



# CHANGE STARTS HERE

**INCREASING VACCINATION RATES IN MICHIGAN'S MOST  
UNDERVACCINATED COUNTIES WITH STORYTELLING, CREATIVE  
TESTING, & TARGETED DIGITAL ADVERTISING**



IN PARTNERSHIP WITH



# THE GOAL

- Find key persuadable unvaccinated audiences and target them with robust communication between July 16 and September 30, 2021, and find the messengers and messaging that could most effectively increase vaccination rates.
- Educate generally vaccine-hesitant Michiganders about the importance and benefits of vaccination with a special focus on 20 high-need counties.
- Use all tools available but especially underutilized tools like over the top television (OTT), streaming TV, digital, peer to peer texting, direct mail, and live phone calls to share accurate, culturally competent communication about COVID-19 vaccines.

# TOTAL REACH

**196,512,696**

HIGHLY TARGETED AD VIEWS OR  
IMPRESSIONS DELIVERED TO

**3,293,031**

PEOPLE ON STREAMING TV, FACEBOOK,  
INSTAGRAM, TIKTOK, GOOGLE ADS,  
OTT, YOUTUBE, AND MORE

**6,748,106**

PEER-TO-PEER TEXT MESSAGES  
WERE SENT TO

**987,297**

HOUSEHOLDS

**922,294**

PHONES DIALED AND

**147,643**

PHONE CONVERSATIONS  
WERE CONDUCTED

**4,607,120**

DIRECT MAILERS SENT TO

**1,253,181**

HOUSEHOLDS

# OUR APPROACH

- 1 REVIEW RESEARCH AND POLLING**
- 2 CREATE MESSAGES AND MESSAGE GUIDANCE**
- 3 BRAINSTORM AND CRAFT CREATIVES**
- 4 RUN A CREATIVE TEST**
- 5 USE BEST PERFORMING CREATIVE**
- 6 BUILD A MODEL BASED ON BEST AUDIENCE AND BEST PERFORMING PIECE OF CREATIVE**

## WHAT IS CREATIVE TESTING?

Creative testing is an innovative advancement in the polling and testing process that allows us to put content in every stage of development in front of randomized control trial audiences of varying sizes based on the target market. We gain insights on the content impact and lift overall as well as differences in lift by age, gender, ethnicity, and several other demographic segments.

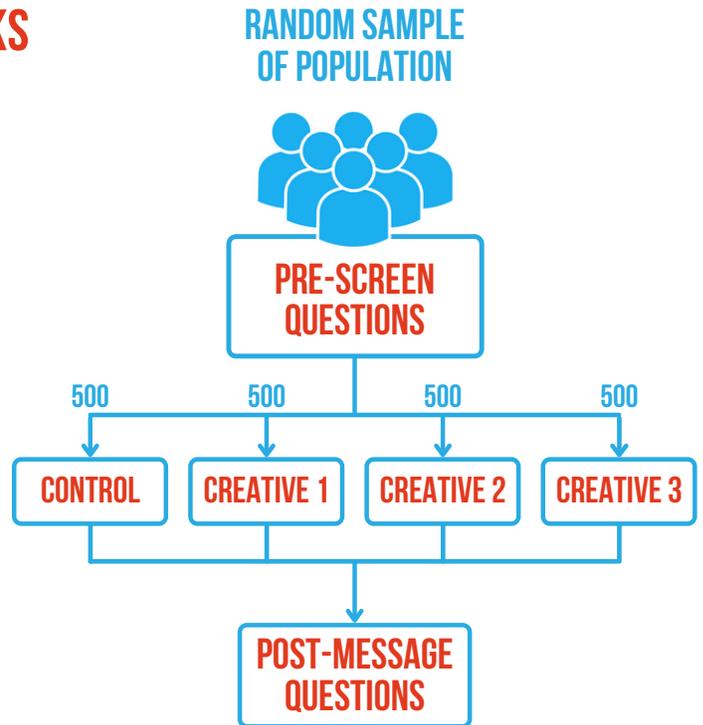
## WHY IS IT VALUABLE?

Survey research and polling, while more difficult than in the past, are indispensable to the persuasion and message development process. Evidence continues to pile up that creative testing is an incredibly valuable tool for improving and further honing messages.

Most voters receive messages not over the phone, but rather in video form. One substantial value of creative testing is that it allows messages, styles, and stories to be tested in the medium they are received—video. Additionally, creative testing takes valuable polling information and extends the testing to message delivery style, message deliverer, and further allows testing on key messages in the real world. All of this allows us to fine-tune messages and target them at the most impacted audiences before beginning a media spend.

# OUR PROCESS: HOW A CREATIVE TEST WORKS

- 1 We survey a representative sample of people within our target population.
- 2 We collect demographic information from respondents and pre-screen them.
- 3 We split respondents randomly into treatment and control groups, showing 1 piece of creative to the treatment group.
- 4 We ask questions to respondents after viewing the creative targeted towards understanding the effectiveness of the message.



## WHICH MESSAGES PERFORMED THE BEST?

CREATIVE CONTENT:	RATE:	BACKLASH PROBABILITY:
 <b><u>FOOTBALL COACH 1</u></b>	56.2  +7.1	0%
 <b><u>ANIMATED SHEEP</u></b>	56.2  +5.6	1%
 <b><u>TEXTING CONVERSATION</u></b>	56.2  +4.6	1%
 <b><u>DELTA VARIANT NEWS</u></b>	56.2  +4.2	2%
 <b><u>COMMUNITY MEMBER (LOSS)</u></b>	56.2  +2.4	12%
 <b><u>COMMUNITY LEADER (PASTOR)</u></b>	56.2  +2.0	14%
 <b><u>COMMUNITY LEADER (IMAM)</u></b>	56.2  +1.9	15%

# VIDEOS WITH GREATEST IMPACT



**"Coach"**, top performer that lifted intention to get vaccinated by 7.1%



**"Sheep"**, second top performer increased intention to get vaccinated by 5.6%

## KEY FINDINGS

Funny and off-beat concepts penetrated—we found that folks were fatigued from 2 years of serious/sad/death-centered content. Light-hearted concepts broke through. Scare tactics have worn on people.

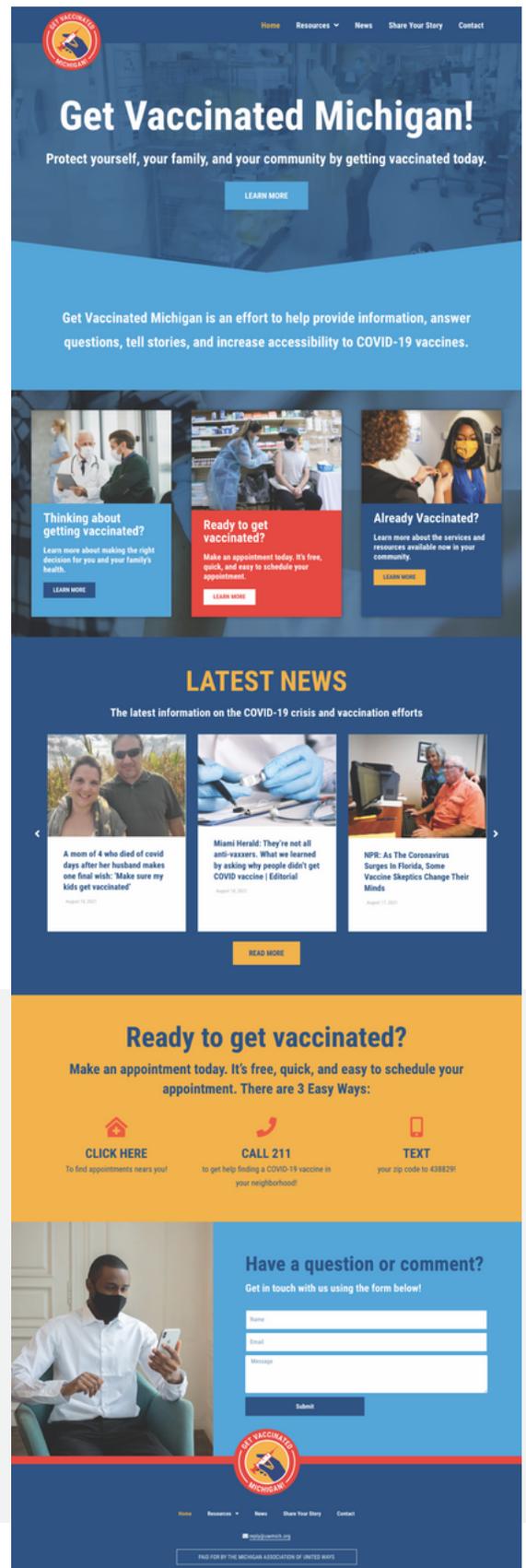
# WEB DESIGN & DEVELOPMENT

We designed and developed the Get Vaccinated Michigan website with the goal of increasing COVID-19 vaccination rates in the state of Michigan. The site serves as a key hub of information for those seeking more information about vaccinations, looking to schedule a vaccination, or looking to help others get vaccinated.

The main tool integrated with the website was the "Share Your Story" video testimonial collection tool, built using an innovative web tool called Capsule. With Capsule, the organization was able to capture dozens of videos from health care professionals sharing their view on why vaccinations are so important, and from a wide variety of people sharing their personal stories of why they chose to get vaccinated.

The site successfully highlighted stories from medical professionals and everyday people who wanted to spread the word about how getting vaccinated helped protect themselves, their patients, and their loved ones. It can sometimes be difficult to get regular folks to engage and upload personal stories like this – but this special combination of an emotionally charged topic and an easy-to-use, mobile-first platform resulted in high engagement and participation.

**194,712**  
MICHIGANDERS VISITED  
GETVACCINATEDMICHIGAN.ORG



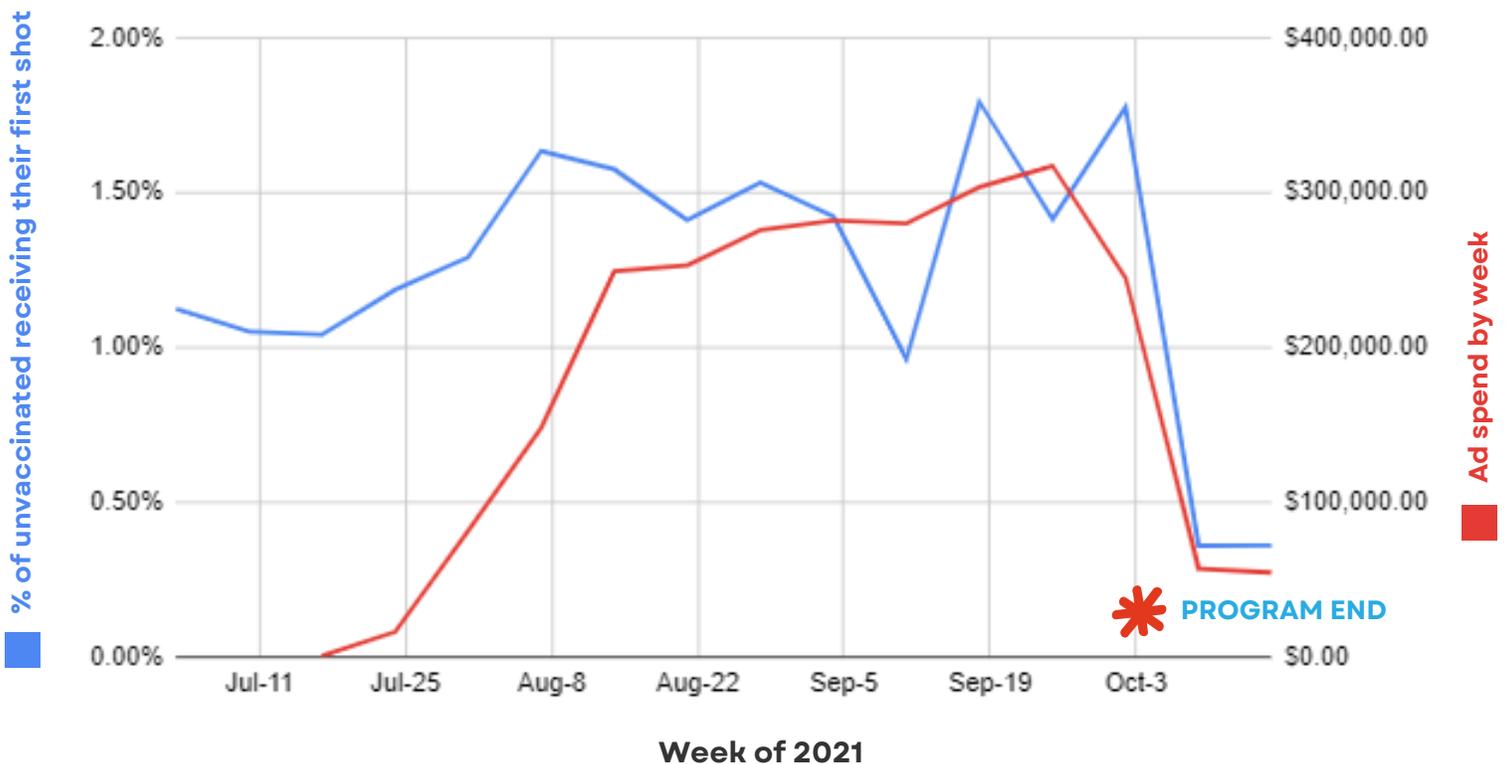
# RESULTS

As the work started in July, Michigan was vaccinating just 3,000 new folks per day. As the program ramped up August 1, the rate grew to average 6,000 to 7,500 new folks per day or 1.5% of all eligible unvaccinated people.

In late September and early October, spending on program surged, daily new vaccinations reached 8,000 new folks per day, or 1.8% of those eligible. Finally, as the “Get Vaccinated, Michigan!” campaign ended in October, the daily new first shot rate fell to 3,000 folks per day.

## IN SHORT, TARGETED MESSAGING WORKED.

**"Switching to coach video with modeled audience showed an 11.8% increase in the percent of eligible weekly residents receiving first shot"**



**\* As the program wrapped up, vaccinations decreased. Vaccinations among the eligible population increased during the duration of our program.**

**THIS WORK RECEIVED THE  
FOLLOWING AWARDS AND  
RECOGNITION IN 2022:**



**3 ADDYS**



**1 REED**



**2 POLLIES**



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