



SMITH GEIGER  
GROUP

# Vaccine Research Sales Concepts

March 2021





## 30 MINUTE AGENDA

- 1 Welcome!
- 2 The Vaccine Research Overview
- 3 Research And Key Audiences
- 4 Potential Clients
- 5 3 Opportunities/Conversations
- 6 The Station Package
- 7 Examples Of Station Success
- 8 Wrap Up

## Biden targets diverse groups with vaccine hesitancy for COVID-19 funds

BY BO ERICKSON

UPDATED ON: FEBRUARY 24, 2021 / 12:32 AM / CBS NEWS

## AD COUNCIL SPEARHEADS \$50 MILLION EDUCATION EFFORT FOR COVID-19 VACCINE

Just one third of Americans say they will 'definitely' get vaccinated, according to a survey by COVID Collaborative

By [Ethan Jakob Craft](#). Published on November 23, 2020.

## Covid-19 vaccine ads expected in next few weeks as part of \$250 million Biden administration campaign

By [Elizabeth Cohen](#), CNN Senior Medical Correspondent

🕒 Updated 7:01 AM ET, Mon March 15, 2021

## Federal education campaign to emphasize power of COVID-19 vaccine set to launch in January

[Elizabeth Weise](#) USA TODAY

Published 7:12 p.m. ET Dec. 29, 2020 | Updated 11:47 a.m. ET Dec. 30, 2020

## New vaccine ads reach out to minorities

[New Day](#)

CNN senior medical correspondent [Elizabeth Cohen](#) discusses a [new ad campaign](#) that's encouraging minorities to become study participants in clinical trials for coronavirus vaccines. [Source: CNN](#)



A black and white photograph of a woman with glasses, seen from the side, writing on a sticky note on a wall. The wall is covered with several other sticky notes. A large blue rectangular overlay is positioned on the right side of the image, containing white text.

**The key  
data...**

**What  
can you  
offer your  
clients?**

# About the Research

## Methodology

- We interviewed **3,046 adults** 18-64
  - **National US-based sample** with quotas to ensure age, gender, geographic, and ethnic distribution
  - All respondents are **consuming news media sources on at least one platform weekly**
- 94% of US-based adults 18-64 qualified



Median length of interview:  
**17 minutes**



Online interviews conducted between:  
**December 4 and 11, 2020**

SmithGeiger conducted follow-up research for a subset of questions in late February 2021, with an n=2,041 sample

# About the Research

## Key Findings For Local and National Media

### **A public increasingly eager for a vaccine**

37% of unvaccinated Americans “definitely will” get a shot as soon as they can – an increase over previous research. But with 23% already at least partially vaccinated – the % who are eager for (or already have) a shot now tops 50%.

### **Uncertain “swing voters” begin to get on board**

The percentage of Americans who are unsure or leaning away from a shot is declining – with those skeptics moving “up the ladder.” And we see similar shifts among the more skeptical subpopulations.

### **Broad trust in local news sources**

No sources are deemed more reliable than local news (TV, radio, or print), with news consumers far more likely to rate national news sources “unreliable.”

### **Safety, efficacy – and normalcy**

The biggest motivator for getting vaccinated is a desire to get back to “normal,” followed closely by personal and family safety concerns. The top reasons for vaccine hesitance center on safety and efficacy.

### **Americans want to hear from experts**

The most important voices are those of doctors, nurses, and other healthcare-related experts or organizations, and this desire for expertise transfers over to whose opinions people want to hear about from media sources.

### **Consumers want facts – they’ll make up their own minds**

Consumers want stories that “make recommendations based on detailed reporting,” and that focus on “just the facts” without personal perspective.



# National Overall Findings

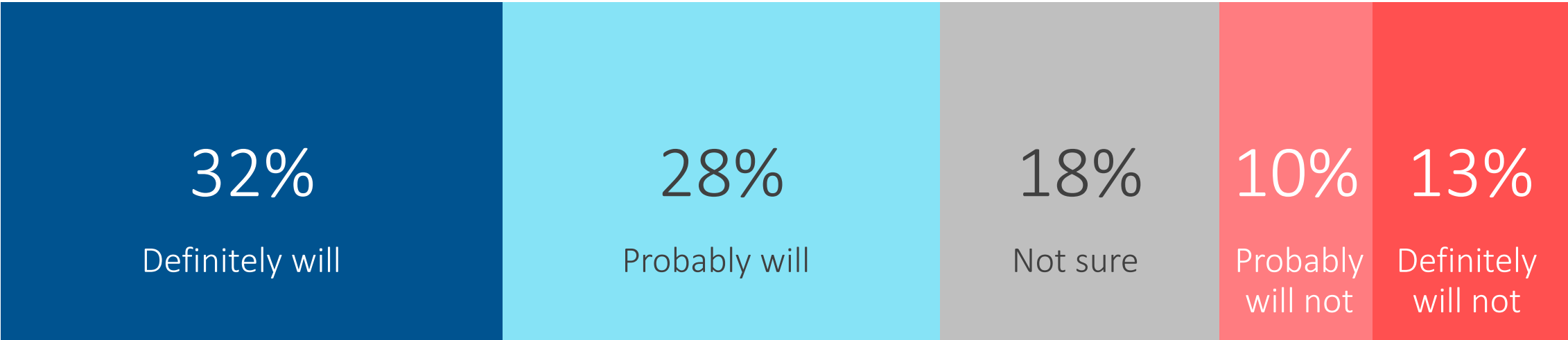




# A public eager for the vaccine

In our December research, 6 in 10 respondents overall expressed an intent to get vaccinated for COVID (“probably” or “definitely” will) once a vaccine is available. Just 13% said that they “definitely would not” get vaccinated.

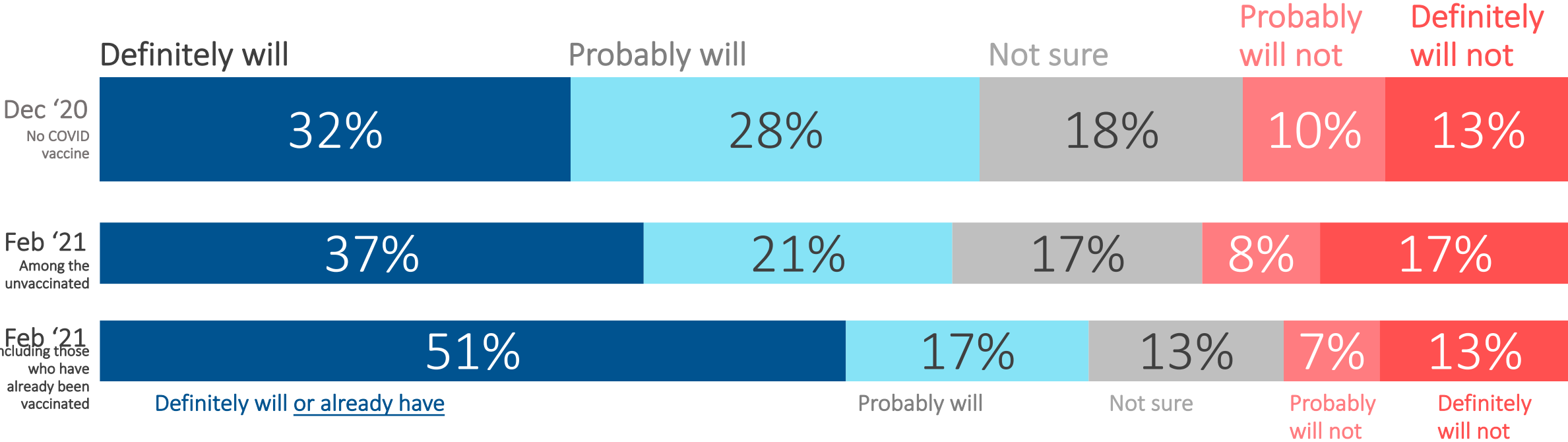
How likely are you to get the COVID vaccine when you can?



# A growing embrace

As of late February, 23% of adults 18-64 said they had been at least partially vaccinated. When we incorporate them into the “definitely will” group in that follow-up research, it reaches above 50%.

## How likely are you to get the COVID vaccine when you can?

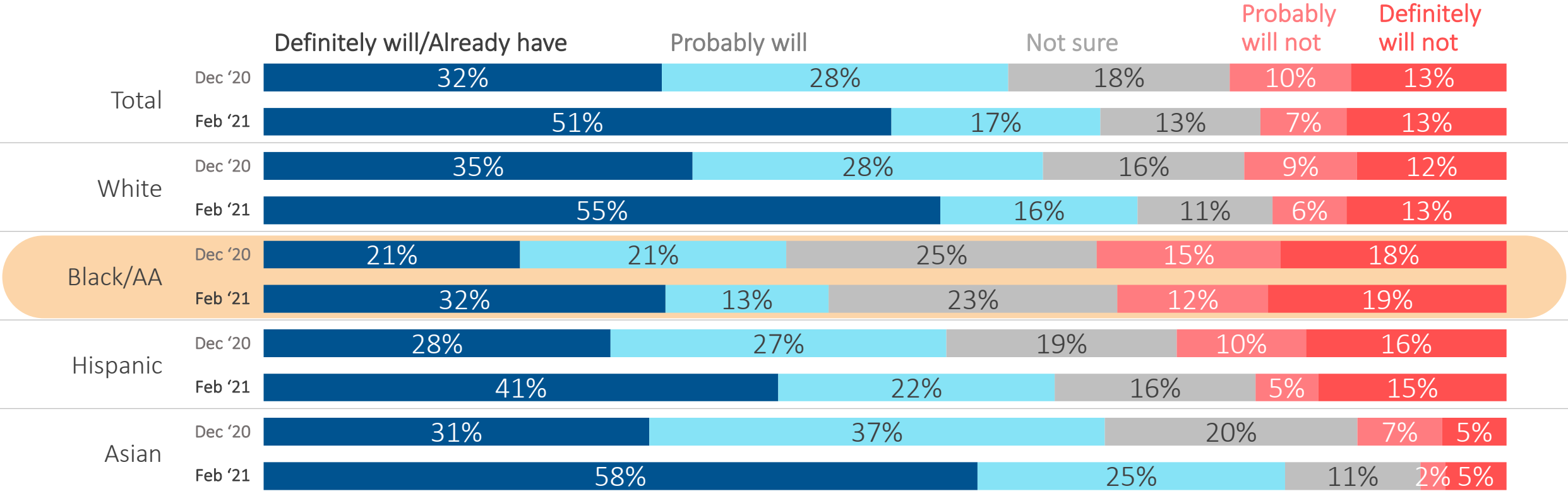


CC3: How likely are you to get vaccinated for coronavirus once a vaccine is available for you to get?



# Hesitance persists among Black audiences

How likely are you to get the COVID vaccine when you can?  
(By Ethnicity)

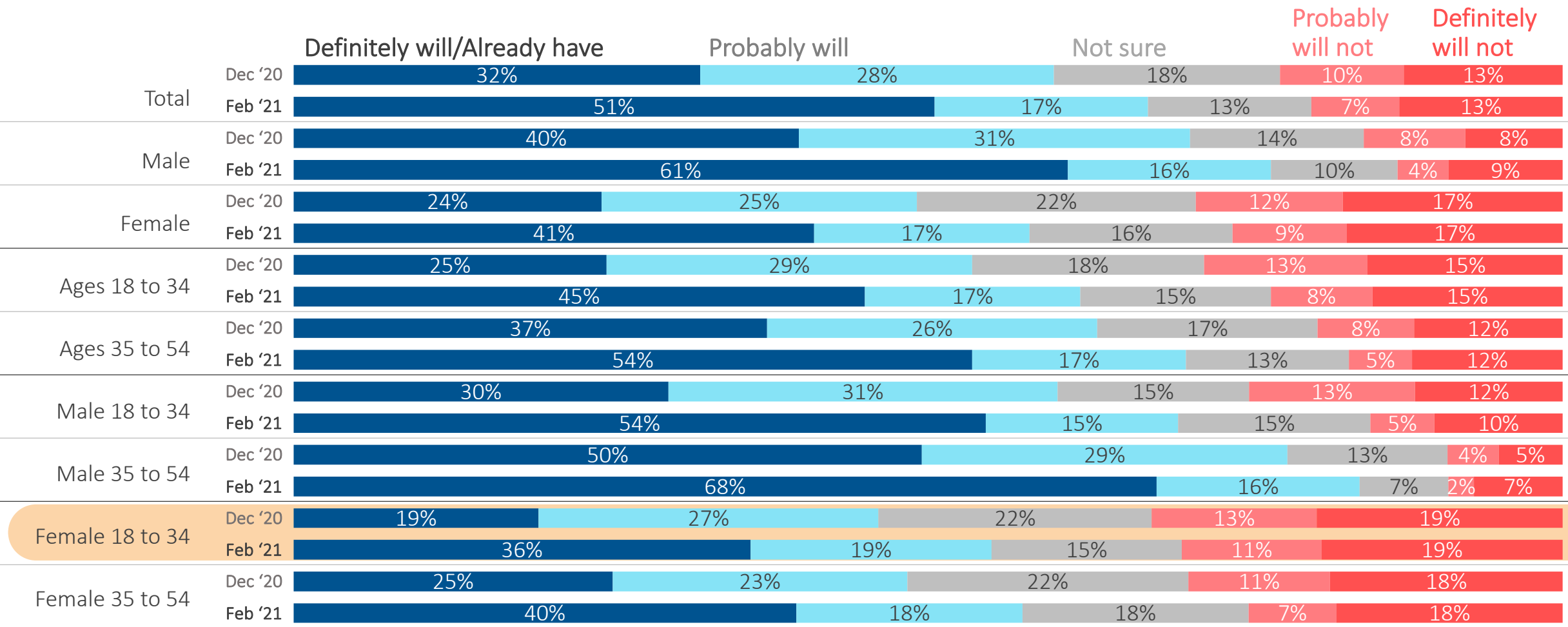


Feb '21 data: Includes those that already had at least one dose of COVID vaccine

# Resistance begins to decline among younger women

## How likely are you to get the COVID vaccine when you can?

By Gender and Age

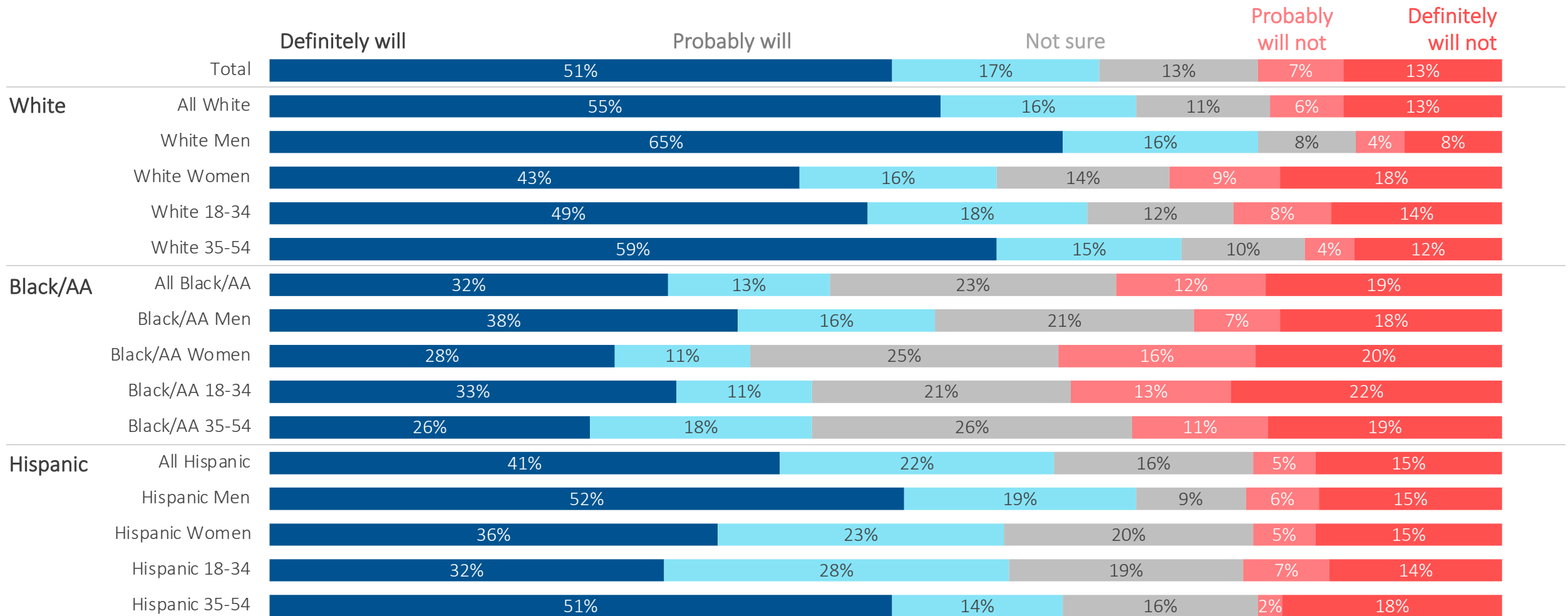


Feb '21 data: Includes those that already had at least one dose of COVID vaccine

# High hesitance continues among Black respondents

How likely are you to get the COVID vaccine when you can?

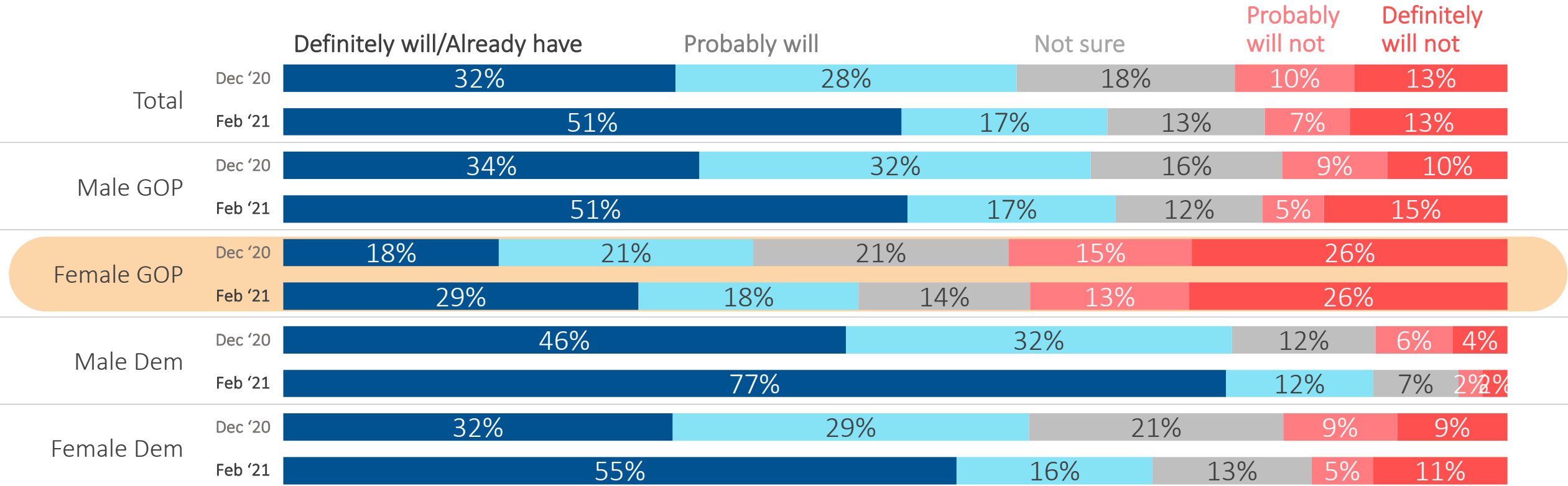
Ethnicity by Gender or Age



# Skepticism is especially high among female Republicans

How likely are you to get the COVID vaccine when you can?

By Gender and Political Affiliation



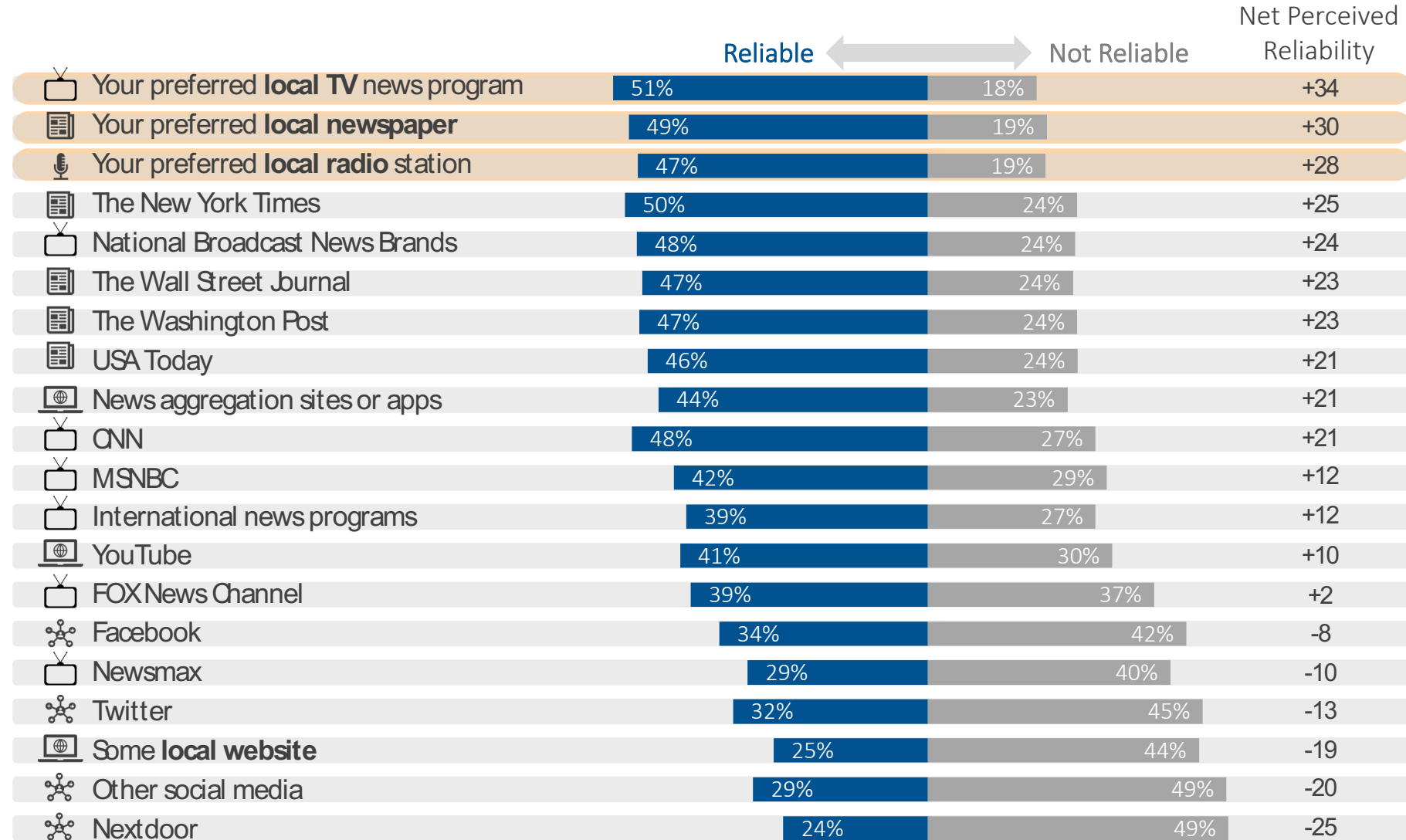
Feb '21 data: Includes those that already had at least one dose of COVID vaccine



# Broad trust in local news sources

## How reliable is each source?

No sources are deemed more reliable by this audience of news consumers than local news (TV, radio, or print), with 51% rating their preferred local TV news source “reliable,” vs. just 18% “unreliable.” We see similar ratios for local newspapers and radio – while most major cable and broadcast news networks have higher levels of perceived “unreliability.”



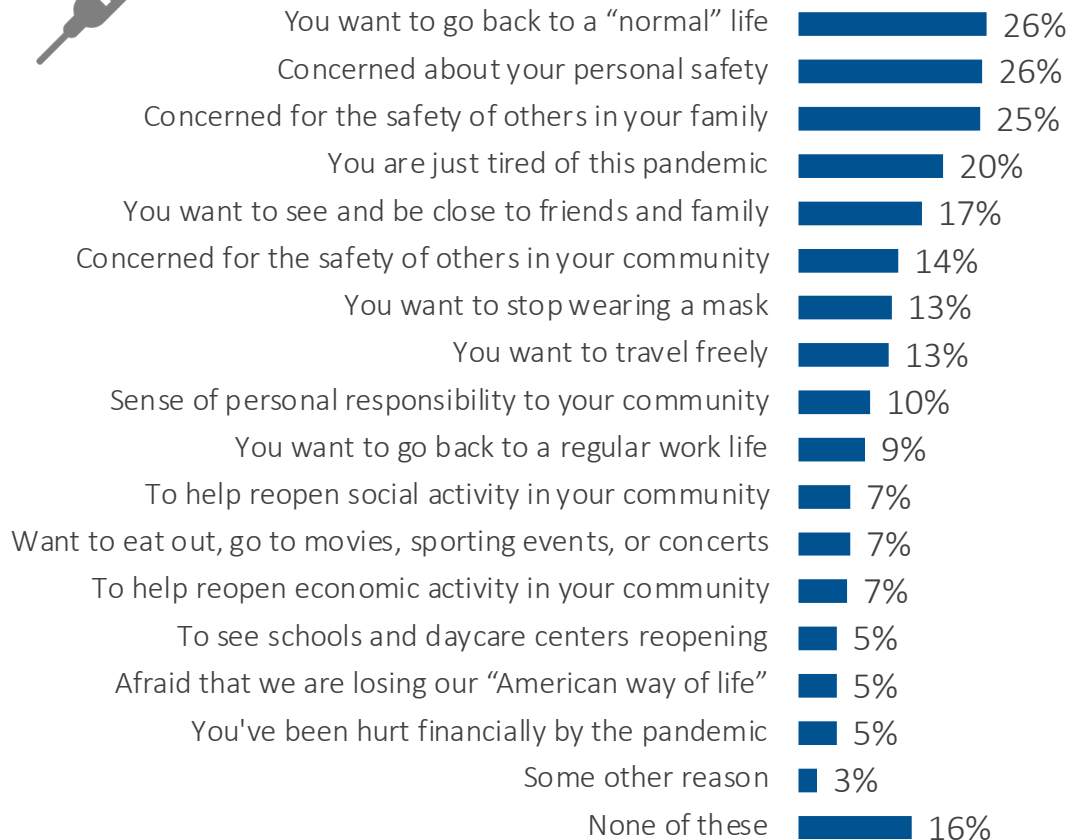
Net Perceived Reliability = “Reliable” minus “Unreliable”

# Safety and efficacy – and concerns over side effects

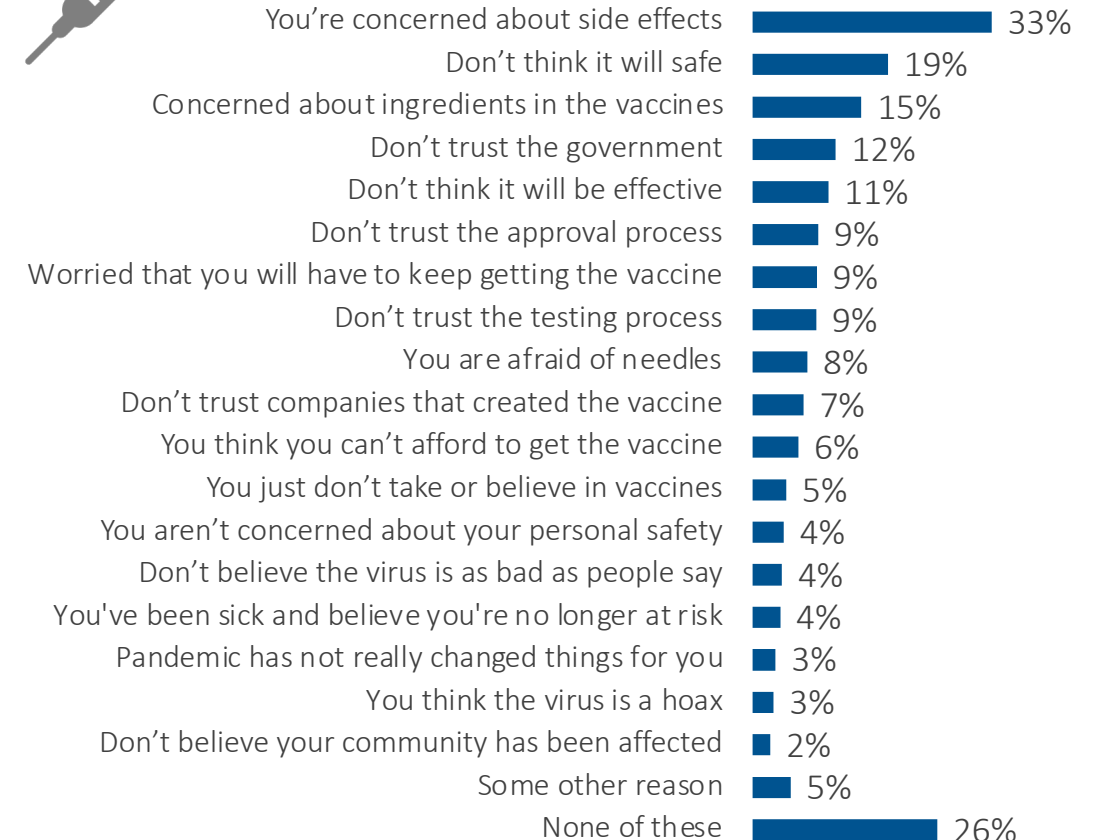
The biggest motivator for getting vaccinated continues to be a desire to get back to “normal.” But safety concerns continue to be a reason to hesitate – especially concerns about possible side effects.



## Biggest Reasons to Get Vaccinated



## Biggest Reasons NOT to Get Vaccinated



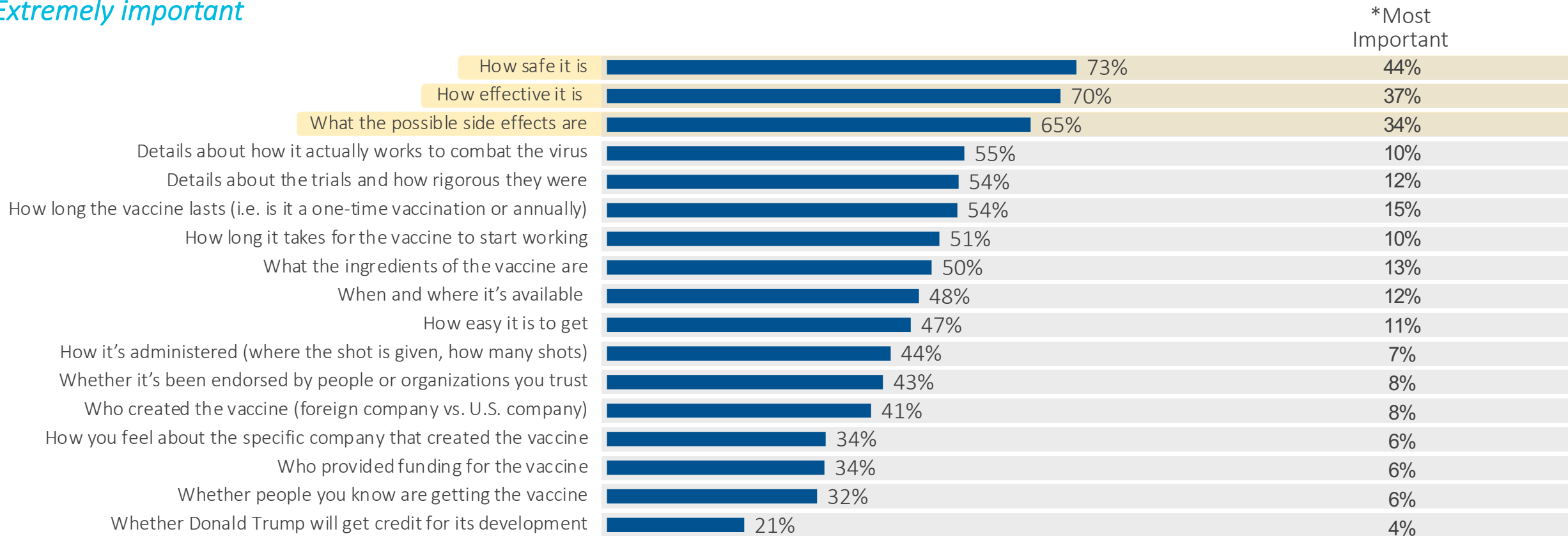


# News consumers want to know what's safe and what's not

News consumers are looking for information about vaccine safety and efficacy – nothing else comes particularly close.

## How important is each of the following to your decision?

*Extremely important*



\*Based on Respondents who found at least one thing important

DD1: How important to you is each of the following specific kinds of information in deciding whether to get or recommend the coronavirus vaccine as soon as it is available?

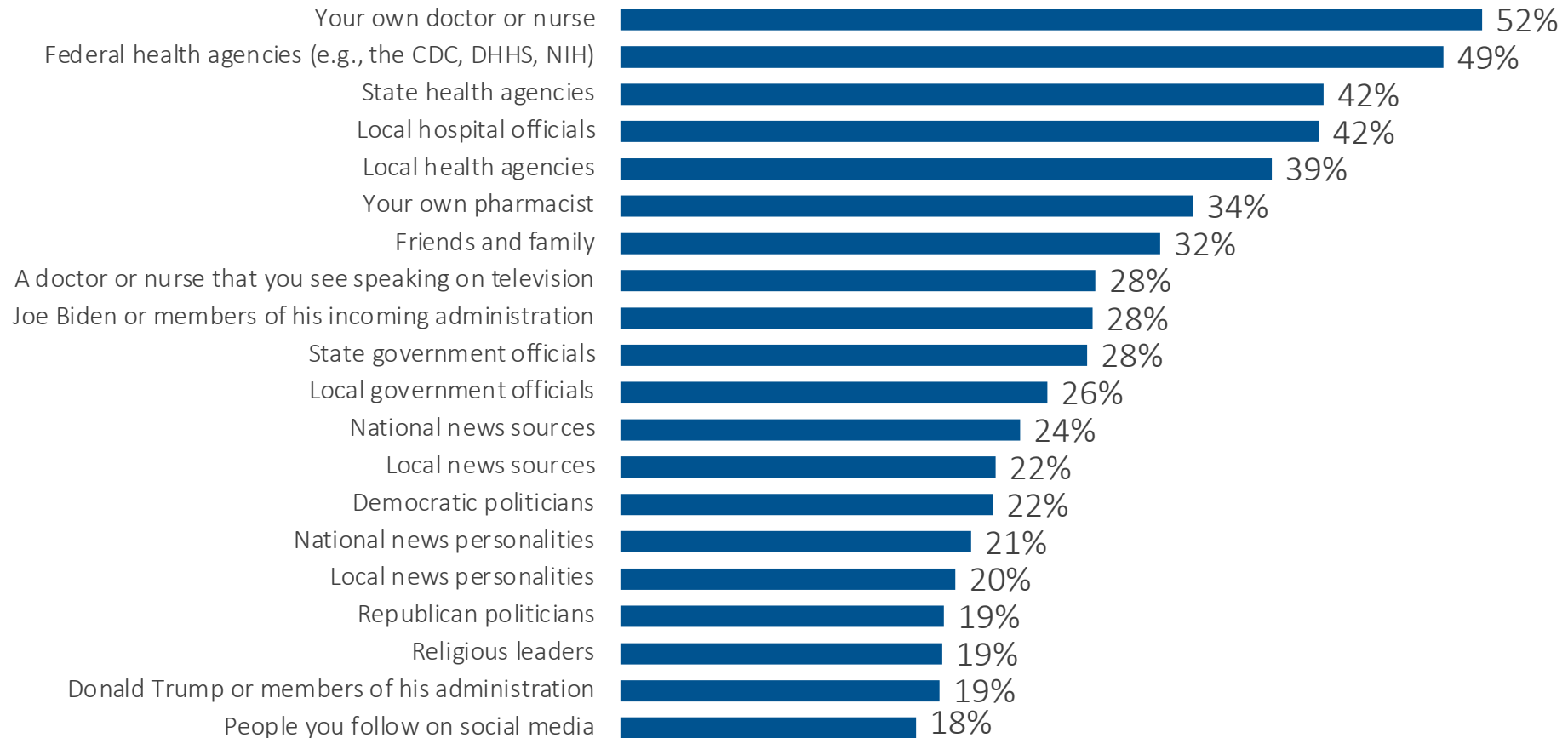


# Experts over pundits

The most important voices to these consumers are those of doctors, nurses, and other healthcare-related experts or organizations. This need for expertise transfers over to media as well – the COVID-related opinion viewers that are most interested in hearing on their TVs is that of a doctor or nurse, rather than a news personality.

## How important is the opinion of each of these to your decision?

*Extremely important*

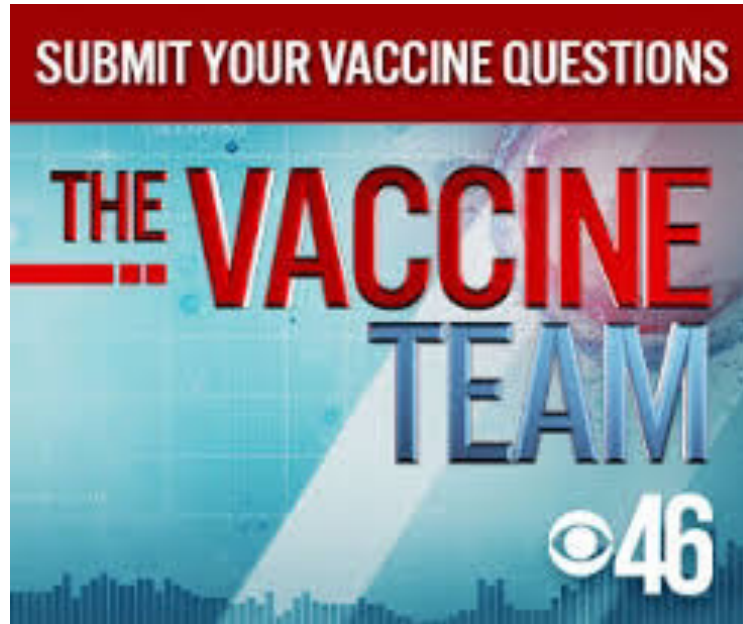
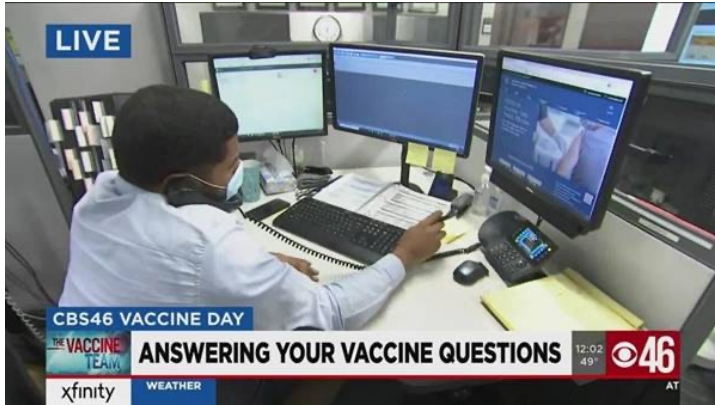


# Impactful messages focus on a desire to avoid loss, help others

Roughly half of all respondents are more likely to get vaccinated as a result of seeing messages with those themes in local media.

Looking at each of these messages, would they make you more likely to get the coronavirus vaccine, would they make you less likely, or would it make no difference?





# Who are the **potential clients** we can take this data to?

Regional Drug Stores

Local Doctors And Hospitals

Home Health Care

Nursing And Senior Homes

Medical Unions and Associations

Non-Profits And Leaders

State And Local Agencies

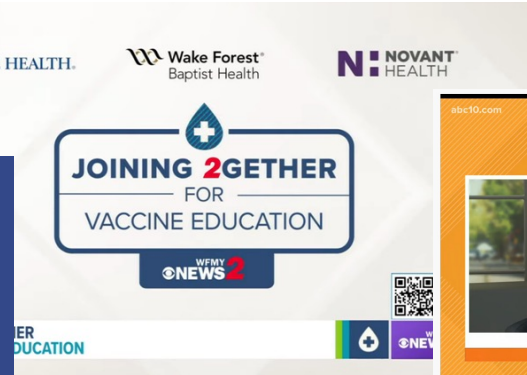
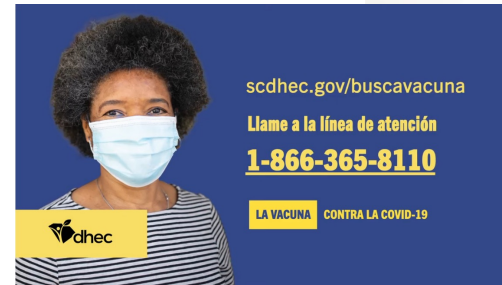


# What is the “value” you can offer clients?

- 1** The **trusted voices** we found in the research (local medical voices and our media)
- 2** The **motivation to/motivation** against that can help us talk to our audiences
- 3** The messages we tested that could help them communicate any vaccine messages

**How can we help our community together?**

# The Potential Station Sales Package



New "Abuelita" Campaign Encourages Vaccine Education in the Hispanic Community

Vaccine data for their internal use

Full PSA Campaigns

Three screen marketing

Trusted personalities

Station involvement in vaccine effort

**Local TV/radio is important to the success of any vaccine effort.**

**Any vaccine effort is likely to be a long term effort..**



GET



# Texas Department of State Health Services







**WHEN** CAN YOU  
GET THE VACCINE?



**YOU NEED TO KNOW WHERE  
AND WHEN TO GET THE SHOT**

**24 NEWS NOW**

# PSA Campaigns

**VACCINES DEFEND WHAT MATTERS.**

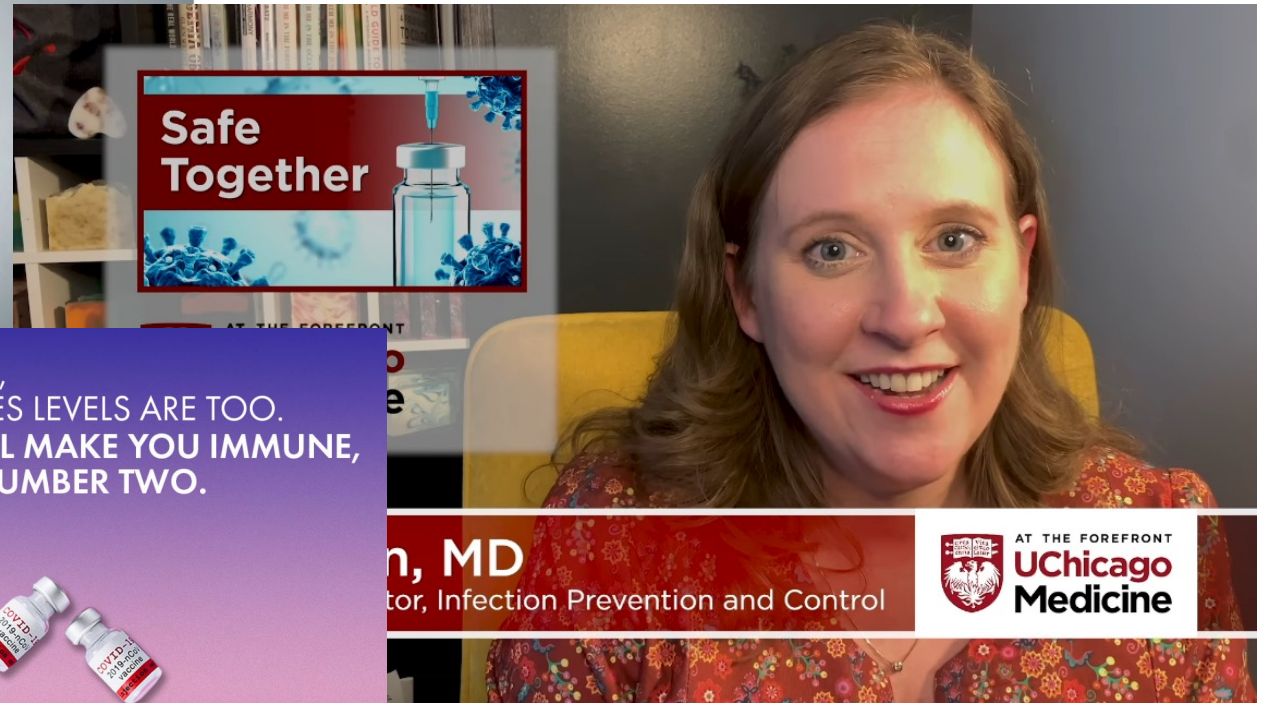


ROSES ARE RED,  
COVID-19 CASES LEVELS ARE TOO.  
VACCINES WILL MAKE YOU IMMUNE,  
AFTER SHOT NUMBER TWO.



STAY  
**SMART.**  
DO  
**YOUR PART.**

TOGETHER AGAINST COVID-19



n, MD  
Director, Infection Prevention and Control



# Cashing The Check

Regional, State And  
Ethnic Breakouts

News Coverage/  
DJ Mentions

Station Public Affairs/  
Community Service

Partnerships With Local  
Agencies And Advertisers





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**Thank  
you**

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