21,766	65%	$14,148	35%	$7,618	$21,766
DIGITAL	25%	$54,414	56%	$30,472	44%	$23,942	$54,414
SOCIAL	**65%**	**$141,702**	**61%**	**$86,073**	**39%**	**$55,629**	**$141,702**
TOTAL	**100%**	**$217,882**	**60%**	**$130,693**	**40%**	**$87,189**	**$217,882**

LANDING PAGE VIEWS



	Page path and screen class +	Views
	Total	3,016,360 100% of total
1	/immunizations/childhood-vaccines	136,391 (4.52%)
2	/	99,648 (3.3%)
3	/order-certificate-now	78,912 (2.62%)
4	/search/search	66,001 (2.19%)
5	/vitalrecords	55,319 (1.83%)
6	/medicalmarijuana	51,984 (1.72%)
7	/immunizations/health-misinformation	44,409 (1.47%)
8	/immunization/vaccines-and-autism	43,719 (1.45%)
9	/immunization/copy-of-records	43,126 (1.43%)
10	/immunizations/adolescent-vaccines	37,284 (1.24%)

- From March 1st to June 12th (the duration of the phase 2 campaign), the Childhood Vaccines Landing page was the most viewed page on the CDPHE website, according to Google Analytics.
  - It received 136,391 pageviews / sessions, out-pacing the homepage by nearly 37,000 views.
  - The other landing pages also received significant views during this time.
  - These results demonstrate the effectiveness of the vaccine campaigns.

CAMPAIGN ANALYSIS

HIGH-LEVEL PERFORMANCE REVIEW

Idea marketing

From Good Ideas to Great Results

CAMPAIGN ANALYSIS – OVERVIEW

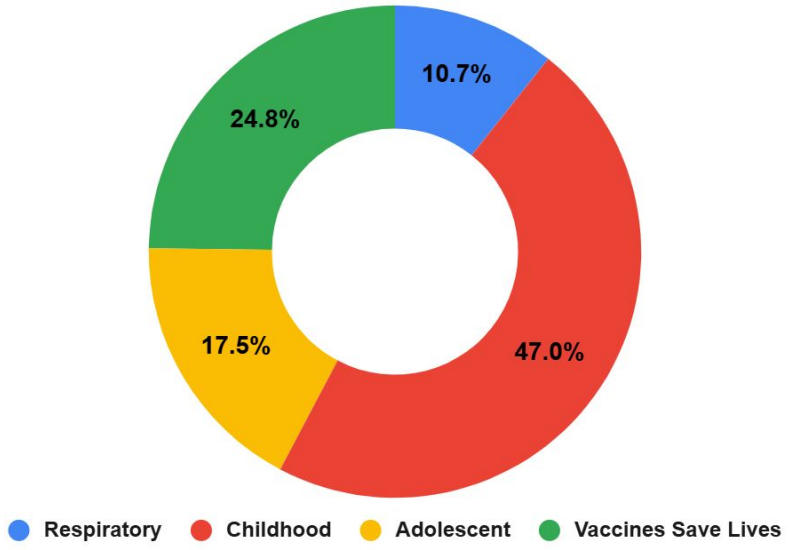
- The "Campaign Analysis" section provides a **high-level** overview and analysis of the paid media performance.
  - The following pages offer a snapshot of the paid media efforts, alongside many macro-level insights about campaigns, ad platforms, ad types, creative, and more.
- To view more detailed reporting of the paid media efforts, please see the Paid Media Performance section.

MEDIA KPIs DEFINITIONS

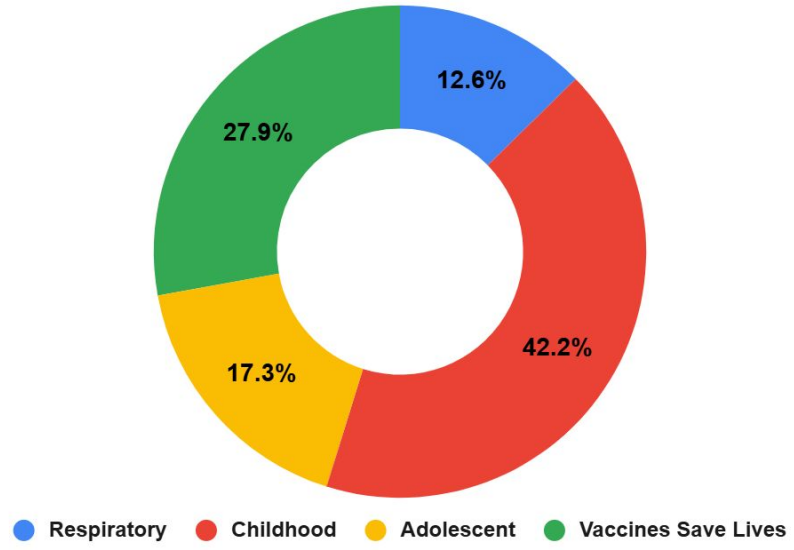
TERM	DEFINITION
IMPRESSIONS (IMP.)	The number of times an advertisement is displayed.
CLICKS	The number of times users have clicked on an advertisement.
CLICK-THROUGH-RATE (CTR)	The percentage of chargeable clicks relative to impressions (clicks divided by impressions).
VIEWS	Three or more continuous seconds of playback while the video is at least 50% on screen.
VIEW RATE (VR)	The percentage of "views" relative to impressions (views divided by impressions).
COST-PER-MILLE (CPM)	The average cost for every 1,000 impressions of an ad.
COST-PER-CLICK (CPC)	The average cost for a single click on an ad.
ENGAGEMENTS	The volume of social engagement your ad received. This includes reactions, comments, shares, and page follow clicks, alongside other interactions such as clicks on view all comments, see more description, see social count, see list of likes, and more.
PERCENTAGE OF TOTAL CAMPAIGN	Represents the specific percentage contribution to the overall success of the campaign.

ALL CAMPAIGNS ANALYSIS – SUMMARY

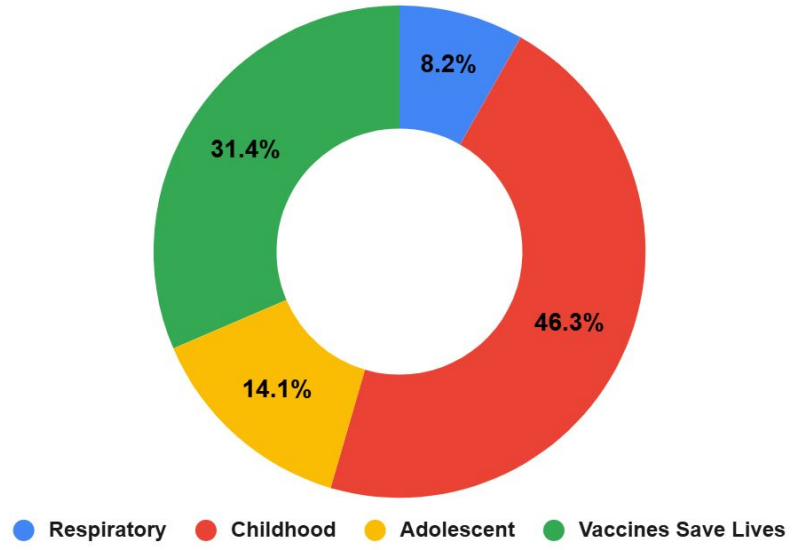
All Campaigns - Budget by Campaign



All Campaigns - Impressions by Campaign

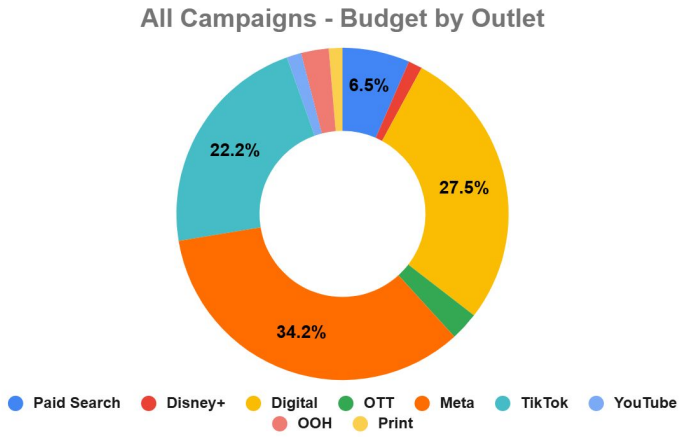


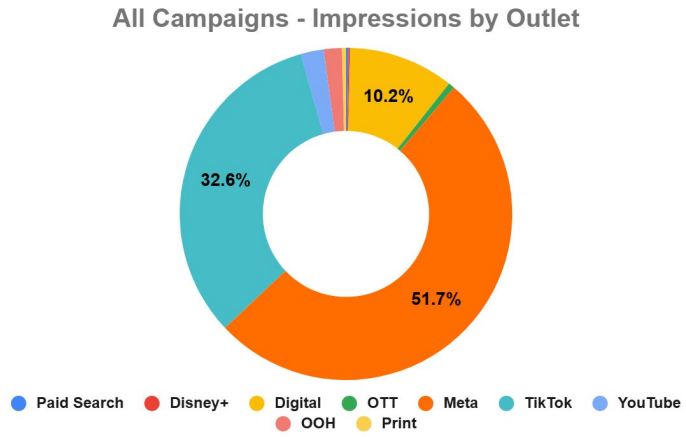
All Campaigns - Clicks by Campaign

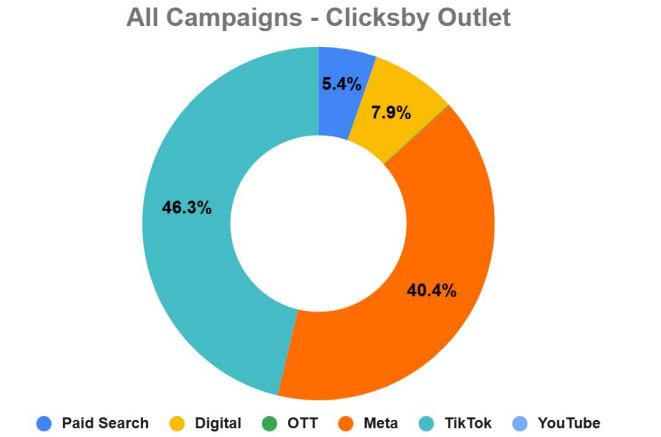


Campaign	Impressions	Imp. %	Clicks	Clicks %	CTR	Budget	Budget %	CPM	CPC
Respiratory	22,898,888	12.64%	47,543	8.19%	0.21%	$115,223	10.69%	$5.03	$2.42
Childhood	76,450,821	42.19%	268,691	46.31%	0.35%	$506,731	47.02%	$6.63	$1.89
Adolescent	31,365,072	17.31%	81,586	14.06%	0.26%	$188,623	17.50%	$6.01	$2.31
Vaccines Save Lives	50,491,397	27.86%	182,393	31.44%	0.36%	$267,082	24.78%	$5.29	$1.46
Totals	**181,206,178**	**100.00%**	**580,213**	**100.00%**	**0.32%**	**$1,077,659**	**100.00%**	**$5.95**	**$1.86**

ALL CAMPAIGNS ANALYSIS – OUTLETS







Outlet	Impressions	Imp. %	Clicks	Clicks %	CTR	Budget	Budget %	CPM	CPC
Paid Search	406,138	0.22%	31,053	5.35%	7.65%	$70,522	6.54%	$173.64	$2.27
Disney+	324,874	0.18%	0	0.00%	0.00%	$14,791	1.37%	$45.53	$0.00
Digital	18,553,974	10.24%	45,711	7.88%	0.25%	$296,802	27.54%	$16.00	$6.49
OTT	1,095,857	0.60%	479	0.08%	0.04%	$29,898	2.77%	$27.28	$62.42
Meta	93,719,573	51.72%	234,456	40.41%	0.25%	$368,179	34.16%	$3.93	$1.57
TikTok	59,124,432	32.63%	268,427	46.26%	0.45%	$238,818	22.16%	$4.04	$0.89
YouTube	4,075,973	2.25%	87	0.01%	0.00%	$15,418	1.43%	$3.78	$177.22
OOH	3,187,870	1.76%	0	0.00%	0.00%	$28,994	2.69%	$9.10	$0.00
Print	717,487	0.40%	0	0.00%	0.00%	$14,237	1.32%	$19.84	$0.00
Totals	**181,206,178**	**100.00%**	**580,213**	**100.00%**	**0.32%**	**$1,077,659**	**100.00%**	**$5.95**	**$1.86**

ALL CAMPAIGNS ANALYSIS – SUB-CAMPAIGNS

Sub-Campaign	Impressions	Imp. %	Clicks	Clicks %	CTR	Budget	Budget %	CPM	CPC
Gen Resp (Phase 1)	15,965,880	8.81%	27,912	4.81%	0.17%	$81,000	7.52%	$5.07	$2.90
Flu	1,188,715	0.66%	2,938	0.51%	0.25%	$4,107	0.38%	$3.45	$1.40
RSV 50+	3,448,224	1.90%	10,030	1.73%	0.29%	$19,849	1.84%	$5.76	$1.98
COVID	2,296,069	1.27%	6,663	1.15%	0.29%	$10,267	0.95%	$4.47	$1.54
VSL (ALL)	50,491,397	27.86%	182,393	31.44%	0.36%	$267,082	24.78%	$5.29	$1.46
Gen Childhood	19,851,448	10.96%	50,454	8.70%	0.25%	$158,192.65	14.68%	$7.97	$3.14
Hepatitis B	5,094,306	2.81%	16,026	2.76%	0.31%	$36,158.32	3.36%	$7.10	$2.26
MMR	25,020,921	13.81%	135,490	23.35%	0.54%	$167,746.35	15.57%	$6.70	$1.24
DTaP	11,442,632	6.31%	26,779	4.62%	0.23%	$58,757.27	5.45%	$5.13	$2.19
RSV Infants	8,305,401	4.58%	20,658	3.56%	0.25%	$36,158.32	3.36%	$4.35	$1.75
Flu Pediatric	913,672	0.50%	2,288	0.39%	0.25%	$4,519.79	0.42%	$4.95	$1.98
Pregnancy	5,822,441	3.21%	16,996	2.93%	0.29%	$45,197.90	4.19%	$7.76	$2.66
Gen Adolescent	11,035,321	6.09%	25,593	4.41%	0.23%	$75,449	7.00%	$6.84	$2.95
HPV	13,328,018	7.36%	39,177	6.75%	0.29%	$75,449	7.00%	$5.66	$1.93
Meningitis	7,001,733	3.86%	16,816	2.90%	0.24%	$37,725	3.50%	$5.39	$2.24
Totals	**181,206,178**	**100.00%**	**580,213**	**100.00%**	**0.32%**	**$1,077,659**	**100.00%**	**$6**	**$2**

ALL CAMPAIGNS ANALYSIS

- Over 56% of the total budget across ALL campaigns (i.e., Respiratory, Childhood, Adolescent, and Vaccines Save Lives) was allocated to social media platforms – Tiktok (22%) and Meta (34%).
    - When looking at all campaigns together, Meta and TikTok were the most cost-effective platforms. These two platforms delivered over 84% of the total impression share, and achieved an average CPM of $3.93 and $4.04 respectively, and an average CPC of $1.57 and $0.89 respectively.



Insight:
Meta and TikTok consistently deliver significant impressions at low costs, which makes these outlets one of the most cost-effective options.

CAMPAIGN ANALYSIS (HIGH-LEVEL):

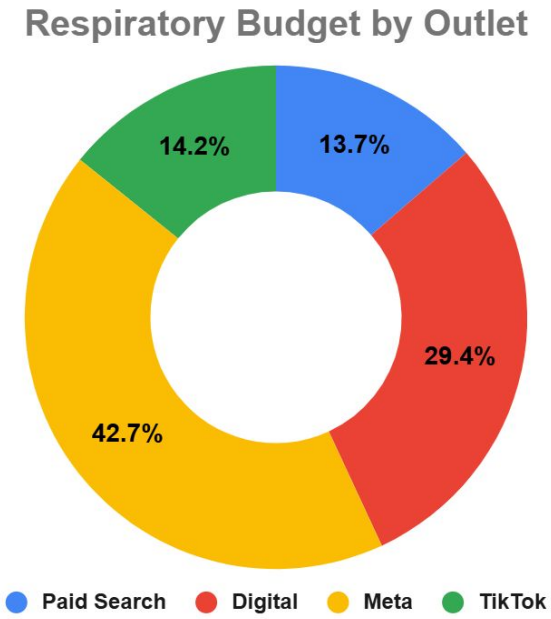
RESPIRATORY

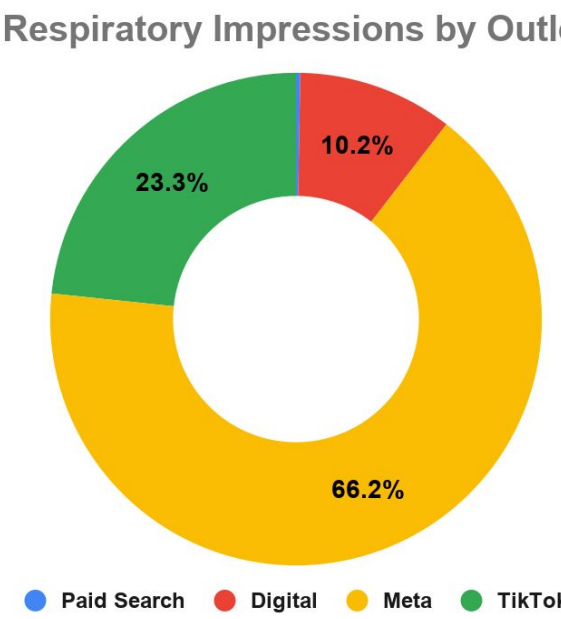


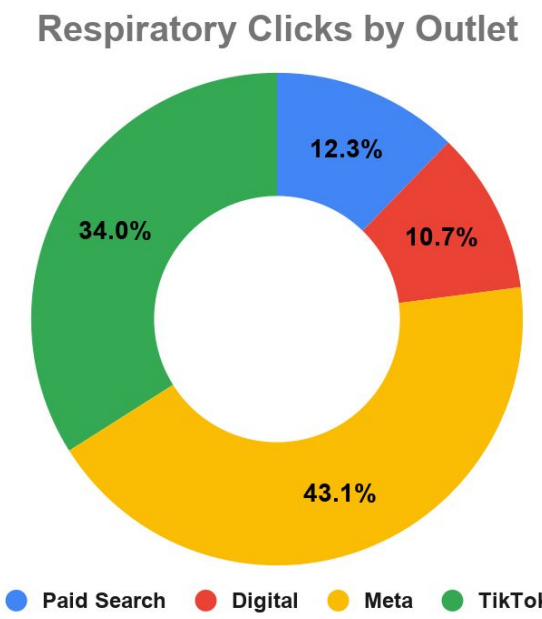
From Good Ideas to Great Results

www.TheIdeaMarketing.com

RESPIRATORY ANALYSIS – OUTLETS







Outlet	Impressions	Imp. %	Clicks	Clicks %	CTR	Budget	Budget %	Avg. CPM	Avg. CPC
Paid Search	64,266	0.28%	5,833	12.27%	9.08%	$15,757	13.68%	$245.18	$2.70
Digital	2,337,044	10.21%	5,068	10.66%	0.22%	$33,889	29.41%	$14.50	$6.69
Meta	15,152,926	66.17%	20,492	43.10%	0.14%	$49,170	42.67%	$3.24	$2.40
TikTok	5,344,652	23.34%	16,150	33.97%	0.30%	$16,407	14.24%	$3.07	$1.02
Totals	**22,898,888**	**100.00%**	**47,543**	**100.00%**	**9.73%**	**$115,223**	**100.00%**	**$5.03**	**$2.42**

RESPIRATORY ANALYSIS – OUTLETS

- 42% of the entire Respiratory budget (Phases 1 & 2) was allocated to Meta, which delivered the majority of the impressions (66%) and over 43% of the clicks.
- However, TikTok had only 14% of the budget, and it delivered 23% of the impressions and 34% of the clicks, with the lowest average CPC of $1.02 for the sub-campaign. In addition, TikTok had a much stronger overall CTR of 0.30% when compared to Meta.



Insight:
In the Respiratory campaign, TikTok was the most cost-effective outlet for driving clicks/landing page views.

RESPIRATORY ANALYSIS – DIGITAL ADS

Digital Ads	Impressions	Imp. %	Clicks	Clicks %	CTR	Budget	Budget %	Avg. CPM	Avg. CPC
Interstitials	1,247,119	53.36%	3,651	72.04%	0.29%	$19,309	56.98%	$15.48	$5.29
Displays	208,509	8.92%	259	5.11%	0.12%	$0	0.00%	$0.00	$0.00
Online Video	881,416	37.71%	1,158	22.85%	0.13%	$14,580	43.02%	$16.54	$12.59
Totals	**2,337,044**	**100.00%**	**5,068**	**100.00%**	**0.22%**	**$33,889**	**100.00%**	**$14.50**	**$6.69**

- 29% of the entire Respiratory budget (Phases 1 & 2) was allocated to Digital. However, this outlet only accounted for roughly 10% of the campaign's entire impressions and clicks.
  - Within the Digital line, the Interstitials achieved a high overall CTR (0.29%) and low average CPC ($5.29), which may suggest Interstitials are an optimal ad format for engagement.



Insight:
In the Respiratory campaign, interstitials were the most cost-effective ad type in Digital placements for delivering impressions and clicks.

RESPIRATORY ANALYSIS – ASSETS

Social Assets	Impressions	Imp. %	Clicks	Clicks %	CTR
Awareness Videos	5,858,766	28.58%	11,223	30.63%	0.19%
Dr Interview Videos	168,267	0.82%	511	1.39%	0.30%
Hybrid Videos	9,165,452	44.71%	13,425	36.64%	0.15%
GIFs/Social Videos	53,564	0.26%	118	0.32%	0.22%
Carousels	3,918,859	19.12%	7,421	20.25%	0.19%
Flashbit Videos	1,332,670	6.50%	3,944	10.76%	0.30%
Totals	**20,497,578**	**100.00%**	**36,642**	**100.00%**	**0.18%**

- Despite having low impression shares on Social Media, the Respiratory Dr Interviews and Flashbits delivered the highest CTRs of all assets. In fact, the Dr Interviews saw 0.30% CTR on Meta and 0.38% CTR on TikTok.

Insight:
The Respiratory Dr Interview and Flashbits encouraged and drove action / engagement across all placements

CAMPAIGN ANALYSIS (HIGH-LEVEL):

VACCINES SAVE LIVES

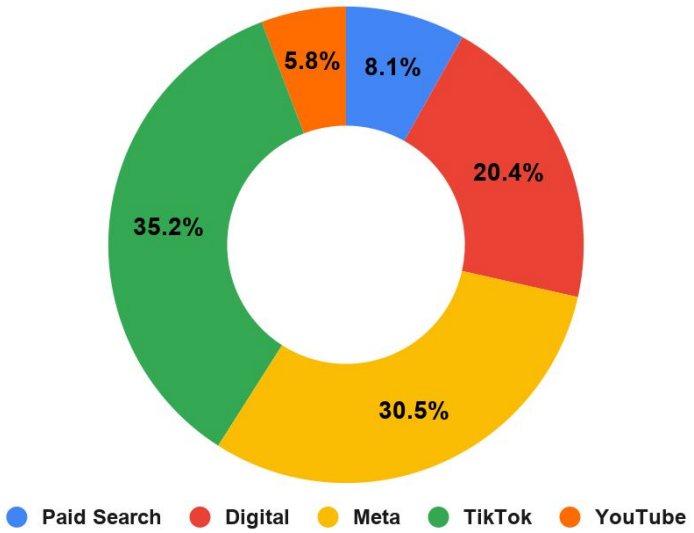


From Good Ideas to Great Results

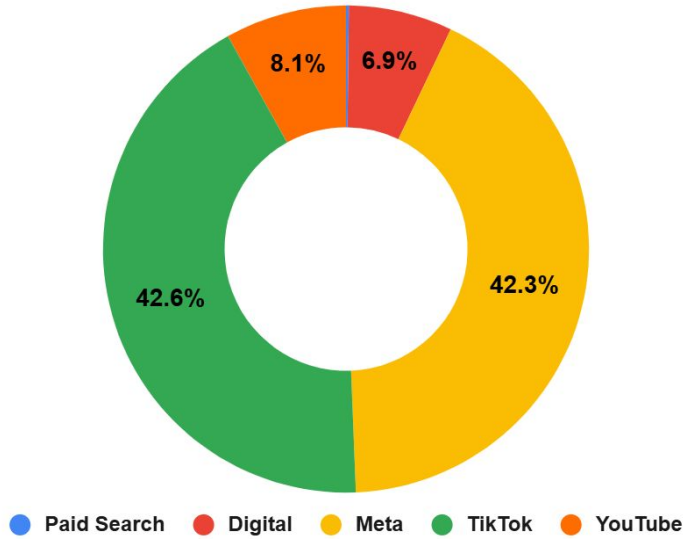
www.TheIdeaMarketing.com

VACCINES SAVE LIVES ANALYSIS – OUTLETS

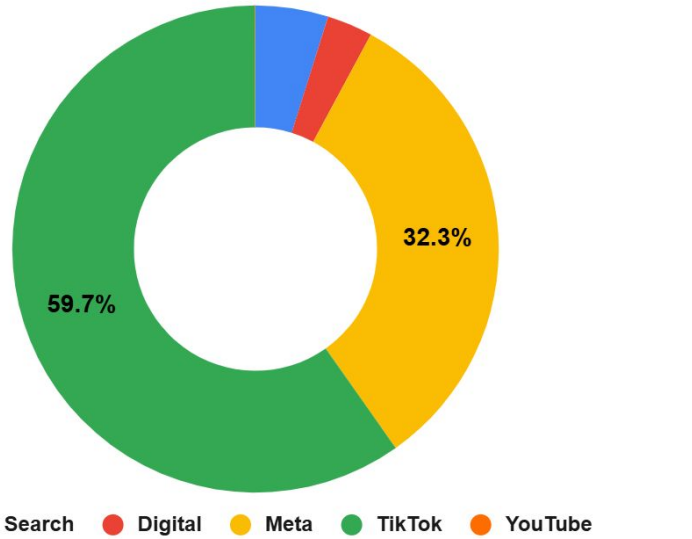
Vaccines Save Lives - All Budget by Outlet



Vaccines Save Lives - All Impressions by Outlet



Vaccines Save Lives - All Clicks by Outlet



Outlet	Impressions	Imp. %	Clicks	Clicks %	CTR	Budget	Budget %	CPM	CPC
Paid Search	96,282	0.19%	8,791	4.82%	9.13%	$21,766	8.15%	$226.07	$2.48
Digital	3,488,809	6.91%	5,572	3.05%	0.16%	$54,414	20.37%	$15.60	$9.77
Meta	21,334,327	42.25%	58,987	32.34%	0.28%	$81,492	30.51%	$3.82	$1.38
TikTok	21,496,006	42.57%	108,956	59.74%	0.51%	$93,992	35.19%	$4.37	$0.86
YouTube	4,075,973	8.07%	87	0.05%	0.00%	$15,418	5.77%	$3.78	$177.22
Totals	**50,491,397**	**100.00%**	**182,393**	**100.00%**	**0.36%**	**$267,082**	**100.00%**	**$5.29**	**$1.46**

VACCINES SAVE LIVES ANALYSIS – OUTLETS (CONT.)

- 30% of the total Vaccines Save Lives budget (Phases 1 & 2) was allocated to Meta. And although TikTok had only 35% of the budget, it outperformed Meta in terms of impressions and clicks
- TikTok accounted for over 59% of the total click share, and achieved a very low CPC of $0.86.



Insight:
Audiences on TikTok were more interested in engaging with the VSL content than Meta audiences.

VACCINES SAVE LIVES ANALYSIS – OUTLETS (CONT.)

- With less than 9% of the total budget, Paid Search delivered a very strong CTR of over 9%, with a low average CPC of $2.48.
  - In addition, the Mis-Information Paid Search ads delivered nearly double the impressions and clicks as the Autism Paid Search ads.



Insights:

Paid Search was one of the **most** cost-effective ways to drive clicks.

There was, and continues to be, significant search volume around vaccine mis-information queries.

VACCINES SAVE LIVES ANALYSIS – DIGITAL

Digital Ads	Impressions	Imp. %	Clicks	Clicks %	CTR	Budget	Budget %	Avg. CPM	Avg. CPC
Interstitials	1,513,837	43.39%	2,917	52.35%	0.19%	$25,374	46.63%	$16.76	$8.70
Displays	315,484	9.04%	1,032	18.52%	0.33%	$0	0.00%	$0.00	$0.00
Native Statics	499,745	14.32%	492	8.83%	0.10%	$8,706	16.00%	$17.42	$17.70
Native Videos	1,159,743	33.24%	1,131	20.30%	0.10%	$20,333	37.37%	$17.53	$17.98
Totals	**3,488,809**	**100.00%**	**5,572**	**100.00%**	**0.16%**	**$54,413**	**100.00%**	**$15.60**	**$9.77**

- Native placements accounted for 53% of the Digital budget, and delivered over 47% of this line's impression share. However, it only delivered 29% of the total clicks. In addition, the average CPM and CPC were high (over $17) for both Native lines.



Insight:
In-feed Native assets generated great awareness and many impressions, but these placements did not lead to action/clicks.

VACCINES SAVE LIVES ANALYSIS – DIGITAL (CONT.)

- Interstitials received the remaining Digital budget for Vaccines Save Lives and delivered over 52% of the clicks for the Digital line with a much higher CTR of 0.19%, while also achieving a much lower average CPM ($8.70).
- In addition, the Added Value Displays delivered a high CTR of 0.33%, and with some audiences, like Urban English, the CTR was even higher.



Insight:
Interstitials and digital displays have shown to consistently get reliable results.

VACCINES SAVE LIVES ANALYSIS – YOUTUBE

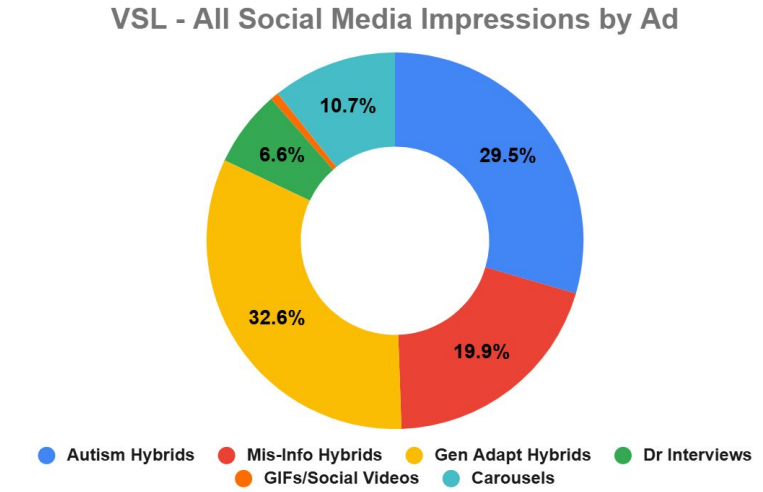
- Less than 6% of the total Vaccines Save Lives budget (Phases 1 & 2) was allocated to YouTube.
- Through this outlet, over 4 million impressions were delivered, accounting for ~8% of the impression share for the entire sub-campaign.
- However, the YouTube ads had a very low overall CTR, with only 87 trackable clicks. This low amount of clicks was likely caused by several factors, including:
    - The campaign objectives and goals
    - The ad format (skippable, Shorts, in-feed, etc.)
    - The videos lengths
    - The ad content
- On YouTube, the ads included the Autism and Mis-Information Hybrids and Dr Interviews, and the Gen Adapt Hybrids too.
- Shorter videos that get to the point quickly will qualify for non-skippable ad formats, which may improve viewer comprehension, and may lead to stronger CTRs and more.

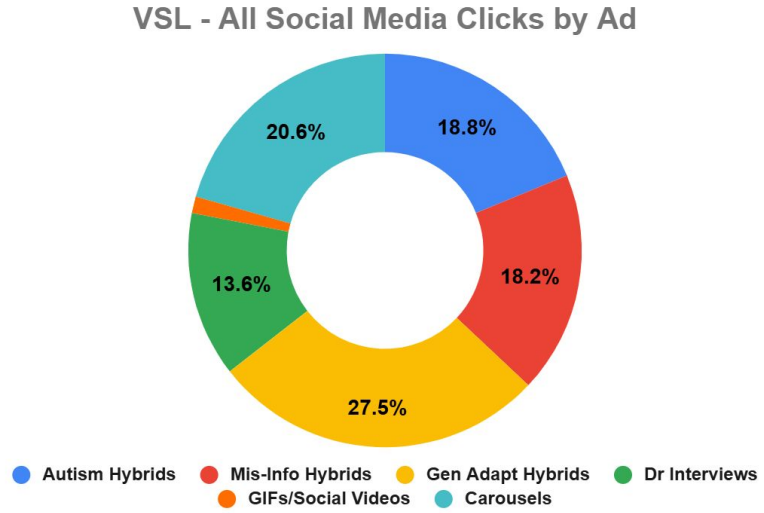


Insight:
When placing future ads on YouTube, use shorter videos, like flashbits, trimmed hybrids, and Dr Interview clips.

VACCINES SAVE LIVES ANALYSIS – CREATIVE

Social Ads	Impressions	Imp. %	Clicks	Clicks %	CTR
Autism Hybrids	12,646,562	29.53%	31,545	18.78%	0.25%
Mis-Info Hybrids	8,535,827	19.93%	30,602	18.22%	0.36%
Gen Adapt Hybrids	13,945,955	32.56%	46,117	27.46%	0.33%
Dr Interviews	2,813,338	6.57%	22,820	13.59%	0.81%
GIFs/Social Videos	305,658	0.71%	2,278	1.36%	0.75%
Carousels	4,582,993	10.70%	34,581	20.59%	0.75%
Totals	**42,830,333**	**100.00%**	**167,943**	**100.00%**	**0.39%**





- Although the VSL hybrids generated millions of impressions on social media platforms, the other assets (Dr Interviews, GIFs, and Carousels) delivered much stronger CTRs and 35% of the click share.

Insight:

The VSL Dr Interviews, GIFs, and Carousels were engaging assets. They are more likely to drive action/clicks than other assets.

CAMPAIGN ANALYSIS (HIGH-LEVEL):

CHILDHOOD

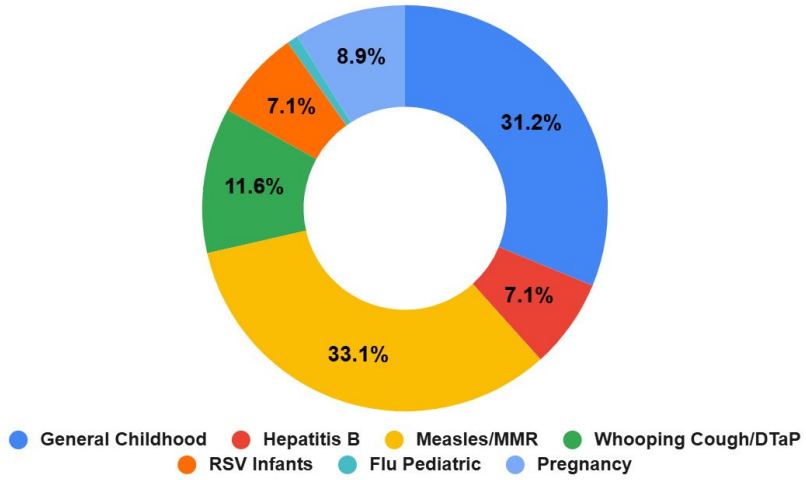
idea marketing

From Good Ideas to Great Results

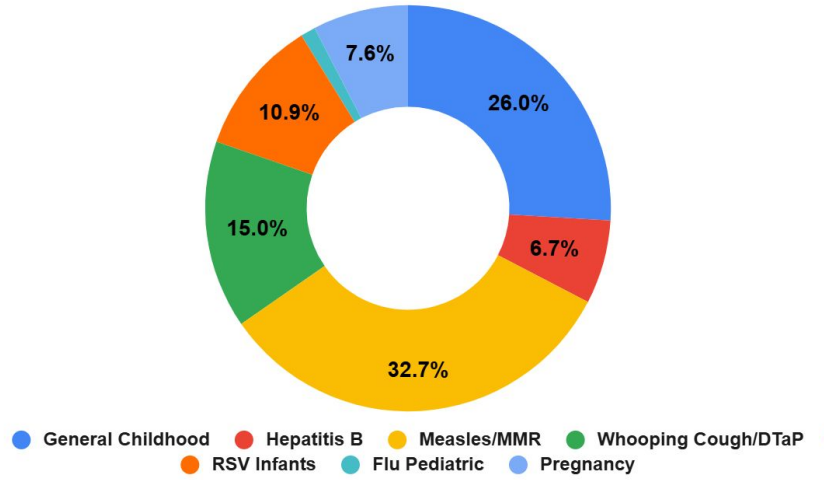
www.TheIdeaMarketing.com

CHILDHOOD ANALYSIS – SUB-CAMPAIGNS

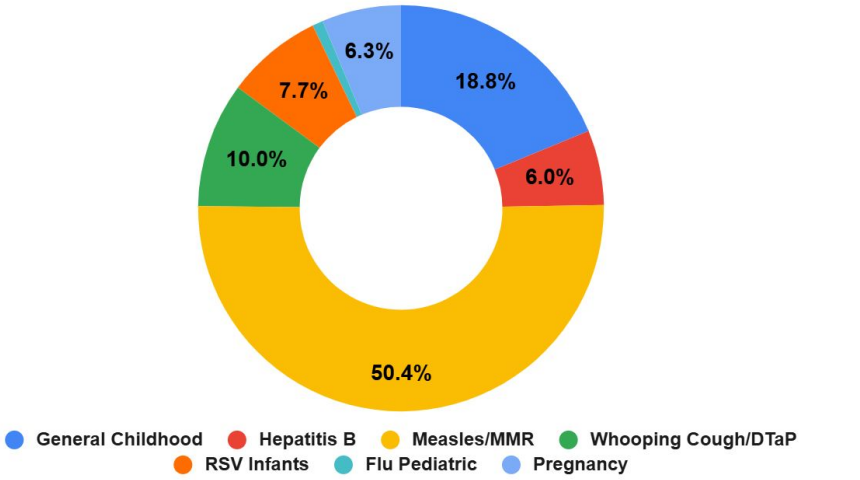
Childhood Sub-Campaigns - Budget



Childhood Sub-Campaigns - Impressions



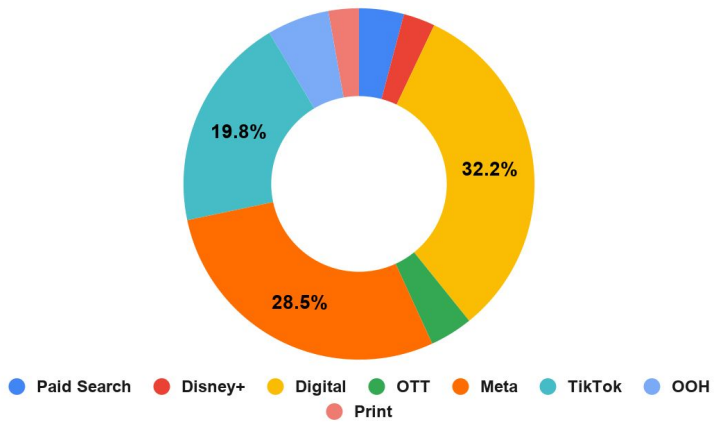
Childhood Sub-Campaigns - Clicks



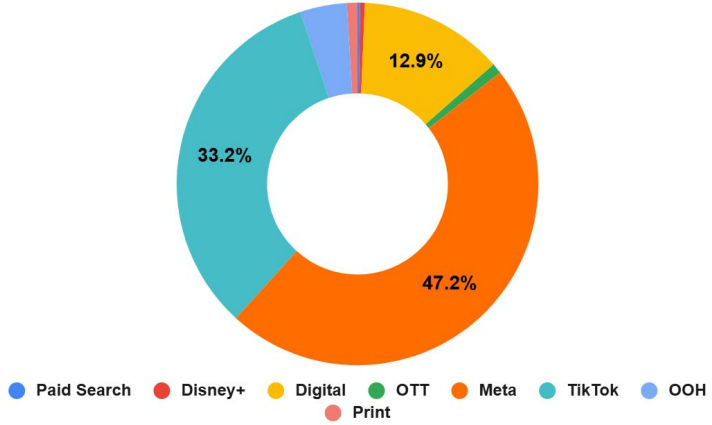
Sub-Campaign	Impressions	Imp. %	Clicks	Clicks %	CTR	Budget	Budget %	CPM	CPC
Gen Childhood	19,851,448	25.97%	50,454	18.78%	0.25%	$158,192.65	31.22%	$7.97	$3.14
Hepatitis B	5,094,306	6.66%	16,026	5.96%	0.31%	$36,158.32	7.14%	$7.10	$2.26
MMR	25,020,921	32.73%	135,490	50.43%	0.54%	$167,748.35	33.10%	$6.70	$1.24
DTaP	11,442,632	14.97%	26,779	9.97%	0.23%	$58,757.27	11.60%	$5.13	$2.19
RSV Infants	8,305,401	10.86%	20,658	7.69%	0.25%	$36,158.32	7.14%	$4.35	$1.75
Flu Pediatric	913,672	1.20%	2,288	0.85%	0.25%	$4,519.79	0.89%	$4.95	$1.98
Pregnancy	5,822,441	7.62%	16,996	6.33%	0.29%	$45,197.90	8.92%	$7.76	$2.66
Totals	**76,450,821**	**100.00%**	**268,691**	**100.00%**	**0.35%**	**$506,733**	**100.00%**	**$6.63**	**$1.89**

CHILDHOOD ANALYSIS – OUTLETS

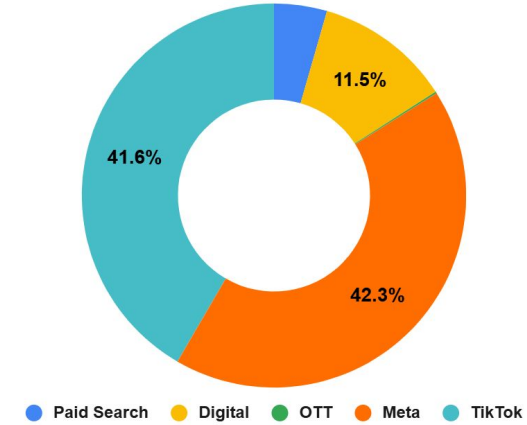
Childhood - Budget by Outlets



Childhood - Impressions by Outlets



Childhood - Clicks by Outlets



Outlet	Impressions	Imp. %	Clicks	Clicks %	CTR	Budget	Budget %	CPM	CPC
Paid Search	175,080	0.23%	11,965	4.45%	6.83%	$20,927	4.13%	$119.53	$1.75
Disney+	324,874	0.42%	0	0.00%	0	$14,791	2.92%	$45.53	$0.00
Digital	9,855,576	12.89%	30,774	11.45%	0.31%	$162,931	32.15%	$16.53	$5.29
OTT	707,188	0.93%	386	0.14%	0.31%	$20,011	3.95%	$28.30	$51.84
Meta	36,122,200	47.25%	113,711	42.32%	0.31%	$144,604	28.54%	$4.00	$1.27
TikTok	25,360,546	33.17%	111,855	41.63%	0.44%	$100,236	19.78%	$3.95	$0.90
OOH	3,187,870	4.17%	0	0.00%	0.00%	$28,994	5.72%	$9.10	$0.00
Print	717,487	0.94%	0	0.00%	0.00%	$14,237	2.81%	$19.84	$0.00
Totals	**76,450,821**	**100.00%**	**268,691**	**100.00%**	**0.35%**	**$506,731**	**100.00%**	**$6.63**	**$1.89**

CHILDHOOD ANALYSIS – OTT

- Just under 4% of the total Childhood budget was allocated to over-the-top (OTT) media placements. This only generated 0.93% of the total impressions and 0.14% of the total clicks.
- OTT had an average CPM of $28.30 and an average CPC $51.84.
    - This channel reaches parents at the right time and place, but the costs are very high.



Insight:
OTT was **not** a cost-effective outlet for impressions. This outlet should **only** be reserved for when greater media funds are available.

CHILDHOOD ANALYSIS – OOH

- Out-of-home (OOH) placements delivered over 3.1 million impressions (4% of the total share) with only 5.7% of the budget, averaging $9.10 CPM.
- However, these placements did not generate many trackable clicks/page views on the CDPHE website.



Insight:
OOH generated significant impressions at an affordable cost, but they are not effective at driving engagement/clicks.

CHILDHOOD ANALYSIS – DISNEY+

- Just under 3% of the total Childhood budget was allocated to Disney+, which delivered 0.42% of the impressions share for an average CPM of $45.53.
- The outlet allows us to reach parents and families at the right time and place, but the cost is very high.



Insight:
The high costs of Disney+ make it difficult to justify its use.

CHILDHOOD ANALYSIS – SOCIAL MEDIA

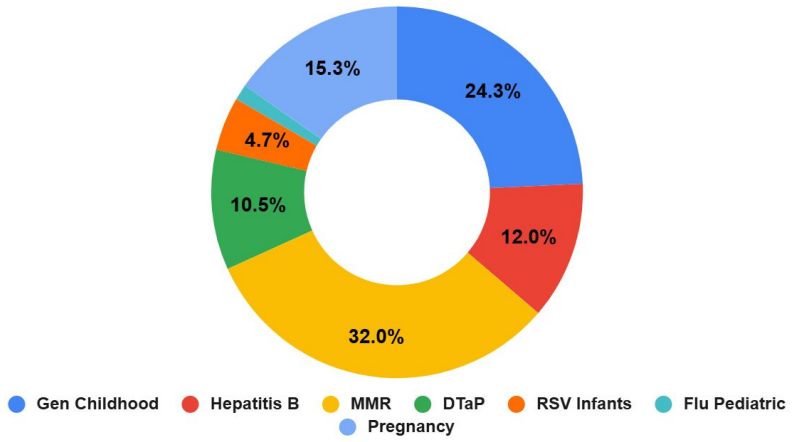
- Meta and TikTok were incredibly cost-effective, generating over 80% of the total impressions and clicks with only 48% of the budget.



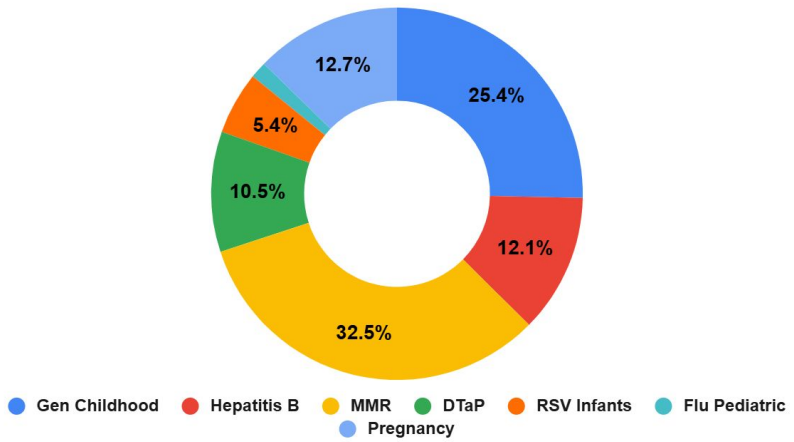
Insight:
Social media has proven to be the most cost-effective way to reach parents.

CHILDHOOD ANALYSIS – DIGITAL COMBINED

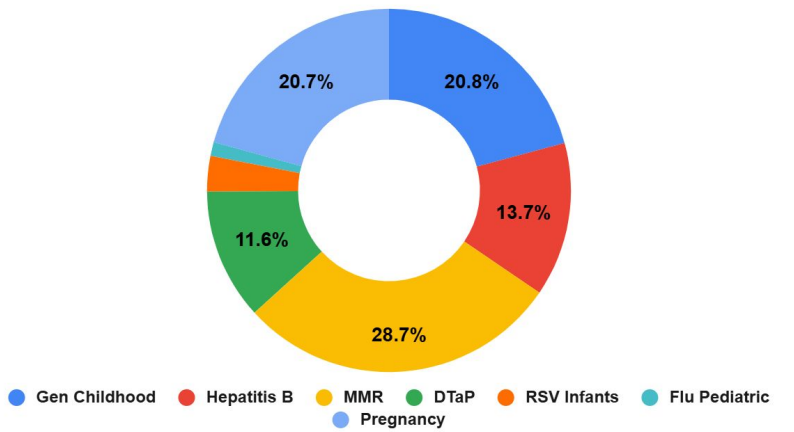
Childhood Campaigns - Digital - Budget



Childhood Campaigns - Digital - Impressions



Childhood Campaigns - Digital - Clicks



Digital Campaigns	Impressions	Imp. %	Clicks	Clicks %	CTR	Budget	Budget %	CPM	CPC
Gen Childhood	2,499,031	25.36%	6,397	20.79%	0.26%	$39,548	24.27%	$15.83	$6.18
Hepatitis B	1,189,732	12.07%	4,223	13.72%	0.35%	$19,525	11.98%	$16.41	$4.62
MMR	3,204,845	32.52%	8,843	28.74%	0.28%	$52,106	31.98%	$16.26	$5.89
DTaP	1,030,941	10.46%	3,583	11.64%	0.35%	$17,040	10.46%	$16.53	$4.76
RSV Infants	536,936	5.45%	975	3.17%	0.18%	$7,593	4.66%	$14.14	$7.79
Flu Pediatric	142,144	1.44%	380	1.23%	0.27%	$2,260	1.39%	$15.90	$5.95
Pregnancy	1,251,947	12.70%	6,373	20.71%	0.51%	$24,859	15.26%	$19.86	$3.90
Campaign Totals	**9,855,576**	**100.00%**	**30,774**	**100.00%**	**0.31%**	**$162,931**	**100.00%**	**$16.53**	**$5.29**

CHILDHOOD ANALYSIS – DIGITAL (CONT.)

- Expect for the Pregnancy sub-campaign, all digital lines for Childhood sub-campaigns focused exclusively on interstitials and digital displays (Added Value).
- The Pregnancy digital ads, which included interstitials, digital displays, and several video assets, were placed on two popular pregnancy/parenting apps (i.e., BabyCenter and What to Expect), reaching pregnant people in the third trimester.
    - In addition, placements reached pregnant people in the third trimester on third-party websites by using innovative AI listening technology.
- Although Pregnancy only accounted for 15% of the total digital budget for Childhood, it delivered over 20% of the click share. It also achieved the *highest* overall CTR of all Childhood digital placements (0.51%) and the *lowest* average CPC ($3.90).
    - The results from the Pregnancy digital placements demonstrate that these types of apps are great ways to reach parents and pregnant people



Insight:
Personalized placements on pregnancy and parenting apps and through AI listening technology present an effective way to reach this priority audience.

CHILDHOOD ANALYSIS – DIGITAL (CONT.)

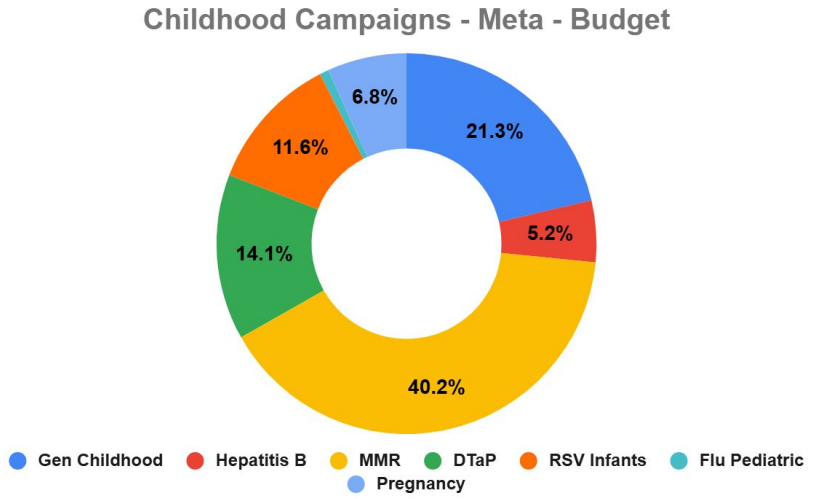
Digital - Overview	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR	Budget	Budget %	Avg. CPM	Avg. CPC
Interstitials	7,836,246	79.51%	22,969	74.64%	0.29%	0	0.00%	$139,548	85.65%	$17.81	$6.08
Displays	1,489,215	15.11%	6,686	21.73%	0.45%	0	0.00%	$8,967	5.50%	$6.02	$1.34
Online Videos	530,115	5.38%	1,119	3.64%	0.21%	146,788	27.69%	$14,417	8.85%	$27.20	$12.88
Digital Totals	**9,855,576**	**100.00%**	**30,774**	**100.00%**	**0.31%**	**146,788**	**1.49%**	**$162,931**	**100.00%**	**$16.53**	**$5.29**

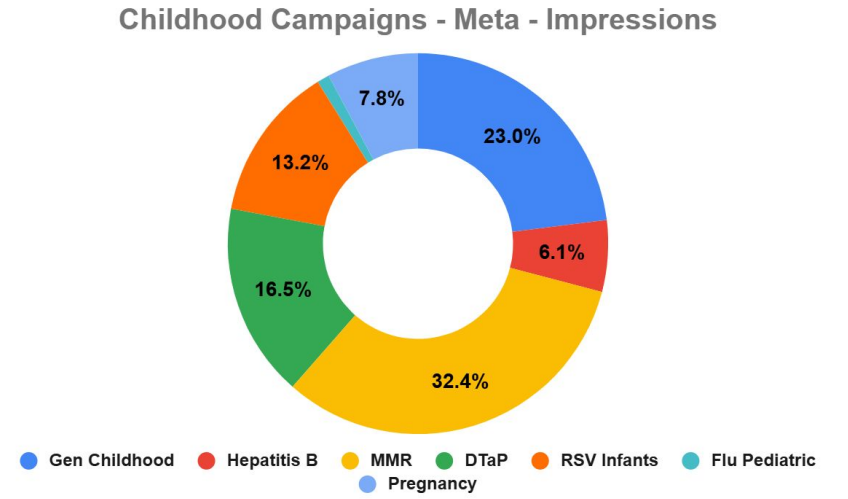
- Within the Childhood Digital line, interstitials accounted for over 85% of the total budget, and as expected, they drove the majority of impressions and clicks.
- However, the online videos accounted for just under 9% of the budget and delivered only 5% of the total impressions and 3% of the total clicks.
- The video ads, which were only served to Pregnant audiences, had a very high CPM and CPC.

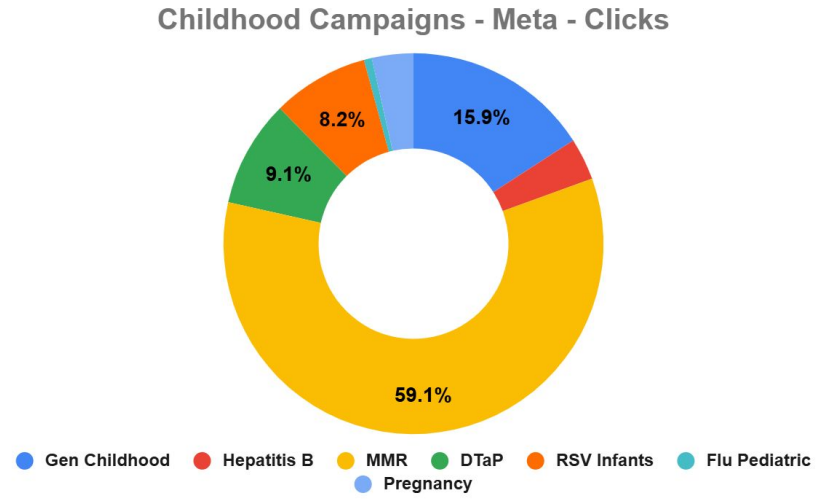


Insight:
Online video placements in Pregnancy apps and other digital areas were high-cost, but reached audiences at the right time and place.

CHILDHOOD ANALYSIS – META

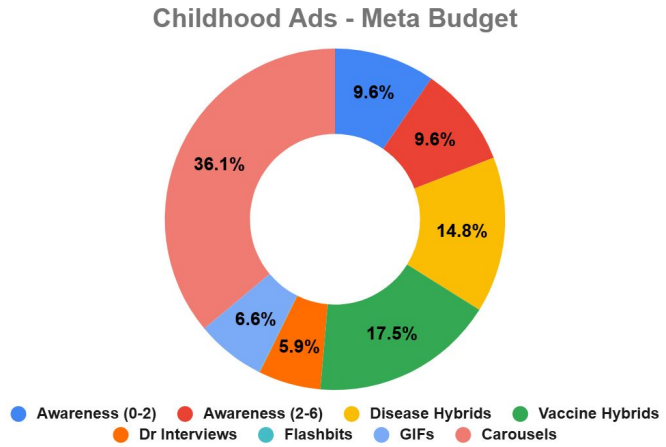


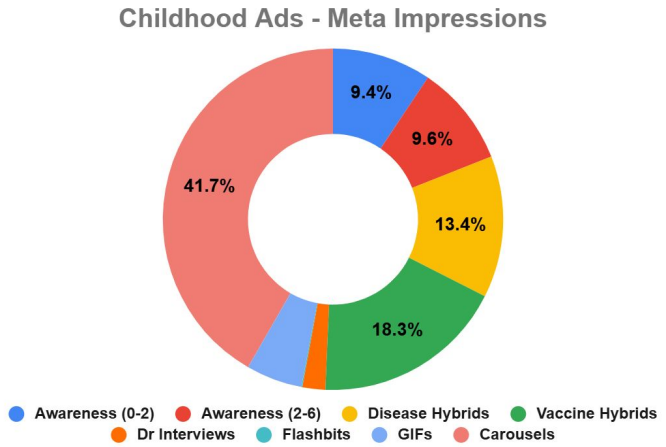


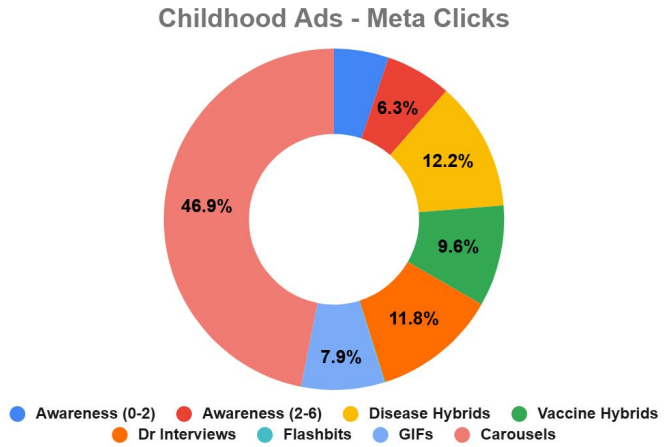


Meta - By Campaign	Impressions	Imp. %	Clicks	Clicks %	CTR	Budget	Budget %	CPM	CPC
Gen Childhood	8,315,420	23.02%	18,063	15.89%	0.22%	$30,867	21.35%	$3.71	$1.71
Hepatitis B	2,189,391	6.06%	4,052	3.56%	0.19%	$7,548	5.22%	$3.45	$1.86
MMR	11,697,826	**32.38%**	67,155	**59.06%**	**0.57%**	$58,188	**40.24%**	$4.97	$0.87
DTaP	5,950,481	16.47%	10,314	9.07%	0.17%	$20,330	14.06%	$3.42	$1.97
RSV Infants	4,776,079	13.22%	9,344	8.22%	0.20%	$16,777	11.60%	$3.51	$1.80
Flu Pediatric	381,349	1.06%	765	0.67%	0.20%	$1,130	0.78%	$2.96	$1.48
Pregnancy	2,811,654	7.78%	4,018	3.53%	0.14%	$9,763	6.75%	$3.47	$2.43
Totals	**36,122,200**	**100.00%**	**113,711**	**100.00%**	**0.31%**	**$144,603**	**100.00%**	**$4.00**	**$1.27**

CHILDHOOD ANALYSIS – META (CONT.)







Meta - Ads Summary	Impressions	Imp. %	Clicks	Clicks %	CTR	Budget	Budget %	CPM	CPC
Awareness (0-2)	3,404,459	9.42%	5,917	5.20%	0.17%	$13,473.68	9.57%	$3.49	$2.01
Awareness (2-6)	3,464,357	9.59%	7,118	6.26%	0.21%	$13,458.50	9.56%	$3.42	$1.67
Stat Hybrids	4,540,550	12.57%	6,450	5.67%	0.14%	$15,929.37	11.31%	$3.09	$2.18
Unluckiest Hybrids	6,911,804	19.13%	18,401	16.18%	0.27%	$29,466.02	20.93%	$3.76	$1.41
Dr Interviews	782,375	2.17%	13,444	11.82%	1.72%	$8,345.72	5.93%	$9.40	$0.55
Flashbits	33,340	0.09%	83	0.07%	0.25%	93.85315	0.07%	$2.48	$1.00
GIFs	1,926,312	5.33%	8,970	7.89%	0.47%	$9,245.18	6.57%	$4.23	$0.91
Carousels	15,059,003	41.69%	53,328	46.90%	0.35%	$50,782.51	36.07%	$2.97	$0.84
Totals	**36,122,200**	**100.00%**	**113,711**	**100.00%**	**0.31%**	**$140,794.83**	**100.00%**	**$3.43**	**$1.09**

CHILDHOOD ANALYSIS – META (CONT.)

- When comparing all the Meta Childhood sub-campaigns, MMR/Measles delivered the most impressions (32%) and clicks (59%), with the highest CTR (0.57%) and the lowest CPC ($0.87).
    - The significant impression and click shares are partially due to the significant budget for this line, due to the Ad Hoc funds. As a result, the MMR line accounted for 40% of the total Meta budget (original funds combined with the Ad Hoc infusion).
- Although the MMR the high CTR suggests that the ad content resonated with parents, especially during a time when measles outbreaks were occurring across the country.



Insight:
On Meta, the MMR assets were the most effective at driving clicks and engagement out of all assets.

CHILDHOOD ANALYSIS – META (CONT.)

- Across Meta sub-campaigns, the Childhood Dr Interviews delivered the second fewest impressions of all assets (782,375). However, these videos achieved the highest combined CTR of all Childhood assets (1.72%) and the lowest CPC ($0.55).
- The Interviews were added much later in the campaigns than other assets, which partially explains these metrics.
- However, the overall CTR was over 1.5% higher than the next best asset. This may suggest that parents were engaged and captivated by the Dr Interviews, receiving enough education to decide to click through and learn more.



Insight:
The Childhood Dr Interview videos resonated with parents and encouraged action/clicks, showing the dire need for vaccine education.

CHILDHOOD ANALYSIS – META (CONT.)

- On Meta, all of the Childhood Carousels delivered **over 41%** of the impression share and **over 46%** of the click share.
- In addition, these assets achieved a high combined CTR of 0.35% and a low CPC of $0.84.
- These metrics were influenced by several factors:
  - The carousels used static assets (i.e., the images/screens used in the GIFs/Social Videos), and Meta typically charges a lower cost-per-thousand impressions (CPM) for images.
  - Due to creative production delays, the carousels and GIFs were the **only** assets in the ad rotation for some sub-campaigns (i.e., Hepatitis B), which means all the Meta budget in those efforts went to these assets.



Insight:
Carousel assets, especially those with statics, were cost-effective ad formats that delivered significant impressions and clicks.

CHILDHOOD ANALYSIS – META (CONT.)

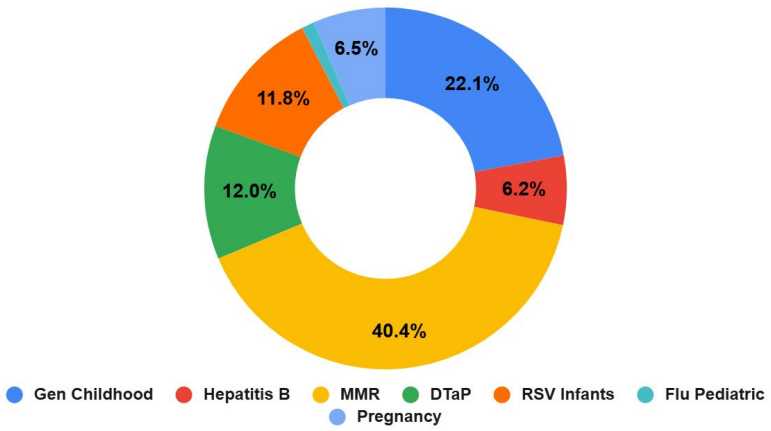
- While each hybrid video touches on both the disease and the vaccine, each video adhered to one of two video concepts: "Shocking Stats" or "Unluckiest Guy."
- When these videos are grouped together by the concepts, a few interesting trends emerged:
  - On Meta, the "Unluckiest" hybrids delivered **over 2.3 million** more impressions and **nearly 3 times** the clicks as the "Stat" hybrids.
  - In addition, the overall CTR of the "Unluckiest" hybrids was **nearly double** the "Stat" hybrids.
- It's important to note that multiple factors may have influenced these trends:
  - There was an uneven number of "Unluckiest" and "Stat" hybrids across the vaccine lines. For instance, all 4 MMR hybrids use the "Unluckiest" concept.
  - Hybrids were added gradually throughout the entire campaign, so some hybrids ran for much longer than others.



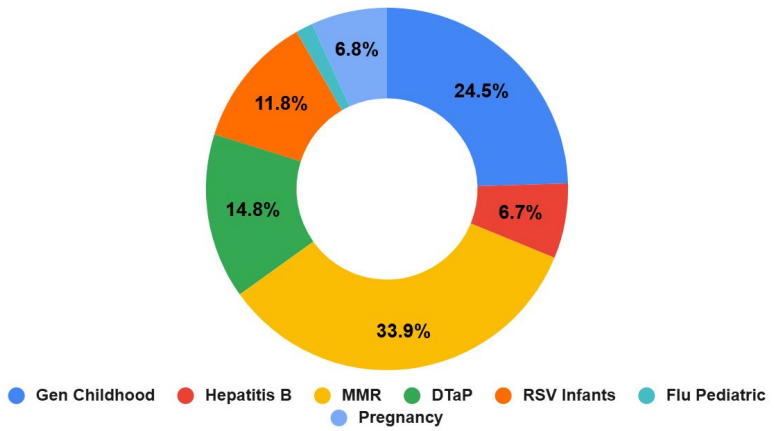
Insight:
On Meta, the "Unluckiest" hybrids drove more clicks, which suggests this concept is more effective at driving action.

CHILDHOOD ANALYSIS – TIKTOK

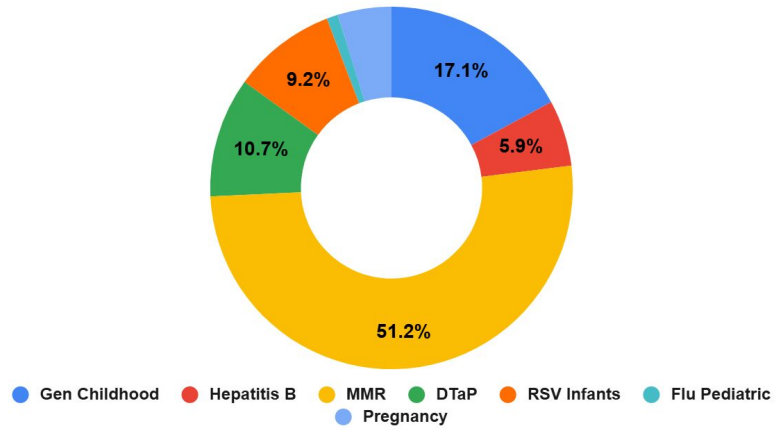
Childhood Campaigns - TikTok - Budget



Childhood Campaigns - TikTok - Impressions

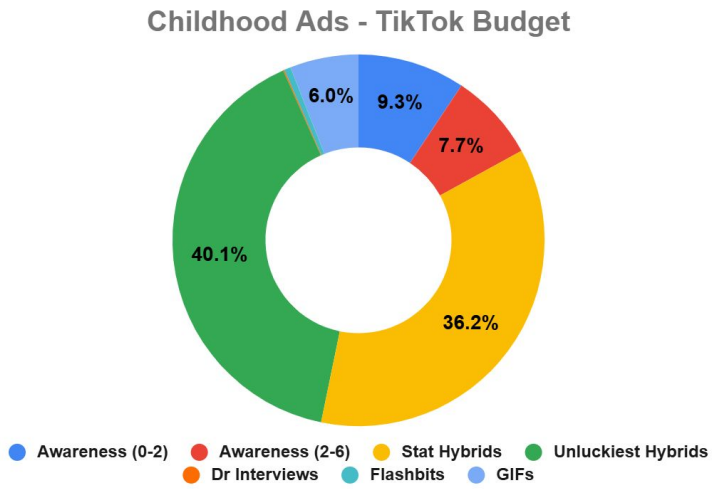


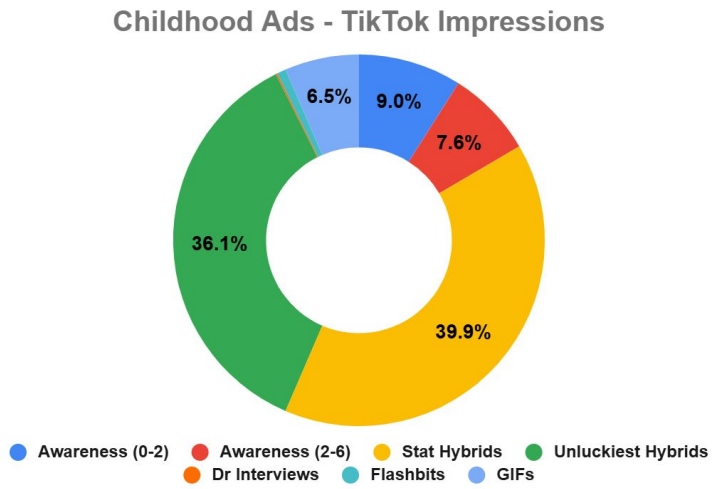
Childhood Campaigns - TikTok - Clicks

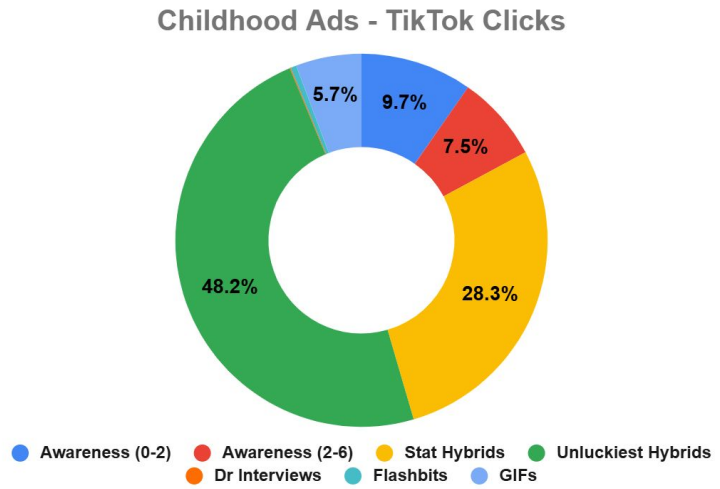


TikTok - By Campaign	Impressions	Imp. %	Clicks	Clicks %	CTR	Budget	Budget %	CPM	CPC
Gen Childhood	6,215,283	24.51%	19,181	17.15%	0.31%	$22,127	22.08%	$3.56	$1.15
Hepatitis B	1,699,758	6.70%	6,581	5.88%	0.39%	$6,192	6.18%	$3.64	$0.94
MMR	8,596,008	33.90%	57,289	**51.22%**	**0.67%**	$40,504	40.41%	$4.71	$0.71
DTaP	3,747,247	14.78%	11,960	10.69%	0.32%	$11,986	11.96%	$3.20	$1.00
RSV Infants	2,992,386	11.80%	10,339	9.24%	0.35%	$11,788	11.76%	$3.94	$1.14
Flu Pediatric	390,179	1.54%	1,143	1.02%	0.29%	$1,130	1.13%	$2.90	$0.99
Pregnancy	1,719,685	6.78%	5,362	4.79%	0.31%	$6,508	6.49%	$3.78	$1.21
Totals	**25,360,546**	**100.00%**	**111,855**	**100.00%**	**0.44%**	**$100,235**	**100.00%**	**$3.95**	**$0.90**

CHILDHOOD ANALYSIS – TIKTOK (CONT.)







TikTok - By Ads	Impressions	Imp. %	Clicks	Clicks %	CTR	Budget	Budget %	CPM	CPC
Awareness (0-2)	2,278,808	8.99%	10,858	9.71%	0.48%	$9,126.65	9.33%	$3.53	$0.74
Awareness (2-6)	1,922,092	7.58%	8,357	7.47%	0.43%	$7,506.67	7.67%	$3.44	$0.79
Stat Hybrids	10,119,163	39.90%	31,655	28.30%	0.31%	$35,451.16	36.23%	$3.09	$0.99
Unluckiest Hybrids	9,167,577	36.15%	53,926	48.21%	0.59%	$39,287.93	40.15%	$3.78	$0.64
Dr Interviews	31,098	0.12%	99	0.09%	0.32%	$92.80	0.09%	$2.63	$0.83
Flashbits	201,528	0.79%	576	0.51%	0.29%	$562.90	0.58%	$2.46	$0.86
GIFs	1,640,280	6.47%	6,384	5.71%	0.39%	$5,829.95	5.96%	$3.13	$0.80
Totals	**25,360,546**	**100.00%**	**111,855**	**100.00%**	**0.44%**	**$97,858.07**	**100.00%**	**$3.40**	**$0.77**

CHILDHOOD ANALYSIS – TIKTOK (CONT.)

- After integrating the Ad Hoc funds, over 40% of the total Childhood TikTok budget was allocated to the MMR/Measles efforts.
- This caused the MMR line to lead all TikTok sub-campaigns in impressions and clicks, accounting for **33%** of impressions and **51%** of clicks.
- Surprisingly, the MMR efforts also delivered the highest CTR of the TikTok line (0.67%), achieving the lowest overall CPC on the platform ($0.71).
    - In fact, all of the MMR assets on TikTok had CTRs above 0.55%.
        - Please note that these metrics may have been partially influenced by the recent measles outbreaks.
- This information may suggest that the MMR assets resonated with parents across Colorado, and encouraged action among many.



Insight:
On TikTok, the MMR assets were very effective at driving clicks and engagement.

CHILDHOOD ANALYSIS – TIKTOK (CONT.)

- Childhood assets were still being developed and finalized as the sub-campaign came to a close. Because of this slower creative development, the TikTok lines for Childhood mainly consisted of the Awareness spots, Hybrids, and some GIFs/Social Videos.
    - That means some assets, like most of the Dr Interviews and Flashbits, were not active on TikTok for much time or at all.
- However, across all the Childhood sub-campaigns, the Hybrids delivered the bulk of the impressions and clicks, accounting for ~76% of the both total shares.
    - The "Shocking Stat" Hybrids delivered a larger share of the impressions (39%).
    - And the "Unluckiest" Hybrids delivered more clicks (48%), with a lower CPC ($0.64) and the highest CTR of all Childhood ads on TikTok (0.59%).
- These metrics may suggest that, on TikTok, the "Unluckiest" Hybrids are cost-effective and are more likely to inspire action among parents.



Insight:
Similar to Meta, the "Unluckiest" Childhood Hybrids were effective at driving clicks and engagement on TikTok.

CAMPAIGN ANALYSIS (HIGH-LEVEL):

ADOLESCENT

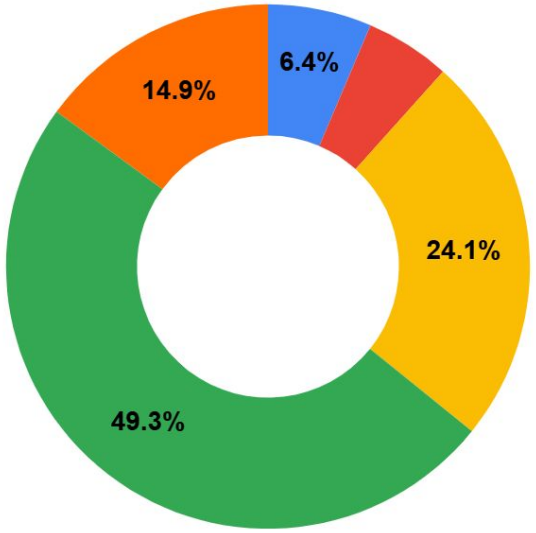


From Good Ideas to Great Results

www.TheIdeaMarketing.com

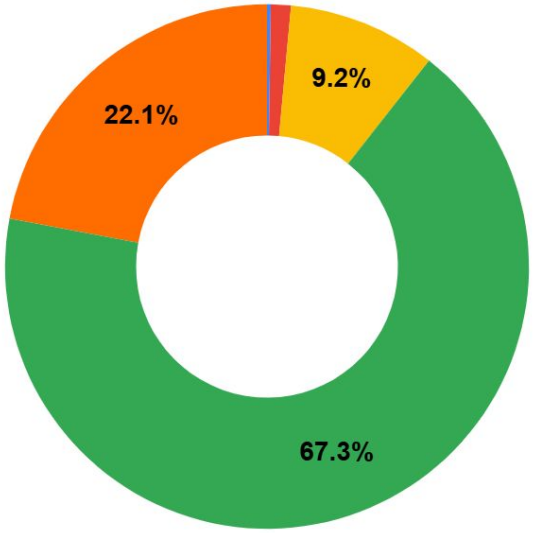
ADOLESCENT ANALYSIS – OUTLETS

Adolescent Budget by Outlet



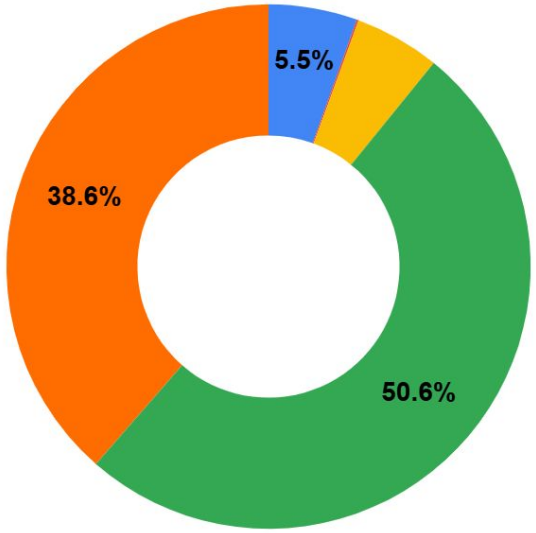
Google/Paid Search OTT Digital Meta TikTok

Adolescent Impressions by Outlet



Google/Paid Search OTT Digital Meta TikTok

Adolescent Clicks by Outlet



Google/Paid Search OTT Digital Meta TikTok

Outlet	Impressions	Imp. %	Clicks	Clicks %	CTR	Budget	Budget %	Avg. CPM	Avg. CPC
Paid Search	70,510	0.22%	4,464	5.47%	6.33%	$12,072	6.40%	$171.21	$2.70
OTT	388,669	1.24%	93	0.11%	0.02%	$9,915	5.26%	$25.51	$106.61
Digital	2,872,545	9.16%	4,297	5.27%	0.15%	$45,540	24.14%	$15.85	$10.60
Meta	21,110,120	67.30%	41,266	50.58%	0.20%	$92,913	49.26%	$4.40	$2.25
TikTok	6,923,228	22.07%	31,466	38.57%	0.45%	$28,183	14.94%	$4.07	$0.90
Totals	**31,365,072**	**100.00%**	**81,586**	**100.00%**	**0.26%**	**$188,623**	**100.00%**	**$6.01**	**$2.31**

ADOLESCENT ANALYSIS – OUTLETS (CONT.)

- 49% of the Adolescent budget was allocated to Meta. It delivered the majority of the Adolescent impressions (67%) and over 50% of the clicks.
- However, with only 14% of the budget, TikTok delivered over 38% of the clicks. In addition, TkTok had the lowest average CPC ($0.90)



Insight:
For the Adolescent effort, TikTok proved to be one of the most cost-effective outlets for driving clicks/landing page views.

ADOLESCENT ANALYSIS – DIGITAL

Digital Ads	Impressions	Imp. %	Clicks	Clicks %	CTR	Budget	Budget %	Avg. CPM	Avg. CPC
Interstitials	1,801,429	62.71%	3,227	75.10%	0.18%	$32,126	70.50%	$17.83	$9.96
Displays	292,489	10.18%	532	12.38%	0.18%	$0	0.00%	$0.00	$0.00
Online Video	778,627	27.11%	538	12.52%	0.07%	$13,442	29.50%	$17.26	$24.99
Totals	**2,872,545**	**100.00%**	**4,297**	**100.00%**	**0.15%**	**$45,568**	**100.00%**	**$15.86**	**$10.60**

- 24% of the Adolescent budget was allocated to Digital, but this outlet delivered only 9% of the impressions and 5.2% of the clicks (lower than Paid Search).
  - The data shows (see above) that the Interstitials and Displays had high CTRs, and the low Digital clicks were mainly caused by the Online Videos.



Insight:
Across Digital formats, online video placements were cost-effective at driving impressions, but did not drive many clicks.

ADOLESCENT ANALYSIS – PAID SEARCH

- Paid search delivered the highest CTR (6.33%) of all Adolescent outlets. This is because paid search is a high-intent outlet, where we reach people at the exact moment when they are actively searching for vaccines and information about diseases.
- The average CPC for Paid Search was low ($2.70), but the CPM was very high ($171.21).



Insight:
Paid search was a highly cost-effective way to drive clicks, but not as much for impressions. This means paid search is better for education, rather than awareness efforts.

ADOLESCENT ANALYSIS – OTT

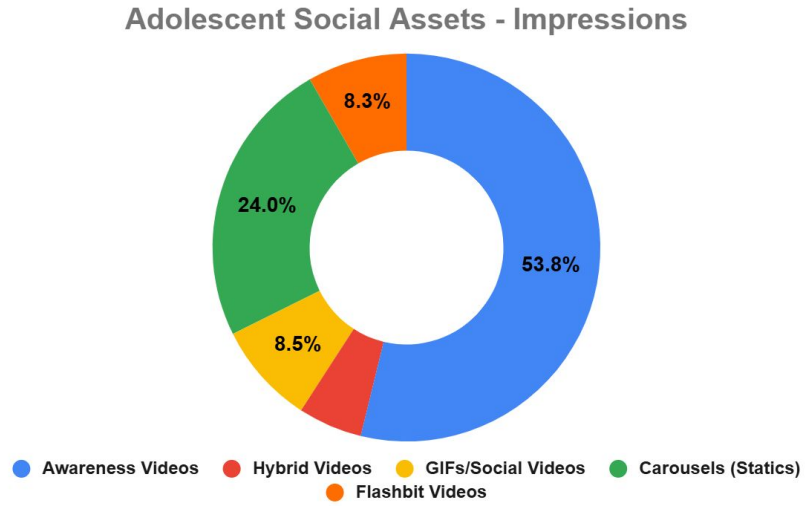
- 5% of the budget was allocated to OTT, which resulted in 1.2% of the impression share and 0.02% of the click share.
- In addition, the average CPM for OTT was $25.44 and the average CPC was $106.31.



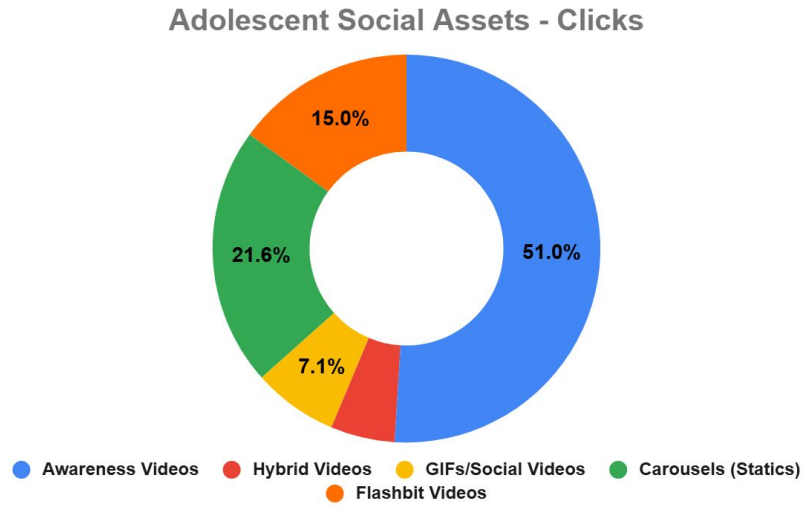
Insight:
OTT enabled us to reach parents at the right time and place, but it was not a cost-effective outlet for driving impressions or clicks.

ADOLESCENT ANALYSIS – ADS

Social Assets	Impressions	Imp. %	Clicks	Clicks %	CTR
Awareness Videos	15,079,518	53.79%	37,079	50.98%	0.25%
Hybrid Videos	1,501,523	5.36%	3,900	5.36%	0.26%
GIFs/Social Videos	2,383,840	8.50%	5,147	7.08%	0.22%
Carousels (Statics)	6,740,154	24.04%	15,695	21.58%	0.23%
Flashbit Videos	2,328,313	8.31%	10,911	15.00%	0.47%
Totals	**28,033,348**	**100.00%**	**72,732**	**100.00%**	**0.26%**



- Across Meta and TikTok, the Adolescent Awareness spots delivered the majority of impressions and clicks.
  - This is, in part, due to the campaign's limited creative inventory.
- However, the static carousels drove nearly 25% of impressions and 21% of clicks.
- In addition, the Flashbits had the highest CTR (0.47%).



Insights:

Carousels can be powerful assets for awareness.

Short-form content can be an effective driver of traffic.

PAID MEDIA PERFORMANCE

DETAILED REVIEW

Idea marketing

From Good Ideas to Great Results

www.TheIdeaMarketing.com

PAID MEDIA PERFORMANCE – OVERVIEW

- The "Paid Media Performance - Detailed Review" section provides a **comprehensive** report on the entire paid media performance.
  - The following pages outline all of the paid media efforts by campaign, sub-campaign, outlet, ad type, and creative.
  - This section provides a wealth of data on all aspects of the campaigns, including geographic and language breakdowns.
  - In addition, many pages include micro-level insights.

CAMPAIGN GOALS & OPTIMIZATION

OVERALL CAMPAIGN OBJECTIVES

- Increase awareness of routine and recommended vaccines.
- Dispel common myths about vaccines.
- Educate Coloradans on vaccines, diseases they protect against, and mis/disinformation.
- Increase the uptake of seasonal, routine, and recommended vaccines.

OPTIMIZATION STRATEGY

Awareness and education were the primary goals of each campaign. To achieve those goals, all efforts were **optimized toward impressions** and reach.

PAID MEDIA
DETAILED PERFORMANCE
ALL CAMPAIGNS

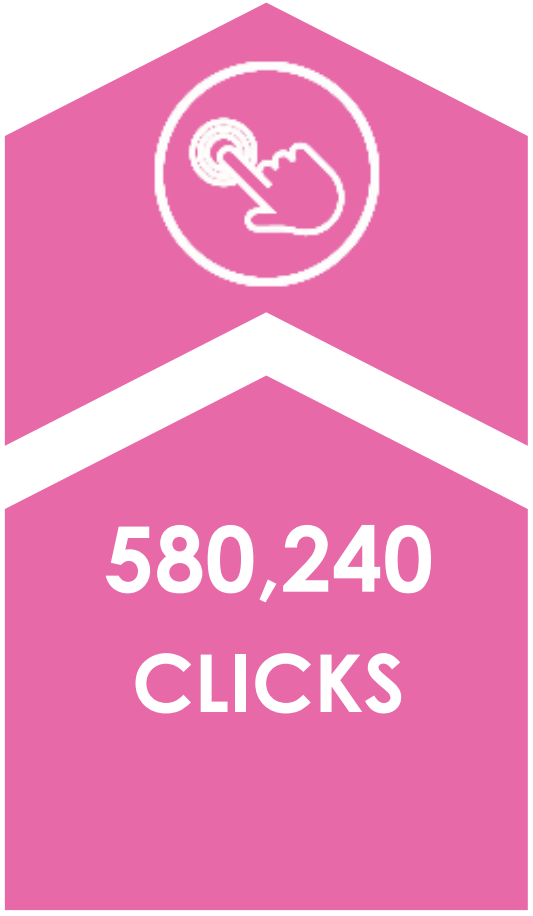
Idea marketing

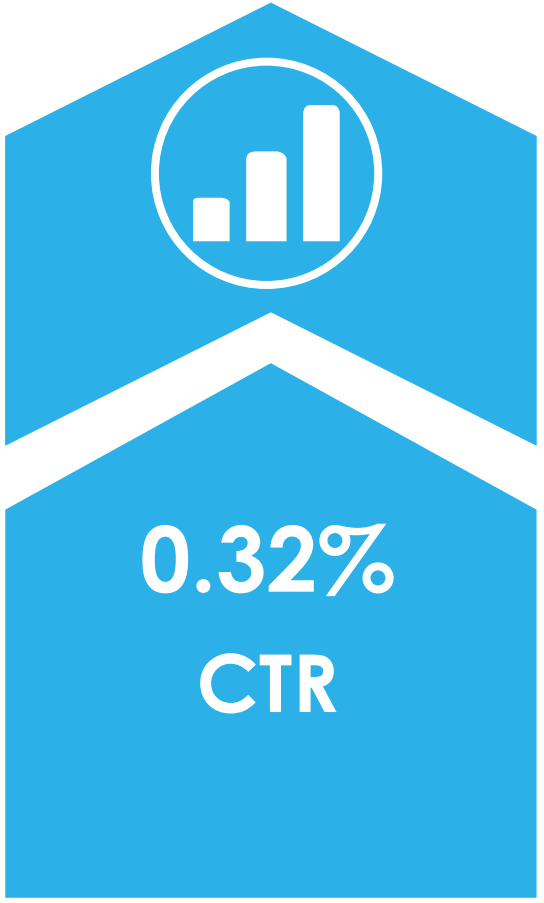
From Good Ideas to Great Results

www.TheIdeaMarketing.com

ALL VACCINES CAMPAIGNS SNAPSHOT









VACCINES CAMPAIGNS – SUMMARY

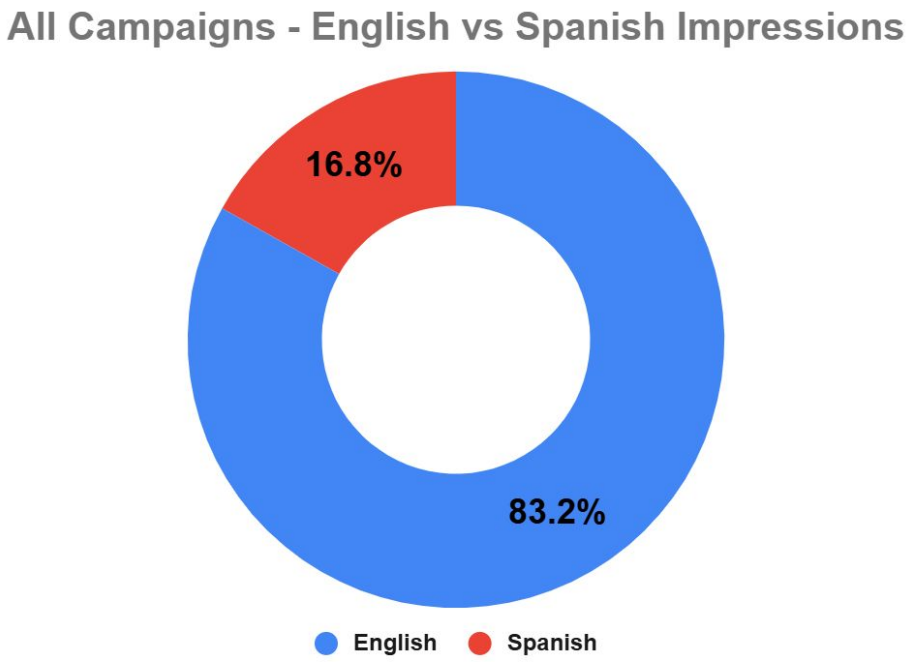
	IMPRESSIONS	CLICKS	CTR	VIEWS
All Campaigns	181,206,178	580,240	0.32%	121,659,425
Vaccines Save Lives	50,491,397	182,393	0.36%	37,718,236
Respiratory Vaccines	22,898,888	47,543	0.21%	17,596,704
Childhood Vaccines	76,450,821	268,718	0.35%	45,428,872
Adolescent Vaccines	31,365,072	81,586	0.26%	20,915,613

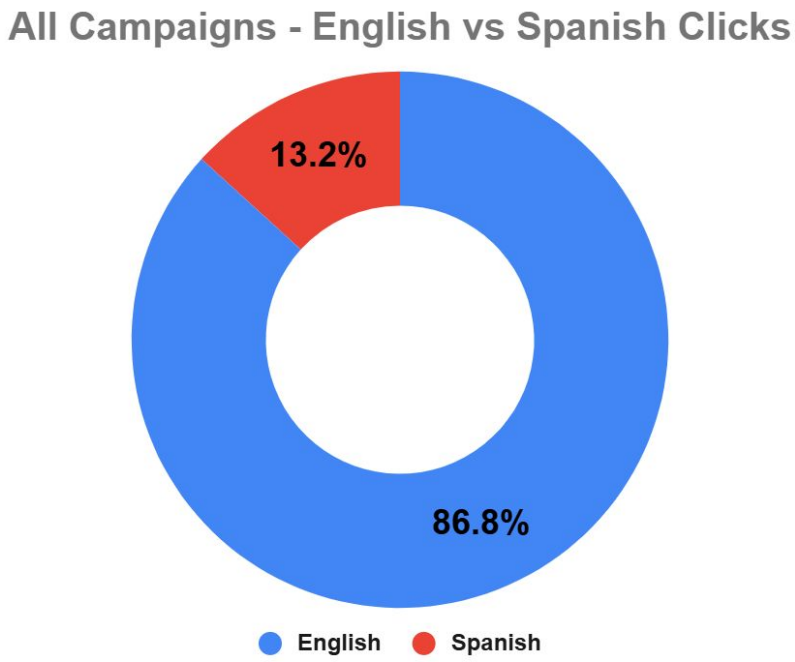
View Campaign Dashboard

OUTLETS – OVERVIEW

Outlet	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR	Budget	Budget %	CPM	CPC
Paid Search	406,138	0.22%	31,053	5.35%	7.65%	0	0.00%	$70,522	6.54%	$173.64	$2.27
Disney+	324,874	0.18%	0	0.00%	0.00%	324,874	100%	$14,791	1.37%	$45.53	$0.00
Digital	18,553,974	10.24%	45,711	7.88%	0.25%	1,706,776	9.20%	$296,802	27.54%	$16.00	$6.49
OTT	1,095,857	0.60%	479	0.08%	0.04%	1,044,698	95.33%	$29,898	2.77%	$27.28	$62.42
Meta	93,719,573	51.72%	234,456	40.41%	0.25%	59,558,644	63.55%	$368,179	34.16%	$3.93	$1.57
TikTok	59,124,432	32.63%	268,427	46.26%	0.45%	58,689,153	99.26%	$238,818	22.16%	$4.04	$0.89
YouTube	4,075,973	2.25%	87	0.01%	0.00%	335,280	8.23%	$15,418	1.43%	$3.78	$177.22
OOH	3,187,870	1.76%	0	0.00%	0.00%	0	0.00%	$28,994	2.69%	$9.10	$0.00
Print	717,487	0.40%	27	0.00%	0.00%	0	0.00%	$14,237	1.32%	$19.84	$0.00
Totals	**181,206,178**	**100%**	**580,240**	**100%**	**0.32%**	**121,659,425**	**67.14%**	**$1,077,659**	**100%**	**$5.95**	**$1.86**

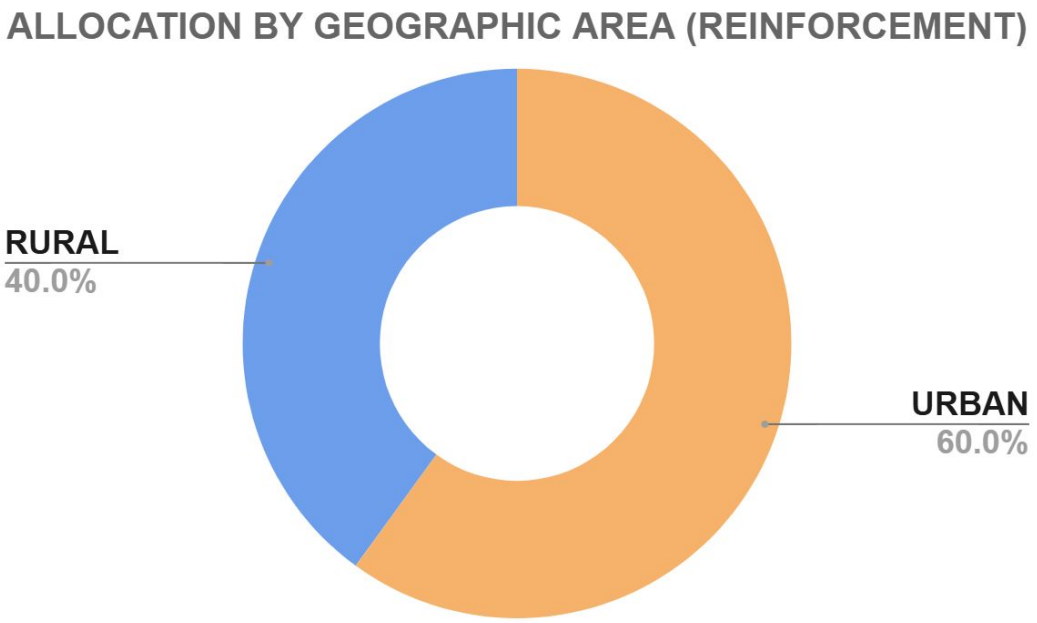
LANGUAGE – OVERVIEW

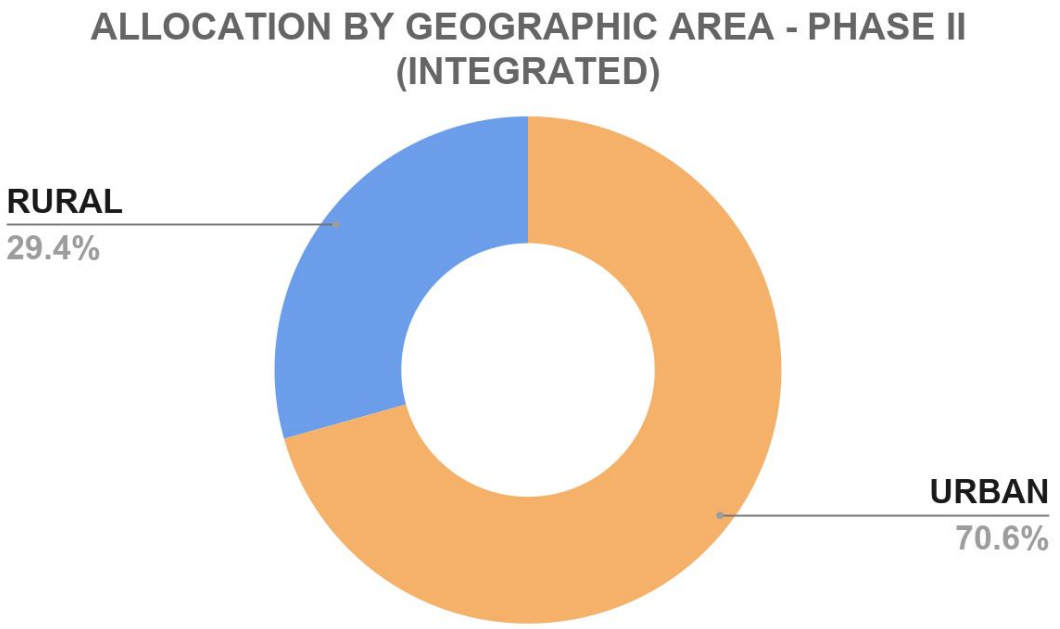




Language	Impressions	Imp %	Clicks	Clicks %
English	150,674,217	83.15%	503,381	86.76%
Spanish	30,531,961	16.85%	76,832	13.24%
Totals	**181,206,178**	**100.00%**	**580,213**	**100.00%**

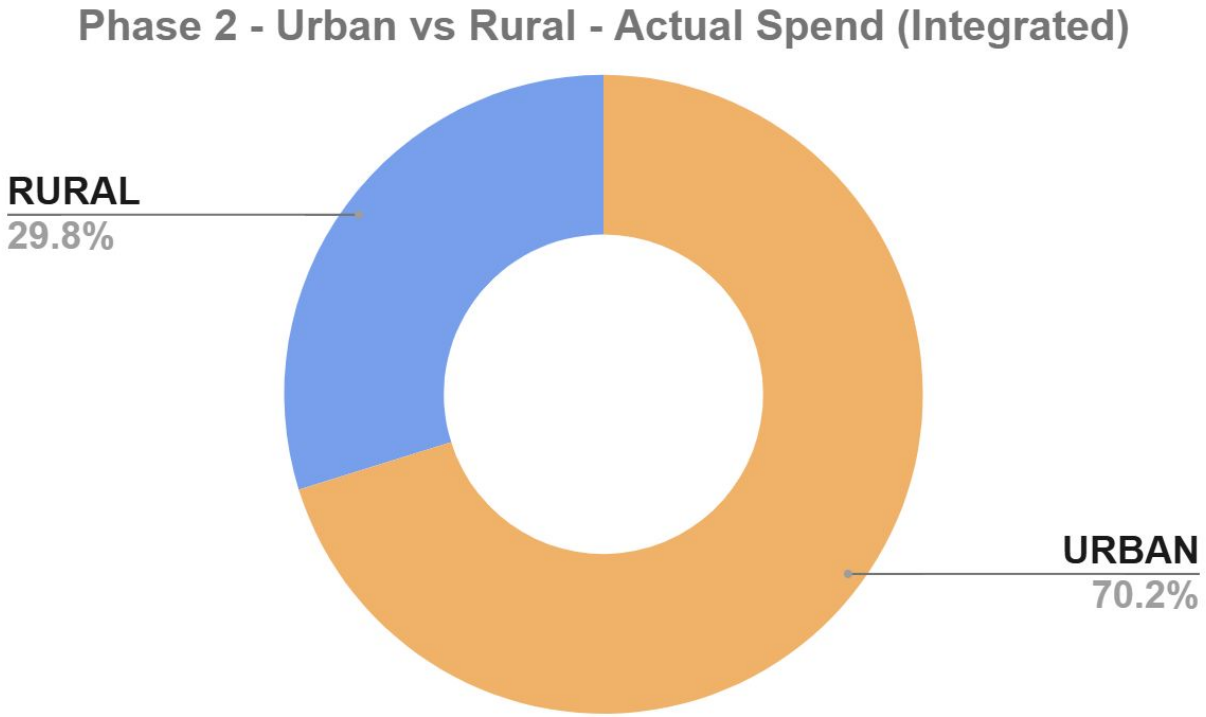
REINFORCEMENT REQUIREMENTS





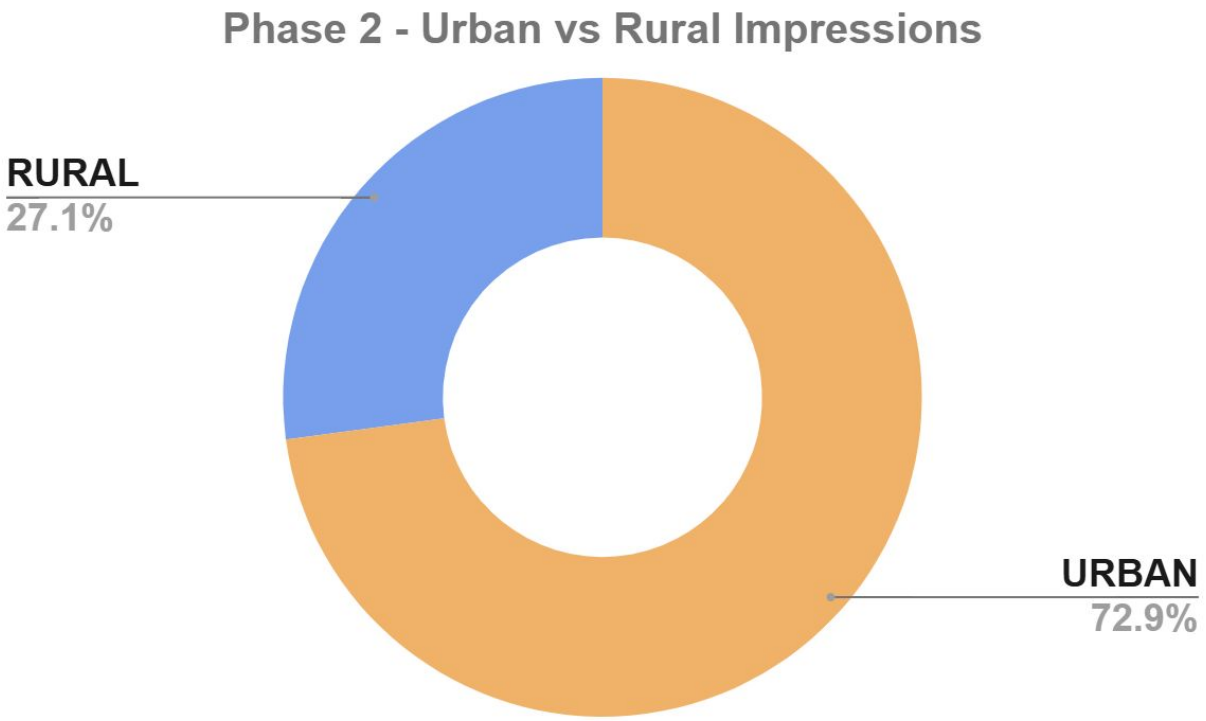
- To meet funding requirements, the reinforcement funds in Phase 2 were allocated using a 60% rural and 40% urban split.
- When reinforcement funds were integrated with the remaining Phase 1 funds, the budget split was adjusted to approximately 29.4% rural and 70.6% urban.

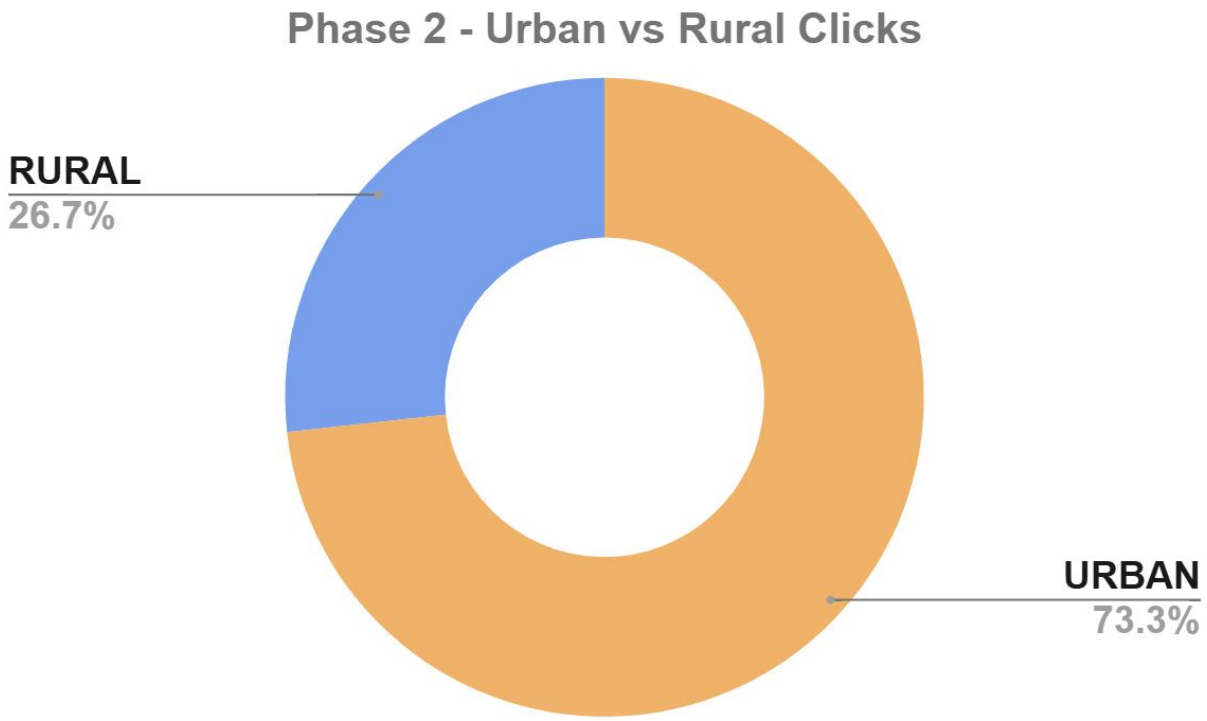
REINFORCEMENT REQUIREMENTS (CONT.)



- Allocations were spent mostly as planned. In fact, Rural received a slightly bigger portion of the final allocation than originally planned.

REINFORCEMENT REQUIREMENTS (CONT.)



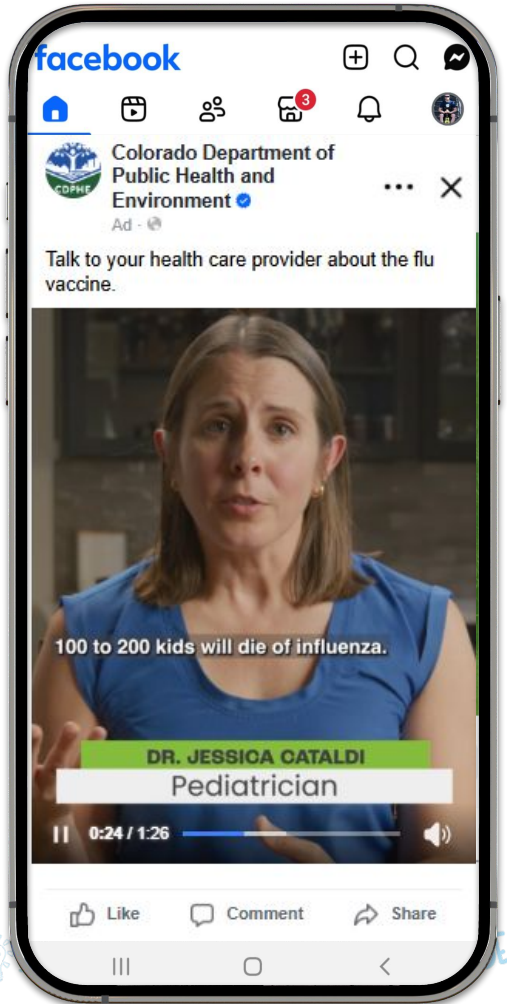


- Impressions and clicks across the reinforcement funds mirrored the budget allocations for these geographic areas.

PROOF OF PLACEMENTS (POPs)

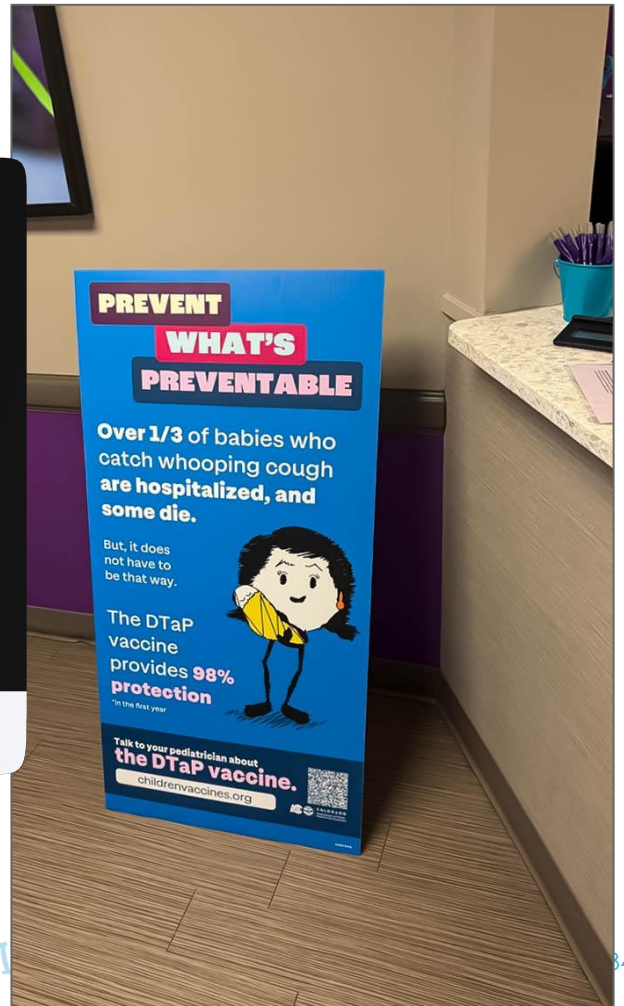
Three (3) Proof of Placement (POP) presentations were created to document paid media placements and campaign delivery for each campaign phase/flight.

The Phase 1 Respiratory Fall 2025 POP can be accessed here and the Vaccines Save Lives Fall/Winter 2025 POP can be accessed here. And the Phase 2 Winter/Spring 2026 POP can be accessed here.









PAID MEDIA – DETAILED PERFORMANCE

RESPIRATORY



From Good Ideas to Great Results

RESPIRATORY – RESULTS OVERVIEW

View Campaign Dashboard

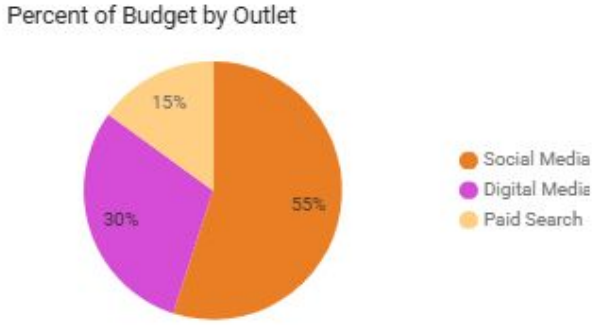
At-A-Glance

Impressions	Clicks	CTR	Views
22,898,888	47,543	0.21%	18,318,181

Summary

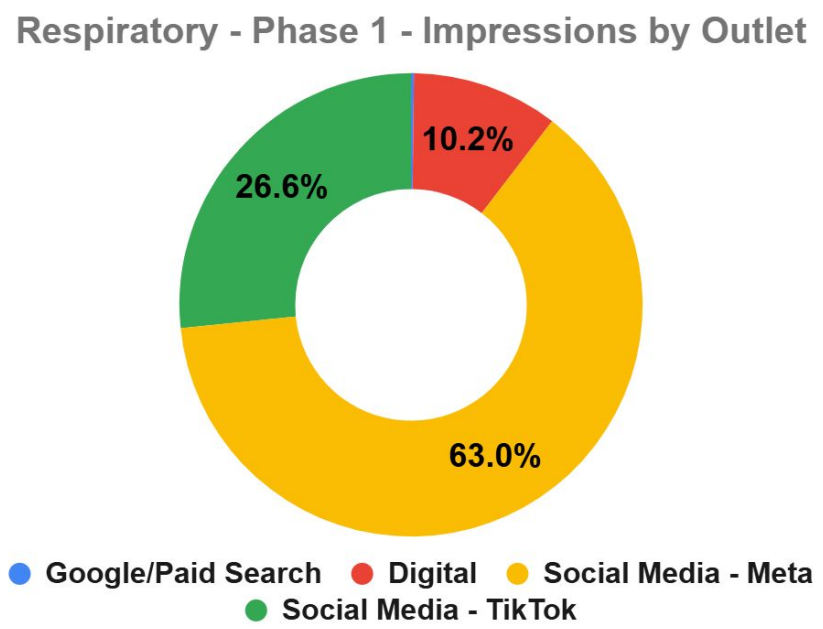
	Outlet	Budget	Percent
1.	Social Media	$75,005	55%
2.	Digital Media	$40,912	30%
3.	Paid Search	$20,456	15%
	Grand total	**$136,373**	**100%**

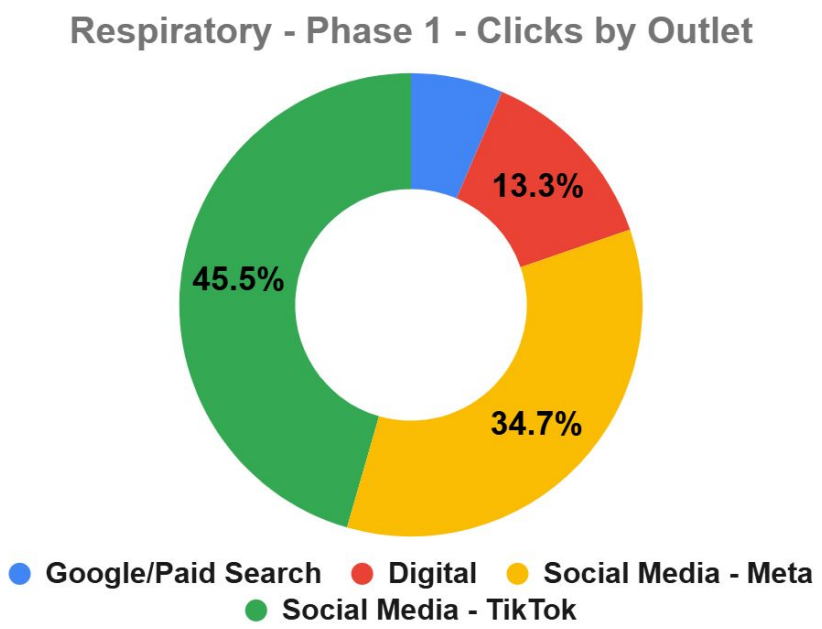
1 - 3 / 3



Respiratory Timeline	
Phase 1	**Phase 2**
10/15-2025 - 2/28/2026	3/2/2026 - 5/30/2026

RESPIRATORY – PHASE 1 – OUTLET RESULTS





Outlet	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Google/Paid Search	33,126	0.21%	1,793	6.42%	5.41%	0	0.00%
Digital	1,632,890	10.23%	3,716	13.31%	0.23%	527,535	32.31%
Social Media - Meta	10,051,449	62.96%	9,693	34.73%	0.10%	9,097,017	90.50%
Social Media - TikTok	4,248,415	26.61%	12,710	45.54%	0.30%	4,218,799	99.30%
Totals	**15,965,880**	**100.00%**	**27,912**	**100.00%**	**0.17%**	**13,843,351**	**86.71%**

RESPIRATORY – PHASE 1 – PAID SEARCH RESULTS

View full paid search keyword list.

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
Gen Resp - Search - EN	29,096	87.83%	1,592	88.79%	5.47%
Gen Resp - Search - SP	4,030	12.17%	201	11.21%	4.99%
Paid Search Total	**33,126**	**100.%**	**1,793**	**100.00%**	**5.41%**

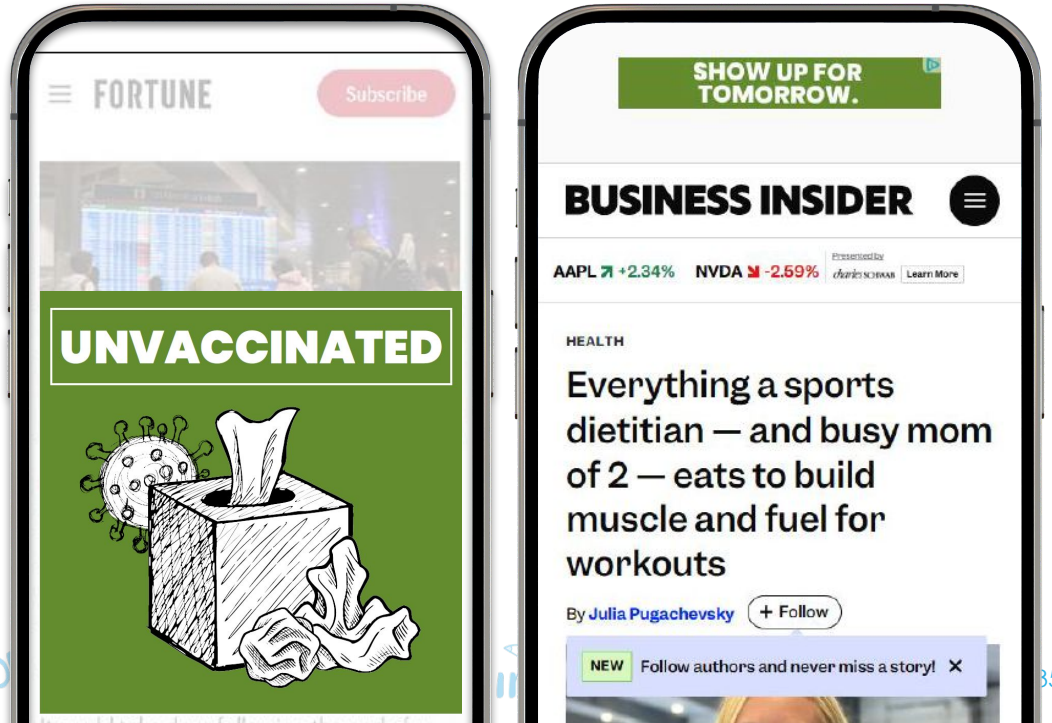
- Two (2) ad groups were created to reach both English- and Spanish-dominant audiences across Colorado. **123** English and **107** Spanish broad match keywords were targeted, all of which related to general respiratory vaccines. Keywords included:
  - Disease queries (e.g., flu symptoms, covid symptoms, prevent respiratory diseases, how does rsv spread, etc.)
  - Vaccine queries (e.g., flu vaccine effectiveness, how does a vaccine work, vaccine side effects, do I need a flu vaccine, etc.)



RESPIRATORY – PHASE 1 – DIGITAL RESULTS

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
Gen Resp - Interstitials - EN	465,126	28.48%	1,423	38.29%	0.31%
Gen Resp - Interstitials - SP	136,568	8.36%	977	26.29%	0.72%
Gen Resp - Interstitials - Total	601,694	36.85%	2,400	64.59%	0.40%
Gen Resp - Displays - EN	122,840	7.52%	113	3.04%	0.09%
Gen Resp - Displays - SP	26,940	1.65%	45	1.21%	0.17%
Gen Resp - Displays - Total	149,780	9.17%	158	4.25%	0.11%

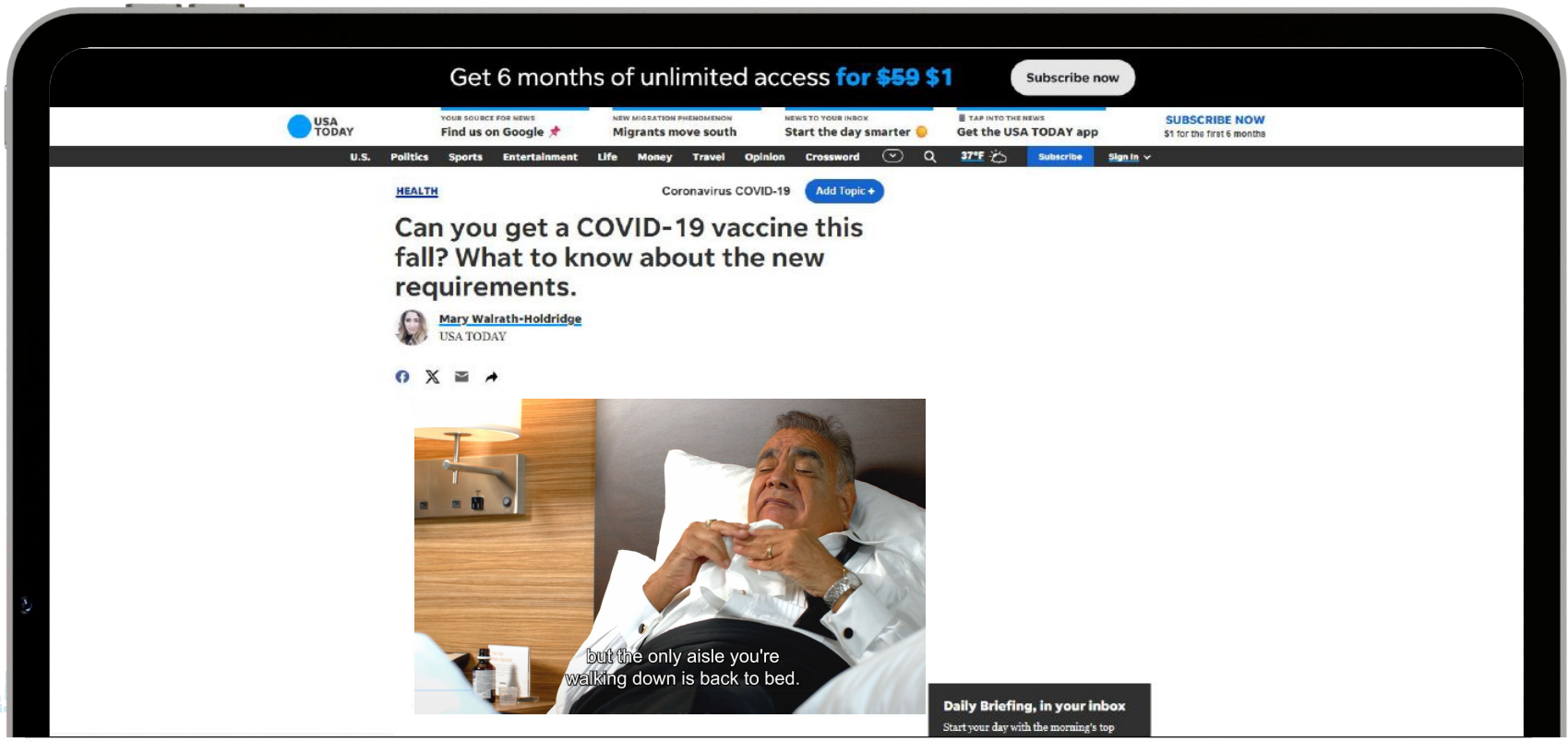
- In Phase I, five (5) General Respiratory interstitials were developed, focusing on how respiratory diseases can get in the way of your daily plans, including two (2) holiday themed assets. The other three (3) were placed in digital settings in a handful of sizes (320x480 & 300x250).
- Interstitials were adapted in digital displays in multiple sizes (300x250, 300x600, 320x50, 320x480, & 720x90). Displays were placed in Phase 1 for no additional cost.



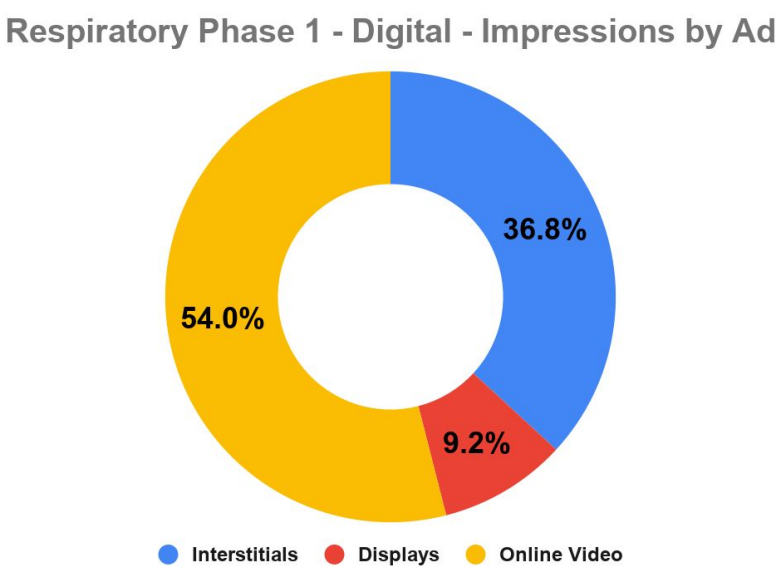
RESPIRATORY – PHASE 1 – DIGITAL RESULTS

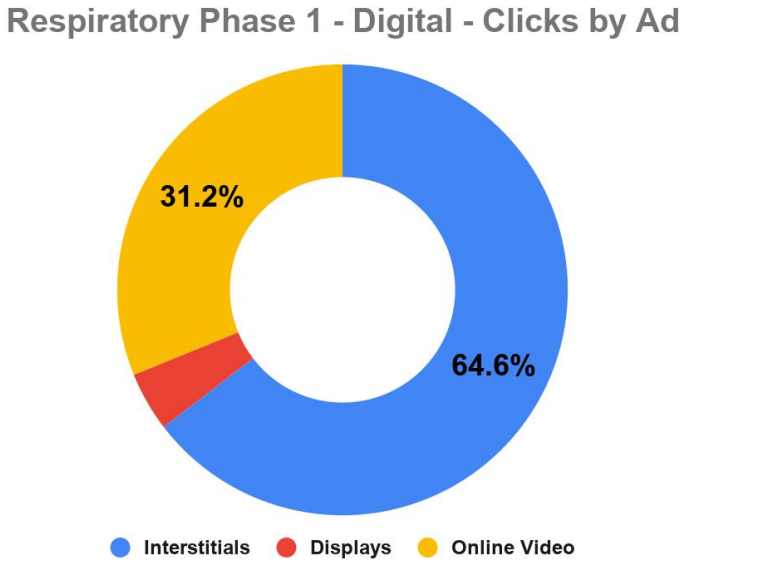
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Gen Resp - Online Video - EN	750,039	45.93%	889	23.92%	0.12%	450,023	60.00%
Gen Resp - Online Video - SP	131,377	8.05%	269	7.24%	0.20%	77,512	59.00%
Total	881,416	53.98%	1,158	31.16%	0.13%	527,535	59.85%

- The General Respiratory Awareness spot was also placed as programmatic "online videos." The spot was shown in pre-roll, mid-roll, postroll, and outstream formats.



RESPIRATORY – PHASE 1 – DIGITAL RESULTS





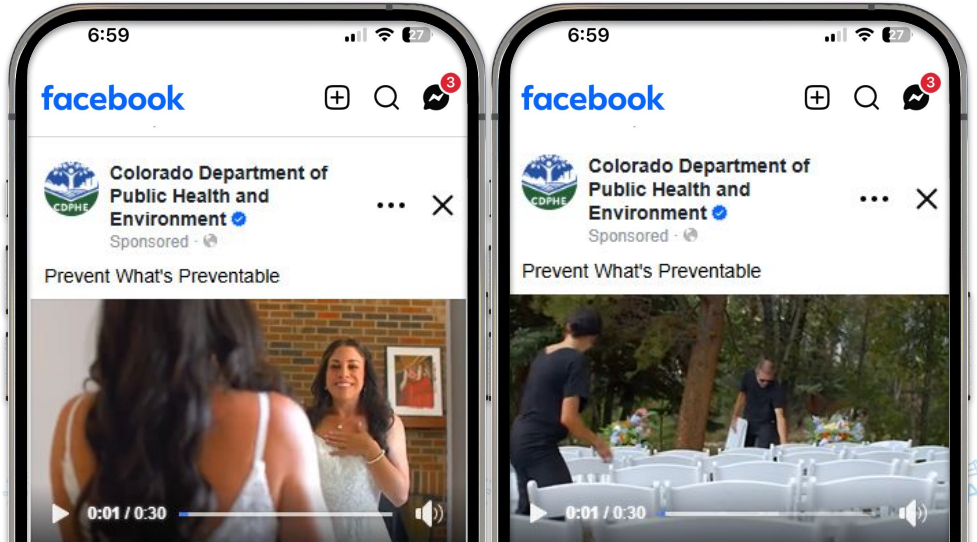
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Gen Resp - Digital - English All	1,338,005	81.94%	2,425	65.26%	0.18%	450,023	33.63%
Gen Resp - Digital - Spanish All	294,885	18.06%	1,291	34.74%	0.44%	77,512	26.29%
Totals	**1,632,890**	**100.00%**	**3,716**	**100.00%**	**0.23%**	**527,535**	**32.31%**

- Online Video accounted for 60% of the original budget in Digital for Phase 1, resulting in over 54% of the total impressions, making it great channel for awareness efforts.
- However, with only 40% of the Digital budget for Phase 1, interstitials delivered over 64% of clicks, which indicates how successful this medium can be for engagement.

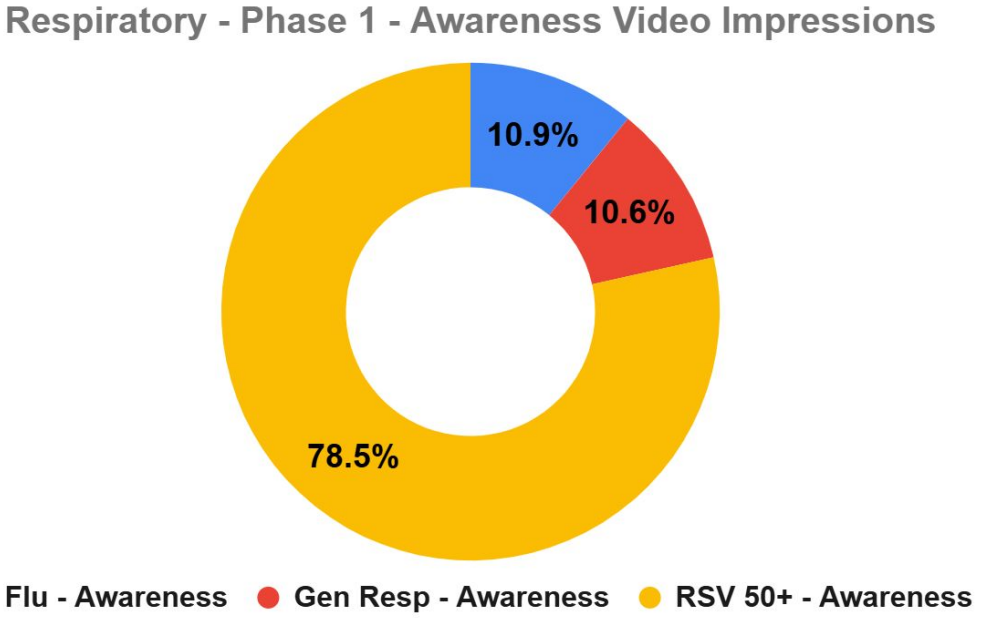
RESPIRATORY – PHASE 1 – SOCIAL MEDIA – META – RESULTS

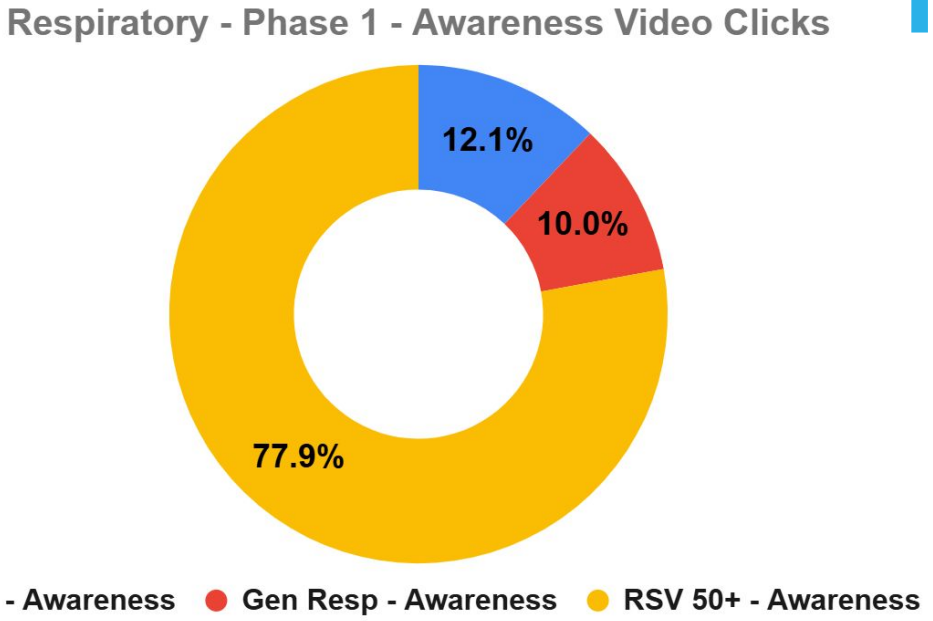
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Flu - Awareness - EN	182,262	1.81%	147	1.52%	0.08%	167,933	92.14%
Flu - Awareness - SP	114,582	1.14%	209	2.16%	0.18%	100,605	87.80%
Flu - Awareness - Total	296,844	2.95%	356	3.67%	0.12%	268,538	90.46%
Gen Resp - Awareness - EN	270,868	2.69%	266	2.74%	0.10%	250,276	92.40%
Gen Resp - Awareness - SP	18,850	0.19%	28	0.29%	0.15%	17,339	91.98%
Gen Resp - Awareness - Total	289,718	2.88%	294	3.03%	0.10%	267,615	92.37%
RSV 50+ - Awareness - EN	1,679,426	16.71%	1,715	17.69%	0.10%	1,498,762	89.24%
RSV 50+ - Awareness - SP	463,997	4.62%	577	5.95%	0.12%	443,283	95.54%
RSV 50+ - Awareness - Total	2,143,423	21.32%	2,292	23.65%	0.11%	1,942,045	90.60%

- On Meta, two (2) lines were created for "General Respiratory" and "RSV 50+," so we could separately serve ads to all Coloradans and older adults.
- Three (3) of the four (4) respiratory awareness spots were placed in Phase 1. Flu Awareness spots were added to the General Respiratory line.



RESPIRATORY – PHASE 1 – META – RESULTS





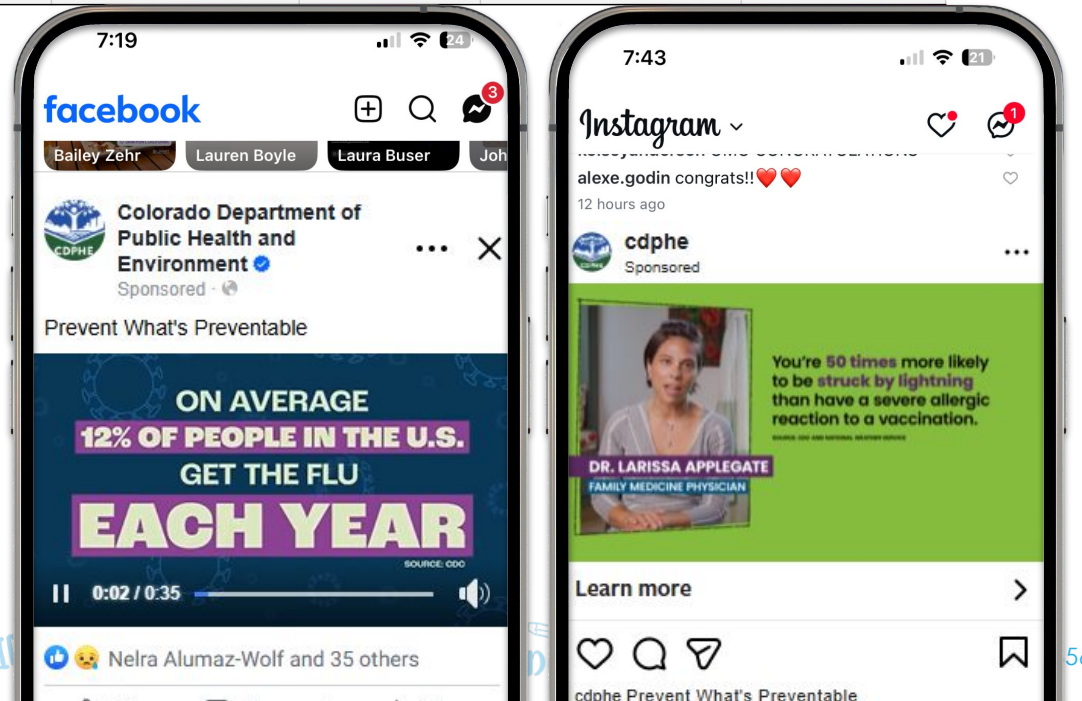
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Awareness - EN	2,132,556	21.22%	2,128	21.95%	0.10%	1,916,971	89.89%
Awareness - SP	597,429	5.94%	814	8.40%	0.14%	561,227	93.94%
Awareness - Total	**2,729,985**	**27.16%**	**2,942**	**30.35%**	**0.11%**	**2,478,198**	**90.78%**

- Out of all three (3) awareness spots in Phase 1, the RSV 50+ spot led the way in impressions and clicks on Meta. However, this is mainly due to the fact that the RSV line was limited to three (3) total assets (EN + SP), while the main line had nine (9).

RESPIRATORY – PHASE 1 – META – RESULTS

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Flu - Hybrid #1 - EN	1,147,385	11.42%	1,121	11.57%	0.10%	982,844	85.66%
Flu - Hybrid #1 - SP	463,921	4.62%	452	4.66%	0.10%	422,029	90.97%
Flu - Hybrid #1 - Total	1,611,306	16.03%	1,573	16.23%	0.10%	1,404,873	87.19%
Flu - Hybrid #2 - EN	711,235	7.08%	423	4.36%	0.06%	664,290	93.40%
Flu - Hybrid #2 - SP	181,665	1.81%	158	1.63%	0.09%	166,965	91.91%
Flu - Hybrid #2 - Total	892,900	8.88%	581	5.99%	0.07%	831,255	93.10%

- Both of the Flu hybrids were placed on Meta for the duration of Phase 1.
- Among both English and Spanish audiences, the first Flu Hybrid (Disease-Focus) delivered nearly double the impressions and nearly three times as many clicks as Hybrid #2.
- This may suggest that first hybrid did a better job of catching attention.

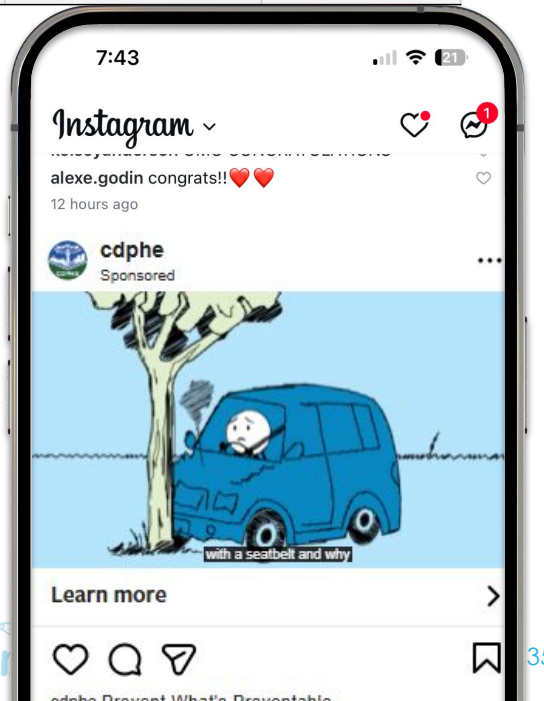


RESPIRATORY – PHASE 1 – META – RESULTS

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Gen Resp - Hybrid #1 - EN	1,439,089	14.32%	945	9.75%	0.07%	1,291,763	89.76%
Gen Resp - Hybrid #1 - SP	60,223	0.60%	52	0.54%	0.09%	54,980	91.29%
Gen Resp - Hybrid #1 - Total	1,499,312	14.92%	997	10.29%	0.07%	1,346,743	89.82%
Gen Resp - Hybrid #2 - EN	431,041	4.29%	320	3.30%	0.07%	388,401	90.11%
Gen Resp - Hybrid #2 - SP	56,146	0.56%	45	0.46%	0.08%	52,177	92.93%
Gen Resp - Hybrid #2 - Total	487,187	4.85%	365	3.77%	0.07%	440,578	90.43%

- Both of the General Respiratory hybrids were added to in early November.
- Similar to the Flu hybrids, the first General Respiratory Hybrid (Disease-Focus) delivered nearly three (3) times as many impressions and clicks.
- This performance may suggest that Hybrid #1 resonated more strongly with Coloradans.

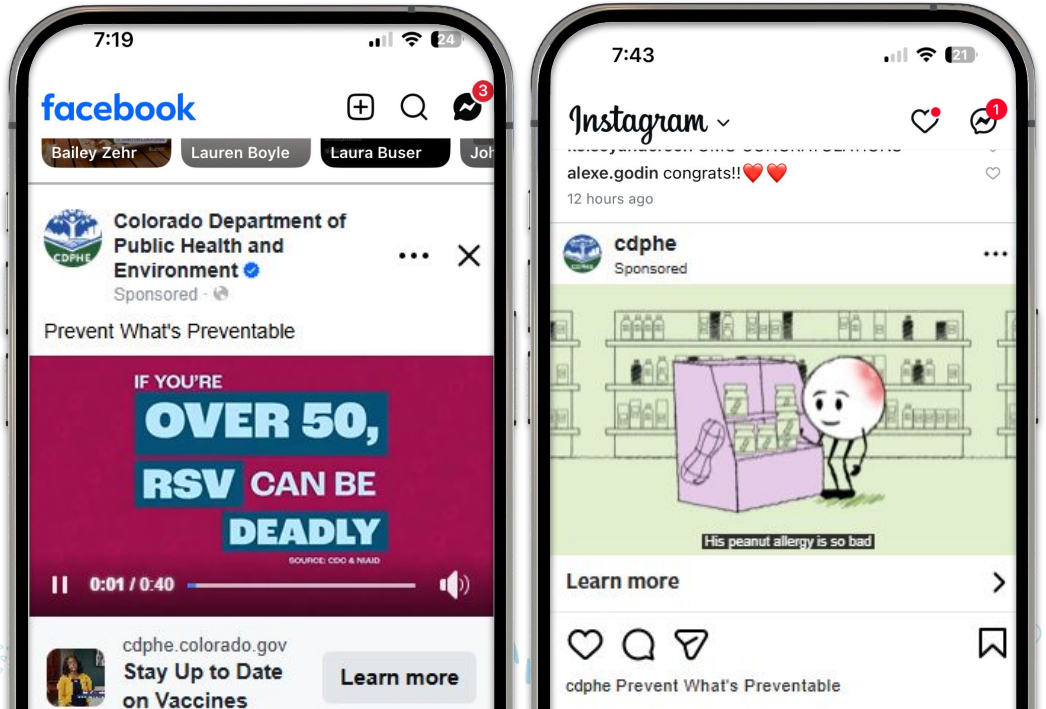




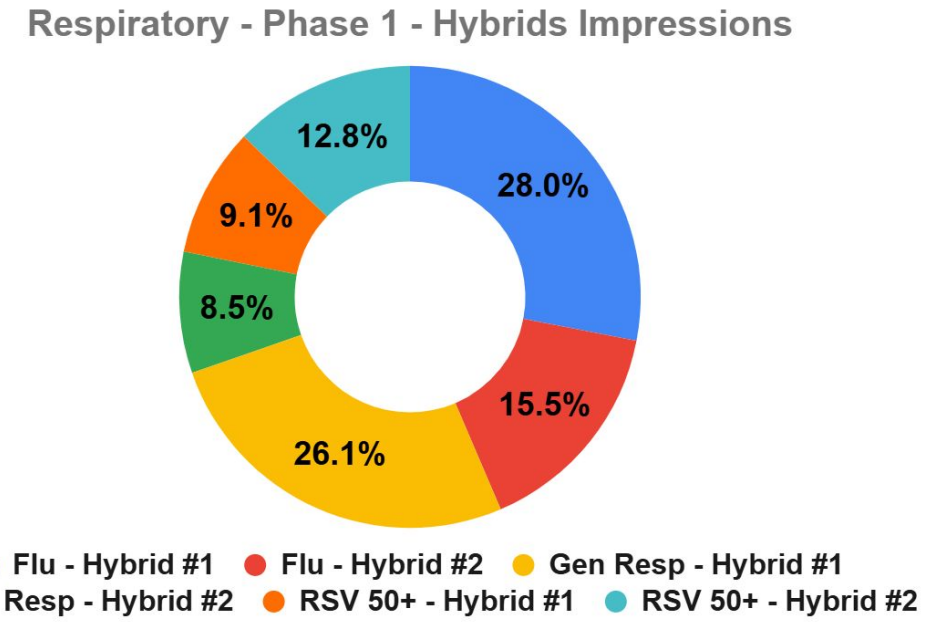
RESPIRATORY – PHASE 1 – META – RESULTS

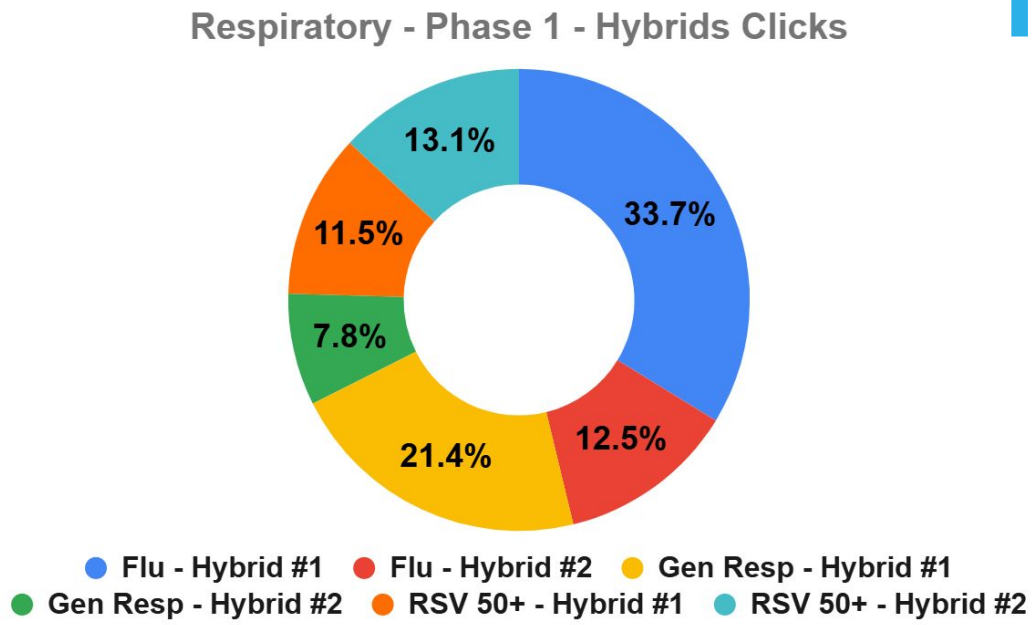
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
RSV 50+ - Hybrid #1 - EN	360,296	3.58%	345	3.56%	0.10%	318,458	88.39%
RSV 50+ - Hybrid #1 - SP	161,484	1.61%	190	1.96%	0.12%	151,767	93.98%
RSV 50+ - Hybrid #1 - Total	521,780	5.19%	535	5.52%	0.10%	470,225	90.12%
RSV 50+ - Hybrid #2 - EN	706,491	7.03%	594	6.13%	0.08%	649,092	91.88%
RSV 50+ - Hybrid #2 - SP	27,907	0.28%	17	0.18%	0.06%	26,403	94.61%
RSV 50+ - Hybrid #2 - Total	734,398	7.31%	611	6.30%	0.08%	675,495	91.98%

- Both hybrids for RSV 50+ were added to Phase 1 on November 13th.
- Although Hybrid #2 (Vaccine-Focus) delivered approximately 33% more impressions than Hybrid #1 (Disease-Focus), the first hybrid achieved a stronger CTR.
- This may suggest that the messaging of Hybrid #1 is more effective at encouraging action.



RESPIRATORY – PHASE 1 – META – RESULTS





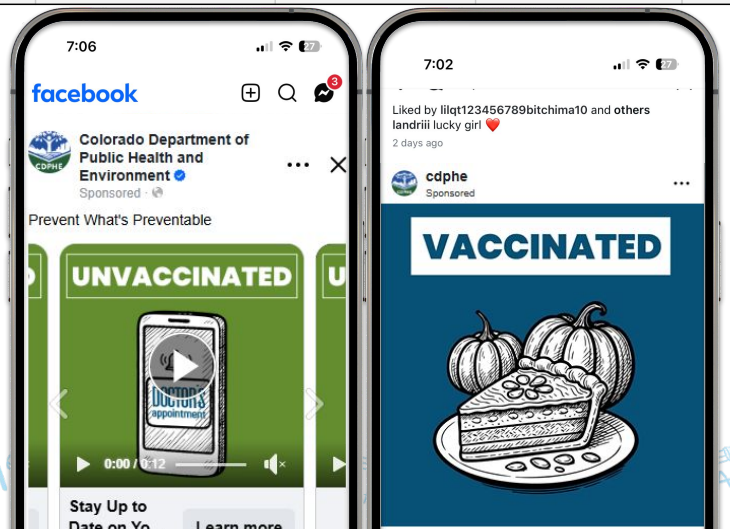
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Hybrids - EN	4,795,537	47.71%	3,748	38.67%	0.08%	4,294,848	89.56%
Hybrids - SP	951,346	9.46%	914	9.43%	0.10%	874,321	91.90%
Hybrids - Total	5,746,883	57.17%	4,662	48.10%	0.08%	5,169,169	89.95%

- The Flu Hybrids drew in over 43% of all the hybrid impressions, and over 45% of the hybrid clicks, solidifying their spot as the top hybrid on Meta in Phase 1.

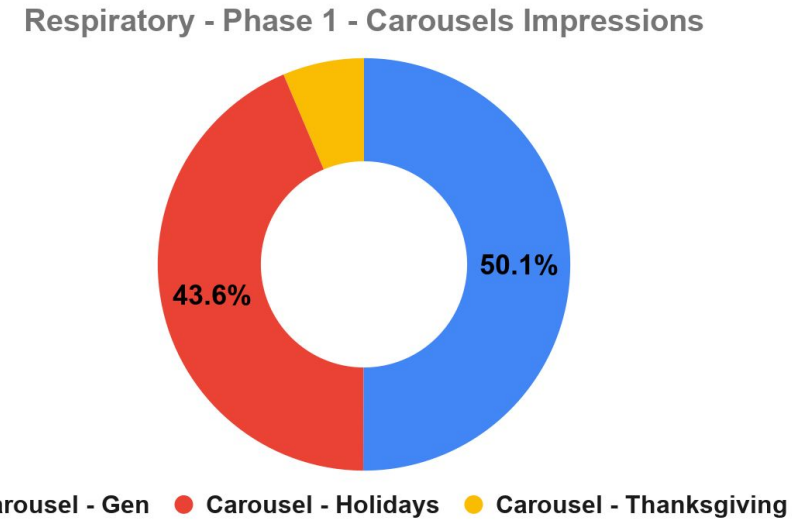
RESPIRATORY – PHASE 1 – META – RESULTS

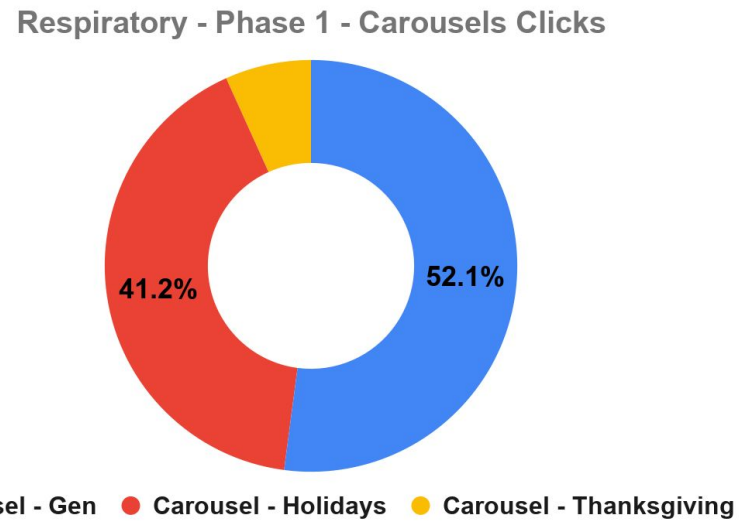
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Gen Resp - Carousel - Gen - EN	368,692	3.67%	677	6.98%	0.18%	315,434	85.55%
Gen Resp - Carousel - Gen - SP	419,480	4.17%	411	4.24%	0.10%	404,666	96.47%
Gen - Total	788,172	7.84%	1,088	11.22%	0.14%	720,100	91.36%
Gen Resp - Carousel - Holidays - EN	679,105	6.76%	858	8.85%	0.13%	628,849	92.60%
Gen Resp - Carousel - Holidays - SP	6,764	0.07%	2	0.02%	0.03%	6,352	93.91%
Holidays - Total	685,869	6.82%	860	8.87%	0.13%	635,201	92.61%
Gen Resp - Carousel - Thanksgiving - EN	87,058	0.87%	132	1.36%	0.15%	81,666	93.81%
Gen Resp - Carousel - Thanksgiving- SP	13,482	0.13%	9	0.09%	0.07%	12,683	94.07%
Thanksgiving - Total	100,540	1.00%	141	1.45%	0.14%	94,349	93.84%

- Simpler carousel videos (~10 seconds each) were placed on Meta for Phase 1's duration.
- The Thanksgiving and Holiday carousels were added in late November and early December, and were paused after their respective holidays passed.



RESPIRATORY – PHASE 1 – META – RESULTS

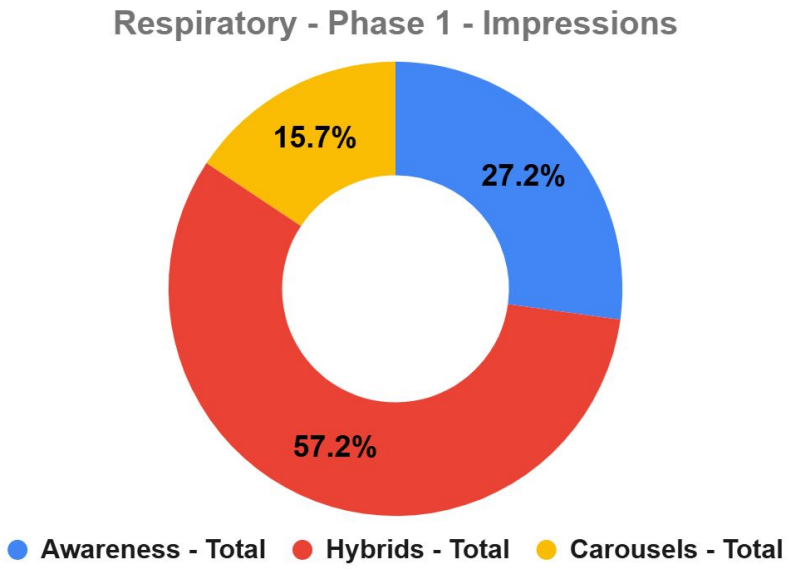


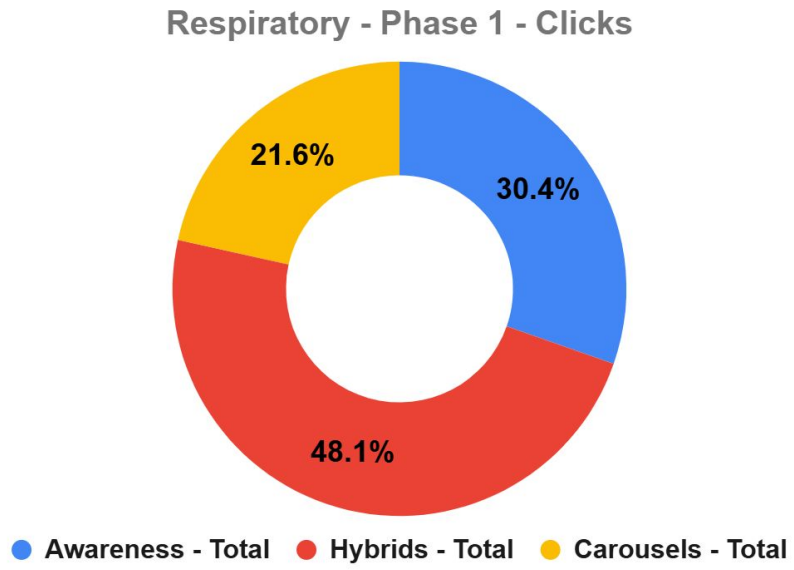


Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Carousels - EN	1,134,855	11.29%	1,667	17.20%	0.15%	1,025,949	90.40%
Carousels - SP	439,726	4.37%	422	4.35%	0.10%	423,701	96.36%
Carousels - Total	**1,574,581**	**15.67%**	**2,089**	**21.55%**	**0.13%**	**1,449,650**	**92.07%**

- Because the General Carousel was active for longer than the Holiday and Thanksgiving carousels, it delivered the bulk of the impressions and clicks.

RESPIRATORY – PHASE 1 – META – RESULTS





Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
ALL - English - Total	8,062,948	80.22%	7,543	77.82%	0.09%	7,237,768	89.77%
ALL - Spanish - Total	1,988,501	19.78%	2,150	22.18%	0.11%	1,859,249	93.50%
Totals	**10,051,449**	**100.00%**	**9,693**	**100.00%**	**0.10%**	**9,097,017**	**90.50%**

- Across both English and Spanish audiences, the respiratory hybrids emerged as the leaders for impressions and clicks, likely due to the fact there were more assets readily available for delivery.

RESPIRATORY – PHASE 1 – TIKTOK – RESULTS

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Flu - Awareness - EN	960,806	22.62%	2,930	23.05%	0.30%	956,262	99.53%
Gen Resp - Awareness - EN	486,046	11.44%	1,464	11.52%	0.30%	482,964	99.37%
Awareness - Total	1,446,852	34.06%	4,394	34.57%	0.30%	1,439,226	99.47%

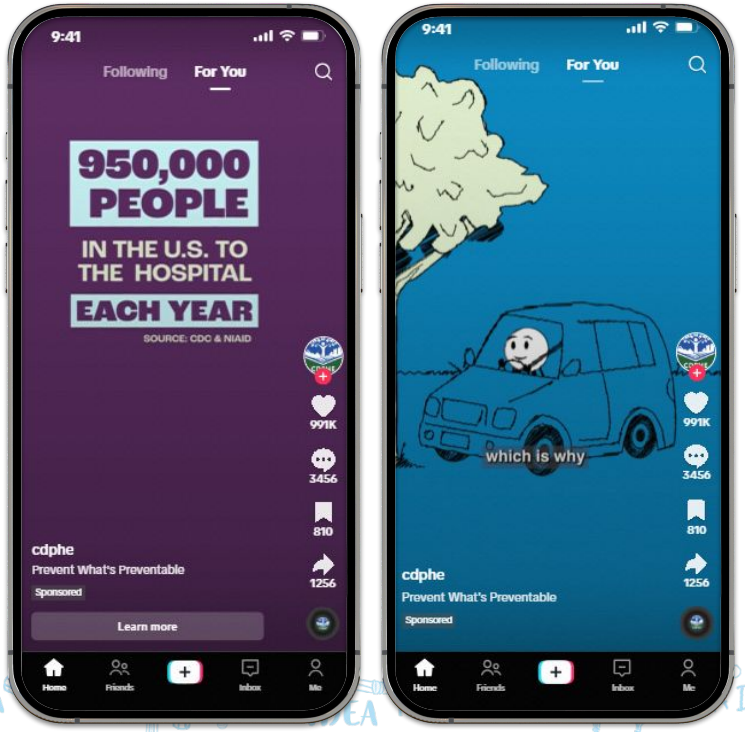
- On TikTok, the Flu and General Respiratory awareness spots were served to Coloradans for the entirety of Phase 1. The RSV 50+ spot was not featured on TikTok because it is not the preferred social platform for older adults.
- The Flu awareness spot generated nearly double the impressions and clicks as the General Respiratory spot. However, the overall CTR was the same. These metrics make it difficult to crown a definitive "winner" in this category.



RESPIRATORY – PHASE 1 – TIKTOK – RESULTS

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Flu - Hybrid #1 - EN	931,928	21.94%	2,711	21.33%	0.29%	926,799	99.45%
Flu - Hybrid #2 - EN	700,239	16.48%	2,066	16.25%	0.30%	693,566	99.05%
Gen Resp - Hybrid #1 - EN	303,834	7.15%	800	6.29%	0.26%	301,521	99.24%
Gen Resp - Hybrid #2 - EN	138,167	3.25%	411	3.23%	0.30%	136,825	99.03%
Hybrids - Total	2,074,168	48.82%	5,988	47.11%	0.29%	2,058,711	99.25%

- The General Respiratory hybrids launched roughly 2 weeks after the Flu hybrids, which partially explains the difference in impressions and clicks.
- The first Flu hybrid (Disease-Focus) delivered the most impressions and clicks out of all hybrids on TiKTok in Phase 1. This may suggest that the first Flu hybrid resonates more strongly with Coloradans on TikTok.



RESPIRATORY – PHASE 1 – TIKTOK – RESULTS

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Flu - Flashbit #1 - EN	220,401	5.19%	706	5.55%	0.32%	218,499	99.14%
Flu - Flashbit #1 - SP	52,435	1.23%	146	1.15%	0.28%	51,957	99.09%
Flu - Flashbit #1 - Total	272,836	6.42%	852	6.70%	0.31%	270,456	99.13%
Flu - Flashbit #2 - EN	5,244	0.12%	11	0.09%	0.21%	5,163	98.46%
Flu - Flashbit #2 - SP	46,368	1.09%	123	0.97%	0.27%	46,098	99.42%
Flu - Flashbit #2 - Total	51,612	1.21%	134	1.05%	0.26%	51,261	99.32%
Flu - Flashbit #3 - EN	13,400	0.32%	43	0.34%	0.32%	13,248	98.87%
Flu - Flashbit #3 - SP	3,970	0.09%	9	0.07%	0.23%	3,930	98.99%
Flu - Flashbit #3 - Total	17,370	0.41%	52	0.41%	0.30%	17,178	98.89%



- Once the Flu and Flu Pediatric flashbits were finalized and approved, nine (9) of the twelve (12) were selectively added to TikTok in the third week of January. Spanish versions were added at the start of February.
- The first Flashbit (Pack for the Weekend You Want) delivered the most impressions and clicks out of all flashbits in Phase 1, which may suggest the messaging resonated most strongly among Coloradans.

RESPIRATORY – PHASE 1 – TIKTOK – RESULTS

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Flu - Flashbit #5 - EN	120,502	2.84%	466	3.67%	0.39%	119,315	99.01%
Flu - Flashbit #5 - SP	30,532	0.72%	94	0.74%	0.31%	30,306	99.26%
Flu - Flashbit #5 - Total	151,034	3.56%	560	4.41%	0.37%	149,621	99.06%
Flu - Flashbit #6 - EN	3,169	0.07%	5	0.04%	0.16%	3,119	98.42%
Flu - Flashbit #6 - SP	10,718	0.25%	29	0.23%	0.27%	10,644	99.31%
Flu - Flashbit #6 - Total	13,887	0.33%	34	0.27%	0.24%	13,763	99.11%
Flu - Flashbit #7 - EN	57,073	1.34%	179	1.41%	0.31%	56,394	98.81%
Flu - Flashbit #7 - SP	21,210	0.50%	88	0.69%	0.41%	21,000	99.01%
Flu - Flashbit #7 - Total	78,283	1.84%	267	2.10%	0.34%	77,394	98.86%



- Flashbit #6 (The Sneeze of Regret) delivered the lowest amount of impressions and clicks of all flashbits in Phase 1.
  - This may suggest that this flashbit does not resonate as strongly among Coloradans as other flashbits.

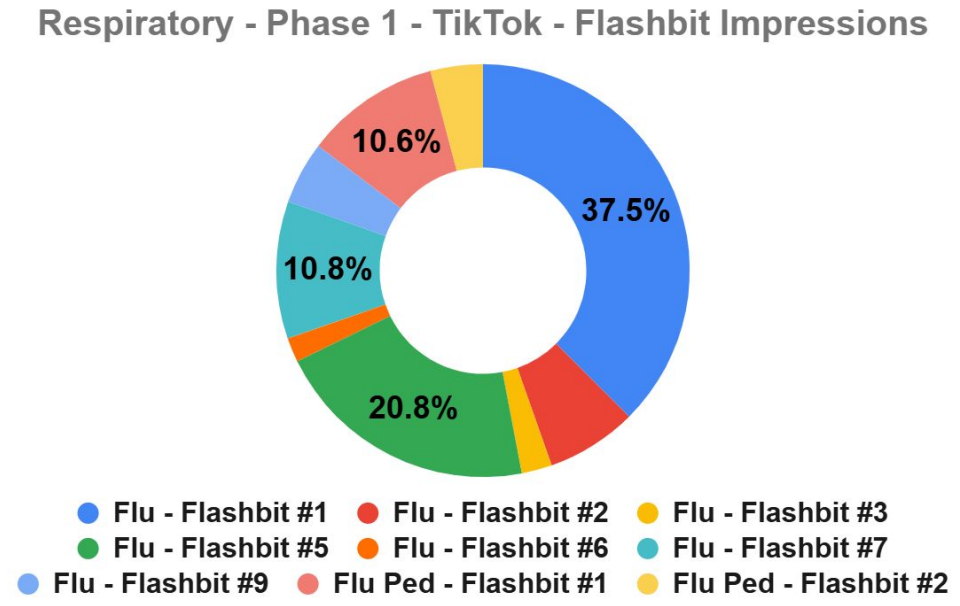
RESPIRATORY – PHASE 1 – TIKTOK – RESULTS

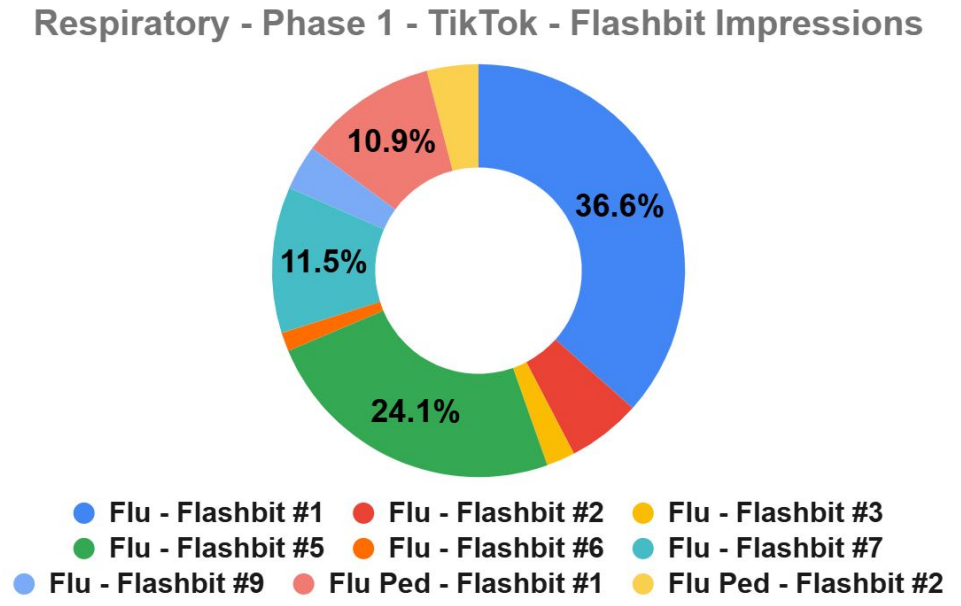
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Flu - Flashbit #9 - EN	20,302	0.48%	43	0.34%	0.21%	20,136	99.18%
Flu - Flashbit #9 - SP	15,302	0.36%	39	0.31%	0.25%	15,210	99.40%
Flu - Flashbit #9 - Total	35,604	0.84%	82	0.65%	0.23%	35,346	99.28%
Flu Ped - Flashbit #1 - EN	57,477	1.35%	176	1.38%	0.31%	56,982	99.14%
Flu Ped - Flashbit #1 - SP	19,364	0.46%	77	0.61%	0.40%	19,221	99.26%
Flu Ped - Flashbit #1 - Total	76,841	1.81%	253	1.99%	0.33%	76,203	99.17%
Flu Ped - Flashbit #2 - EN	14,232	0.33%	40	0.31%	0.28%	14,058	98.78%
Flu Ped - Flashbit #2 - SP	15,696	0.37%	54	0.42%	0.34%	15,582	99.27%
Flu Ped - Flashbit #2 - Total	29,928	0.70%	94	0.74%	0.31%	29,640	99.04%



- Of the two Flu Pediatric flashbits, "Protect the Play" delivered over double the impressions and clicks of the "To-Do List" flashbit.
  - This difference may be due to the facts that Flashbit #2 features actual stats about pediatric influenza cases and real footage of a child playing, rather than a static face with simple animations.

RESPIRATORY – PHASE 1 – TIKTOK – RESULTS

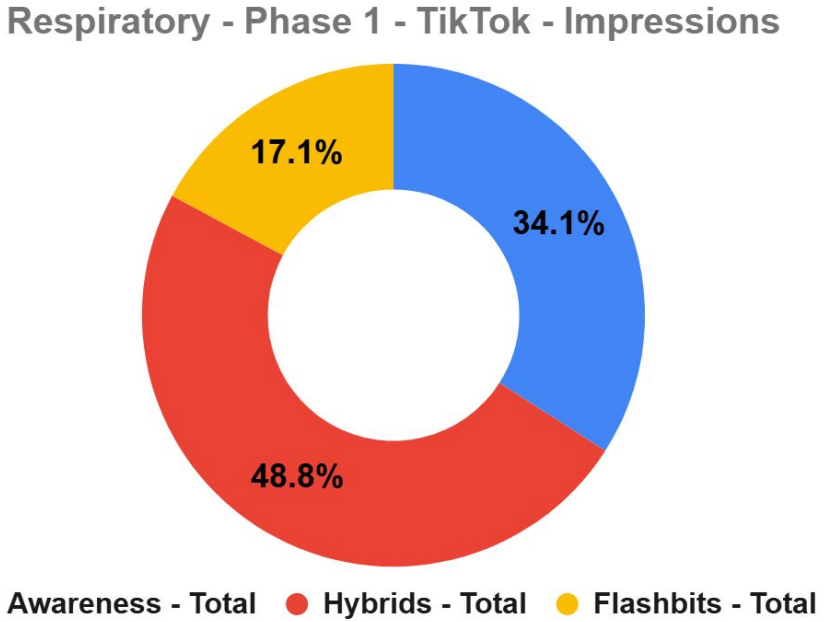


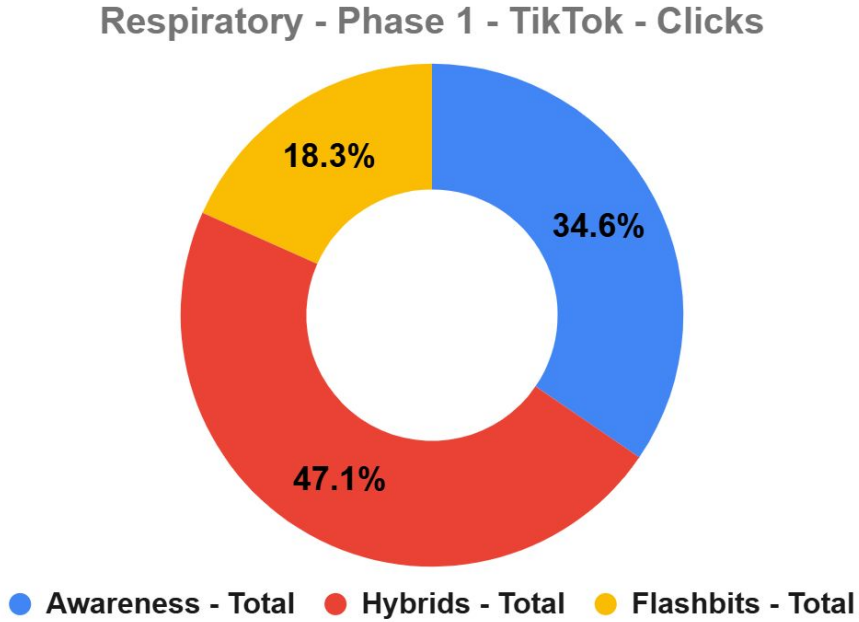


Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Flashbits - EN	511,800	12.05%	1,669	13.13%	0.33%	506,914	99.05%
Flashbits - SP	215,595	5.07%	659	5.18%	0.31%	213,948	99.24%
Flashbits - Total	727,395	17.12%	2,328	18.32%	0.32%	720,862	99.10%

- Flashbits #1 (Pack for the Weekend You Want) and #5 (What Octopuses and the Flu Have in Common) claimed the top spots for impressions and clicks on TikTok in Phase 1. This suggests these types of content were the most engaging and resonant.

RESPIRATORY – PHASE 1 – TIKTOK – RESULTS

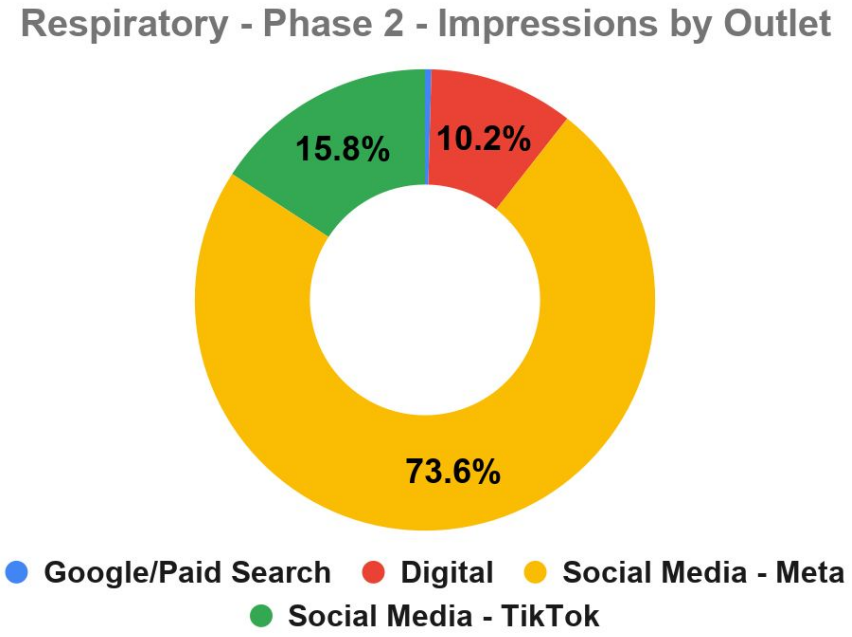


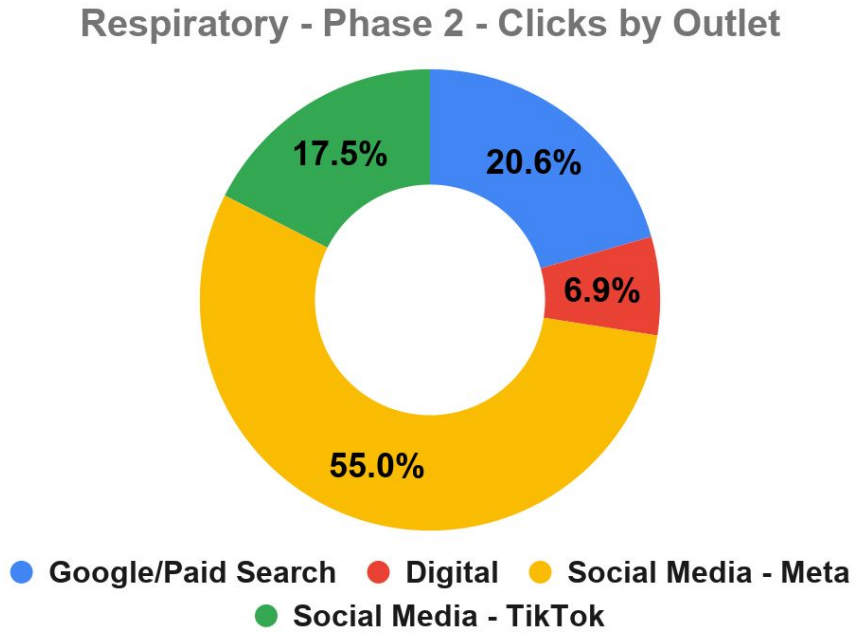


Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
ALL - English	4,032,820	94.93%	12,051	94.82%	0.30%	4,004,851	99.31%
ALL - Spanish	215,595	5.07%	659	5.18%	0.31%	213,948	99.24%
Totals	**4,248,415**	**100.00%**	**12,710**	**100.00%**	**0.30%**	**4,218,799**	**99.30%**

- Similar to Meta, all of the Respiratory hybrids delivered the majority of the impressions and clicks on TikTok throughout Phase 1.

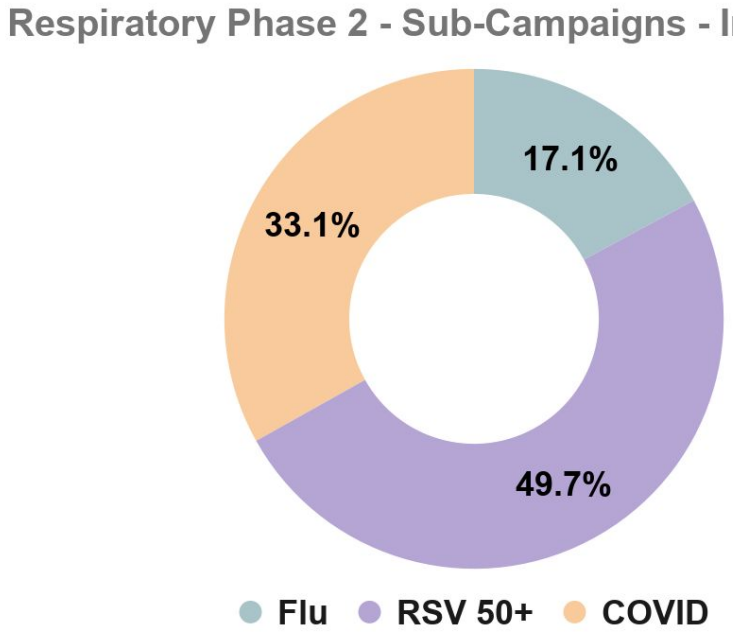
RESPIRATORY – PHASE 2 – OUTLET RESULTS

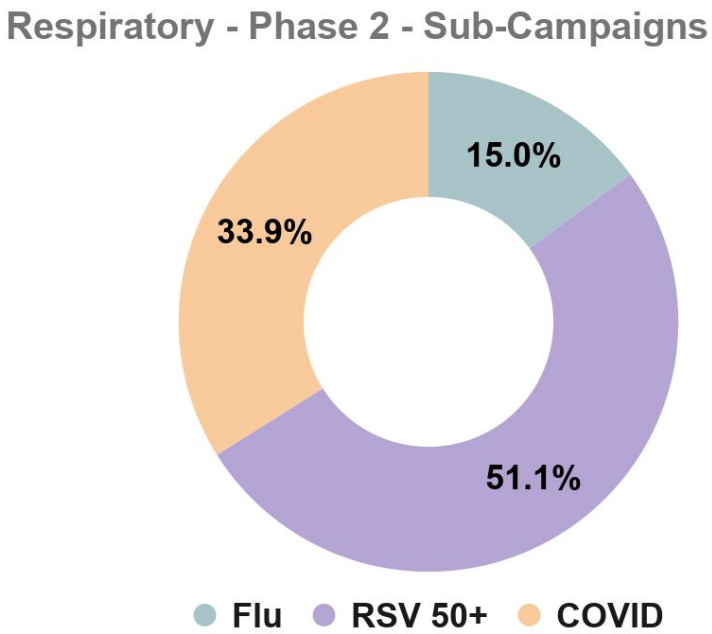




Outlet	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Google/Paid Search	31,140	0.45%	4,040	20.58%	12.97%	0	0.00%
Digital	704,154	10.16%	1,352	6.89%	0.19%	0	0.00%
Social Media - Meta	5,101,477	73.58%	10,799	55.01%	0.21%	2,665,279	52.25%
Social Media - TikTok	1,096,237	15.81%	3,440	17.52%	0.31%	1,088,074	99.26%
Totals	**6,933,008**	**100.00%**	**19,631**	**100.00%**	**0.28%**	**3,753,353**	**54.14%**

RESPIRATORY – PHASE 2 – SUB-CAMPAIGN RESULTS

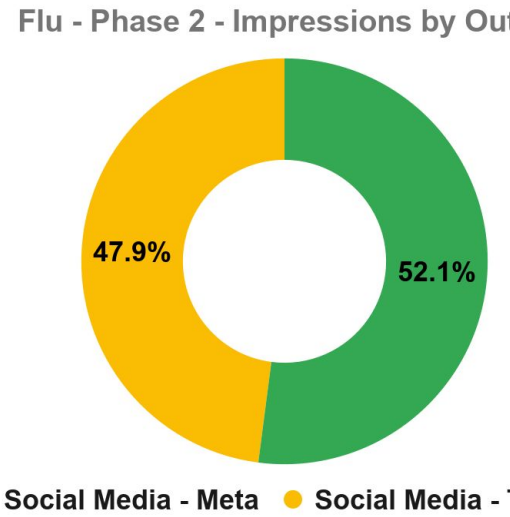


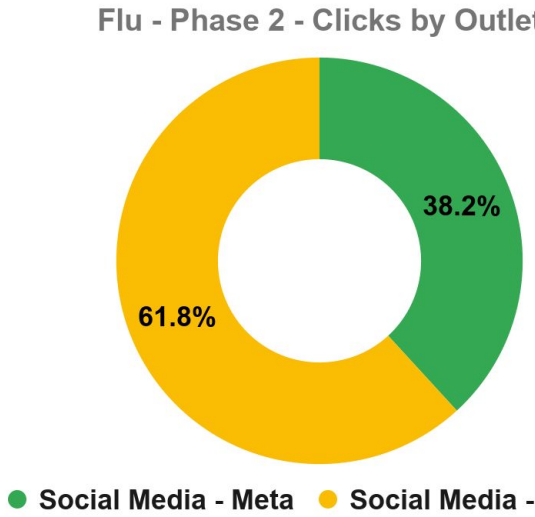


Sub-Campaign 25-26	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Flu	1,188,715	17.15%	2,938	14.97%	0.25%	1,138,015	95.73%
RSV 50+	3,448,224	49.74%	10,030	51.09%	0.29%	1,348,440	39.11%
COVID	2,296,069	33.12%	6,663	33.94%	0.29%	1,266,898	55.18%
Totals	**6,933,008**	**100.00%**	**19,631**	**100.00%**	**0.28%**	**3,753,353**	**54.14%**

- Unlike Phase 1, sub-campaigns were created for each seasonal respiratory virus in Phase 2.
- RSV 50+ was identified as the most critical vaccination, and received 58% of the budget.

FLU SUB-CAMPAIGN – PHASE 2 – RESULTS



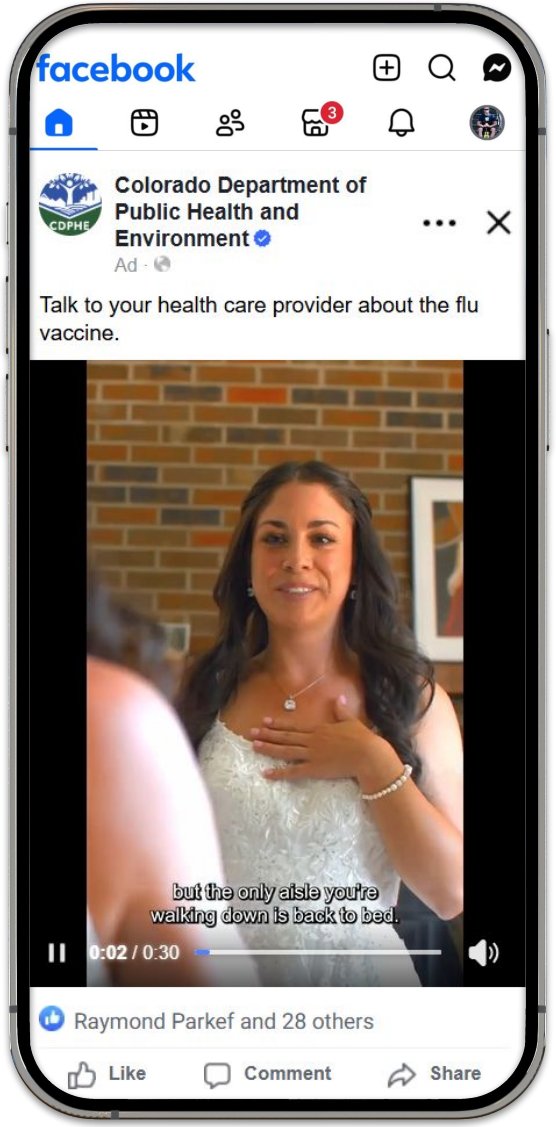


Outlet	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Social Media - Meta	618,826	52.06%	1,122	38.19%	0.18%	572,230	92.47%
Social Media - TikTok	569,889	47.94%	1,816	61.81%	0.32%	565,785	99.28%
Totals	**1,188,715**	**100.00%**	**2,938**	**100.00%**	**0.25%**	**1,138,015**	**95.73%**

- In Phase 2, all of the Flu/Influenza funds were allocated evenly between Meta and TikTok. While Meta delivered a larger share of impressions, TikTok achieved a higher CTR. This suggests that TikTok users are more likely to click and engage, which means it is likely the preferred social media platform for engagements.
- Due to limited Flu funds, media only targeted English-speaking audiences in Phase 2.

FLU – PHASE 2 – SOCIAL MEDIA – META – AWARENESS

Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	195,903	31.66%	356	31.73%	0.18%	180,677	92.23%
EN - Rural	1,337	0.22%	0	0.00%	0.00%	1,270	94.99%
Awareness Total	**197,240**	**31.87%**	**356**	**31.73%**	**0.18%**	**181,947**	**92.25%**



- On all Flu social media platforms for Phase 2, funds were evenly distributed between Urban and Rural audiences (52/48).
- Despite this distribution, the Rural Flu Awareness spot delivered the lowest number of impressions and clicks of **all** Meta Flu ads in Phase 2.
  - Many factors likely contributed to this, such as a larger creative inventory and seasonality.

FLU – PHASE 2 – SOCIAL MEDIA – META – DR INTERVIEW

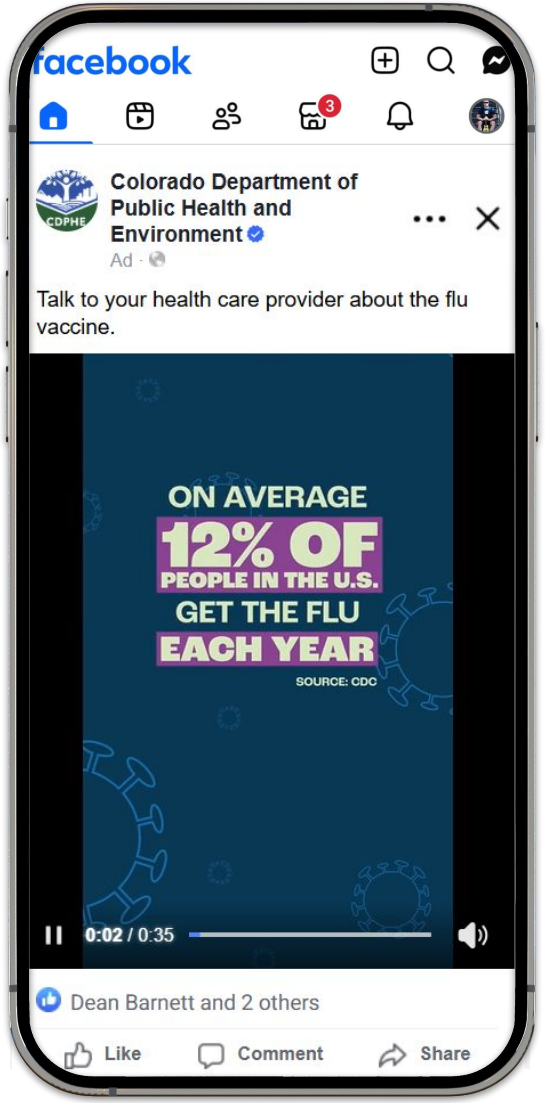
Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	1,422	0.23%	1	0.09%	0.07%	1,302	91.56%
EN - Rural	6,343	1.03%	7	0.62%	0.11%	6,150	96.96%
Dr Interview Total	**7,765**	**1.25%**	**8**	**0.71%**	**0.10%**	**7,452**	**95.97%**



- Phase 2 marked the introduction of the Dr Interviews on social media for the Respiratory campaigns.
- Out of all the flu creative added in Phase 2, the Flu Dr Interview delivered the fewest total impressions between Urban and Rural audiences.
- However, the Dr Interview saw better performance among Rural Coloradans than Urban.

FLU – PHASE 2 – SOCIAL MEDIA – META – HYBRIDS

Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
#1 - EN - Urban	24,216	3.91%	32	2.85%	0.13%	22,058	91.09%
#1 - EN - Rural	17,536	2.83%	20	1.78%	0.11%	16,330	93.12%
#1 - Total	41,752	6.75%	52	4.63%	0.12%	38,388	91.94%
#2 - EN - Urban	18,877	3.05%	11	0.98%	0.06%	18,331	97.11%
#2 - EN - Rural	11,860	1.92%	34	3.03%	0.29%	11,287	95.17%
#2 - Total	30,737	4.97%	45	4.01%	0.15%	29,618	96.36%
Urban	43,093	6.96%	43	3.83%	0.10%	40,389	93.73%
Rural	29,396	4.75%	54	4.81%	0.18%	27,617	93.95%
Hybrids Totals	**72,489**	**11.71%**	**97**	**8.65%**	**0.13%**	**68,006**	**93.82%**



- Both Flu hybrids were included in Phase 2, and the first hybrid (Disease-Focus) narrowly delivered more impressions and clicks than the second one.
- In addition, the overall CTR was higher in Rural communities for these hybrids, which may suggest a greater need for information among Rural Coloradans.

FLU – PHASE 2 – SOCIAL MEDIA – META – CAROUSEL

Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	8,365	1.35%	25	2.23%	0.30%	6,982	83.47%
EN - Rural	123,060	19.89%	334	29.77%	0.27%	107,421	87.29%
Carousel Total	**131,425**	**21.24%**	**359**	**32.00%**	**0.27%**	**114,403**	**87.05%**



- The General Respiratory carousel was used for the Flu on Meta in Phase 2, with an adapted caption.
  - None of the holiday-themed carousels were used in Phase 2 due to seasonality.
- Surprisingly, the carousel saw strong performance in Rural communities, generating **over 19%** of the total Meta impressions and **29%** of the total Meta clicks for the Phase 2 Flu campaign.

FLU – PHASE 2 – SOCIAL MEDIA – META – FLASHBITS

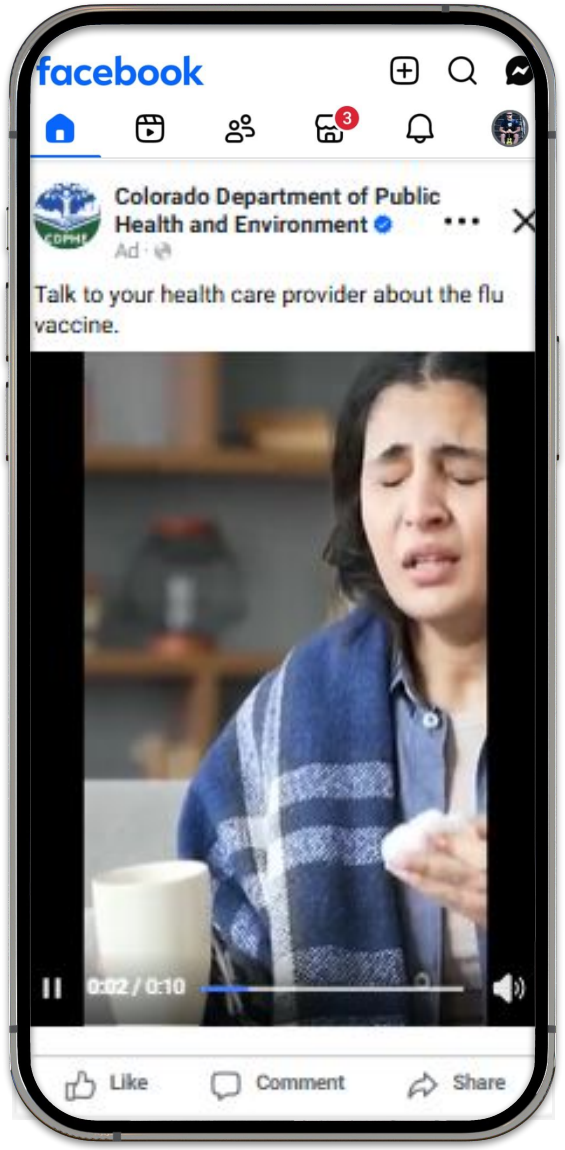
Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
#1 - EN - Urban	18,922	3.06%	19	1.69%	0.10%	18,198	96.17%
#1 - EN - Rural	19,678	3.18%	22	1.96%	0.11%	18,856	95.82%
#1 - Total	38,600	6.24%	41	3.65%	0.11%	37,054	95.99%
#2 - EN - Urban	12,169	1.97%	14	1.25%	0.12%	11,670	95.90%
#2 - EN - Rural	6,879	1.11%	3	0.27%	0.04%	6,549	95.20%
#2 - Total	19,048	3.08%	17	1.52%	0.09%	18,219	95.65%
#3 - EN - Urban	9,703	1.57%	4	0.36%	0.04%	9,413	97.01%
#3 - EN - Rural	15,517	2.51%	11	0.98%	0.07%	14,961	96.42%
#3 - Total	25,220	4.08%	15	1.34%	0.06%	24,374	96.65%
#5 - EN - Urban	13,931	2.25%	38	3.39%	0.27%	13,189	94.67%
#5 - EN - Rural	16,811	2.72%	37	3.30%	0.22%	15,611	92.86%
#5 - Total	30,742	4.97%	75	6.68%	0.24%	28,800	93.68%



- Unlike Phase 1, Flu flashbits were integrated into Meta in Phase 2. However, Flu Pediatric flashbits were reserved for the namesake line in Childhood.
- Flashbit #1 (Weekend Plans) delivered the most impressions and clicks.

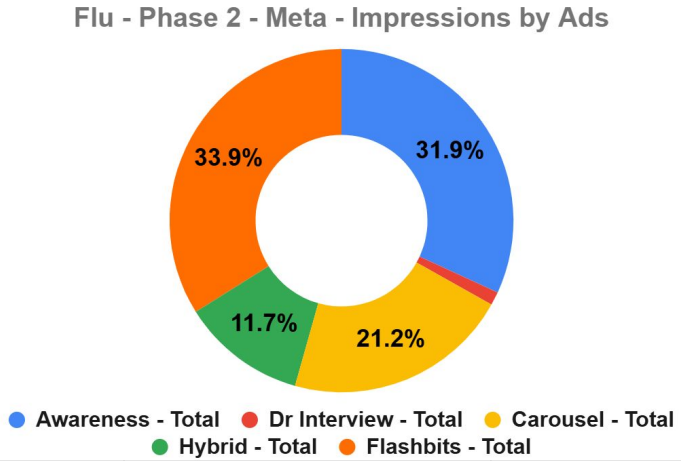
FLU – PHASE 2 – SOCIAL MEDIA – META – FLASHBITS

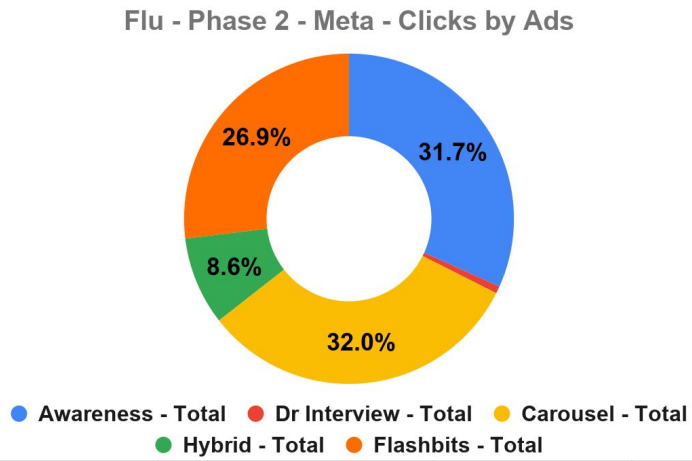
Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
#6 - EN - Urban	14,449	2.33%	14	1.25%	0.10%	14,038	97.16%
#6 - EN - Rural	21,707	3.51%	92	8.20%	0.42%	19,992	92.10%
#6 - Total	36,156	5.84%	106	9.45%	0.29%	34,030	94.12%
#7 - EN - Urban	16,201	2.62%	13	1.16%	0.08%	15,413	95.14%
#7 - EN - Rural	14,921	2.41%	10	0.89%	0.07%	14,415	96.61%
#7 - Total	31,122	5.03%	23	2.05%	0.07%	29,828	95.84%
#9 - EN - Urban	19,266	3.11%	11	0.98%	0.06%	18,732	97.23%
#9 - EN - Rural	9,753	1.58%	14	1.25%	0.14%	9,385	96.23%
#9 - Total	29,019	4.69%	25	2.23%	0.09%	28,117	96.89%
Urban	104,641	16.91%	113	10.07%	0.11%	100,653	96.19%
Rural	105,266	17.01%	189	16.84%	0.18%	99,769	94.78%
Totals	**209,907**	**33.92%**	**302**	**26.92%**	**0.14%**	**200,422**	**95.48%**



- Although flashbit impressions delivered similar impressions in Urban and Rural Colorado, Rural audiences drove a much higher CTR. Again, this may suggest a bigger information gap in Rural areas.

FLU – PHASE 2 – SOCIAL MEDIA – META – RESULTS

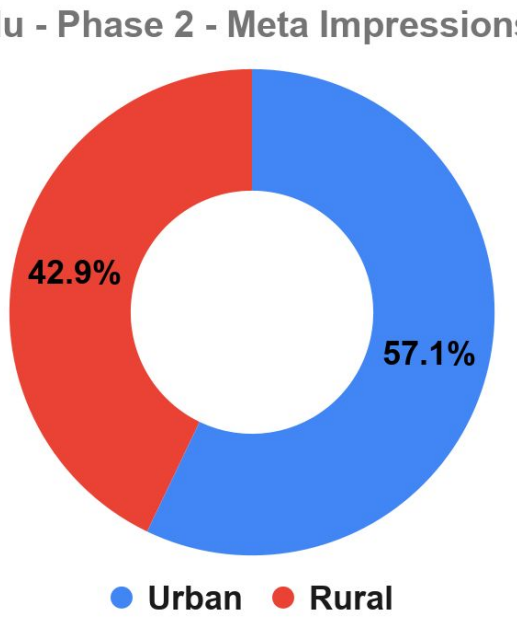


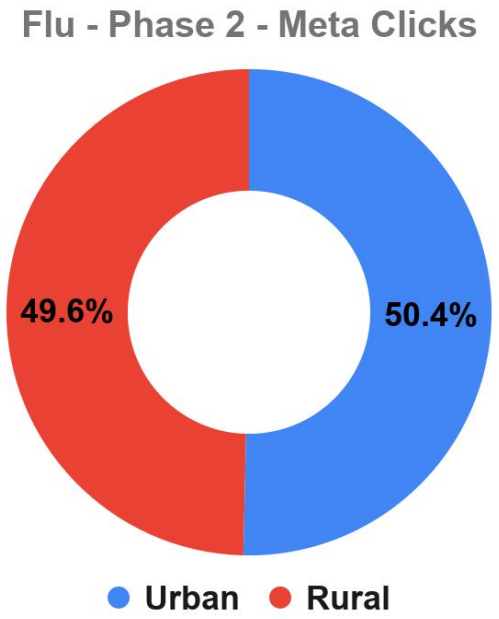


Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Awareness - Total	197,240	31.87%	356	31.73%	0.18%	181,947	92.25%
Dr Interview - Total	7,765	1.25%	8	0.71%	0.10%	7,452	95.97%
Carousel - Total	131,425	21.24%	359	32.00%	0.27%	114,403	87.05%
Hybrid - Total	72,489	11.71%	97	8.65%	0.13%	68,006	93.82%
Flashbits - Total	209,907	33.92%	302	26.92%	0.14%	200,422	95.48%
Totals	**618,826**	**52.06%**	**1,122**	**38.19%**	**0.83%**	**572,230**	**93.37%**

- In Phase 2, the Flu Flashbits delivered the most impressions (33.9%), but the carousel drove the most clicks and the highest CTR.

FLU – PHASE 2 – SOCIAL MEDIA – META – RESULTS





Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Urban - Total	353,424	57.11%	538	47.95%	0.15%	330,003	93.37%
Rural - Total	265,402	42.89%	530	47.24%	0.20%	214,610	80.86%
Totals	**618,826**	**100.00%**	**1,122**	**100.00%**	**0.18%**	**572,230**	**92.47%**

- Flu metrics in Urban and Rural audiences mirrored the budget split (52/48), however clicks were marginally higher than expected in Rural audiences.

FLU – PHASE 2 – SOCIAL MEDIA – TIKTOK – AWARENESS

Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	52,429	9.20%	112	6.17%	0.21%	52,198	99.56%
EN - Rural	28,259	4.96%	89	4.90%	0.31%	28,015	99.14%
Awareness Total	**80,688**	**14.16%**	**201**	**11.07%**	**0.25%**	**80,213**	**99.41%**

- In Phase 2, TikTok budget was evenly split across Rural and Urban audiences.
- Despite this even allocation, performance of the Flu Awareness spots were not even between Urban and Rural audiences
  - In Urban areas, the Flu Awareness spot generated more impressions.
  - However, in Rural communities, the awareness spot saw a much higher CTR.
- Seasonality obviously affects these metrics, however it may, again, suggest a significant informational gap in rural areas.



FLU – PHASE 2 – SOCIAL MEDIA – TIKTOK – DR INTERVIEW

Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	5,074	0.89%	21	1.16%	0.41%	5,019	98.92%
EN - Rural	10,152	1.78%	37	2.04%	0.36%	10,055	99.04%
Dr Interview Total	**15,226**	**2.67%**	**58**	**3.19%**	**0.38%**	**15,074**	**99.00%**



- In Phase 2, the Flu Dr Interview delivered the lowest amount of impressions across both Urban and Rural audiences.
  - However, the overall CTR was the strongest across all Flu ads in this phase.
- Because the Dr Interview is much heavier on education, the higher CTR may suggest a stronger need for information on influenza.

FLU – PHASE 2 – SOCIAL MEDIA – TIKTOK – HYBRIDS

Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
#1 - EN - Urban	29,615	5.20%	83	4.57%	0.28%	29,451	99.45%
#1 - EN - Rural	24,494	4.30%	90	4.96%	0.37%	24,345	99.39%
#1 - Total	54,109	9.49%	173	9.53%	0.32%	53,796	99.42%
#2 - EN - Urban	11,768	2.06%	26	1.43%	0.22%	11,689	99.33%
#2 - EN - Rural	12,730	2.23%	44	2.42%	0.35%	12,646	99.34%
#2 - Total	24,498	4.30%	70	3.85%	0.29%	24,335	99.33%
Urban	41,383	7.26%	109	6.00%	0.26%	41,140	99.41%
Rural	37,224	6.53%	134	7.38%	0.36%	36,991	99.37%
Hybrid Totals	**78,607**	**13.79%**	**243**	**13.38%**	**0.31%**	**78,131**	**99.39%**

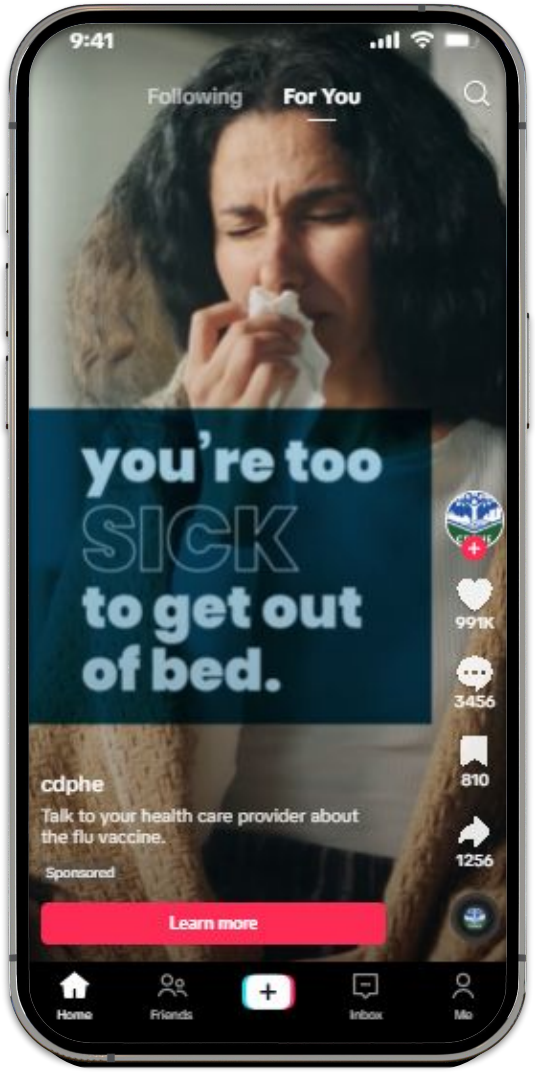


- Similar to Phase 1 results on TikTok, the first Hybrid (Disease-Focus) delivered over double the amount of impressions and clicks than the second hybrid, in both Urban and Rural areas.
- This data may suggest that the first hybrid is more eye-catching and resonant.

FLU – PHASE 2 – SOCIAL MEDIA – TIKTOK – FLASHBITS

Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
#1 - EN - Urban	50,828	8.92%	157	8.65%	0.31%	50,436	99.23%
#1 - EN - Rural	32,409	5.69%	91	5.01%	0.28%	32,134	99.15%
#1 - Total	83,237	14.61%	248	13.66%	0.30%	82,570	99.20%
#2 - EN - Urban	54,179	9.51%	158	8.70%	0.29%	53,809	99.32%
#2 - EN - Rural	40,623	7.13%	136	7.49%	0.33%	40,358	99.35%
#2 - Total	94,802	16.64%	294	16.19%	0.31%	94,167	99.33%
#3 - EN - Urban	20,060	3.52%	60	3.30%	0.30%	19,944	99.42%
#3 - EN - Rural	23,233	4.08%	85	4.68%	0.37%	23,057	99.24%
#3 - Total	43,293	7.60%	145	7.98%	0.33%	43,001	99.33%
#5 - EN - Urban	14,207	2.49%	53	2.92%	0.37%	14,045	98.86%
#5 - EN - Rural	9,582	1.68%	41	2.26%	0.43%	9,476	98.89%
#5 - Total	23,789	4.17%	94	5.18%	0.40%	23,521	98.87%

- In Phase 2, Flashbit #2 (The Real Horror Story) delivered the most amount of impressions and clicks across all flashbits on TikTok.



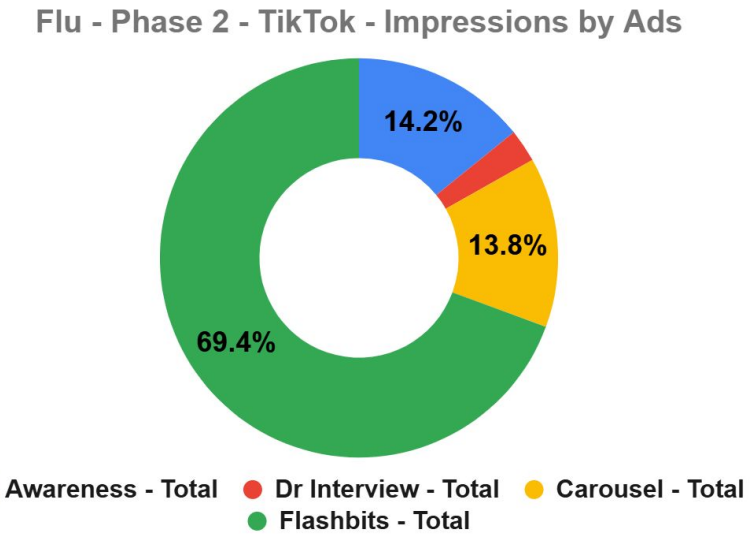
FLU – PHASE 2 – SOCIAL MEDIA – TIKTOK – FLASHBITS

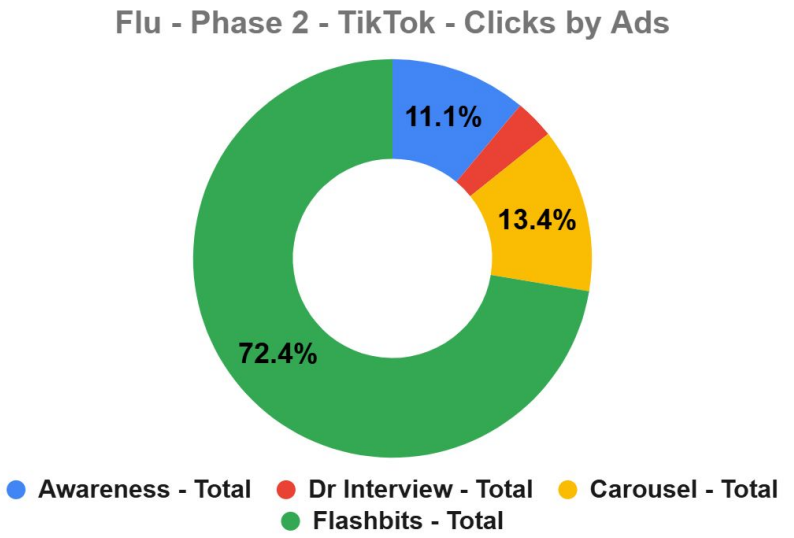
Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
#6 - EN - Urban	33,096	5.81%	85	4.68%	0.26%	32,884	99.36%
#6 - EN - Rural	26,484	4.65%	114	6.28%	0.43%	26,312	99.35%
#6 - Total	59,580	10.45%	199	10.96%	0.33%	59,196	99.36%
#7 - EN - Urban	14,119	2.48%	76	4.19%	0.54%	13,968	98.93%
#7 - EN - Rural	18,512	3.25%	84	4.63%	0.45%	18,339	99.07%
#7 - Total	32,631	5.73%	160	8.81%	0.49%	32,307	99.01%
#9 - EN - Urban	30,258	5.31%	68	3.74%	0.22%	30,036	99.27%
#9 - EN - Rural	27,778	4.87%	106	5.84%	0.38%	27,569	99.25%
#9 - Total	58,036	10.18%	174	9.58%	0.30%	57,605	99.26%
Urban	216,747	38.03%	657	36.18%	0.30%	215,122	99.25%
Rural	178,621	31.34%	657	36.18%	0.37%	177,245	99.23%
Flashbits Totals	**395,368**	**69.38%**	**1,314**	**72.36%**	**0.33%**	**392,367**	**99.24%**



- Flashbit #7 (How Flu Vaccines Actually Work) achieved the highest CTR of all flu flashbits on TikTok. This suggests the topic was very engaging and educational.

FLU – PHASE 2 – SOCIAL MEDIA – TIKTOK – RESULTS

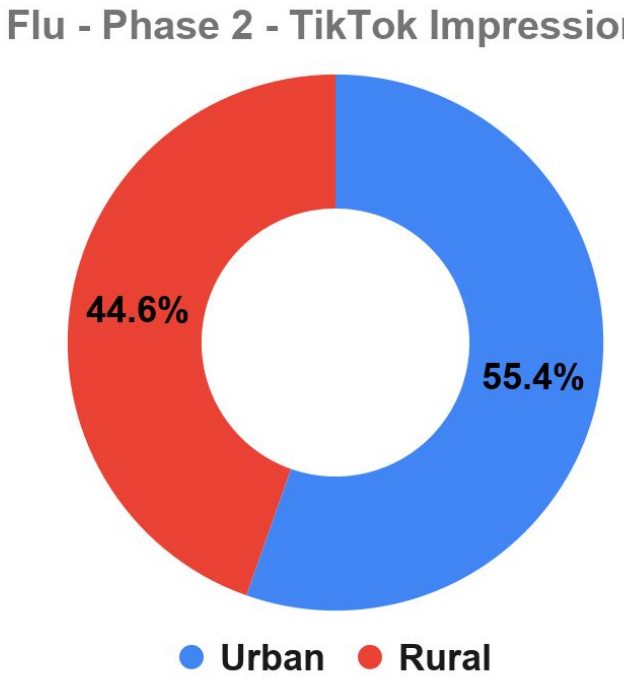


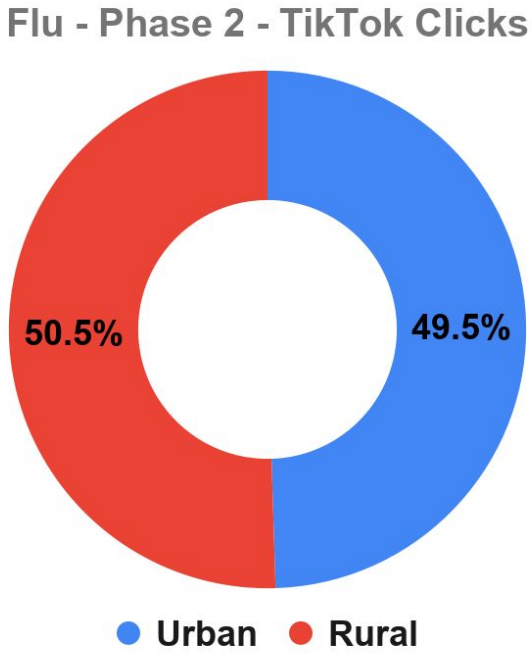


Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Awareness - Total	80,688	14.16%	201	11.07%	0.25%	80,213	99.41%
Dr Interview - Total	15,226	2.67%	58	3.19%	0.38%	15,074	99.00%
Carousel - Total	78,607	13.79%	243	13.38%	0.31%	78,131	99.39%
Flashbits - Total	395,368	69.38%	1,314	72.36%	0.33%	392,367	99.24%
Totals	**569,889**	**47.94%**	**1,816**	**61.81%**	**1.27%**	**565,785**	**99.28%**

- In Phase 2, the TikTok flashbits delivered the highest share of impressions and clicks. There are numerous factors contributing factors to this, like more creative inventory and shorter video lengths.

FLU – PHASE 2 – SOCIAL MEDIA – TIKTOK – RESULTS

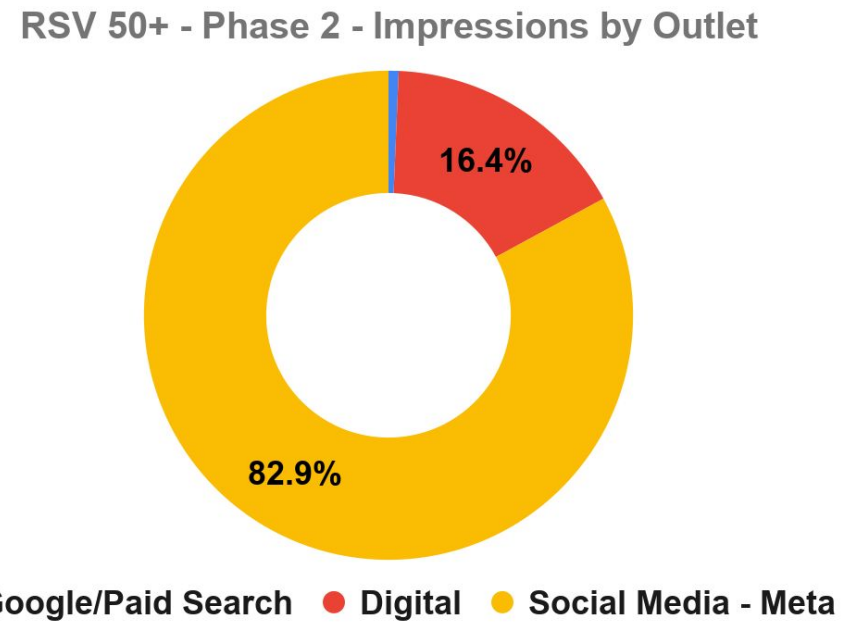


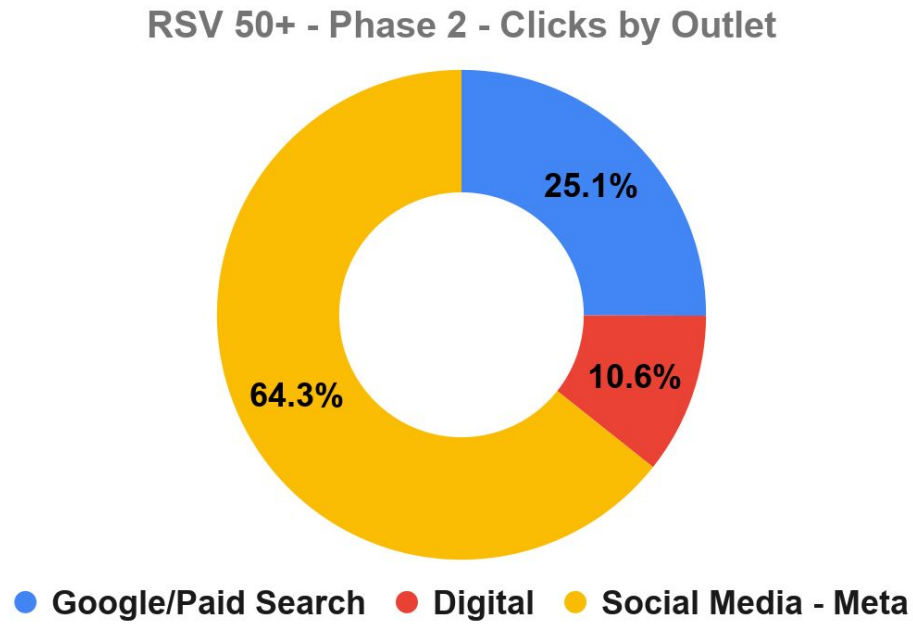


Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Urban - Total	315,633	55.38%	899	49.50%	0.28%	313,479	99.32%
Rural - Total	254,256	44.62%	917	50.50%	0.36%	252,306	99.23%
TikTok Totals	**569,889**	**100.00%**	**1,816**	**100.00%**	**0.32%**	**565,785**	**99.28%**

- In Phase 2, TikTok Urban audiences delivered more impressions, but fewer clicks than Rural.

RESPIRATORY – PHASE 2 – RSV 50+ RESULTS





Outlet	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Google/Paid Search	22,918	0.66%	2,514	25.06%	10.97%	0	0.00%
Digital	566,276	16.42%	1,065	10.62%	0.19%	0	0.00%
Social Media - Meta	2,859,030	82.91%	6,451	64.32%	0.23%	1,348,440	47.16%
RSV 50+ Totals	**3,448,224**	**100.00%**	**10,030**	**100.00%**	**0.29%**	**1,348,440**	**39.11%**

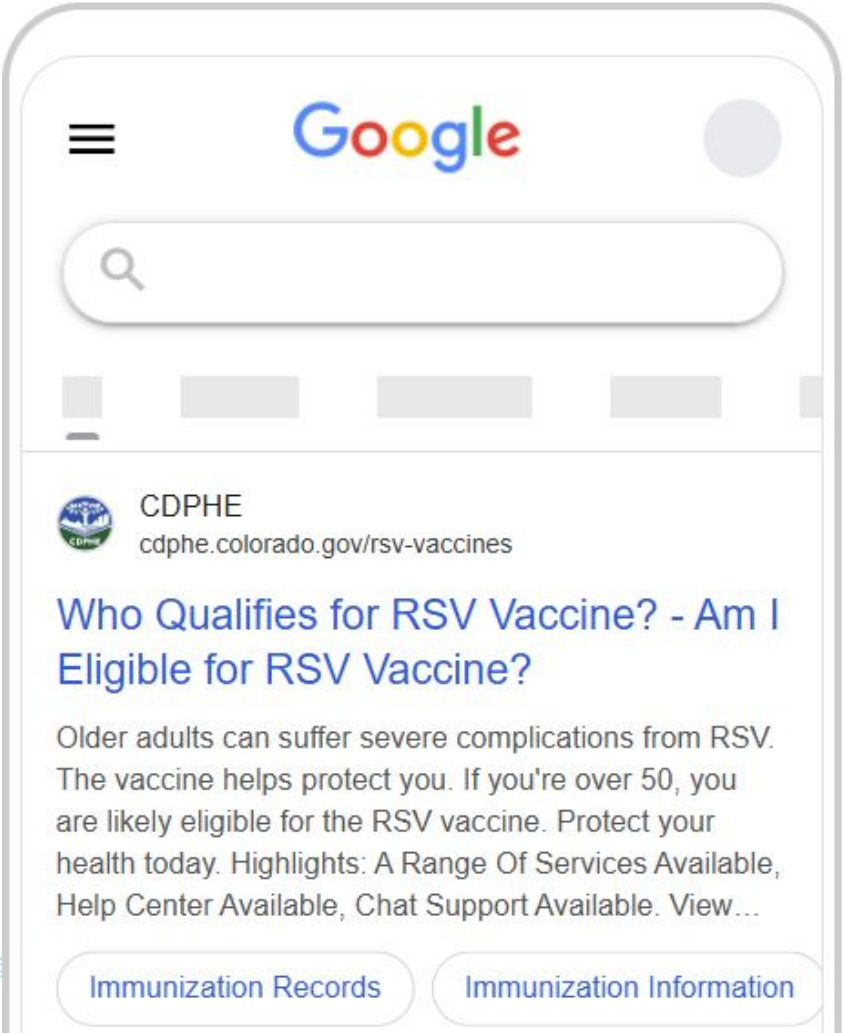
- For the RSV 50+ sub-campaign, the bulk of the budget was allocated to Social Media, which drove the bulk of impressions and clicks.

RSV 50+ – PHASE 2 – PAID SEARCH

View full Respiratory paid search keyword list.

Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	17,838	77.83%	1,883	74.90%	10.56%
EN - Rural	5,080	22.17%	631	25.10%	12.42%
Paid Search Total	**22,918**	**100%**	**2,514**	**100%**	**10.97%**

- Two (2) ad groups were created to reach Urban and Rural English-dominant audiences. Using demographic targeting, each ad group targeted adults over 50 years old. In addition, both the ad groups targeted **35** broad match keywords, all of which related to RSV. Keywords included:
  - Vaccine queries (e.g., rsv vaccine for older adults, rsv vaccine effectiveness, etc.)
  - FAQ queries (e.g., why rsv vaccine important, who qualifies for rsv vaccine, am i eligible for rsv vaccine, etc.)



RSV 50+ – PHASE 2 – DIGITAL – INTERSTITIALS

Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	217,187	38.35%	402	37.75%	0.19%
SP - Urban	118,532	20.93%	181	17.00%	0.15%
EN - Rural	183,209	32.35%	409	38.40%	0.22%
Urban Total	335,719	59.29%	583	54.74%	0.17%
Rural Total	183,209	32.35%	409	38.40%	0.22%
Total	**518,928**	**91.64%**	**992**	**93.15%**	**0.19%**

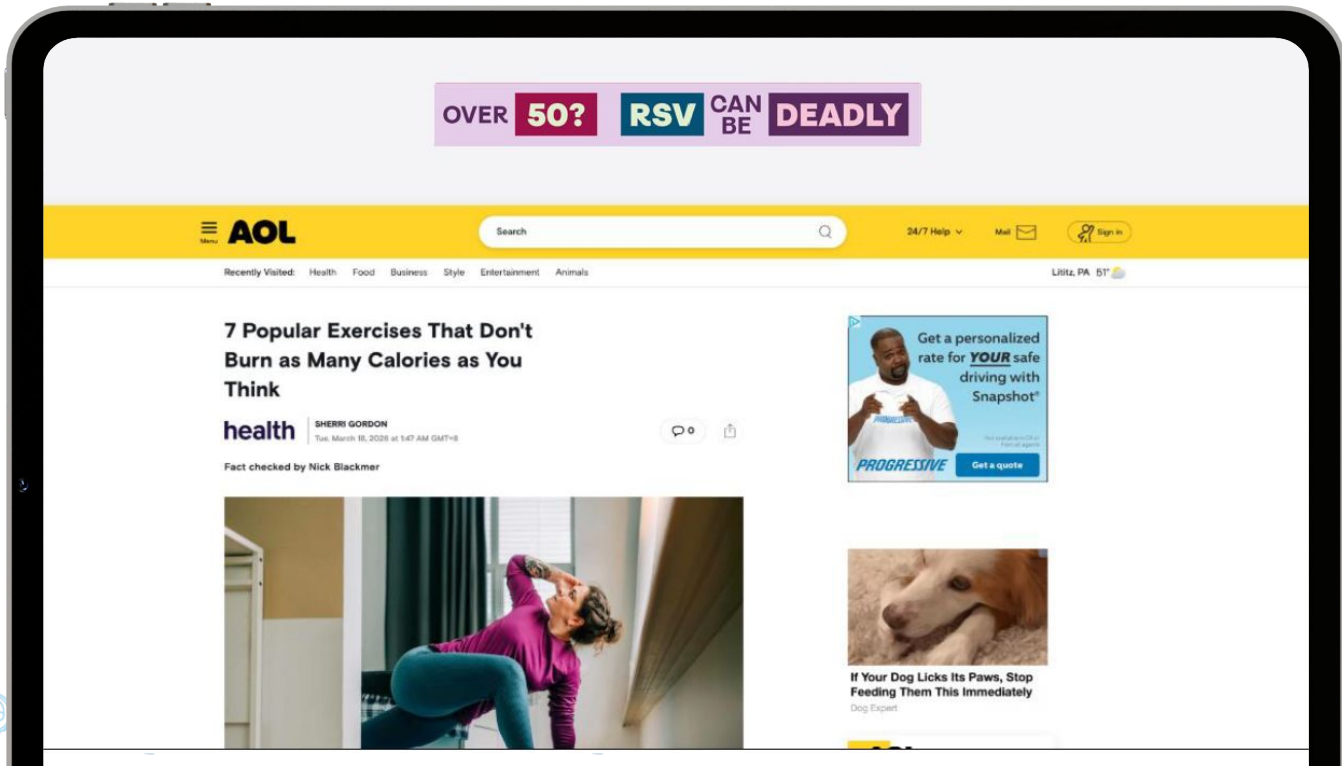
- RSV 50+ interstitials were created in 320x480 and 300x250 sizes to be placed on third-party websites related to health, while simultaneously targeting adults over 50.
- Rural English saw the most clicks and the highest CTR of all the interstitials in this ad category.



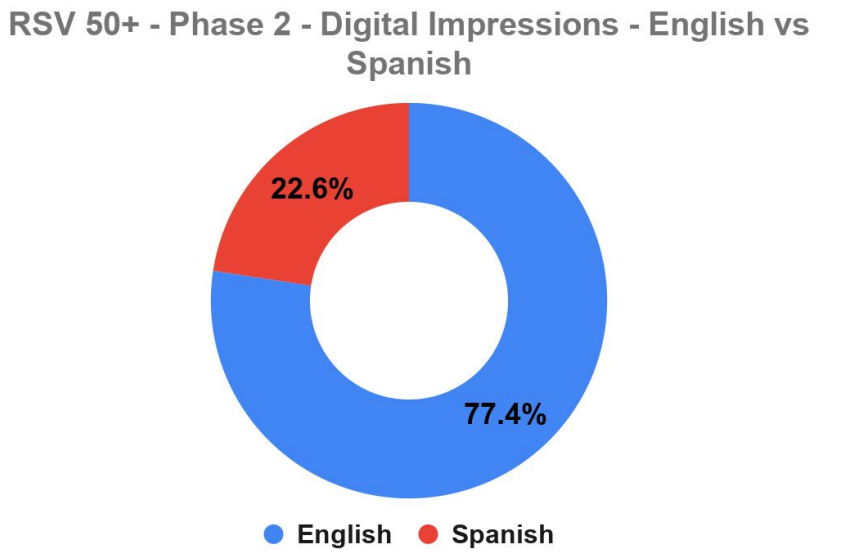
RSV 50+ – PHASE 2 – DIGITAL – DISPLAYS

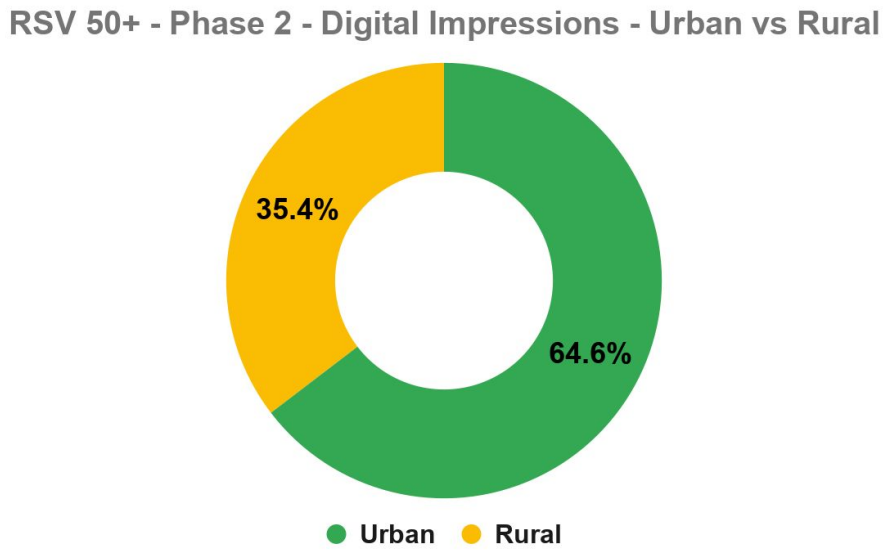
Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	20,790	3.67%	31	2.91%	0.15%
SP - Urban	9,386	1.66%	28	2.63%	0.30%
EN - Rural	17,172	3.03%	14	1.31%	0.08%
Urban Total	30,176	5.33%	59	5.54%	0.20%
Rural Total	17,172	3.03%	14	1.31%	0.08%
Total	**47,348**	**8.36%**	**73**	**6.85%**	**0.15%**

- The RSV 50+ interstitials were adapted into digital displays in various sizes (320x50, 160x600, 300x250, etc.), and were placed on similar sites as the interstitials, all at no additional cost.
- Urban English saw the most impressions and clicks, however the Spanish Urban audience achieved the highest CTR of the RSV 50+ displays.



RSV 50+ – PHASE 2 – DIGITAL – SUMMARY





Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
English Total	438,358	77.41%	856	80.38%	0.20%
Spanish Total	127,918	22.59%	209	19.62%	0.16%
Urban Total	365,895	64.61%	642	60.28%	0.18%
Rural Total	200,381	35.39%	423	39.72%	0.21%
Totals	**566,276**	**100.00%**	**1,065**	**100.00%**	**0.19%**

- The overall impressions and clicks closely mirrored the budget allocations for English vs Spanish and Urban vs Rural.

RSV 50+ – PHASE 2 – SOCIAL MEDIA – META – AWARENESS

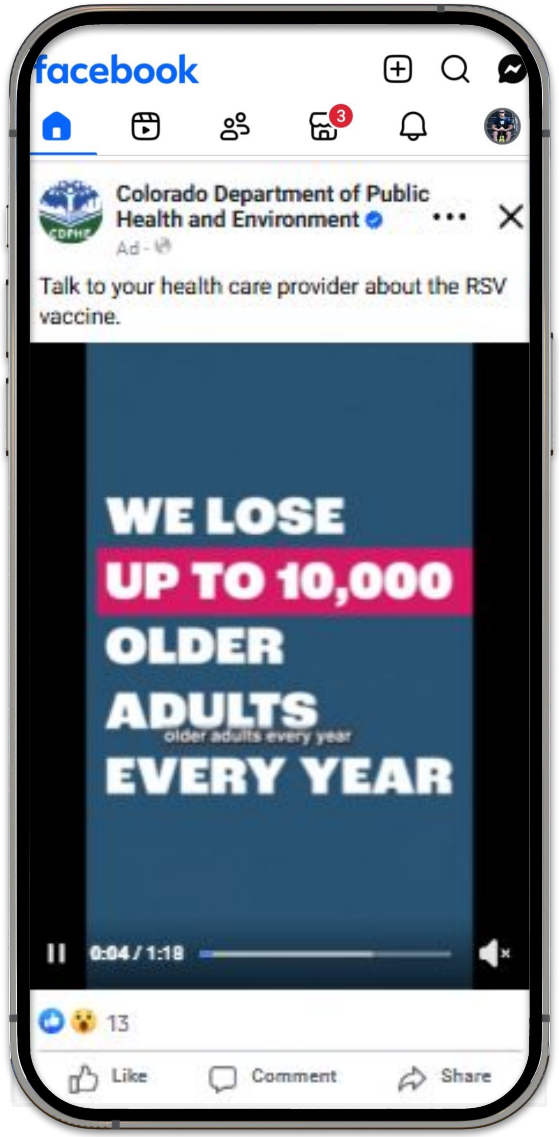
Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	21,224	0.74%	89	1.38%	0.42%	19,321	91.03%
EN - Rural	48,909	1.71%	217	3.36%	0.44%	43,754	89.46%
SP - Urban	53,285	1.86%	154	2.39%	0.29%	49,966	93.77%
Awareness Total	**123,418**	**4.32%**	**460**	**7.13%**	**0.37%**	**113,041**	**91.59%**
EN Total	70,133	2.45%	306	4.74%	0.44%	63,075	89.94%
SP Total	53,285	1.86%	154	2.39%	0.29%	49,966	93.77%
Urban Total	74,509	2.61%	243	3.77%	0.33%	69,287	92.99%
Rural Total	48,909	1.71%	217	3.36%	0.44%	43,754	89.46%



- On Meta, the RSV Awareness spots delivered the highest CTRs of all RSV 50+ ads in Phase 2.
- These high CTRs may suggest that the awareness spot is engaging enough among older Coloradans to lead them to seek more information on the topic.

RSV 50+ – PHASE 2 – SOCIAL MEDIA – META – DR INTERVIEW

Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	19,921	0.70%	73	1.13%	0.37%	18,265	91.69%
EN - Rural	88,366	3.09%	193	2.99%	0.22%	83,033	93.96%
SP - Urban	36,989	1.29%	179	2.77%	0.48%	34,084	92.15%
Dr Interview Total	**145,276**	**5.08%**	**445**	**6.90%**	**0.31%**	**135,382**	**93.19%**
EN Total	108,287	3.79%	266	4.12%	0.25%	101,298	93.55%
SP Total	36,989	1.29%	179	2.77%	0.48%	34,084	92.15%
Urban Total	56,910	1.99%	252	3.91%	0.44%	52,349	91.99%
Rural Total	88,366	3.09%	193	2.99%	0.22%	83,033	93.96%



- On Meta, the RSV 50+ Dr Interview performed well, and saw significant impressions from Rural English speakers, as it delivered roughly 37% more impressions than both English and Spanish Urban audiences Total.
- This may reflect a big information need/gap among Rural Coloradans.

RSV 50+ – PHASE 2 – SOCIAL MEDIA – META – HYBRID #1

Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	318,410	11.14%	586	9.08%	0.18%	288,492	90.60%
EN - Rural	201,692	7.05%	369	5.72%	0.18%	182,646	90.56%
SP - Urban	172,886	6.05%	273	4.23%	0.16%	164,192	94.97%
Hybrid #1 Total	**692,988**	**24.24%**	**1,228**	**19.04%**	**0.18%**	**635,330**	**91.68%**
EN Total	520,102	18.19%	955	14.80%	0.18%	471,138	90.59%
SP Total	172,886	6.05%	273	4.23%	0.16%	164,192	94.97%
Urban Total	491,296	17.18%	859	13.32%	0.17%	452,684	92.14%
Rural Total	201,692	7.05%	369	5.72%	0.18%	182,646	90.56%



- Both RSV 50+ hybrids ran for the entirety of the sub-campaign flight, and Hybrid #1 (Disease-Focus) delivered a higher share of impressions and clicks.

RSV 50+ – PHASE 2 – SOCIAL MEDIA – META – HYBRID #2

Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	186,675	6.53%	376	5.83%	0.20%	168,585	90.31%
EN - Rural	292,004	10.21%	797	12.35%	0.27%	265,248	90.84%
SP - Urban	21,638	0.76%	34	0.53%	0.16%	20,518	94.82%
Hybrid #2 Total	**500,317**	**17.50%**	**1,207**	**18.71%**	**0.24%**	**454,351**	**90.81%**
EN Total	478,679	16.74%	1,173	18.18%	0.25%	433,833	90.63%
SP Total	21,638	0.76%	34	0.53%	0.16%	20,518	94.82%
Urban Total	208,313	7.29%	410	6.36%	0.20%	189,103	90.78%
Rural Total	292,004	10.21%	797	12.35%	0.27%	265,248	90.84%



- In Phase 2, the second RSV 50+ Hybrid (Vaccine-Focus) achieved a higher CTR than the first one.
  - This may imply that the content of this video was more engaging to older audiences and encouraged more action.

RSV 50+ – PHASE 2 – SOCIAL MEDIA – META – GIF

Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	2,843	0.10%	11	0.17%	0.39%	2,557	89.94%
EN - Rural	5,514	0.19%	14	0.22%	0.25%	4,986	90.42%
SP - Urban	2,968	0.10%	10	0.16%	0.34%	2,793	94.10%
GIF Total	**11,325**	**0.40%**	**35**	**0.54%**	**0.31%**	**10,336**	**91.27%**
EN Total	8,357	0.29%	25	0.39%	0.30%	7,543	90.26%
SP Total	2,968	0.10%	10	0.16%	0.34%	2,793	94.10%
Urban Total	5,811	0.20%	21	0.33%	0.36%	5,350	92.07%
Rural Total	5,514	0.19%	14	0.22%	0.25%	4,986	90.42%

- The RSV 50+ GIF/social video got a late start in the campaign, launching in the middle of April.
- This delayed launch affected the performance of the GIF, as all versions delivered the lowest impressions and clicks of all Meta RSV 50+ assets.



RSV 50+ – PHASE 2 – SOCIAL MEDIA – META – CAROUSEL

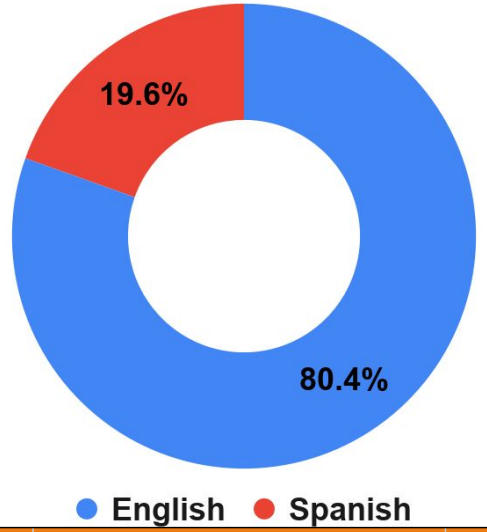
Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	553,487	19.36%	1,174	18.20%	0.21%
EN - Rural	560,669	19.61%	1,329	20.60%	0.24%
SP - Urban	271,550	9.50%	573	8.88%	0.21%
Carousel Totals	**1,385,706**	**48.47%**	**3,076**	**47.68%**	**0.22%**
EN Total	1,114,156	38.97%	2,503	38.80%	0.22%
SP Total	271,550	9.50%	573	8.88%	0.21%
Urban Total	825,037	28.86%	1,747	27.08%	0.21%
Rural Total	560,669	19.61%	1,329	20.60%	0.24%



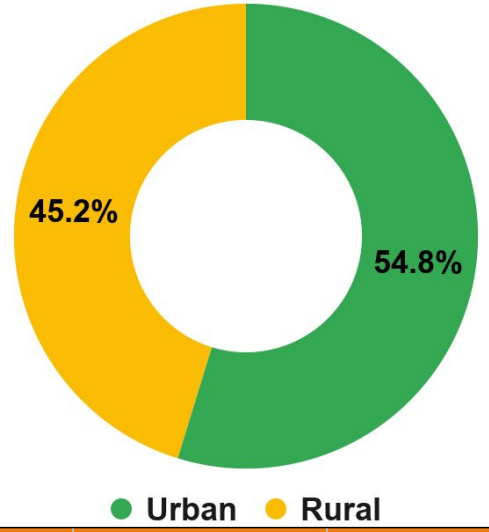
- Similar to the GIF, the RSV 50+ Carousel was added to the Meta campaign halfway through April.
- However, unlike the GIF, the Carousel delivered the most impressions and clicks of all RSV 50+ assets in Meta throughout Phase 2.
  - There are many likely factors that contributed to these outcomes, including creative fatigue, oversaturation of video assets in feeds, and more.

RSV 50+ – PHASE 2 – SOCIAL MEDIA – META – CAROUSEL

RSV 50+ - Phase 2 - Meta Impressions - English vs Spanish



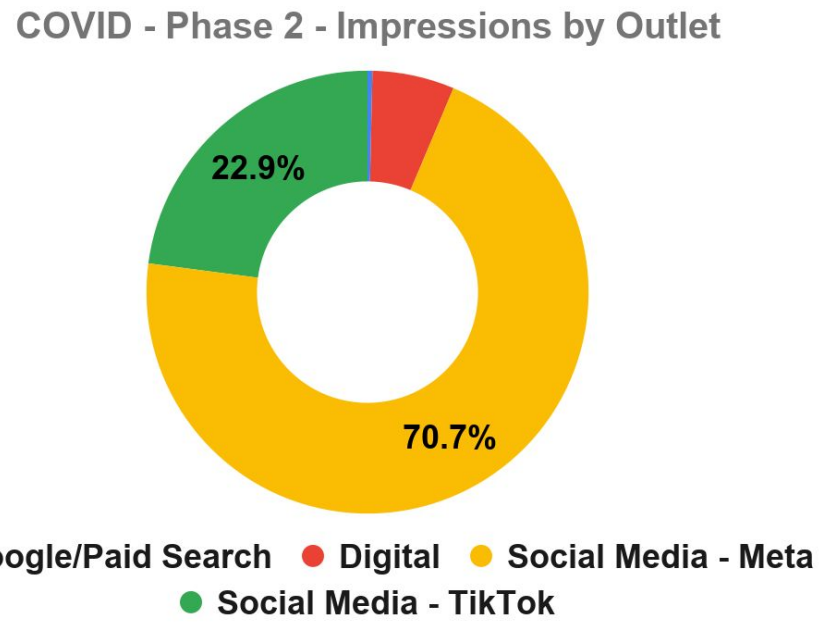
RSV 50+ - Phase 2 - Meta Impressions - Urban vs Rural

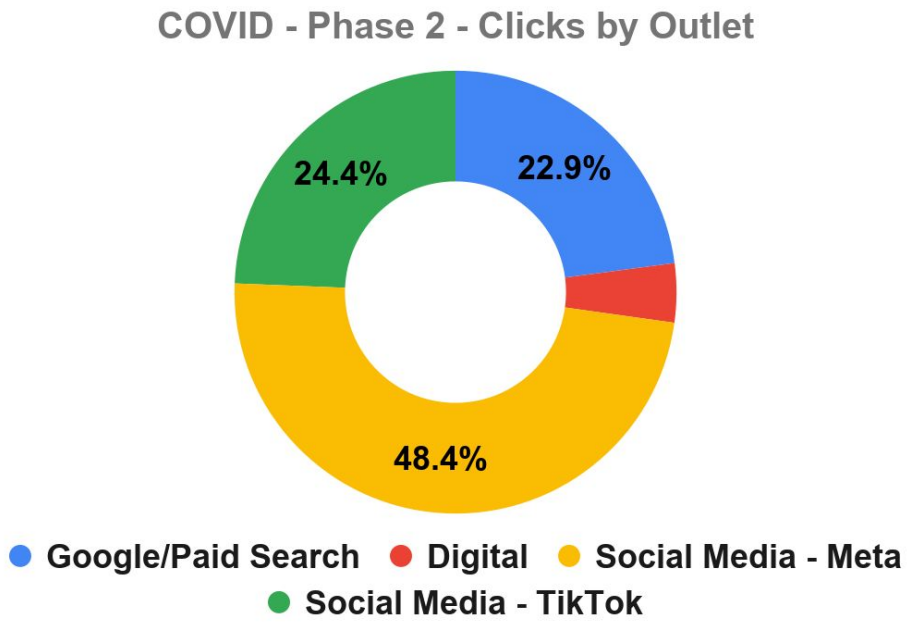


Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
English Total	2,299,714	80.44%	5,228	81.04%	0.23%	1,076,887	46.83%
Spanish Total	559,316	19.56%	1,223	18.96%	0.22%	271,553	48.55%
Urban Total	1,661,876	58.13%	3,532	54.75%	0.21%	768,773	46.26%
Rural Total	1,197,154	41.87%	2,919	45.25%	0.24%	579,667	48.42%
Totals	**2,859,030**	**100.00%**	**6,451**	**100.00%**	**0.23%**	**1,348,440**	**47.16%**

- The English vs Spanish percentage of impressions mirrored the budget for these audiences. However, the Urban vs Rural impressions were not as close.

RESPIRATORY – PHASE 2 – COVID RESULTS





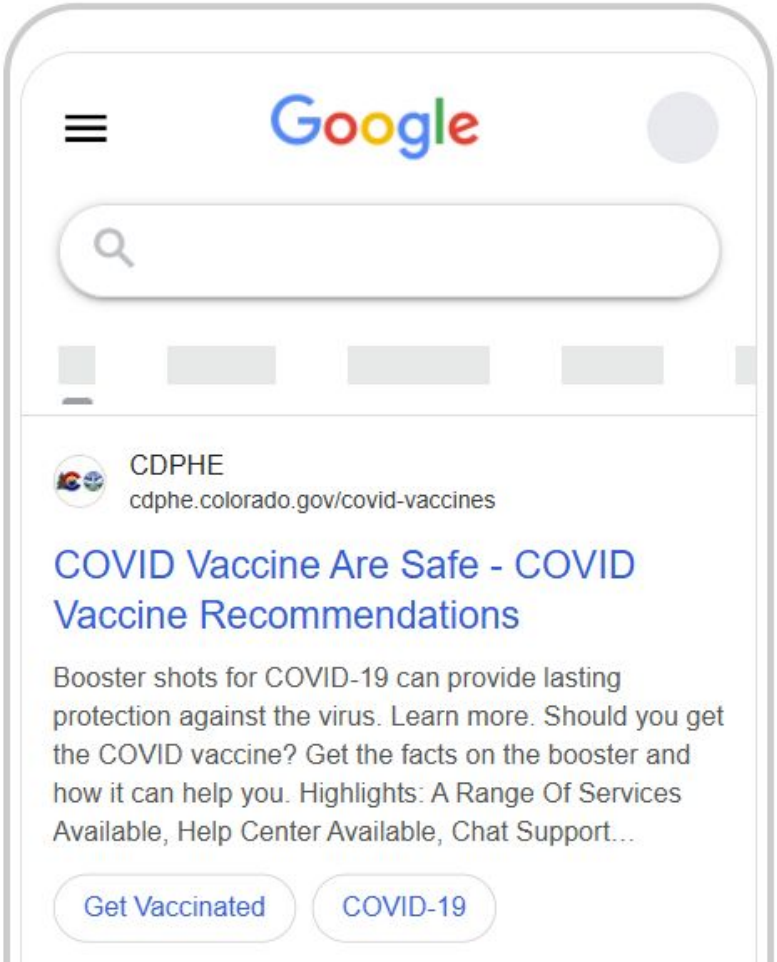
Outlet	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Google/Paid Search	8,222	0.36%	1,526	22.90%	18.56%	0	0.00%
Digital	137,878	6.00%	287	4.31%	0.21%	0	0.00%
Social Media - Meta	1,623,621	70.71%	3,226	48.42%	0.20%	744,609	45.86%
Social Media - TikTok	526,348	22.92%	1,624	24.37%	0.31%	522,289	99.23%
Totals	**2,296,069**	**100.00%**	**6,663**	**100.00%**	**0.29%**	**1,266,898**	**55.18%**

COVID – PHASE 2 – PAID SEARCH

View full Respiratory paid search keyword list.

Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	8,222	100%	1,526	100%	18.56%

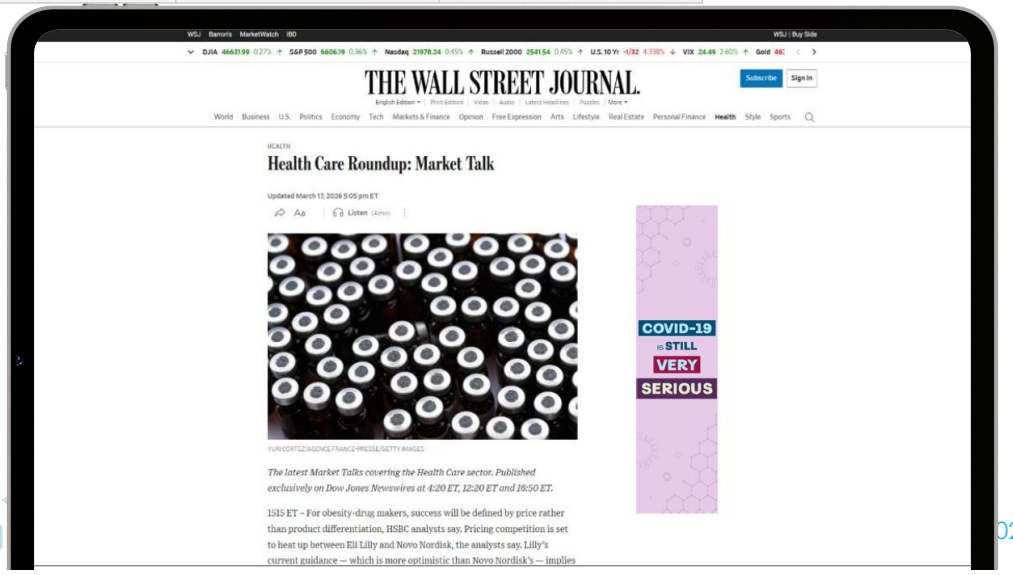
- One (1) ad group was created to reach Urban English-dominant audiences. **31** broad match keywords were targeted, all of which related to COVID-19. Keywords included:
  - Vaccine queries (e.g., can i get the covid vaccine, is the covid vaccine safe, etc.)
  - Disease queries (e.g., covid symptoms, is covid serious, etc.)
- The COVID Paid Search efforts delivered the highest CTR of **all** Paid Search campaigns, including all of the Childhood, Adolescent, and Vaccines Save Lives campaigns.



COVID – PHASE 2 – DIGITAL – SUMMARY

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
Interstitials - EN - Urban	71,069	51.54%	108	37.63%	0.15%
Interstitials - EN - Rural	55,428	40.20%	151	52.61%	0.27%
Interstitials - Total	126,497	91.75%	259	90.24%	0.20%
Displays - EN - Urban	6,302	4.57%	21	7.32%	0.33%
Displays - EN - Rural	5,079	3.68%	7	2.44%	0.14%
Displays - Total	11,381	8.25%	28	9.76%	0.25%
Digital - Urban Total	77,371	56.12%	129	44.95%	0.17%
Digital - Rural Total	60,507	43.88%	158	55.05%	0.26%
Digital Totals	**137,878**	**100.00%**	**287**	**100.00%**	**0.21%**

- In Phase 2, COVID interstitials were created (320x480 & 300x250) and placed on third-party websites related to health.
- These interstitials were adapted into digital displays in many different sizes (e.g., 320x50, 160x600, etc.)



COVID – PHASE 2 – SOCIAL MEDIA – META – AWARENESS

Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	275,108	16.94%	461	14.29%	0.17%	252,408	91.75%
EN - Rural	239,613	14.76%	488	15.13%	0.20%	221,421	92.41%
SP - Urban	239,514	14.75%	297	9.21%	0.12%	230,392	96.19%
Awareness Totals	**754,235**	**46.45%**	**1,246**	**38.62%**	**0.17%**	**704,221**	**93.37%**
EN Total	514,721	31.70%	949	29.42%	0.18%	473,829	92.06%
SP Total	239,514	14.75%	297	9.21%	0.12%	230,392	96.19%
Urban Total	514,622	31.70%	758	23.50%	0.15%	482,800	93.82%
Rural Total	239,613	14.76%	488	15.13%	0.20%	221,421	92.41%

- Phase 2 marked the first time that the COVID Awareness spots were used in paid media.
- The ads ran for the lifetime of the sub-campaign and saw great overall performance, contributing over 46% of total Meta impressions for COVID.



COVID – PHASE 2 – SOCIAL MEDIA – META – GIF

Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	978	0.06%	7	0.22%	0.72%	843	86.20%
EN - Rural	1,476	0.09%	10	0.31%	0.68%	1,368	92.68%
SP - Urban	39,785	2.45%	66	2.05%	0.17%	38,177	95.96%
GIF Totals	**42,239**	**2.60%**	**83**	**2.57%**	**0.20%**	**40,388**	**95.62%**
EN Total	2,454	0.15%	17	0.53%	0.69%	2,211	90.10%
SP Total	39,785	2.45%	66	2.05%	0.17%	38,177	95.96%
Urban Total	40,763	2.51%	73	2.26%	0.18%	39,020	95.72%
Rural Total	1,476	0.09%	10	0.31%	0.68%	1,368	92.68%

- The COVID GIF/Social Video was added to the sub-campaign halfway through April. This late start was a contributing factor to the low impressions and clicks for these placements.
- However, the GIF achieved high CTRs among English and Rural audiences, which may suggest that the content was engaging when it was shown.



COVID – PHASE 2 – SOCIAL MEDIA – META – CAROUSEL

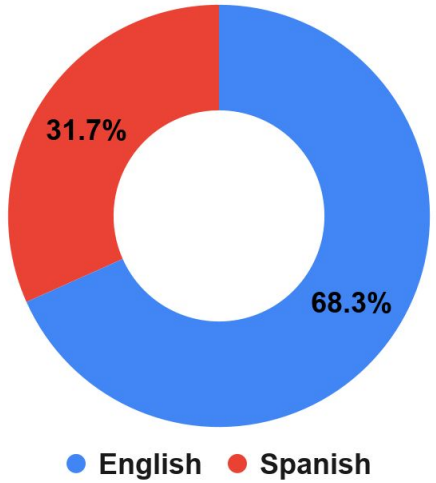
Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	324,363	19.98%	829	25.70%	0.26%
EN - Rural	267,583	16.48%	604	18.72%	0.23%
SP - Urban	235,201	14.49%	464	14.38%	0.20%
Carousel Totals	**827,147**	**50.94%**	**1,897**	**58.80%**	**0.23%**
EN Total	591,946	36.46%	1,433	44.42%	0.24%
SP Total	235,201	14.49%	464	14.38%	0.20%
Urban Total	559,564	34.46%	1,293	40.08%	0.23%
Rural Total	267,583	16.48%	604	18.72%	0.23%



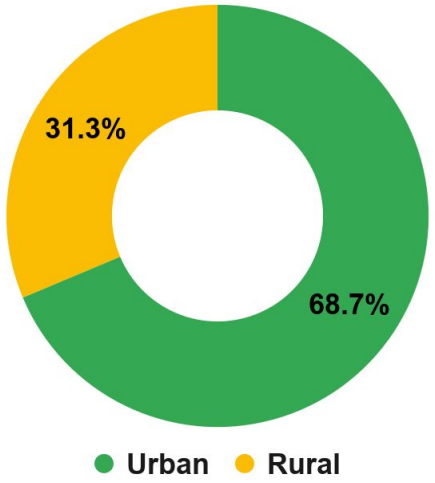
- Similar to the GIF/Social Video, the COVID Carousel was launched halfway through April, however it delivered much stronger numbers than the GIF/Social Video.
  - In fact, the Carousel achieved the highest impressions and clicks of all COVID Meta ads.

COVID – PHASE 2 – SOCIAL MEDIA – META – SUMMARY

COVID - Phase 2 - Meta Impressions - English vs Spanish



COVID - Phase 2 - Meta Impressions - Urban vs Rural



Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
English Total	1,109,121	68.31%	2,399	74.36%	0.22%	476,040	42.92%
Spanish Total	514,500	31.69%	827	25.64%	0.16%	268,569	52.20%
Urban Total	1,114,949	68.67%	2,124	65.84%	0.19%	521,820	46.80%
Rural Total	508,672	31.33%	1,102	34.16%	0.22%	222,789	43.80%
Meta Totals	**1,623,621**	**100.00%**	**3,226**	**100.00%**	**0.20%**	**744,609**	**45.86%**

- The overall impressions and clicks for Urban vs Rural audiences were closely aligned with the budget split for these audiences, but the same cannot be said for English vs Spanish.

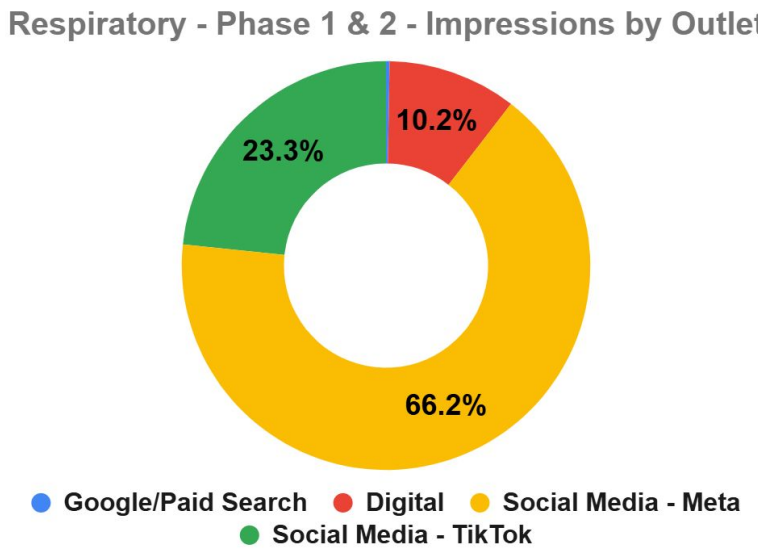
COVID – PHASE 2 – SOCIAL MEDIA – TIKTOK – AWARENESS

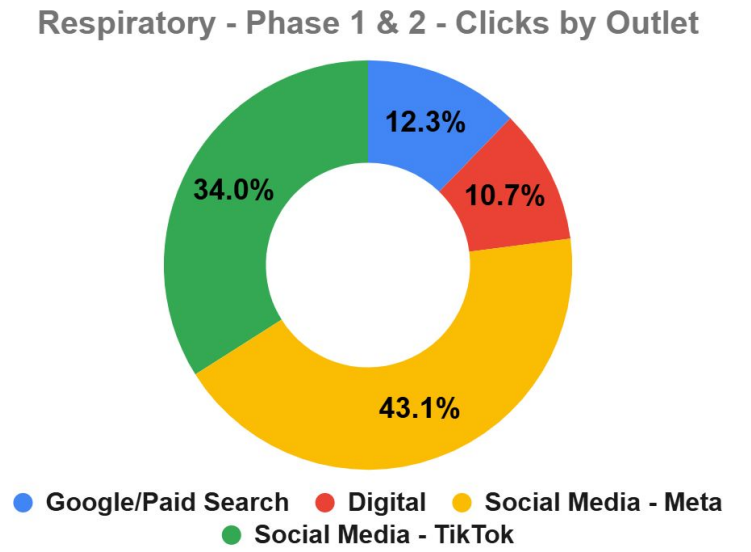
Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	313,823	59.62%	872	53.69%	0.28%	311,257	99.18%
EN - Rural	212,525	40.38%	752	46.31%	0.35%	211,032	99.30%
Awareness Totals	**526,348**	**100.00%**	**1,624**	**100.00%**	**0.31%**	**522,289**	**99.23%**

- On TikTok, the Awareness spot was the **only** asset placed for the COVID sub-campaign as the GIFs and Carousels were not properly formatted for TikTok.
- In addition, the Spanish version was not added to this line because of budget limitations and a smaller Spanish audience on TikTok.



RESPIRATORY PHASES 1 & 2 – SUMMARY

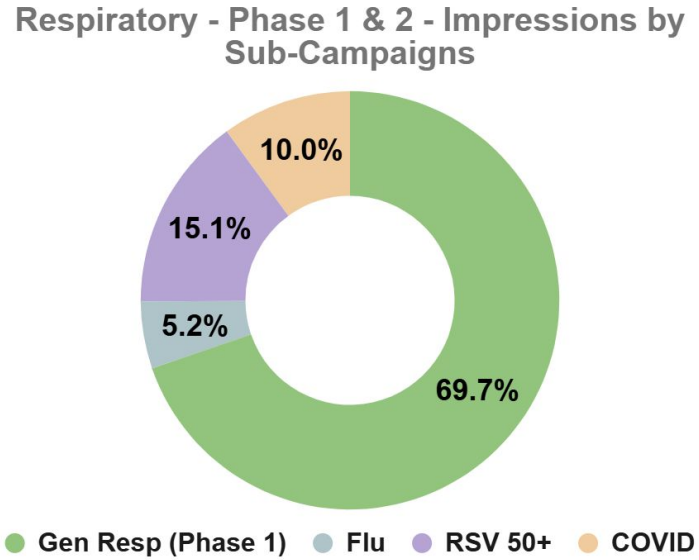


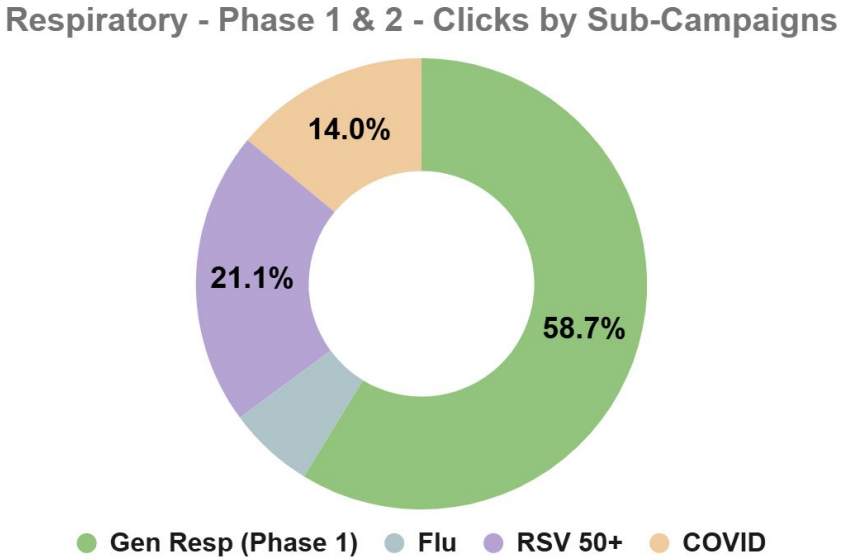


Outlet	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Google/Paid Search	64,266	0.28%	5,833	12.27%	9.08%	0	0.00%
Digital	2,337,044	10.21%	5,068	10.66%	0.22%	527,535	22.57%
Social Media - Meta	15,152,926	66.17%	20,492	43.10%	0.14%	11,762,296	77.62%
Social Media - TikTok	5,344,652	23.34%	16,150	33.97%	0.30%	5,306,873	99.29%
Totals	**22,898,888**	**100.00%**	**47,543**	**100.00%**	**0.21%**	**17,596,704**	**76.85%**

- In Respiratory Phases 1 and 2, Meta delivered the highest share of impressions and clicks, but had the lowest CTR. This confirms that Meta is great for awareness, but TikTok is better for engagement.

RESPIRATORY PHASES 1 & 2 – SUMMARY BY SUB-CAMPAIGN





Sub-Campaign	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Gen Resp (Phase 1)	15,965,880	69.72%	27,912	58.71%	0.17%	13,843,351	86.71%
Flu	1,188,715	5.19%	2,938	6.18%	0.25%	1,138,015	95.73%
RSV 50+	3,448,224	15.06%	10,030	21.10%	0.29%	1,348,440	39.11%
COVID	2,296,069	10.03%	6,663	14.01%	0.29%	1,266,898	55.18%
Totals	**22,898,888**	**100.00%**	**47,543**	**100.00%**	**0.21%**	**17,596,704**	**76.85%**

- Over 70% of the total Respiratory budget was allocated to Phase 1. This explains why Phase 1 accounted for the lion's share of impressions, clicks, and views.

PAID MEDIA – DETAILED PERFORMANCE

CHILDHOOD



From Good Ideas to Great Results

www.TheIdeaMarketing.com

CHILDHOOD – RESULTS OVERVIEW

View Campaign Dashboard

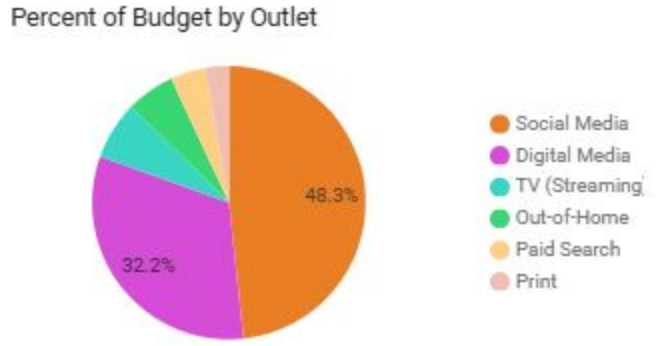
At-A-Glance

Impressions	Clicks	CTR	Views
76,450,821	268,718	0.35%	45,428,872

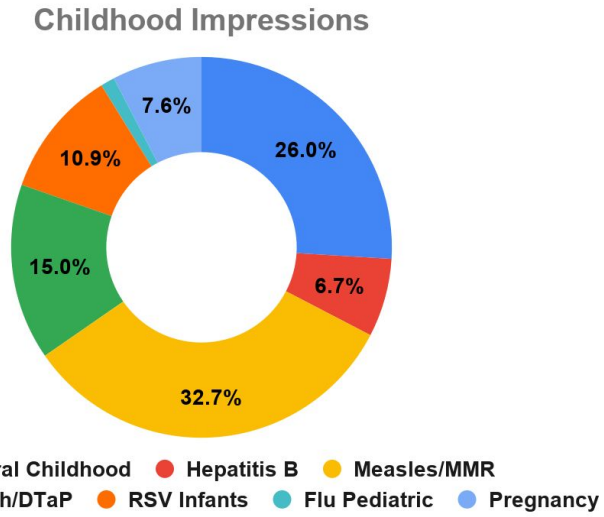
Summary

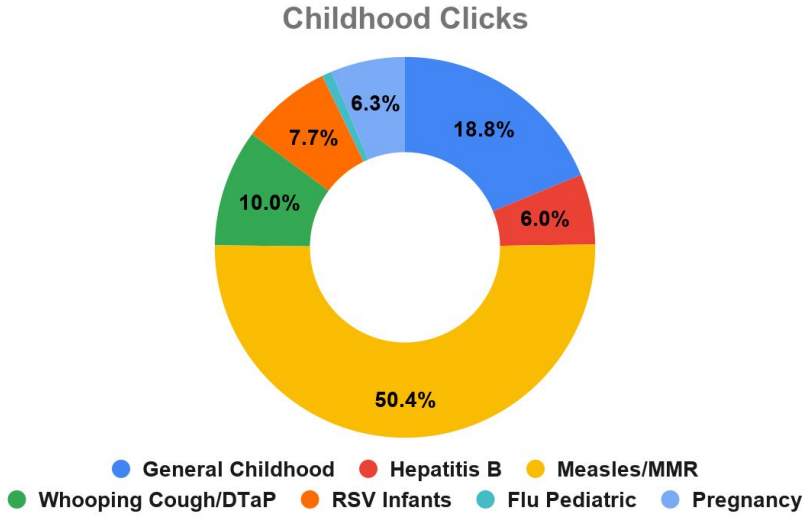
	Outlet	Budget	Percent
1.	Digital Media	$162,931	32.15%
2.	Out-of-Home	$28,994	5.72%
3.	Print	$14,237	2.81%
4.	Social Media	$244,840	48.32%
	Grand total	**$506,731**	**100%**

1 - 6 / 6



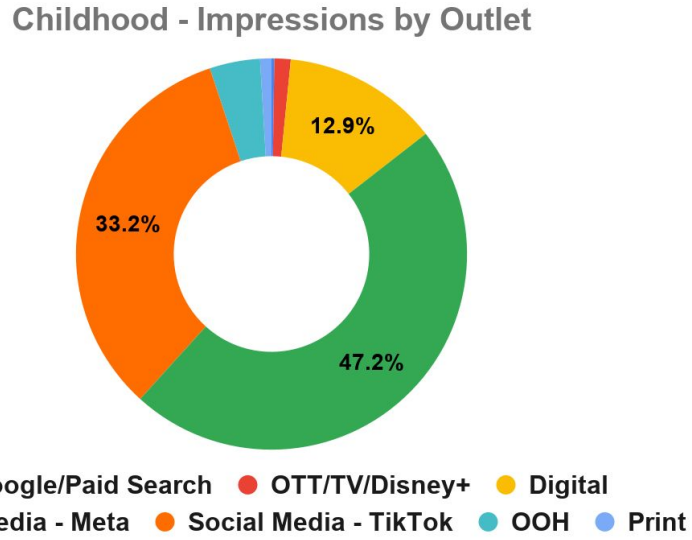
CHILDHOOD – SUB-CAMPAIGN RESULTS

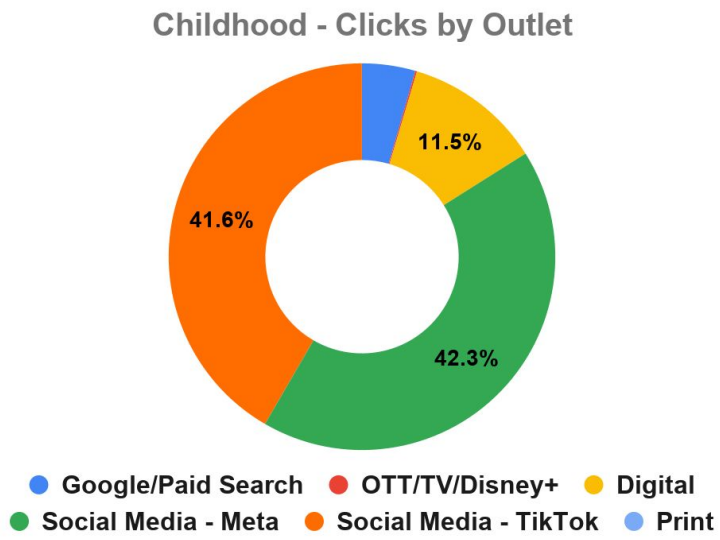




Sub-Campaign	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
General Childhood	19,851,448	25.97%	50,481	18.79%	0.25%	10,706,572	53.93%
Hepatitis B	5,094,306	6.66%	16,026	5.96%	0.31%	1,876,525	36.84%
Measles/MMR	25,020,921	32.73%	135,490	50.42%	0.54%	13,641,515	54.52%
Whooping Cough/DTaP	11,442,632	14.97%	26,779	9.97%	0.23%	7,300,375	63.80%
RSV Infants	8,305,401	10.86%	20,658	7.69%	0.25%	7,249,655	87.29%
Flu Pediatric	913,672	1.20%	2,288	0.85%	0.25%	723,717	79.21%
Pregnancy	5,822,441	7.62%	16,996	6.32%	0.29%	3,930,513	67.51%
Childhood Totals	**76,450,821**	**100.00%**	**268,718**	**100.00%**	**0.35%**	**45,428,872**	**59.42%**

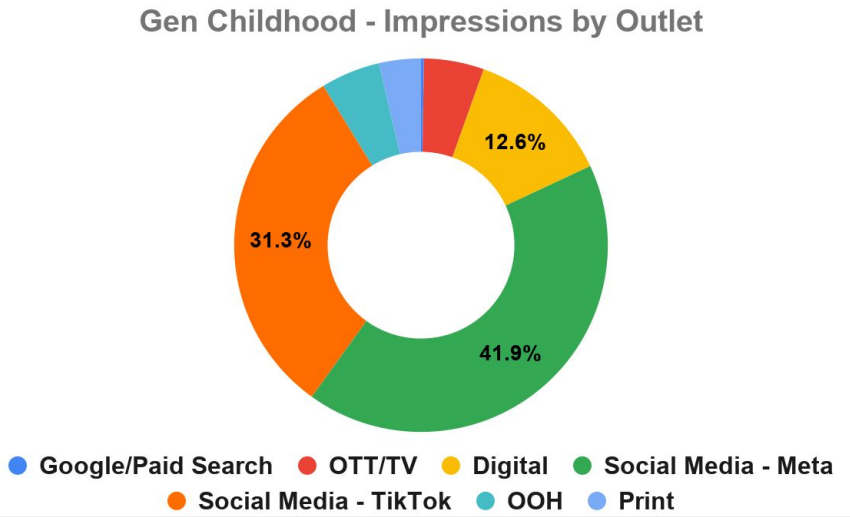
CHILDHOOD – ALL OUTLET RESULTS

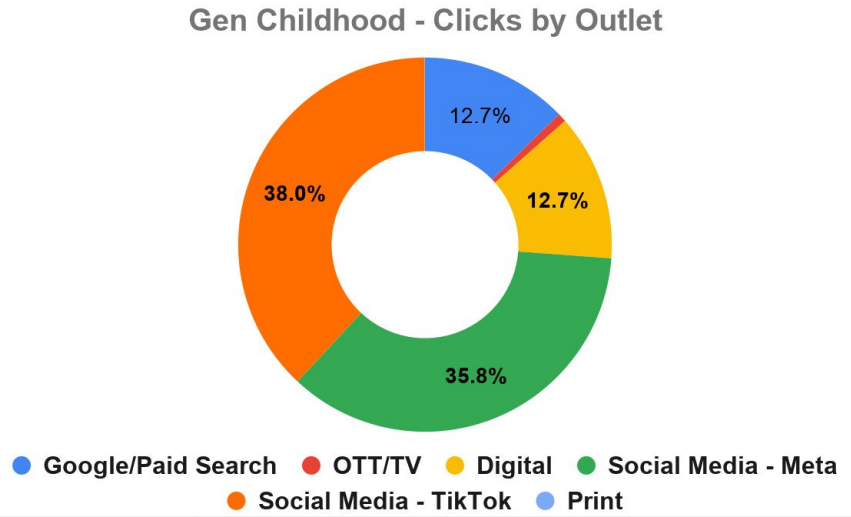




ALL Outlets	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Google/Paid Search	175,080	0.23%	11,965	4.45%	6.83%	0	0.00%
OTT/TV/Disney+	1,032,062	1.35%	386	0.14%	0.04%	1,003,628	97.24%
Digital	9,855,576	12.89%	30,774	11.45%	0.31%	146,788	1.49%
Social Media - Meta	36,122,200	47.25%	113,711	42.32%	0.31%	19,088,797	52.85%
Social Media - TikTok	25,360,546	33.17%	111,855	41.63%	0.44%	25,189,659	99.33%
OOH	3,187,870	4.17%	0	0.00%	0.00%	0	0.00%
Print	717,487	0.94%	27	0.01%	0.00%	0	0.00%
Outlet Totals	**76,450,821**	**100.00%**	**268,718**	**100.00%**	**0.35%**	**45,428,872**	**59.42%**

GENERAL CHILDHOOD – OUTLET RESULTS





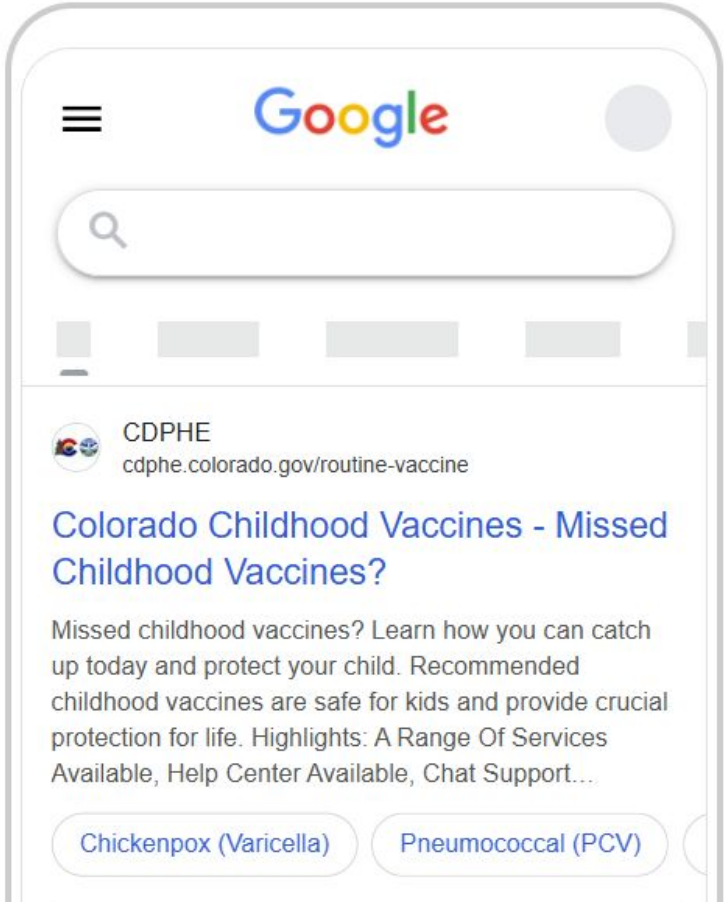
Gen Childhood Outlets	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Google/Paid Search	50,445	0.25%	6,427	12.73%	12.74%	0	0.00%
OTT/TV	1,032,062	5.20%	386	0.76%	0.04%	1,003,628	97.24%
Digital	2,499,031	12.59%	6,397	12.67%	0.26%	0	0.00%
Social Media - Meta	8,315,420	41.89%	18,063	35.78%	0.22%	3,515,878	42.28%
Social Media - TikTok	6,215,283	31.31%	19,181	38.00%	0.31%	6,187,066	99.55%
OOH	1,021,720	5.15%	0	0.00%	0.00%	0	0.00%
Print	717,487	3.61%	27	0.05%	0.00%	0	0.00%
Gen Childhood Totals	**19,851,448**	**100.00%**	**50,481**	**100.00%**	**0.25%**	**10,706,572**	**53.93%**

GENERAL CHILDHOOD – PAID SEARCH

View full Childhood paid search keyword list.

Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	39,173	77.65%	5,062	78.76%	12.92%
EN - Rural	8,258	16.37%	1,024	15.93%	12.40%
SP - Urban	3,014	5.97%	341	5.31%	11.31%
EN Total	47,431	94.03%	6,086	94.69%	12.83%
Urban Total	42,187	83.63%	5,403	84.07%	12.81%
Rural Total	8,258	16.37%	1,024	15.93%	12.40%
Paid Search Total	**50,445**	**100.00%**	**6,427**	**100.00%**	**12.74%**

- Three (3) ad groups were created for Urban and Rural English speakers, and Urban Spanish speakers. **30** English and **22** Spanish broad match keywords were targeted, which related to childhood vaccines, including:
  - Vaccine queries (e.g., childhood vaccine schedule, pediatric immunizations, are vaccines safe for kids, etc.)
- Similar to other sub-campaigns, paid search had the highest CTR of all outlets for General Childhood.



GENERAL CHILDHOOD – OTT/TV

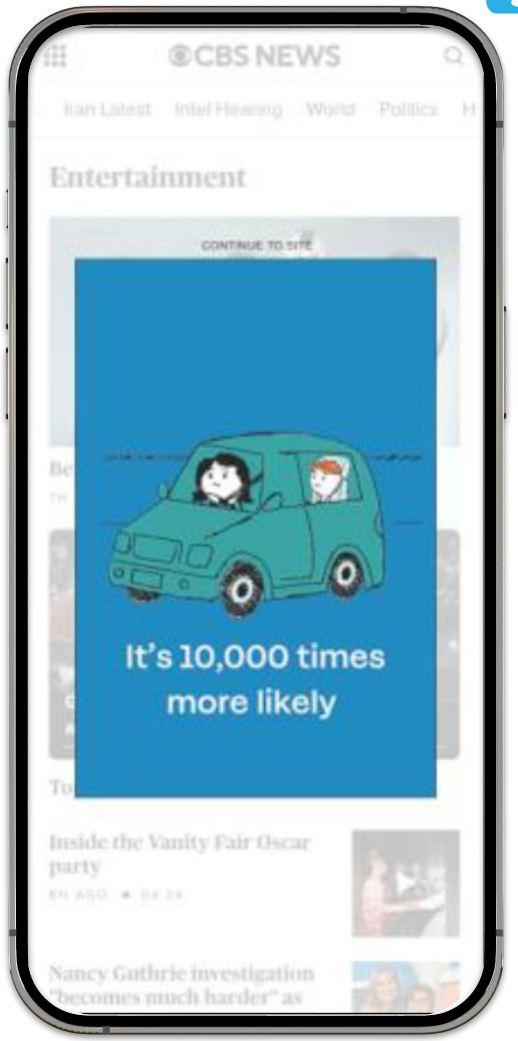
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	587,550	56.93%	293	75.91%	0.05%	569,326	96.90%
SP - Urban	115,649	11.21%	32	8.29%	0.03%	112,199	97.02%
EN - Rural	274,512	26.60%	51	13.21%	0.02%	268,954	97.98%
SP - Rural	54,351	5.27%	10	2.59%	0.02%	53,149	97.79%
EN Total	862,062	83.53%	344	89.12%	0.04%	838,280	97.24%
SP Total	170,000	16.47%	42	10.88%	0.02%	165,348	97.26%
Urban Total	703,199	68.14%	325	84.20%	0.05%	681,525	96.92%
Rural Total	328,863	31.86%	61	15.80%	0.02%	322,103	97.94%
OTT/TV Total	**1,032,062**	**100.00%**	**386**	**100.00%**	**0.04%**	**1,003,628**	**97.24%**

- Both the 0-2 and 2-6 General Childhood Awareness (30-sec) spot (with captions) were placed on Disney+ and OTT.
- On Disney+, only the English version was placed, but both English and Spanish versions were placed on OTT.



GENERAL CHILDHOOD – DIGITAL – INTERSTITIALS

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	1,286,812	51.49%	3,556	55.59%	0.28%
SP - Urban	209,503	8.38%	642	10.04%	0.31%
EN - Rural	580,948	23.25%	1,100	17.20%	0.19%
SP - Rural	130,345	5.22%	279	4.36%	0.21%
EN Total	1,867,760	74.74%	4,656	72.78%	0.25%
SP Total	339,848	13.60%	921	14.40%	0.27%
Urban Total	1,496,315	59.88%	4,198	65.62%	0.28%
Rural Total	711,293	28.46%	1,379	21.56%	0.19%
Interstitials Total	**2,207,608**	**88.34%**	**5,577**	**87.18%**	**0.25%**

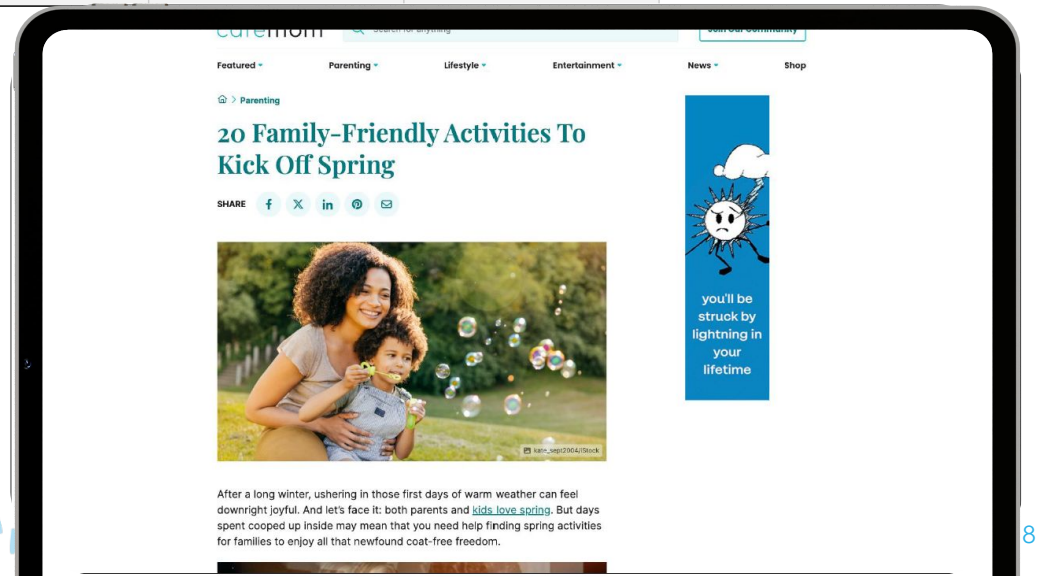


- Multiple types of interstitials were created and placed for General Respiratory in a handful of sizes (300x250 and 320x480). These interstitials were adaptations of a few hybrids.
- These ads performed well overall, delivering strong CTRs in Urban audiences.

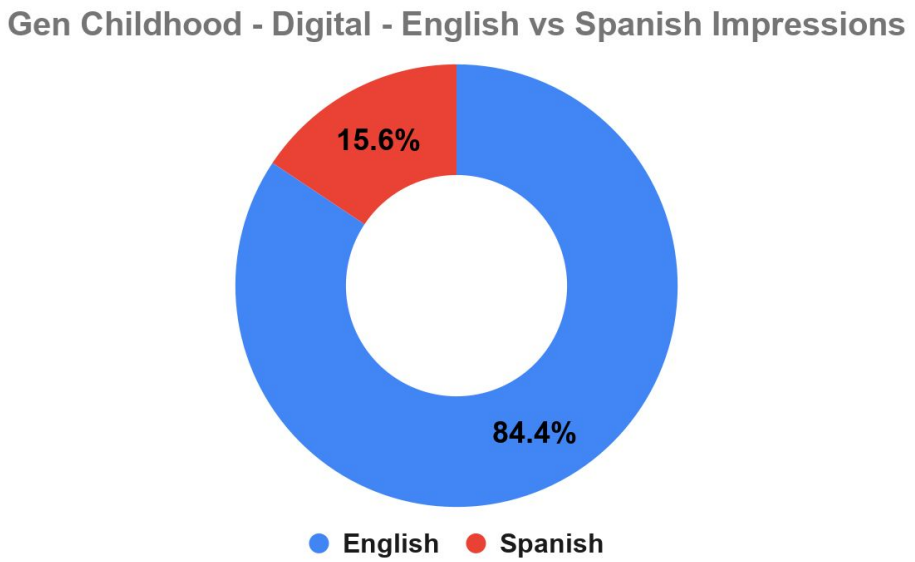
GENERAL CHILDHOOD – DIGITAL – DISPLAYS

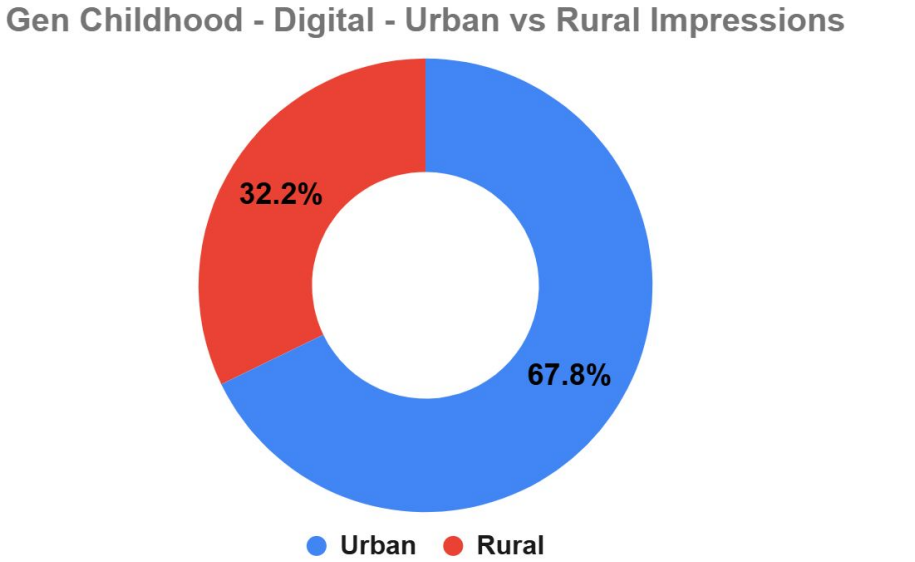
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	165,737	6.63%	311	4.86%	0.19%
SP - Urban	32,564	1.30%	192	3.00%	0.59%
EN - Rural	74,492	2.98%	157	2.45%	0.21%
SP - Rural	18,630	0.75%	160	2.50%	0.86%
EN Total	240,229	9.61%	468	7.32%	0.19%
SP Total	51,194	2.05%	352	5.50%	0.69%
Urban Total	198,301	7.94%	503	7.86%	0.25%
Rural Total	93,122	3.73%	317	4.96%	0.34%
Displays Total	**291,423**	**11.66%**	**820**	**12.82%**	**0.28%**

- The General Childhood interstitials were adapted to digital displays and placed on third-party websites at no additional cost.
- These displays delivered very strong CTRs among Spanish audiences, which may suggest the content resonated with those communities.



GENERAL CHILDHOOD – DIGITAL – SUMMARY



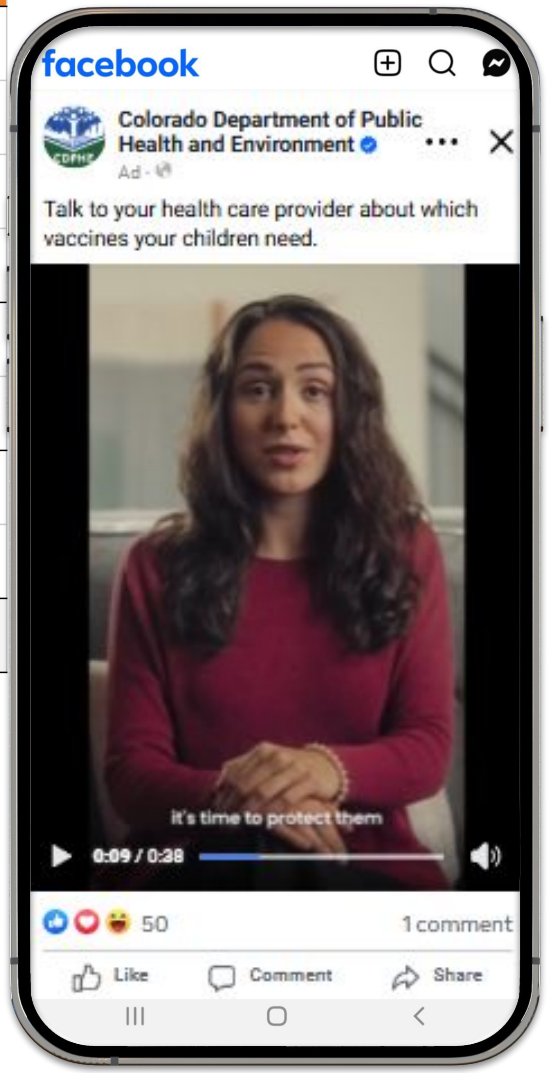


Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
English Total	2,107,989	84.35%	5,124	80.10%	0.24%
Spanish Total	391,042	15.65%	1,273	19.90%	0.33%
Urban Total	1,694,616	67.81%	4,701	73.49%	0.28%
Rural Total	804,415	32.19%	1,696	26.51%	0.21%
Totals	**2,499,031**	**100.00%**	**6,397**	**100.00%**	**0.26%**

- Impressions and clicks for English vs Spanish mirrored the budget allocations for these audiences, while Urban vs Rural metrics were more skewed towards Urban.

GEN CHILDHOOD – SOCIAL MEDIA – META – AWARENESS (0-2)

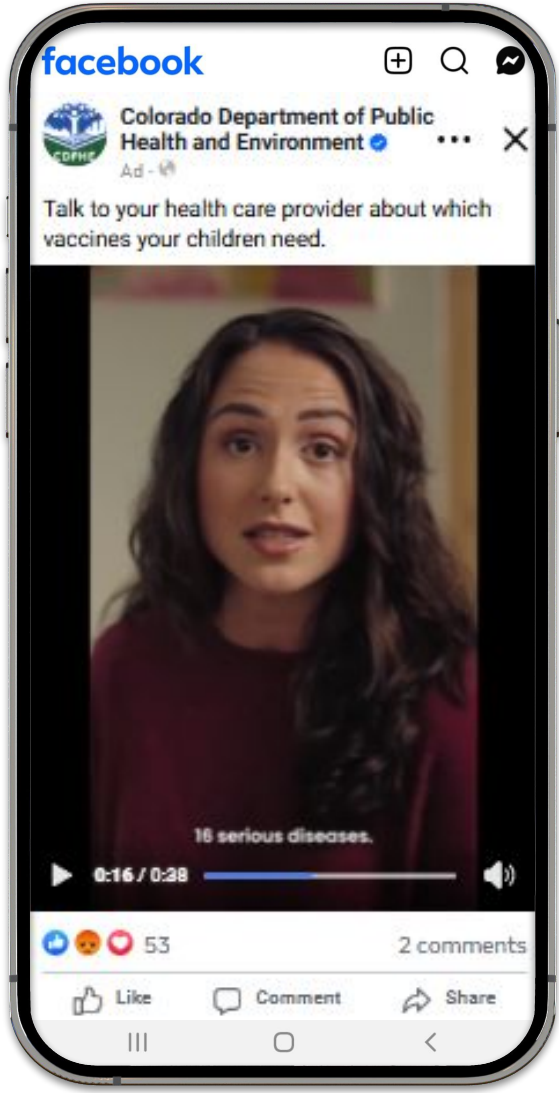
Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	226,951	2.73%	562	3.11%	0.25%	206,939	91.18%
SP - Urban	283,599	3.41%	509	2.82%	0.18%	265,767	93.71%
EN - Rural	205,296	2.47%	277	1.53%	0.13%	189,273	92.20%
SP - Rural	40,728	0.49%	75	0.42%	0.18%	37,985	93.27%
EN Total	432,247	5.20%	839	4.64%	0.19%	396,212	91.66%
SP Total	324,327	3.90%	584	3.23%	0.18%	303,752	93.66%
Urban Total	510,550	6.14%	1,071	5.93%	0.21%	472,706	92.59%
Rural Total	246,024	2.96%	352	1.95%	0.14%	227,258	92.37%
0-2 Awareness Total	**756,574**	**9.10%**	**1,423**	**7.88%**	**0.19%**	**699,964**	**92.52%**



- Both General Childhood Awareness spots were placed on Meta (0-2 & 2-6) for the duration of the sub-campaign.
- The ads saw decent performance overall, and Urban English stood out from the crowd with the top CTR for the 0-2 group.

GEN CHILDHOOD – SOCIAL MEDIA – META – AWARENESS (2-6)

Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	441,525	5.31%	707	3.91%	0.16%	399,414	90.46%
SP - Urban	94,959	1.14%	215	1.19%	0.23%	142,862	150.45%
EN - Rural	221,598	2.66%	456	2.52%	0.21%	199,186	89.89%
SP - Rural	171,541	2.06%	275	1.52%	0.16%	160,240	93.41%
EN Total	663,123	7.97%	1,163	6.44%	0.18%	598,600	90.27%
SP Total	266,500	3.20%	490	2.71%	0.18%	303,102	113.73%
Urban Total	536,484	6.45%	922	5.10%	0.17%	542,276	101.08%
Rural Total	393,139	4.73%	731	4.05%	0.19%	359,426	91.42%
Awareness (2-6) Total	**929,623**	**11.18%**	**1,653**	**9.15%**	**0.18%**	**901,702**	**97.00%**

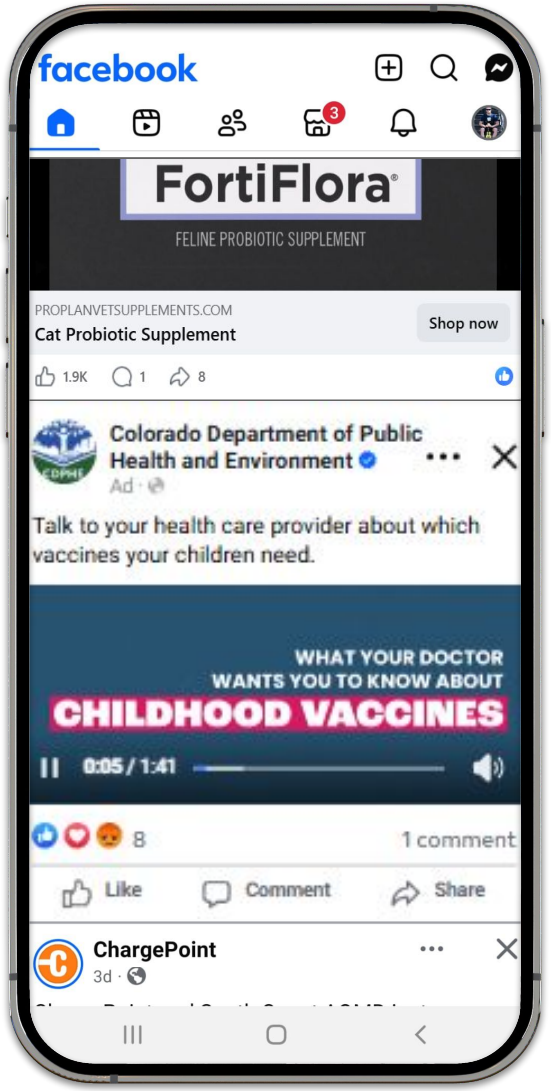


- The 2-6 General Awareness spot outperformed the 0-2 version on Meta, as it ~20% more impression and ~14% more clicks.
- Interestingly, the Spanish Urban audience had the highest CTR despite having the lowest impressions of the group.

GEN CHILDHOOD – SOCIAL MEDIA – META – DR INTERVIEW

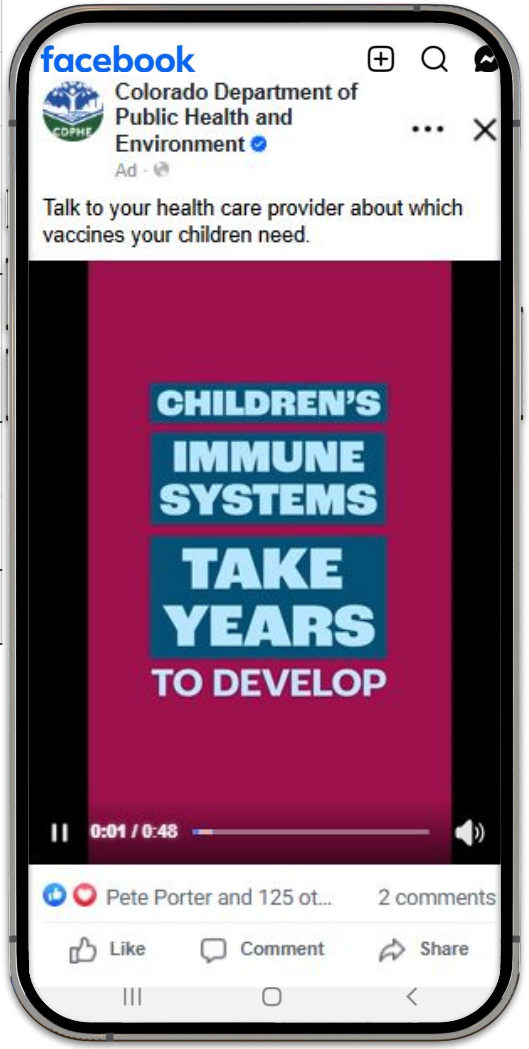
Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	34,581	0.42%	60	0.33%	0.17%	31,725	91.74%
SP - Urban	5,466	0.07%	19	0.11%	0.35%	4,960	90.74%
EN - Rural	43,133	0.52%	113	0.63%	0.26%	37,716	87.44%
SP - Rural	2,217	0.03%	10	0.06%	0.45%	1,948	87.87%
EN Total	77,714	0.93%	173	0.96%	0.22%	69,441	89.35%
SP Total	7,683	0.09%	29	0.16%	0.38%	6,908	89.91%
Urban Total	40,047	0.48%	79	0.44%	0.20%	36,685	91.60%
Rural Total	45,350	0.55%	123	0.68%	0.27%	39,664	87.46%
Dr Interview Totals	**85,397**	**1.03%**	**202**	**1.12%**	**0.24%**	**76,349**	**89.40%**

- The General Childhood Dr Interview was added to the creative rotation very late in the campaign (May 18), which partially explains the significant difference in impressions and clicks between these videos and other Gen Childhood assets.



GEN CHILDHOOD – SOCIAL MEDIA – META – HYBRID #1

Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	927,909	11.16%	1,689	9.35%	0.18%	860,702	92.76%
SP - Urban	154,557	1.86%	284	1.57%	0.18%	87,541	56.64%
EN - Rural	205,913	2.48%	319	1.77%	0.15%	192,268	93.37%
SP - Rural	71,797	0.86%	104	0.58%	0.14%	68,305	95.14%
EN Total	1,133,822	13.64%	2,008	11.12%	0.18%	1,052,970	92.87%
SP Total	226,354	2.72%	388	2.15%	0.17%	155,846	68.85%
Urban Total	1,082,466	13.02%	1,973	10.92%	0.18%	948,243	87.60%
Rural Tota	277,710	3.34%	423	2.34%	0.15%	260,573	93.83%
Hybrid #1 Totals	**1,360,176**	**16.36%**	**2,396**	**13.26%**	**0.18%**	**1,208,816**	**88.87%**



- Both General Childhood Hybrids were active for the entirety of the sub-campaign.
- The first hybrid (Disease-Focus) delivered over two times as many impressions as the second hybrid.

GEN CHILDHOOD – SOCIAL MEDIA – META – HYBRID #2

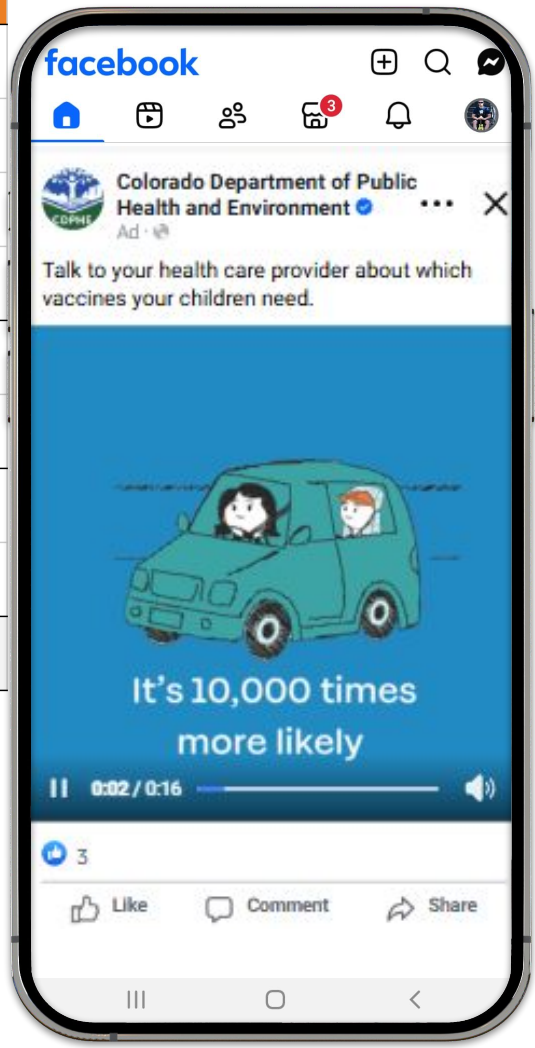
Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	217,665	2.62%	1,042	5.77%	0.48%	186,613	85.73%
SP - Urban	65,629	0.79%	281	1.56%	0.43%	56,145	85.55%
EN - Rural	268,412	3.23%	593	3.28%	0.22%	235,841	87.87%
SP - Rural	18,418	0.22%	52	0.29%	0.28%	16,241	88.18%
EN Total	486,077	5.85%	1,635	9.05%	0.34%	422,454	86.91%
SP Total	84,047	1.01%	333	1.84%	0.40%	72,386	86.13%
Urban Total	283,294	3.41%	1,323	7.32%	0.47%	242,758	85.69%
Rural Total	286,830	3.45%	645	3.57%	0.22%	252,082	87.89%
Hybrid #2 Totals	**570,124**	**6.86%**	**1,968**	**10.90%**	**0.35%**	**494,840**	**86.80%**



- Although the first General Childhood hybrid delivered more impressions, the second hybrid (Vaccine-Focus) had much stronger CTRs across all audiences and geographies.
  - This suggests that the second hybrid is much more engaging and more likely to drive clicks/action.

GEN CHILDHOOD – SOCIAL MEDIA – META – GIF/SOCIAL VID – CRASH

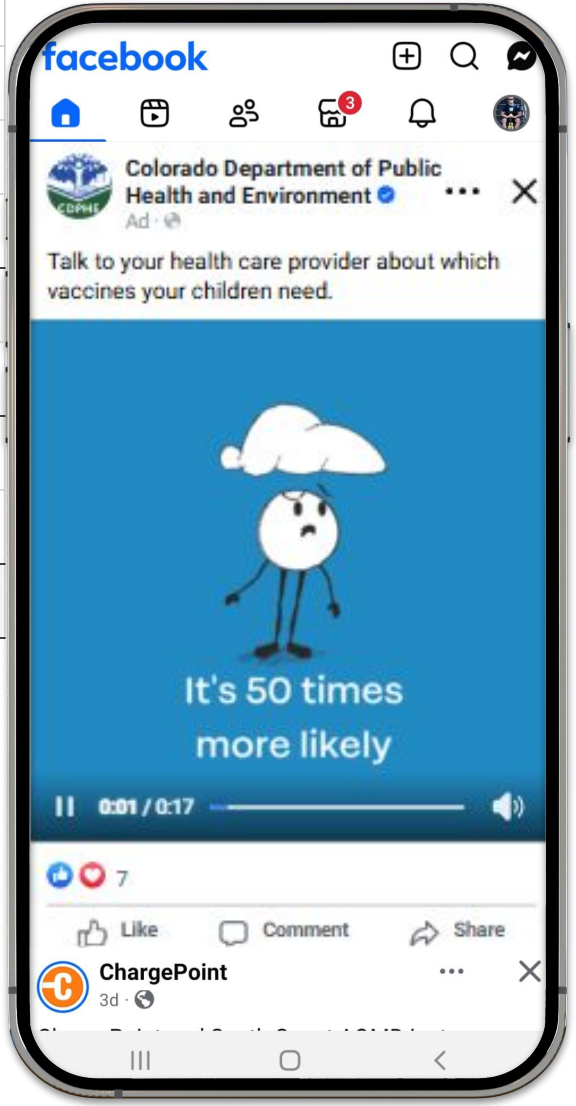
Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	9,029	0.11%	31	0.17%	0.34%	8,554	94.74%
SP - Urban	8,452	0.10%	9	0.05%	0.11%	8,038	95.10%
EN - Rural	6,939	0.08%	10	0.06%	0.14%	6,417	92.48%
SP - Rural	97,391	1.17%	140	0.78%	0.14%	91,349	93.80%
EN Total	15,968	0.19%	41	0.23%	0.26%	14,971	93.76%
SP Total	105,843	1.27%	149	0.82%	0.14%	99,387	93.90%
Urban Total	17,481	0.21%	40	0.22%	0.23%	16,592	94.91%
Rural Total	104,330	1.25%	150	0.83%	0.14%	97,766	93.71%
GIF - Crash Totals	**121,811**	**1.46%**	**190**	**1.05%**	**0.16%**	**114,358**	**93.88%**



- Two GIFs/Social Videos were created for General Childhood, both of which were adaptations of other hybrids. The "Crash" GIF adapted the second MMR hybrid with general childhood content.
- Between the two GIFs/Social Videos, the Crash version delivered over 100,000 more impressions than the "Lightning" one. This was mainly driven by the Spanish Rural audience.

GEN CHILDHOOD – SOCIAL MEDIA – META – GIF/SOCIAL VID – LIGHTNING

Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	8,701	0.10%	33	0.18%	0.38%	8,015	92.12%
SP - Urban	3,472	0.04%	3	0.02%	0.09%	3,224	92.86%
EN - Rural	6,381	0.08%	20	0.11%	0.31%	5,902	92.49%
SP - Rural	2,925	0.04%	4	0.02%	0.14%	2,708	92.58%
EN Total	15,082	0.18%	53	0.29%	0.35%	13,917	92.28%
SP Total	6,397	0.08%	7	0.04%	0.11%	5,932	92.73%
Urban Total	12,173	0.15%	36	0.20%	0.30%	11,239	92.33%
Rural Total	9,306	0.11%	24	0.13%	0.26%	8,610	92.52%
GIF - Lightning Totals	**21,479**	**0.26%**	**60**	**0.33%**	**0.28%**	**19,849**	**92.41%**



- Two GIFs/Social Videos were created for General Childhood, both of which were adaptations of other hybrids. The "Lightning" GIF was a Total adaptation of the second Flu and second Flu Pediatric hybrids with general childhood content.
- Although the "Crash" GIF delivered more impressions, the "Lightning" GIF achieved a stronger CTR overall.

GEN CHILDHOOD – SOCIAL MEDIA – META – CAROUSEL – CRASH

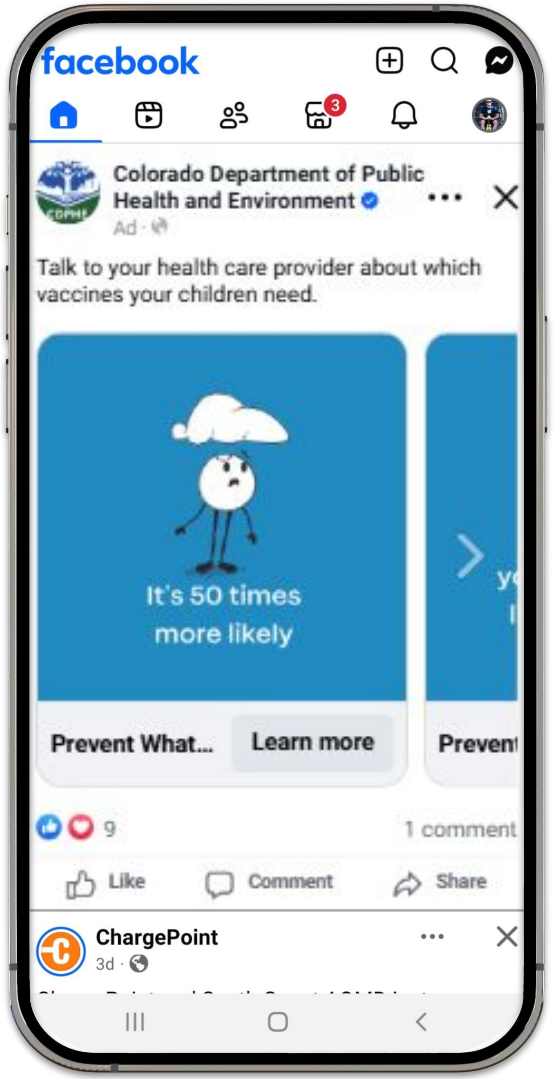
Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	2,404,782	28.92%	5,059	28.01%	0.21%
SP - Urban	735,152	8.84%	1,856	10.28%	0.25%
EN - Rural	610,278	7.34%	1,586	8.78%	0.26%
SP - Rural	262,256	3.15%	583	3.23%	0.22%
EN Total	3,015,060	36.26%	6,645	36.79%	0.22%
SP Total	997,408	11.99%	2,439	13.50%	0.24%
Urban Total	3,139,934	37.76%	6,915	38.28%	0.22%
Rural Total	872,534	10.49%	2,169	12.01%	0.25%
Carousel - Crash Totals	**4,012,468**	**48.25%**	**9,084**	**50.29%**	**0.23%**



- Out of all the General Childhood assets on Meta, the "Crash" Carousel delivered the most impressions and clicks. This ad category accounted for ~48% of the Meta impression share and ~50% of the Meta click share.
- Similar to the GIF/Social Videos, this carousel significantly outperformed the other, delivering over 3.5 million more impressions and 8,000 more clicks.

GEN CHILDHOOD – SOCIAL MEDIA – META – CAROUSEL – LIGHTNING

Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	196,537	2.36%	447	2.47%	0.23%
SP - Urban	50,130	0.60%	115	0.64%	0.23%
EN - Rural	171,150	2.06%	423	2.34%	0.25%
SP - Rural	39,951	0.48%	102	0.56%	0.26%
EN Total	367,687	4.42%	870	4.82%	0.24%
SP Total	90,081	1.08%	217	1.20%	0.24%
Urban Total	246,667	2.97%	562	3.11%	0.23%
Rural Total	211,101	2.54%	525	2.91%	0.25%
Carousel - Lightning Totals	**457,768**	**5.51%**	**1,087**	**6.02%**	**0.24%**

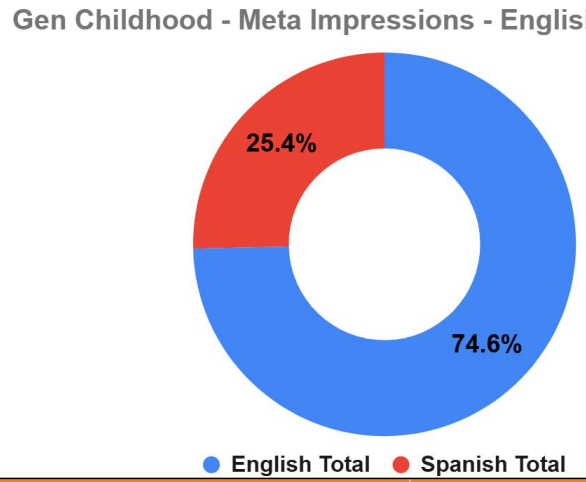


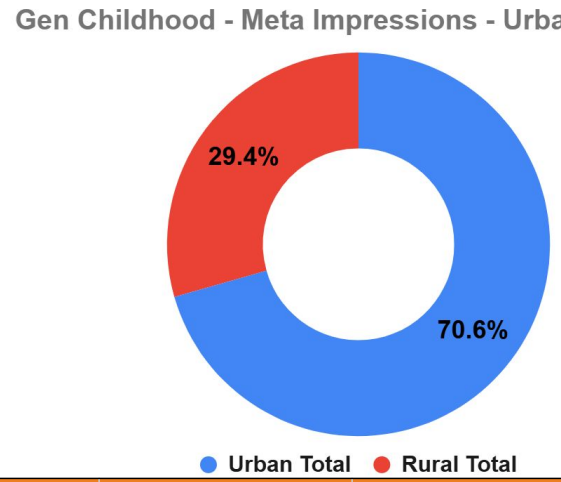
- Although the Lightning carousel did not match the impact of the Crash carousel, it still managed to deliver solid CTRs across the board.

GEN CHILDHOOD – SOCIAL MEDIA – META – SUMMARY

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Awareness - 0-2 - Total	756,574	9.10%	1,423	7.88%	0.19%	699,964	92.52%
Awareness - 2-6 - Total	929,623	11.18%	1,653	9.15%	0.18%	901,702	97.00%
Dr Interview - Total	85,397	1.03%	202	1.12%	0.24%	76,349	89.40%
Hybrid #1 - Total	1,360,176	16.36%	2,396	13.26%	0.18%	1,208,816	88.87%
Hybrid # 2 - Total	570,124	6.86%	1,968	10.90%	0.35%	494,840	86.80%
GIF - Crash - Total	121,811	1.46%	190	1.05%	0.16%	114,358	93.88%
GIF - Lightning - Total	21,479	0.26%	60	0.33%	0.28%	19,849	92.41%
Carousel - Crash - Total	4,012,468	48.25%	9,084	50.29%	0.23%	0	0.00%
Carousel - Lightning - Total	457,768	5.51%	1,087	6.02%	0.24%	0	0.00%
Gen Childhood Totals	**8,315,420**	**100.00%**	**18,063**	**100.00%**	**2.02%**	**3,515,878**	**42.28%**

GEN CHILDHOOD – SOCIAL MEDIA – META – OVERVIEW



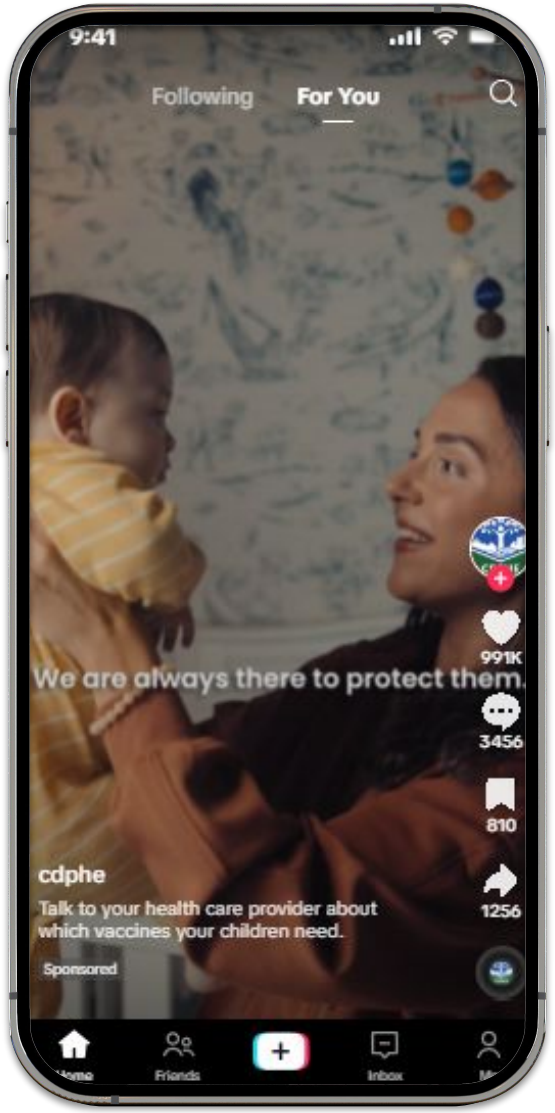


Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
English Total	6,206,780	74.64%	13,427	74.33%	0.22%	2,568,565	41.38%
Spanish Total	2,108,640	25.36%	4,636	25.67%	0.22%	947,313	44.93%
Urban Total	5,869,096	70.58%	12,921	71.53%	0.22%	2,270,499	38.69%
Rural Total	2,446,324	29.42%	5,142	28.47%	0.21%	1,245,379	50.91%
Totals	**8,315,420**	**100.00%**	**18,063**	**100.00%**	**0.22%**	**3,515,878**	**42.28%**

GEN CHILDHOOD – SOCIAL MEDIA – TIKTOK – AWARENESS

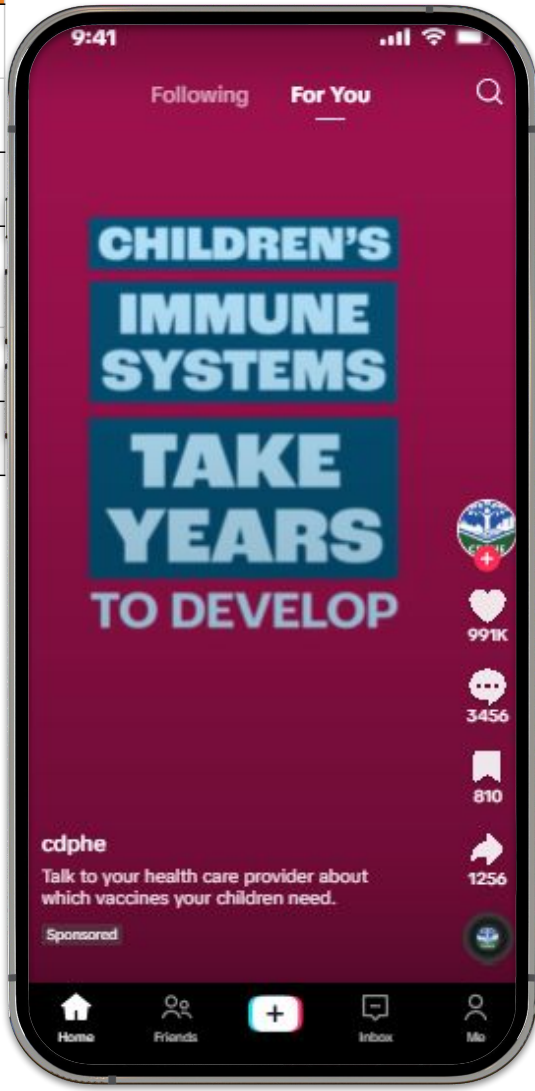
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
0-2 - EN - Urban	312,890	5.03%	863	4.50%	0.28%	312,890	100.00%
0-2 - EN - Rural	204,553	3.29%	657	3.43%	0.32%	203,274	99.37%
0-2 - Total	**517,443**	**8.33%**	**1,520**	**7.92%**	**0.29%**	**516,164**	**99.75%**
2-6 - EN - Urban	213,836	3.44%	692	3.61%	0.32%	213,836	100.00%
2-6 - EN - Rural	235,707	3.79%	829	4.32%	0.35%	234,178	99.35%
2-6 - Total	**449,543**	**7.23%**	**1,521**	**7.93%**	**0.34%**	**448,014**	**99.66%**

- To optimize the budget on TikTok, only English-dominant parents were targeted in General Childhood efforts.
- Both awareness spots (0-2 and 2-6) were placed, and while the 0-2 version generated more impressions, the 2-6 version delivered more clicks and had a stronger CTR overall.
    - This may suggest that the 2-6 spot resonates more strongly with English speakers.



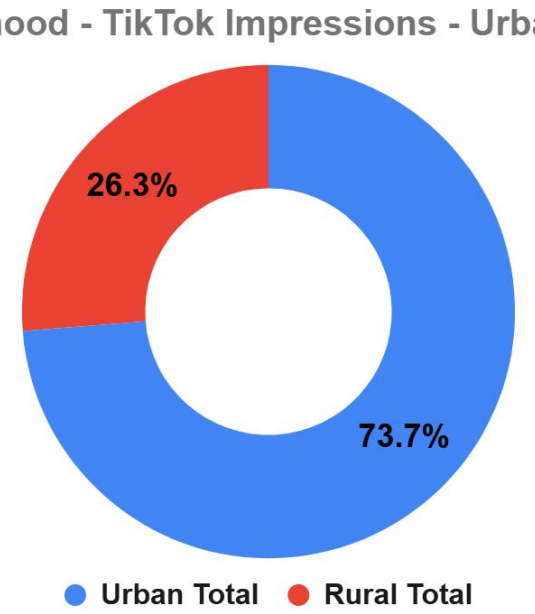
GEN CHILDHOOD – SOCIAL MEDIA – TIKTOK – HYBRIDS

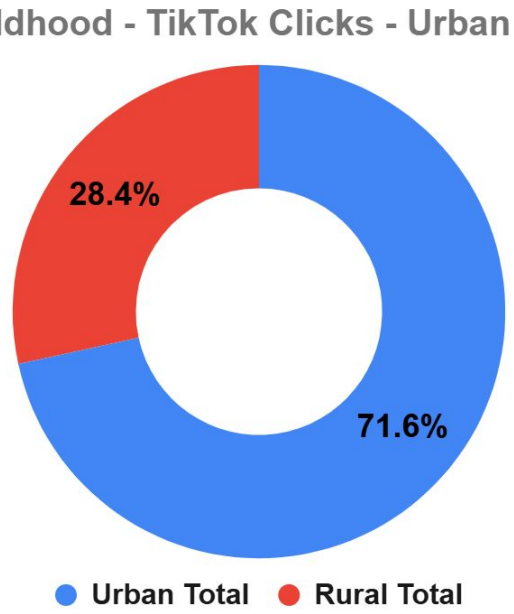
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Hybrid #1 - EN - Urban	2,196,102	35.33%	6,540	34.10%	0.30%	2,180,360	99.28%
Hybrid #1 - EN - Rural	625,902	10.07%	2,041	10.64%	0.33%	620,894	99.20%
Hybrid #1 - Total	**2,822,004**	**45.40%**	**8,581**	**44.74%**	**0.30%**	**2,801,254**	**99.26%**
Hybrid #2 - EN - Urban	1,860,621	29.94%	5,639	29.40%	0.30%	1,860,621	100.00%
Hybrid #2 - EN - Rural	565,672	9.10%	1,920	10.01%	0.34%	561,013	99.18%
Hybrid #2 - Total	**2,426,293**	**39.04%**	**7,559**	**39.41%**	**0.31%**	**2,421,634**	**99.81%**



- Both General Childhood hybrids were placed on TikTok for the duration of the sub-campaign.
- In both Urban and Rural audiences, the first Hybrid (Disease-Focus) pulled ahead in terms of impressions, clicks, and views. In addition, it delivered the most clicks and impressions of all General Childhood assets on TikTok.

GEN CHILDHOOD – SOCIAL MEDIA – TIKTOK – RESULTS





Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Urban Total	4,583,449	73.74%	13,734	71.60%	0.30%	4,567,707	99.66%
Rural Total	1,631,834	26.26%	5,447	28.40%	0.33%	1,619,359	99.24%
Totals	**6,215,283**	**100.00%**	**19,181**	**100.00%**	**0.31%**	**6,187,066**	**99.55%**

GEN CHILDHOOD – OOH – RESULTS

Media	# of Locations	Total Impressions	Rural Impressions	Urban Impressions
Standee (Grocery)	3	182,070	0	182,070
Standee (Pharmacy)	5	755,300	151,060	604,240
Standee (Doctor's Office)	5	84,350	33,740	50,610
Total Locations	**13**	**1,021,720**	**184,800**	**836,920**

- Out-of-home (OOH) standees were strategically placed in urban and rural areas to reach parents at the right time and place (e.g., errands, health trips, etc.).
  - Clinical settings featured an equal mix of providers who accept medicaid and private insurance.
- The standees featured a vanity URL (childrenvaccines.org) that forwarded to the landing page, however UTM tracking was not set up because the same vanities were used in Print ads. A QR code was also featured, and Analytics attributed only a handful of sessions to those codes.





GEN CHILDHOOD – OOH – PLACEMENTS

Location Name	Location Type	Market	Address	City	ZIP
Thompson River Pediatrics	Doctor Office	Urban	4435 Ronald Regan Blvd	Johnstown	80534
Good Day Pharmacy	Pharmacy	Urban	2001 S Shields St Bld D	Fort Collins	80526
Safeway Pharmacy	Pharmacy	Urban	451 E Wonder View Ave	Estes Park	80517
Rocky Mountain Pharmacy	Pharmacy	Urban	455 E Wonder View Ave	Estes Park	80517
The Pediatric Center	Doctor Office	Urban	4745 Arapahoe Ave	Boulder	80301
Pacific Ocean Marketplace	Grocery Store	Urban	6600 W 120th Ave	Broomfield	80020
Indian Crest Pediatrics	Doctor Office	Urban	7975 Allison Way Ste 100	Arvada	80005
Save Alot	Grocery Store	Urban	630 W 84th Ave	Denver	80260
Bomareto's Market	Grocery Store	Urban	5500 Washington St	Denver	80216
Broadway Pharmacy	Pharmacy	Urban	101 Colorado Ave	Pueblo	81004
Downtown Drug	Pharmacy	Rural	825 Grand Ave	Glenwood Springs	81601
Tiffany E Sturgeon MD	Doctor Office	Rural	87 Merchant Dr	Montrose	81401
Pence Pediatrics Direct Primary	Doctor Office	Rural	10 Rupert St	Monte Vista	81144

GEN CHILDHOOD – PRINT – RESULTS – ENGLISH

Publication	Ad Placements & Dates	Impressions
Colorado Parent Magazine	1 full page - May Issue	108,000
Elbert County Tribune - PRINT	3 quarter page: 4/9, 4/30, & 5/21	52,644
Elbert County Tribune - DIGITAL	Digital displays from 4/9 to 5/21	79,902
Cañon City Daily Record	2 full pages - 4/15 & 5/16	2,400
Cañon City Shopper	2 full pages - 4/14 & 5/12	32,000
Pueblo Chieftain	2 half-pages - 4/19 & 5/10	14,600
Durango Herald	1 quarter-page - 4/10	16,000
Montrose Daily Press	1 half-page - 3/28	2,500
Delta County Independent	1 half-page - 3/26	3,000
	Total	**311,046**

- All English print ads listed above were **only** placed in Rural publications.
  - Through negotiations with the Elbert County Tribune, additional digital display placements were secured at no additional cost.
  - Because the editorial focus of the May Colorado Parent Magazine was teens/college prep, the ad content was tweaked for adolescents.


A8 Thursday, March 28, 2019 LOCAL NEWS Delta County Independent

Delta County 4-H Beef Roast raises funds for programming

Courtesy photo

Delta County 4-H-ers host the annual Delta County 4-H Beef Roast to raise money for local programming.

Courtesy photo

Delta County 4-H-ers serve food at the annual Beef Roast event at Delta Middle School.

Courtesy photo

Volunteering 4-H students clean up in the kitchen.

Courtesy photo

Delta Middle School's cafeteria is filled with patrons of the annual Delta County 4-H Beef Roast.

SPECIAL TO THE DCI

Delta County 4-H-ers served approximately 2,015 dinners at their 70th annual 4-H Beef Roast on Sunday, March 3. The once-a-year 4-H fundraising activity served meals at both North Fork High and Delta Middle School, providing funding to support educational programming for boys and girls in Delta County who participate in the 4-H program.

Delta County 4-H members, leaders, parents and the CSU Extension Office extended gratitude to all volunteers for their work in helping prepare and serve the meal, as well as Delta Middle School and North Fork High School for the use of their facilities.

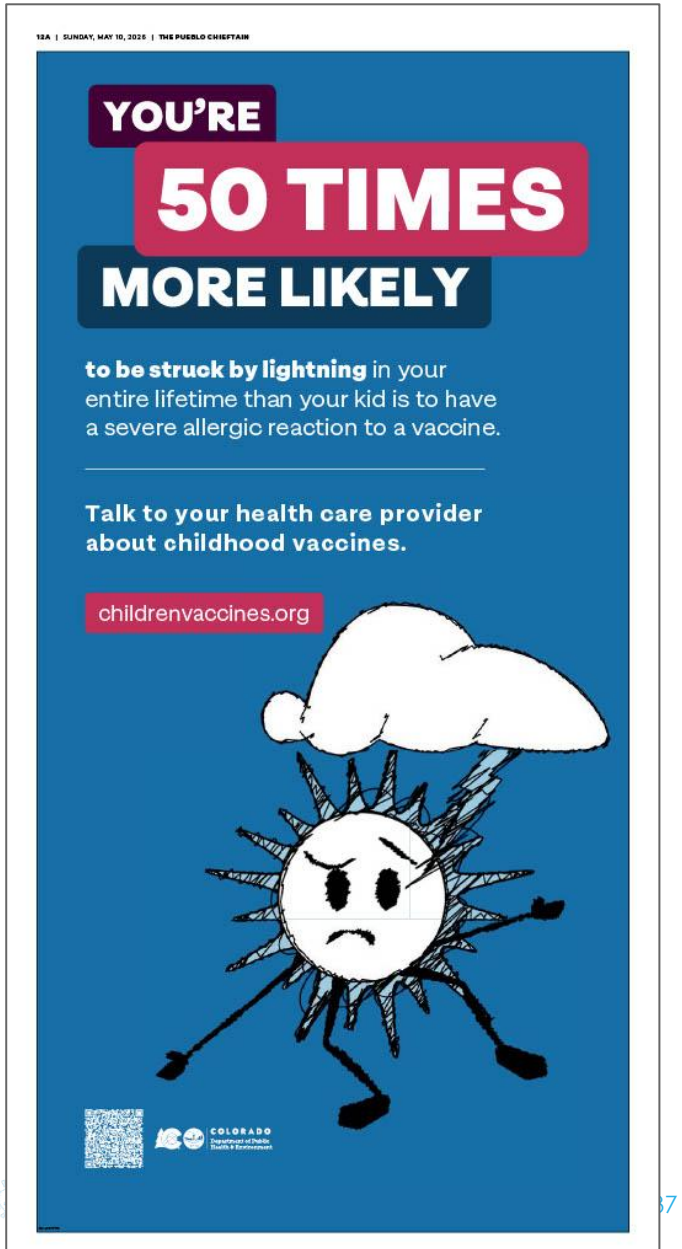
"We also wish to thank all of the patrons of the Beef Roast from the Tri River Area that joined us in a delicious meal," the extension office said in a press release. "These friends of 4-H are supporting the Delta County 4-H program by generously giving their time, and through financial contributions at this annual 4-H event."

Report based on information from the CSU Extension Office.



GEN CHILDHOOD – PRINT – RESULTS – ENGLISH

- All English print ads featured the vanity URL (childrenvaccines.org). However, because this vanity was also used in the OOH standees, UTM tracking was not established for the vanity URL.
  - However, the placement in Colorado Parent Magazine used a different vanity URL (teenvaccines.org) because this placement was slightly tweaked for the May editorial focus. Unfortunately, UTM tracking was not established for this vanity either.
- The print ads also featured a custom QR code, which used UTM tracking. Through these scans, we tracked at least 19 total sessions on the CDPHE website, two (2) of which were attributed to the adolescent placement.



GEN CHILDHOOD – PRINT – RESULTS – SPANISH

Publication	Ad Placements & Dates	Impressions
El Comercio - PRINT	5 half-page ads in 5 print editions (3/19, 4/2, 4/16, 4/30, & 5/14)	375,000
El Comercio - Website Banner	~75 day placement starting on 4/1	5,400
El Comercio - Newsletter	3 placements in newsletters	11,280
El Comercio - Story No. 1 & No. 2	2 sponsored stories/articles	9,361
El Comercio - Social Media	Bi-weekly social insert for ~75 days	5,400
	Total	**406,441**



MÉXICO
CONSULADO GENERAL EN DENVER

ES NECESARIO CONSULTAR FUENTES OFICIALES Y CONFIABLES

Comunicación responsable ante temas de seguridad

Prensa Consulado de México en Denver

En el contexto actual de intercambio informativo entre autoridades de México y Estados Unidos, resulta fundamental mantener una comunicación clara, responsable y basada en información verificada, especialmente cuando se abordan temas relacionados con la seguridad nacional. Diversos medios reportaron que el Buró Federal de Investigaciones (FBI) envió una alerta a agencias locales de seguridad en California sobre la posibilidad de un escenario de represalia por parte de Irán que pudiera involucrar el uso de drones en la costa oeste de Estados Unidos.

Sin embargo, las propias autoridades estadounidenses han precisado que dicha información se originó a partir de una sola fuente no verificada y que no contenía detalles específicos sobre objetivos, tiempos o aspectos operativos. Funcionarios federales, incluida la vocería de la Casa Blanca, han señalado que el reporte no representa una amenaza creíble ni confirmada para el territorio estadounidense. Asimismo, autoridades federales y estatales han reiterado que no existe una amenaza inminente.

Informarse por canales oficiales

Sin embargo, las autoridades continúan manteniendo los mecanismos de coordinación y monitoreo habituales para garantizar la seguridad y la preparación institucional. Ante este tipo de situaciones, las autoridades de ambos países coinciden en la importancia de consultar siempre fuentes oficiales y confiables, evitando la difusión de información incompleta o no verificada que pueda generar preocupación innecesaria en la población.

En ese sentido, tanto las instituciones estadounidenses como las autoridades mexicanas reiteran la importancia de mantenerse informados a través de canales oficiales, incluyendo los comunicados de la Embajada de México en EE.UU. y de los consulados mexicanos, que continúan trabajando para brindar información oportuna y confiable a la comunidad.

La cooperación y la comunicación transparente entre ambos países son elementos clave para enfrentar los desafíos comunes y fortalecer la confianza pública, especialmente en temas que requieren responsabilidad informativa y coordinación institucional.

@ConsulMexDen
www.facebook.com/ConsulMexDen
consulmex.sre.gob.mx/denver



- Spanish print placements in El Comercio **only** targeted Urban counties.
  - Thanks to our strong existing relationship with El Comercio, we secured significant media placements, including 5 print ads, 2 sponsored stories/articles, 3 newsletters, and 75 day periods of social media inserts and digital displays on the website.
  - In total, these efforts surpassed the English impressions, demonstrating the importance of media relationships.

GEN CHILDHOOD – PRINT – RESULTS – SPANISH

- All Spanish placements with El Comercio featured the vanity URL (vacunasninos.org). However, UTM tracking was not established for the vanity URL.
- The print ads also featured a custom QR code, which used UTM tracking. In addition, El Comercio reported a handful of clicks on the digital displays. Combined, these totaled at least 8 sessions on the website.
    - However, the actual number of sessions on the website were much likely much higher due to the vanity URL.



Vol. 520 • Del 30 de abril al 13 mayo de 2026

@ComercioCO | www.elcomerciodecolorado.com 15

DEPORTES

CUBANOAMERICANO LLEGA A LOS RAIDERS

Fernando Mendoza conquistó NFL como primer pick del Draft

PROMESA DE LA NFL | Fernando Mendoza nació y creció en Florida. (Foto/AP)

Redacción El Comercio de Colorado

El ascenso de Fernando Mendoza a la cima del fútbol americano profesional ya es una de las historias más impactantes del Draft 2026 de la NFL. El quarterback cubanoamericano, de 22 años, fue seleccionado como la primera elección global por los Raiders de Las Vegas, confirmando una trayectoria meteórica que en menos de un año pasó de la incertidumbre al estrellato absoluto.

Mendoza, quien llevó a la Universidad de Indiana a su primer campeonato nacional, consolidó su candidatura con una temporada extraordinaria. Completó el 72 por ciento de sus pases para 3,535 yardas, con 41 touchdowns y apenas seis intercepciones, números que lo llevaron a conquistar el Trofeo Heisman y a convertirse en el principal prospecto del draft.

De subestimado a número uno

Lo más llamativo de su historia es que hace apenas un año no figuraba entre los principales talentos universitarios. Pocas universidades mostraron interés en él tras salir de la secundaria, y su nombre apenas aparecía en los radares de los analistas. Sin embargo, su rendimiento, liderazgo y ética de trabajo lo impulsaron hasta convertirse en la primera selección global, un logro reservado para jugadores considerados franquicia.

La noche del draft, Mendoza decidió no viajar a Pittsburgh y optó por vivir el momento desde su hogar en Miami, rodeado de su familia. Al escuchar su nombre anunciado por el comisionado Roger Goodell, celebró con emoción, abrazando especialmente a su madre, quien ha sido una figura clave en su vida.

Un reto en Las Vegas

Ahora, Mendoza llega a unos Raiders que buscan reconstruirse y volver a ser contendientes. La franquicia no gana un partido de playoffs desde hace 24 años, por lo que la presión sobre el joven mariscal será alta. Sin embargo, el equipo no planea apresurarlo.

Tendrá la oportunidad de aprender del veterano quarterback Kirk Cousins, cuatro veces seleccionado al Pro Bowl, y del legendario Tom Brady, copropietario del equipo y referente absoluto para Mendoza desde su infancia. Esta combinación podría ser determinante en su desarrollo.

Más que fútbol

Fuera del campo, Mendoza también ha demostrado compromiso social. Recientemente anunció una alianza con la farmacéutica Pfizer para promover la detección temprana del cáncer, una causa cercana a su familia. Su madre enfrenta esclerosis múltiple y su padre es médico, factores que han moldeado su visión sobre la salud y la comunidad.

El futuro de una promesa

Convertirse en la primera selección global implica expectativas enormes. Mendoza es el cuarto quarterback consecutivo en lograrlo, en una tendencia que confirma la importancia de la posición en la NFL moderna. Sin embargo, la historia también muestra que el éxito no está garantizado: ninguno de los últimos diez quarterbacks seleccionados como número uno ha ganado el Super Bowl.

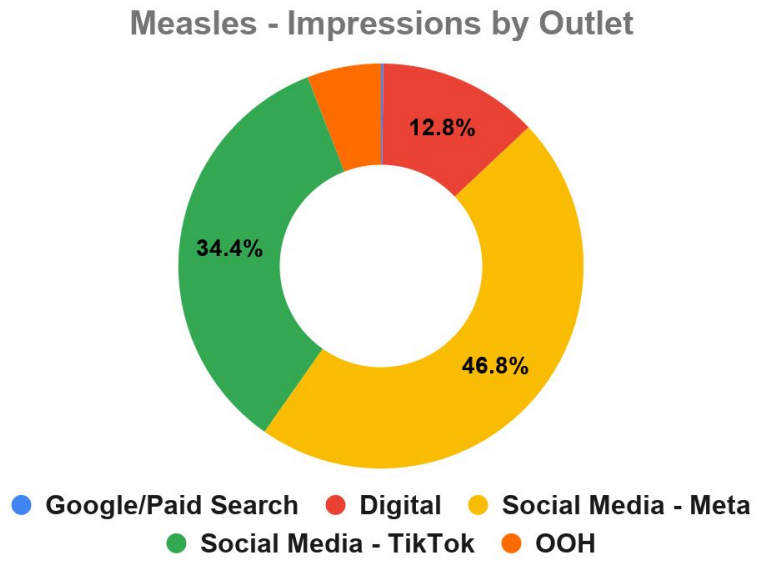
Aun así, Mendoza llega con la mentalidad de seguir demostrando su valor. Su enfoque está claro: aprender, trabajar y ganarse cada oportunidad. Para los Raiders, representa una nueva esperanza. Para la comunidad latina, un símbolo de orgullo. Y para la NFL, el inicio de una carrera que apenas comienza, pero que ya ha dejado huella.

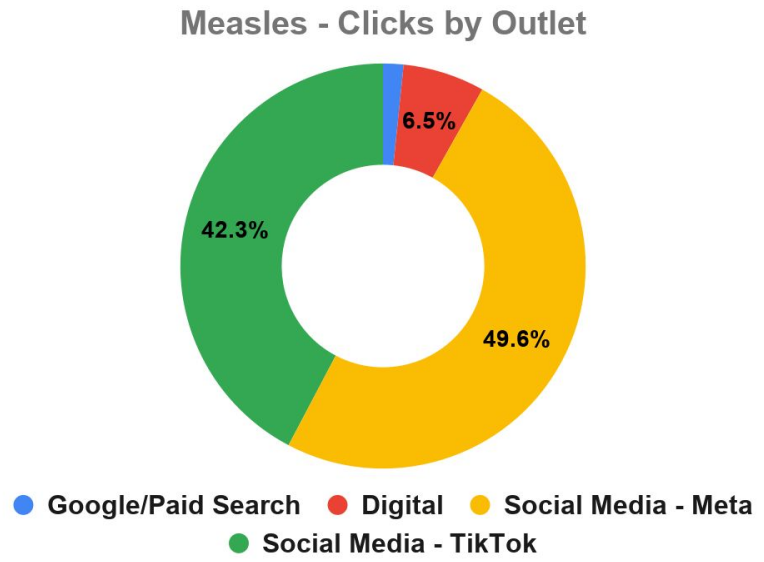
ES
10,000 VECES
MÁS PROBABLE
que mueras en un accidente de auto que tus hijos tengan una reacción alérgica grave a una vacuna.

HABLA CON TU PEDIATRA SOBRE LAS
VACUNAS INFANTILES

COLORADO
Department of Public Health & Environment
VACUNASNINOS.ORG

MEASLES/MMR – RESULTS





Measles/MMR Outlets	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Google/Paid Search	46,012	0.18%	2,203	1.63%	4.79%	0	0.00%
Digital	3,204,845	12.81%	8,843	6.53%	0.28%	0	0.00%
Social Media - Meta	11,697,826	46.75%	67,155	49.56%	0.57%	5,118,268	43.75%
Social Media - TikTok	8,596,008	34.36%	57,289	42.28%	0.67%	8,523,247	99.15%
OOH	1,476,230	5.90%	0	0.00%	0.00%	0	0.00%
Measles/MMR Totals	**25,020,921**	**100.00%**	**135,490**	**100.00%**	**0.54%**	**13,641,515**	**54.52%**

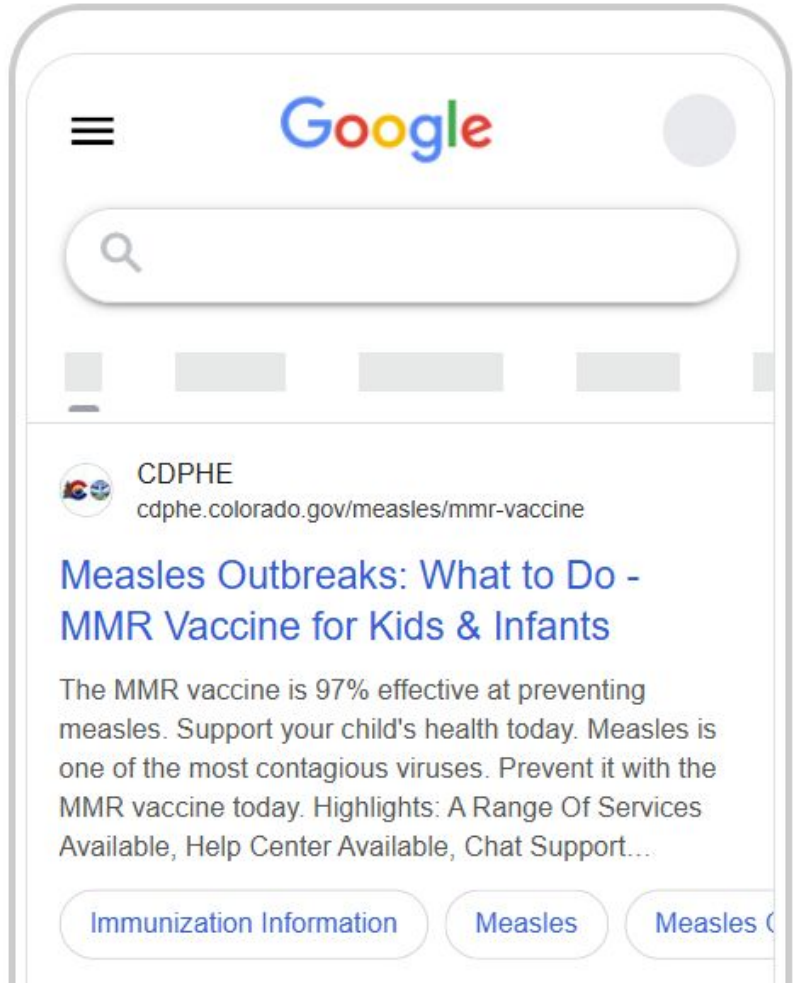
- Please note that all Measles reporting here includes both the original and ad hoc allocations.

MEASLES – PAID SEARCH

View full Childhood paid search keyword list.

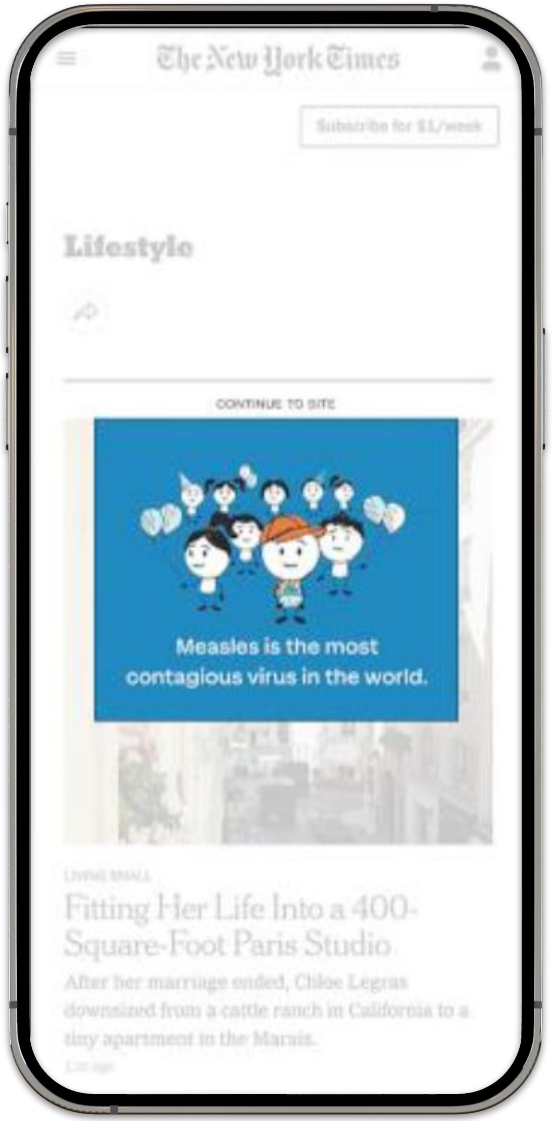
Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	39,582	86.03%	1,842	83.61%	4.65%
EN - Rural	6,430	13.97%	361	16.39%	5.61%
Paid Search Totals	**46,012**	**100.00%**	**2,203**	**100.00%**	**4.79%**

- Two (2) ad groups were created to reach both Urban and Rural English-dominant audiences. In both ad groups, **70** broad match keywords were targeted, all of which related to measles and the MMR vaccine. Keywords included:
  - Disease queries (e.g., what is measles, how contagious is measles, how to prevent measles, etc.)
  - Vaccine queries (e.g., mmr vaccine schedule, measles vaccine near me, rubella injection, etc.)
- As measles cases surged in Colorado, the keyword list was updated to support immunization (e.g., measles outbreaks colorado, colorado measles cases, etc.)



MEASLES – DIGITAL – INTERSTITIALS

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	1,468,785	45.83%	4,556	51.52%	0.31%
SP - Urban	344,861	10.76%	1,223	13.83%	0.35%
EN - Rural	998,583	31.16%	2,015	22.79%	0.20%
SP - Rural	104,328	3.26%	253	2.86%	0.24%
EN Total	2,467,368	76.99%	6,571	74.31%	0.27%
SP Total	449,189	14.02%	1,476	16.69%	0.33%
Urban Total	1,813,646	56.59%	5,779	65.35%	0.32%
Rural Total	1,102,911	34.41%	2,268	25.65%	0.21%
Interstitials Totals	**2,916,557**	**91.00%**	**8,047**	**91.00%**	**0.28%**

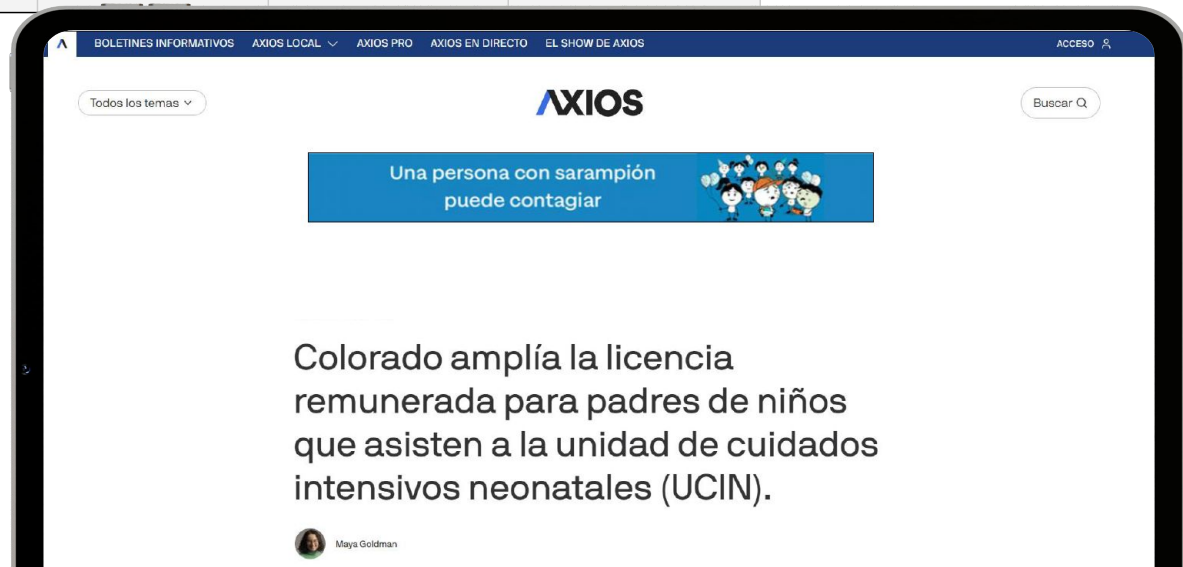


- Multiple measles hybrid videos were adapted into MMR/measles interstitials, including the first hybrid (Birthday Party), shown here.
- These interstitials saw strong CTRs among Urban audiences, which may have been partially influenced by the measles outbreaks and cases throughout the state.

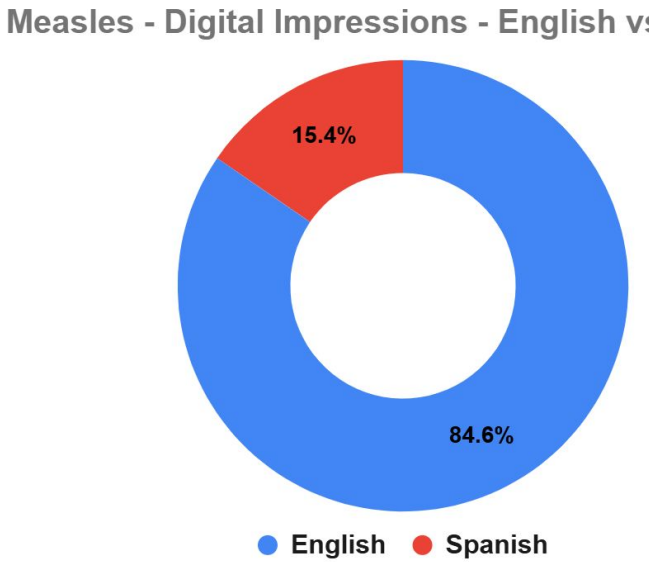
MEASLES – DIGITAL – DISPLAYS

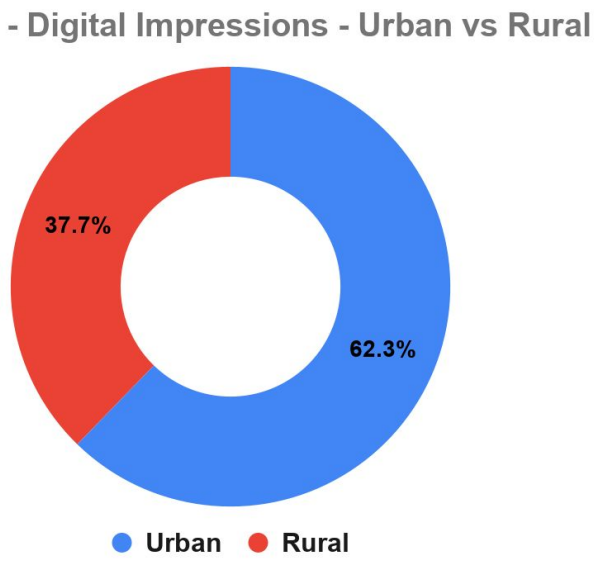
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	147,581	4.60%	218	2.47%	0.15%
SP - Urban	34,529	1.08%	218	2.47%	0.63%
EN - Rural	95,066	2.97%	229	2.59%	0.24%
SP - Rural	11,112	0.35%	131	1.48%	1.18%
EN Total	242,647	7.57%	447	5.05%	0.18%
SP Total	45,641	1.42%	349	3.95%	0.76%
Urban Total	182,110	5.68%	436	4.93%	0.24%
Rural Total	106,178	3.31%	360	4.07%	0.34%
Displays Totals	**288,288**	**9.00%**	**796**	**9.00%**	**0.28%**

- The measles interstitials were adapted into digital displays in various sizes (320x50, 300x250, 160x600, etc.) and reached parents via third-party websites.
- These displays achieved very strong CTRs among Spanish-dominant audiences, which may suggest key information gaps in these communities.



MEASLES – DIGITAL – OVERVIEW





Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
English Total	2,710,015	84.56%	7,018	79.36%	0.26%
Spanish Total	494,830	15.44%	1,825	20.64%	0.37%
Urban Total	1,995,756	62.27%	6,215	70.28%	0.31%
Rural Total	1,209,089	37.73%	2,628	29.72%	0.22%
Measles/MMR Totals	**3,204,845**	**100.00%**	**8,843**	**100.00%**	**0.28%**

- The digital impressions for MMR closely aligned with the original allocations for English vs Spanish and Urban vs Rural.

MEASLES – SOCIAL MEDIA – META – AWARENESS (0-2)

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	836,522	7.15%	1,594	2.37%	0.19%	784,844	93.82%
SP - Urban	199,552	1.71%	311	0.46%	0.16%	191,656	96.04%
EN - Rural	257,070	2.20%	835	1.24%	0.32%	226,188	87.99%
SP - Rural	32,255	0.28%	139	0.21%	0.43%	29,072	90.13%
EN Total	1,093,592	9.35%	2,429	3.62%	0.22%	1,011,032	92.45%
SP Total	231,807	1.98%	450	0.67%	0.19%	220,728	95.22%
Urban Total	1,036,074	8.86%	1,905	2.84%	0.18%	976,500	94.25%
Rural Total	289,325	2.47%	974	1.45%	0.34%	255,260	88.23%
Awareness (0-2) Total	**1,325,399**	**11.33%**	**2,879**	**4.29%**	**0.22%**	**1,231,760**	**92.94%**



- Both Awareness spots for Measles (0-2 and 2-6) were placed on Meta for the entire duration of the sub-campaign.
- The 0-2 Awareness spot generated more impressions than the 2-6 spot; an approximate 13% difference.

MEASLES – SOCIAL MEDIA – META – AWARENESS (2-6)

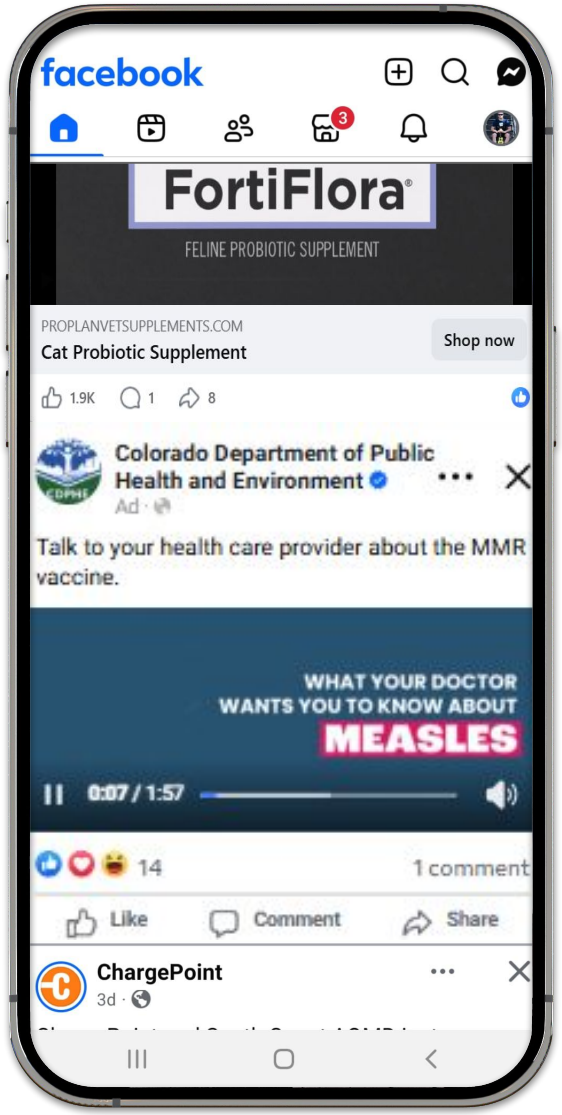
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	424,621	3.63%	953	1.42%	0.22%	404,199	95.19%
SP - Urban	516,801	4.42%	1,120	1.67%	0.22%	472,426	91.41%
EN - Rural	180,382	1.54%	1,014	1.51%	0.56%	157,766	87.46%
SP - Rural	32,289	0.28%	211	0.31%	0.65%	28,964	89.70%
EN Total	605,003	5.17%	1,967	2.93%	0.33%	561,965	92.89%
SP Total	549,090	4.69%	1,331	1.98%	0.24%	501,390	91.31%
Urban Total	941,422	8.05%	2,073	3.09%	0.22%	876,625	93.12%
Rural Total	212,671	1.82%	1,225	1.82%	0.58%	186,730	87.80%
Awareness (2-6) Totals	**1,154,093**	**9.87%**	**3,298**	**4.91%**	**0.29%**	**1,063,355**	**92.14%**



- Although the 0-2 spot generated more impressions, the 2-6 version delivered more clicks (~13% difference) and a stronger overall CTR
  - The 2-6 CTR was also much stronger in Rural areas than the 0-2 version.
- These metrics may suggest the 2-6 version is better for creating engagement and inspiring action.

MEASLES – SOCIAL MEDIA – META – DR INTERVIEW

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	169,899	1.45%	6,239	9.29%	3.67%	37,838	22.27%
SP - Urban	75,177	0.64%	1,420	2.11%	1.89%	59,692	79.40%
EN - Rural	162,496	1.39%	3,643	5.42%	2.24%	103,186	63.50%
SP - Rural	116,068	0.99%	1,498	2.23%	1.29%	91,141	78.52%
EN Total	332,395	2.84%	9,882	14.72%	2.97%	141,024	42.43%
SP Total	191,245	1.63%	2,918	4.35%	1.53%	150,833	78.87%
Urban Total	245,076	2.10%	7,659	11.40%	3.13%	97,530	39.80%
Rural Total	278,564	2.38%	5,141	7.66%	1.85%	194,327	69.76%
Dr Interview Totals	**523,640**	**4.48%**	**12,800**	**19.06%**	**2.44%**	**291,857**	**55.74%**



- The Dr Interview was added to the creative inventory during the later stages of the sub-campaign (May 18/19).
- Despite that, the MMR Dr Interview generated significant impressions and the CTRs for each audience were the highest of **all** MMR ads on Meta.
  - These incredibly high CTRs suggest that there is a dire need for measles information/education across Colorado.

MEASLES – SOCIAL MEDIA – META – HYBRID #1

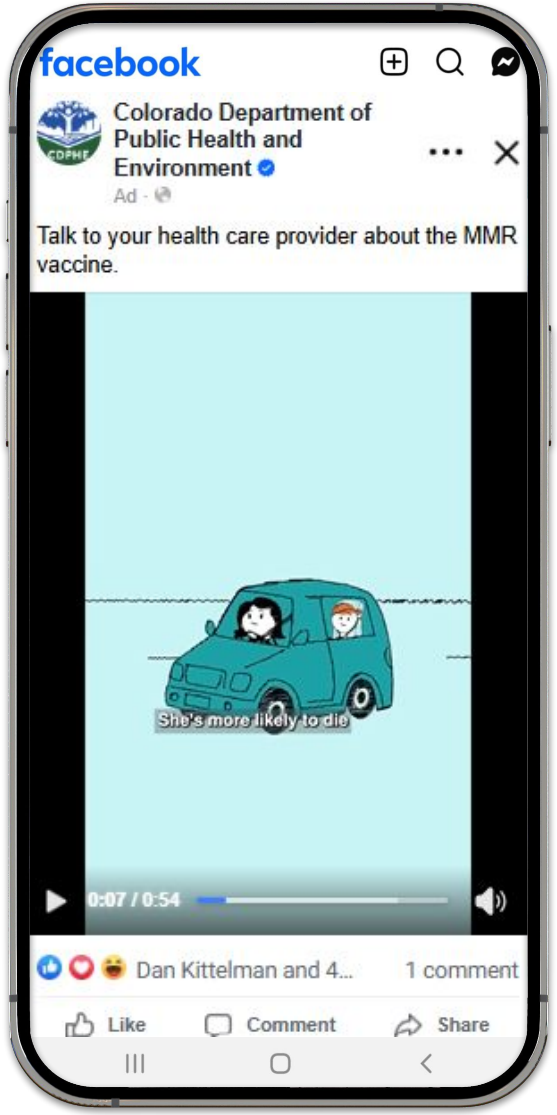
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	460,041	3.93%	2,345	3.49%	0.51%	405,085	88.05%
SP - Urban	103,060	0.88%	407	0.61%	0.39%	94,152	91.36%
EN - Rural	136,833	1.17%	400	0.60%	0.29%	126,448	92.41%
SP - Rural	57,466	0.49%	160	0.24%	0.28%	52,454	91.28%
EN Total	596,874	5.10%	2,745	4.09%	0.46%	531,533	89.05%
SP Total	160,526	1.37%	567	0.84%	0.35%	146,606	91.33%
Urban Total	563,101	4.81%	2,752	4.10%	0.49%	499,237	88.66%
Rural Total	194,299	1.66%	560	0.83%	0.29%	178,902	92.08%
Hybrid #1 Totals	**757,400**	**6.47%**	**3,312**	**4.93%**	**0.44%**	**678,139**	**89.54%**



- All four (4) MMR hybrids were active for the entire sub-campaign timeline.
- Hybrid #1, nicknamed "Birthday Party," delivered the most clicks of all MMR hybrids, which may indicate that this hybrid is one of the most engaging video assets for the measles line.

MEASLES – SOCIAL MEDIA – META – HYBRID #2

Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	271,470	2.32%	1,256	1.87%	0.46%	237,058	87.32%
SP - Urban	297,646	2.54%	570	0.85%	0.19%	279,601	93.94%
EN - Rural	124,845	1.07%	646	0.96%	0.52%	104,833	83.97%
SP - Rural	59,368	0.51%	212	0.32%	0.36%	54,636	92.03%
EN Total	396,315	3.39%	1,902	2.83%	0.48%	341,891	86.27%
SP Total	357,014	3.05%	782	1.16%	0.22%	334,237	93.62%
Urban Total	569,116	4.87%	1,826	2.72%	0.32%	516,659	90.78%
Rural Total	184,213	1.57%	858	1.28%	0.47%	159,469	86.57%
Hybrid #2 Totals	**753,329**	**6.44%**	**2,684**	**4.00%**	**0.36%**	**676,128**	**89.75%**



- MMR Hybrid #2, nicknamed "Crash," delivered a similar amount of impressions as Hybrid #1, but over 600 fewer clicks.
- While the content of the ad is very strong and informative, the video takes a longer time to get to the fact than the first hybrid, which may be a contributing factor for this difference in metrics.

MEASLES – SOCIAL MEDIA – META – HYBRID #3

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	297,412	2.54%	988	1.47%	0.33%	276,550	92.99%
SP - Urban	206,877	1.77%	373	0.56%	0.18%	194,457	94.00%
EN - Rural	163,922	1.40%	535	0.80%	0.33%	148,503	90.59%
SP - Rural	138,532	1.18%	432	0.64%	0.31%	126,108	91.03%
EN Total	461,334	3.94%	1,523	2.27%	0.33%	425,053	92.14%
SP Total	345,409	2.95%	805	1.20%	0.23%	320,565	92.81%
Urban Total	504,289	4.31%	1,361	2.03%	0.27%	471,007	93.40%
Rural Total	302,454	2.59%	967	1.44%	0.32%	274,611	90.79%
Hybrid #3 Totals	**806,743**	**6.90%**	**2,328**	**3.47%**	**0.29%**	**745,618**	**92.42%**



- MMR Hybrid #3, nicknamed "Show and Tell," stood out from the four (4) hybrids in this sub-campaign because it generated the most total impressions of the pack.
  - Unlike the other hybrids, Rural delivered a significant share of the impressions, which may indicate that this hybrid resonates more among rural audiences than the other MMR hybrids.

MEASLES – SOCIAL MEDIA – META – HYBRID #4

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	57,708	0.49%	727	1.08%	1.26%	50,900	88.20%
SP - Urban	34,282	0.29%	189	0.28%	0.55%	31,521	91.95%
EN - Rural	33,005	0.28%	415	0.62%	1.26%	24,916	75.49%
SP - Rural	59,301	0.51%	333	0.50%	0.56%	51,106	86.18%
EN Total	90,713	0.78%	1,142	1.70%	1.26%	75,816	83.58%
SP Total	93,583	0.80%	522	0.78%	0.56%	82,627	88.29%
Urban Total	91,990	0.79%	916	1.36%	1.00%	82,421	89.60%
Rural Total	92,306	0.79%	748	1.11%	0.81%	76,022	82.36%
Hybrid #4 Totals	**184,296**	**1.58%**	**1,664**	**2.48%**	**0.90%**	**158,443**	**85.97%**



- MMR Hybrid #4, nicknamed "Monster," saw the fewest impressions and clicks of **all** MMR assets in this line.
  - In fact, there was a 60% difference in impressions and a 106% difference in clicks between Hybrid #4 and the GIF/Social Videos (the next lowest performing MMR asset in Meta).

MEASLES – SOCIAL MEDIA – META – GIF/SOCIAL VIDEO

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	144,824	1.24%	2,057	3.06%	1.42%	126,381	87.27%
SP - Urban	28,658	0.24%	310	0.46%	1.08%	22,702	79.22%
EN - Rural	141,484	1.21%	2,756	4.10%	1.95%	99,806	70.54%
SP - Rural	29,061	0.25%	355	0.53%	1.22%	24,079	82.86%
EN Total	286,308	2.45%	4,813	7.17%	1.68%	226,187	79.00%
SP Total	57,719	0.49%	665	0.99%	1.15%	46,781	81.05%
Urban Total	173,482	1.48%	2,367	3.52%	1.36%	149,083	85.94%
Rural Total	170,545	1.46%	3,111	4.63%	1.82%	123,885	72.64%
GIF Totals	**344,027**	**2.94%**	**5,478**	**8.16%**	**1.59%**	**272,968**	**79.34%**



- Although the MMR GIF/Social Video had the second fewest impressions and clicks of the measles Meta assets, these videos boasted some of the strongest CTRs in this line.

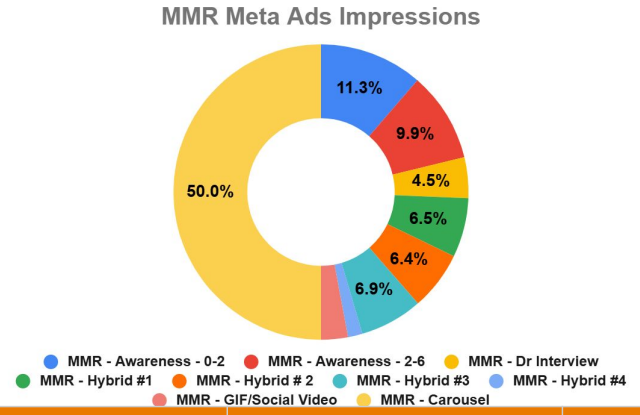
MEASLES – SOCIAL MEDIA – META – CAROUSEL

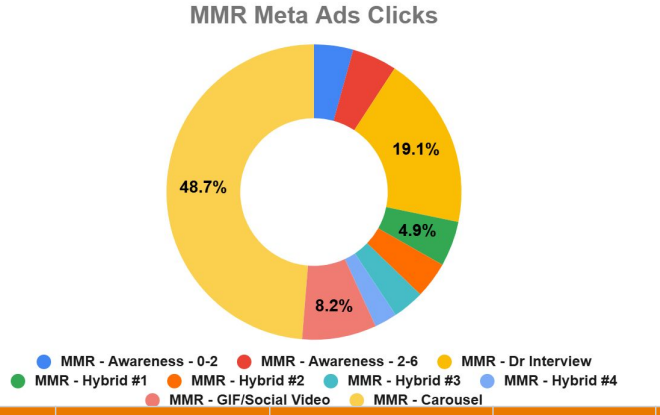
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	2,908,739	24.87%	17,547	26.13%	0.60%
SP - Urban	1,550,560	13.26%	7,722	11.50%	0.50%
EN - Rural	973,334	8.32%	5,459	8.13%	0.56%
SP - Rural	416,266	3.56%	1,984	2.95%	0.48%
EN Total	3,882,073	33.19%	23,006	34.26%	0.59%
SP Total	1,966,826	16.81%	9,706	14.45%	0.49%
Urban Total	4,459,299	38.12%	25,269	37.63%	0.57%
Rural Total	1,389,600	11.88%	7,443	11.08%	0.54%
Carousel Totals	**5,848,899**	**50.00%**	**32,712**	**48.71%**	**0.56%**



- Built with statics of the GIF/Social Video, the MMR Carousel delivered dominant metrics, accounting for 50% of the total impressions and 48% of the total clicks for the Meta line.
  - There are likely numerous factors that caused these carousels to deliver the most impressions and clicks of Meta assets, such as creative fatigue, organic shares, and more.

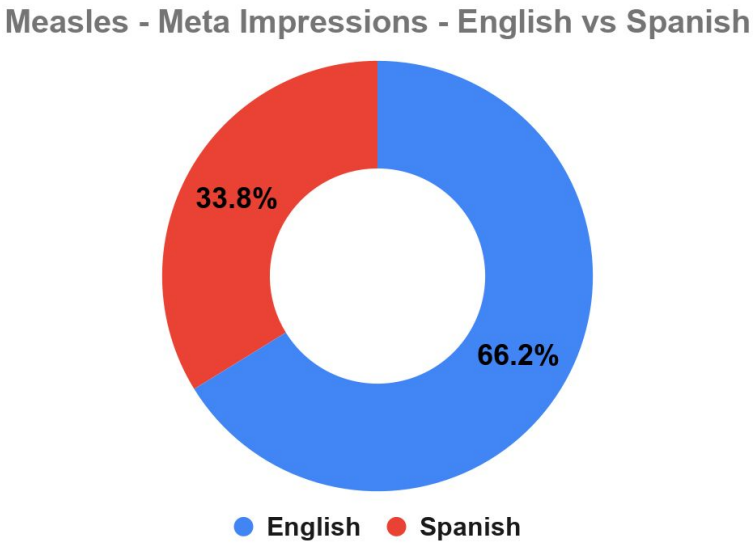
MEASLES – SOCIAL MEDIA – META – RESULTS

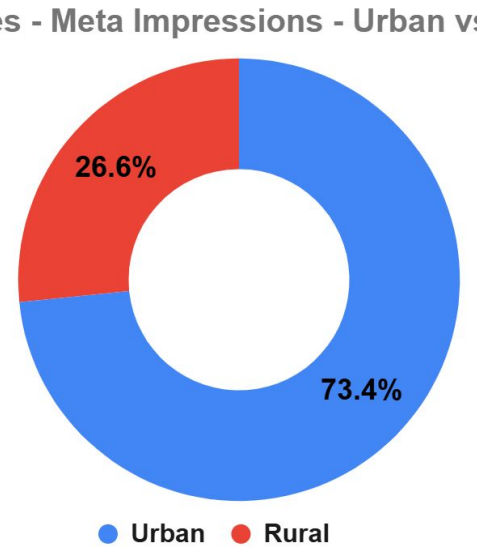




Ad	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
MMR - Awareness - 0-2 - Total	1,325,399	11.33%	2,879	4.29%	0.22%	1,231,760	92.94%
MMR - Awareness - 2-6 - Total	1,154,093	9.87%	3,298	4.91%	0.29%	1,063,355	92.14%
MMR - Dr Interview - Total	523,640	4.48%	12,800	19.06%	2.44%	291,857	55.74%
MMR - Hybrid #1 - Total	757,400	6.47%	3,312	4.93%	0.44%	678,139	89.54%
MMR - Hybrid #2 - Total	753,329	6.44%	2,684	4.00%	0.36%	676,128	89.75%
MMR - Hybrid #3 - Total	806,743	6.90%	2,328	3.47%	0.29%	745,618	92.42%
MMR - Hybrid #4 - Total	184,296	1.58%	1,664	2.48%	0.90%	158,443	85.97%
MMR - GIF/Social Video Total	344,027	2.94%	5,478	8.16%	1.59%	272,968	79.34%
MMR - Carousel Total	5,848,899	50.00%	32,712	48.71%	0.56%	0	0.00%
MMR Meta Totals	**11,697,826**	**100.00%**	**67,155**	**100.00%**	**0.57%**	**5,118,268**	**43.75%**

MEASLES – SOCIAL MEDIA – META – RESULTS



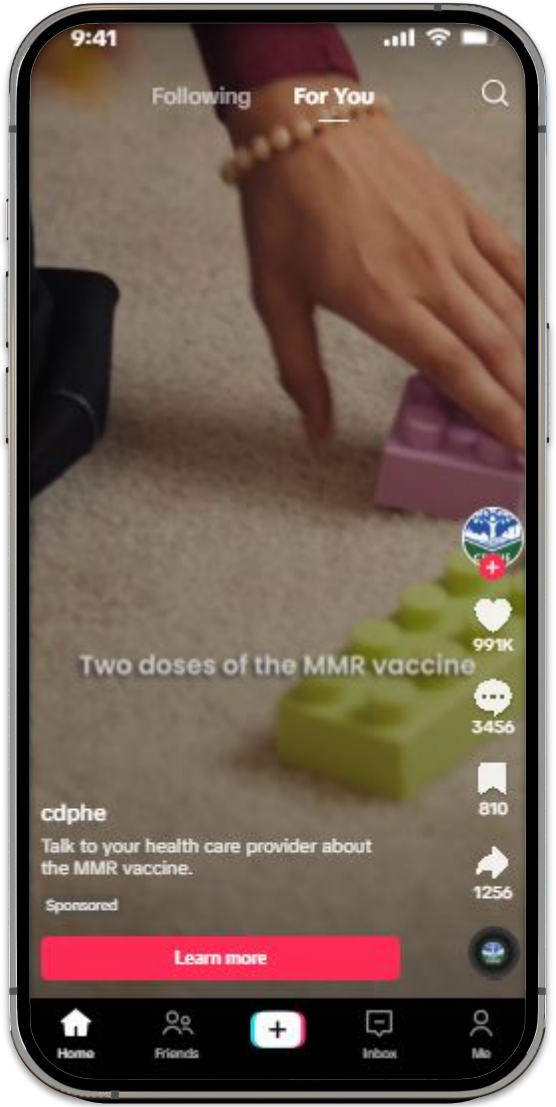


Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
English Total	7,744,607	66.21%	49,409	73.57%	0.64%	3,314,501	42.80%
Spanish Total	3,953,219	33.79%	17,746	26.43%	0.45%	1,803,767	45.63%
Urban Total	8,583,849	73.38%	46,128	68.69%	0.54%	3,669,062	42.74%
Rural Total	3,113,977	26.62%	21,027	31.31%	0.68%	1,449,206	46.54%
Totals	**11,697,826**	**100.00%**	**67,155**	**100.00%**	**0.57%**	**5,118,268**	**43.75%**

MEASLES – SOCIAL MEDIA – TIKTOK – AWARENESS

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
0-2 - EN - Urban	943,670	10.98%	6,003	10.48%	0.64%	936,777	99.27%
0-2 - EN - Rural	262,273	3.05%	1,618	2.82%	0.62%	259,748	99.04%
0-2 Total	**1,205,943**	**14.03%**	**7,621**	**13.30%**	**0.63%**	**1,196,525**	**99.22%**
2-6 - EN - Urban	655,430	7.62%	3,539	6.18%	0.54%	651,615	99.42%
2-6 - EN - Rural	251,530	2.93%	1,486	2.59%	0.59%	249,490	99.19%
2-6 Total	**906,960**	**10.55%**	**5,025**	**8.77%**	**0.55%**	**901,105**	**99.35%**

- On TikTok, the MMR line launched with the 0-2 and 2-6 Awareness spots, which stayed in the creative rotation for the entire campaign.
- Both spots generated some of the highest CTRs of **all** Childhood assets across all sub-campaigns.
    - These high CTRs were likely influenced by the rising measles cases and outbreaks across Colorado.
- Please note that due to budget limitations, the MMR line on TikTok only targeted English speakers.



MEASLES – SOCIAL MEDIA – TIKTOK – HYBRIDS #1 & #2

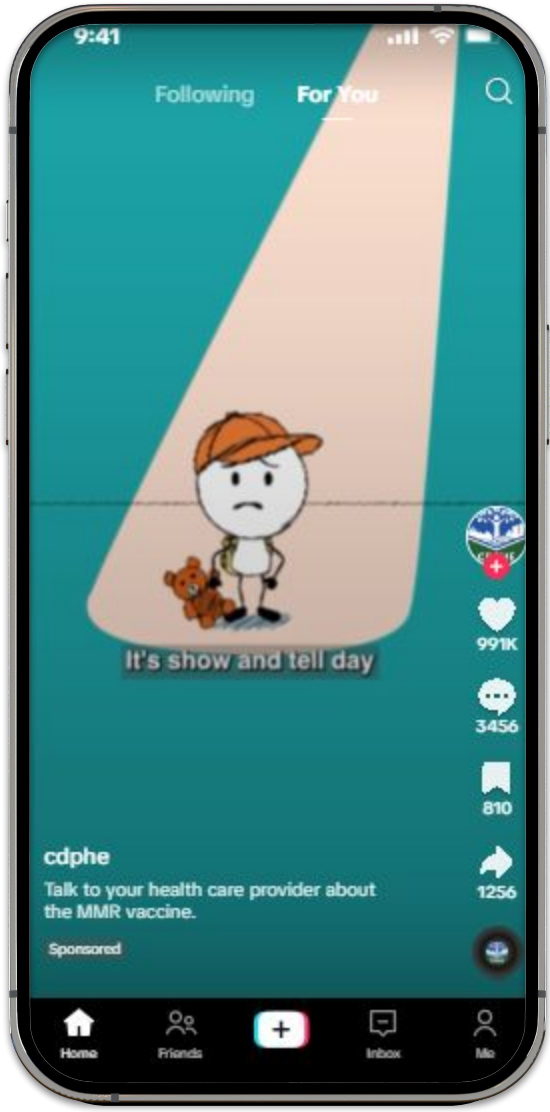
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
#1 - EN - Urban	1,244,497	14.48%	7,910	13.81%	0.64%	1,232,306	99.02%
#1 - EN - Rural	361,580	4.21%	2,290	4.00%	0.63%	357,827	98.96%
#1 Total	**1,606,077**	**18.68%**	**10,200**	**17.80%**	**0.64%**	**1,590,133**	**99.01%**
#2 - EN - Urban	1,004,375	11.68%	6,797	11.86%	0.68%	996,989	99.26%
#2 - EN - Rural	503,436	5.86%	2,886	5.04%	0.57%	498,509	99.02%
#2 Total	**1,507,811**	**17.54%**	**9,683**	**16.90%**	**0.64%**	**1,495,498**	**99.18%**



- On TikTok, all four (4) MMR hybrids were in the creative rotation for the entire sub-campaign.
- Each hybrid individually generated more impressions and more clicks than either of the MMR Awareness spots.
  - This may suggest that these educational hybrids are more engaging on TikTok than other MMR assets.

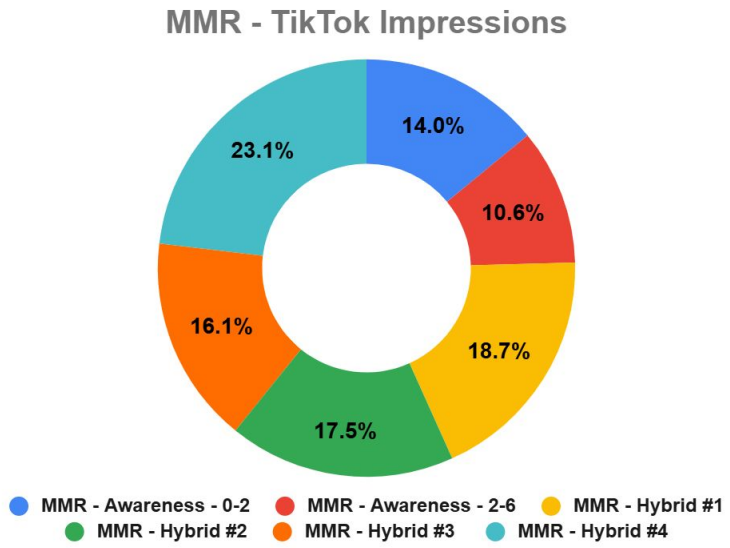
MEASLES – SOCIAL MEDIA – TIKTOK – HYBRIDS #3 & #4

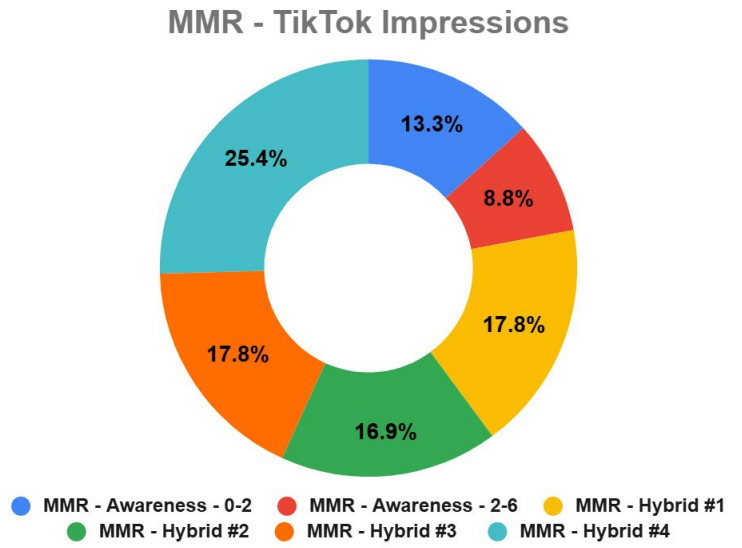
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
#3 - EN - Urban	939,528	10.93%	7,471	13.04%	0.80%	932,601	99.26%
#3 - EN - Rural	442,689	5.15%	2,721	4.75%	0.61%	438,419	99.04%
#3 Total	**1,382,217**	**16.08%**	**10,192**	**17.79%**	**0.74%**	**1,371,020**	**99.19%**
#4 - EN - Urban	1,587,171	18.46%	11,605	20.26%	0.73%	1,573,396	99.13%
#4 - EN - Rural	399,829	4.65%	2,963	5.17%	0.74%	395,570	98.93%
#4 - EN Total	**1,987,000**	**23.12%**	**14,568**	**25.43%**	**0.73%**	**1,968,966**	**99.09%**



- Hybrid #4 (the "Monster" video) delivered the most impressions and clicks on TikTok for the MMR sub-campaign, accounting for 23% of TikTok impressions and 25% of TikTok clicks in the campaign.
- While Hybrid #4 had the best performance on TikTok, it was the polar opposite on Meta.

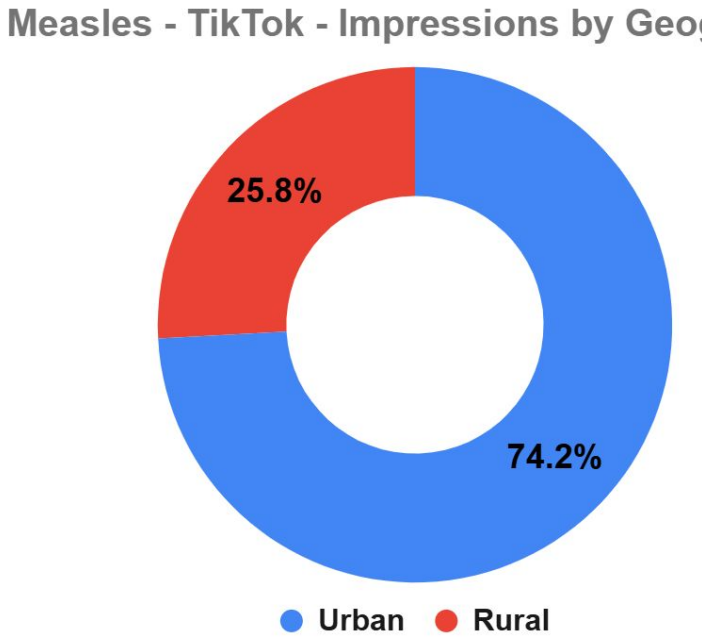
MEASLES – SOCIAL MEDIA – TIKTOK – RESULTS

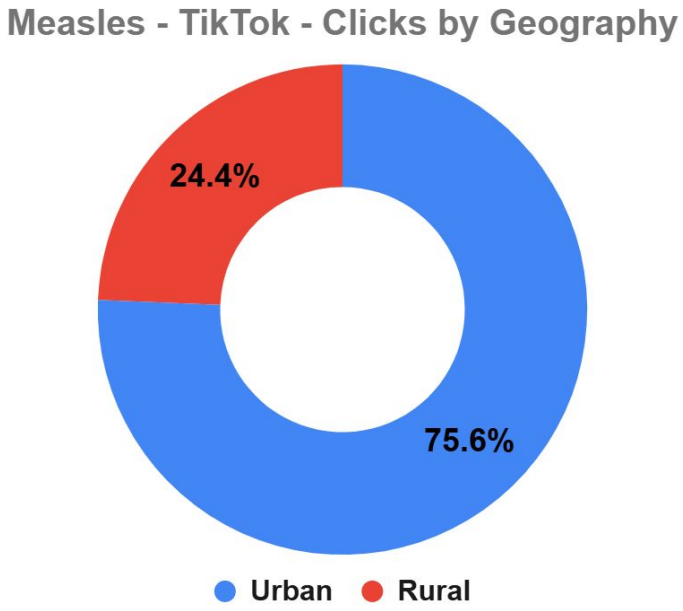




Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
MMR - Awareness - 0-2	1,205,943	14.03%	7,621	13.30%	0.63%	1,196,525	99.22%
MMR - Awareness - 2-6	906,960	10.55%	5,025	8.77%	0.55%	901,105	99.35%
MMR - Hybrid #1	1,606,077	18.68%	10,200	17.80%	0.64%	1,590,133	99.01%
MMR - Hybrid #2	1,507,811	17.54%	9,683	16.90%	0.64%	1,495,498	99.18%
MMR - Hybrid #3	1,382,217	16.08%	10,192	17.79%	0.74%	1,371,020	99.19%
MMR - Hybrid #4	1,987,000	23.12%	14,568	25.43%	0.73%	1,968,966	99.09%
Totals	**8,596,008**	**100.00%**	**57,289**	**100.00%**	**0.67%**	**8,523,247**	**99.15%**

MEASLES – SOCIAL MEDIA – TIKTOK – RESULTS





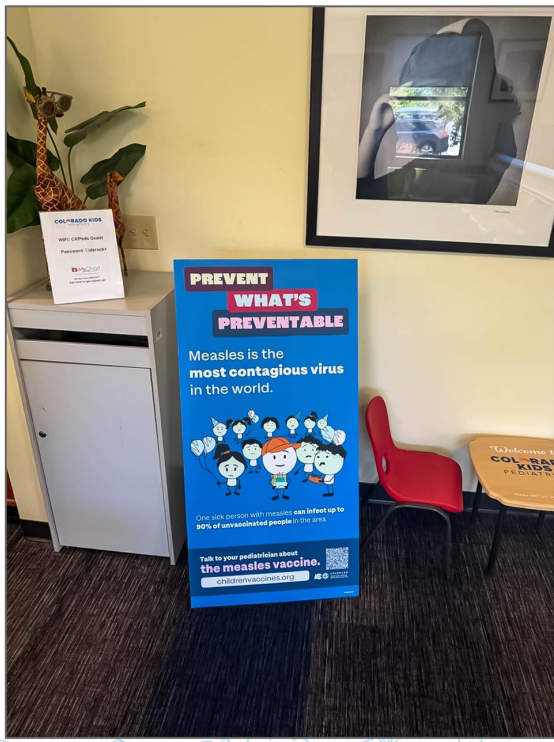
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Urban Total	6,374,671	74.16%	43,325	75.63%	0.68%	6,323,684	99.20%
Rural Total	2,221,337	25.84%	13,964	24.37%	0.63%	2,199,563	99.02%
Totals	**8,596,008**	**100.00%**	**57,289**	**100.00%**	**0.67%**	**8,523,247**	**99.15%**

MEASLES – OOH – RESULTS

Media	# of Locations	Total Impressions	Rural Impressions	Urban Impressions
Standee (Grocery)	7	485,520	121,380	364,140
Standee (Pharmacy)	6	906,360	0	906,360
Standee (Doctor's Office)	6	84,350	16,870	67,480
Total Locations	**19**	**1,476,230**	**138,250**	**1,337,980**

- Out-of-home (OOH) standees were strategically placed in urban and rural areas to reach parents at the right time and place (e.g., errands, health trips, etc.).
  - Clinical settings featured an equal mix of providers who accept medicaid and private insurance.
- The standees featured a vanity URL (childrenvaccines.org) that forwarded to the landing page. A QR code was also featured, and Analytics attributed only a handful of sessions to those codes.





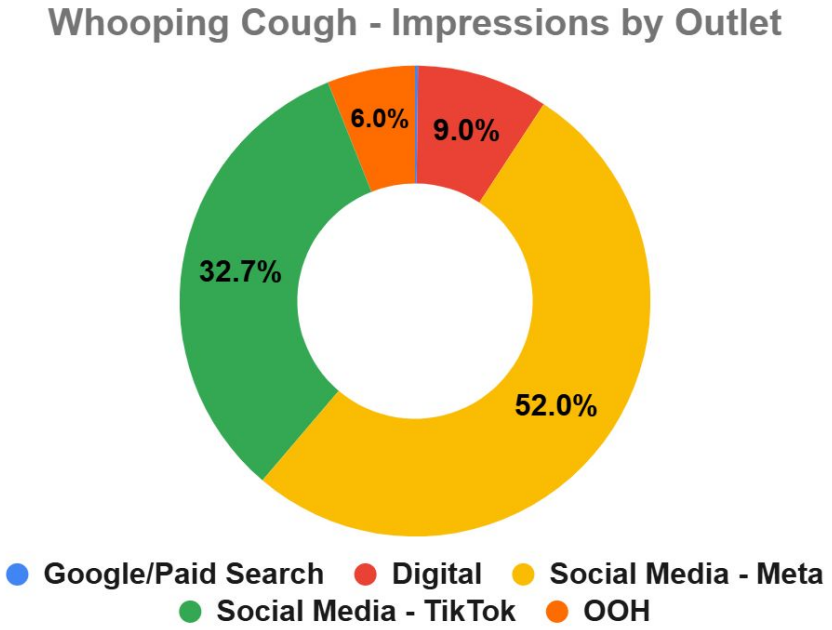
MEASLES – OOH – PLACEMENTS

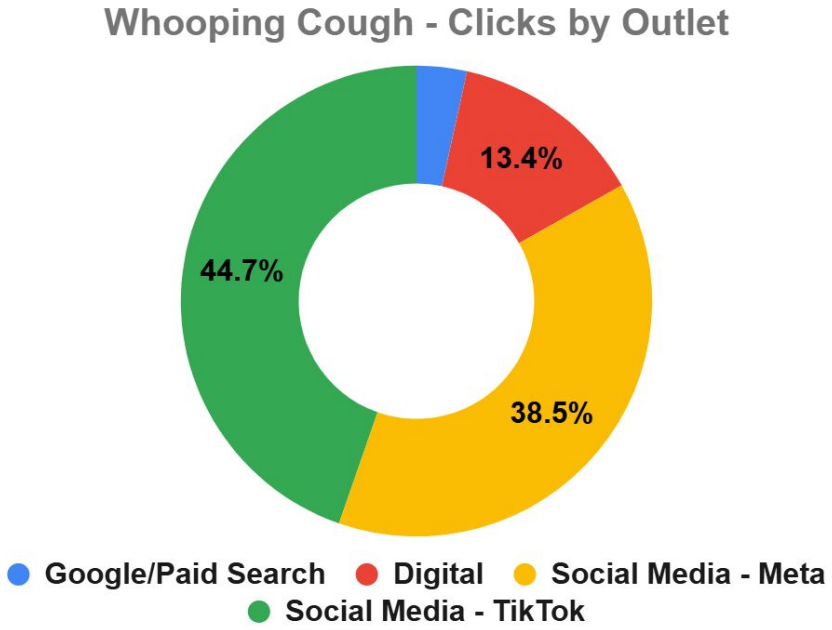
Location Name	Location Type	Market	Address	City	ZIP
Flatirons Family Pharmacy	Pharmacy	Urban	603 Ken Pratt Blvd	Longmont	80501
Pacific Mercantile	Grocery Store	Urban	1925 Lawrence St	Denver	80202
Heinie's Market	Grocery Store	Urban	11801 W 44th Ave	Wheat Ridge	80033
Kaiser Lakewood Main Pharmacy	Pharmacy	Urban	8301 W Alameda Ave	Lakewood	80226
Kids First Pediatrics	Doctor Office	Urban	96 Wadsworth Blvd	Lakewood	80226
Rocky Mountain Pediatric Surgery - Main Office	Doctor Office	Urban	2055 High St	Denver	80218
Goldin Pharmacy	Pharmacy	Urban	909 S Oneida St unit 11	Denver	80224
Lowry Pediatrics	Doctor Office	Urban	8101 E Lowry Blvd, Suite 260	Denver	80230
Global Grocery Mart	Grocery Store	Urban	1133 Yosemite St	Denver	80220
Asia Mart	Grocery Store	Urban	1481 Chester St	Aurora	80010
Gem Pharmacy	Pharmacy	Urban	191 E Orchard Rd	Littleton	80121
Colorado Kids Pediatrics	Doctor Office	Urban	2975 Roslyn St	Denver	80238

MEASLES – OOH – PLACEMENTS - CONT.

Location Name	Location Type	Market	Address	City	ZIP
Valley Market	Grocery Store	Urban	4493 Bent Brothers Blvd	Colorado City	81019
Sonoras Meat Market and Restaurant	Grocery Store	Urban	1327 S Prairie Ave	Pueblo	81005
Walgreens Pharmacy	Pharmacy	Urban	7311 E 29th Dr	Denver	80238
Walgreens Pharmacy	Pharmacy	Urban	15310 E Colfax Ave	Aurora	80011
ROSALIES MARKET	Grocery Store	Rural	49 CR-68	Bailey	80421
Pediatric Partners	Doctor Office	Rural	1905 Blake Ave #201	Glenwood Springs	81601
Montrose Pediatric Association	Doctor Office	Rural	947 S 5th St	Montrose	81401

WHOOPING COUGH – RESULTS





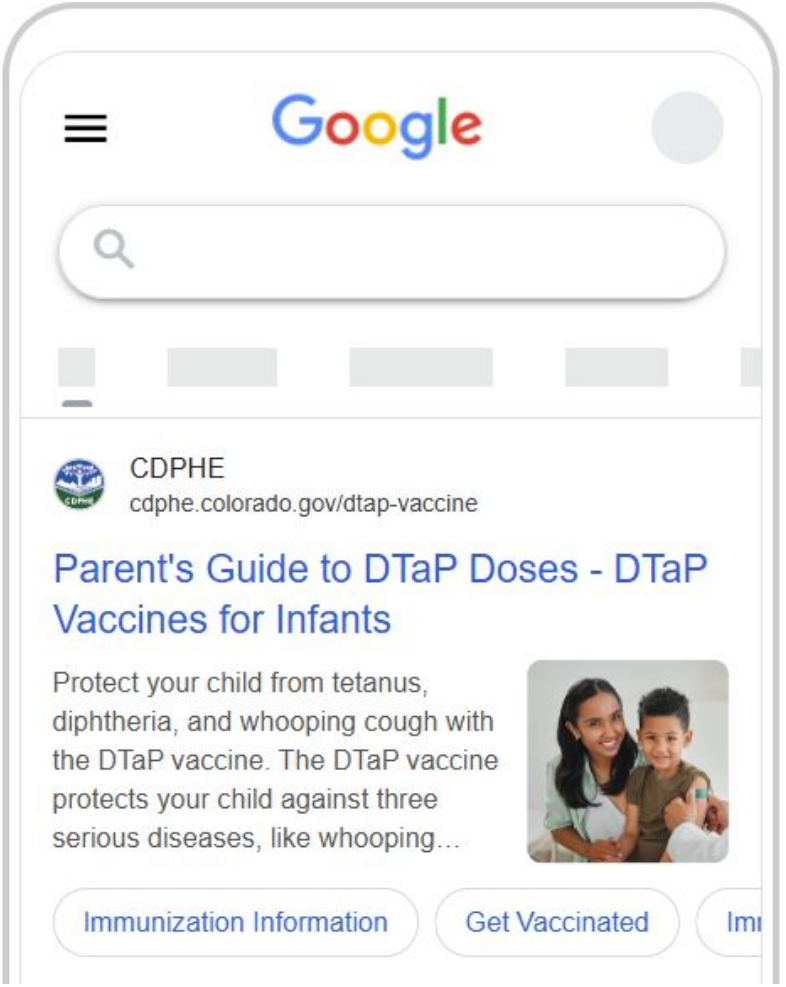
Outlet	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Google/Paid Search	24,043	0.21%	922	3.44%	3.83%	0	0.00%
Digital	1,030,941	9.01%	3,583	13.38%	0.35%	0	0.00%
Social Media - Meta	5,950,481	52.00%	10,314	38.52%	0.17%	3,575,746	60.09%
Social Media - TikTok	3,747,247	32.75%	11,960	44.66%	0.32%	3,724,629	99.40%
OOH	689,920	6.03%	0	0.00%	0.00%	0	0.00%
Totals	**11,442,632**	**100.00%**	**26,779**	**100.00%**	**0.23%**	**7,300,375**	**63.80%**

WHOOPING COUGH – PAID SEARCH

[View full Childhood paid search keyword list.]

Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	24,043	100.00%	922	41.85%	3.83%

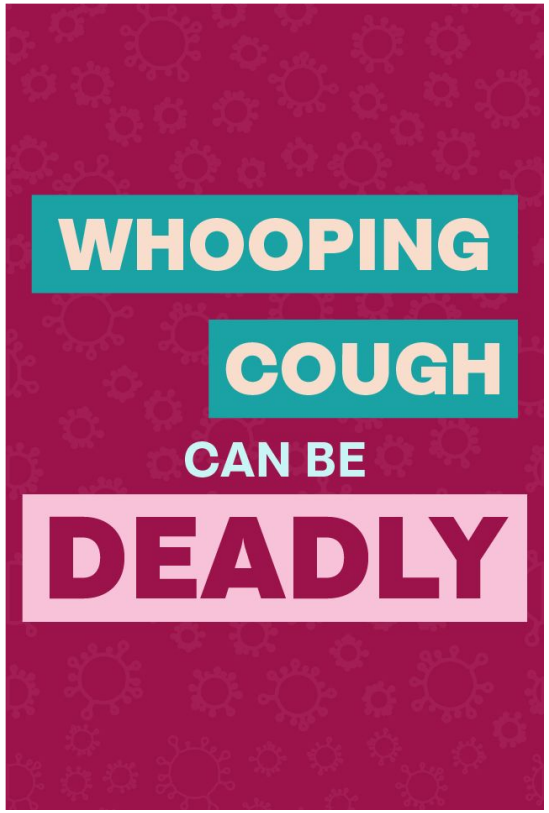
- One (1) ad group was created to reach Urban English-dominant audiences. **44** broad match keywords were targeted, all of which related to whooping cough, diphtheria, tetanus, and the DTaP vaccine. Keywords included:
  - Disease queries (e.g., whooping cough symptoms, what is tetanus, what is diphtheria, etc.)
  - Vaccine queries (e.g., whooping cough vaccine, dtap vaccine schedule, diphtheria vaccine, etc.)



WHOOPING COUGH – DIGITAL – INTERSTITIALS

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	601,752	58.37%	2,224	62.07%	0.37%
SP - Urban	139,785	13.56%	584	16.30%	0.42%
EN - Rural	195,564	18.97%	510	14.23%	0.26%
EN Total	797,316	77.34%	2,734	76.30%	0.34%
Urban Total	741,537	71.93%	2,808	78.37%	0.38%
Rural Total	195,564	18.97%	510	14.23%	0.26%
Interstitials Totals	**937,101**	**90.90%**	**3,318**	**92.60%**	**0.35%**

- Using facts pulled from the Whooping Cough hybrid videos, DTaP interstitials were developed in a handful of sizes (300x250 & 320x480).
- These interstitials delivered great numbers for the DTaP line with consistently strong CTRs.



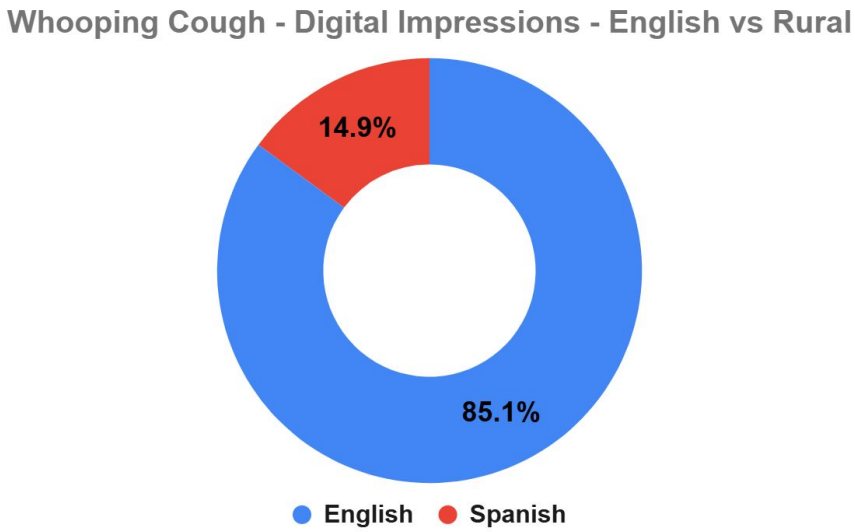
WHOOPING COUGH – DIGITAL – DISPLAYS

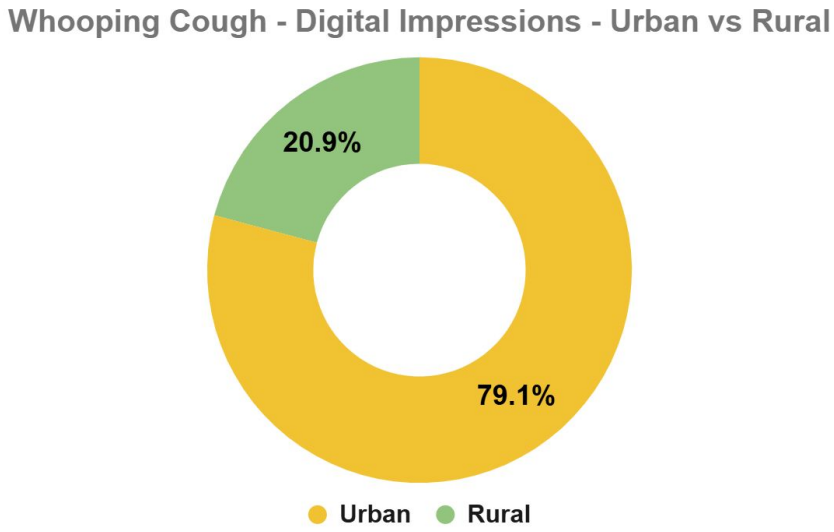
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	60,483	5.87%	91	2.54%	0.15%
SP - Urban	13,953	1.35%	121	3.38%	0.87%
EN - Rural	19,404	1.88%	53	1.48%	0.27%
EN Total	79,887	7.75%	144	4.02%	0.18%
Urban Total	74,436	7.22%	212	5.92%	0.28%
Rural Total	19,404	1.88%	53	1.48%	0.27%
Displays Totals	**93,840**	**9.10%**	**265**	**7.40%**	**0.28%**



- Adapted from the interstitials, multiple digital displays were developed in an array of sizes (320x50, 160x600, etc.)
- These assets reached parents conducting health research on third-party websites across Colorado at no additional cost.

WHOOPING COUGH – DIGITAL – OVERVIEW



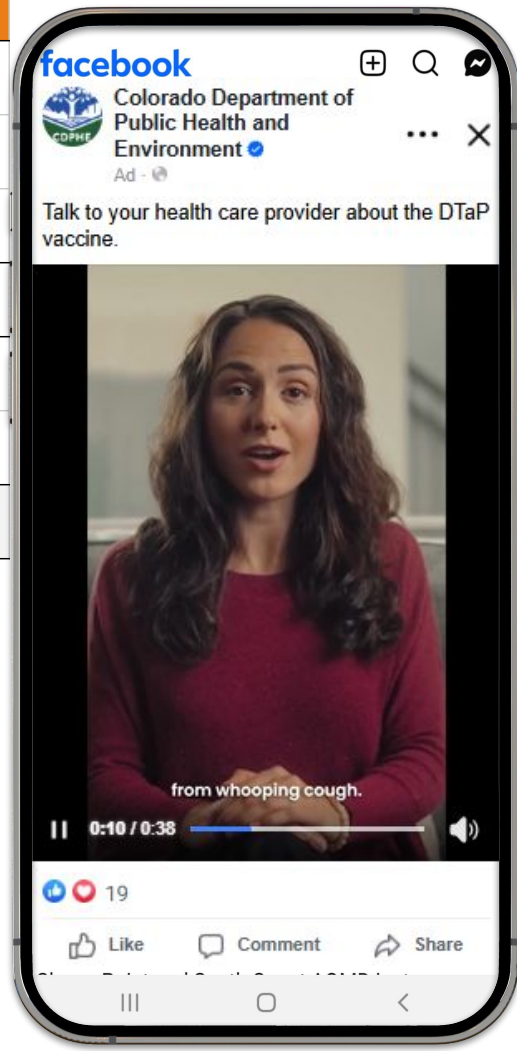


Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
English Total	877,203	85.09%	2,878	80.32%	0.33%
Spanish Total	153,738	14.91%	705	19.68%	0.46%
Urban Total	815,973	79.15%	3,020	84.29%	0.37%
Rural Total	214,968	20.85%	563	15.71%	0.26%
Digital Totals	**1,030,941**	**100.00%**	**3,583**	**100.00%**	**0.35%**

- Digital performance mirrored the intended language split for the campaign, but did not for geography.

WHOOPING COUGH – SOCIAL MEDIA – META – AWARENESS (0-2)

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
0-2 - EN - Urban	267,912	4.50%	328	3.18%	0.12%	250,020	93.32%
0-2 - SP - Urban	862,056	14.49%	975	9.45%	0.11%	826,707	95.90%
0-2 - EN - Rural	192,518	3.24%	312	3.03%	0.16%	173,625	90.19%
0-2 - EN Total	460,430	7.74%	640	6.21%	0.14%	423,645	92.01%
0-2 - Urban Total	1,129,968	18.99%	1,303	12.63%	0.12%	1,076,727	95.29%
0-2 - Rural Total	192,518	3.24%	312	3.03%	0.16%	173,625	90.19%
Awareness 0-2 - Total	**1,322,486**	**22.22%**	**1,615**	**15.66%**	**0.12%**	**1,250,352**	**94.55%**



- Both of the Whooping Cough Awareness spots (0-2 and 2-6) ran for the entire DTaP sub-campaign flight.
- The 0-2 spot generated a great amount of impressions and clicks, but was narrowly beaten in both categories by the 2-6 spot.

WHOOPING COUGH – SOCIAL MEDIA – META – AWARENESS (2-6)

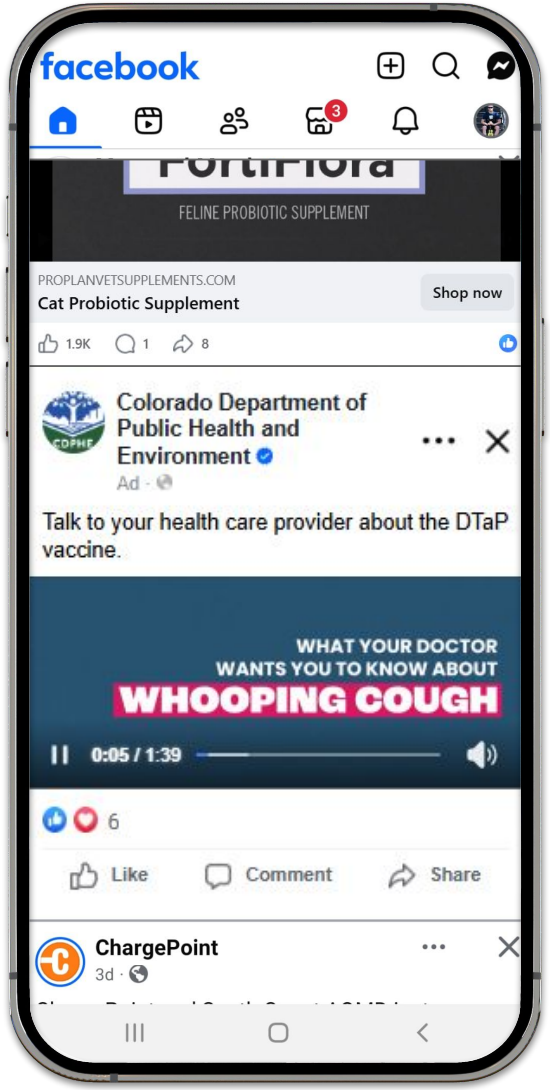
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
2-6 - EN - Urban	894,008	15.02%	1,311	12.71%	0.15%	814,057	91.06%
2-6 - SP - Urban	467,651	7.86%	835	8.10%	0.18%	424,219	90.71%
2-6 - EN - Rural	18,982	0.32%	21	0.20%	0.11%	17,500	92.19%
2-6 - EN Total	912,990	15.34%	1,332	12.91%	0.15%	831,557	91.08%
2-6 - Urban Total	1,361,659	22.88%	2,146	20.81%	0.16%	1,238,276	90.94%
2-6 - Rural Total	18,982	0.32%	21	0.20%	0.11%	17,500	92.19%
Awareness 2-6 - Total	**1,380,641**	**23.20%**	**2,167**	**21.01%**	**0.16%**	**1,255,776**	**90.96%**

- The 2-6 DTaP Awareness spot delivered over 57,000 more impressions and over 500 more clicks than the 0-2 spot.
  - It also achieved a higher CTR.
- These metrics may suggest that the 2-6 spot resonates more strongly with Coloradans.



WHOOPING COUGH – SOCIAL MEDIA – META – DR INTERVIEW

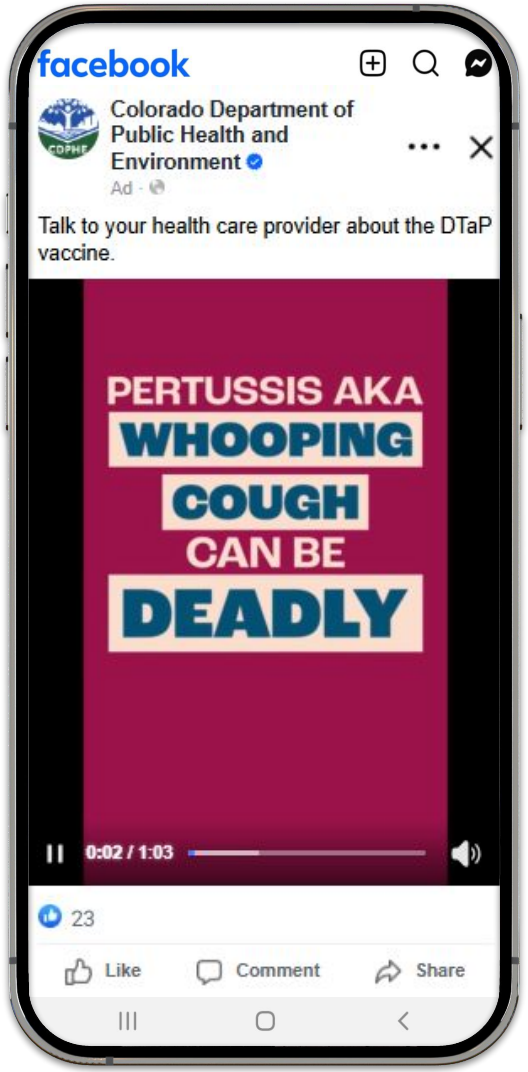
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	15,363	0.26%	42	0.41%	0.27%	13,621	88.66%
SP - Urban	120,401	2.02%	302	2.93%	0.25%	108,811	90.37%
EN - Rural	3,071	0.05%	4	0.04%	0.13%	2,778	90.46%
EN Total	18,434	0.31%	46	0.45%	0.25%	16,399	88.96%
Urban Total	135,764	2.28%	344	3.34%	0.25%	122,432	90.18%
Rural Total	3,071	0.05%	4	0.04%	0.13%	2,778	90.46%
Dr Interview Totals	**138,835**	**2.33%**	**348**	**3.37%**	**0.25%**	**125,210**	**90.19%**



- The Whooping Cough Dr Interview was added late to the creative rotation (May 18), which explains why the impressions and clicks are much lower than other Meta DTaP assets.
- That said, the CTRs for both Urban DTaP lines were among the highest for all Meta DTaP assets.

WHOOPING COUGH – SOCIAL MEDIA – META – HYBRIDS #1 & #2

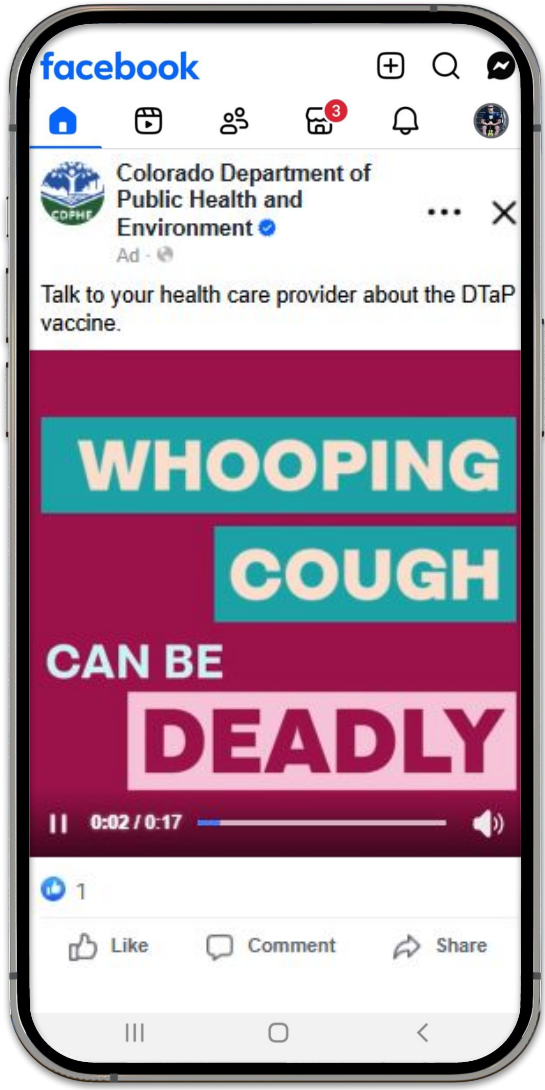
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
#1 - EN - Urban	128,936	2.17%	184	1.78%	0.14%	122,927	95.34%
#1 - EN - Rural	38,308	0.64%	32	0.31%	0.08%	36,822	96.12%
#1 - Total	**167,244**	**2.81%**	**216**	**2.09%**	**0.13%**	**159,749**	**95.52%**
#2 - EN - Urban	697,554	11.72%	569	5.52%	0.08%	674,584	96.71%
#2 - EN - Rural	84,583	1.42%	121	1.17%	0.14%	79,919	94.49%
#2 - Total	**782,137**	**13.14%**	**690**	**6.69%**	**0.09%**	**754,503**	**96.47%**



- Due to multiple revisions and delayed approval processes, the Spanish DTaP hybrids were not added to the Meta campaign in time. Only the English hybrids were active for this flight.
- The second Hybrid (Vaccine-Focus) delivered over four (4) times the impressions as the first Hybrid (Disease-Focus), and over three (93) times as many clicks. However, the first Hybrid achieved a better overall CTR.

WHOOPING COUGH – SOCIAL MEDIA – META – GIF/SOCIAL VID

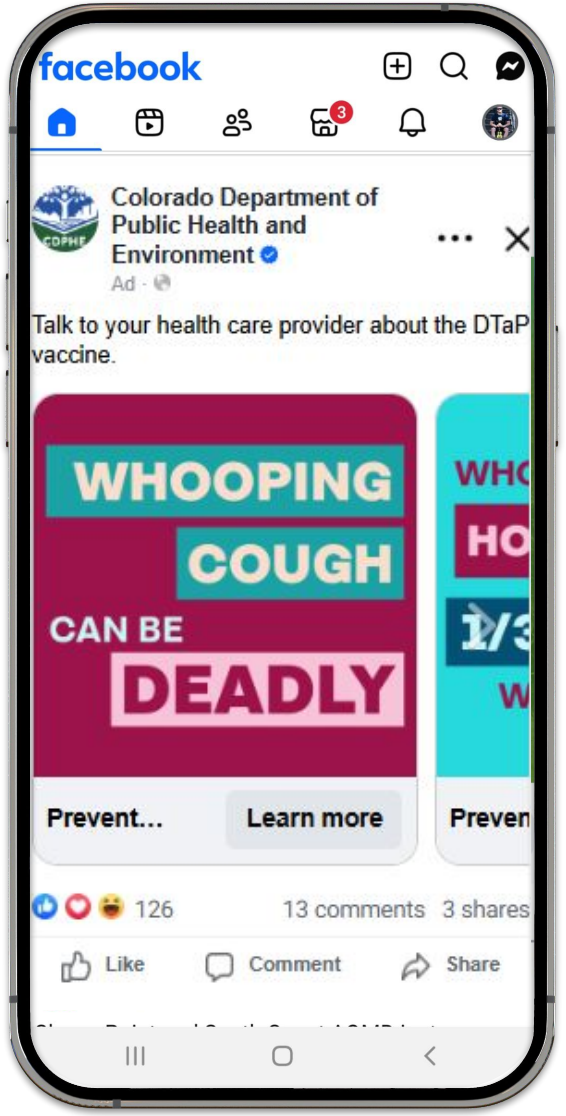
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	7,269	0.12%	6	0.06%	0.08%	6,978	96.00%
SP - Urban	23,461	0.39%	50	0.48%	0.21%	21,947	93.55%
EN - Rural	1,335	0.02%	1	0.01%	0.07%	1,231	92.21%
EN Total	8,604	0.14%	7	0.07%	0.08%	8,209	95.41%
Urban Total	30,730	0.52%	56	0.54%	0.18%	28,925	94.13%
Rural Total	1,335	0.02%	1	0.01%	0.07%	1,231	92.21%
GIF Totals	**32,065**	**0.54%**	**57**	**0.55%**	**0.18%**	**30,156**	**94.05%**



- The DTaP GIF/Social Video was added to Meta's creative inventory in early April (English) and early May (Spanish).
- This late start obviously affected the performance of the English assets, however Spanish delivered nearly triple the impressions and over seven (7) times as many clicks.
  - This over-performance for Spanish could be partially attributed to the lack of Spanish hybrids in this line.

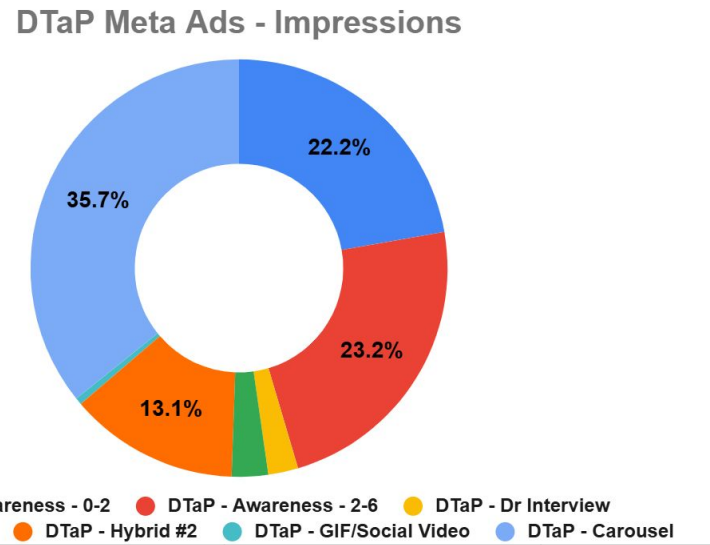
WHOOPING COUGH – SOCIAL MEDIA – META – CAROUSEL

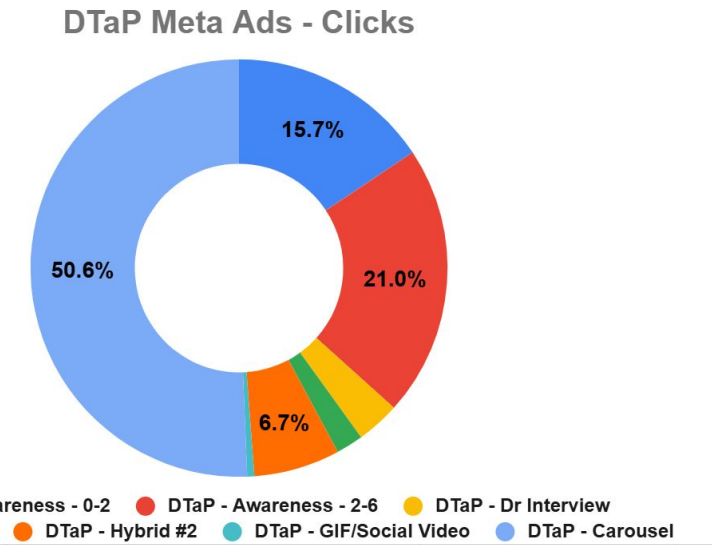
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	1,633,930	27.46%	4,080	39.56%	0.25%
SP - Urban	156,730	2.63%	405	3.93%	0.26%
EN - Rural	336,413	5.65%	736	7.14%	0.22%
EN Total	1,970,343	33.11%	4,816	46.69%	0.24%
Urban Total	1,790,660	30.09%	4,485	43.48%	0.25%
Rural Total	336,413	5.65%	736	7.14%	0.22%
Carousel Totals	**2,127,073**	**35.75%**	**5,221**	**50.62%**	**0.25%**



- Similar to other Meta lines, the Carousel delivered the most impressions and clicks of **all** DTaP assets on Meta.
  - This asset category accounts for 35% of the DTaP Meta impression share and over 50% of the click share.

WHOOPING COUGH – SOCIAL MEDIA – META – RESULTS

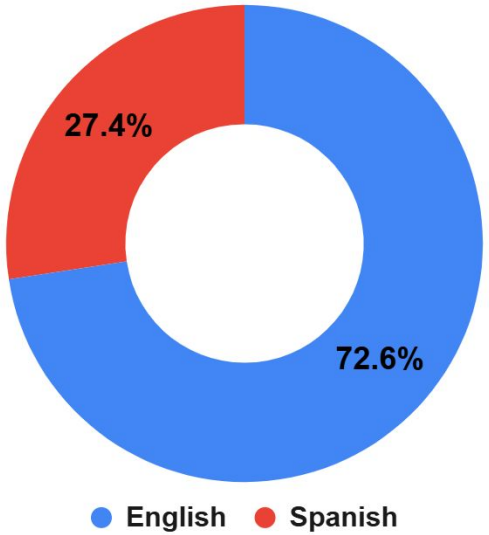




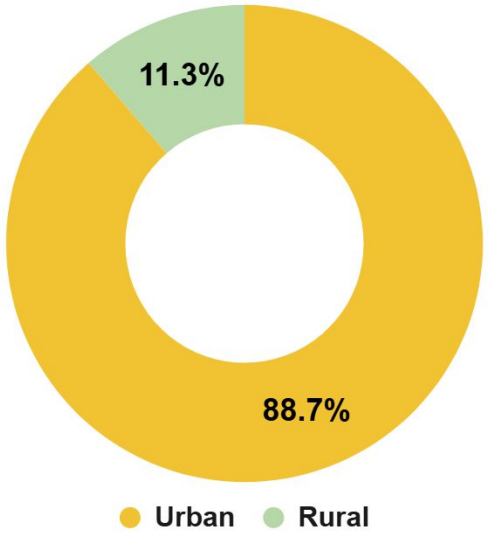
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
DTaP - Awareness - 0-2	1,322,486	22.22%	1,615	15.66%	0.12%	1,250,352	94.55%
DTaP - Awareness - 2-6	1,380,641	23.20%	2,167	21.01%	0.16%	1,255,776	90.96%
DTaP - Dr Interview	138,835	2.33%	348	3.37%	0.25%	125,210	90.19%
DTaP - Hybrid #1	167,244	2.81%	216	2.09%	0.13%	159,749	95.52%
DTaP - Hybrid #2	782,137	13.14%	690	6.69%	0.09%	754,503	96.47%
DTaP - GIF/Social Video	32,065	0.54%	57	0.55%	0.18%	30,156	94.05%
DTaP - Carousel	2,127,073	35.75%	5,221	50.62%	0.25%	0	0.00%
DTaP Meta Totals	**5,950,481**	**100.00%**	**10,314**	**100.00%**	**0.17%**	**3,575,746**	**60.09%**

WHOOPING COUGH – SOCIAL MEDIA – META – RESULTS

Whooping Cough - Meta Impressions - English vs Spanish



Whooping Cough - Meta Impressions - Urban vs Rural

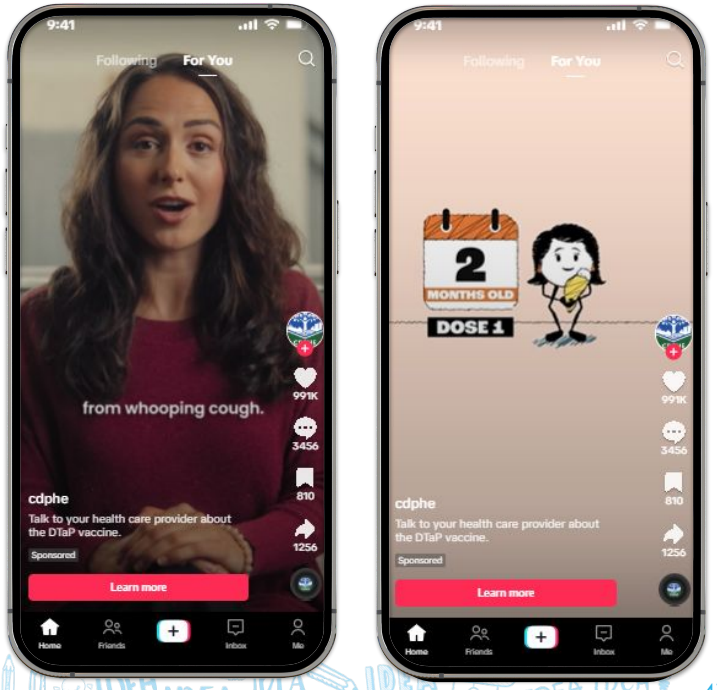


Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
English Total	4,320,182	72.60%	7,747	75.11%	0.18%	2,194,062	50.79%
Spanish Total	1,630,299	27.40%	2,567	24.89%	0.16%	1,381,684	84.75%
Urban Total	5,275,271	88.65%	9,087	88.10%	0.17%	3,263,871	61.87%
Rural Total	675,210	11.35%	1,227	11.90%	0.18%	311,875	46.19%
Totals	**5,950,481**	**100.00%**	**10,314**	**100.00%**	**0.17%**	**3,575,746**	**60.09%**

WHOOPING COUGH – SOCIAL MEDIA – TIKTOK – AWARENESS

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Awareness - 0-2 - EN - Urban	555,422	14.82%	1,717	14.36%	0.31%	552,081	99.40%
Awareness - 2-6 - EN - Urban	565,589	15.09%	1,811	15.14%	0.32%	562,215	99.40%
Hybrid #1 - EN - Urban	1,484,255	39.61%	4,730	39.55%	0.32%	1,475,824	99.43%
Hybrid #2 - EN - Urban	1,141,981	30.48%	3,702	30.95%	0.32%	1,134,509	99.35%
TikTok Totals	**3,747,247**	**100.00%**	**11,960**	**100.00%**	**0.32%**	**3,724,629**	**99.40%**

- Due to budget limitations, the DTaP TikTok line only targeted English-dominant Urban audiences.
- The DTaP Awareness spots and Hybrid videos were all added in early March and ran for the entire campaign.
- Hybrid #1 (Disease-Focus) delivered the most impressions and clicks of the TikTok line for DTaP, which suggests the content was the most engaging of the four (4) ads.



WHOOPING COUGH – OOH – RESULTS

Media	# of Locations	Total Impressions	Rural Impressions	Urban Impressions
Standee (Grocery)	5	303,450	60,690	242,760
Standee (Pharmacy)	2	302,120	151,060	151,060
Standee (Doctor's Office)	5	84,350	0	84,350
Total Locations	**12**	**689,920**	**211,750**	**478,170**

- Out-of-home (OOH) standees were strategically placed in urban and rural areas to reach parents at the right time and place (e.g., errands, health trips, etc.).
  - Clinical settings featured an equal mix of providers who accept medicaid and private insurance.
- The standees featured a vanity URL (childrenvaccines.org) that forwarded to the landing page. A QR code was also featured, and Analytics attributed only a handful of sessions to those codes.

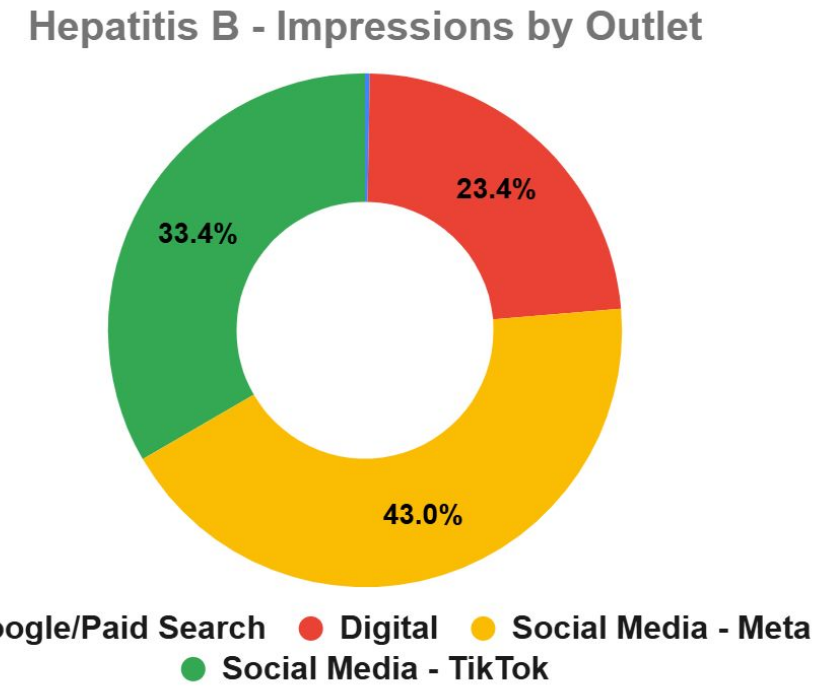


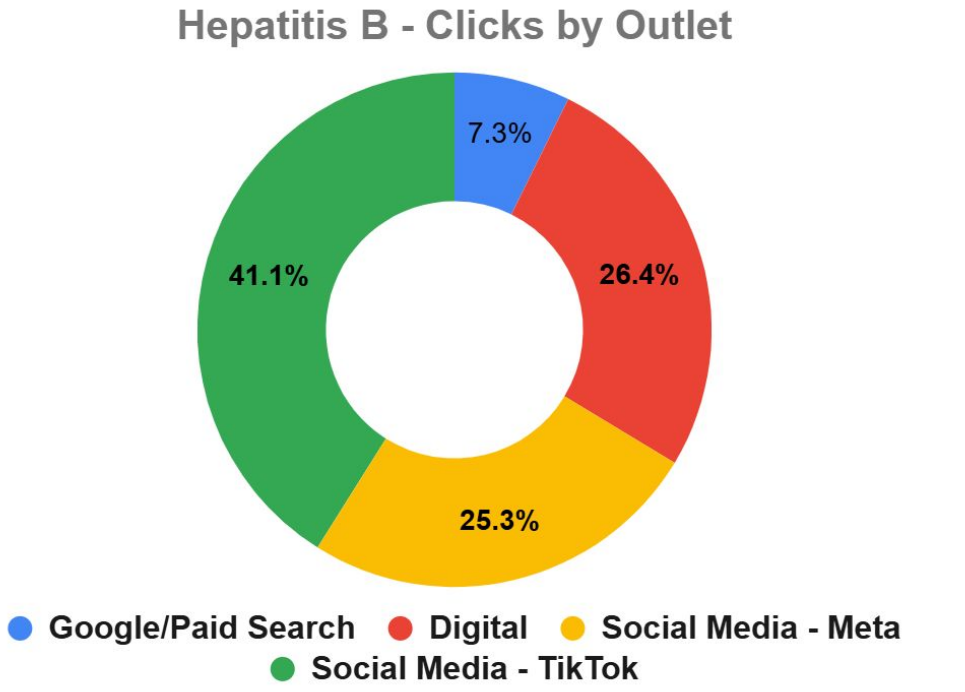


WHOOPING COUGH – OOH – PLACEMENTS

Location Name	Type	Market	Address	City	ZIP
Guadalajara Meat Market	Grocery Store	Urban	1544 Lima St	Aurora	80010
Rocky Mountain Health Centers Pediatrics, PC	Doctor Office	Urban	14001 E Iliff Ave, Suite 210	Aurora	80014
Arapahoe Park Pediatrics	Doctor Office	Urban	7780 S Broadway #220	Littleton	80122
YS Mart	Grocery Store	Urban	9083 W Peakview Dr	Lakewood	80123
Save-A-Lot	Grocery Store	Urban	15220 E 6th Ave	Aurora	80011
The Medicine Shoppe Pharmacy	Pharmacy	Urban	2431 N Union Blvd	Colorado Springs	80909
Dr Vecchiarelli, Pine Family Medical Clinic	Doctor Office	Urban	9362 Grand Cordera Parkway	Colorado Springs	80924
Wee Care Pediatrics	Doctor Office	Urban	6985 Tutt Blvd, suite 100	Colorado Springs	80920
Carniceria Leonela	Grocery Store	Urban	3736 E Pikes Peak Ave	Colorado Springs	80909
Aspen Park Pediatrics	Doctor Office	Urban	25797 Conifer Rd Ste B110	Evergreen	80433
Vail Valley Pharmacy	Pharmacy	Rural	105 Edwards Village Blvd #G-107	Edwards	81632
Rivals	Grocery Store	Rural	1406 S Main St	Lamar	81052

HEPATITIS B – RESULTS





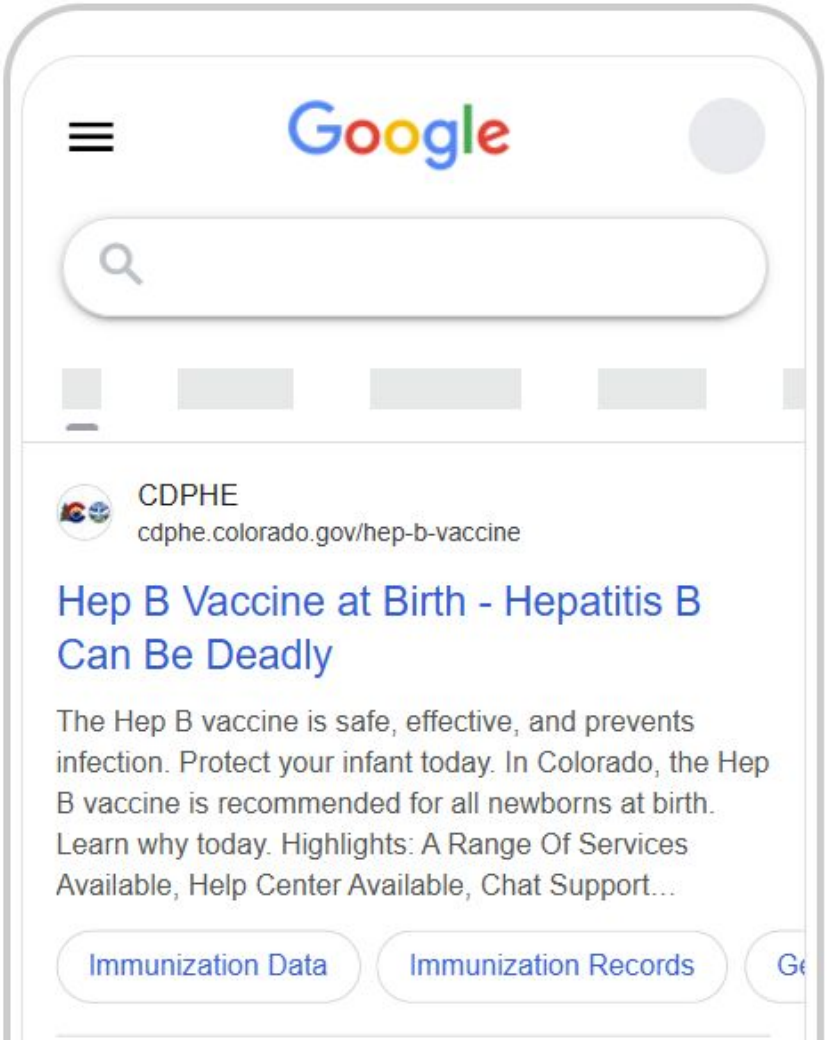
Outlet	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Google/Paid Search	15,425	0.30%	1,170	7.30%	7.59%	0	0.00%
Digital	1,189,732	23.35%	4,223	26.35%	0.35%	0	0.00%
Social Media - Meta	2,189,391	42.98%	4,052	25.28%	0.19%	190,633	8.71%
Social Media - TikTok	1,699,758	33.37%	6,581	41.06%	0.39%	1,685,892	99.18%
Totals	**5,094,306**	**100.00%**	**16,026**	**100.00%**	**0.31%**	**1,876,525**	**36.84%**

HEPATITIS B – PAID SEARCH

[View full Childhood paid search keyword list.]

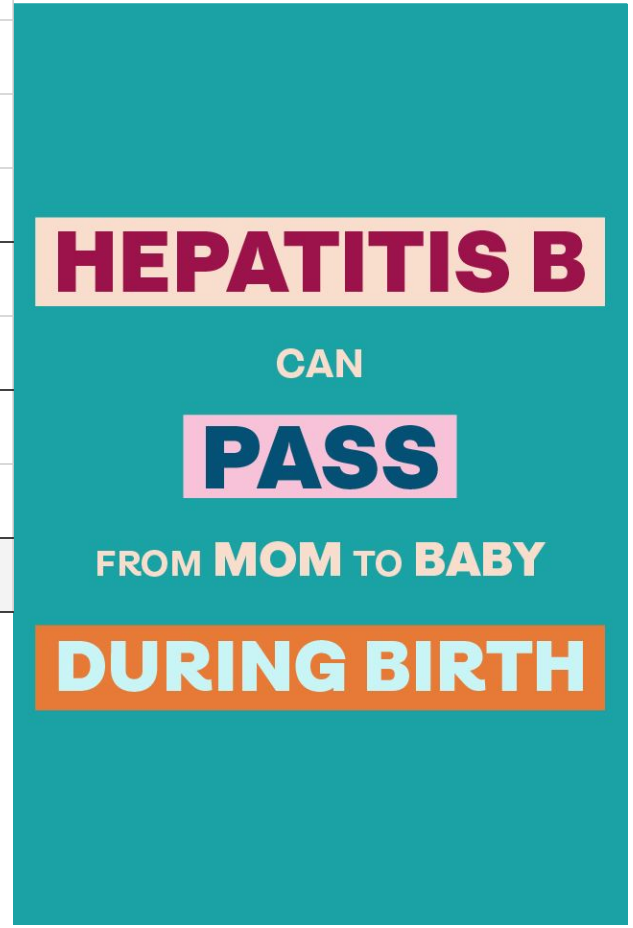
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	15,425	100.00%	1,170	100.00%	7.59%

- One (1) ad group was created to reach Urban English-dominant audiences. **41** broad match keywords were targeted, all of which related to hepatitis B and the vaccine. Keywords included:
  - Disease queries (e.g., what is hepatitis b, what causes hepatitis b, hepatitis b symptoms, etc.)
  - Vaccine queries (e.g., hepb vaccine recommendations, hepb vaccine at birth, hep b newborns, etc.)



HEPATITIS B – DIGITAL – INTERSTITIALS

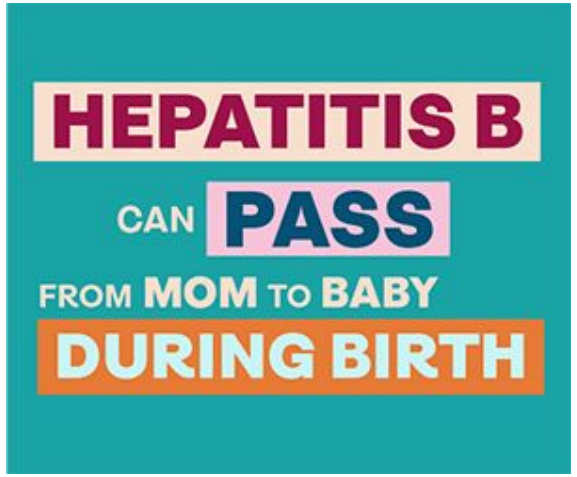
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	685,224	57.59%	2,611	61.83%	0.38%
SP - Urban	120,069	10.09%	596	14.11%	0.50%
EN - Rural	197,158	16.57%	549	13.00%	0.28%
SP - Rural	79,030	6.64%	254	6.01%	0.32%
EN Total	882,382	74.17%	3,160	74.83%	0.36%
SP Total	199,099	16.73%	850	20.13%	0.43%
Urban Total	805,293	67.69%	3,207	75.94%	0.40%
Rural Total	276,188	23.21%	803	19.01%	0.29%
Interstitials Totals	**1,081,481**	**90.90%**	**4,010**	**94.96%**	**0.37%**



- By adapting the content of the Hepatitis B hybrid, Interstitials were developed for the digital line in a few sizes (300x250 and 320x480).
- English interstitials delivered nearly three (3) times more impressions and clicks than Spanish.
- However, Spanish delivered higher CTRs, which suggests a key information gap among Spanish speakers.

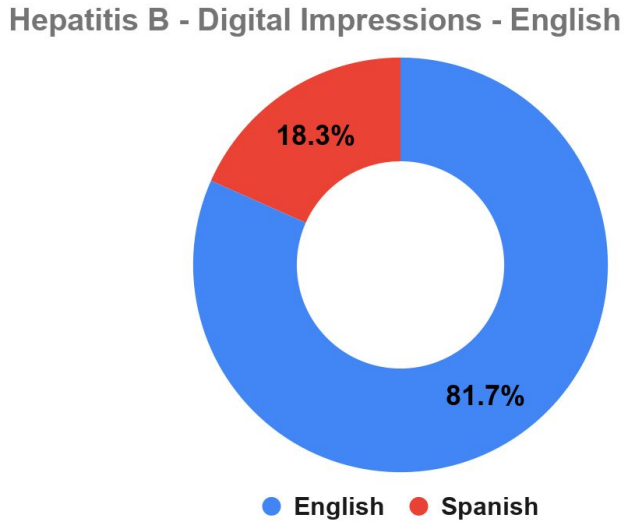
HEPATITIS B – DIGITAL – DISPLAYS

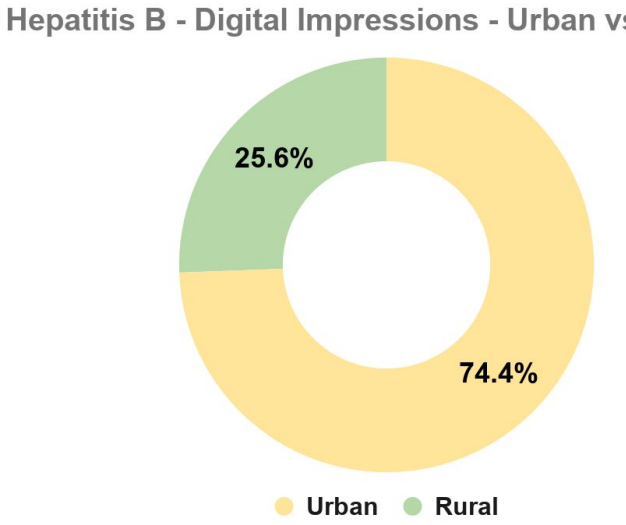
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	68,672	5.77%	62	1.47%	0.09%
SP - Urban	11,265	0.95%	73	1.73%	0.65%
EN - Rural	20,394	1.71%	24	0.57%	0.12%
SP - Rural	7,920	0.67%	54	1.28%	0.68%
EN Total	89,066	7.49%	86	2.04%	0.10%
SP Total	19,185	1.61%	127	3.01%	0.66%
Urban Total	79,937	6.72%	135	3.20%	0.17%
Rural Total	28,314	2.38%	78	1.85%	0.28%
Displays Totals	**108,251**	**9.10%**	**213**	**5.04%**	**0.20%**



- The Hepatitis B interstitials were adapted into digital displays in multiple sizes (320x50, 160x600, etc.) and were placed on third-party websites at no additional cost.
- Compared to Spanish, English audiences delivered over four (4) times as many impressions.
- However, the Spanish CTRs were much higher, which further demonstrates an information gap within these communities.

HEPATITIS B – DIGITAL – RESULTS



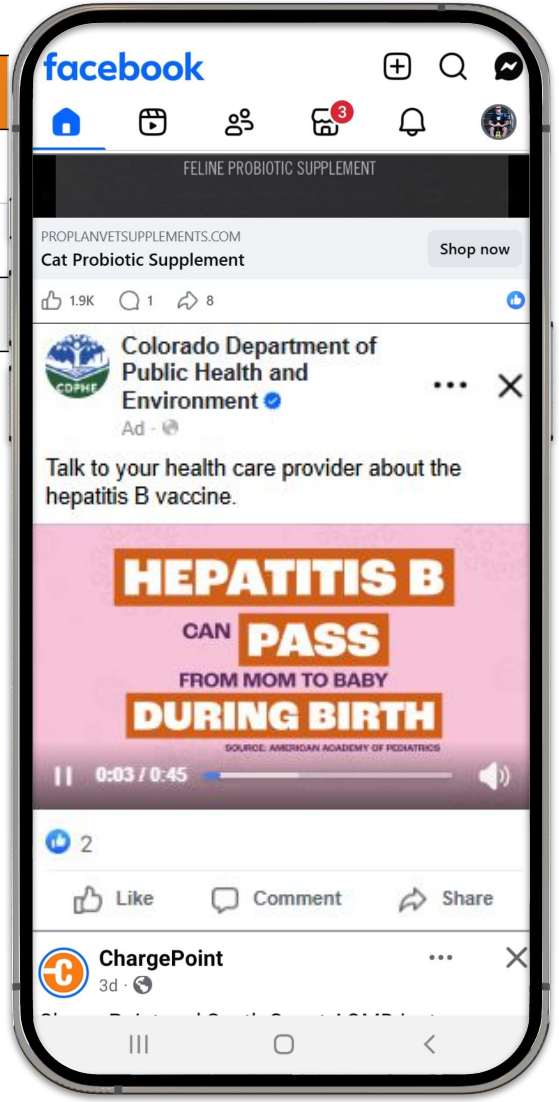


Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
English Total	971,448	81.65%	3,246	76.86%	0.33%
Spanish Total	218,284	18.35%	977	23.14%	0.45%
Urban Total	885,230	74.41%	3,342	79.14%	0.38%
Rural Total	304,502	25.59%	881	20.86%	0.29%
Digital Totals	**1,189,732**	**100.00%**	**4,223**	**100.00%**	**0.35%**

HEPATITIS B – SOCIAL MEDIA – META – HYBRID

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	11,812	0.54%	10	0.25%	0.08%	11,044	93.50%
EN - Rural	14,158	0.65%	20	0.49%	0.14%	13,201	93.24%
Hybrid Total	**25,970**	**1.19%**	**30**	**0.74%**	**0.12%**	**24,245**	**93.36%**

- Only one (1) hybrid was created for Hepatitis B.
- Due to a complicated creative development timeline and delayed approval process, the Hepatitis B hybrid was added to Meta just days before the end of the campaign.
- As a result, the Hepatitis B hybrid delivered the fewest impressions and clicks of this Meta line.



HEPATITIS B – SOCIAL MEDIA – META – GIF/SOCIAL VIDEO

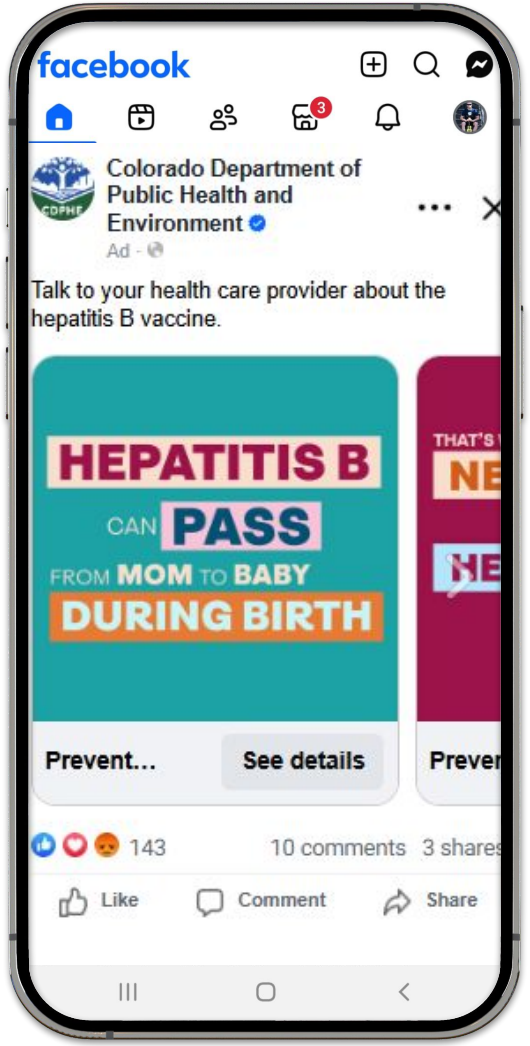
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	90,471	4.13%	115	2.84%	0.13%	84,196	93.06%
SP - Urban	41,061	1.88%	57	1.41%	0.14%	38,256	93.17%
EN - Rural	47,803	2.18%	108	2.67%	0.23%	43,936	91.91%
EN Total	138,274	6.32%	223	5.50%	0.16%	128,132	92.67%
Urban Total	131,532	6.01%	172	4.24%	0.13%	122,452	93.10%
Rural Total	47,803	2.18%	108	2.67%	0.23%	43,936	91.91%
GIF Totals	**179,335**	**8.19%**	**280**	**6.91%**	**0.16%**	**166,388**	**92.78%**



- By adapting the approved copy of the Hepatitis B Hybrid, a GIF/Social Video was created and added to the sub-campaign in April.
- Despite a compressed timeline, the GIF/Social Video delivered some great metrics, and among Rural English speakers, the video saw strong impressions, clicks, and CTR.
  - This performance is partially due to the limited creative inventory for this Meta line.

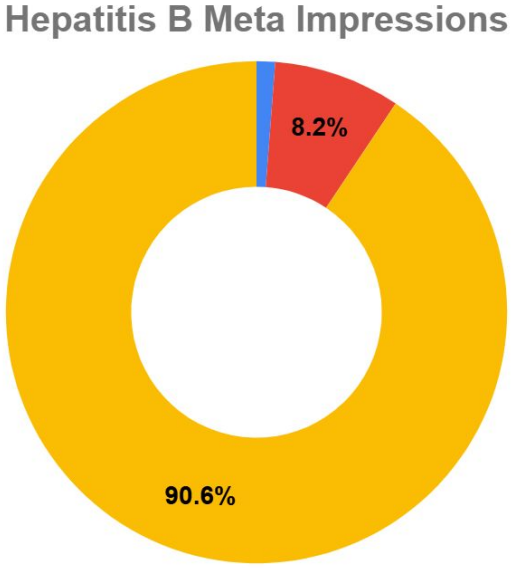
HEPATITIS B – SOCIAL MEDIA – META – CAROUSEL

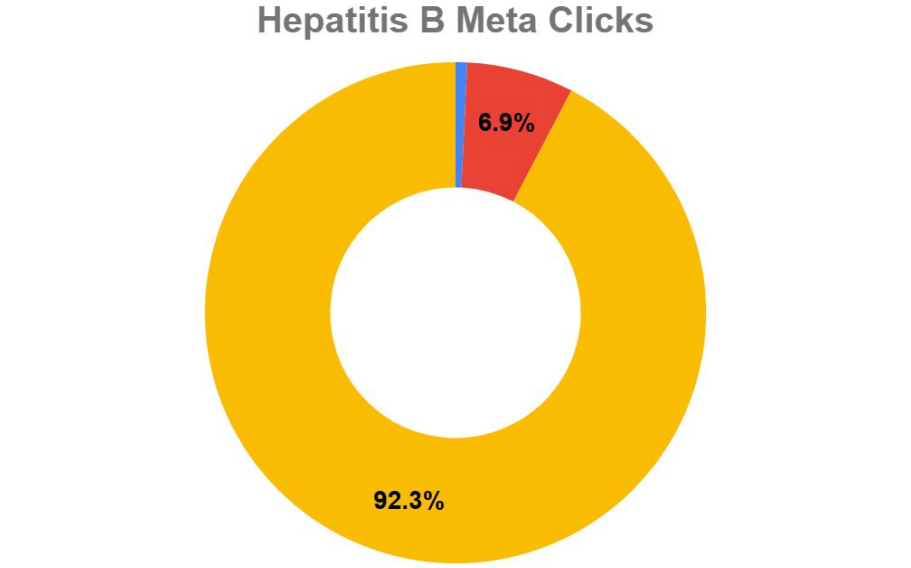
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	1,104,520	50.45%	2,038	50.30%	0.18%
SP - Urban	339,238	15.49%	687	16.95%	0.20%
EN - Rural	540,328	24.68%	1,017	25.10%	0.19%
EN Total	1,644,848	75.13%	3,055	75.39%	0.19%
Urban Total	1,443,758	65.94%	2,725	67.25%	0.19%
Rural Total	540,328	24.68%	1,017	25.10%	0.19%
Carousel Totals	**1,984,086**	**90.62%**	**3,742**	**92.35%**	**0.19%**



- A Hep B carousel was developed using statics from the GIF/Social Video. Similar to the video, the carousel was added in April.
- The Carousel delivered the most impressions and clicks of **all** Hepatitis B assets on Meta.
  - This was mainly due to the limited creative inventory on the platform.
- In the ad comments, users frequently noted that Hep B can only pass if the Mom has/had the disease, so it may be wise to clarify that in future assets.

HEPATITIS B – SOCIAL MEDIA – META – RESULTS

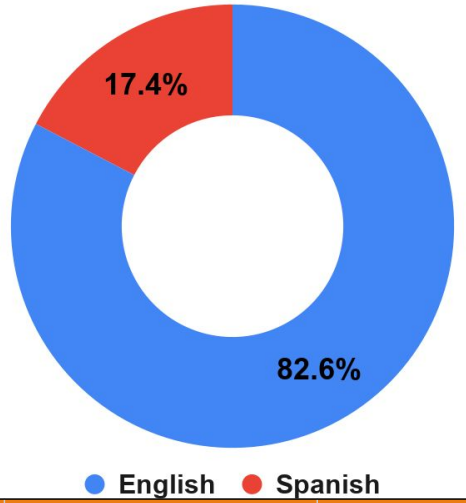




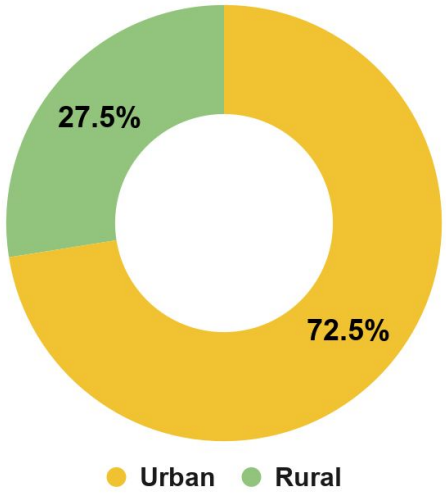
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Hepatitis B - Hybrid	25,970	1.19%	30	0.74%	0.12%	24,245	93.36%
Hepatitis B - GIF/Social Video	179,335	8.19%	280	6.91%	0.16%	166,388	92.78%
Hepatitis B - Carousel	1,984,086	90.62%	3,742	92.35%	0.19%	0	0.00%
Meta Totals	**2,189,391**	**100.00%**	**4,052**	**100.00%**	**0.19%**	**190,633**	**8.71%**

HEPATITIS B – SOCIAL MEDIA – META – RESULTS

Hepatitis B - Meta Impressions - English vs Spanish



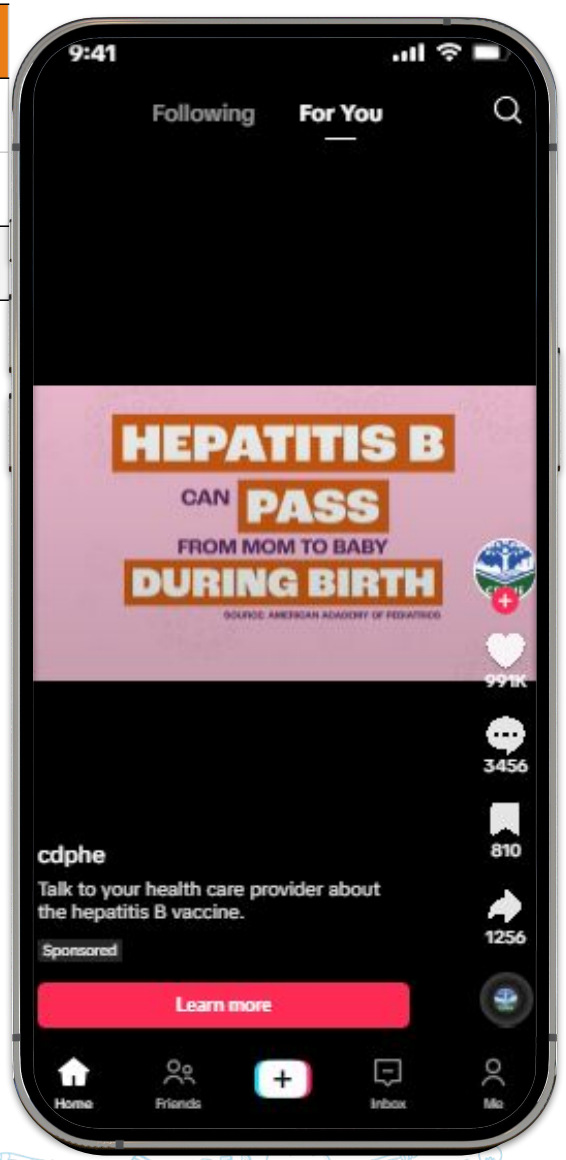
Hepatitis B - TikTok Impressions - Urban vs Rural



Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
English Total	1,809,092	82.63%	3,308	81.64%	0.18%	152,377	8.42%
Spanish Total	380,299	17.37%	744	18.36%	0.20%	38,256	10.06%
Urban Total	1,587,102	72.49%	2,907	71.74%	0.18%	133,496	8.41%
Rural Total	602,289	27.51%	1,145	28.26%	0.19%	57,137	9.49%
Totals	**2,189,391**	**100.00%**	**4,052**	**100.00%**	**0.19%**	**190,633**	**8.71%**

HEPATITIS B – SOCIAL MEDIA – TIKTOK – HYBRID

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	52,999	3.12%	184	2.80%	0.35%	52,673	99.38%
EN - Rural	6,479	0.38%	13	0.20%	0.20%	6,437	99.35%
Hybrid Totals	**59,478**	**3.50%**	**197**	**2.99%**	**0.33%**	**59,110**	**99.38%**



- Due to delays in the creative development process, the Hepatitis B hybrid was only added to TikTok in horizontal format days before the end of the sub-campaign.
- Because of this late creative launch, impressions and clicks were greatly limited for the hybrid on this platform.

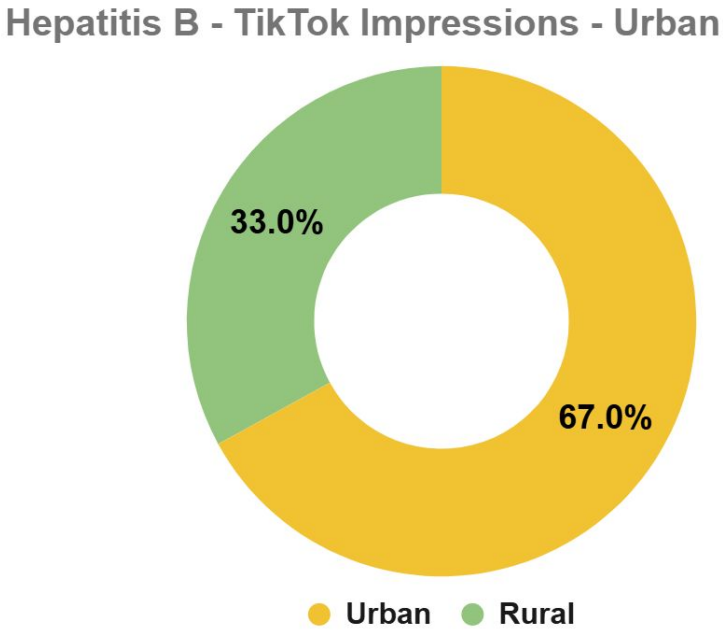
HEPATITIS B – SOCIAL MEDIA – TIKTOK – GIF/SOCIAL VIDEO

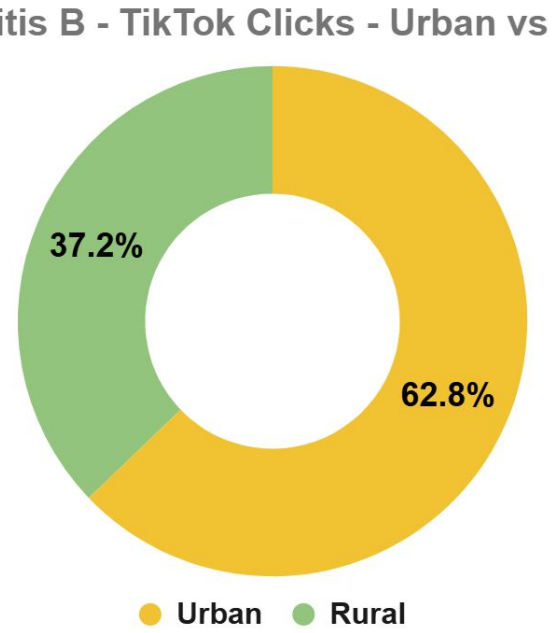
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	1,085,919	63.89%	3,950	60.02%	0.36%	1,076,980	99.18%
EN - Rural	554,361	32.61%	2,434	36.99%	0.44%	549,802	99.18%
GIF Totals	**1,640,280**	**96.50%**	**6,384**	**97.01%**	**0.39%**	**1,626,782**	**99.18%**

- Because the hybrid development was delayed, the 1:1 GIF/Social Video for Hepatitis B was placed on TikTok in April.
- This enabled the asset to deliver the majority of impressions and clicks for TikTok across both Urban and Rural geographies.



HEPATITIS B – SOCIAL MEDIA – TIKTOK – RESULTS

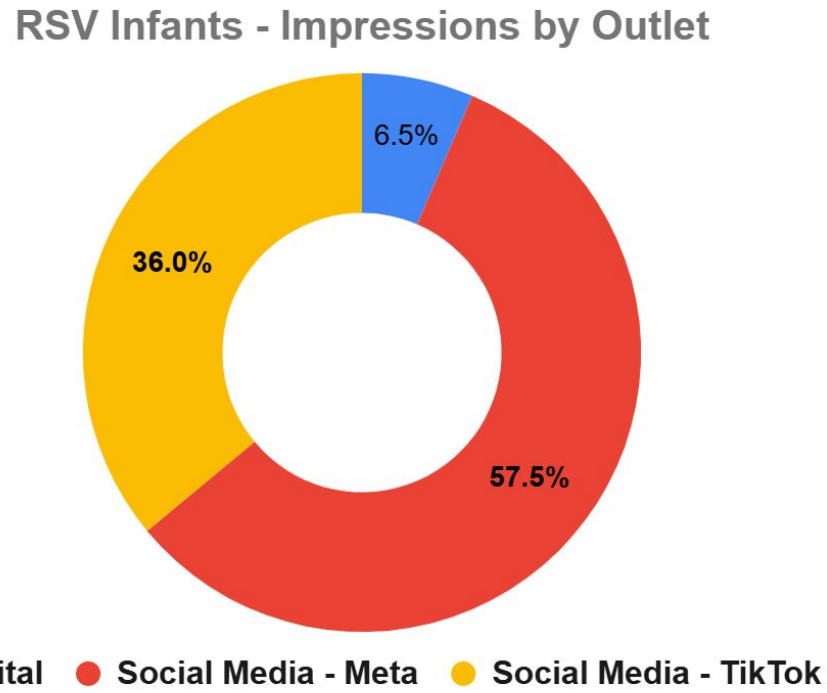


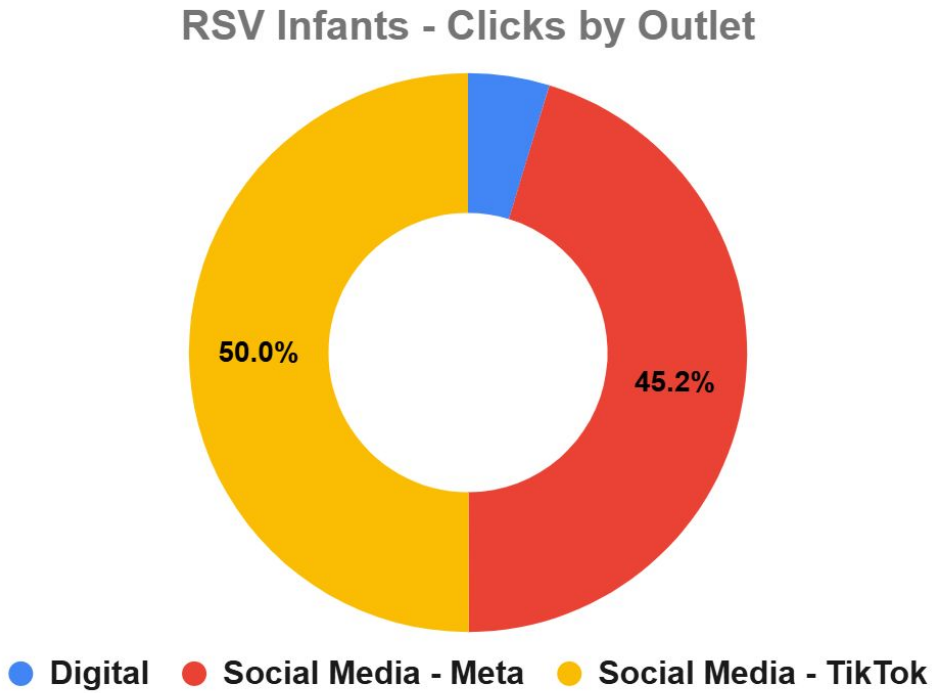


Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Urban Total	1,138,918	67.00%	4,134	62.82%	0.36%	1,129,653	99.19%
Rural Total	560,840	33.00%	2,447	37.18%	0.44%	556,239	99.18%
Hepatitis B Totals	**1,699,758**	**100.00%**	**6,581**	**100.00%**	**0.39%**	**1,685,892**	**99.18%**

- The TikTok percentages for impressions and clicks mirrored the budget split for Urban and Rural audiences.

RSV INFANTS – RESULTS





Outlet	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Digital	536,936	6.46%	975	4.72%	0.18%	0	0.00%
Social Media - Meta	4,776,079	57.51%	9,344	45.23%	0.20%	4,276,558	89.54%
Social Media - TikTok	2,992,386	36.03%	10,339	50.05%	0.35%	2,973,097	99.36%
Totals	**8,305,401**	**100.00%**	**20,658**	**100.00%**	**0.25%**	**7,249,655**	**87.29%**

RSV INFANTS – DIGITAL – INTERSTITIALS & DISPLAYS

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
Interstitials - EN - Urban	414,103	77.12%	608	62.36%	0.15%
Interstitials - SP - Urban	80,998	15.09%	231	23.69%	0.29%
Interstitials - Total	495,101	92.21%	839	86.05%	0.17%
Displays - EN - Urban	33,831	6.30%	70	7.18%	0.21%
Displays - SP - Urban	8,004	1.49%	66	6.77%	0.82%
Displays - Total	41,835	7.79%	136	13.95%	0.33%
Digital - English Total	447,934	83.42%	678	69.54%	0.15%
Digital - Spanish Total	89,002	16.58%	297	30.46%	0.33%
Digital Totals	**536,936**	**100.00%**	**975**	**100.00%**	**0.18%**

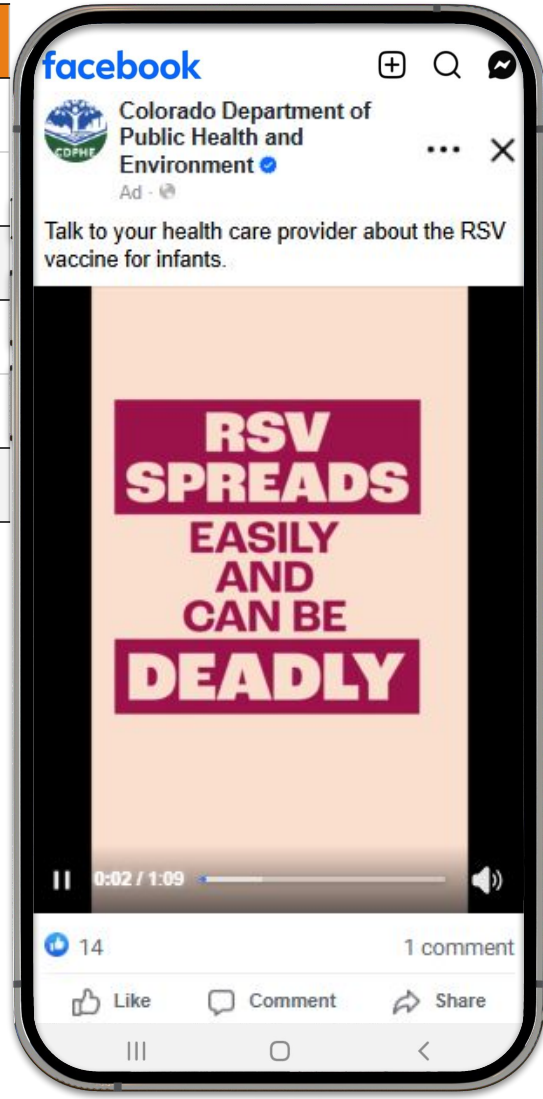
- Interstitials and digital displays were developed by adapting the Hybrid #2 for RSV Infants.
- Due to limited budget, digital only targeted Urban counties for English and Spanish audiences.
- Spanish displays achieved a very high CTR, which may suggest an information gap in this community.



RSV INFANTS – SOCIAL MEDIA – META – HYBRIDS #1 & #2

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
#1 - EN - Urban	366,510	7.67%	444	4.75%	0.12%	342,097	93.34%
#1 - EN - Rural	116,370	2.44%	210	2.25%	0.18%	106,781	91.76%
#1 - Totals	**482,880**	**10.11%**	**654**	**7.00%**	**0.14%**	**448,878**	**92.96%**
#2 - EN - Urban	2,690,554	56.33%	4,801	51.38%	0.18%	2,438,808	90.64%
#2 - EN - Rural	359,896	7.54%	939	10.05%	0.26%	318,137	88.40%
#2 - Totals	**3,050,450**	**63.87%**	**5,740**	**61.43%**	**0.19%**	**2,756,945**	**90.38%**

- Both Hybrids for RSV Infants were active for the entire sub-campaign flight on Meta.
- While both delivered significant impressions and clicks, the second Hybrid (Vaccine-Focus) emerged as the clear winner.
  - Compared to the second Hybrid, the first Hybrid delivered over six (6) times as many impressions and over eight (8) times as many clicks.



RSV INFANTS – SOCIAL MEDIA – META – GIF/SOCIAL VIDEO

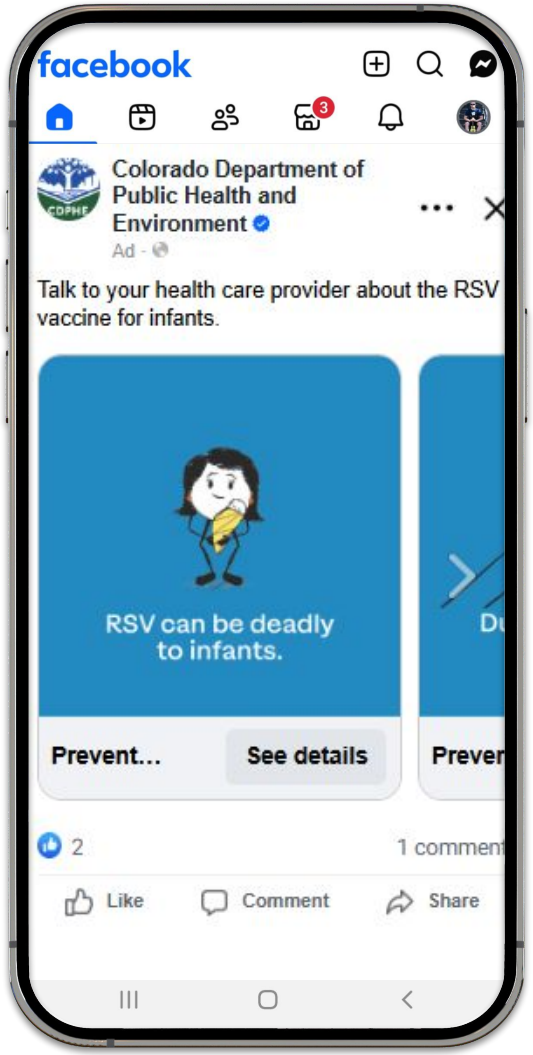
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	153	0.00%	1	0.01%	0.65%	142	92.81%
SP - Urban	1,216,078	25.46%	2,887	30.90%	0.24%	1,070,576	88.04%
EN - Rural	20	0.00%	0	0.00%	0.00%	17	85.00%
EN Total	173	0.00%	1	0.01%	0.58%	159	91.91%
Urban Total	1,216,231	25.47%	2,888	30.91%	0.24%	1,070,718	88.04%
Rural Total	20	0.00%	0	0.00%	0.00%	17	85.00%
GIF Totals	**1,216,251**	**25.47%**	**2,888**	**30.91%**	**0.24%**	**1,070,735**	**88.04%**

- The Spanish GIF/Social Video was added to the creative rotation in early March because the Spanish hybrids had not been fully developed/approved.
  - This led to the significant impressions and clicks associated with this ad.
- The English GIF/Social Video was not added until the final days of the campaign.



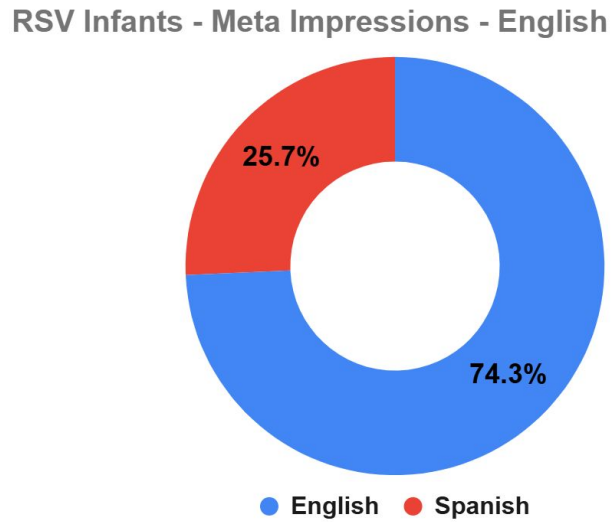
RSV INFANTS – SOCIAL MEDIA – META – CAROUSEL

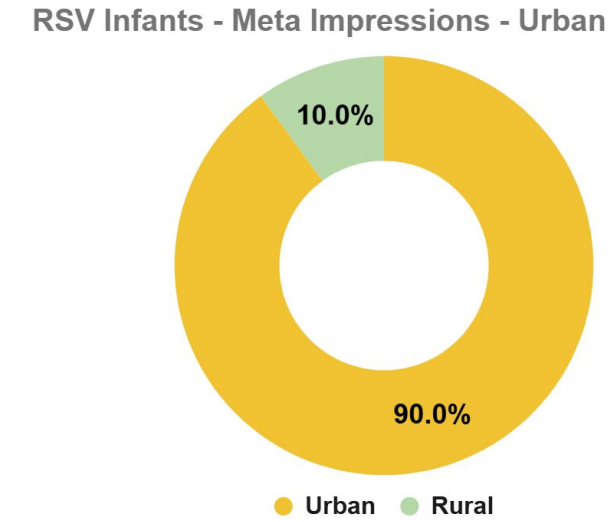
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	14,017	0.29%	35	0.37%	0.25%
SP - Urban	10,634	0.22%	23	0.25%	0.22%
EN - Rural	1,847	0.04%	4	0.04%	0.22%
EN Total	15,864	0.33%	39	0.42%	0.25%
Urban Total	24,651	0.52%	58	0.62%	0.24%
Rural Total	1,847	0.04%	4	0.04%	0.22%
Carousel Total	**26,498**	**0.55%**	**62**	**0.66%**	**0.23%**



- Both the Spanish and English Carousels were not added to this sub-campaign until the final days. As a result, the impression share and click share for these carousels are among the lowest for the RSV Infants Meta line.

RSV INFANTS – SOCIAL MEDIA – META – RESULTS



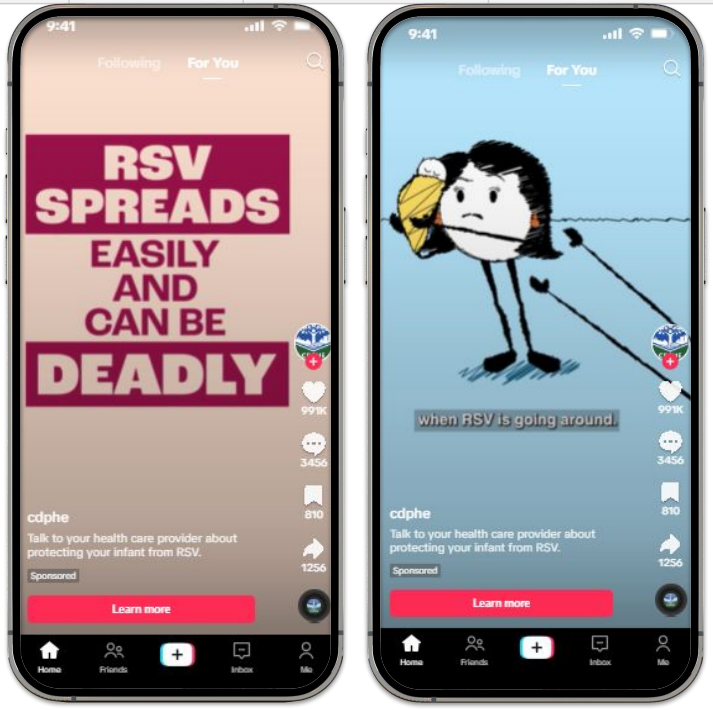


Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
English Total	3,549,367	74.32%	6,434	68.86%	0.18%	3,205,982	90.33%
Spanish Total	1,226,712	25.68%	2,910	31.14%	0.24%	1,070,576	87.27%
Urban Total	4,297,946	89.99%	8,191	87.66%	0.19%	3,851,623	89.62%
Rural Total	478,133	10.01%	1,153	12.34%	0.24%	424,935	88.87%
Meta Totals	**4,776,079**	**100.00%**	**9,344**	**100.00%**	**0.20%**	**4,276,558**	**89.54%**

RSV INFANTS – SOCIAL MEDIA – TIKTOK – RESULTS

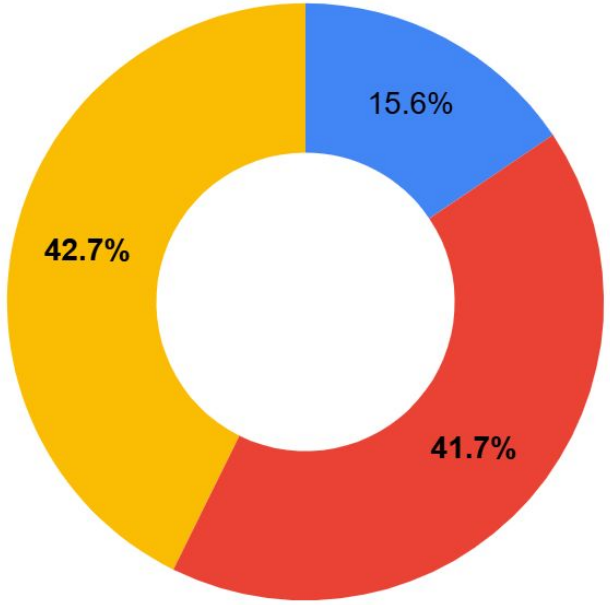
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Hybrid #1 - EN - Urban	1,306,511	43.66%	4,235	40.96%	0.32%	1,298,824	99.41%
Hybrid #1 - EN - Rural	251,199	8.39%	852	8.24%	0.34%	249,611	99.37%
Hybrid #2 - EN - Urban	1,251,817	41.83%	4,486	43.39%	0.36%	1,243,240	99.31%
Hybrid #2 - EN - Rural	182,859	6.11%	766	7.41%	0.42%	181,422	99.21%
TikTok Totals	**2,992,386**	**100.00%**	**10,339**	**100.00%**	**0.35%**	**2,973,097**	**99.36%**

- Both hybrids for RSV Infants were added to TikTok in the middle of March.
- Due to budget limitations, only the English hybrids were placed in Urban and Rural markets.
- Between the two hybrids, the first video (Disease-Focus) generate the most impression and clicks across Urban and Rural audiences, which may suggest it resonates more among Coloradans.

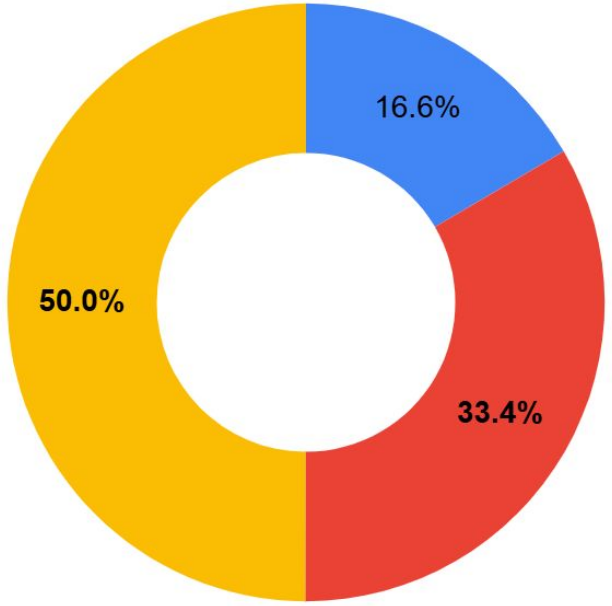


FLU PEDIATRIC – RESULTS

Flu Pediatric - Impressions by Outlet



Flu Pediatric - Clicks by Outlet

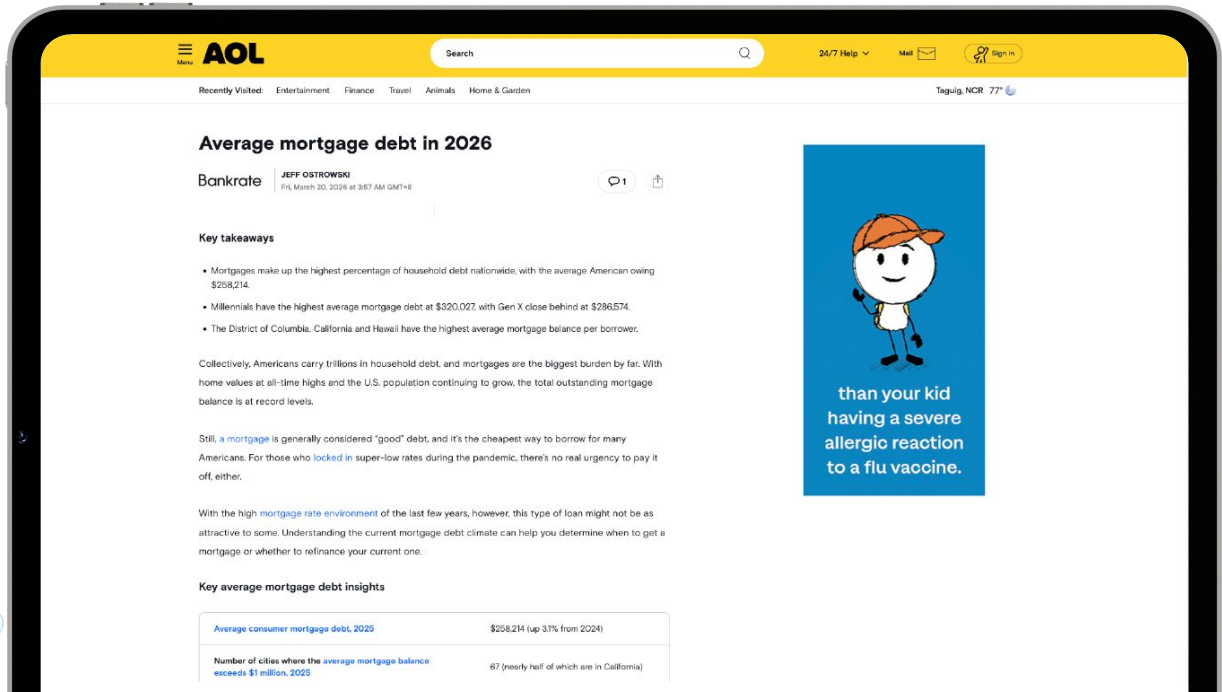


Outlet	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Digital	142,144	15.56%	379	16.57%	0.27%	0	0.00%
Social Media - Meta	381,349	41.74%	765	33.45%	0.20%	336,740	88.30%
Social Media - TikTok	390,179	42.70%	1,143	49.98%	0.29%	386,977	99.18%
Totals	**913,672**	**100.00%**	**2,287**	**100.00%**	**0.25%**	**723,717**	**79.21%**

FLU PEDIATRIC – DIGITAL – RESULTS

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
Interstitials - EN - Urban	127,009	89.35%	212	55.94%	0.17%
Displays - EN - Urban	15,135	10.65%	167	44.06%	1.10%
Digital Totals	**142,144**	**100.00%**	**379**	**100.00%**	**0.27%**

- By adapting the Flu Pediatric hybrids, interstitials and digital displays were developed in multiple sizes and placed on third-party websites to reach parents at the right time and place.
- Due to budget constraints, digital efforts for Flu Pediatric only targeted English speakers in Urban areas.



FLU PEDIATRIC – SOCIAL MEDIA – META – RESULTS

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Hybrid #1 - EN - Urban	338,296	88.71%	657	85.88%	0.19%	298,596	88.26%
Hybrid #2 - EN - Urban	7,325	1.92%	15	1.96%	0.20%	6,521	89.02%
Dr Interview - EN - Urban	2,388	0.63%	10	1.31%	0.42%	2,104	88.11%
Flashbit #1 - EN - Urban	30,342	7.96%	76	9.93%	0.25%	26,922	88.73%
Flashbit #2 - EN - Urban	2,998	0.79%	7	0.92%	0.23%	2,597	86.62%
Meta Totals	**381,349**	**100.00%**	**765**	**100.00%**	**0.20%**	**336,740**	**88.30%**



- Due to budget constraints, Meta efforts for Flu Pediatric only targeted English speakers in Urban areas.
- All assets outlined above were active for the entire Flu Pediatric campaign flight.
- The first hybrid (Disease-Focus) delivered the majority of impressions and clicks for the Meta line, which may imply that it is the preferred video for this audience.
- However, the Dr Interview delivered a very strong CTR, which may suggest an information gap on this topic among Colorado parents.

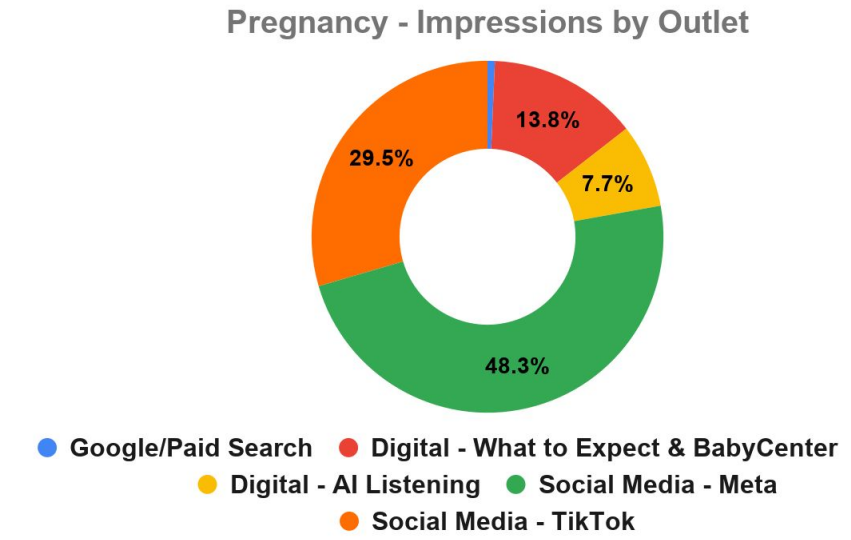
FLU PEDIATRIC – SOCIAL MEDIA – TIKTOK – RESULTS

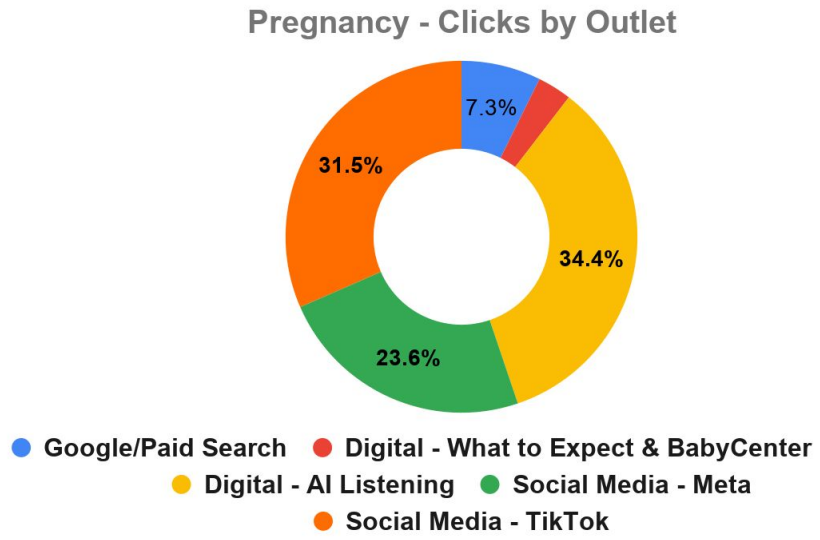
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Hybrid #1 - EN - Urban	49,738	12.75%	139	12.16%	0.28%	49,348	99.22%
Hybrid #2 - EN - Urban	107,815	27.63%	329	28.78%	0.31%	107,004	99.25%
Dr Interview - EN - Urban	31,098	7.97%	99	8.66%	0.32%	30,777	98.97%
Flashbit #1 - EN - Urban	77,334	19.82%	236	20.65%	0.31%	76,732	99.22%
Flashbit #2 - EN - Urban	124,194	31.83%	340	29.75%	0.27%	123,116	99.13%
TikTok Totals	**390,179**	**100.00%**	**1,143**	**100.00%**	**0.29%**	**386,977**	**99.18%**



- Due to budget constraints, Meta efforts for Flu Pediatric only targeted English speakers in Urban areas.
- All assets outlined above were active for the entire Flu Pediatric campaign flight.
- Unlike Meta placements, the second Flu Pediatric Hybrid (Vaccine-Focus) delivered the lion's share of impressions and clicks on TikTok.
  - However the first Flu Pediatric Flashbit (To-Do List) came in a close second, so it's difficult to say if one would perform better than the other down the line.

PREGNANCY – RESULTS





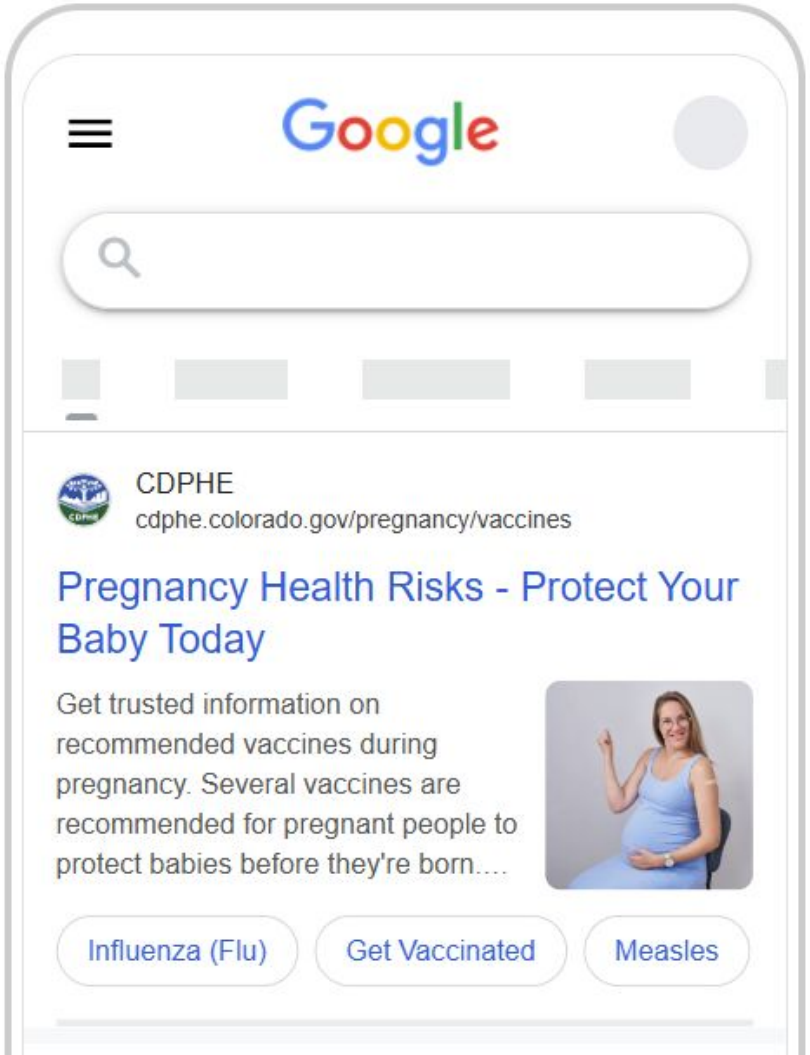
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Google/Paid Search	39,155	0.67%	1,243	7.31%	3.17%	0	0.00%
Digital - What to Expect & BabyCenter	803,572	13.80%	532	3.13%	0.07%	141,576	17.62%
Digital - AI Listening	448,375	7.70%	5,841	34.37%	1.30%	5,212	1.16%
Social Media - Meta	2,811,654	48.29%	4,018	23.64%	0.14%	2,074,974	73.80%
Social Media - TikTok	1,719,685	29.54%	5,362	31.55%	0.31%	1,708,751	99.36%
Totals	**5,822,441**	**100.00%**	**16,996**	**100.00%**	**0.29%**	**3,930,513**	**67.51%**

PREGNANCY – PAID SEARCH – RESULTS

View full Childhood paid search keyword list.

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	39,155	100%	1,243	100%	3.17%

- One (1) ad group was created to reach Urban English-dominant audiences. **37** broad match keywords were targeted, all of which were related to vaccines during pregnancy. Keywords included:
  - Vaccine phrases (e.g., vaccines during pregnancy, are vaccines safe during pregnancy, rsv vaccine while pregnant, etc.)
  - Pregnancy health guidance/tips (e.g., pregnancy health risks, how to navigate pregnancy, healthy pregnancy tips, etc.)



PREGNANCY – DIGITAL – INTERSTITIALS & DISPLAYS

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
Interstitials #1 - EN - Urban	35,678	2.85%	484	7.96%	1.36%
Interstitials #2 - EN - Urban	35,711	2.85%	481	7.91%	1.35%
Interstitials Total	**71,389**	**5.70%**	**965**	**15.87%**	**1.35%**
Displays #1 - EN - Urban	323,130	25.81%	2,144	35.26%	0.66%
Displays #2 - EN - Urban	327,313	26.14%	2,145	35.27%	0.66%
Displays Total	**650,443**	**51.95%**	**4,289**	**70.53%**	**0.66%**

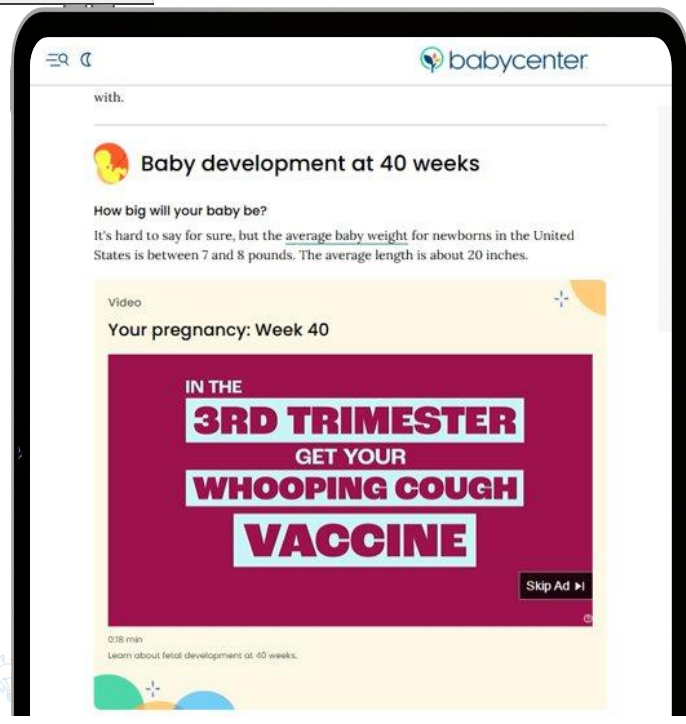
- Digital media (interstitials and digital displays) was placed on two (2) popular pregnancy apps/websites – BabyCenter and What to Expect.
- In addition, through the use of AI listening technology, media was served to pregnant people in the third trimester on many other third-party websites.
  - This technology analyzes the digital content people are posting, commenting, speaking about, or engaging with, which allows for hyper-targeting based on those activities.
  - This helped ensure that the digital ads were served when pregnant people were making key health decisions about their pregnancies.



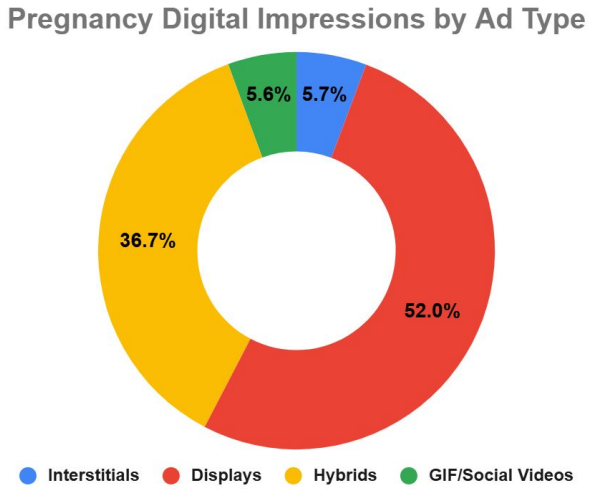
PREGNANCY – DIGITAL – VIDEOS

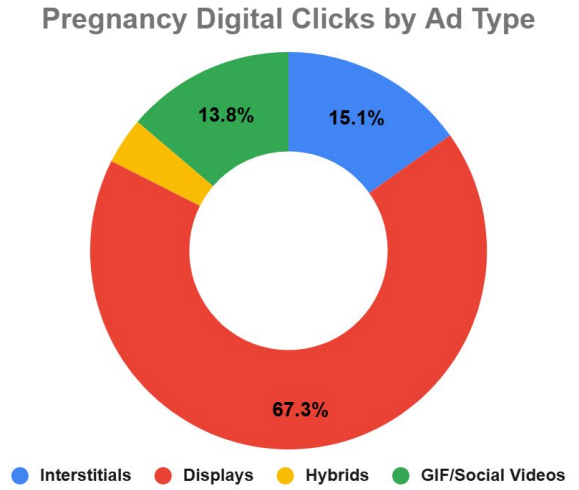
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Hybrid #1 - EN - Urban	254,700	20.34%	81	1.33%	0.03%	55,570	21.82%
Hybrid #2 - EN - Urban	205,266	16.40%	161	2.65%	0.08%	86,149	41.97%
Hybrids Total	**459,966**	**36.74%**	**242**	**3.98%**	**0.05%**	**141,719**	**30.81%**
GIF #1 - EN - Urban	22,445	1.79%	194	3.19%	0.86%	1,109	4.94%
GIF #2 - EN - Urban	23,841	1.90%	198	3.26%	0.83%	2,646	11.10%
GIF Combo - EN - Urban	23,863	1.91%	193	3.17%	0.81%	1,457	6.11%
GIF Total	**70,149**	**5.60%**	**585**	**9.62%**	**0.83%**	**5,212**	**7.43%**

- In addition to interstitials and displays, multiple videos were placed on BabyCenter and What to Expect.
  - These video ads were served in-app, on the websites, and through their proprietary app networks (i.e., Mom Reach) to maximize the impressions and reach.
- Via the AI listening technology, these video ads were also served to pregnant people in the third trimester on many other websites.



PREGNANCY – DIGITAL – SUMMARY



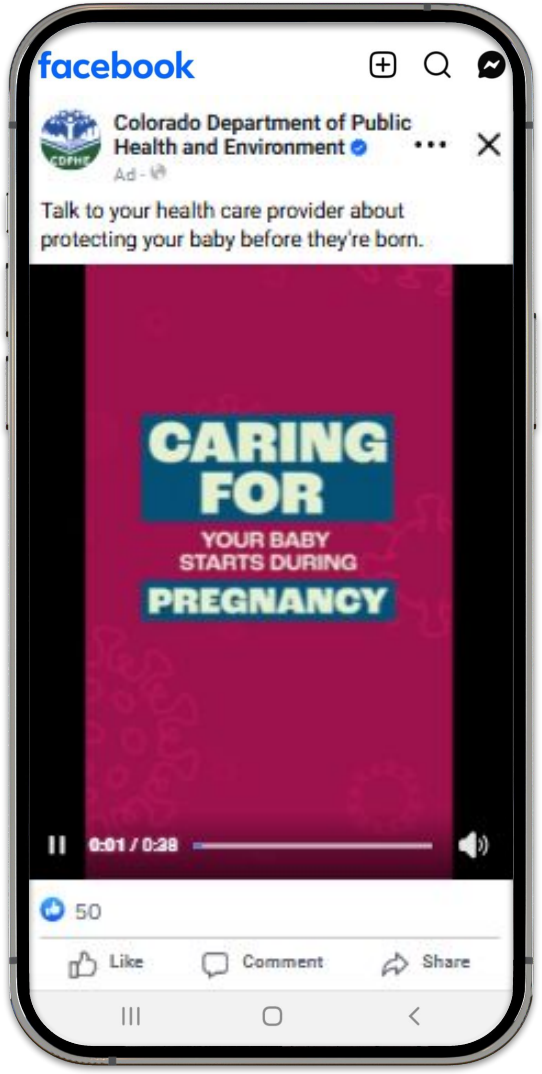


Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Interstitials	71,389	5.70%	965	15.14%	1.35%	0	0.00%
Displays	650,443	51.95%	4,289	67.30%	0.66%	0	0.00%
Hybrids	459,966	36.74%	242	3.80%	0.05%	141,576	30.78%
GIF/Social Videos	70,149	5.60%	877	13.76%	1.25%	5,212	7.43%
Digital Totals	**1,251,947**	**100.00%**	**6,373**	**100.00%**	**0.51%**	**146,788**	**11.72%**

- Although the hybrids and displays generated the most impressions, the interstitials and GIFs had stronger CTRs, which may suggest that these assets are more likely to inspire action among pregnant audiences.

PREGNANCY – SOCIAL MEDIA – META – HYBRID #1

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	614,264	21.85%	402	10.00%	0.07%	587,287	95.61%
SP - Urban	488,399	17.37%	578	14.39%	0.12%	460,650	94.32%
EN - Rural	538,110	19.14%	514	12.79%	0.10%	509,506	94.68%
SP - Rural	355,957	12.66%	654	16.28%	0.18%	328,658	92.33%
EN Total	1,152,374	40.99%	916	22.80%	0.08%	1,096,793	95.18%
SP Total	844,356	30.03%	1,232	30.66%	0.15%	789,308	93.48%
Urban Total	1,102,663	39.22%	980	24.39%	0.09%	1,047,937	95.04%
Rural Total	894,067	31.80%	1,168	29.07%	0.13%	838,164	93.75%
Hybrid #1 Totals	**1,996,730**	**71.02%**	**2,148**	**53.46%**	**0.11%**	**1,886,101**	**94.46%**



- Both Pregnancy Hybrids were active on Meta for the entire campaign.
- The first Hybrid, nicknamed "How Vaccines Protect the Baby and Safety," led the way for the Pregnancy Meta line, delivering over 70% of the impression share and 50% of the click share.
- This is partially due to a limited ad inventory that gradually expanded over time, however it may suggest a key info gap among pregnant people.

PREGNANCY – SOCIAL MEDIA – META – HYBRID #2

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	103,856	3.69%	169	4.21%	0.16%	1,158	1.12%
EN - Rural	65,398	2.33%	180	4.48%	0.28%	56,507	86.40%
Hybrid #2 Totals	**169,254**	**6.02%**	**349**	**8.69%**	**0.21%**	**57,665**	**34.07%**

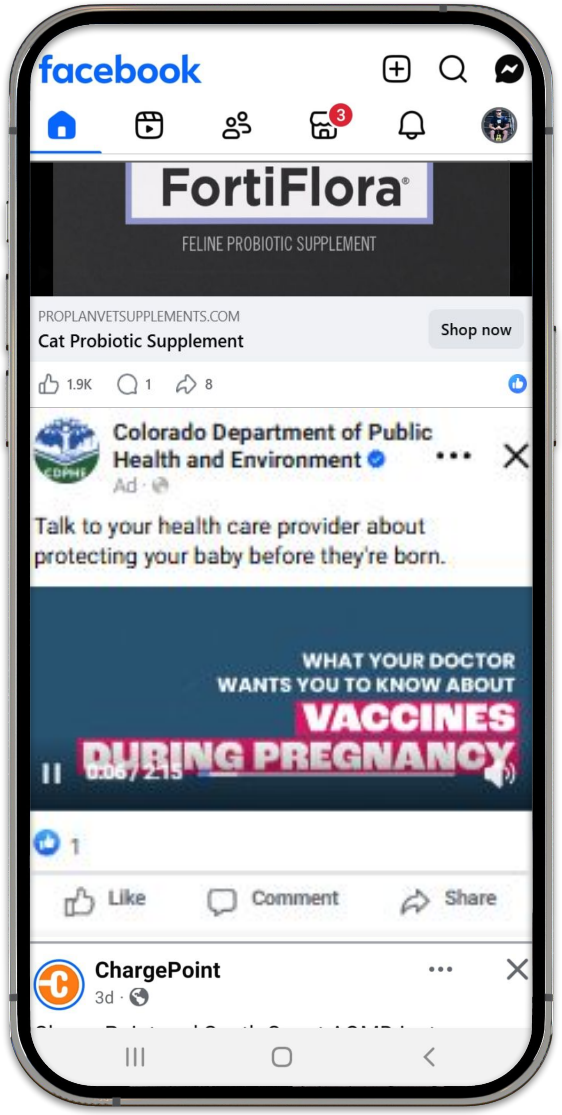


- Due to limited Spanish soundbites acquired during the Dr Interview production, the second Pregnancy Hybrid ("Vaccines During Pregnancy") was only produced in English.
- Hybrid #2 was active for the entire campaign, however it delivered less than 15% of the total English impressions of Hybrid #1. And it delivered only 38% of the total English clicks of Hybrid #1 as well.
  - These metrics suggest that the first Hybrid is more eye-catching and engaging than the second one.

PREGNANCY – SOCIAL MEDIA – META – DR INTERVIEW

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	3,498	0.12%	4	0.10%	0.11%	3,193	91.28%
EN - Rural	28,617	1.02%	80	1.99%	0.28%	25,543	89.26%
Dr Interview Totals	**32,115**	**1.14%**	**84**	**2.09%**	**0.26%**	**28,736**	**89.48%**

- Due to limited Spanish soundbites acquired during the Dr Interview production, the Pregnancy Dr Interview was only produced in English.
- Delayed by revisions and approvals, the Pregnancy Dr Interview was not added to the Meta sub-campaign until May 18th. This delayed launch partially explains the lower impression share and click share associated with this asset.
- However, this asset had the highest overall CTR of all Pregnancy assets on Meta, which may suggest that pregnant audiences are looking for the information presented in this video.



PREGNANCY – SOCIAL MEDIA – META – GIF/SOCIAL VIDEOS #1 & #2

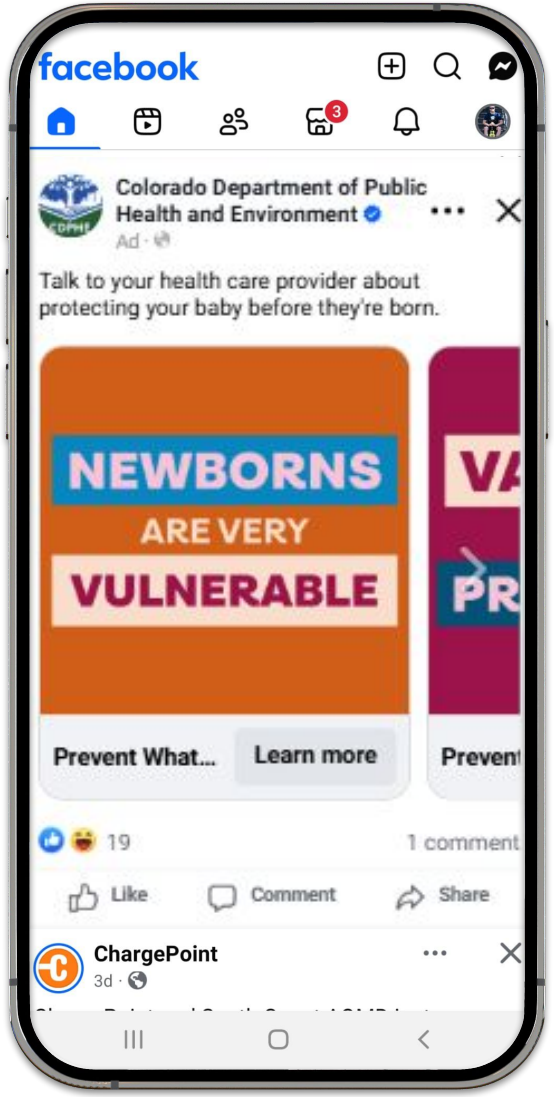
Ads & Audiences	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
#1 - EN - Urban	1,903	0.07%	2	0.05%	0.11%	1,814	95.32%
#1 - EN - Rural	3,982	0.14%	6	0.15%	0.15%	3,748	94.12%
GIF #1 - Total	**5,885**	**0.21%**	**8**	**0.20%**	**0.14%**	**5,562**	**94.51%**
#2 - EN - Urban	1,223	0.04%	3	0.07%	0.25%	1,158	94.69%
#2 - EN - Rural	4,236	0.15%	6	0.15%	0.14%	4,003	94.50%
GIF #2 - Total	**5,459**	**0.19%**	**9**	**0.22%**	**0.16%**	**5,161**	**94.54%**

- Two (2) GIFs/Social Videos were developed for Pregnancy, which adapted content from the hybrids.
  - The first GIF/Social Video emphasized the vulnerability of infants.
  - The second GIF/Social Video focused on passing immunity.
- Both assets were only developed in English and were added to the creative rotation in late April/early May.
- Because impressions and clicks were so low for these assets, it's difficult to extrapolate performance insights on the GIFs/Social Videos.



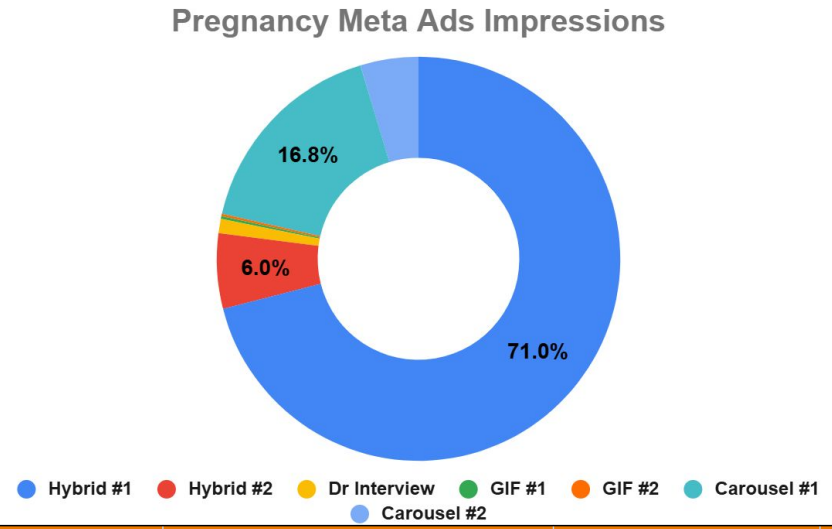
PREGNANCY – SOCIAL MEDIA – META – CAROUSELS #1 & #2

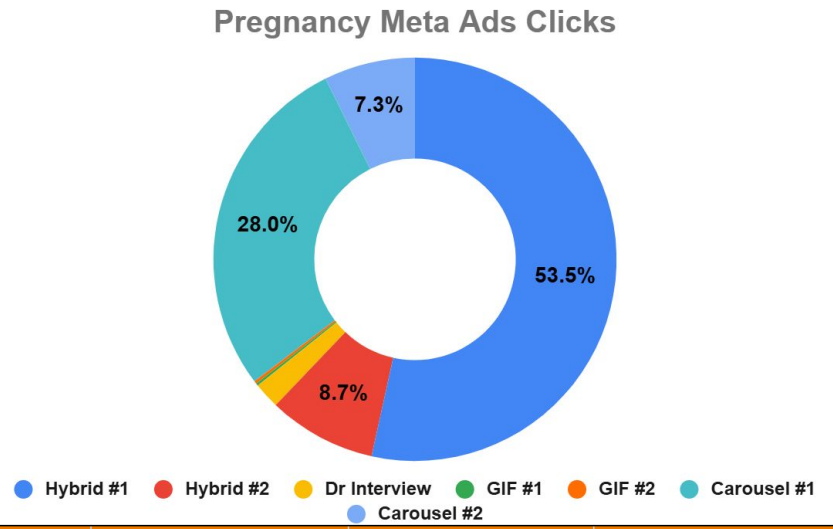
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
Carousel #1 - EN - Urban	405,387	14.42%	962	23.94%	0.24%
Carousel #1 - EN - Rural	65,989	2.35%	164	4.08%	0.25%
Carousel #1 - Total	**471,376**	**16.77%**	**1,126**	**28.02%**	**0.24%**
Carousel #2 - EN - Urban	68,854	2.45%	135	3.36%	0.20%
Carousel #2 - EN - Rural	61,981	2.20%	159	3.96%	0.26%
Carousel #2 - Total	**130,835**	**4.65%**	**294**	**7.32%**	**0.22%**



- Two (2) carousels were developed with statics pulled from the Pregnancy GIFs/Social Videos.
- Similar to the GIFs, the Carousels were not added to the creative inventory until late April/early May.
- However, unlike the GIFs, these Carousels delivered a significant share of impressions and clicks for the Meta line.
- Compared side-by-side, the first Carousel (which stressed infant vulnerability) delivered over 3 times the impressions and clicks of the second Carousel.

PREGNANCY – SOCIAL MEDIA – META – RESULTS

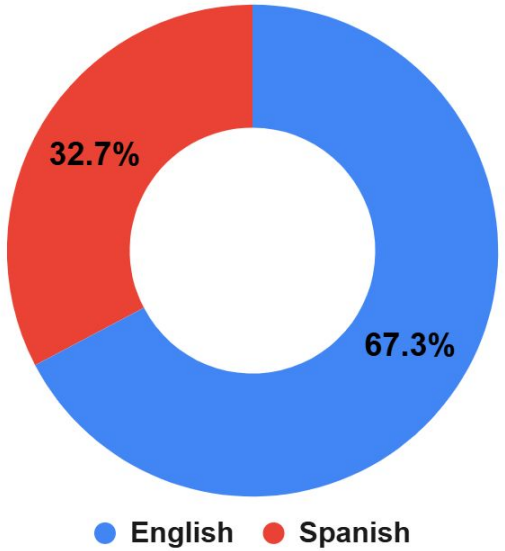




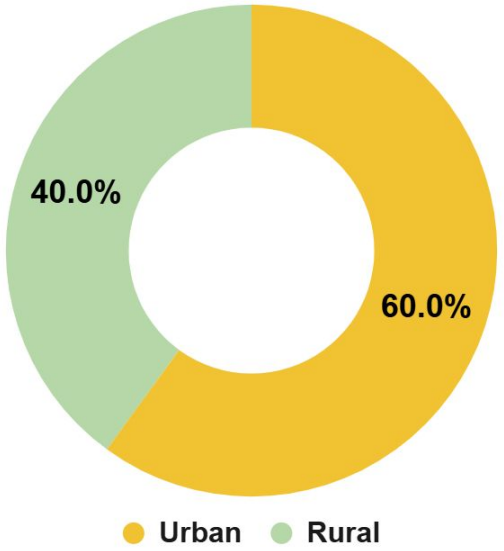
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Hybrid #1	1,996,730	71.02%	2,148	53.46%	0.11%	1,886,101	94.46%
Hybrid #2	169,254	6.02%	349	8.69%	0.21%	149,414	88.28%
Dr Interview	32,115	1.14%	84	2.09%	0.26%	28,736	89.48%
GIF #1	5,885	0.21%	8	0.20%	0.14%	5,562	94.51%
GIF #2	5,459	0.19%	9	0.22%	0.16%	5,161	94.54%
Carousel #1	471,376	16.77%	1,126	28.02%	0.24%	0	0.00%
Carousel #2	130,835	4.65%	294	7.32%	0.22%	0	0.00%
Meta Totals	**2,811,654**	**100.00%**	**4,018**	**100.00%**	**0.14%**	**2,074,974**	**73.80%**

PREGNANCY – SOCIAL MEDIA – META – RESULTS

Pregnancy - Meta Impressions - English vs Spanish



Pregnancy - Meta Impressions - Urban vs Rural

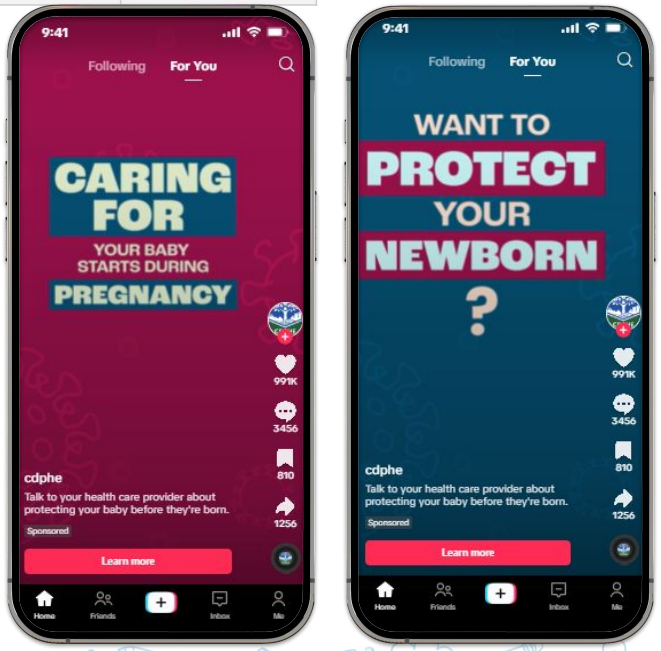


Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
English Total	1,737,095	61.78%	2,191	54.53%	0.13%	1,195,865	68.84%
Spanish Total	844,356	30.03%	1,232	30.66%	0.15%	789,308	93.48%
Urban Total	1,687,384	60.01%	2,255	56.12%	0.13%	1,147,009	67.98%
Rural Total	1,124,270	39.99%	1,763	43.88%	0.16%	927,965	82.54%
Totals	**2,811,654**	**100.00%**	**4,018**	**100.00%**	**0.14%**	**2,074,974**	**73.80%**

PREGNANCY – SOCIAL MEDIA – TIKTOK – RESULTS

Ads & Audiences	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Hybrid #1 - EN - Urban	498,494	28.99%	1,385	25.83%	0.28%	495,524	99.40%
Hybrid #1 - EN - Rural	494,031	28.73%	1,702	31.74%	0.34%	491,176	99.42%
Hybrid #2 - EN - Urban	445,975	25.93%	1,270	23.69%	0.28%	442,771	99.28%
Hybrid #2 - EN - Rural	281,185	16.35%	1,005	18.74%	0.36%	279,280	99.32%
EN - ALL - Urban	944,469	54.92%	2,655	49.52%	0.28%	938,295	99.35%
EN - ALL - Rural	775,216	45.08%	2,707	50.48%	0.35%	770,456	99.39%
TikTok Totals	**1,719,685**	**100.00%**	**5,362**	**100.00%**	**0.31%**	**1,708,751**	**99.36%**

- Due to budget limitations, the TikTok line only focused on English-speaking audiences in Urban and Rural areas.
- The Pregnancy Hybrids were the only available assets that were properly adapted for the TikTok platform, so they were only ads placed for the duration of the sub-campaign.
- The first Hybrid ("How Vaccines Protect the Baby and Safety") delivered more overall impressions than the second Hybrid, which may suggest that video is more engaging among pregnant audiences.



PAID MEDIA –
DETAILED PERFORMANCE

VACCINES SAVE LIVES



From Good Ideas to Great Results

www.TheIdeaMarketing.com

VACCINES SAVE LIVES – PHASES I & 2 – RESULTS OVERVIEW

View Campaign Dashboard

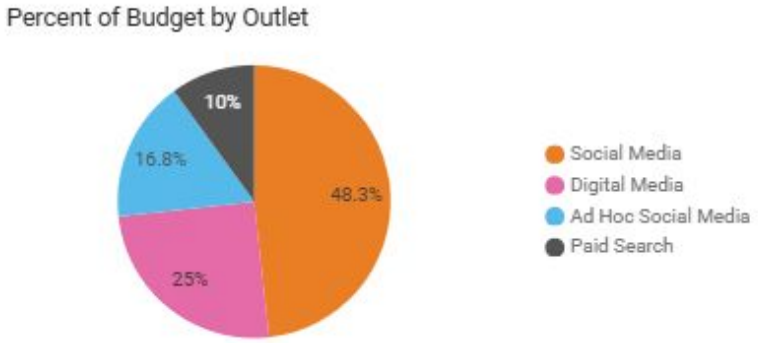
At-A-Glance

Impressions	Clicks	CTR	Views
50,491,397	182,393	0.36%	37,718,236

Summary

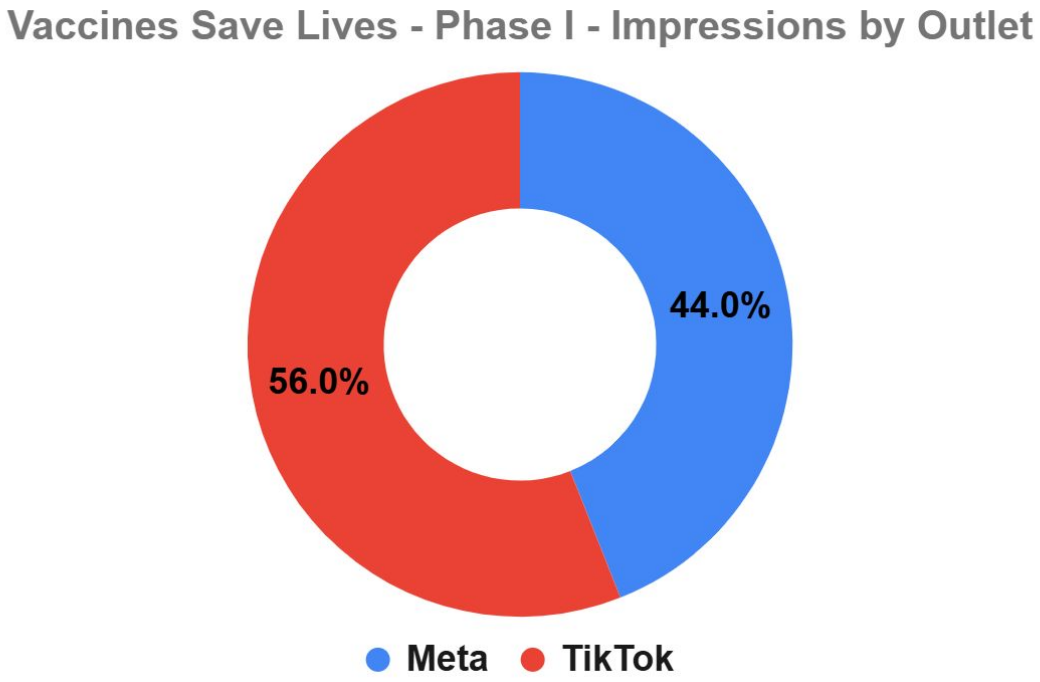
	Outlet	Budget	Percent
1.	Social Media	$105,199.97	48.28%
2.	Ad Hoc Social Media	$36,502	16.75%
3.	Digital Media	$54,413.78	24.97%
4.	Paid Search	$21,765.51	9.99%
	Grand total	**$217,881.25**	**100%**

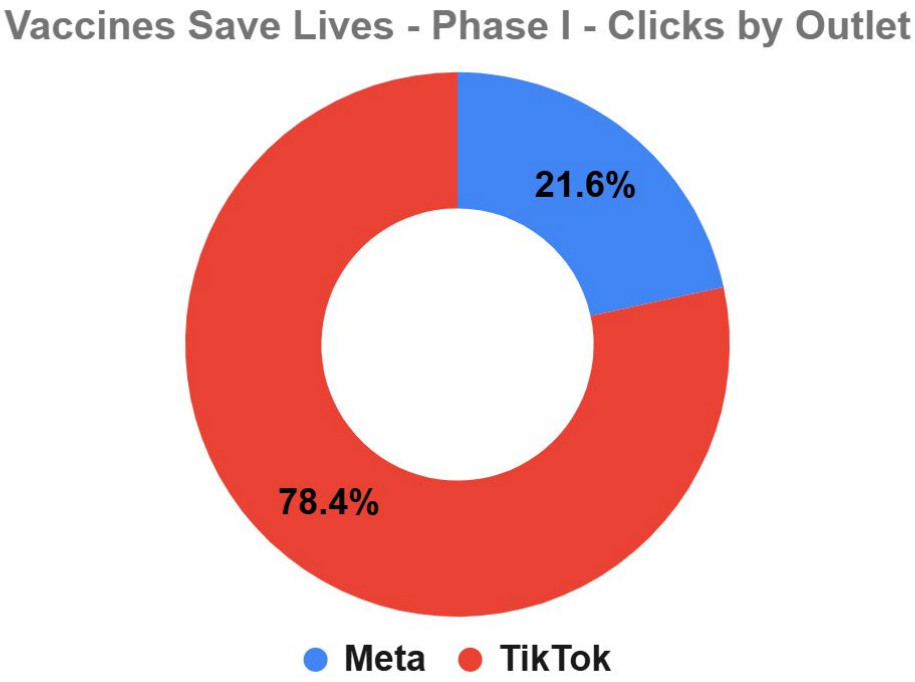
1 - 4 / 4



Please note that this overview shows results for **both the Phase 1 & 2 efforts. The following slides **only** show Phase 2 results. View the Phase 1 results in this report.**

VACCINES SAVE LIVES – PHASE 1 – RESULTS BY OUTLET

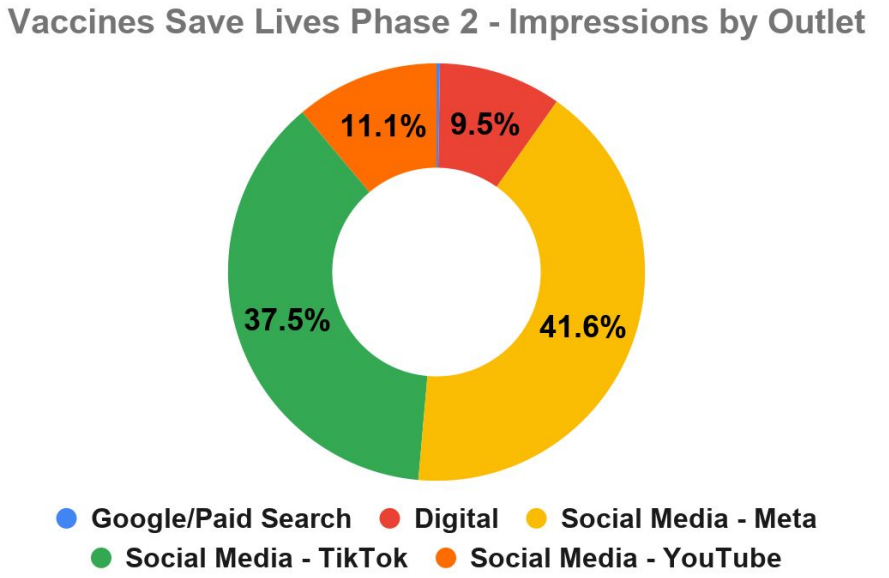


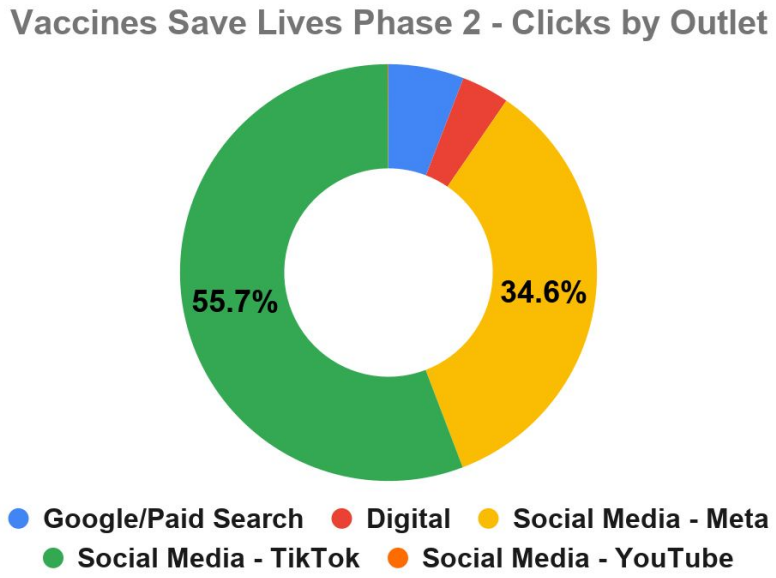


View VSL Phase 1 report

Outlet	Impressions	Imp. %	Clicks	Clicks %	CTR	Views
Meta	6,099,700	43.98%	6,970	21.62%	0.11%	5,698,200
TikTok	7,769,239	56.02%	25,264	78.38%	0.33%	7,718,519
Totals	**13,868,939**	**100.00%**	**32,234**	**100.00%**	**0.23%**	**13,416,719**

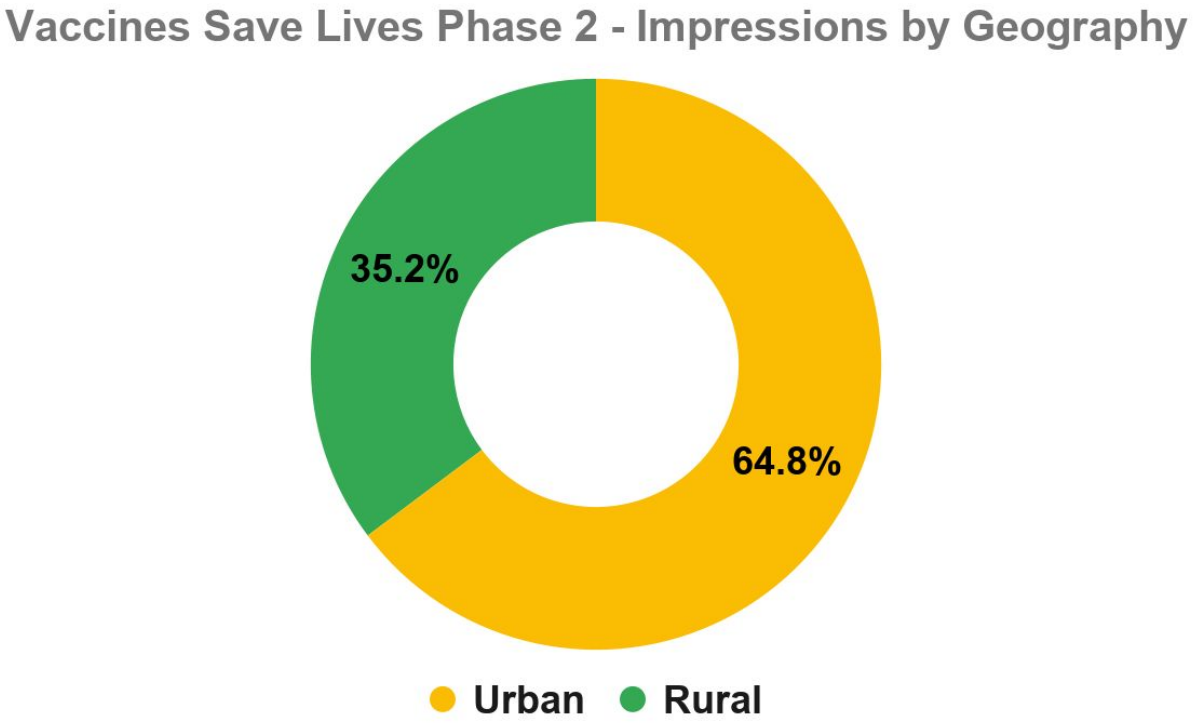
VACCINES SAVE LIVES – PHASE 2 – RESULTS BY OUTLET

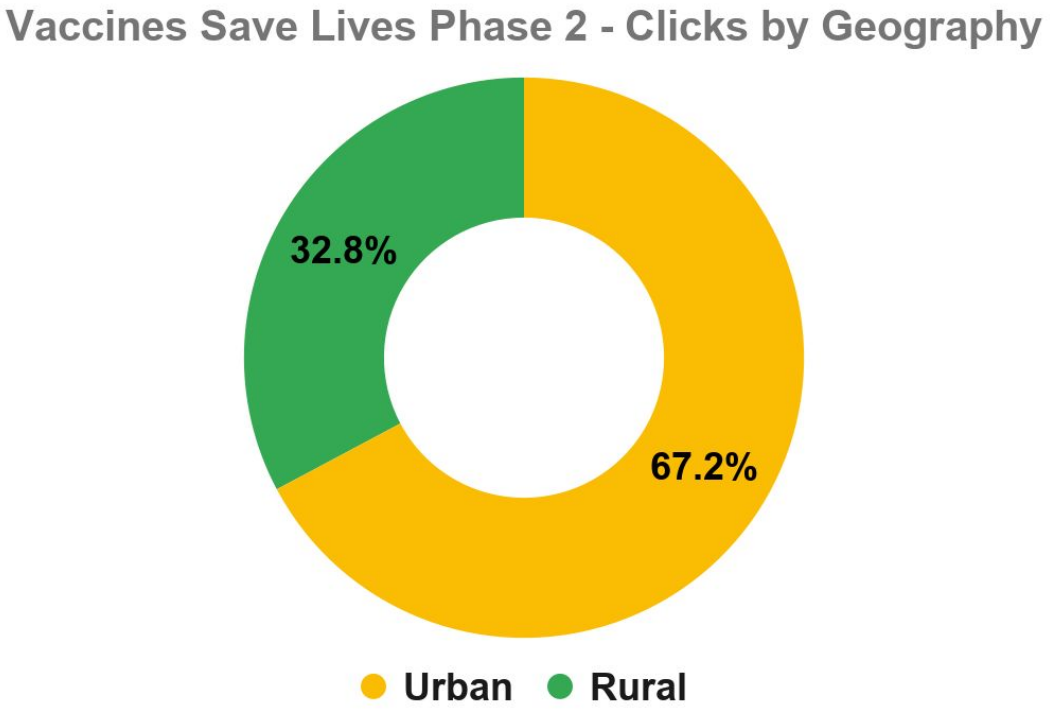




Outlet	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Google/Paid Search	96,282	0.26%	8,791	5.85%	9.13%	0	0.00%
Digital	3,488,809	9.53%	5,572	3.71%	0.16%	1,159,743	33.24%
Social Media - Meta	15,234,627	41.60%	52,017	34.64%	0.34%	9,836,794	64.57%
Social Media - TikTok	13,726,767	37.48%	83,692	55.74%	0.61%	13,607,666	99.13%
Social Media - YouTube	4,075,973	11.13%	87	0.06%	0.00%	348,703	8.56%
VSL Phase 2 Totals	**36,622,458**	**100.00%**	**150,159**	**100.00%**	**0.41%**	**24,952,906**	**68.14%**

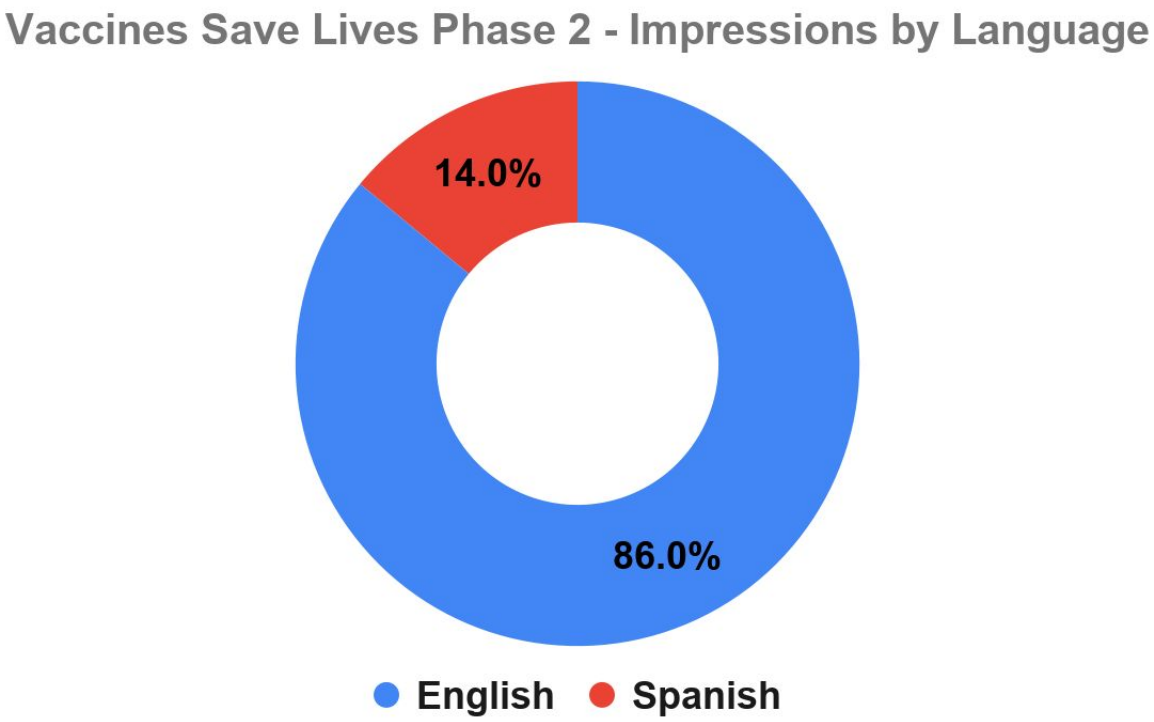
VACCINES SAVE LIVES – PHASE 2 – RESULTS BY GEOGRAPHY

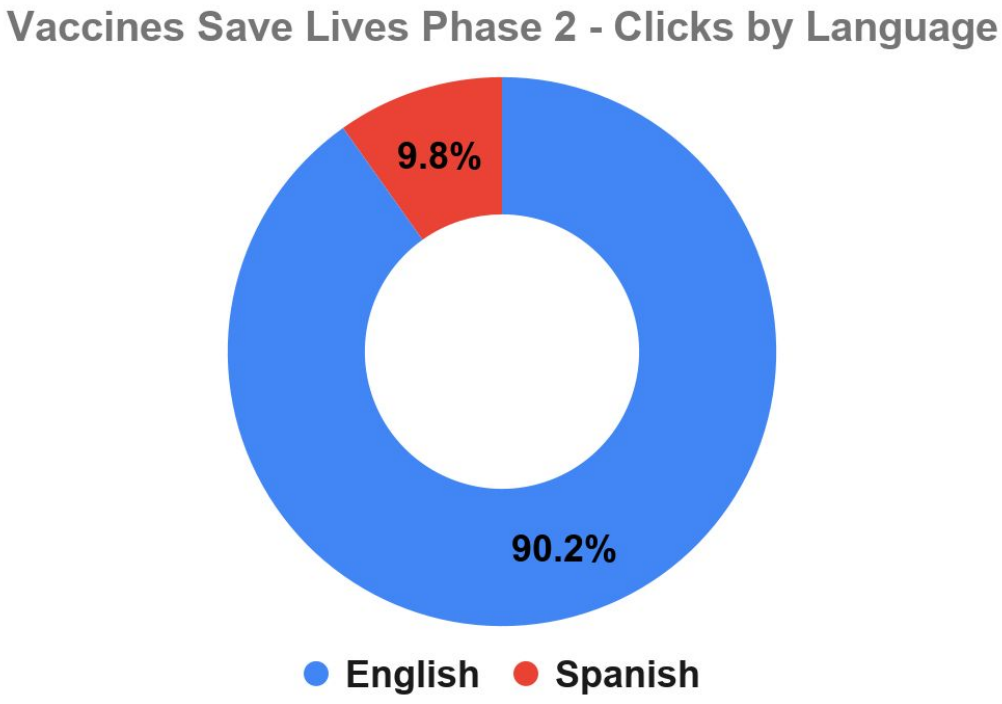




Geography	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Urban	23,716,544	64.76%	100,933	67.22%	0.43%	16,112,475	67.94%
Rural	12,905,914	35.24%	49,226	32.78%	0.38%	8,840,431	68.50%
VSL Phase 2 Totals	**36,622,458**	**100.00%**	**150,159**	**100.00%**	**0.41%**	**24,952,906**	**68.14%**

VACCINES SAVE LIVES – PHASE 2 – RESULTS BY LANGUAGE





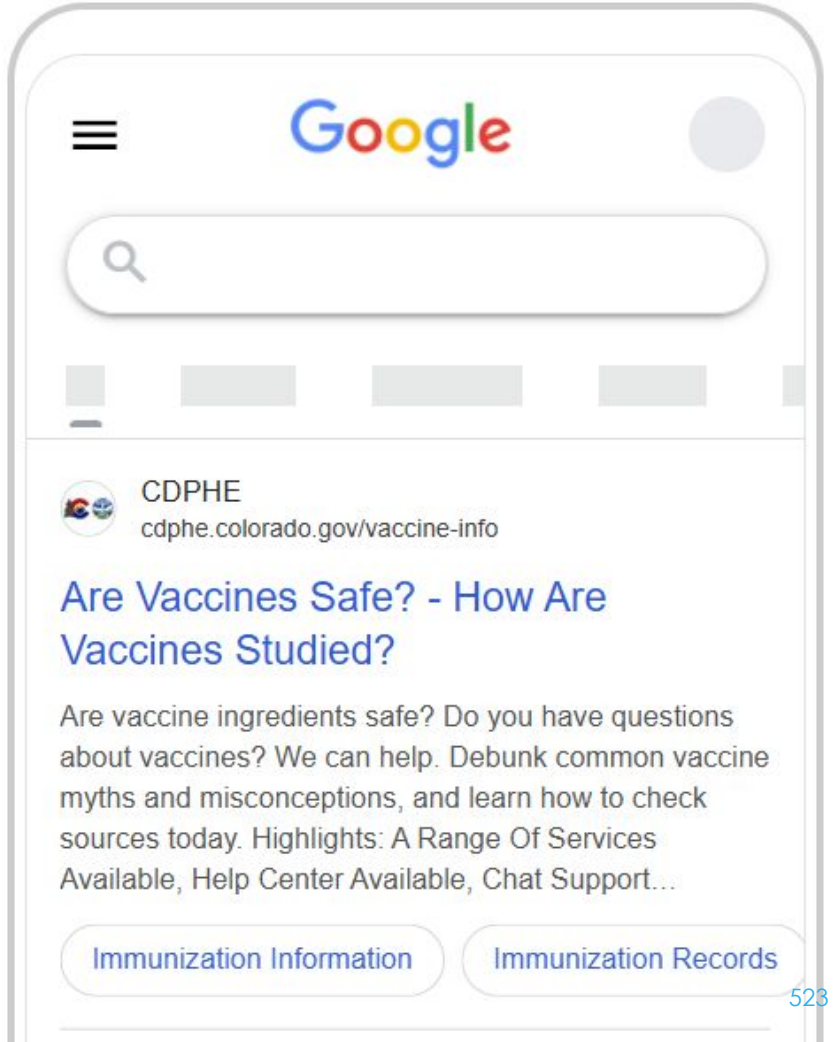
Language	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
English	31,489,305	85.98%	135,385	90.16%	0.43%	21,682,052	68.86%
Spanish	5,133,153	14.02%	14,774	9.84%	0.29%	3,270,854	63.72%
VSL Phase 2 Totals	**36,622,458**	**100.00%**	**150,159**	**100.00%**	**0.41%**	**24,952,906**	**68.14%**

VACCINES SAVE LIVES – PHASE 2 – PAID SEARCH

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
Mis-Info Ads - EN	61,275	63.64%	5,732	65.20%	9.35%
Mis-Info Ads - SP	1,829	1.90%	136	1.55%	7.44%
Mis-Info Ads - Urban	45,334	47.08%	4,261	48.47%	9.40%
Mis-Info Ads - Rural	17,770	18.46%	1,607	18.28%	9.04%
Mis-Info Ads - Total	**63,104**	**65.54%**	**5,868**	**66.75%**	**9.30%**

- Four (4) total ad groups were created for both English- and Spanish-dominant audiences in Urban and Rural areas.
- The first two (2) ad groups (EN & SP) focused on mis/disinformation by targeting 42 (EN) and 46 (SP) broad match keywords, including:
  - Vaccine safety queries (e.g., vaccine ingredients, vaccine effectiveness, vaccine additives, etc.)
  - Vaccine FAQs (e.g., questions about vaccines, are vaccines safe, how do vaccines work, etc.)
  - General misinformation queries (e.g., live viruses in vaccines, formaldehyde in vaccines, vaccine cause flu, etc.)

View full Vaccines Save Lives paid search keyword list.

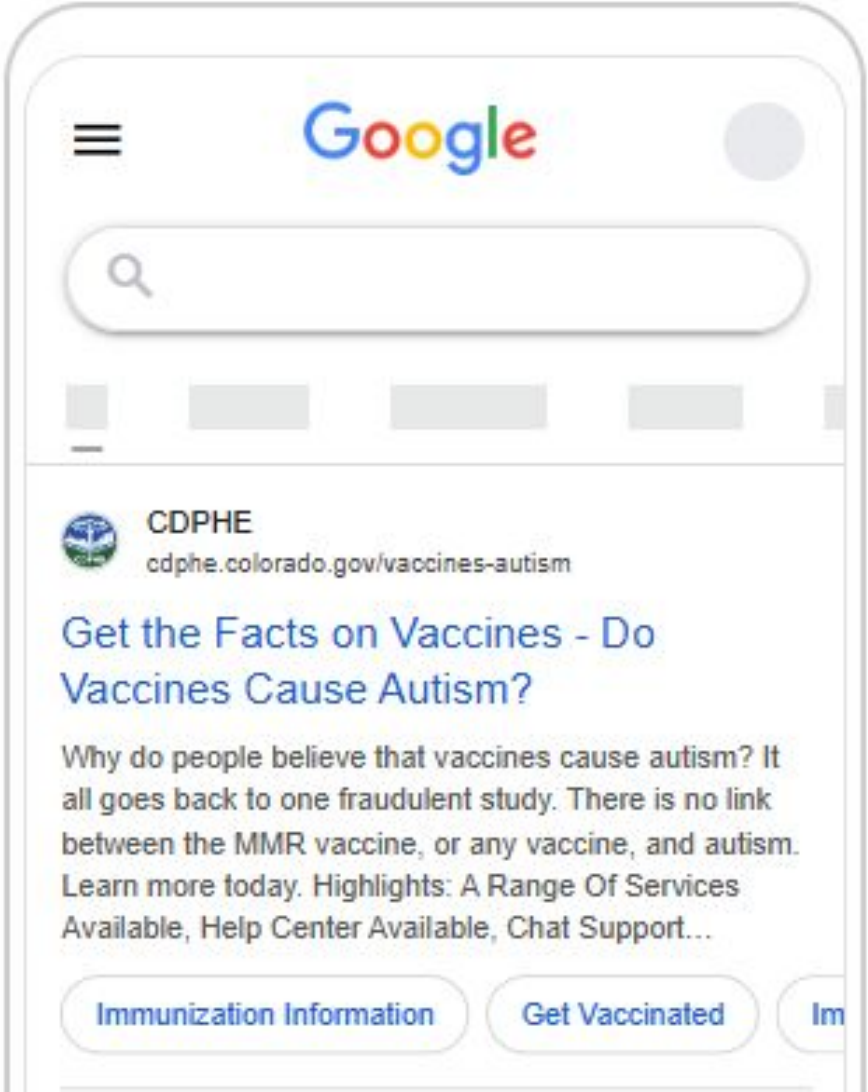


VACCINES SAVE LIVES – PHASE 2 – PAID SEARCH

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
Autism Ads - EN	29,982	31.14%	2,445	27.81%	8.15%
Autism Ads - SP	3,196	3.32%	478	5.44%	14.96%
Autism Ads - Urban	24,835	25.79%	2,138	24.32%	8.61%
Autism Ads - Rural	8,343	8.67%	785	8.93%	9.41%
Autism Ads - Total	**33,178**	**34.46%**	**2,923**	**33.25%**	**8.81%**

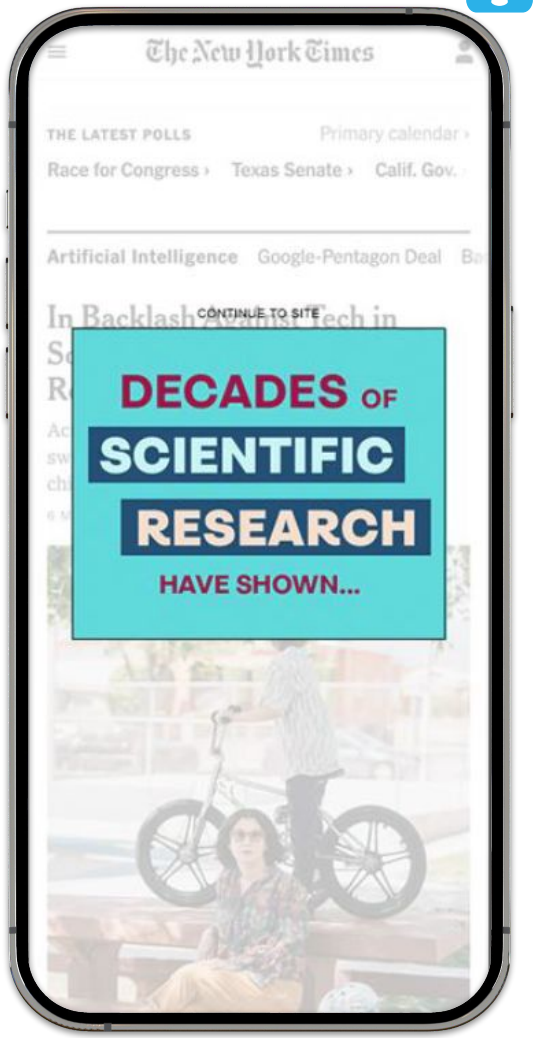
- The second two (2) ad groups (EN & SP) focused on autism concerns related to vaccines by targeting **31** (EN) and **29** (SP) broad match keywords each, including:
  - Autism queries (e.g., autism symptoms, what to know about autism, autistic behavior, etc.)
  - Autism and vaccine queries (e.g., vaccines and autism, do vaccines cause autism, how to prevent autism, etc.)
  - Clinical queries (e.g., andrew wakefield, mmr autism study, vaccine autism research, etc.)

View full Vaccines Save Lives paid search keyword list.



VACCINES SAVE LIVES – PHASE 2 – DIGITAL – INTERSTITIALS

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
Urban - EN	591,549	16.96%	1,219	21.88%	0.21%
Urban - SP	246,542	7.07%	571	10.25%	0.23%
Rural - EN	480,711	13.78%	771	13.84%	0.16%
Rural - SP	195,035	5.59%	356	6.39%	0.18%
EN - Total	1,072,260	30.73%	1,990	35.71%	0.19%
SP - Total	441,577	12.66%	927	16.64%	0.21%
Urban - Total	838,091	24.02%	1,790	32.12%	0.21%
Rural - Total	675,746	19.37%	1,127	20.23%	0.17%
Interstitials Total	**1,513,837**	**43.39%**	**2,917**	**52.35%**	**0.19%**



- By adapting the misinformation and autism hybrids, multiple new interstitials were developed and placed in various sizes (320x480 and 300x250).
- In Phase 2 of the VSL campaign, these new interstitials saw great overall performance, accounting for over 43% of the digital impression share and 52% of the click share.

VACCINES SAVE LIVES – PHASE 2 – DIGITAL – DISPLAYS

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
Urban - EN	151,697	4.35%	661	11.86%	0.44%
Urban - SP	24,573	0.70%	104	1.87%	0.42%
Rural - EN	120,013	3.44%	207	3.72%	0.17%
Rural - SP	19,201	0.55%	60	1.08%	0.31%
EN - Total	271,710	7.79%	868	15.58%	0.32%
SP - Total	43,774	1.25%	164	2.94%	0.37%
Urban - Total	176,270	5.05%	765	13.73%	0.43%
Rural - Total	139,214	3.99%	267	4.79%	0.19%
Displays Total	**315,484**	**9.04%**	**1,032**	**18.52%**	**0.33%**



- All of the new VSL interstitials were adapted into digital displays in multiple sizes (320x50, 160x600, etc.). These displays were placed on third-party websites at no additional cost.
- Interestingly, the Urban ads and Rural Spanish achieved high CTRs, which are typically uncharacteristic of displays. This may suggest that the displays were eye-catching and engaging enough to inspire action.

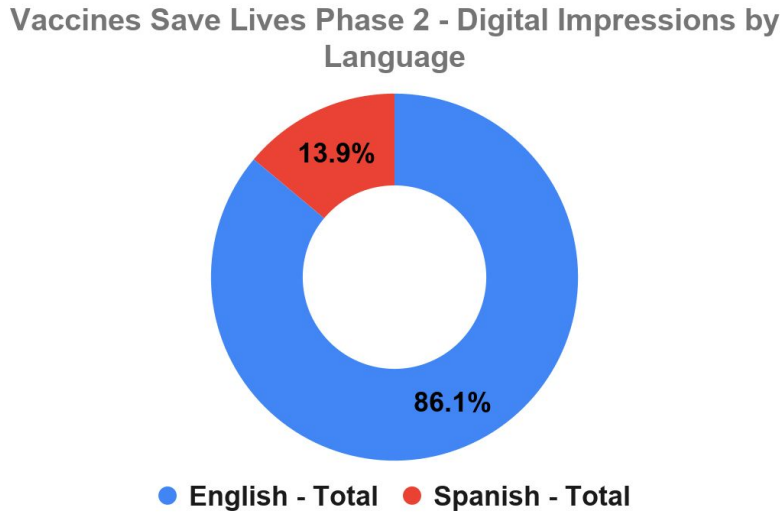
VACCINES SAVE LIVES – PHASE 2 – DIGITAL – NATIVE

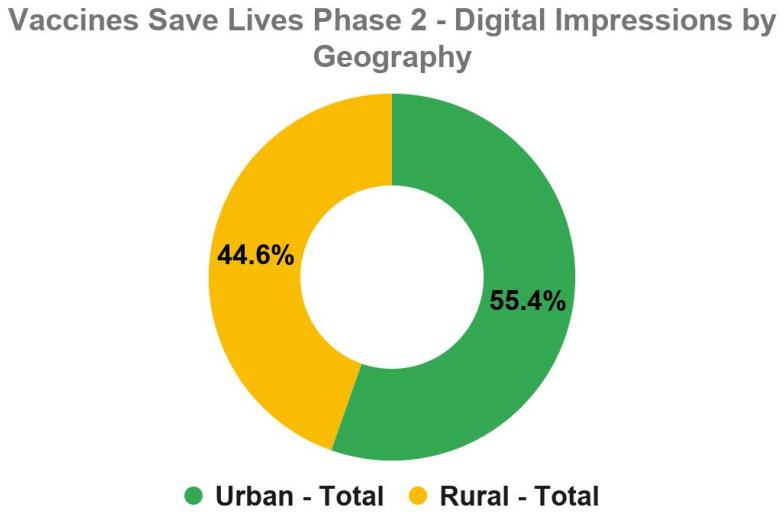
Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Native Statics - Urban	275,137	7.89%	300	5.38%	0.11%	0	0.00%
Native Statics - Rural	224,608	6.44%	192	3.45%	0.09%	0	0.00%
Native Videos - Urban	642,181	18.41%	615	11.04%	0.10%	282,513	43.99%
Native Videos - Rural	517,562	14.83%	516	9.26%	0.10%	252,295	48.75%
Statics - EN Total	499,745	14.32%	492	8.83%	0.10%	0	0.00%
Videos - EN Total	1,159,743	33.24%	1,131	20.30%	0.10%	534,808	46.11%
Urban Total	917,318	26.29%	915	16.42%	0.10%	282,513	30.80%
Rural Total	742,170	21.27%	708	12.71%	0.10%	252,295	33.99%
Native Totals	**1,659,488**	**47.57%**	**1,623**	**29.13%**	**0.10%**	**534,808**	**32.23%**

- In addition to the interstitials and displays, English video and static assets were placed in Native environments. These ad formats position the placements next to relevant content while adopting the formatting and style of the publication (thus the term, "native").
- Video assets delivered over double the impressions and clicks of the static assets, however the CTR was equal across both native types.



VACCINES SAVE LIVES – PHASE 2 – DIGITAL – RESULTS

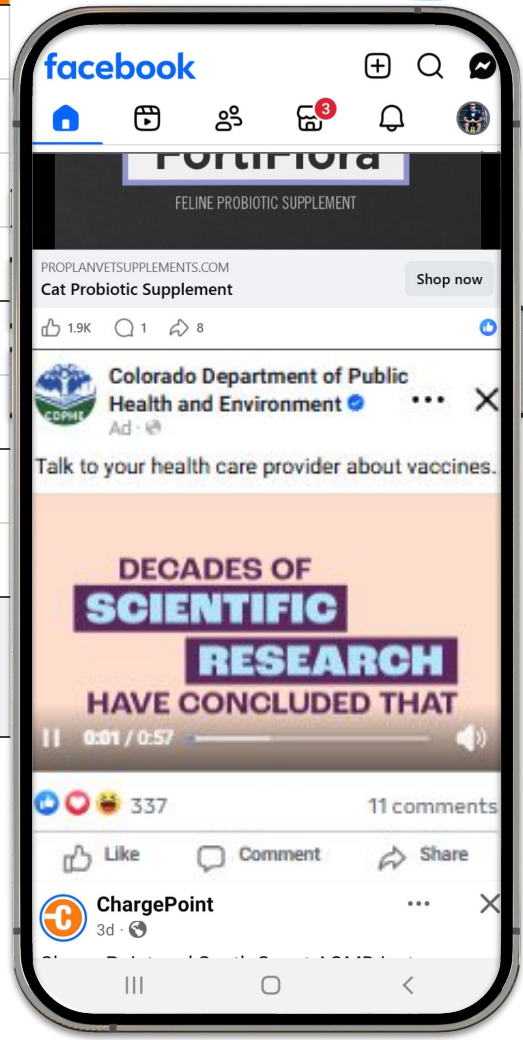




Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
English - Total	3,003,458	86.09%	4,481	80.42%	0.15%	534,808	17.81%
Spanish - Total	485,351	13.91%	1,091	19.58%	0.22%	0	0.00%
Urban - Total	1,931,679	55.37%	3,470	62.28%	0.18%	282,513	14.63%
Rural - Total	1,557,130	44.63%	2,102	37.72%	0.13%	252,295	16.20%
Interstitials Total	1,513,837	43.39%	2,917	52.35%	0.19%	0	0.00%
Displays Total	315,484	9.04%	1,032	18.52%	0.33%	0	0.00%
Native Total	1,659,488	47.57%	1,623	29.13%	0.10%	534,808	32.23%
Digital Totals	**3,488,809**	**100.00%**	**5,572**	**100.00%**	**0.16%**	**534,808**	**15.33%**

VACCINES SAVE LIVES – PHASE 2 – META – AUTISM HYBRID #1

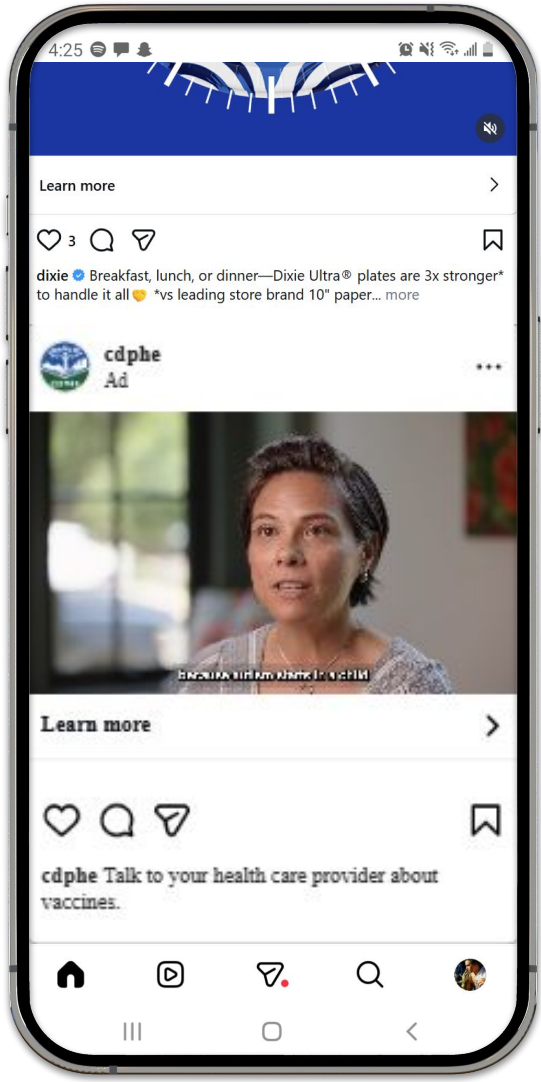
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	2,720,433	17.86%	2,857	5.54%	0.11%	2,528,907	92.96%
EN - Rural	930,418	6.11%	1,094	2.12%	0.12%	855,570	91.96%
SP - Urban	278,151	1.83%	442	0.86%	0.16%	259,206	93.19%
SP - Rural	90,824	0.60%	296	0.57%	0.33%	82,982	91.37%
EN Total	3,650,851	23.96%	3,951	7.66%	0.11%	3,384,477	92.70%
SP Total	368,975	2.42%	738	1.43%	0.20%	342,188	92.74%
Urban Total	2,998,584	19.68%	3,299	6.39%	0.11%	2,788,113	92.98%
Rural Total	1,021,242	6.70%	1,390	2.69%	0.14%	938,552	91.90%
Autism Hybrid #1 Totals	**4,019,826**	**26.39%**	**4,689**	**9.09%**	**0.12%**	**3,726,665**	**92.71%**



- In Phase 2 of Vaccines Save Lives, both Autism Hybrids were featured in the ad rotation for the entire campaign.
- The first Autism Hybrid significantly outperformed the second asset. It delivered nearly 4 times the impressions and nearly 3 times the clicks of the second Autism Hybrid.

VACCINES SAVE LIVES – PHASE 2 – META – AUTISM HYBRID #2

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	77,001	0.51%	140	0.27%	0.18%	68,045	88.37%
EN - Rural	98,956	0.65%	184	0.36%	0.19%	90,261	91.21%
SP - Urban	413,388	2.71%	448	0.87%	0.11%	388,227	93.91%
SP - Rural	389,543	2.56%	580	1.12%	0.15%	360,206	92.47%
EN Total	175,957	1.15%	324	0.63%	0.18%	158,306	89.97%
SP Total	802,931	5.27%	1,028	1.99%	0.13%	748,433	93.21%
Urban Total	490,389	3.22%	588	1.14%	0.12%	456,272	93.04%
Rural Total	488,499	3.21%	764	1.48%	0.16%	450,467	92.21%
Autism Hybrid #2 Total	**978,888**	**6.43%**	**1,352**	**2.62%**	**0.14%**	**906,739**	**92.63%**



- Although the second Autism Hybrid did not deliver as many impressions, clicks, or views as the first one, the overall CTR was slightly better than the first video. This may suggest the second hybrid drives action more consistently than the first video.

VACCINES SAVE LIVES – PHASE 2 – META – AUTISM HYBRIDS

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Autism Hybrids - EN - Total	3,826,808	25.12%	4,275	8.28%	0.11%	3,542,783	92.58%
Autism Hybrids - SP - Total	1,171,906	7.69%	1,766	3.42%	0.15%	1,090,621	93.06%
Autism Hybrids - Urban Total	3,488,973	22.90%	3,887	7.53%	0.11%	3,244,385	92.99%
Autism Hybrids - Rural Total	1,509,741	9.91%	2,154	4.17%	0.14%	1,389,019	92.00%
Autism Hybrids - Totals	**4,998,714**	**32.81%**	**6,041**	**11.71%**	**0.12%**	**4,633,404**	**92.69%**

- On Meta, the Autism hybrids delivered the most impressions and clicks out of **all** Phase 2 VSL assets.
- Other hybrids (see following slides) also ran for the entire duration of the campaign, so we can assume that the ad content was the main driver of this significant difference.

VACCINES SAVE LIVES – PHASE 2 – META – MIS-INFO HYBRID #1

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	799,268	5.25%	1,173	2.27%	0.15%	712,862	89.19%
EN - Rural	371,105	2.44%	576	1.12%	0.16%	332,580	89.62%
SP - Urban	117,506	0.77%	160	0.31%	0.14%	106,444	90.59%
SP - Rural	70,558	0.46%	95	0.18%	0.13%	64,443	91.33%
EN Total	1,170,373	7.68%	1,749	3.39%	0.15%	1,045,442	89.33%
SP Total	188,064	1.23%	255	0.49%	0.14%	170,887	90.87%
Urban Total	916,774	6.02%	1,333	2.58%	0.15%	819,306	89.37%
Rural Total	441,663	2.90%	671	1.30%	0.15%	397,023	89.89%
Mis-Info Hybrid #1 Totals	**1,358,437**	**8.92%**	**2,004**	**3.88%**	**0.15%**	**1,216,329**	**89.54%**



- Three (3) mis-information hybrids were included in the Phase 2 VSL efforts.
- The first Mis-Info Hybrid, nicknamed "How to Identify Trustworthy Sources," delivered the most impressions and clicks of all Mis-Info Hybrids on Meta.
- These metrics may suggest that the topic/content resonated strongly among Coloradans and should continue to be featured in future ad campaigns.

VACCINES SAVE LIVES – PHASE 2 – META – MIS-INFO HYBRID #2

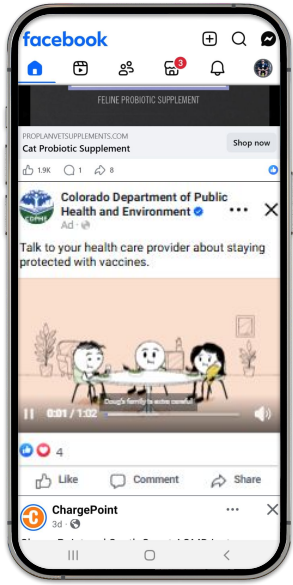
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	64,148	0.42%	337	0.65%	0.53%	58,109	90.59%
EN - Rural	50,906	0.33%	78	0.15%	0.15%	47,840	93.98%
SP - Urban	27,080	0.18%	31	0.06%	0.11%	25,806	95.30%
SP - Rural	17,410	0.11%	26	0.05%	0.15%	16,472	94.61%
EN Total	115,054	0.76%	415	0.80%	0.36%	105,949	92.09%
SP Total	44,490	0.29%	57	0.11%	0.13%	42,278	95.03%
Urban Total	91,228	0.60%	368	0.71%	0.40%	83,915	91.98%
Rural Total	68,316	0.45%	104	0.20%	0.15%	64,312	94.14%
Mis-Info Hybrid #2 Totals	**159,544**	**1.05%**	**472**	**0.91%**	**0.30%**	**148,227**	**92.91%**



- Three (3) mis-information hybrids were included in the Phase 2 VSL efforts.
- The second Mis-Info Hybrid, nicknamed "Why the Anti-Vax Industry Exists," paled in comparison to the first video. However, it delivered an incredibly strong CTR among English Urban viewers, which may suggest this topic resonated with this audience.

VACCINES SAVE LIVES – PHASE 2 – META – MIS-INFO HYBRID #3

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
#3 - EN - Urban	31,434	0.21%	415	0.80%	1.32%	28,834	91.73%
#3 - EN - Rural	37,565	0.25%	232	0.45%	0.62%	33,838	90.08%
#3 - EN	68,999	0.45%	647	1.25%	0.94%	62,672	90.83%
Mis-Info Hybrids - EN - Total	1,354,426	8.89%	2,811	5.45%	0.21%	1,214,063	89.64%
Mis-Info Hybrids - SP - Total	232,554	1.53%	312	0.60%	0.13%	213,165	91.66%
Mis-Info Hybrids - Urban - Total	1,039,436	6.82%	1,933	3.75%	0.19%	937,059	90.15%
Mis-Info Hybrids - Rural - Total	547,544	3.59%	775	1.50%	0.14%	461,335	84.26%
Mis-Info Hybrids - Totals	**1,586,980**	**10.42%**	**2,708**	**5.25%**	**0.17%**	**1,398,394**	**88.12%**



- The third Mis-Info Hybrid, nicknamed "Home Metals," was not ready for deployment until just days before the end of the VSL Phase 2 campaign, which explains why it only accounted for 0.45% of the Meta impressions share.
- Overall, the Mis-Info Hybrids delivered significant impressions and clicks, and very strong CTRs, which should support the future use of these videos.

VACCINES SAVE LIVES – PHASE 2 – META – GEN ADAPT HYBRID #1

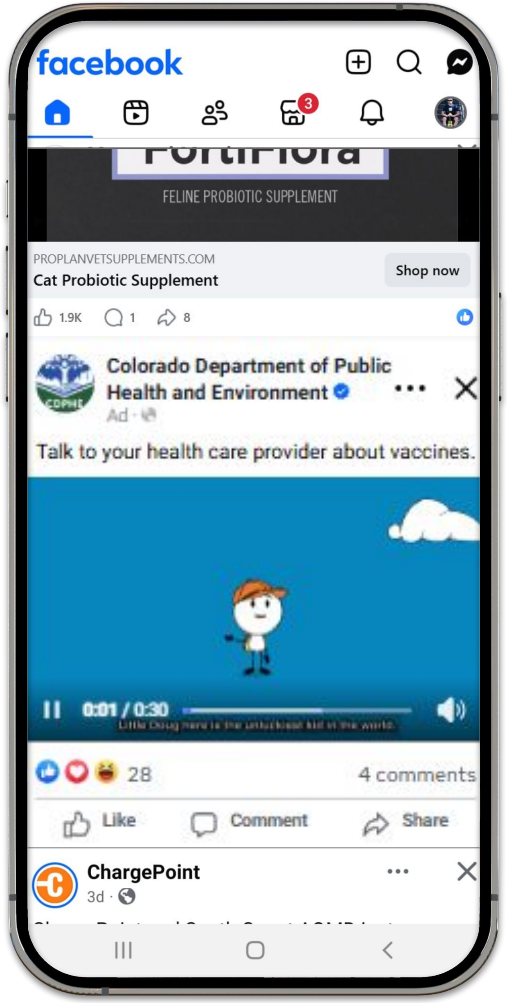
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	439,593	2.89%	456	0.88%	0.10%	416,395	94.72%
EN - Rural	1,016,318	6.67%	1,391	2.70%	0.14%	968,411	95.29%
SP - Urban	31,013	0.20%	37	0.07%	0.12%	29,108	93.86%
SP - Rural	18,468	0.12%	31	0.06%	0.17%	17,231	93.30%
EN Total	1,455,911	9.56%	1,847	3.58%	0.13%	1,384,806	95.12%
SP Total	49,481	0.32%	68	0.13%	0.14%	46,339	93.65%
Urban Total	470,606	3.09%	493	0.96%	0.10%	445,503	94.67%
Rural Total	1,034,786	6.79%	1,422	2.76%	0.14%	985,642	95.25%
Hybrid #1 Totals	**1,505,392**	**9.88%**	**1,915**	**3.71%**	**0.13%**	**1,431,145**	**95.07%**



- Two (2) General Adaptation Hybrids were included in the Phase 2 VSL efforts.
- The first Gen Adapt Hybrid, nicknamed "Peanut Allergy," saw significant impressions and clicks among Rural English-speakers, which may indicate that this type of content resonates within these counties.

VACCINES SAVE LIVES – PHASE 2 – META – GEN ADAPT HYBRID #2

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	176,335	1.16%	674	1.31%	0.38%	158,548	89.91%
EN - Rural	156,553	1.03%	298	0.58%	0.19%	145,948	93.23%
SP - Urban	1,184,009	7.77%	1,511	2.93%	0.13%	1,089,535	92.02%
SP - Rural	614,640	4.03%	986	1.91%	0.16%	565,662	92.03%
EN Total	332,888	2.19%	972	1.88%	0.29%	304,496	91.47%
SP Total	1,798,649	11.81%	2,497	4.84%	0.14%	1,655,197	92.02%
Urban Total	1,360,344	8.93%	2,185	4.23%	0.16%	1,248,083	91.75%
Rural Total	771,193	5.06%	1,284	2.49%	0.17%	711,610	92.27%
Hybrid #2 Totals	**2,131,537**	**13.99%**	**3,469**	**6.72%**	**0.16%**	**1,959,693**	**91.94%**



- Two (2) General Adaptation Hybrids were included in the Phase 2 VSL efforts.
- The second Gen Adapt Hybrid, nicknamed "Lightning Strike," outperformed the first Hybrid, as it claimed nearly 4% more of the Meta impression share.
- The CTR in English Urban areas stood out for this hybrid, which may suggest the content resonated within these communities.

VACCINES SAVE LIVES – PHASE 2 – META – GEN ADAPT HYBRIDS

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Gen Adapt Hybrids - EN - Total	1,788,799	11.74%	2,819	5.46%	0.16%	1,689,302	94.44%
Gen Adapt Hybrids - SP - Total	1,848,130	12.13%	2,565	4.97%	0.14%	1,701,536	92.07%
Gen Adapt Hybrids - Urban - Total	1,830,950	12.02%	2,678	5.19%	0.15%	1,693,586	92.50%
Gen Adapt Hybrids - Rural - Total	1,805,979	11.85%	2,706	5.24%	0.15%	1,697,252	93.98%
Gen Adapt Hybrids - Total	**3,636,929**	**23.87%**	**5,384**	**10.43%**	**0.15%**	**3,390,838**	**93.23%**

VACCINES SAVE LIVES – PHASE 2 – META – AUTISM DR INTERVIEW

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	25,850	0.17%	86	0.17%	0.33%	23,313	90.19%
EN - Rural	9,642	0.06%	43	0.08%	0.45%	8,691	90.14%
SP - Urban	35,688	0.23%	120	0.23%	0.34%	33,214	93.07%
SP - Rural	22,300	0.15%	89	0.17%	0.40%	19,590	87.85%
EN Total	35,492	0.23%	129	0.25%	0.36%	32,004	90.17%
SP Total	57,988	0.38%	209	0.41%	0.36%	52,804	91.06%
Urban Total	61,538	0.40%	206	0.40%	0.33%	56,527	91.86%
Rural Total	31,942	0.21%	132	0.26%	0.41%	28,281	88.54%
Dr Interview - Autism - Total	**93,480**	**0.61%**	**338**	**0.66%**	**0.36%**	**84,808**	**90.72%**



- Two (2) Dr Interviews were included in the Phase 2 VSL Meta line, both of which launched on March 25th.
- The Autism Dr Interview delivered nearly three (3) times the impressions of the Mis-Info Dr Interview, which may indicate that the topic is of significant interest to Coloradans.

VACCINES SAVE LIVES – PHASE 2 – META – MIS-INFO DR INTERVIEW

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	11,852	0.08%	182	0.35%	1.54%	10,330	87.16%
EN - Rural	11,013	0.07%	54	0.10%	0.49%	9,901	89.90%
SP - Urban	3,203	0.02%	6	0.01%	0.19%	2,783	86.89%
SP - Rural	3,805	0.02%	30	0.06%	0.79%	3,214	84.47%
EN Total	22,865	0.15%	236	0.46%	1.03%	20,231	88.48%
SP Total	7,008	0.05%	36	0.07%	0.51%	5,997	85.57%
Urban Total	15,055	0.10%	188	0.36%	1.25%	13,113	87.10%
Rural Total	14,818	0.10%	84	0.16%	0.57%	13,115	88.51%
Dr Interview - Mis-Info - Total	**29,873**	**0.20%**	**272**	**0.53%**	**0.91%**	**26,228**	**87.80%**



- Two (2) Dr Interviews were included in the Phase 2 VSL Meta line, both of which launched on March 25th.
- While the Mis-Information Dr Interview did not deliver as many impressions as the Autism interview, it managed to achieve stronger CTRs across all audiences.

VACCINES SAVE LIVES – PHASE 2 – META – DR INTERVIEWS

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Dr Interviews - EN - Total	58,357	0.38%	365	0.71%	0.63%	52,235	89.51%
Dr Interviews - SP - Total	64,996	0.43%	245	0.47%	0.38%	58,801	90.47%
Dr Interviews - Urban - Total	76,593	0.50%	394	0.76%	0.51%	69,640	90.92%
Dr Interviews - Rural - Total	46,760	0.31%	216	0.42%	0.46%	41,396	88.53%
Dr Interviews - Total	**123,353**	**0.81%**	**610**	**1.18%**	**0.49%**	**111,036**	**90.01%**

VACCINES SAVE LIVES – PHASE 2 – META – AUTISM GIF

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	21,958	0.14%	194	0.38%	0.88%	19,245	87.64%
EN - Rural	29,433	0.19%	168	0.33%	0.57%	26,015	88.39%
SP - Urban	8,848	0.06%	85	0.16%	0.96%	7,475	84.48%
SP - Rural	13,582	0.09%	85	0.16%	0.63%	11,984	88.23%
EN Total	51,391	0.34%	362	0.70%	0.70%	45,260	88.07%
SP Total	22,430	0.15%	170	0.33%	0.76%	19,459	86.75%
Urban Total	30,806	0.20%	279	0.54%	0.91%	26,720	86.74%
Rural Total	43,015	0.28%	253	0.49%	0.59%	37,999	88.34%
Autism - GIF - Total	**73,821**	**0.48%**	**532**	**1.03%**	**0.72%**	**64,719**	**87.67%**



- By using the Autism Hybrids as a template, a shorter GIF/Social Video was created with similar content/information.
- This video delivered some of the lowest impressions and clicks of the VSL Phase 2 Meta line, however it managed to receive high CTRs, which is an encouraging sign.

VACCINES SAVE LIVES – PHASE 2 – META – AUTISM CAROUSEL

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	2,147,438	14.10%	14,444	27.99%	0.67%
EN - Rural	727,401	4.77%	2,409	4.67%	0.33%
SP - Urban	843,533	5.54%	5,167	10.01%	0.61%
SP - Rural	187,793	1.23%	2,155	4.18%	1.15%
EN Total	2,874,839	18.87%	16,853	32.66%	0.59%
SP Total	1,031,326	6.77%	7,322	14.19%	0.71%
Urban Total	2,990,971	19.63%	19,611	38.00%	0.66%
Rural Total	915,194	6.01%	4,564	8.84%	0.50%
Autism - Carousel - Total	**3,906,165**	**25.64%**	**24,175**	**46.85%**	**0.62%**



- An Autism Carousel was created by using statics of the GIF/Social Video.
- This carousel delivered a stellar amount of impressions and clicks for the Meta effort.
  - In fact, this Carousel delivered over 46% of the click share for this line.

VACCINES SAVE LIVES – PHASE 2 – META – MIS-INFO GIF

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	12,245	0.08%	741	1.44%	6.05%	9,063	74.01%
EN - Rural	17,597	0.12%	620	1.20%	3.52%	13,234	75.21%
SP - Urban	4,820	0.03%	17	0.03%	0.35%	4,356	90.37%
SP - Rural	197,175	1.29%	368	0.71%	0.19%	182,916	92.77%
EN Total	29,842	0.20%	1,361	2.64%	4.56%	22,297	74.72%
SP Total	201,995	1.33%	385	0.75%	0.19%	187,272	92.71%
Urban Total	17,065	0.11%	758	1.47%	4.44%	13,419	78.63%
Rural Total	214,772	1.41%	988	1.91%	0.46%	196,150	91.33%
Mis-Info - GIF - Total	**231,837**	**1.52%**	**1,746**	**3.38%**	**0.75%**	**209,569**	**90.39%**



- By using the Mis-Information Hybrids as a template, a shorter GIF/Social Video was created with similar content/information.
- This video delivered over three(3) times the impressions and clicks of the Autism GIF.
- In addition, it delivered amazing CTRs among English audiences, which were some of the strongest CTRs across **ALL** vaccine campaigns.

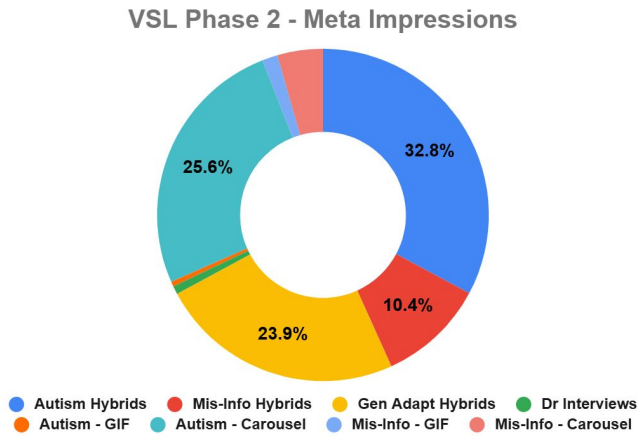
VACCINES SAVE LIVES – PHASE 2 – META – MIS-INFO CAROUSEL

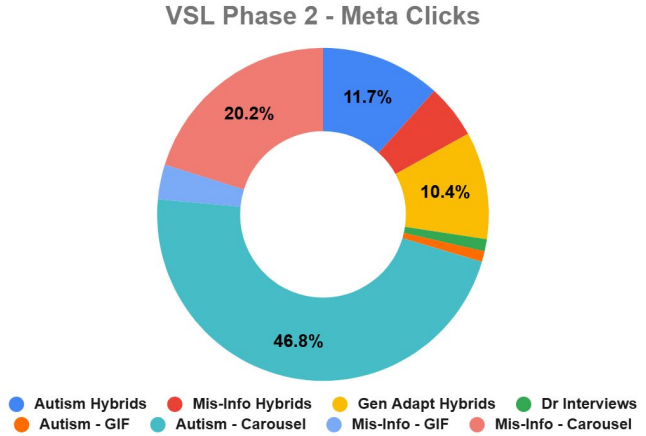
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	180,086	1.18%	3,299	6.39%	1.83%
EN - Rural	427,302	2.80%	6,803	13.18%	1.59%
SP - Urban	31,570	0.21%	133	0.26%	0.42%
SP - Rural	37,870	0.25%	171	0.33%	0.45%
EN Total	607,388	3.99%	10,102	19.58%	1.66%
SP Total	69,440	0.46%	304	0.59%	0.44%
Urban Total	211,656	1.39%	3,432	6.65%	1.62%
Rural Total	465,172	3.05%	6,974	13.51%	1.50%
Mis-Info - Carousel - Total	**676,828**	**4.44%**	**10,406**	**20.17%**	**1.54%**



- A Mis-Info Carousel was created by using statics of the GIF/Social Video.
- This Carousel did not deliver the same impressions or clicks as the Autism Carousel. However, the CTR was consistently strong for the Mis-Info Carousel among English audiences.

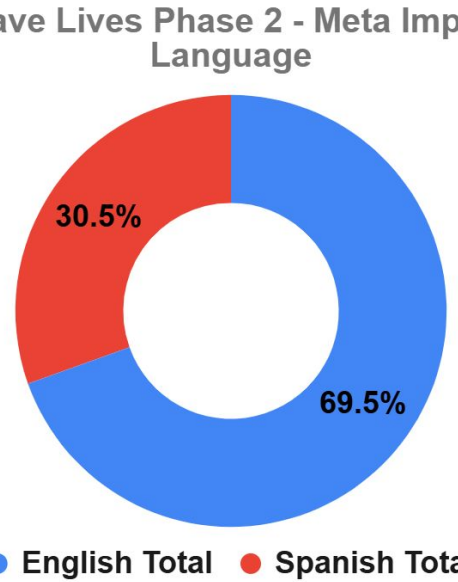
VACCINES SAVE LIVES – PHASE 2 – SOCIAL MEDIA – META – RESULTS

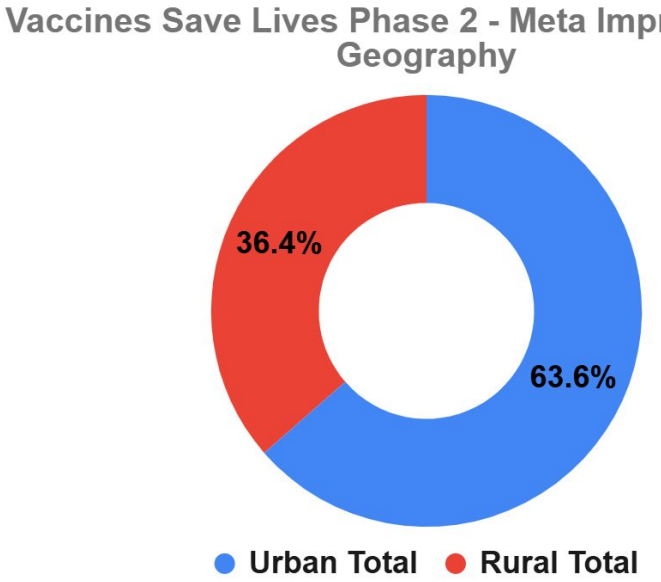




Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Autism Hybrids	4,998,714	32.81%	6,041	11.71%	0.12%	4,633,404	92.69%
Mis-Info Hybrids	1,586,980	10.42%	2,708	5.25%	0.17%	1,398,394	88.12%
Gen Adapt Hybrids	3,636,929	23.87%	5,384	10.43%	0.15%	3,390,838	93.23%
Dr Interviews	123,353	0.81%	610	1.18%	0.49%	111,036	90.01%
Autism - GIF	73,821	0.48%	532	1.03%	0.72%	64,719	87.67%
Autism - Carousel	3,906,165	25.64%	24,175	46.85%	0.62%	0	0.00%
Mis-Info - GIF	231,837	1.52%	1,746	3.38%	0.75%	209,569	90.39%
Mis-Info - Carousel	676,828	4.44%	10,406	20.17%	1.54%	0	0.00%
Meta Totals	**15,234,627**	**100.00%**	**51,602**	**100.00%**	**0.34%**	**9,807,960**	**64.38%**

VACCINES SAVE LIVES – PHASE 2 – SOCIAL MEDIA – META – RESULTS



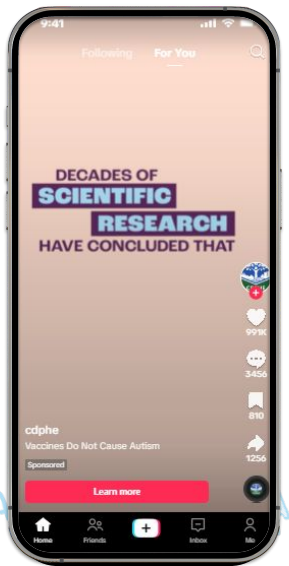


Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
English Total	10,591,850	69.52%	38,948	75.48%	0.37%	6,565,940	61.99%
Spanish Total	4,642,777	30.48%	13,069	25.33%	0.28%	3,270,854	70.45%
Urban Total	9,686,450	63.58%	32,972	63.90%	0.34%	5,984,809	61.79%
Rural Total	5,548,177	36.42%	18,630	36.10%	0.34%	3,823,151	68.91%
Totals	**15,234,627**	**100.00%**	**51,602**	**100.00%**	**0.34%**	**9,807,960**	**64.38%**

VACCINES SAVE LIVES – PHASE 2 – TIKTOK – AUTISM HYBRIDS

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
#1 - EN - Urban	418,916	3.05%	2,629	3.14%	0.63%	415,860	99.27%
#1 - EN - Rural	480,551	3.50%	2,265	2.71%	0.47%	476,390	99.13%
#1 - EN	899,467	6.55%	4,894	5.85%	0.54%	892,250	99.20%
#2 - EN - Urban	784,396	5.71%	5,105	6.10%	0.65%	777,536	99.13%
#2 - EN - Rural	475,152	3.46%	2,687	3.21%	0.57%	470,597	99.04%
#2 - EN	1,259,548	9.18%	7,792	9.31%	0.62%	1,248,133	99.09%
Urban - Total	1,203,312	8.77%	7,734	9.24%	0.64%	1,193,396	99.18%
Rural - Total	955,703	6.96%	4,952	5.92%	0.52%	946,987	99.09%
Autism Hybrids - Total	**2,159,015**	**15.73%**	**12,686**	**15.16%**	**0.59%**	**2,140,383**	**99.14%**

- In Phase 2 of Vaccines Save Lives, no Spanish audiences were targeted on TikTok, due to budget limitations and targeting optimizations.
- Of the two Autism Hybrids, the second video delivered ~33% more impressions and ~66% more clicks than the first video. This was mainly driven by the Urban audience.

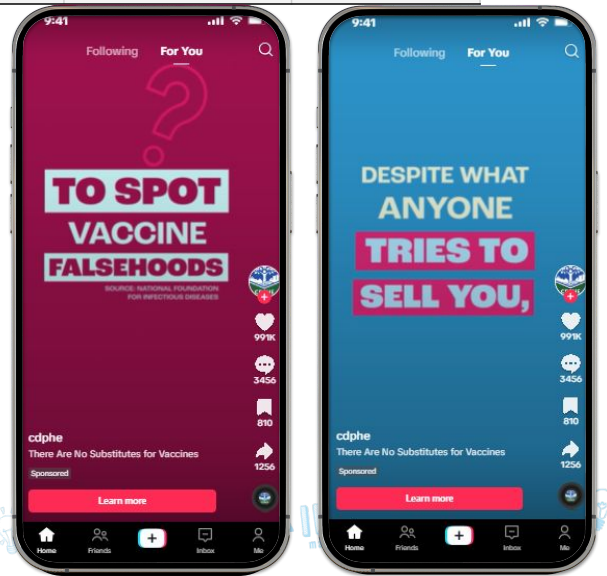




VACCINES SAVE LIVES – PHASE 2 – TIKTOK – MIS-INFO HYBRIDS

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
#1 (Sources) - EN - Urban	779,979	5.68%	5,103	6.10%	0.65%	773,956	99.23%
#1 (Sources) - EN - Rural	492,473	3.59%	2,684	3.21%	0.55%	488,088	99.11%
#1 (Sources) - EN	1,272,452	9.27%	7,787	9.30%	0.61%	1,262,044	99.18%
#2 (Anti-Vax) - EN - Urban	1,960,162	14.28%	8,939	10.68%	0.46%	1,946,274	99.29%
#2 (Anti-Vax) - EN - Rural	644,026	4.69%	3,240	3.87%	0.50%	638,042	99.07%
#2 (Anti-Vax) - EN	2,604,188	18.97%	12,179	14.55%	0.47%	2,584,316	99.24%
#3 (Metals) - EN - Urban	74,560	0.54%	912	1.09%	1.22%	73,754	98.92%
#3 (Metals) - EN - Rural	62,615	0.46%	476	0.57%	0.76%	61,860	98.79%
#3 (Metals) - EN	137,175	1.00%	1,388	1.66%	1.01%	135,614	98.86%

- All three (3) Mis-Info Hybrids were placed on TikTok for both Urban and Rural audiences.
- However, the third video (Home Metals) was placed just days before the end of Phase 2.
- The second video (Why the Anti-Vax Industry Exists) saw the best performance of this group.



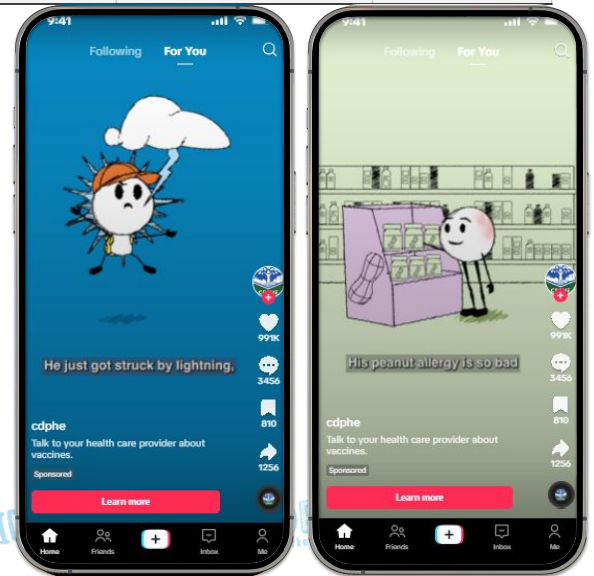
VACCINES SAVE LIVES – PHASE 2 – TIKTOK – MIS-INFO HYBRIDS

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Mis-Info Hybrids - Urban - Total	2,814,701	20.51%	14,954	17.87%	0.53%	2,793,984	99.26%
Mis-Info Hybrids - Rural - Total	1,199,114	8.74%	6,400	7.65%	0.53%	1,187,990	99.07%
Mis-Info Hybrids - Total	4,013,815	29.24%	21,354	25.51%	0.53%	3,981,974	99.21%

VACCINES SAVE LIVES – PHASE 2 – TIKTOK – GEN ADAPT HYBRIDS

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Gen Adapt Hybrid #1 (Peanut) - EN - Urban	1,671,915	12.18%	9,133	10.91%	0.55%	1,659,310	99.25%
Gen Adapt Hybrid #1 (Peanut) - EN - Rural	632,521	4.61%	3,479	4.16%	0.55%	626,133	98.99%
Gen Adapt Hybrid #1 (Peanut) - EN	2,304,436	16.79%	12,612	15.07%	0.55%	2,285,443	99.18%
Gen Adapt Hybrid #2 (Lightning) - EN - Urban	1,914,417	13.95%	10,944	13.08%	0.57%	1,900,552	99.28%
Gen Adapt Hybrid #2 (Lightning) - EN - Rural	645,099	4.70%	3,886	4.64%	0.60%	638,805	99.02%
Gen Adapt Hybrid #2 (Lightning) - EN	2,559,516	18.65%	14,830	17.72%	0.58%	2,539,357	99.21%
Gen Adapt Hybrids - Urban - Total	3,586,332	26.13%	20,077	23.99%	0.56%	3,559,862	99.26%
Gen Adapt Hybrids - Rural - Total	1,277,620	9.31%	7,365	8.80%	0.58%	1,264,938	99.01%
Gen Adapt Hybrids - Total	**4,863,952**	**35.43%**	**27,442**	**32.79%**	**0.56%**	**4,824,800**	**99.20%**

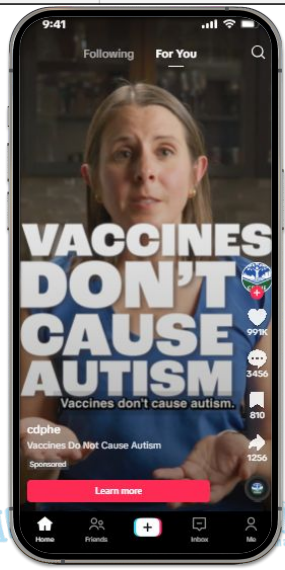
- Both of the General Adaptation Hybrids were placed on TikTok for both Urban and Rural audiences, and were active for all of Phase 2.
- These assets combined delivered the most impressions and clicks on TikTok for the Phase 2 effort.



VACCINES SAVE LIVES – PHASE 2 – TIKTOK – DR INTERVIEWS

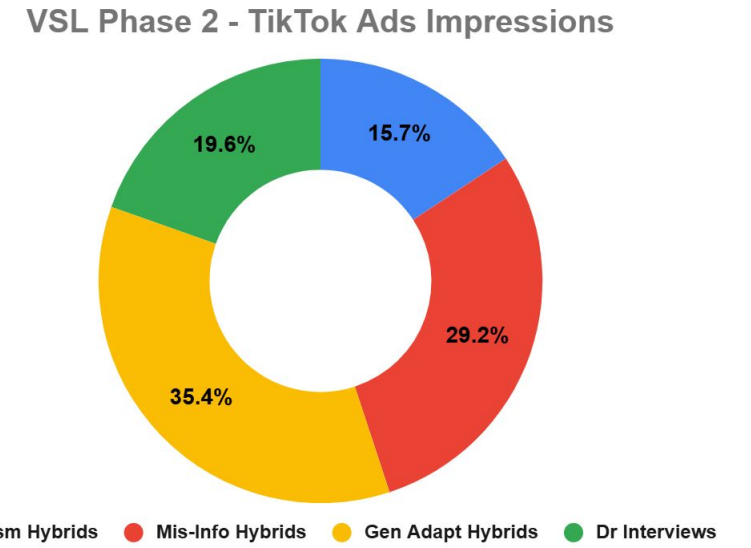
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Dr Interview - Autism - EN - Urban	448,656	3.27%	5,055	6.04%	1.13%	443,933	98.95%
Dr Interview - Autism - EN - Rural	414,811	3.02%	3,352	4.01%	0.81%	410,417	98.94%
Dr Interview - Autism - EN	863,467	6.29%	8,407	10.05%	0.97%	854,350	98.94%
Dr Interview - Mis-Info - EN - Urban	1,274,062	9.28%	10,026	11.98%	0.79%	1,259,820	98.88%
Dr Interview - Mis-Info - EN - Rural	552,456	4.02%	3,777	4.51%	0.68%	546,339	98.89%
Dr Interview - Mis-Info - EN	1,826,518	13.31%	13,803	16.49%	0.76%	1,806,159	98.89%
Dr Interviews - Urban - Total	1,722,718	12.55%	15,081	18.02%	0.88%	1,703,753	98.90%
Dr Interviews - Rural - Total	967,267	7.05%	7,129	8.52%	0.74%	956,756	98.91%
Dr Interviews - Total	**2,689,985**	**19.60%**	**22,210**	**26.54%**	**0.83%**	**2,660,509**	**98.90%**

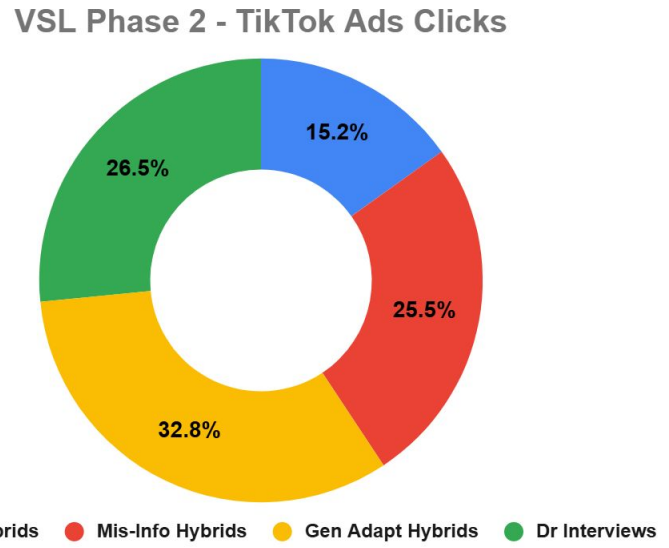
- Both the Autism and Mis-Information Dr Interviews were placed on TikTok for both Urban and Rural audiences on March 25th.
- Of these two (2) videos, the Mis-Information Interview delivered a larger share of impressions , nearly 1 million more than the Autism Interview.
- However, the Autism Interview had higher CTRs.





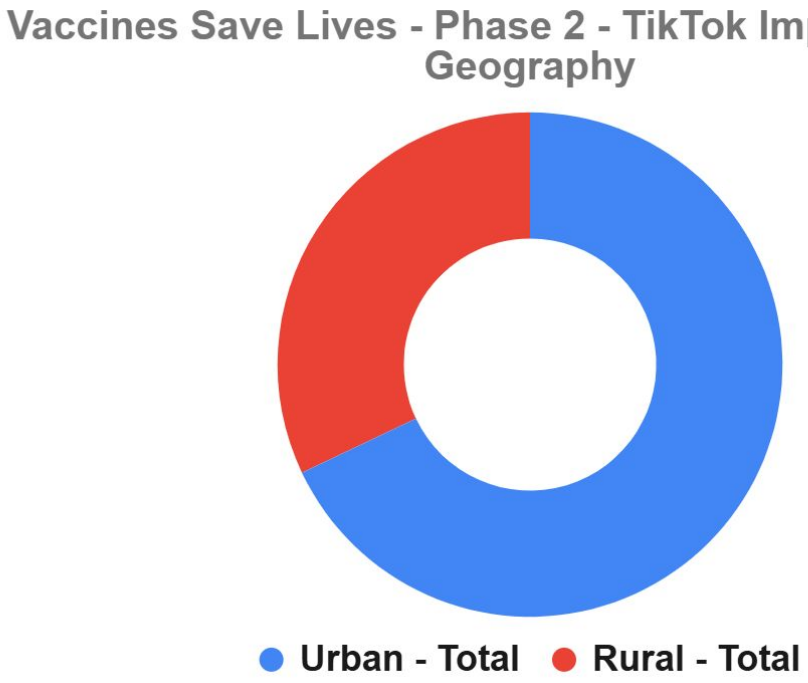
VACCINES SAVE LIVES – PHASE 2 – TIKTOK – RESULTS

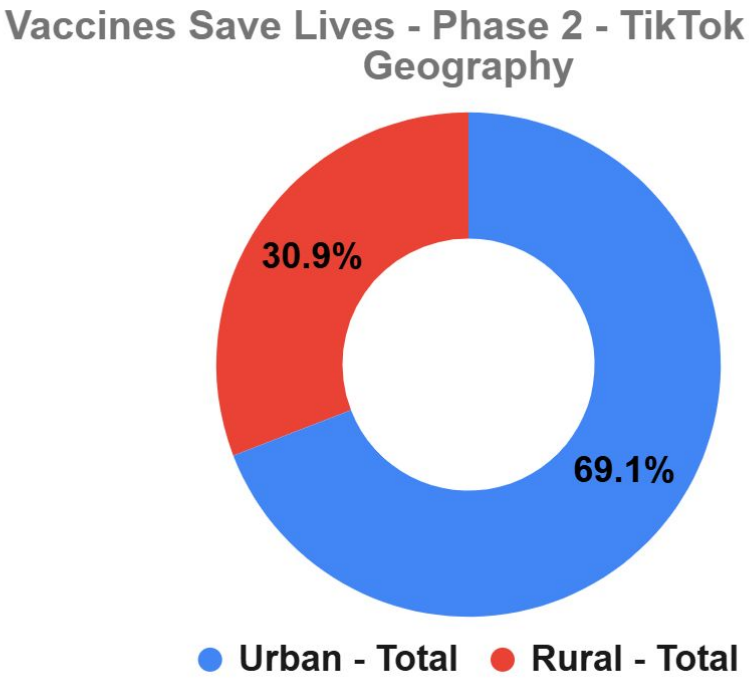




Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Autism Hybrids	2,159,015	15.73%	12,686	15.16%	0.59%	2,140,383	99.14%
Mis-Info Hybrids	4,013,815	29.24%	21,354	25.51%	0.53%	3,981,974	99.21%
Gen Adapt Hybrids	4,863,952	35.43%	27,442	32.79%	0.56%	4,824,800	99.20%
Dr Interviews	2,689,985	19.60%	22,210	26.54%	0.83%	2,660,509	98.90%
TikTok Totals	**13,726,767**	**100.00%**	**83,692**	**100.00%**	**0.61%**	**13,607,666**	**99.13%**

VACCINES SAVE LIVES – PHASE 2 – TIKTOK – RESULTS



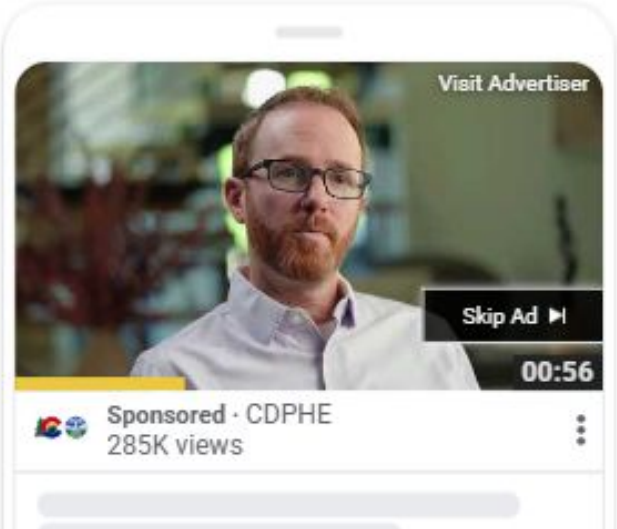


Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Urban - Total	9,327,063	67.95%	57,846	69.12%	0.62%	9,250,995	99.18%
Rural - Total	4,399,704	32.05%	25,846	30.88%	0.59%	4,356,671	99.02%
TikTok Totals	**13,726,767**	**100.00%**	**83,692**	**100.00%**	**0.61%**	**13,607,666**	**99.13%**

VACCINES SAVE LIVES – PHASE 2 – YOUTUBE – AUTISM VIDEOS

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Autism Hybrids - Urban - Total	1,252,569	30.73%	35	40.23%	0.00%	120,423	9.61%
Autism Hybrids - Rural - Total	662,482	16.25%	14	16.09%	0.00%	58,387	8.81%
Autism Hybrids - Total	**1,915,051**	**46.98%**	**49**	**56.32%**	**0.00%**	**178,810**	**9.34%**
Autism Dr Interview - EN	487,292	11.96%	10	11.49%	0.00%	17,656	3.62%
Autism Dr Interview - EN - Urban	337,228	8.27%	6	6.90%	0.00%	12,204	3.62%
Autism Dr Interview - EN - Rural	150,064	3.68%	4	4.60%	0.00%	5,452	3.63%
Autism Videos - Urban - Total	1,589,797	39.00%	41	47.13%	0.00%	132,627	8.34%
Autism Videos - Rural - Total	812,546	19.94%	18	20.69%	0.00%	63,839	7.86%
Autism Videos - Total	**2,402,343**	**58.94%**	**59**	**67.82%**	**0.00%**	**196,466**	**8.18%**

- On YouTube, the English Autism Hybrids and the Autism Dr Interview were placed as skippable ads on the platform.
- While these ads did not deliver many clicks, it resulted in significant impressions and views, which greatly supports the awareness goal of the campaign.



VACCINES SAVE LIVES – PHASE 2 – YOUTUBE – MIS-INFO HYBRIDS

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Mis-Info Hybrids - Urban - Total	518,816	12.73%	5	5.75%	0.00%	17,888	3.45%
Mis-Info Hybrids - Rural - Total	296,933	7.28%	1	1.15%	0.00%	10,073	3.39%
Mis-Info Hybrids - Total	**815,749**	**20.01%**	**6**	**6.90%**	**0.00%**	**27,961**	**3.43%**
Gen Adapt Hybrids - Urban - Total	406,716	9.98%	15	17.24%	0.00%	68,413	16.82%
Gen Adapt Hybrids - Rural - Total	186,650	4.58%	4	4.60%	0.00%	31,692	16.98%
Gen Adapt Hybrids - Total	**593,366**	**14.56%**	**19**	**21.84%**	**0.00%**	**100,105**	**16.87%**

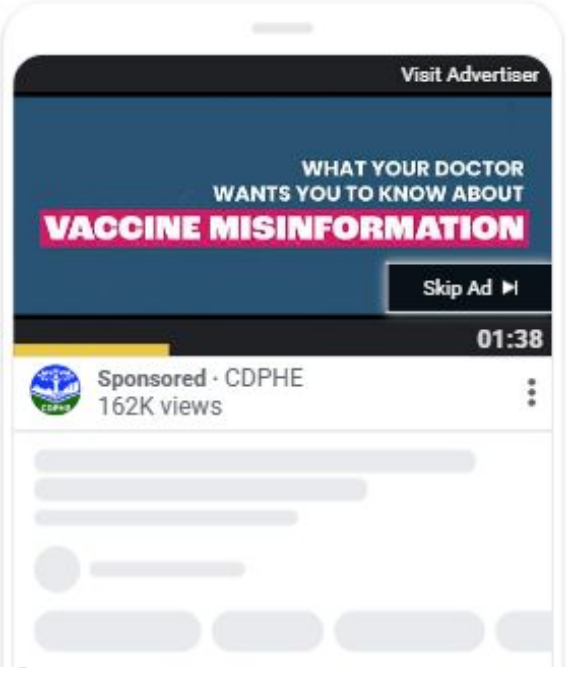
- On YouTube, the English Mis-Info Hybrids and the Gen Adapt Hybrids were placed as skippable ads on the platform.
- While these ads did not deliver many clicks, it resulted in significant impressions and views, which greatly supports the awareness goal of the campaign.



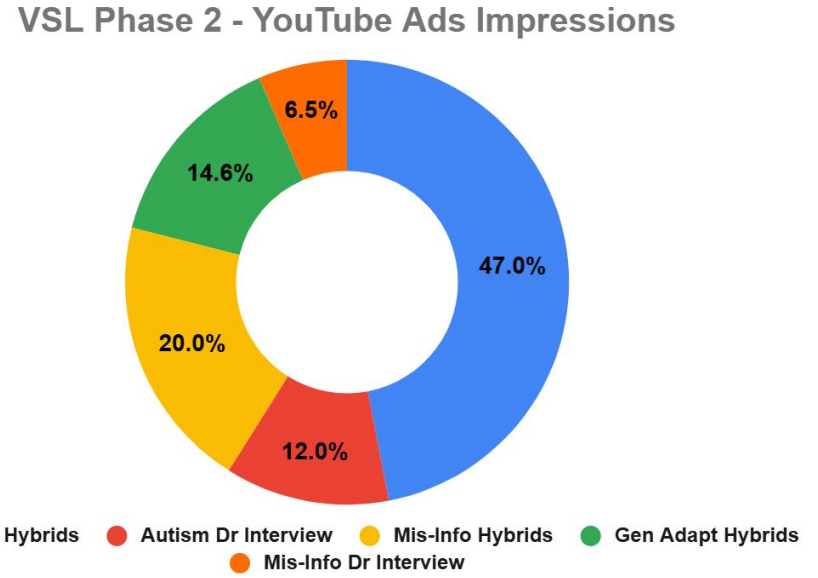
VACCINES SAVE LIVES – PHASE 2 – YOUTUBE – MIS-INFO VIDEOS

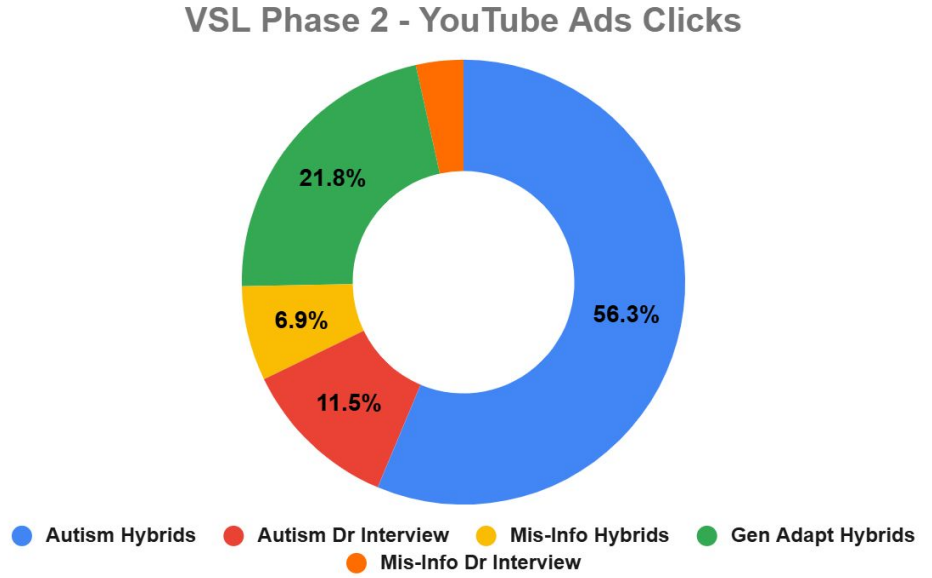
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Mis-Info Dr Interview - EN	264,515	6.49%	3	3.45%	0.00%	10,748	4.06%
Mis-Info Dr Interview - EN - Urban	185,854	4.56%	2	2.30%	0.00%	7,243	3.90%
Mis-Info Dr Interview - EN - Rural	78,661	1.93%	1	1.15%	0.00%	3,505	4.46%
Mis-Info & Gen Adapt Videos - Urban - Total	1,111,386	27.27%	22	25.29%	0.00%	93,544	8.42%
Mis-Info & Gen Adapt Videos - Rural - Total	562,244	13.79%	6	6.90%	0.00%	45,270	8.05%
Mis-Info & Gen Adapt Videos - Total	**1,673,630**	**41.06%**	**28**	**32.18%**	**0.00%**	**138,814**	**8.29%**

- In addition, the Mis-Information Dr Interview was also placed as a skippable ad on YouTube.
- Together, these videos delivered significant impressions and views, greatly supporting the campaign's Awareness goal.



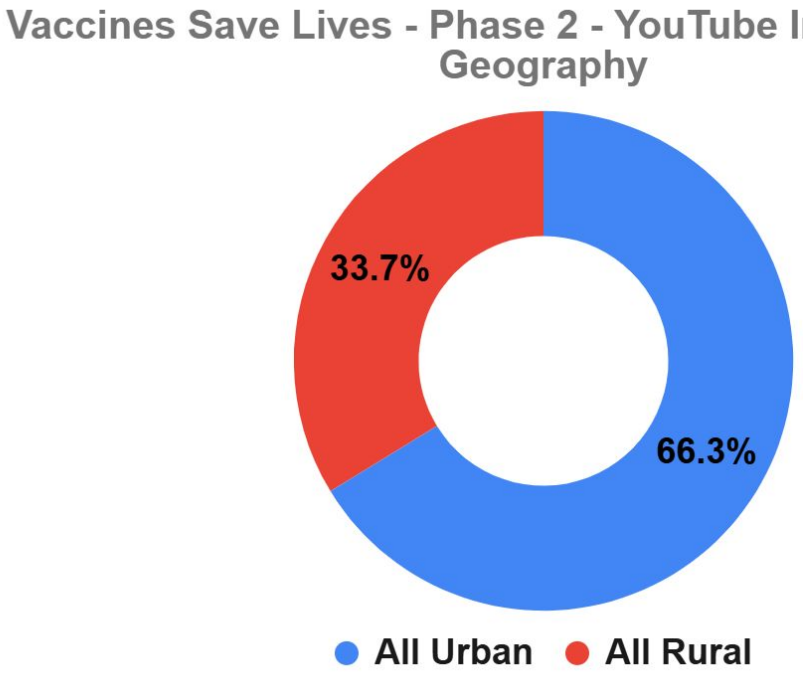
VACCINES SAVE LIVES – PHASE 2 – YOUTUBE – RESULTS

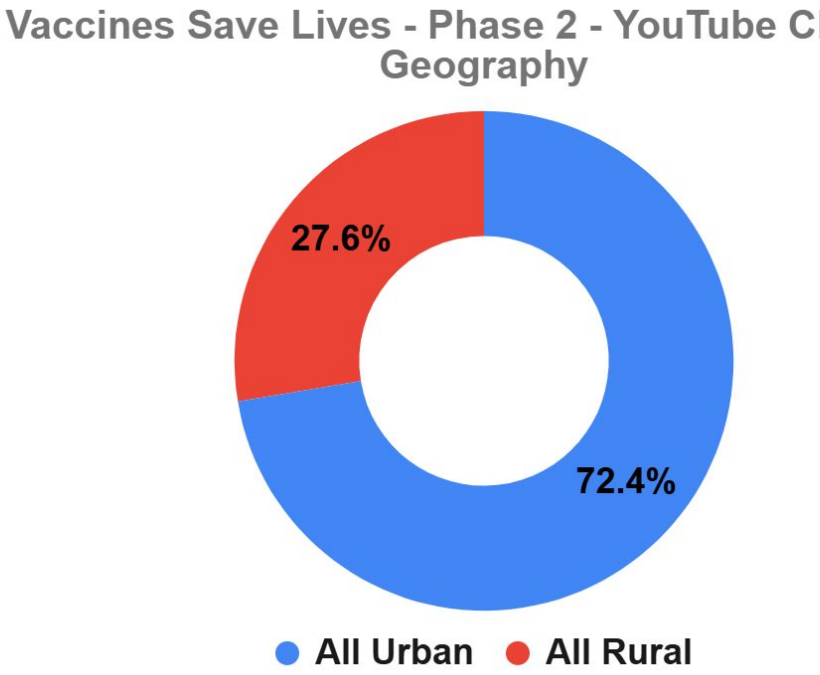




Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Autism Hybrids	1,915,051	46.98%	49	56.32%	0.00%	178,810	9.34%
Autism Dr Interview	487,292	11.96%	10	11.49%	0.00%	17,656	3.62%
Mis-Info Hybrids	815,749	20.01%	6	6.90%	0.00%	27,961	3.43%
Gen Adapt Hybrids	593,366	14.56%	19	21.84%	0.00%	100,105	16.87%
Mis-Info Dr Interview	264,515	6.49%	3	3.45%	0.00%	10,748	4.06%
YouTube Totals	**4,075,973**	**100.00%**	**87**	**100.00%**	**0.00%**	**335,280**	**8.23%**

VACCINES SAVE LIVES – PHASE 2 – YOUTUBE – RESULTS

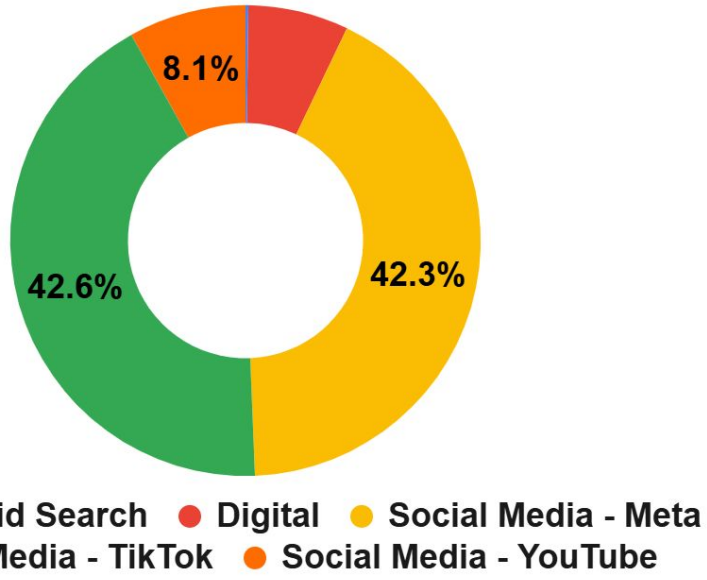




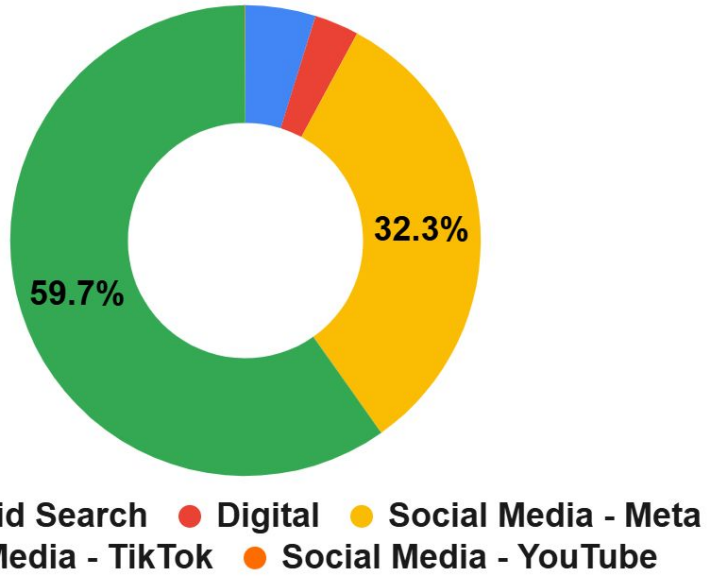
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
All Urban	2,701,183	66.27%	63	72.41%	0.00%	226,171	8.37%
All Rural	1,374,790	33.73%	24	27.59%	0.00%	109,109	7.94%
All YouTube Videos	**4,075,973**	**100.00%**	**87**	**100.00%**	**0.00%**	**335,280**	**8.23%**

VACCINES SAVE LIVES – PHASES 1 & 2 – SUMMARY

Vaccines Save Lives - Phase 1 & 2 - Impressions by Outlet



Vaccines Save Lives - Phase 1 & 2 - Clicks by Outlet



Outlet	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Google/Paid Search	96,282	0.19%	8,791	4.82%	9.13%	0	0.00%
Digital	3,488,809	6.91%	5,572	3.05%	0.16%	0	0.00%
Social Media - Meta	21,334,327	42.25%	58,987	32.34%	0.28%	15,521,963	72.76%
Social Media - TikTok	21,496,006	42.57%	108,956	59.74%	0.51%	21,326,185	99.21%
Social Media - YouTube	4,075,973	8.07%	87	0.05%	0.00%	335,280	8.23%
Totals	**50,491,397**	**100.00%**	**182,393**	**100.00%**	**0.36%**	**37,183,428**	**73.64%**

PAID MEDIA – DETAILED PERFORMANCE

ADOLESCENT

idea marketing

From Good Ideas to Great Results

www.TheIdeaMarketing.com

ADOLESCENT – RESULTS OVERVIEW

View Campaign Dashboard

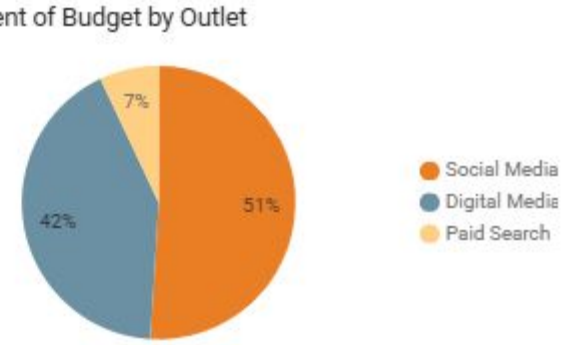
At-A-Glance

Impressions	Clicks	CTR	Views
31,365,072	81,586	0.26%	20,915,613

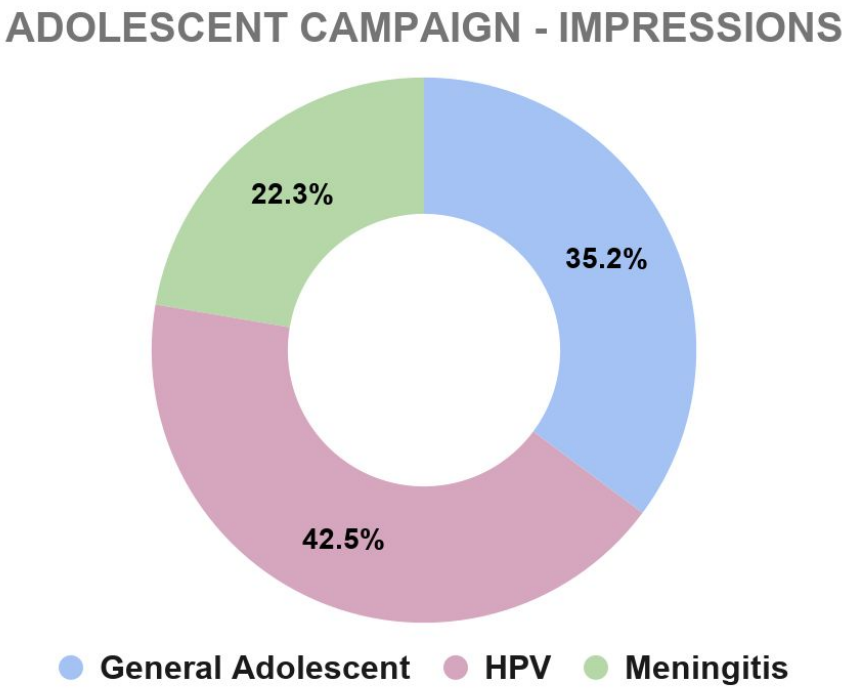
Summary

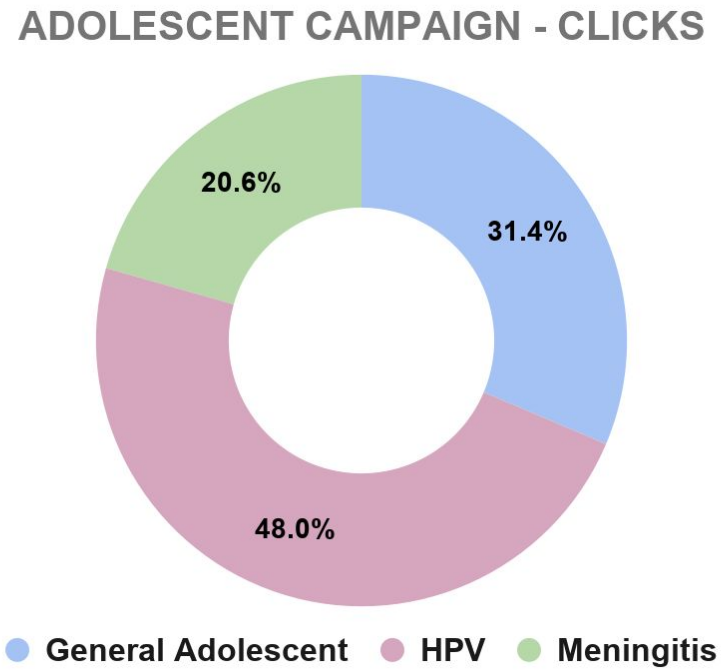
	Platform	Budget	Percent
1.	Social Media	$96,197.86	43.61%
2.	Digital Media	$79,221.77	35.92%
3.	Paid Search	$13,203.63	5.99%
	Grand total	**$188,623.25**	**85.51%**

1 - 3 / 3



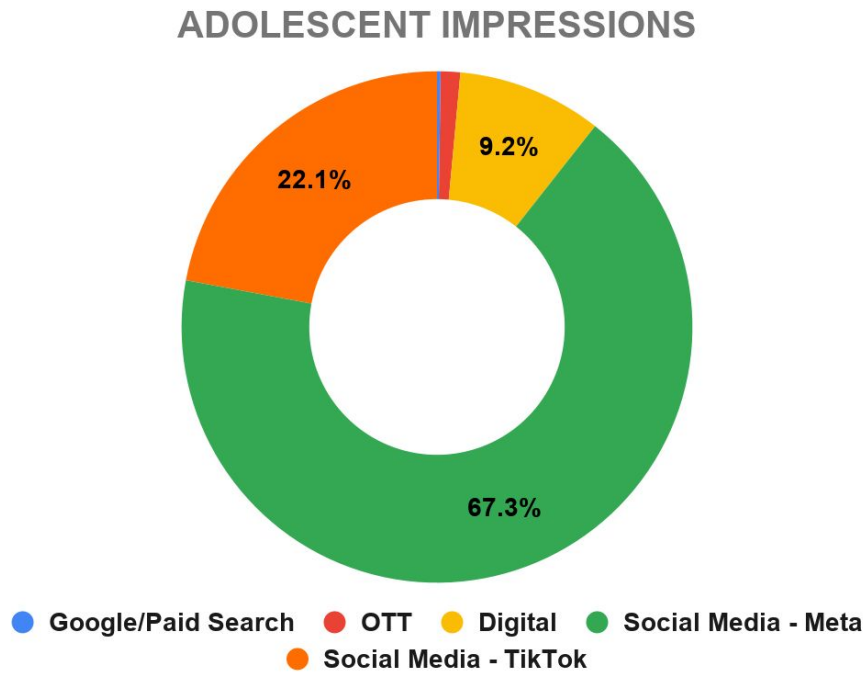
ADOLESCENT – SUB-CAMPAIGN RESULTS

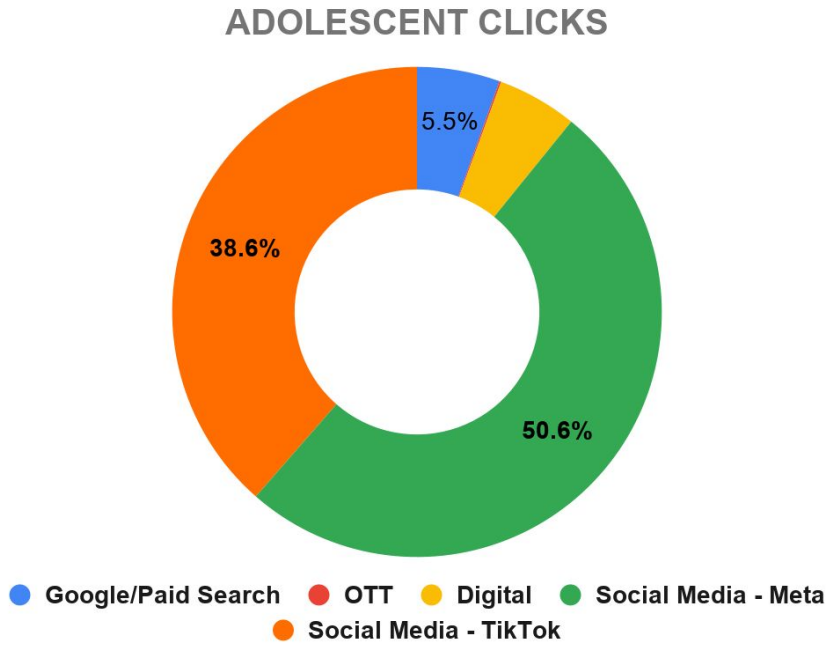




Sub-Campaigns	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
General Adolescent	11,035,321	35.18%	25,593	31.37%	0.23%	6,873,201	62.28%
HPV	13,328,018	42.49%	39,177	48.02%	0.29%	9,685,905	72.67%
Meningitis	7,001,733	22.32%	16,816	20.61%	0.24%	4,356,507	62.22%
Totals	**31,365,072**	**100.00%**	**81,586**	**100.00%**	**0.26%**	**20,915,613**	**66.68%**

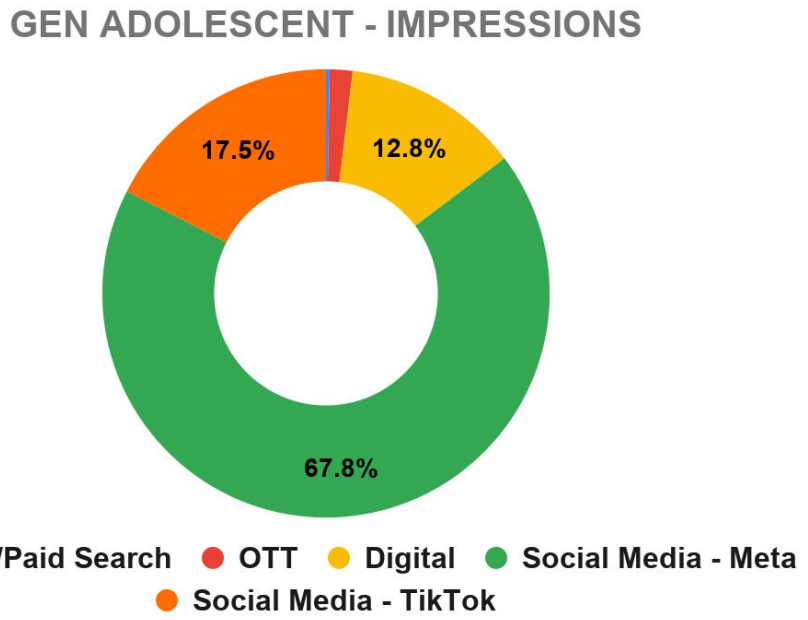
ADOLESCENT – OUTLET RESULTS

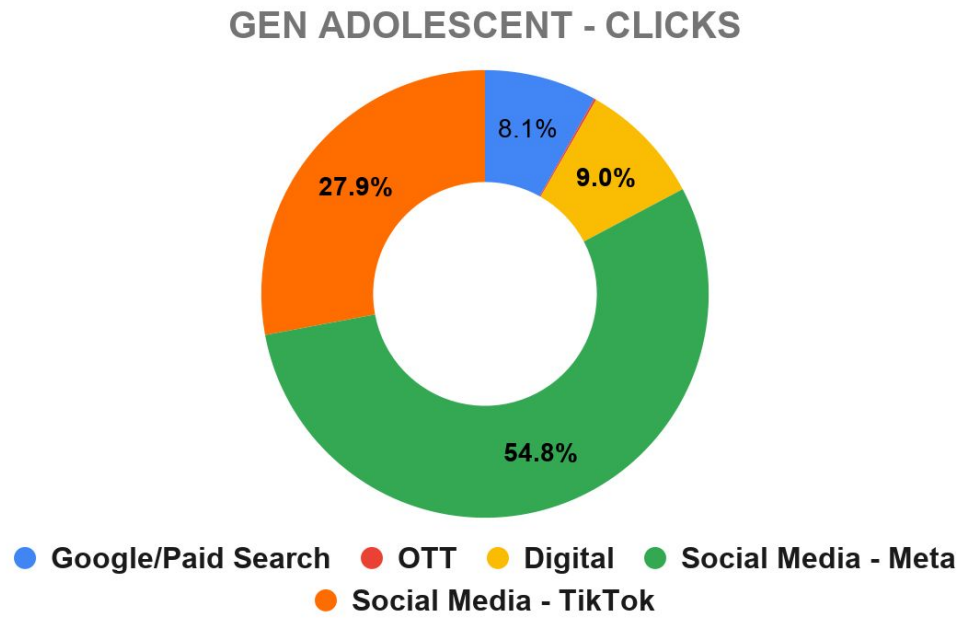




Adolescent Outlets	Impressions	Imp. %	Clicks	Clicks %	CTR	Views
Google/Paid Search	70,510	0.22%	4,464	5.47%	6.33%	0
OTT	388,669	1.24%	93	0.11%	0.02%	365,944
Digital	2,872,545	9.16%	4,297	5.27%	0.15%	497,645
Social Media - Meta	21,110,120	67.30%	41,266	50.58%	0.20%	13,185,588
Social Media - TikTok	6,923,228	22.07%	31,466	38.57%	0.45%	6,866,436
Adolescent Totals	**31,365,072**	**100.00%**	**81,586**	**100.00%**	**0.26%**	**20,915,613**

GEN ADOLESCENT – RESULTS





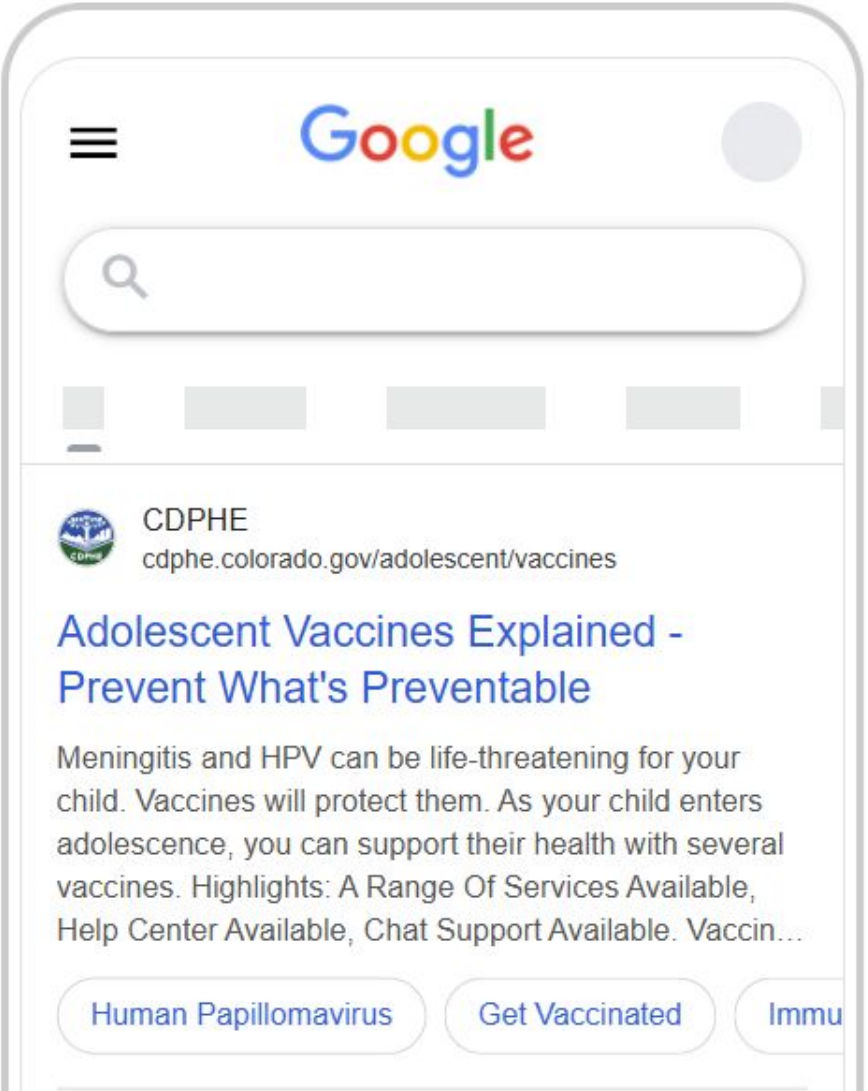
General Adolescent	Impressions	Imp. %	Clicks	Clicks %	CTR	Views
Google/Paid Search	28,664	0.26%	2,080	8.13%	7.26%	0
OTT	182,060	1.65%	39	0.15%	0.02%	175,235
Digital	1,412,164	12.80%	2,295	8.97%	0.16%	356,215
Social Media - Meta	7,484,177	67.82%	14,028	54.81%	0.19%	4,426,558
Social Media - TikTok	1,928,256	17.47%	7,151	27.94%	0.37%	1,915,193
General Adolescent Totals	**11,035,321**	**100.00%**	**25,593**	**100.00%**	**0.23%**	**6,873,201**

GEN ADOLESCENT – PAID SEARCH

[View full Adolescent paid search keyword list.]

Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
English - Urban	19,295	67.31%	1,437	69.09%	7.45%
English - Rural	9,369	32.69%	643	30.91%	6.86%
Paid Search Total	**28,664**	**100%**	**2,080**	**100%**	**7.26%**

- Four (4) ad groups were created to reach both Urban and Rural English-speaking audiences. Combined, the ad groups targeted **95** broad match keywords, including:
  - Adolescent vaccine and disease queries (e.g., HPV vaccine, meningitis health risks, etc.)
  - Lifestyle queries (e.g., college prep, teen health tips, etc.)
- This approach allowed us to reach parents and teens in both high-intent moments and passive moments, which broadened the reach of paid search.



GEN ADOLESCENT – OTT

Ad & Audience	Impressions	Clicks	CTR	Views	VR
EN - Urban	182,060	39	0.02%	175,235	96.25%
OTT Total	**182,060**	**39**	**0.02%**	**175,235**	**0.00%**

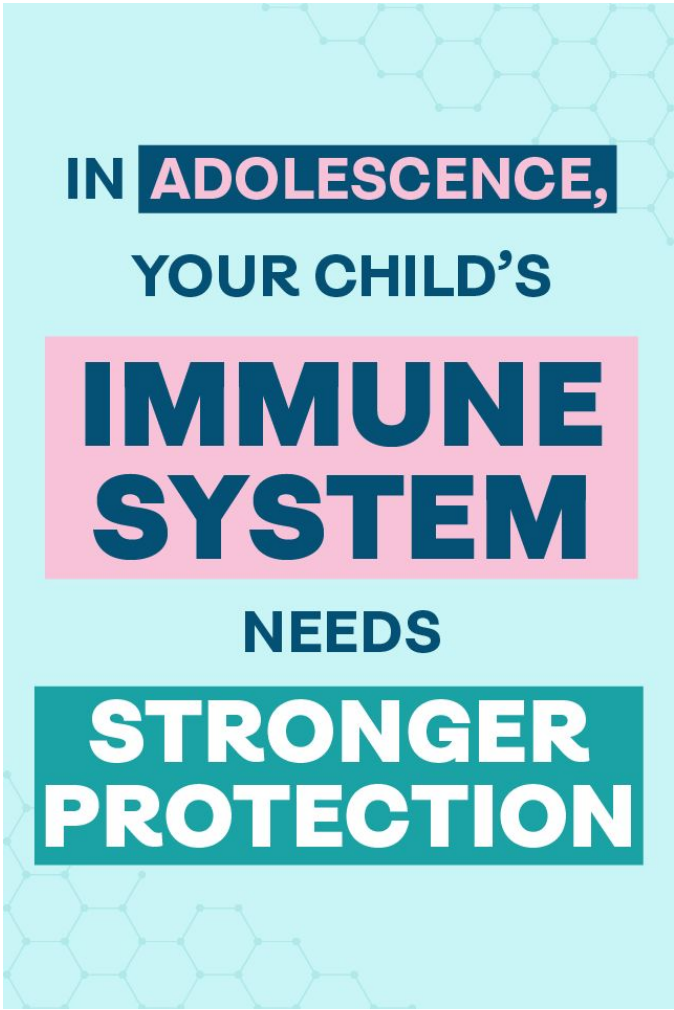
- Because of this sub-campaign's tighter timeline and the significant digital budget for General Adolescent, OTT was added within the digital line to maximize reach.
- The 30-second General Awareness spot reached English-speaking parents of adolescents across Urban counties in Colorado as they watched content across all types of devices.



GEN ADOLESCENT – DIGITAL – INTERSTITIALS

Ad & Targeting	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	258,167	18.28%	525	22.88%	0.20%
SP - Urban	217,377	15.39%	466	20.31%	0.21%
EN - Rural	201,240	14.25%	451	19.65%	0.22%
SP - Rural	115,996	8.21%	198	8.63%	0.17%
EN Total	459,407	32.53%	976	42.53%	0.21%
SP Total	333,373	23.61%	664	28.93%	0.20%
Urban Total	475,544	33.67%	991	43.18%	0.21%
Rural Total	317,236	22.46%	649	28.28%	0.20%
Interstitials Totals	**792,780**	**56.14%**	**1,640**	**71.46%**	**0.21%**

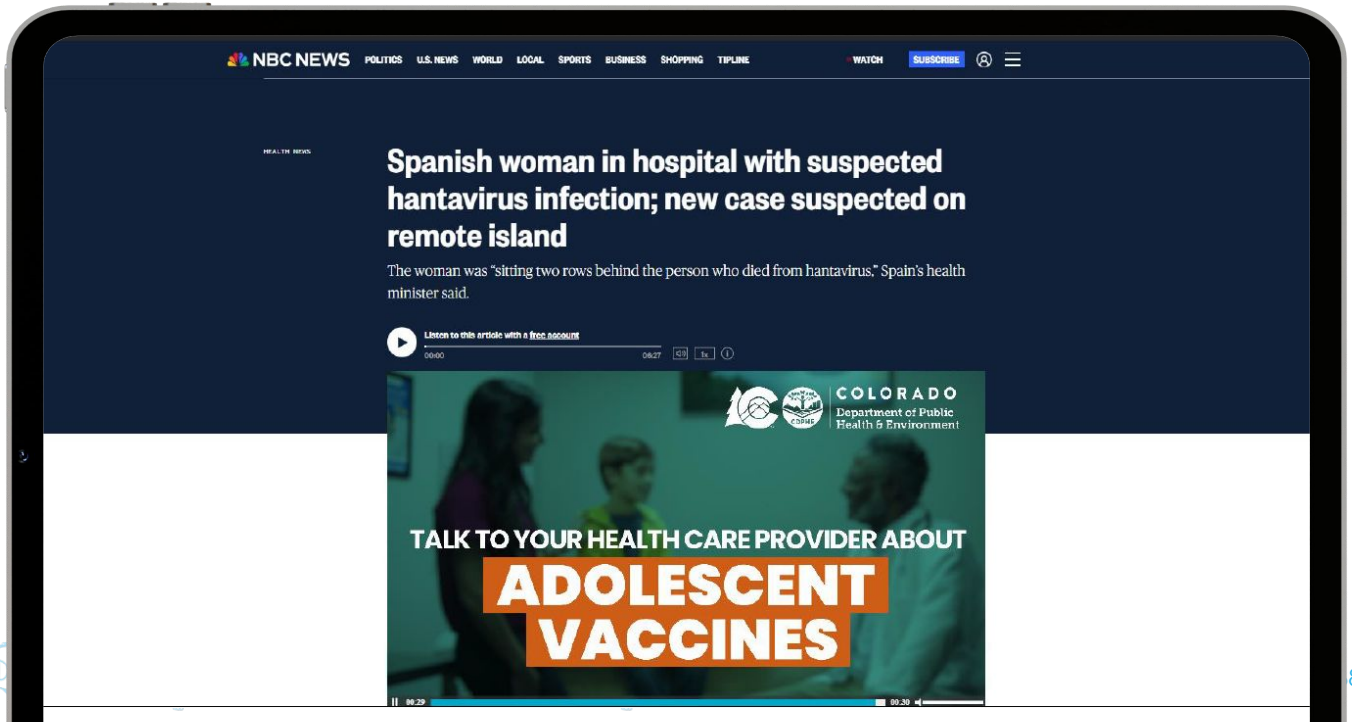
- General Adolescent interstitials were developed and placed on digital mediums to serve key messaging to parents at the right time and place.
- These interstitials delivered strong impressions and clicks overall, however there are little to no discerning differences between the performances with different audiences.



GEN ADOLESCENT – DIGITAL – ONLINE VIDEO

Ad & Targeting	Impressions	Imp. %	Clicks	Clicks %	CTR	Views
Online Video - EN - Urban	266,880	18.90%	163	7.10%	0.06%	266,880
Online Video - EN - Rural	207,685	14.71%	210	9.15%	0.10%	207,685
Online Video - Total	**474,565**	**33.61%**	**373**	**16.25%**	**0.08%**	**474,565**

- In addition to the interstitials, the English 30-second General Awareness spot was placed as an online video on third-party websites.
- These online videos included pre-roll, mid-roll, postroll, and outstream formats, and significantly contributed to the overall impression share of the digital line.



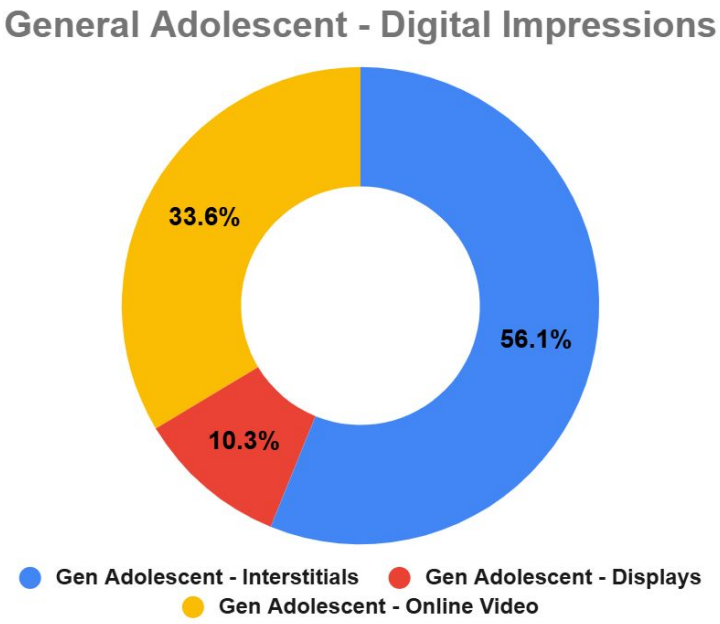
GEN ADOLESCENT – DIGITAL – DISPLAYS

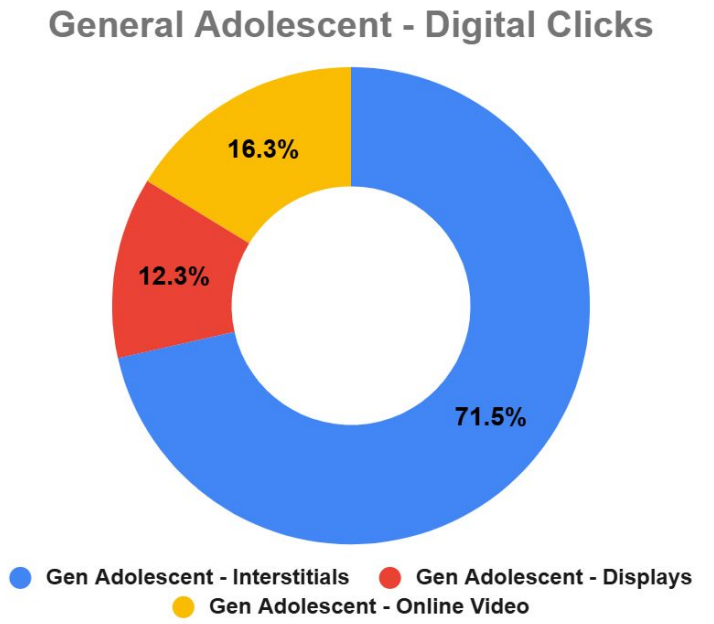
Ad & Targeting	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	70,849	5.02%	73	3.18%	0.10%
SP - Urban	21,710	1.54%	106	4.62%	0.49%
EN - Rural	41,064	2.91%	55	2.40%	0.13%
SP - Rural	11,196	0.79%	48	2.09%	0.43%
EN Total	111,913	7.92%	128	5.58%	0.11%
SP Total	32,906	2.33%	154	6.71%	0.47%
Urban Total	92,559	6.55%	179	7.80%	0.19%
Rural Total	52,260	3.70%	103	4.49%	0.20%
Displays Totals	**144,819**	**10.26%**	**282**	**12.29%**	**0.19%**



- To add even more value to the Digital line, Digital Displays were developed based on the interstitials and placed on third-party spots at **no additional cost.**
- These displays delivered significant impressions for English audiences, especially Urban. However, the Spanish displays had surprisingly high CTRs, which may suggest an information gap about adolescent vaccines within Spanish communities.

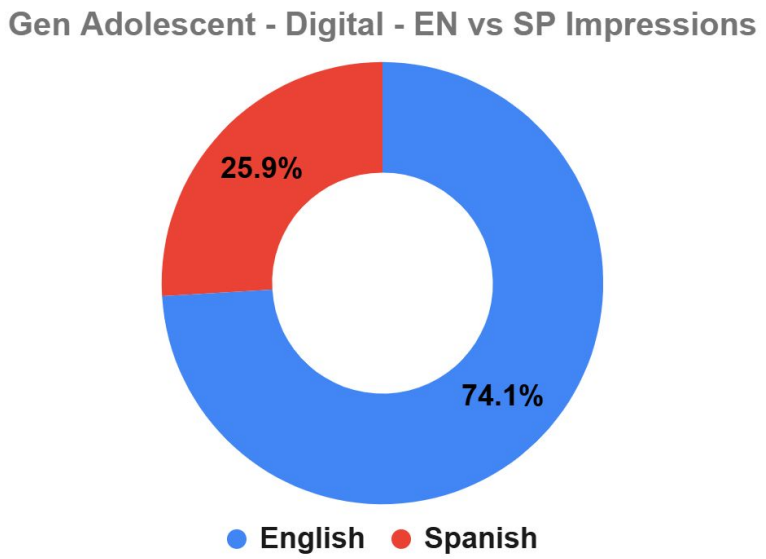
GEN ADOLESCENT – DIGITAL – SUMMARY

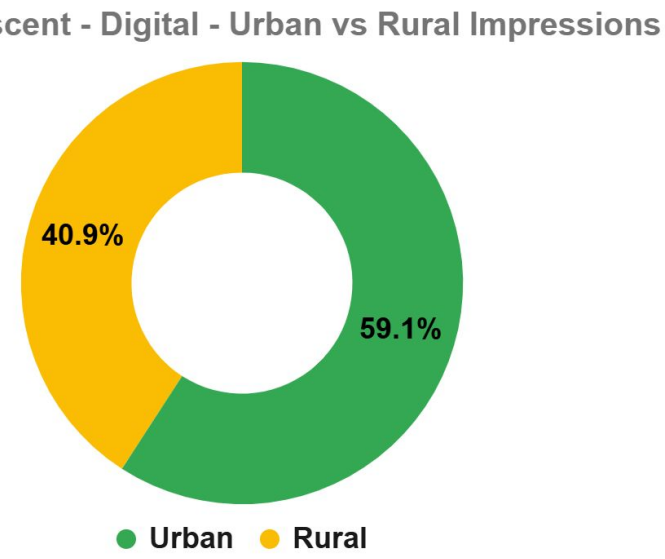




Ad	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Gen Adolescent - Interstitials	792,780	56.14%	1,640	71.46%	0.21%	0	0.00%
Gen Adolescent - Displays	144,819	10.26%	282	12.29%	0.19%	0	0.00%
Gen Adolescent - Online Video	474,565	33.61%	373	16.25%	0.08%	356,215	75.06%
Digital Totals	**1,412,164**	**100.00%**	**2,295**	**100.00%**	**0.16%**	**356,215**	**25.22%**

GEN ADOLESCENT – DIGITAL – SUMMARY





Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
English Total	1,045,885	74.06%	1,477	64.36%	0.14%	356,215	34.06%
Spanish Total	366,279	25.94%	818	35.64%	0.22%	0	0.00%
Urban Total	834,983	59.13%	1,333	58.08%	0.16%	210,835	25.25%
Rural Total	577,181	40.87%	962	41.92%	0.17%	145,380	25.19%
Totals	**1,412,164**	**100.00%**	**2,295**	**100.00%**	**0.16%**	**356,215**	**25.22%**

GEN ADOLESCENT – SOCIAL MEDIA – META – AWARENESS

Ad & Targeting	Impressions	Imp. %	Clicks	Clicks %	CTR	Views
EN - Urban	1,487,749	19.88%	2,382	16.98%	0.16%	1,359,776
SP - Urban	858,913	11.48%	1,447	10.32%	0.17%	788,440
EN - Rural	714,477	9.55%	1,041	7.42%	0.15%	662,044
SP - Rural	381,176	5.09%	718	5.12%	0.19%	349,439
EN Total	2,202,226	29.43%	3,423	24.40%	0.16%	2,021,820
SP Total	1,240,089	16.57%	2,165	15.43%	0.17%	1,137,879
Urban Total	2,346,662	31.35%	3,829	27.30%	0.16%	2,148,216
Rural Total	1,095,653	14.64%	1,759	12.54%	0.16%	1,011,483
Awareness Totals	**3,442,315**	**45.99%**	**5,588**	**39.83%**	**0.16%**	**3,159,699**



- The full-length General Adolescent Awareness spots were placed on Meta for the entire sub-campaign.
- These spots generated the most impressions and clicks of the entire Meta line for the General Adolescent campaign.

GEN ADOLESCENT – SOCIAL MEDIA – META – GIF

Ad & Targeting	Impressions	Imp. %	Clicks	Clicks %	CTR	Views
EN - Urban	13,716	0.18%	28	0.20%	0.20%	12,623
SP - Urban	125,548	1.68%	196	1.40%	0.16%	117,778
EN - Rural	6,747	0.09%	9	0.06%	0.13%	6,321
SP - Rural	281,991	3.77%	570	4.06%	0.20%	260,507
EN Total	20,463	0.27%	37	0.26%	0.18%	18,944
SP Total	407,539	5.45%	766	5.46%	0.19%	378,285
Urban Total	139,264	1.86%	224	1.60%	0.16%	130,401
Rural Total	288,738	3.86%	579	4.13%	0.20%	266,828
GIF/Social Video Totals	**428,002**	**5.72%**	**803**	**5.72%**	**0.19%**	**397,229**



- Based on the content in the General Adolescent hybrids, a short GIF/Social Video was developed and placed on Meta by May 12th.
- This asset saw great performance among Spanish speakers, generating over 5% of the total impression share and click share for this Meta line.

GEN ADOLESCENT – SOCIAL MEDIA – META – CAROUSEL

Ad & Targeting	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	1,223,346	16.35%	2,326	16.58%	0.19%
SP - Urban	730,638	9.76%	1,553	11.07%	0.21%
EN - Rural	629,445	8.41%	1,227	8.75%	0.19%
SP - Rural	68,822	0.92%	255	1.82%	0.37%
EN Total	1,852,791	24.76%	3,553	25.33%	0.19%
SP Total	799,460	10.68%	1,808	12.89%	0.23%
Urban Total	1,953,984	26.11%	3,879	27.65%	0.20%
Rural Total	698,267	9.33%	1,482	10.56%	0.21%
Carousel - Totals	**2,652,251**	**35.44%**	**5,361**	**38.22%**	**0.20%**

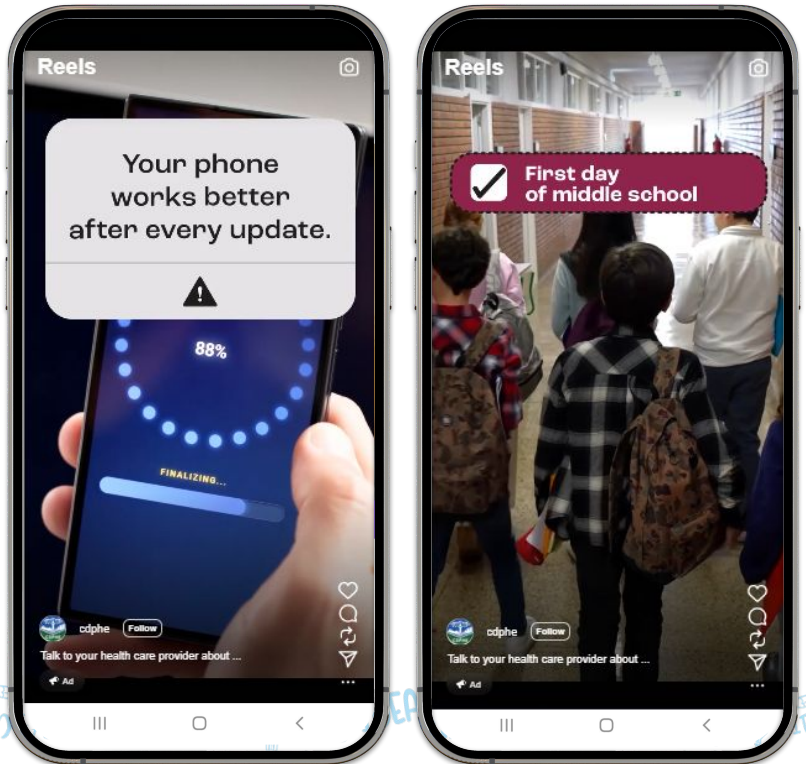


- A Carousel ad was created on Meta using statics of the General Adolescent GIF/Social Video.
- These Carousels delivered over ⅓ of the Meta impression share and click share for this sub-campaign.
- In addition, the Spanish Carousel had a very high CTR among Rural communities, which may indicate a need for information in those areas.

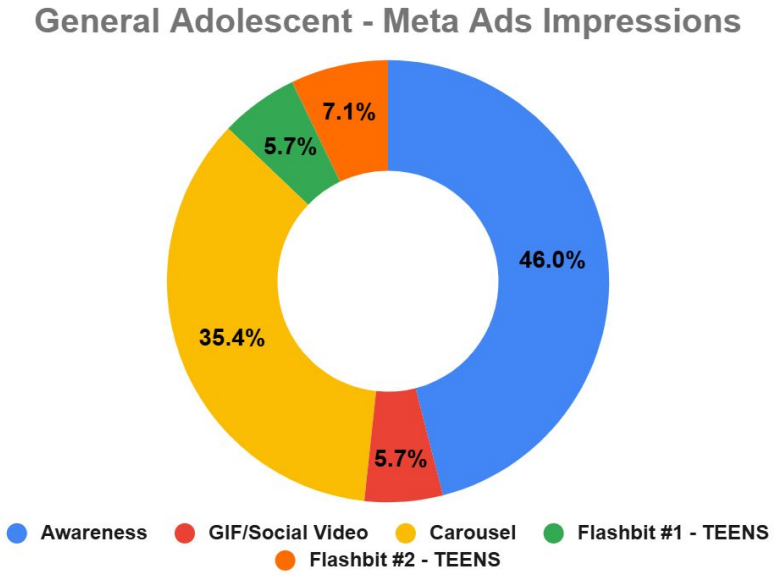
GEN ADOLESCENT – SOCIAL MEDIA – META – FLASHBITS

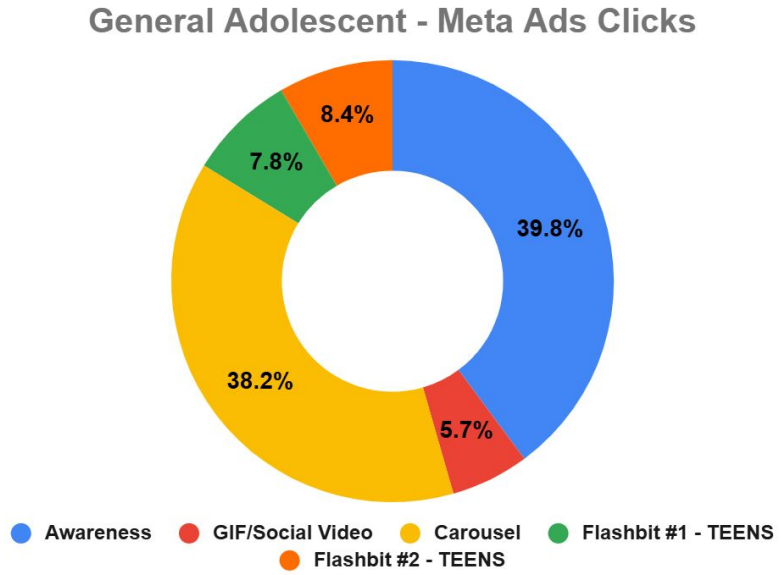
Ad & Targeting	Impressions	Imp. %	Clicks	Clicks %	CTR	Views
Flashbit #1 - EN - Urban	357,733	4.78%	890	6.34%	0.25%	297,346
Flashbit #1 - EN - Rural	69,230	0.93%	208	1.48%	0.30%	62,643
Flashbit #1 - Total	**426,963**	**5.70%**	**1,098**	**7.83%**	**0.26%**	**359,989**
Flashbit #2 - EN - Urban	40,323	0.54%	61	0.43%	0.15%	36,177
Flashbit #2 - EN - Rural	494,323	6.60%	1,117	7.96%	0.23%	473,464
Flashbit #2 - Total	**534,646**	**7.14%**	**1,178**	**8.40%**	**0.22%**	**509,641**

- To reach/target teens and pre-teens, funds were originally allocated for the General Adolescent Flashbits on TikTok. Unfortunately, the flashbits were repeatedly rejected due to audience restrictions.
  - Faced with a compressed campaign flight schedule, the teen/pre-teen funds were shifted to Meta.
  - These flashbit ads were **only** served on Instagram (**not** Facebook) because that social platform is the next most popular one among teens after TikTok.



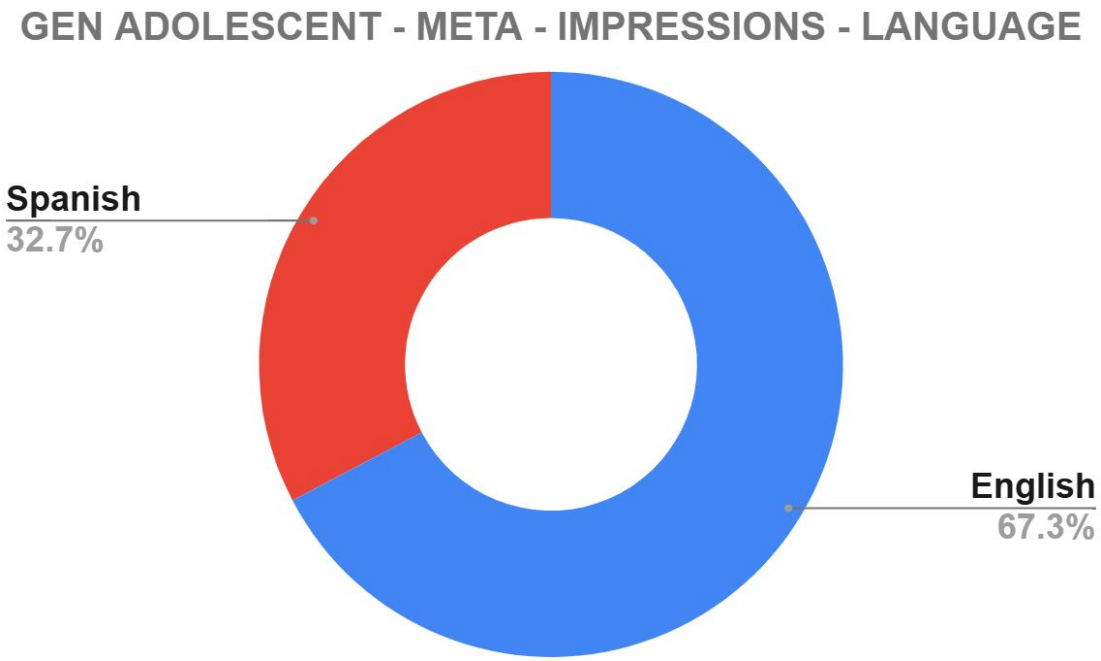
GEN ADOLESCENT – SOCIAL MEDIA – META

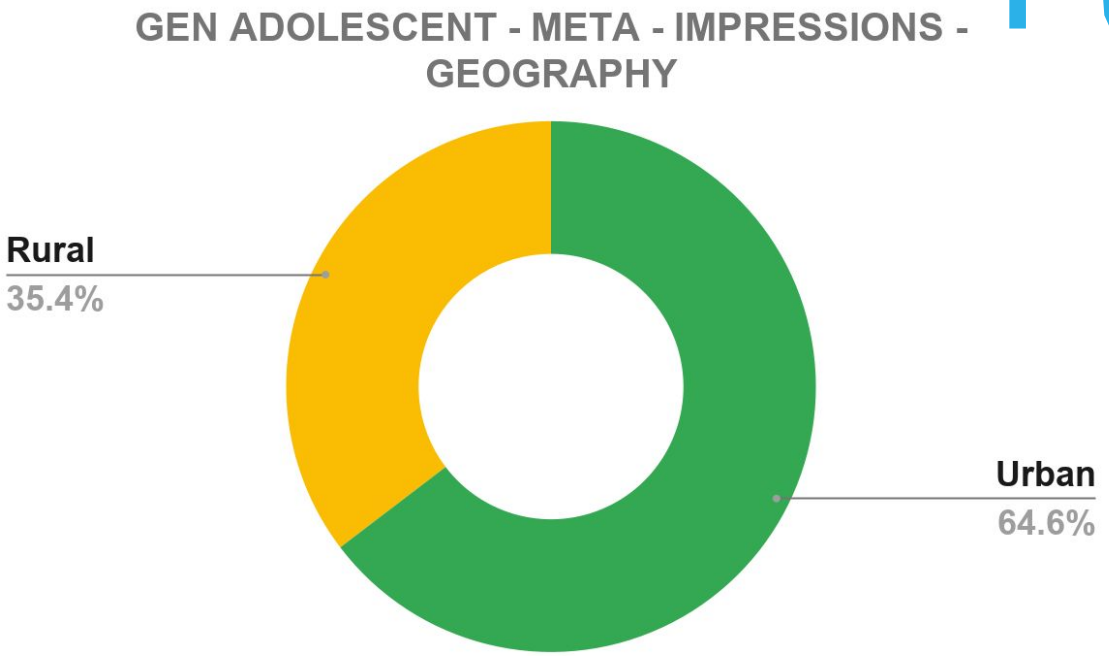




Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Awareness	3,442,315	45.99%	5,588	39.83%	0.16%	3,159,699	91.79%
GIF/Social Video	428,002	5.72%	803	5.72%	0.19%	397,229	92.81%
Carousel	2,652,251	35.44%	5,361	38.22%	0.20%	0	0.00%
Flashbit #1 - TEENS	426,963	5.70%	1,098	7.83%	0.26%	359,989	84.31%
Flashbit #2 - TEENS	534,646	7.14%	1,178	8.40%	0.22%	509,641	95.32%
Meta Totals	**7,484,177**	**100.00%**	**14,028**	**100.00%**	**0.19%**	**4,426,558**	**59.15%**

GEN ADOLESCENT – SOCIAL MEDIA – META

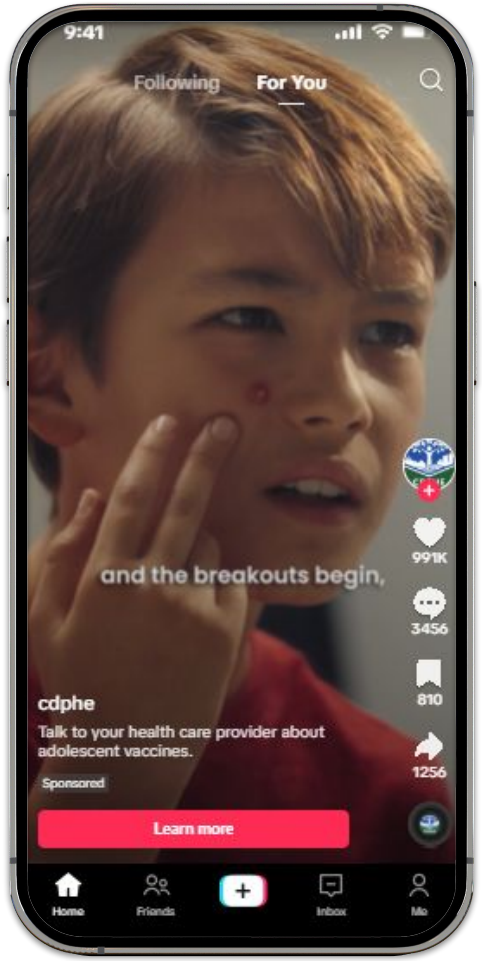




Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
English Total	5,037,089	67.30%	9,289	66.22%	0.18%	2,910,394	57.78%
Spanish Total	2,447,088	32.70%	4,739	33.78%	0.19%	1,516,164	61.96%
Urban Total	4,837,966	64.64%	8,883	63.32%	0.18%	2,612,140	53.99%
Rural Total	2,646,211	35.36%	5,145	36.68%	0.19%	1,814,418	68.57%
Gen Adolescent Totals	**7,484,177**	**100.00%**	**14,028**	**100.00%**	**0.19%**	**4,426,558**	**59.15%**

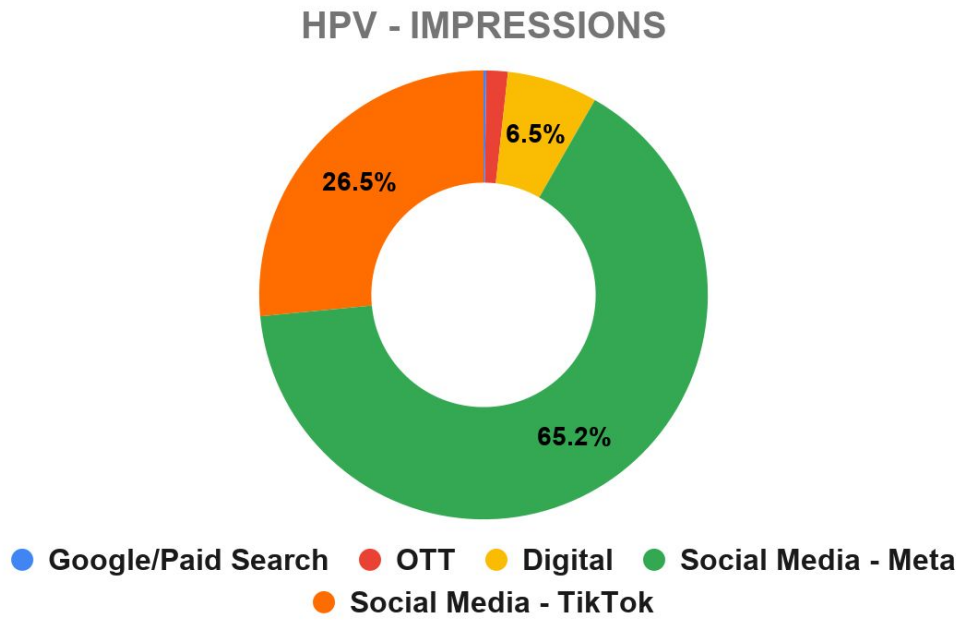
GEN ADOLESCENT – SOCIAL MEDIA – TIKTOK

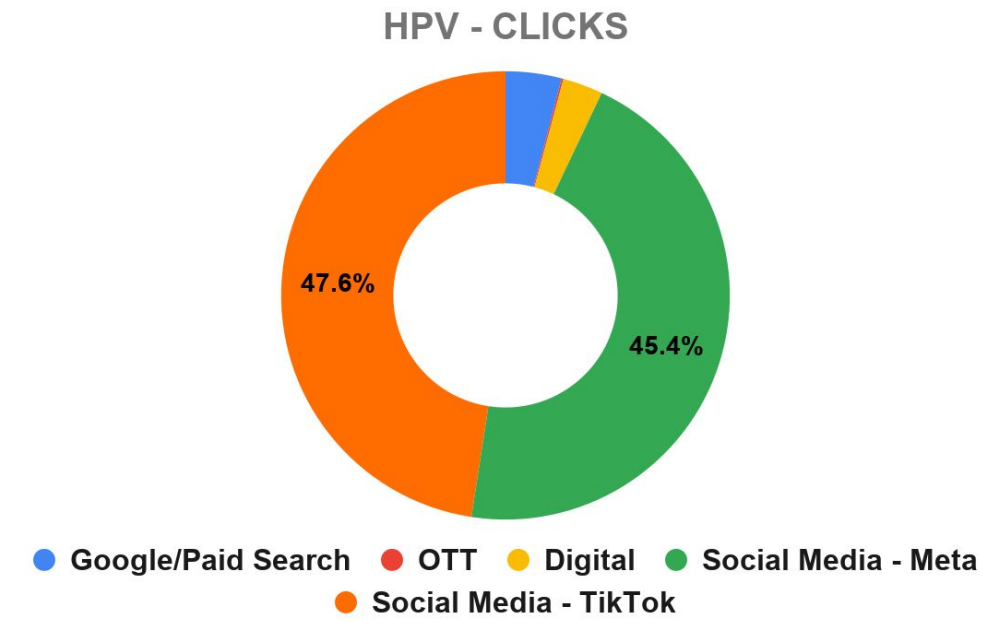
Ad & Targeting	Impressions	Imp. %	Clicks	Clicks %	CTR	Views
Awareness - EN - Urban	1,342,238	69.61%	4,863	68.00%	0.36%	1,332,760
Awareness - EN - Rural	586,018	30.39%	2,288	32.00%	0.39%	582,433
Totals	**1,928,256**	**100.00%**	**7,151**	**100.00%**	**0.37%**	**1,915,193**



- On TikTok, the Awareness spots were the only ads ready for placement at the start of the campaign. The assets targeted English-dominant parents of adolescents across Colorado in both Urban and Rural regions.
  - The shares of impressions and clicks roughly mirrored the budget split between rural and urban geographies (75%/24%), which was expected.
  - However, click-through rates were higher for both Urban and Rural audiences on TikTok than Meta platforms.

HPV – RESULTS





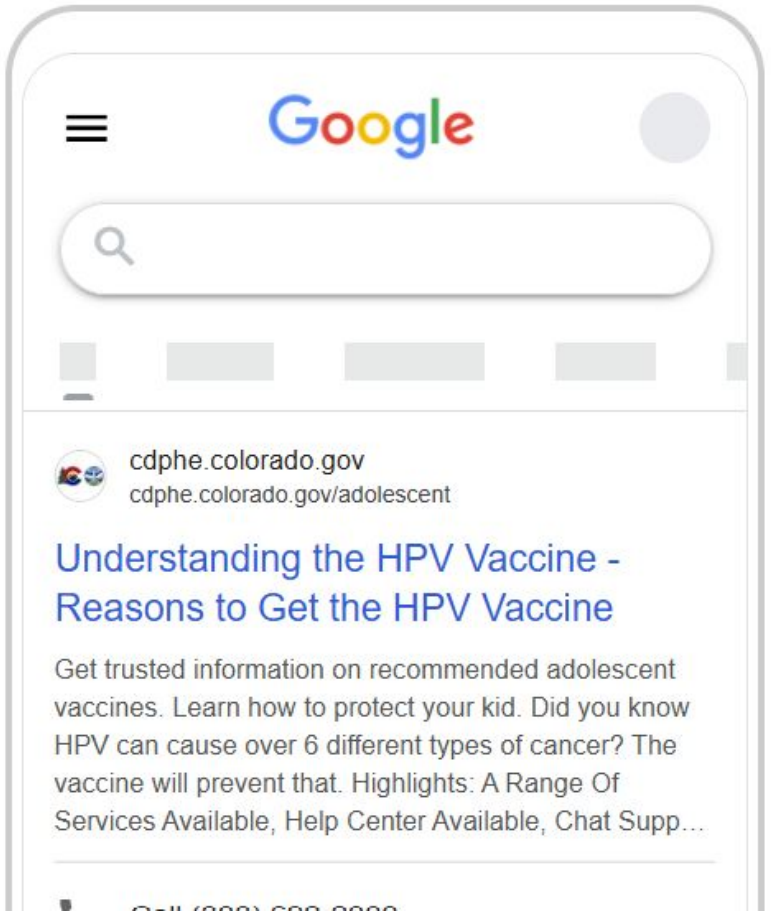
HPV	Impressions	Imp. %	Clicks	Clicks %	CTR	Views
Google/Paid Search	26,034	0.20%	1,577	4.03%	6.06%	0
OTT	206,609	1.55%	54	0.14%	0.03%	190,709
Digital	869,791	6.53%	1,135	2.90%	0.13%	141,430
Social Media - Meta	8,690,821	65.21%	17,775	45.37%	0.20%	5,851,811
Social Media - TikTok	3,534,763	26.52%	18,636	47.57%	0.53%	3,501,955
Total	**13,328,018**	**100.00%**	**39,177**	**100.00%**	**0.29%**	**9,685,905**

HPV – PAID SEARCH

View full Adolescent paid search keyword list.

Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	26,034	100%	1,577	100%	6.06%
Paid Search Totals	**26,034**	**100%**	**1,577**	**100%**	**6.06%**

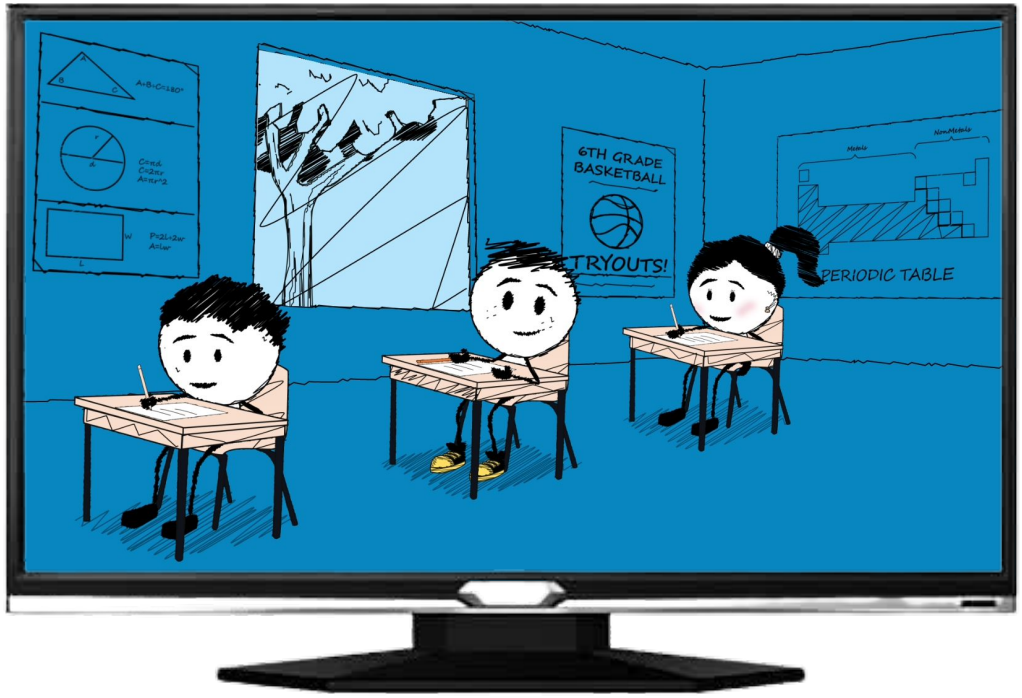
- One (1) ad group was created to reach English-dominant Urban Coloradans. **76** broad match keywords were targeted, all of which were related to the human papillomavirus, including:
  - Disease queries (e.g., human papillomavirus, hpv symptoms, is hpv dangerous, etc.)
  - Vaccine queries (e.g., hpv vaccine facts, when to get hpv vaccine, how to prevent cancer, etc.)



HPV – OTT

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Hybrid #2 - EN	108,629	52.58%	32	59.26%	0.03%	106,456	98.00%
GIF/Social Video - EN	97,980	47.42%	22	40.74%	0.02%	84,253	85.99%
OTT Totals	**206,609**	**100.00%**	**54**	**100.00%**	**0.03%**	**190,709**	**92.30%**

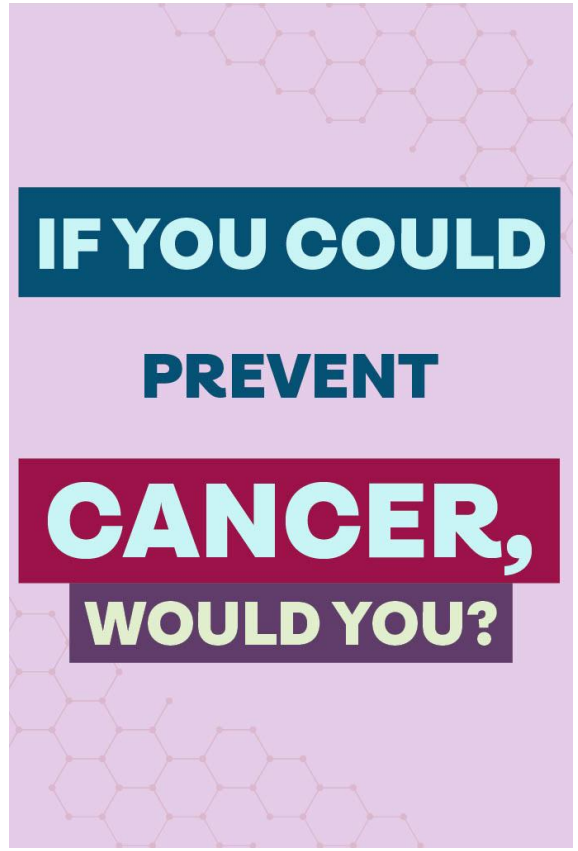
- To avoid oversaturating OTT with the Adolescent Awareness spots, the OTT line for HPV focused on two different videos:
  - The second HPV Hybrid (Vaccine-Focus) and
  - The GIF/Social Video
- OTT is a great outlet for generating awareness, but typically does not drive many clicks or engagements.



HPV – DIGITAL – INTERSTITIALS

Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	262,019	30.12%	533	46.96%	0.20%
EN - Rural	206,547	23.75%	284	25.02%	0.14%
Interstitials - Total	**468,566**	**53.87%**	**817**	**71.98%**	**0.17%**

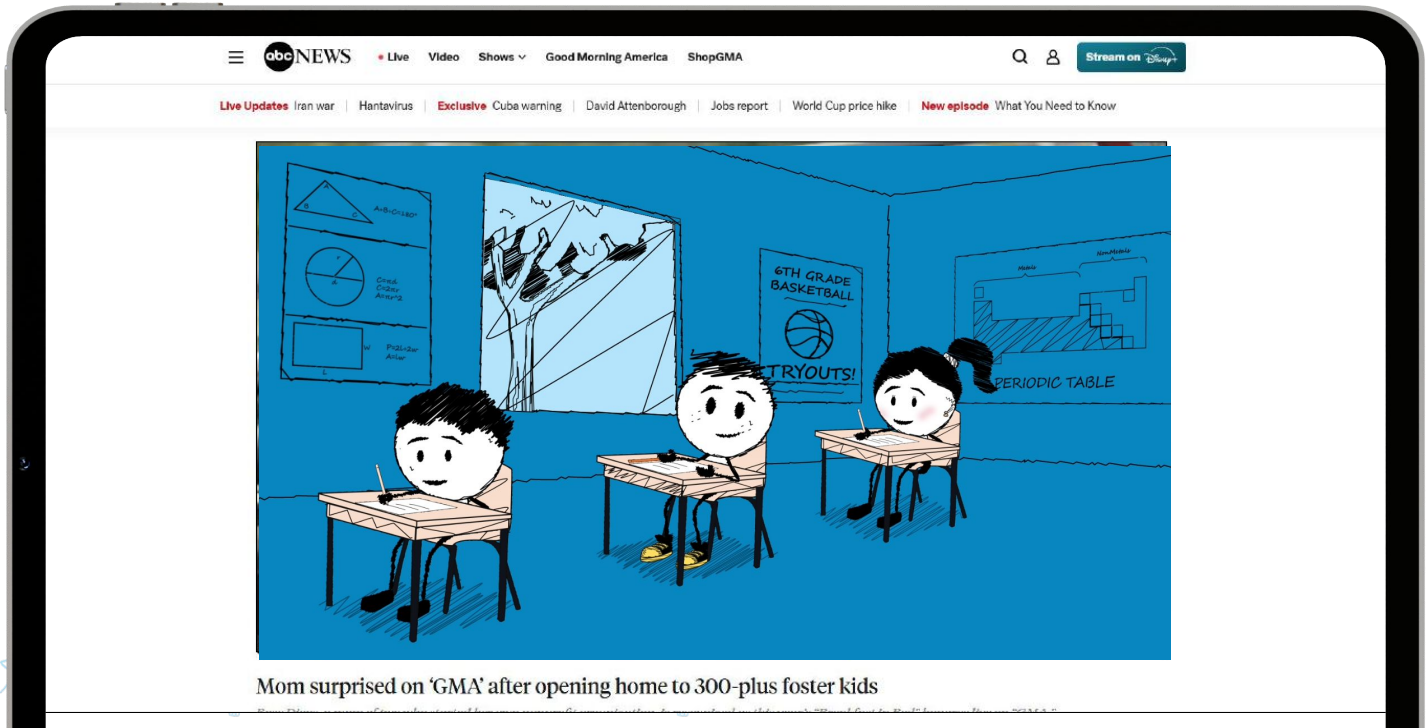
- Leaning into the cancer prevention angle, interstitials were developed in multiple sizes (300x250 and 320x480) and placed in the HPV Digital line.
- These interstitials delivered several hundred thousand impressions, accounting for over 50% of the HPV Digital impression share.
- In addition, these interstitials drive the bulk of the digital clicks, accounting for over 71% of the click share.



HPV – DIGITAL – ONLINE VIDEO

Ad & Targeting	Impressions	Imp. %	Clicks	Clicks %	CTR	Views
EN - Urban	304,062	34.96%	165	14.54%	0.05%	304,062
Online Video - Total	**304,062**	**34.96%**	**165**	**14.54%**	**0.05%**	**304,062**

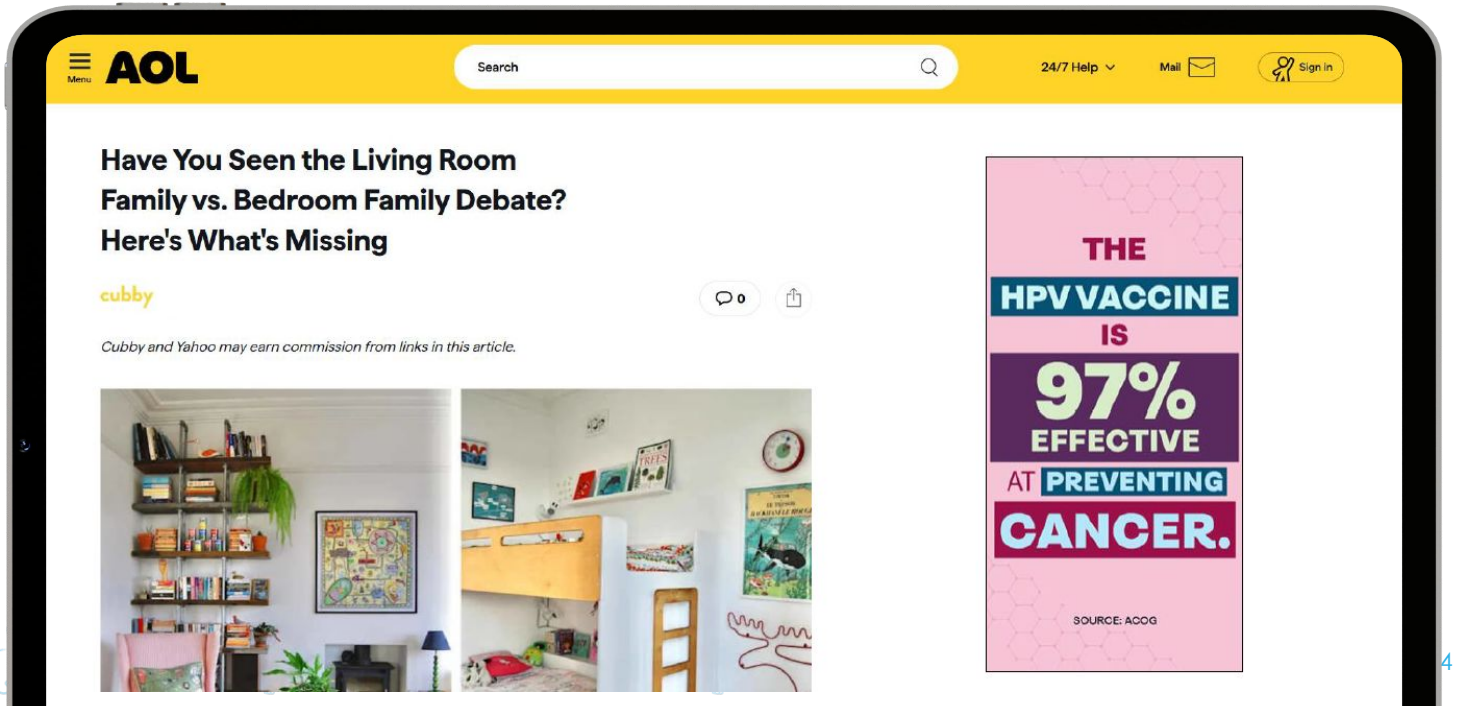
- The second HPV hybrid and the GIF/Social Video were placed as Online Videos on third-party websites to support digital efforts.
- These online videos included pre-roll, mid-roll, postroll, and outstream formats, and significantly contributed to the overall impression share of the digital line.



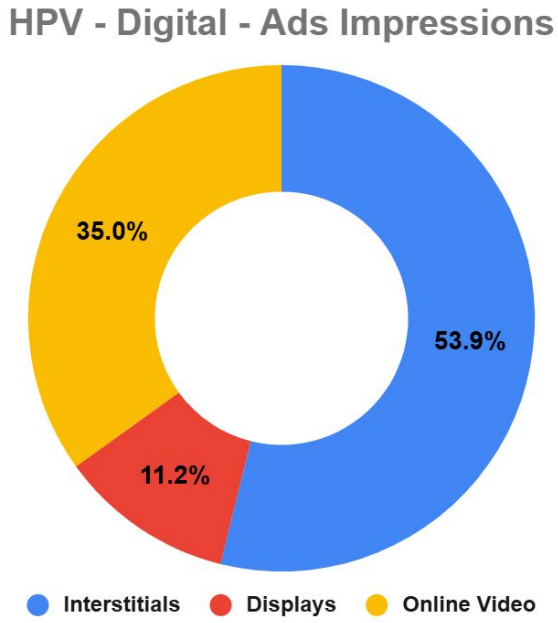
HPV – DIGITAL – DISPLAYS/ADDED VALUE

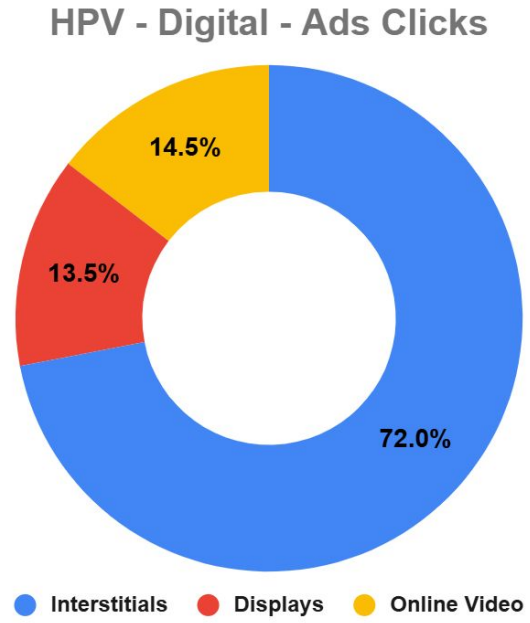
Ad	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	76,472	8.79%	92	8.11%	0.12%
EN - Rural	20,691	2.38%	61	5.37%	0.29%
Displays - Total	**97,163**	**11.17%**	**153**	**13.48%**	**0.16%**

- In addition to Online Video and Interstitials, Digital Displays were developed in multiple sizes (320x50, 160x600, etc.) and placed on third-party websites at **no additional cost**.
- These displays greatly increased awareness efforts for the campaign, and generate a strong CTR in Rural areas.



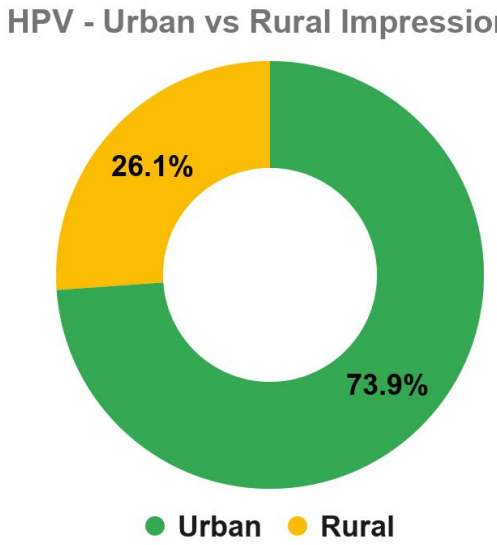
HPV – DIGITAL – RESULTS

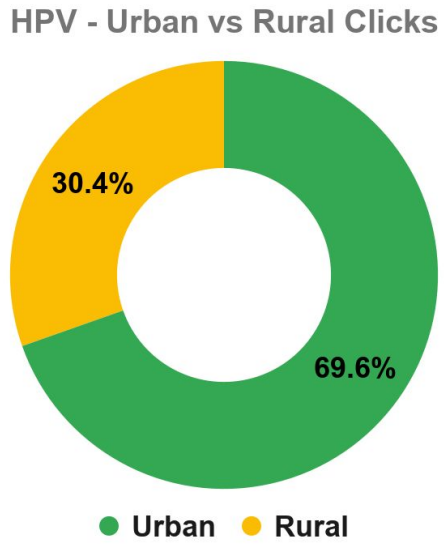




Ad	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Interstitials	468,566	53.87%	817	71.98%	0.17%	0	0.00%
Displays	97,163	11.17%	153	13.48%	0.16%	0	0.00%
Online Video	304,062	34.96%	165	14.54%	0.05%	141,430	46.51%
Digital Totals	**869,791**	**100.00%**	**1,135**	**100.00%**	**0.13%**	**141,430**	**16.26%**

HPV – DIGITAL – RESULTS



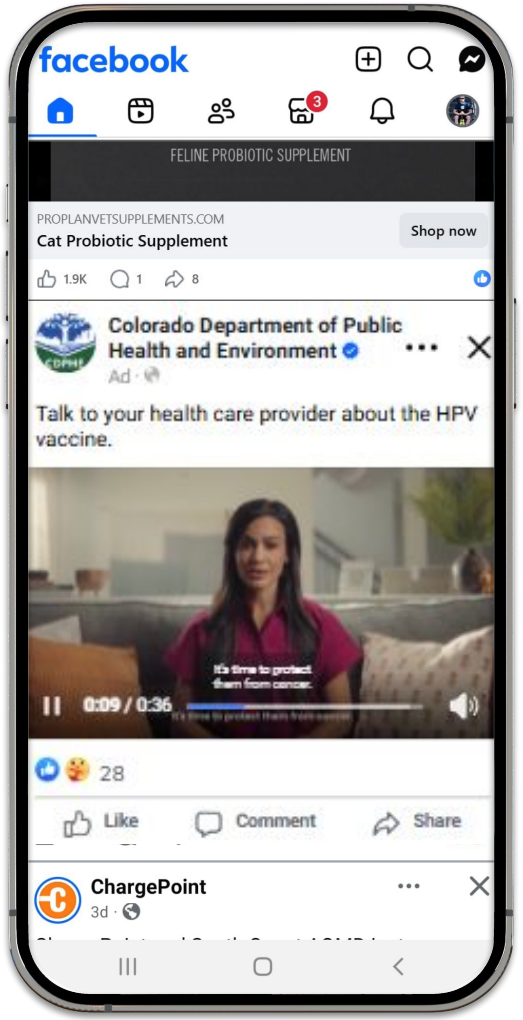


Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views
Digital - Urban	642,553	73.87%	790	69.60%	0.12%	304,062
Digital - Rural	227,238	26.13%	345	30.40%	0.15%	0
Digital Totals	**869,791**	**100.00%**	**1,135**	**100.00%**	**0.13%**	**304,062**

- The impression share roughly mirrored the budget split by geography (75%/25%), however the click share was higher in rural Colorado, which may suggest greater intent among rural Coloradans to learn more about HPV.

HPV – SOCIAL MEDIA – META – AWARENESS

Ad & Targeting	Impressions	Imp. %	Clicks	Clicks %	CTR	Views
EN - Urban	1,530,978	17.62%	2,013	11.32%	0.13%	1,447,634
SP - Urban	1,365,967	15.72%	2,505	14.09%	0.18%	1,234,070
EN - Rural	305,095	3.51%	403	2.27%	0.13%	286,122
SP - Rural	154,985	1.78%	276	1.55%	0.18%	140,113
EN Total	1,836,073	21.13%	2,416	13.59%	0.13%	1,733,756
SP Total	1,520,952	17.50%	2,781	15.65%	0.18%	1,374,183
Urban Total	2,896,945	33.33%	4,518	25.42%	0.16%	2,681,704
Rural Total	460,080	5.29%	679	3.82%	0.15%	426,235
Awareness Totals	**3,357,025**	**38.63%**	**5,197**	**29.24%**	**0.15%**	**3,107,939**



- The HPV Awareness spots were active for the entire sub-campaign.
- These spots delivered the most impressions and clicks of **all** the HPV assets on the Meta line.

HPV – SOCIAL MEDIA – META – HYBRIDS

Ad & Targeting	Impressions	Imp. %	Clicks	Clicks %	CTR	Views
Hybrid #1 - EN - Urban	261,817	3.01%	354	1.99%	0.14%	242,769
Hybrid #1 - EN - Rural	52,730	0.61%	73	0.41%	0.14%	48,289
Hybrid #1 - Total	**314,547**	**3.62%**	**427**	**2.40%**	**0.14%**	**291,058**
Hybrid #2 - EN - Urban	342,691	3.94%	543	3.05%	0.16%	312,724
Hybrid #2 - EN - Rural	84,439	0.97%	160	0.90%	0.19%	75,344
Hybrid #2 - Total	**427,130**	**4.91%**	**703**	**3.95%**	**0.16%**	**388,068**

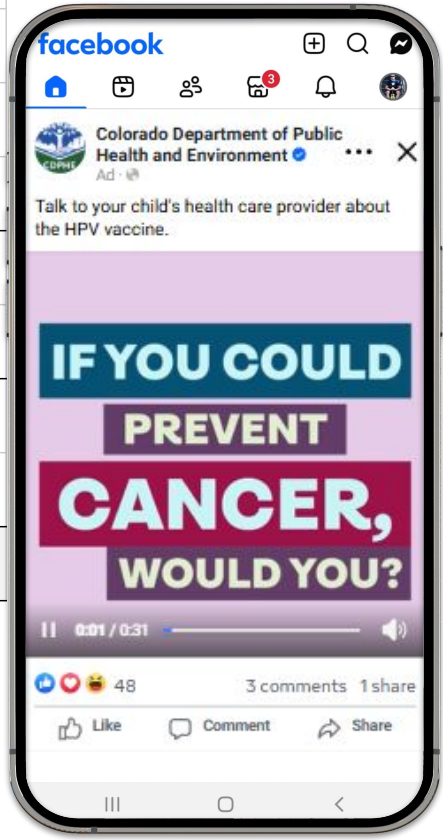




- The HPV Hybrids were added to Meta very late in the campaign (end of May and start of June) due to the prolonged creative development process.
- Spanish Hybrids were not finalized in time to add to the campaign.
- Despite a late start, the hybrids delivered over 740,000 impressions, accounting for over 8% of the total Meta impression share.
- In addition, the second HPV Hybrid (Vaccine-Focus) achieved a high CTR in Rural areas, which could indicate an information need/gap.

HPV – SOCIAL MEDIA – META – GIF/SOCIAL VIDEO

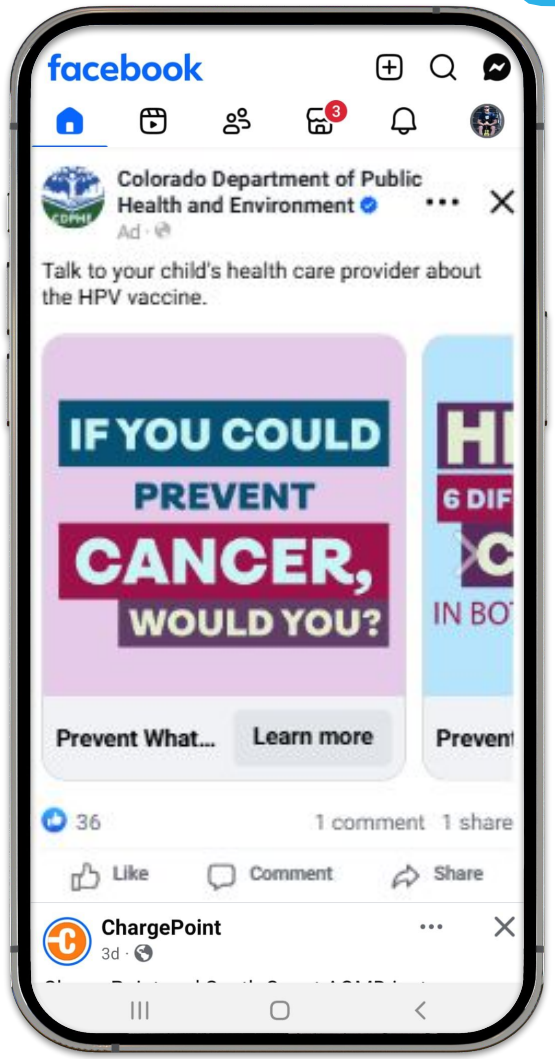
Ad & Targeting	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	584,613	6.73%	1,167	6.57%	0.20%	543,019	92.89%
SP - Urban	874,459	10.06%	2,102	11.83%	0.24%	808,637	92.47%
EN - Rural	121,069	1.39%	244	1.37%	0.20%	111,435	92.04%
SP - Rural	251,132	2.89%	531	2.99%	0.21%	232,784	92.69%
EN Total	705,682	8.12%	1,411	7.94%	0.20%	654,454	92.74%
SP Total	1,125,591	12.95%	2,633	14.81%	0.23%	1,041,421	92.52%
Urban Total	1,459,072	16.79%	3,269	18.39%	0.22%	1,351,656	92.64%
Rural Total	372,201	4.28%	775	4.36%	0.21%	344,219	92.48%
GIF Totals	**1,831,273**	**21.07%**	**4,044**	**22.75%**	**0.22%**	**1,695,875**	**92.61%**



- Based on the content of the HPV hybrids, a shorter GIF/Social Video was developed and placed on Meta in late April.
- This shorter video delivered higher CTRs than either the hybrids or the awareness spots, which may indicate that this asset resonated with our target audiences.

HPV – SOCIAL MEDIA – META – CAROUSEL

Ad & Targeting	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	1,459,066	16.79%	3,845	21.63%	0.26%
SP - Urban	325,395	3.74%	982	5.52%	0.30%
EN - Rural	494,035	5.68%	1,185	6.67%	0.24%
SP - Rural	70,190	0.81%	239	1.34%	0.34%
EN Total	1,953,101	22.47%	5,030	28.30%	0.26%
SP Total	395,585	4.55%	1,221	6.87%	0.31%
Urban Total	1,784,461	20.53%	4,827	27.16%	0.27%
Rural Total	564,225	6.49%	1,424	8.01%	0.25%
Carousel Totals	**2,348,686**	**27.02%**	**6,251**	**35.17%**	**0.27%**

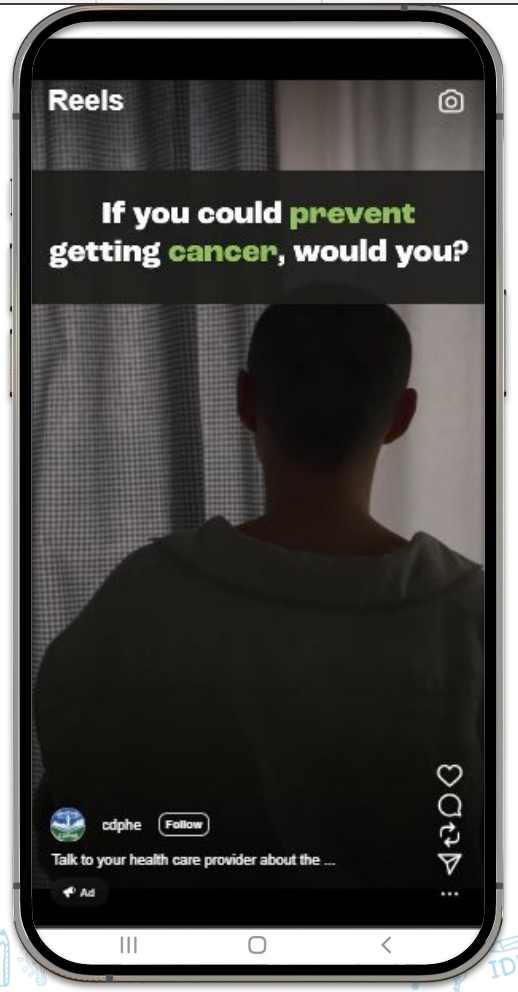


- Carousel assets were developed on Meta using statics of the GIF/Social Video.
- As a result, these assets accounted for over a quarter of the Meta impression share, and they delivered some of the highest CTRs in the entire Meta line for HPV.

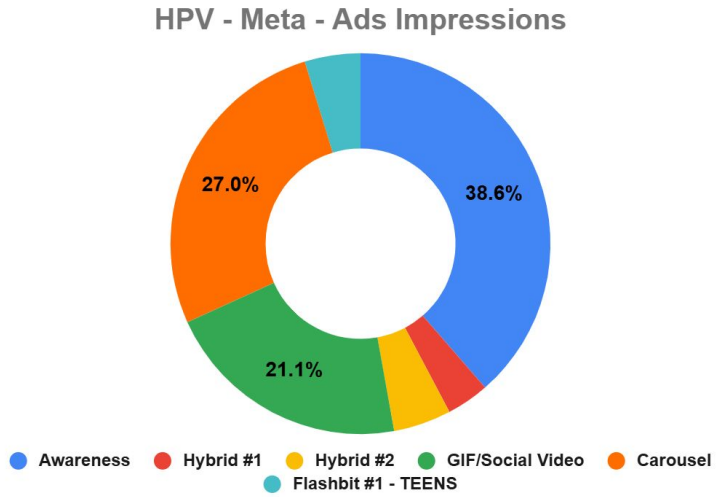
HPV – SOCIAL MEDIA – META – FLASHBITS

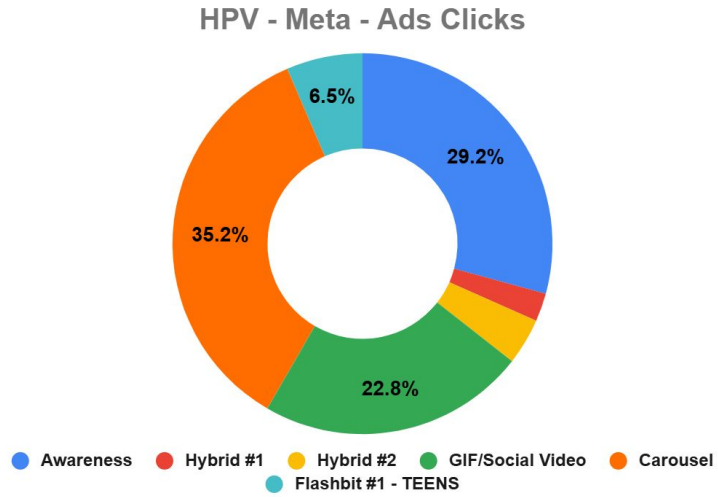
Ad & Audience	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
#1 - TEENS - EN - Urban	170,524	1.96%	429	2.41%	0.25%	137,325	80.53%
#1 - TEENS - EN - Rural	241,636	2.78%	724	4.07%	0.30%	231,546	95.82%
Flashbit #1 Totals	**412,160**	**4.74%**	**1,153**	**6.49%**	**0.28%**	**368,871**	**89.50%**

- To reach/target teens and pre-teens, funds were originally allocated for the Flashbits on TikTok. Unfortunately, the only finalized HPV Flashbit (1. Cancer Prevention) was repeatedly rejected due to audience restrictions.
  - Faced with a compressed campaign flight schedule, the teen/pre-teen funds were shifted to Meta.
  - These flashbit ads were **only** served on Instagram (**not** Facebook) because that social platform is the next most popular one among teens after TikTok.



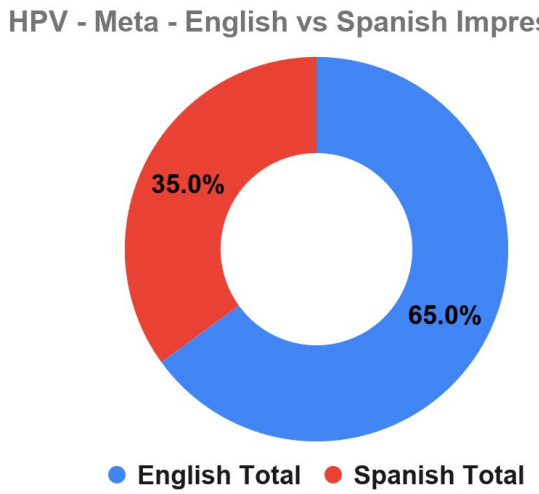
HPV – SOCIAL MEDIA – META – SUMMARY

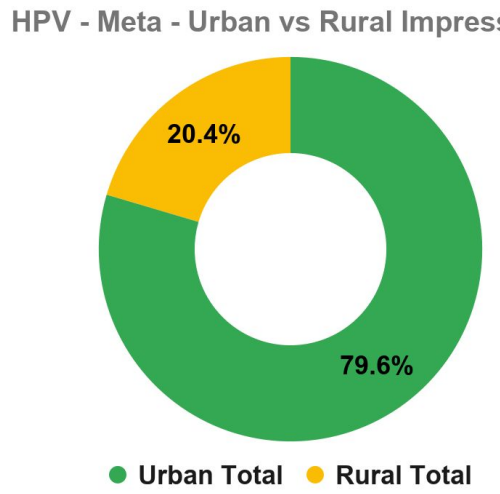




Ad	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Awareness	3,357,025	38.63%	5,197	29.24%	0.15%	3,107,939	92.58%
Hybrid #1	314,547	3.62%	427	2.40%	0.14%	291,058	92.53%
Hybrid #2	427,130	4.91%	703	3.95%	0.16%	388,068	90.85%
GIF/Social Video	1,831,273	21.07%	4,044	22.75%	0.22%	1,695,875	92.61%
Carousel	2,348,686	27.02%	6,251	35.17%	0.27%	0	0.00%
Flashbit #1 - TEENS	412,160	4.74%	1,153	6.49%	0.28%	368,871	89.50%
Meta Totals	**8,690,821**	**100.00%**	**17,775**	**100.00%**	**0.20%**	**5,851,811**	**67.33%**

HPV – SOCIAL MEDIA – META – SUMMARY



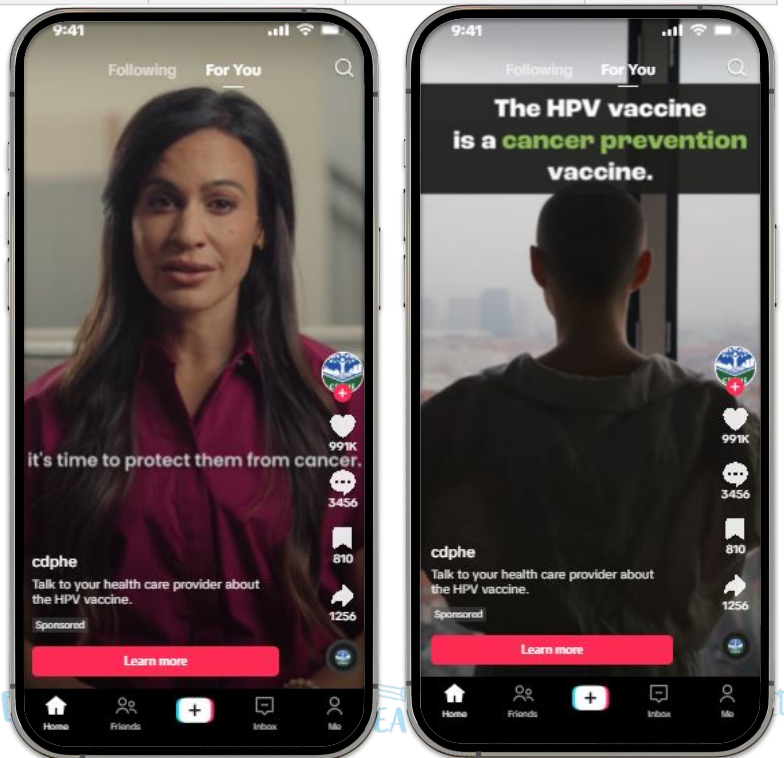


Audiences	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
English Total	5,648,693	65.00%	11,140	62.67%	0.20%	3,436,207	60.83%
Spanish Total	3,042,128	35.00%	6,635	37.33%	0.22%	2,415,604	79.41%
Urban Total	6,915,510	79.57%	13,940	78.42%	0.20%	4,726,178	68.34%
Rural Total	1,775,311	20.43%	3,835	21.58%	0.22%	1,125,633	63.40%
Totals	**8,690,821**	**100.00%**	**17,775**	**100.00%**	**0.20%**	**5,851,811**	**67.33%**

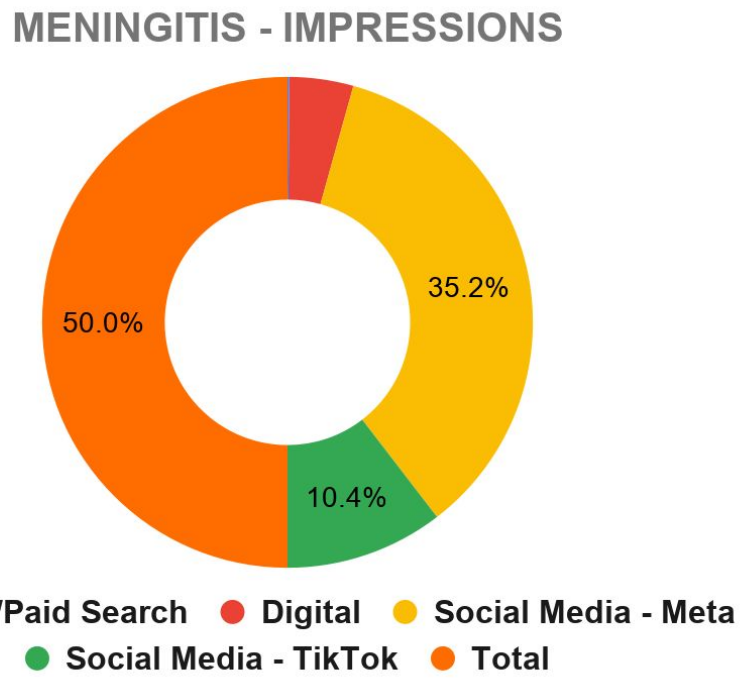
HPV – SOCIAL MEDIA – TIKTOK

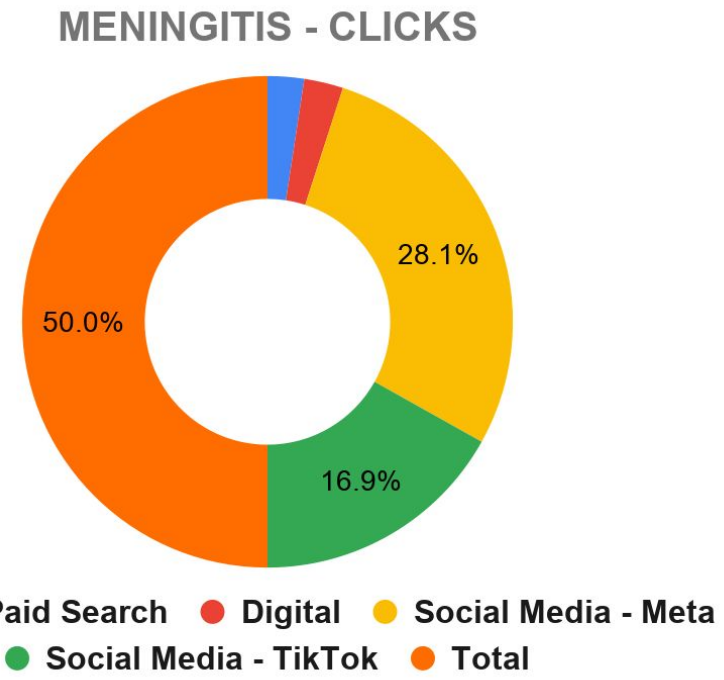
Ads & Audiences	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Awareness - PARENTS - EN - Urban	1,824,699	51.62%	7,708	41.36%	0.42%	1,812,523	99.33%
Awareness - PARENTS - EN - Rural	358,417	10.14%	1,382	7.42%	0.39%	356,091	99.35%
Hybrid #1 - PARENTS - EN - Urban	674,208	19.07%	2,490	13.36%	0.37%	667,894	99.06%
Hybrid #1 - PARENTS - EN - Rural	85,638	2.42%	280	1.50%	0.33%	84,818	99.04%
Flashbit #1 - TEENS - EN - Urban	591,801	16.74%	6,776	36.36%	1.14%	580,629	98.11%
TikTok Totals	**3,534,763**	**100.00%**	**18,636**	**100.00%**	**0.53%**	**3,501,955**	**99.07%**

- Within the TikTok line for HPV, Spanish audiences were excluded to conserve budget. The creative inventory was limited, however assets still drove many impressions and clicks.
  - The Flashbit had a surprisingly high CTR over 1%, which demonstrates the effectiveness of short content.
- The Flashbit was eventually approved on the TikTok platform and budget was evenly re-allocated between Meta and TikTok to avoid overspend.



MENINGITIS – RESULTS





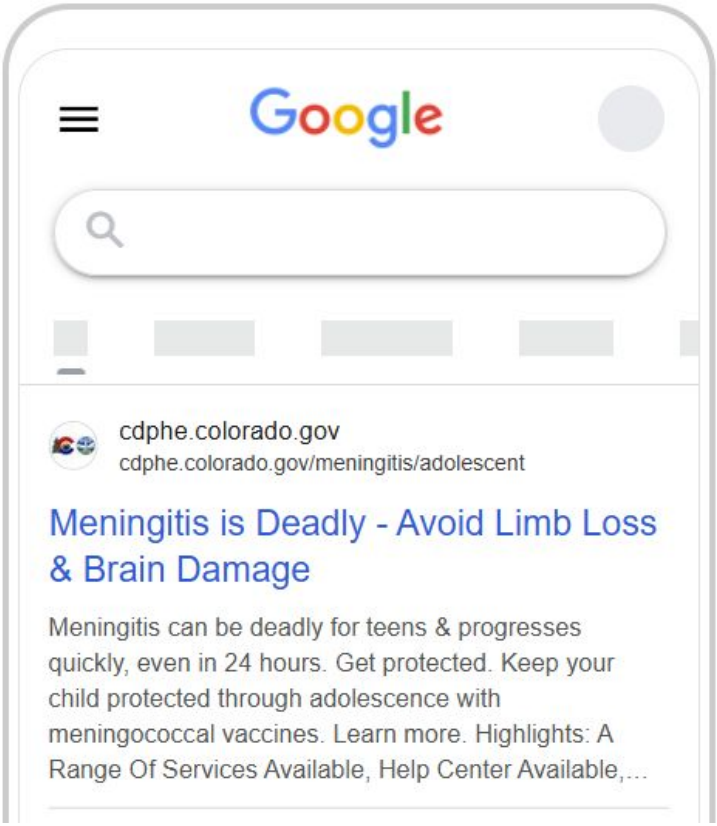
Meningitis	Impressions	Imp. %	Clicks	Clicks %	CTR	Views
Google/Paid Search	15,812	0.23%	807	4.80%	5.10%	0
Digital	590,590	8.43%	867	5.16%	0.15%	0
Social Media - Meta	4,935,122	70.48%	9,463	56.27%	0.19%	2,907,219
Social Media - TikTok	1,460,209	20.85%	5,679	33.77%	0.39%	1,449,288
Meningitis Totals	**7,001,733**	**100.00%**	**16,816**	**100.00%**	**0.24%**	**4,356,507**

MENINGITIS – PAID SEARCH

View full Adolescent paid search keyword list.

Audience	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	15,812	100%	807	100%	5.10%
Paid Search Totals	**15,812**	**100%**	**807**	**100%**	**5.10%**

- One (1) ad group was created to reach Urban English-dominant parents of adolescents and their teens/pre-teens.
- **106** broad match keywords were targeted, all of which related to meningitis/meningococcal disease and the vaccines. These included:
  - Disease queries (e.g., meningitis symptoms, how does meningitis spread, is meningitis deadly, etc.)
  - Vaccine queries (e.g., meningococcal immunizations, when to get meningitis vaccines, men b schedule, etc.)



MENINGITIS – DIGITAL – SUMMARY

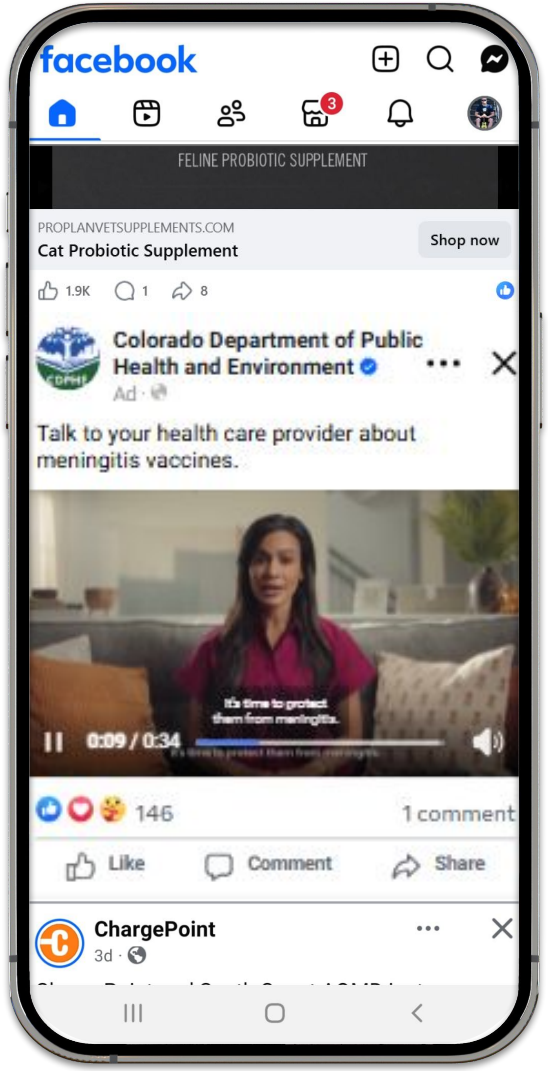
Ads & Audiences	Impressions	Imp. %	Clicks	Clicks %	CTR
Interstitials - EN - Urban	363,157	61.49%	523	60.32%	0.14%
Interstitials - EN - Rural	176,926	29.96%	247	28.49%	0.14%
Interstitials - Total	**540,083**	**91.45%**	**770**	**88.81%**	**0.14%**
Displays - EN - Urban	33,749	5.71%	51	5.88%	0.15%
Displays - EN - Rural	16,758	2.84%	46	5.31%	0.27%
Displays - Total	**50,507**	**8.55%**	**97**	**11.19%**	**0.19%**
Urban Total	396,906	67.20%	574	66.21%	0.14%
Rural Total	193,684	32.80%	293	33.79%	0.15%
Digital Totals	**590,590**	**100.00%**	**867**	**100.00%**	**0.15%**



- By adapting the content of the meningitis hybrids, several interstitials and digital displays were developed in multiple sizes.
- Due to limited funds for the Digital line, the digital assets only targeted English-speaking Urban and Rural audiences.
- The Rural Displays surprisingly had a very high CTR for Rural Colorado, which may suggest an information gap in those areas.

MENINGITIS – SOCIAL MEDIA – META – AWARENESS

Audiences	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	1,779,741	36.06%	2,748	29.04%	0.15%	1,639,889	92.14%
SP - Urban	460,919	9.34%	830	8.77%	0.18%	414,263	89.88%
EN - Rural	308,817	6.26%	522	5.52%	0.17%	280,621	90.87%
SP - Rural	159,120	3.22%	274	2.90%	0.17%	143,795	90.37%
EN Total	2,088,558	42.32%	3,270	34.56%	0.16%	1,920,510	91.95%
SP Total	620,039	12.56%	1,104	11.67%	0.18%	558,058	90.00%
Urban Total	2,240,660	45.40%	3,578	37.81%	0.16%	2,054,152	91.68%
Rural Total	467,937	9.48%	796	8.41%	0.17%	424,416	90.70%
Awareness Totals	**2,708,597**	**54.88%**	**4,374**	**46.22%**	**0.16%**	**2,478,568**	**91.51%**



- The Meningitis Awareness spots were active for the entire sub-campaign, which enabled them to become the top performers on Meta.
  - These Awareness spots accounted for over 54% of the Meta impressions share and 46% of the click share.
  - Impressions were highest among Urban English speakers, which may suggest the ad resonated with this audience.

MENINGITIS – SOCIAL MEDIA – META – GIF/SOCIAL VIDEO

Audiences	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
EN - Urban	96,735	1.96%	225	2.38%	0.23%	90,315	93.36%
SP - Urban	7,003	0.14%	22	0.23%	0.31%	6,259	89.38%
EN - Rural	15,161	0.31%	42	0.44%	0.28%	13,783	90.91%
SP - Rural	5,666	0.11%	11	0.12%	0.19%	5,197	91.72%
EN Total	111,896	2.27%	267	2.82%	0.24%	104,098	93.03%
SP Total	12,669	0.26%	33	0.35%	0.26%	11,456	90.43%
Urban Total	103,738	2.10%	247	2.61%	0.24%	96,574	93.09%
Rural Total	20,827	0.42%	53	0.56%	0.25%	18,980	91.13%
GIF Total	**124,565**	**2.52%**	**300**	**3.17%**	**0.24%**	**115,554**	**92.77%**



- Adapted from the content of the Meningitis Hybrids, a short GIF/Social Video was developed and placed on the Meta in late April.
- These shorter videos delivered many impressions and clicks, and had strong CTRs among Rural English speakers and Urban Spanish speakers.

MENINGITIS – SOCIAL MEDIA – META – CAROUSEL

Ads & Audiences	Impressions	Imp. %	Clicks	Clicks %	CTR
EN - Urban	615,381	12.47%	1,829	19.33%	0.30%
SP - Urban	429,363	8.70%	783	8.27%	0.18%
EN - Rural	553,097	11.21%	1,193	12.61%	0.22%
SP - Rural	141,376	2.86%	278	2.94%	0.20%
EN Total	1,168,478	23.68%	3,022	31.93%	0.26%
SP Total	570,739	11.56%	1,061	11.21%	0.19%
Urban Total	1,044,744	21.17%	2,612	27.60%	0.25%
Rural Total	694,473	14.07%	1,471	15.54%	0.21%
Carousel Totals	**1,739,217**	**35.24%**	**4,083**	**43.15%**	**0.23%**



- Carousels were created using statics pulled from the GIF/Social Video, and launched on Meta in late April.
- These carousels accounted for a significant portion of the Meta impression share and click share, which suggests these could be good assets for future efforts.

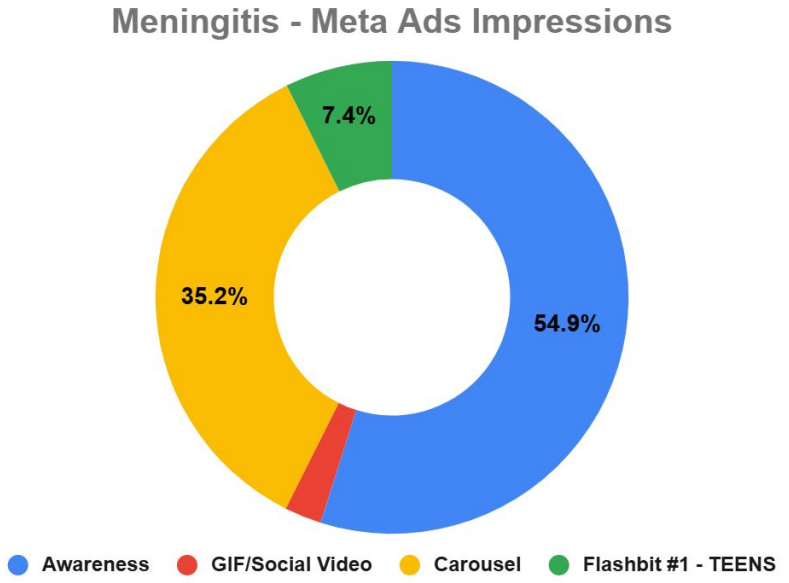
MENINGITIS – SOCIAL MEDIA – META – FLASHBIT #1

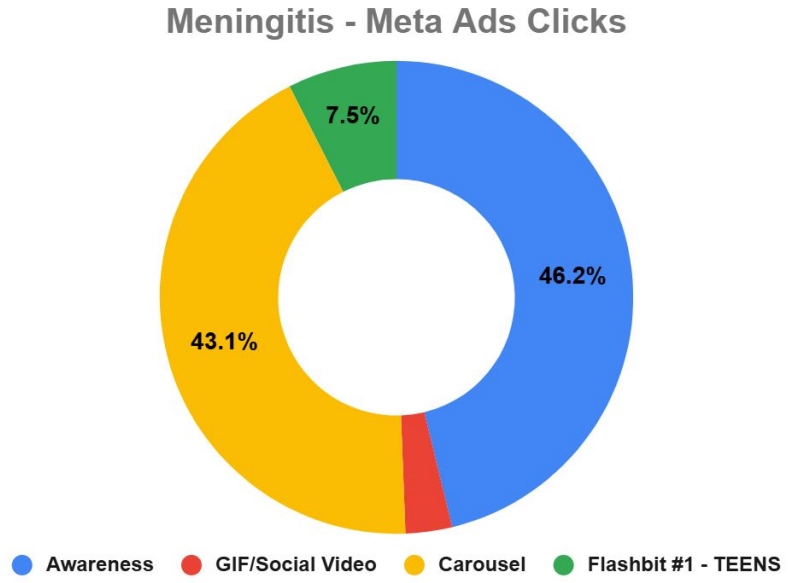
Ads & Audiences	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
TEENS - EN - Urban	362,743	7.35%	706	7.46%	0.19%	313,097	86.31%
Flashbit Totals	**362,743**	**7.35%**	**706**	**7.46%**	**0.19%**	**313,097**	**86.31%**



- To reach/target teens and pre-teens, funds were originally allocated for the Flashbits on TikTok. Unfortunately, the only finalized Meningitis Flashbit at the time (1. Symptoms & Consequences) was repeatedly rejected due to audience restrictions.
  - Faced with a compressed campaign flight schedule, the teen/pre-teen funds were shifted to Meta.
  - These flashbit ads were **only** served on Instagram (**not** Facebook) because that social platform is the next most popular one among teens after TikTok.

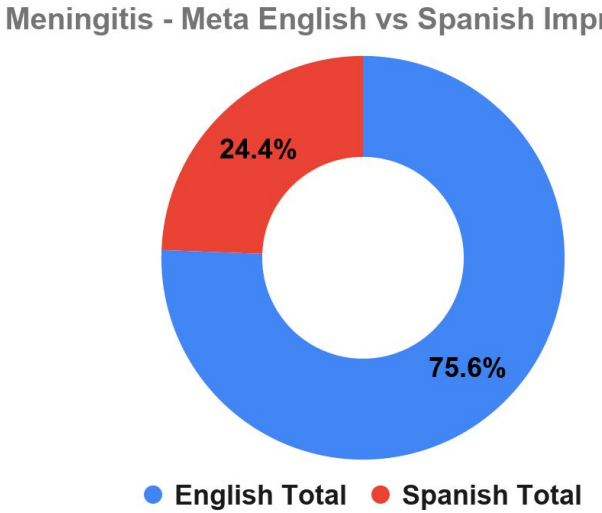
MENINGITIS – SOCIAL MEDIA – META – SUMMARY

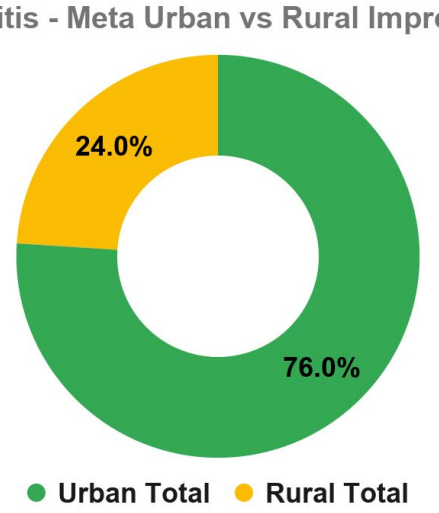




Ad	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Awareness	2,708,597	54.88%	4,374	46.22%	0.16%	2,478,568	91.51%
GIF/Social Video	124,565	2.52%	300	3.17%	0.24%	115,554	92.77%
Carousel	1,739,217	35.24%	4,083	43.15%	0.23%	0	0.00%
Flashbit #1 - TEENS	362,743	7.35%	706	7.46%	0.19%	313,097	86.31%
Meta Totals	**4,935,122**	**100.00%**	**9,463**	**100.00%**	**0.19%**	**2,907,219**	**58.91%**

MENINGITIS – SOCIAL MEDIA – META – SUMMARY



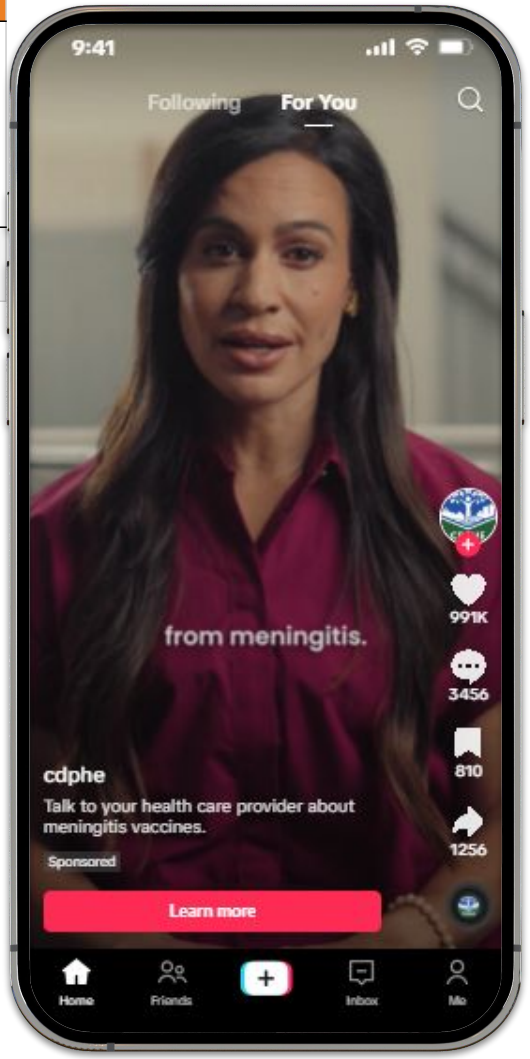


Audiences	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
English Total	3,731,675	75.61%	7,265	76.77%	0.19%	2,337,705	62.64%
Spanish Total	1,203,447	24.39%	2,198	23.23%	0.18%	569,514	47.32%
Urban Total	3,751,885	76.02%	7,143	75.48%	0.19%	2,463,823	65.67%
Rural Total	1,183,237	23.98%	2,320	24.52%	0.20%	443,396	37.47%
Meta Totals	**4,935,122**	**100.00%**	**9,463**	**100.00%**	**0.19%**	**2,907,219**	**58.91%**

MENINGITIS – SOCIAL MEDIA – TIKTOK

Ad & Targeting	Impressions	Imp. %	Clicks	Clicks %	CTR	Views	VR
Awareness - PARENTS - EN - Urban	1,460,209	100.00%	5,679	100.00%	0.39%	1,449,288	99.25%
Totals	**1,460,209**	**100.00%**	**5,679**	**100.00%**	**0.39%**	**1,449,288**	**99.25%**

- To close out the Meningitis sub-campaign, a small portion of funds were allocated to TikTok to reach Parents.
- The English Meningitis Awareness spot was the only asset added to this line, targeting Urban parents throughout the state.
- Additional assets would have been added to the campaign if they were finalized in time.



PAID MEDIA

CREATIVE ENGAGEMENTS

Idea marketing

From Good Ideas to Great Results

www.TheIdeaMarketing.com

CREATIVE ENGAGEMENT – META

21,152
Reactions

701
Comments

166
Saves

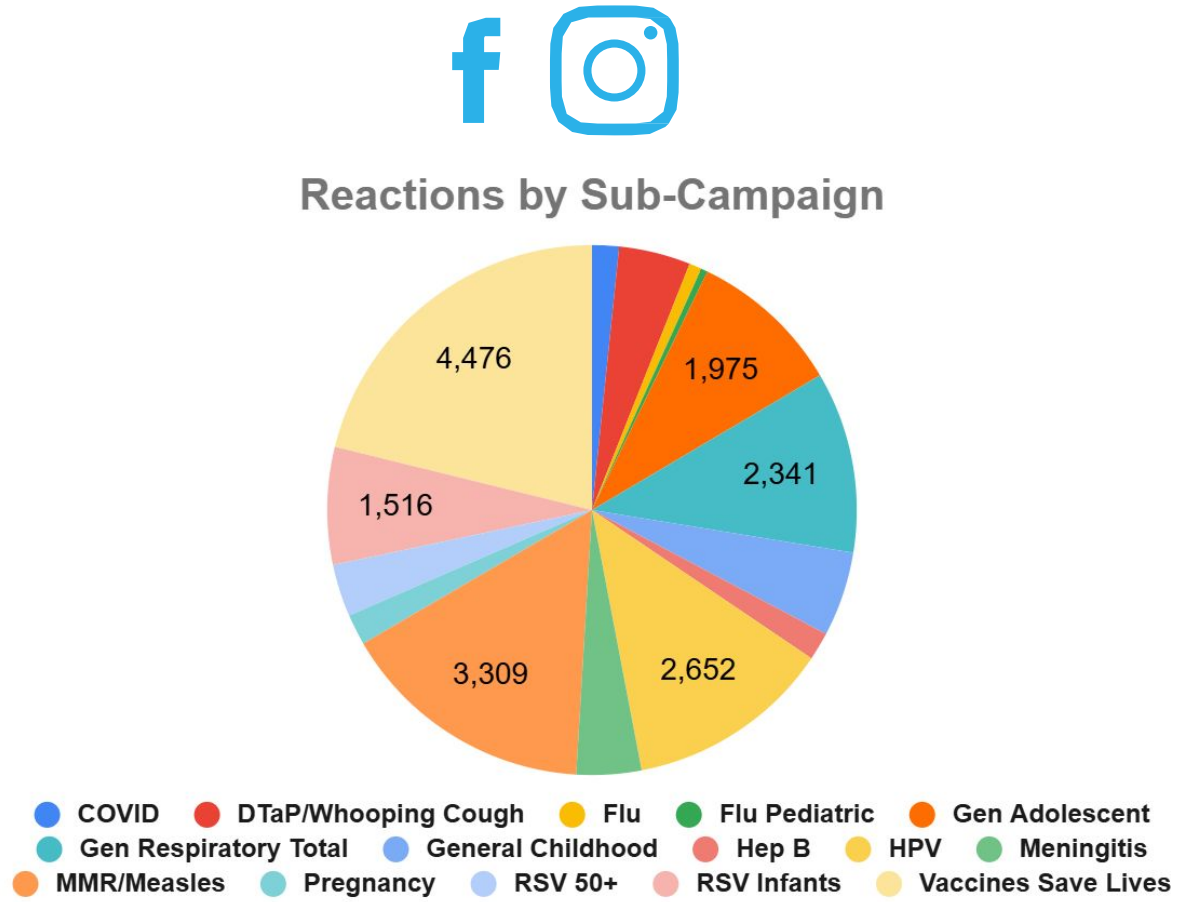
783
Shares

149
Facebook
Likes

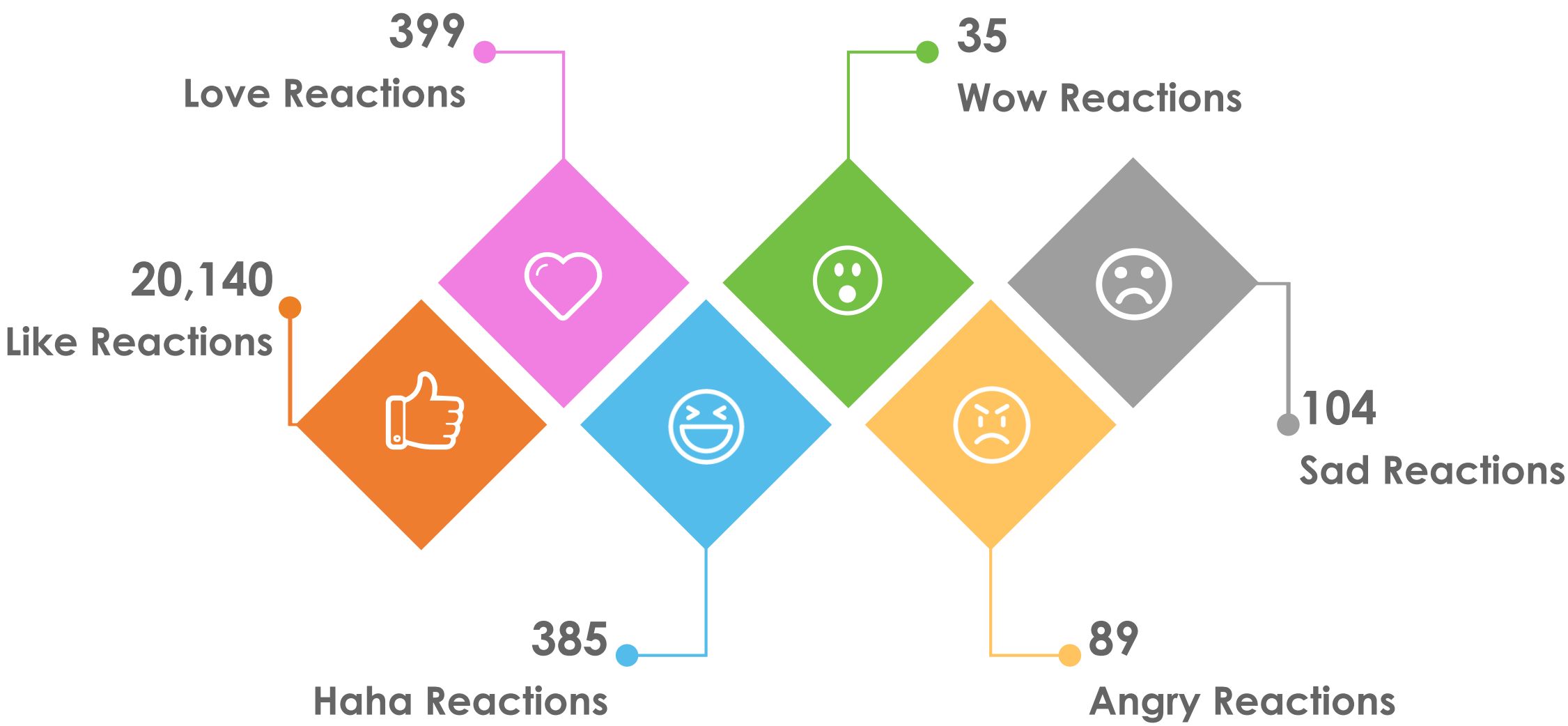
47
Instagram
Follows

CREATIVE ENGAGEMENT – META – REACTIONS

Campaign Name	Post Reactions
COVID	347
DTaP/Whooping Cough	925
Flu	161
Flu Pediatric	84
General Adolescent	1,975
General Respiratory Total	2,341
General Childhood	1,094
Hep B	361
HPV	2,652
Meningitis	837
MMR/Measles	3,309
Pregnancy	399
RSV 50+	675
RSV Infants	1,516
Vaccines Save Lives	4,476
Totals	**21,152**

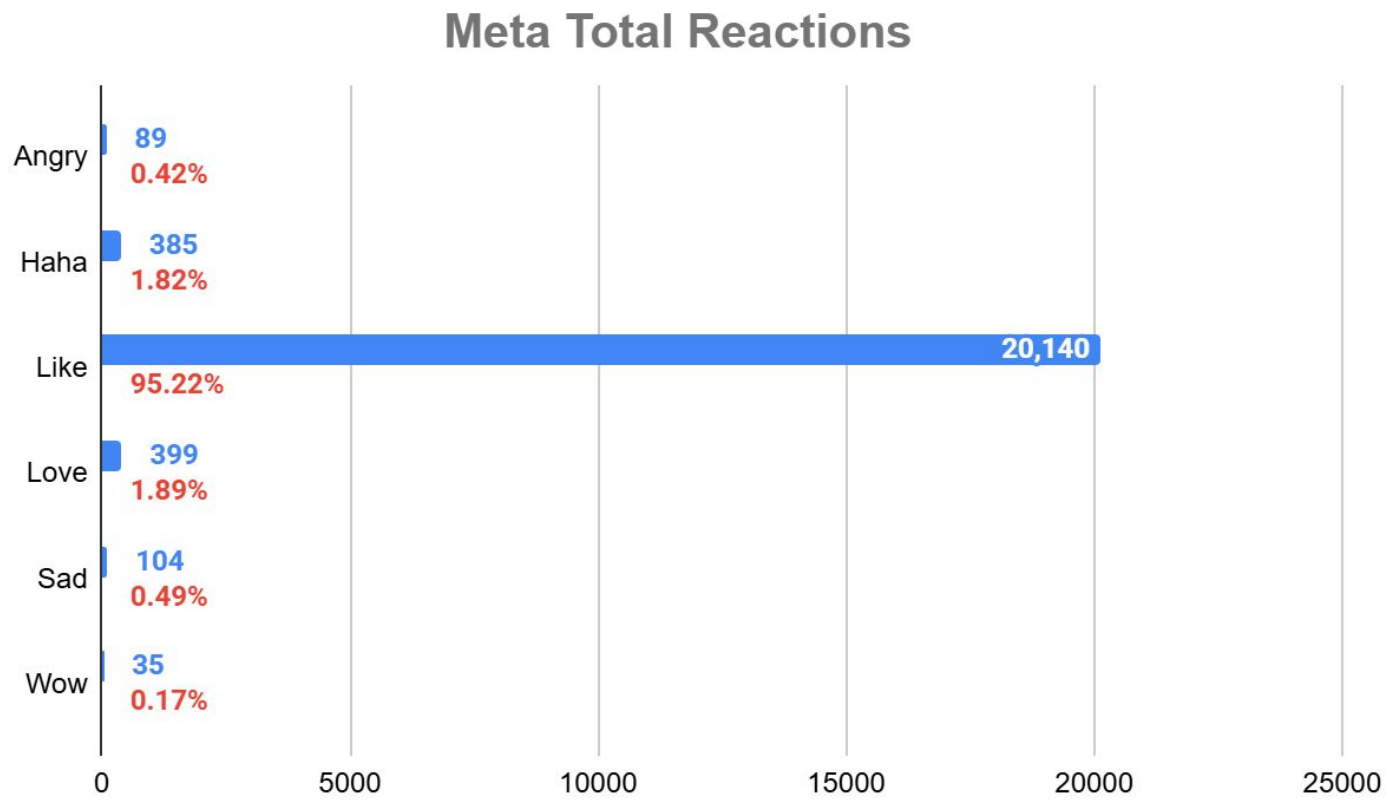


CREATIVE ENGAGEMENT – META – REACTIONS



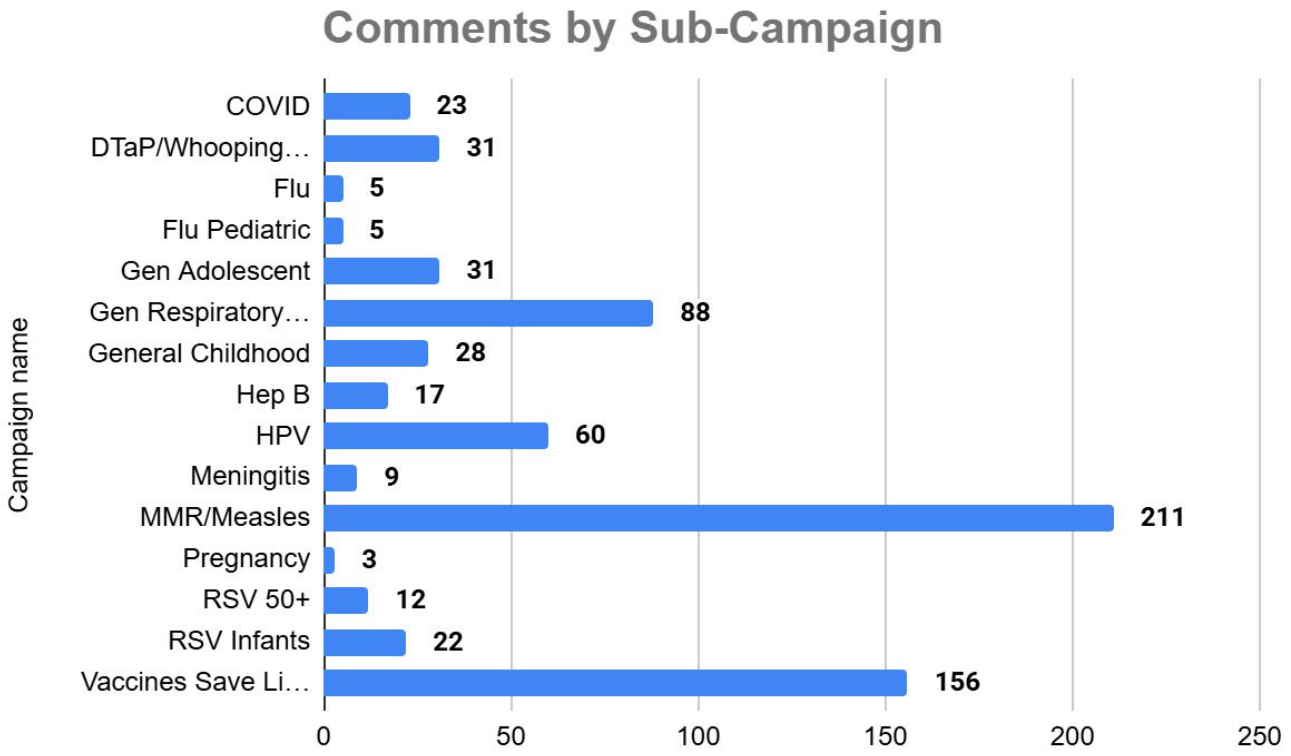
CREATIVE ENGAGEMENT – META – REACTIONS

Reaction Type	Total Reactions	%
Angry	89	0.42%
Haha	385	1.82%
Like	20,140	95.22%
Love	399	1.89%
Sad	104	0.49%
Wow	35	0.17%
Totals	**21,152**	**100.00%**

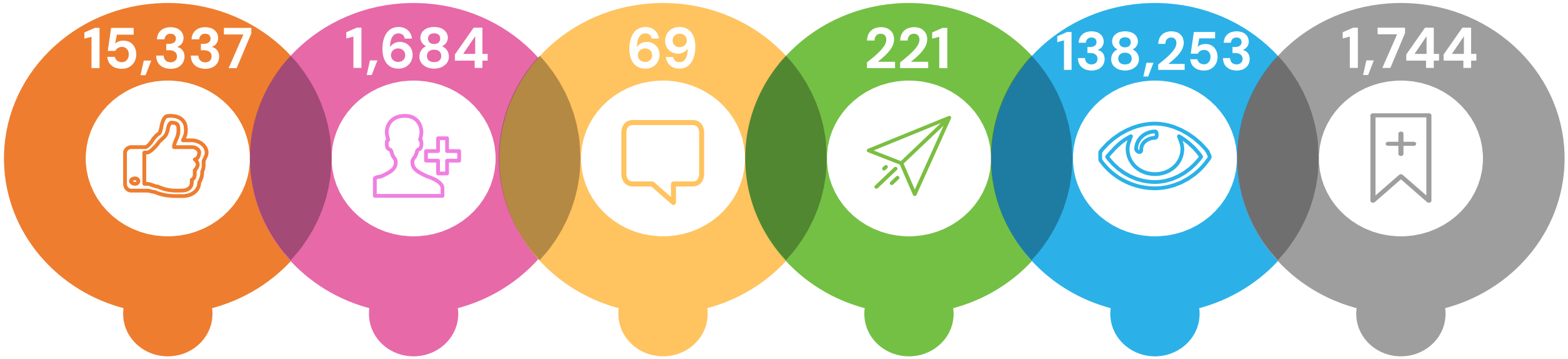


CREATIVE ENGAGEMENT – META – COMMENTS

Campaign Name	Post Comments
COVID	23
DTaP/Whooping Cough	31
Flu	5
Flu Pediatric	5
Gen Adolescent	31
Gen Respiratory Total	88
General Childhood	28
Hep B	17
HPV	60
Meningitis	9
MMR/Measles	211
Pregnancy	3
RSV 50+	12
RSV Infants	22
Vaccines Save Lives	156
Totals	**701**

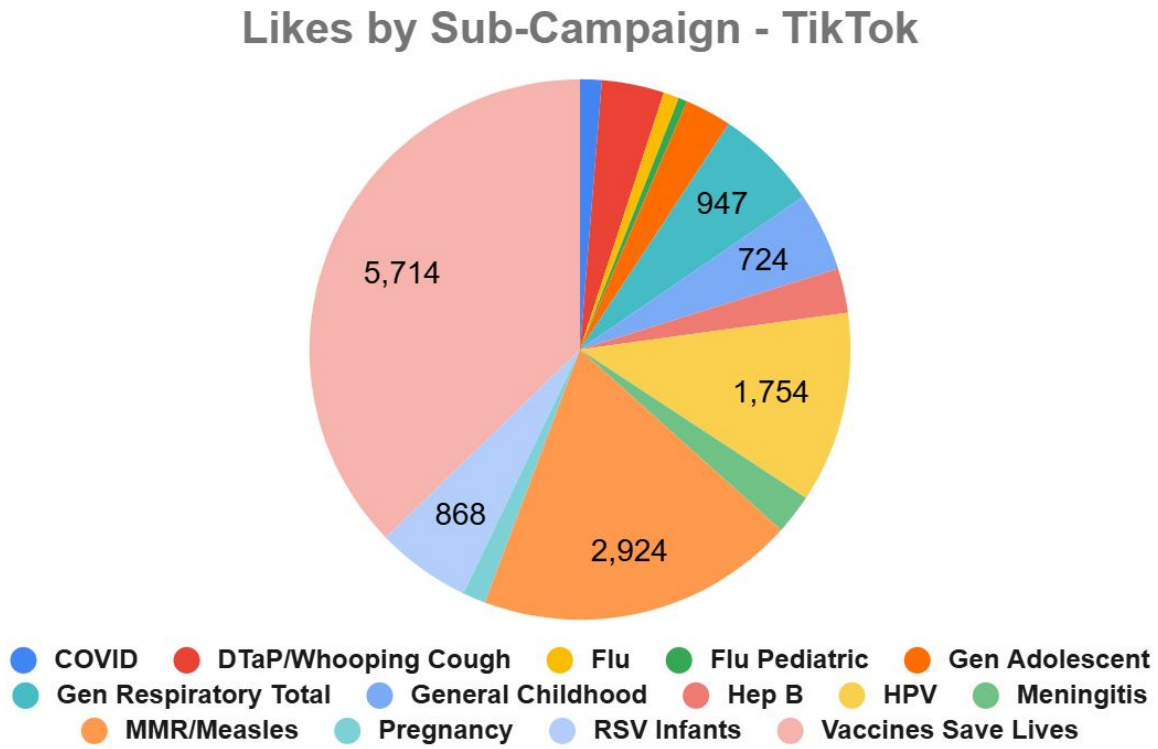


CREATIVE ENGAGEMENT – TIKTOK



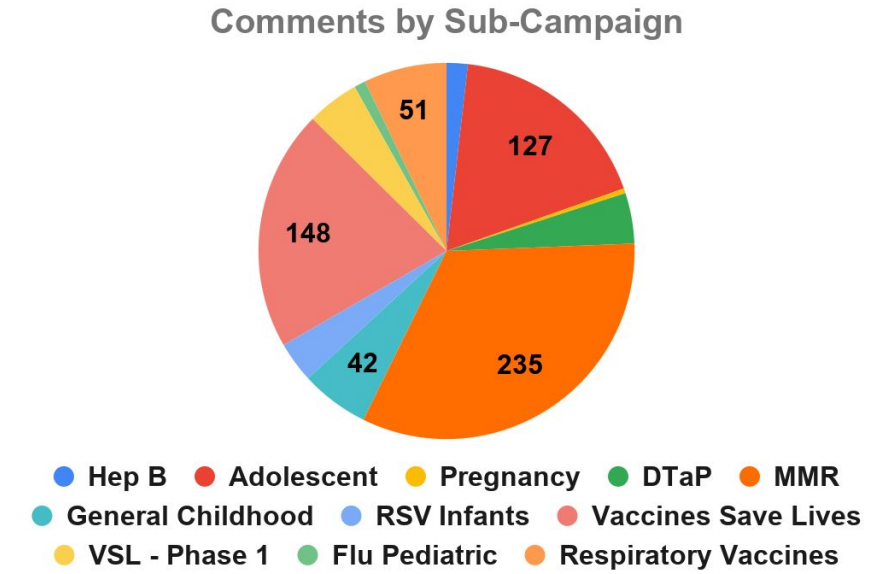
CREATIVE ENGAGEMENT – TIKTOK – LIKES

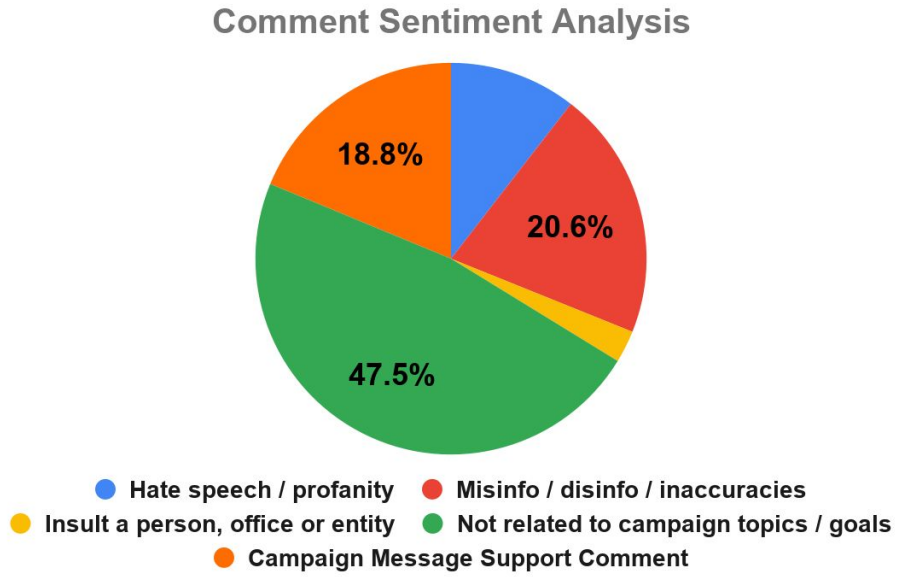
Campaign Name	Likes
COVID	198
DTaP/Whooping Cough	572
Flu	144
Flu Pediatric	78
Gen Adolescent	429
Gen Respiratory Total	947
General Childhood	724
Hep B	408
HPV	1,754
Meningitis	367
MMR/Measles	2,924
Pregnancy	210
RSV Infants	868
Vaccines Save Lives	5,714
Totals	**15,337**



CREATIVE ENGAGEMENT – ALL COMMENTS

COMMENT SENTIMENT ANALYSIS					
Hate speech / profanity	Misinfo / disinfo / inaccuracies	Insult a person, office or entity	Not related to campaign topics / goals	Campaign Message Support Comment	Totals
75	147	19	339	134	714
10.50%	20.59%	2.66%	47.48%	18.77%	100.00%





*Please note that some comments were unintentionally deleted due to reuploads of creative assets. This analysis only covers comments that were unaffected by reuploads.

CREATIVE ENGAGEMENT – ANALYSIS

- Across both TikTok and Meta platforms, all sub-campaigns received **36,489 total reactions.**
  - Vaccines Save Lives and MMR/Measles sub-campaigns had the biggest slices of the budget, which contributed to these efforts generating the most reactions.
- Reactions were overwhelmingly positive.
  - On Meta, sub-campaigns received 21,152 reactions, and **over 97%** were "Like," "Love," or "Wow" reactions.
  - These metrics suggest that the content and messages of the ads strongly resonated in a positive light with most viewers.

Campaign name	Reactions	%
COVID	545	1.49%
DTaP/Whooping Cough	1,497	4.10%
Flu	305	0.84%
Flu Pediatric	162	0.44%
Gen Adolescent	2,404	6.59%
Gen Respiratory Total	3,288	9.01%
General Childhood	1,818	4.98%
Hep B	769	2.11%
HPV	4,406	12.07%
Meningitis	1,204	3.30%
MMR/Measles	6,233	17.08%
Pregnancy	609	1.67%
RSV 50+	675	1.85%
RSV Infants	2,384	6.53%
Vaccines Save Lives	10,190	27.93%
Totals	**36,489**	**100.00%**

CREATIVE ENGAGEMENT – ANALYSIS

- Every sub-campaign received comments and reactions.
  - The MMR/Measles sub-campaign received the majority of comments (32.9%)
  - Vaccines Save Lives came in second (25.2%).
- Of the 714 comments that were recorded and analyzed, nearly **19%** were supportive of campaign messaging and content.
  - The "supportive" comments ranged from positive reactions and sentiments to advocating for vaccinations and spirited discussion chains with other anti-vaccine comments.
  - Please see the next slide for a few examples of these comments on this slide.

CREATIVE ENGAGEMENT – ANALYSIS



Victoria Morgan · 8w
Vaccines DO NOT CAUSE AUTISM!



Beautiful Garden inc · 6w
Gracias



Ronald A Hisey · 9w
Glad I was vaccinated



Ryan The Lion Howard · 5w
Roll up your sleeve and save your life!



Marilu Alarcon · 6w
Excelente !!!!



ZChrys White · 9w
I am fully vaccinated but got a measles booster from my local CVS. I am 47yrs old and refuse to be taken out by a preventable illness.



Jennifer Meyers McGavin · 8w
Why would you get sick when you could just get a vaccine? Smh!



Dusty Ronish · 9w
Get the shot



Letty Mancia · 7w
Amén



Susan Whyble · 6w
Thank you for sharing vaccine information 🙏



Darlene Derbigny · 6w
Please get vaccinated



Victoria Morgan · 9w
Imagine if we had a safe and effective vaccine! Oh wait.....WE DO!
Show your love for your children, vaccinate!



Paulina Salazar · 15w
🙏



Carrie McBroom · 11w
Not only deadly, but Pertussis (Whooping cough), creates lifelong issues for children!!!



Karen Clark · 16w
I got mine



LR Cohen · 8w
Facts, thank you for sharing them. And if it isn't contraindicated, VACCINATE!



Melissa B. Good · 15w
Meg Tomcho!! ❤️



Victoria Morgan · 8w
I only wish people loved their children enough to have them vaccinated. My parents showed me their love and I showed my kids that love.
Vaccinate them to show your love!



Lana Dickinson · 16w
So adorable Brian...a star already!xo



Julie Riley · 17w
Thank you!



Elias Segura · 12w
Sebe bien



Alexandra Michele · 19w
lol that's literally my dr 😭



Susan Berke-Hand · 9w
Yet so preventable!



Lori Ayers · 8w
I got MMR booster at age 30. Measles, mumps, rubeola.



Kerstin Herod Owens · 8w
My father became profoundly Deaf at 19 months old. He had contacted measles and his fever rose so high it burned his inner ear nerve endings. My great grandmother had polio. Supported a family to spite it. I am 54 and I have had measles, mumps and multiple chicken pox break outs. I ran to the pharmacy for a shingles vaccine a soon as I could.



Laura Nelson · 17w
I would love ❤️ to get another measles vaccine since the one I got 50 years ago is no longer providing immunity



Zef Devevo · 36w
Being vaccinated is the easiest and safest way for an immune system to meet a virus or bacteria. They're basically tutorials.



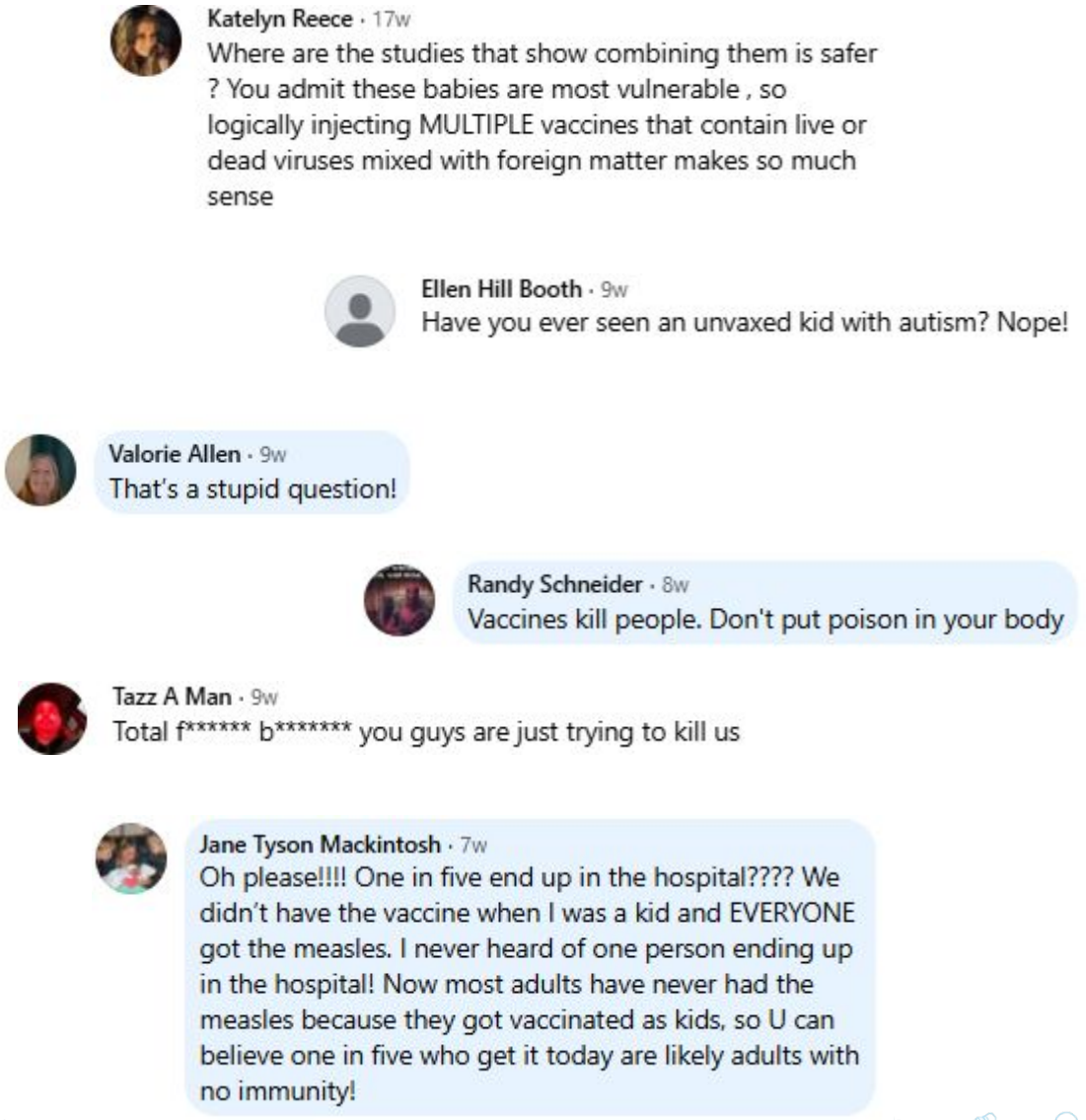
Nanci Quintana · 9w
Thank you for this! 💕



Julie Van Camp · 14w
I got my latest COVID boaster last week. Side effects for one day, but very glad I got it.

CREATIVE ENGAGEMENT – ANALYSIS

- Unfortunately, approximately 81% of comments expressed general hate, vaccine hesitancy, mis/dis-information, and/or political concerns/frustration.
- These comments spanned from general government distrust and frustration with big pharma to falsehoods about vaccines and the diseases they protect against.
    - Comments were monitored on a daily basis, and any with profanity, blatant misinformation about vaccines, or misleading claims about vaccines were hidden or deleted.



CREATIVE ENGAGEMENT – ANALYSIS

- Aside from the comments that used profanity, were off-topic with the campaign, or attempted to insult Colorado government agencies/officials, many of the misinformation comments reveal key informational gaps about vaccines.
- These gaps are content opportunities for future videos and campaign assets.
- For instance, many comments:
  - Posed questions about:
    - The correlation between autism and vaccines (e.g., Why has autism become more widespread in recent decades?, What about the studies that show a connection?, etc.)
    - The safety of vaccines and the vaccine schedule (e.g., How do we know that combining shots is safer?, What about side effects?, etc.)
    - Healthcare/insurance (e.g., Why won't my insurance cover this vaccine?, How do I get the measles vaccine?, etc.)
  - Shared misconceptions and myths about vaccines (e.g., misunderstandings about herd immunity, vaccines cause more deaths than the diseases, etc.)

AWARDS



From Good Ideas to Great Results

CAMPAIGN AWARDS

- The "Show Up For Tomorrow" campaign was named a Platinum Winner in the 2026 Hermes Creative Awards, under the Strategic & Integrated Campaigns: Social Marketing category.
  - The Platinum Award is the **highest** honor given by the Association of Marketing and Communication Professionals (AMCP).
  - Only the respiratory campaign was submitted for this award because the others were not done yet. The Idea Marketing team plans to submit all of the vaccine campaigns for many other awards, and will update this section accordingly.
- View the full award announcement.



RECOMMENDATIONS

Idea
marketing

From Good Ideas to Great Results

www.TheIdeaMarketing.com

RECOMMENDATIONS – CONTENT

- Secondary and primary research activities were conducted for this project, which included reviews/analyses of 82 campaigns and 22 studies, 14 focus groups and 4 in-depth interviews with 139 Coloradans, and 5 quantitative surveys with over 1,770 participants.
- The research revealed many key insights and recommendations, all of which informed the creative development, strategy, and approach.
- Future creative assets should be developed, informed, and guided by the insights and recommendations uncovered by the research.
    - This will help ensure the assets resonate with audiences and address key informational gaps.



RECOMMENDATION: Use research insights and recommendations to inform the development of future creative assets and materials.

RECOMMENDATIONS – CONTENT CTA

- During the primary research phase, one revelation stood out:
  - "Healthcare providers are the one of the **top** influencers when it comes to healthcare decisions."
- In addition, the primary research revealed that most people do **not** like being told what to do. They prefer to receive information and then make their own decisions.
  - There are many key educational gaps about vaccines, and to change behaviors, that education needs to come from trusted sources.
- The research has shown that campaign messaging would be more effective if it encouraged people to talk to their healthcare providers about vaccines rather than simply encouraging them to get vaccinated.



RECOMMENDATION: Continue to use messaging that encourages audiences to speak with healthcare providers about vaccines.

RECOMMENDATIONS – CONTENT TYPES

- Over 1,000 assets were created during this project, and a multitude of ad formats and channels were used to reach broad, diverse audiences.
  - Research has consistently shown that no single media channel effectively reaches an entire target audience.
  - Media consumption is becoming increasingly fragmented. Employing multiple ad formats increases overall reach, improves message frequency across diverse audiences, and helps ensure campaign messages are accessible to residents with different media habits (source: Nielsen).



RECOMMENDATION: Continue to diversity ad types, formats, and placements to ensure messaging reaches all target audiences.

RECOMMENDATIONS – VIDEO CONTENT

- An abundance of video assets were created throughout this project:

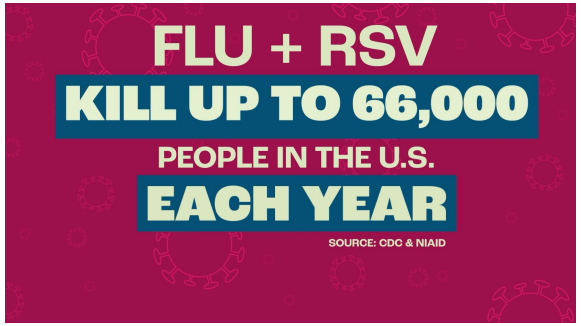
		Video Category				
		Awareness Videos	**Dr Interviews**	**Hybrid Videos**	**Flashbit Videos**	**Total Videos**
Vaccine Type	**Adolescent**	72	24	58	14	**168**
	Childhood	144	40	144	28	**356**
	Other	0	24	120	16	**160**
	Respiratory	64	38	96	56	**254**
	Total Videos	**280**	**126**	**418**	**114**	**938**

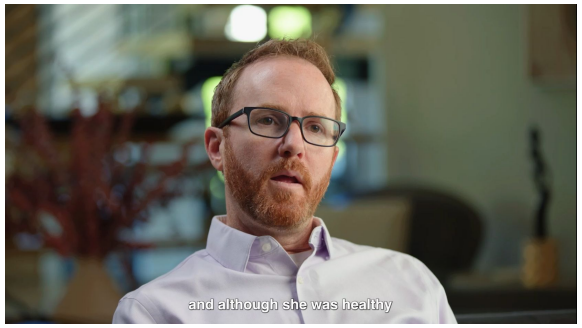
- Most of the **418 Hybrid Videos** are *longer than 45-seconds*. To improve viewer comprehension, these hybrids should be adapted into shorter, faster, and more attention grabbing formats *(please see the next slide for an example)*.

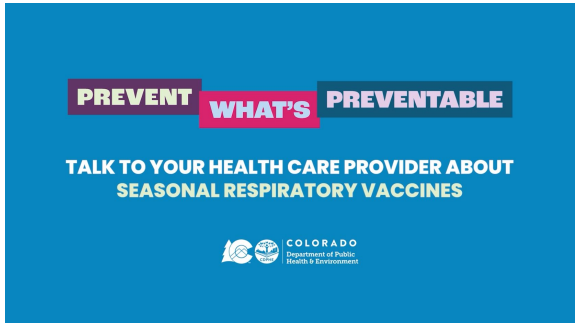
RECOMMENDATION: Create 30-sec and/or 15-sec adaptations of the Hybrid Videos.

RECOMMENDATIONS – VIDEO CONTENT

- For instance, the English General Respiratory Shocking Stat Hybrid is ~40 seconds. This video could be edited in the following ways to make it 30 seconds or less:
  - Shorten the end card animation (currently 7 seconds)
  - Shorten the three (3) stat screens (currently 10 seconds)
  - Remove Dr. Higgins' line about the child being healthy and strong (~3-5 seconds). Please note that this change would **not** affect the overall message.
- Viewer drop-off risk increases with every extra second, so a 30-sec hybrid may retain interest and improve engagement. Plus, 30-sec ads are **not** skippable on some formats/outlets.







RECOMMENDATION: Create 30-sec and/or 15-sec adaptations of the Hybrid Videos.

RECOMMENDATIONS – VIDEO CONTENT

- An abundance of video assets were created throughout this project:

		Video Category				
		Awareness Videos	**Dr Interviews**	**Hybrid Videos**	**Flashbit Videos**	**Total Videos**
Vaccine Type	**Adolescent**	72	24	58	14	**168**
	Childhood	144	40	144	28	**356**
	Other	0	24	120	16	**160**
	Respiratory	64	38	96	56	**254**
	Total Videos	**280**	**126**	**418**	**114**	**938**

- All **126 Dr Interviews** are *over one (1) minute,* and some are go past *two (2) minutes.* To improve viewer comprehension, each Dr Interview should be chopped up into multiple clips/sound bites *(please see the next slide for an example).*

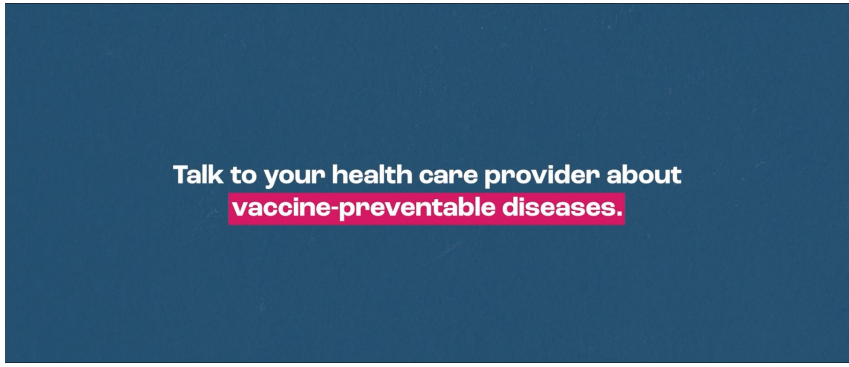
RECOMMENDATION: Dissect each Dr Interview into four (4) to six (6) 15-sec/30-sec clips.

RECOMMENDATIONS – VIDEO CONTENT

- For instance, the English Measles Dr Interview features many great sound bites:
  - From ~0:07 to ~0:21, there are two (2) great back-to-back soundbites from Dr. Ligorski and Dr. Tomcho about how contagious measles is.
- These two (2) sound bites last for ~15 seconds total, and the clip could be a great asset for social media that quickly communicates key facts to parents.
  - As Dr. Tomcho's sound bite concludes, the end card visual could be added for the final two (2) seconds.







RECOMMENDATION: Dissect each Dr Interview into four (4) to six (6) 15-sec/30-sec clips.

RECOMMENDATIONS – VIDEO CONTENT

- During the creative development process, **19 interviews** were conducted with doctors and healthcare providers spanning many specializations:

Pediatrics	Family Medicine	Obstetrics	Geriatrics
9	8	2	1

- Each interview lasted between 30-60 minutes, and each covered a wide range of vaccine-related topics. The final Dr Interview videos and final Hybrids used only **a small fraction** of the total interview content.
  - As a result, there are still plenty of good sound bites that can be used.
- The Idea Marketing possesses a wealth of raw footage and audio from these interviews, which could be used *at any time* to create additional assets.



RECOMMENDATION: Use raw interview footage and audio to create more types of videos, including short-form, bite-sized clips.

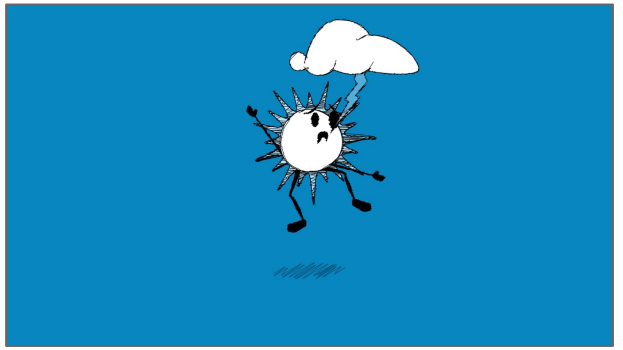
RECOMMENDATIONS – VIDEO CONTENT

- Two (2) different approaches and two (2) creative concepts were used to created the Hybrid educational videos:

1. Shocking Stats: Disease Approach



2. The Unluckiest Man: Vaccines Approach



- The Idea Marketing possesses a wealth of raw footage and audio from the interviews, which could be used to create additional hybrid videos.
  - The "Unluckiest" Hybrids often achieved higher CTRs, but the "Stats" typically delivered more impressions.
- Please note the "Stats" are much easier/faster to create than the "Unluckiest" ones.

RECOMMENDATION: Use raw interview footage and audio to create more types of hybrid videos.

RECOMMENDATIONS – VIDEO CONTENT

- Short-form content is in *high demand*. It is the preferred type of content for most audiences. In fact:
  - **95%** of consumers regularly watch short-form videos (source: Clutch).
- Drop-off risk increases with *every extra second* in a video.
  - Content that is quick-to-engage and easy-to-digest is more likely to capture and retain attention.
- To stay relevant, capture and maintain viewer attention, and cut through the "noise" in a way that feels organic, more flashbit videos should be created.
  - Flashbits are short and to the point, providing bite-sized education on vaccines while appearing like user-generated content. In addition, these videos can be created quickly and for minimal costs.



RECOMMENDATION: Develop more flashbits to educate Coloradans on vaccines and the diseases they protect against.

RECOMMENDATIONS – NEW CONTENT IDEAS

- In several sub-campaigns, the static Carousel assets delivered **more** impressions and clicks than video assets.
- For instance, when comparing Meta performance for all Childhood sub-campaigns, the Carousel assets delivered **over 41%** of the impression share and **over 46%** of the click share for this Childhood line, with a low average CPC of **$0.84.**
    - This performance was partially influenced by limited creative inventory. In some childhood sub-campaigns, like Pregnancy, the Hybrids were **not** ready until the flight's final weeks or days. And other sub-campaigns, like Hepatitis B, did **not** have any Awareness videos or Dr Interviews.
- However, static Carousels deliver instant clarity to viewers without requiring a large time commitment and they typically have lower CPMs. In addition, it is far easier and less expensive to create these carousels than other videos.



RECOMMENDATION: Create additional static carousels for each vaccine category (e.g., whooping cough, general childhood, RSV, etc.).

RECOMMENDATIONS – NEW CONTENT IDEAS

- On social media, all ads received **over 700 comments** throughout all phases (see the sentiment analysis slide).
  - ~18% of comments featured positive campaign support messages.
  - However, ~20% of the comments shared inaccuracies or mistruths about vaccines and the diseases they protect against.
- For instance, Autism video ads received multiple comments that questioned why autism spectrum disorder (ASD) has become more widespread in recent decades.
  - *This question was directly addressed in the Autism Dr Interview*. However, these comments highlight how pervasive this question and others can be.
- By reviewing these types of comments, new content topics can be identified for future assets, which can greatly support vaccine education efforts.



RECOMMENDATION: Identify new ideas for creative assets by analyzing comments within the sub-campaigns.

RECOMMENDATIONS – NEW CONTENT IDEAS

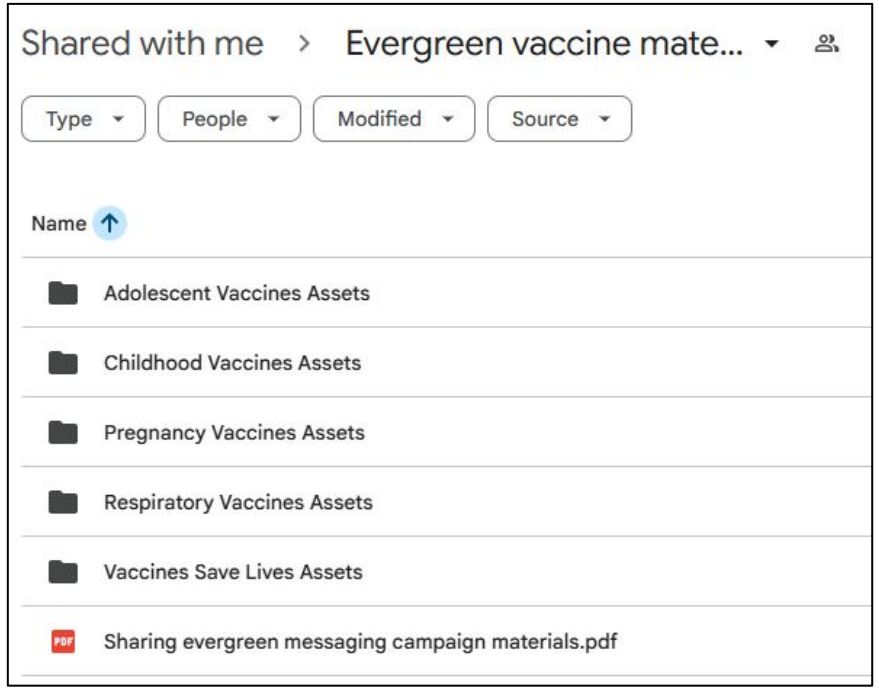
- On Google, the Paid Search campaigns targeted "broad match" keywords.
- With "broad match" keywords, Google analyzes the context of the keyword and then shows the ads for other "search terms" related to the keyword (i.e., specific / actual phrases people used in Google Search that caused the ads to show).
    - For instance,"covid vaccine symptoms" was targeted as a broad match keyword. This caused the ad to be shown for other relevant search terms, like "reaction to covid vaccine," "covid booster side effects 2026," and more.
- Across all the paid search campaigns, ads appeared for **over 81,000** different "search terms."
- Within these search terms, new content topics and ideas may be identified for future video and static assets, which can greatly support education efforts.



RECOMMENDATION: Identify new ideas for creative assets by analyzing all search terms and identifying common terms with high impressions or clicks.

RECOMMENDATIONS – OUTREACH

- All creative assets have been delivered to CDPHE in this shared Google Drive folder, hosted/owned by The Idea Marketing.
- In addition, the creative assets have been duplicated in the shared Evergreen vaccine materials folder, which is hosted/owned by CDPHE.
- The assets in the Evergreen folder should be shared externally and made available for use by others, including individual healthcare providers/practices, health organizations, local county health departments and agencies, and many more.



RECOMMENDATION: Distribute the Evergreen shared folder with more health related organizations, and encourage them to use these shared assets.

RECOMMENDATIONS – OUTREACH

- Throughout this project, a comprehensive library of research-backed creative assets, messaging, and educational materials have been created, all of which adhere to WCAG 2.1 Level AA accessibility standards.
- These materials provide a scalable foundation that can be adapted to support future public health outreach efforts, not only in Colorado, but across the U.S.
  - By sharing these assets, the campaign results, and the research behind all of it, other states and agencies can develop similar creative materials.
  - This helps reduce development time, improves message consistency, and maximizes return on the state's investment.



RECOMMENDATION: Encourage other state agencies across the U.S. to leverage this campaign as a blueprint for future vaccination initiatives.

RECOMMENDATIONS – PAID MEDIA

- Many of the paid media outlets used in 2025-2026 were effective at targeting parents, which is important for Childhood and Adolescent immunization efforts.
    - For instance, Disney+ enabled us to reach parents/families when watching children's TV shows and movies. However, it had a very high CPM of **$45.53.**
- To make campaigns more cost-effective, alternative strategies should be explored, but those efforts should deliver key messages to parents through trusted sources.
    - For instance, digital flyer management systems, like Peachjar, are used by some school districts to send school updates and community resources directly to parents via email and/or the school's digital portal.
- By utilizing this type of service, we can can maximize reach through trusted, local institutions while minimizing costs.



RECOMMENDATION: Reserve future outreach funds for low-cost services, like Peachjar, to efficiently deliver key messaging to parents through trusted mediums.

RECOMMENDATIONS – PAID MEDIA

- For the Childhood campaign, standees were designed and placed in Grocery Stores, Pharmacies, and Dr Offices/Clinics across urban and rural Colorado counties.
    - OOH used **less than 6%** of the Childhood budget ($28,944) and generated **over 3.1 million impressions** (~4% of the total Childhood impression share), with an average **CPM of $9.10.**





- OOH was the third most cost-effective outreach strategy in the Childhood campaign. The standees were great for generating awareness, but did not drive significant clicks.

RECOMMENDATION: If awareness continues to be a main goal for the next campaign, include similar types of OOH placements.

RECOMMENDATIONS – PAID MEDIA

- Measles cases have continued to rise in the U.S.
  - In 2026, the U.S. has hit a **35-year high** in measles cases. According to CDC data, **2,318 cases** of measles have been confirmed between January and July, 2026 (just **seven (7) months** into the year).
    - In all of 2025, there were only **2,289** confirmed cases, which shows that measles trend is not changing any time soon (source: Washington Post).
- Fortunately, there was some good news in Colorado:
  - After dealing with several outbreaks in 2025 and 2026, confirmed measles cases in Colorado appear to be declining in the second half of 2026 (source: CDPHE).
- The MMR effort within the 2025-2026 campaign had the highest click-through-rate (CTR) of all sub-campaigns (0.54%) and the lowest average CPC ($1.24).

RECOMMENDATION: To help continue driving down measles cases in Colorado, reserve funds for MMR efforts.

RECOMMENDATIONS – PAID MEDIA

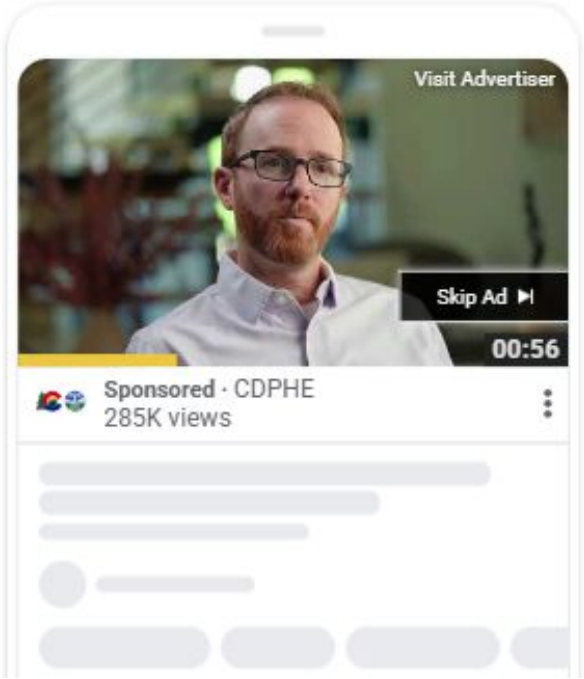
- Vaccine mis/disinformation continues to spread, and unfortunately, the federal government is contributing to that spread.
  - Throughout 2026, the federal government has attempted to change the CDC vaccination recommendations multiple times.
  - Without any supporting scientific evidence, federal officials have made many misleading claims about vaccines (source: The Guardian). These claims include:
    - The MMR vaccine is "quite lethal" and it should be broken up into three shots.
    - There is an unproven link between vaccines and autism spectrum disorder.
    - There are too many shots on the recommended schedule.
- Paid media efforts are needed to combat the rise in vaccine mis/disinformation.

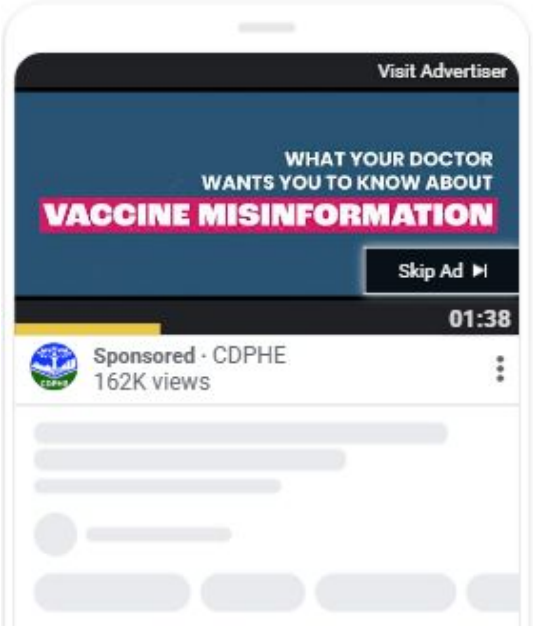


RECOMMENDATION: To help combat vaccine misinformation, reserve funds to restart the Vaccines Save Lives efforts.

RECOMMENDATIONS – AD PLATFORMS

- In Phase 2 of the Vaccines Save Lives campaign, multiple published YouTube videos were used as ads on the platform.
    - However, due to the video length, these ads were skippable, which likely impacted viewer comprehension.
- To qualify for non-skippable in-stream ads, videos must fall into one of three (3) formats:





1. **Bumper ads:** Up to 6 seconds long.
2. **Standard non-skippable ads:** 7-15 seconds long.
3. **30-second non-skippable ads (CTV):** 16-30 seconds long.

RECOMMENDATION: If funds are reserved for YouTube Ads once more, increase viewership and education by placing shorter videos that qualify as non-skippable ads.

RECOMMENDATIONS – AD PLATFORMS

- Over 56% of the total budget across **ALL** campaigns (i.e., Respiratory, Childhood, Adolescent, and Vaccines Save Lives) went to social media platforms – TikTok (22%) and Meta (34%).
    - When analyzing all campaigns together, Meta and TikTok were the **most cost-effective platforms**, achieving an average CPM of $3.93 and $4.04 respectively, with a respective average CPC of $1.57 and $0.89.
- These high-level metrics illustrate how these social media outlets are crucial for broad awareness campaigns, and these metrics provide evidence for the future use of these social outlets in ongoing vaccination awareness and education efforts.



RECOMMENDATION: Allocate funds to Meta and TikTok placements to maximize reach/impressions while minimizing cost.

THANK YOU

1001 S Monaco Parkway • Suite 260 • Denver CO 80224

Phone 303.759.5902

Email info@theideamarketing.com

Website www.theideamarketing.com

idea
marketing