

CASE STUDY: ARGENTINA

From insights to impact: Building confidence in routine childhood vaccines in Argentina





This series of case studies offers a model for how organisations can collaborate to positively impact vaccine attitudes by applying data insights and testing and scaling online vaccine communication interventions. Published by UNICEF, Meta, the Yale Institute for Global Health (YIGH) and The Public Good Projects (PGP), this case study offers lessons for using social media insights and tools to strengthen vaccine confidence globally.

Vaccine decision-making is complex. The success of vaccine communication efforts depends on delivering the right information at the right time, to the right people and through the right channels and messengers. To build lasting confidence in vaccination, tailoring messages in ways that respond to specific community concerns is critical, as is regularly capturing contextual insights and trends around vaccination conversations to ensure that communications are relevant and responsive to community needs.

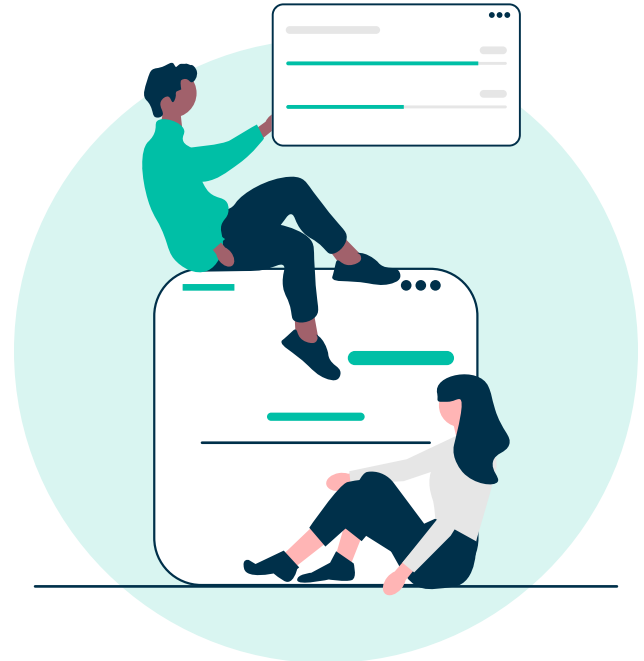
For nearly three years, UNICEF, Meta, YIGH and PGP have been exploring how to use targeted online communications to build vaccine confidence by identifying, designing, testing and measuring more effective ways to highlight the importance of vaccination. This year, we have shifted our focus from COVID-19 vaccination to routine childhood immunization in eight countries – Argentina, Brazil, India, Indonesia, Nigeria, Pakistan, the Philippines and South Africa – to help support vaccine demand amid the ongoing pandemic.

Our Partnership



UNICEF works in over 190 countries and territories to protect and advance the rights of children. With its partners, UNICEF supplies vaccines for 45% of the world's children. Together with governments, the private sector, nongovernmental organisations and other United Nations agencies, UNICEF engages communities, increases demand for vaccines, procures and distributes vaccines, keeps supplies safe and effective and helps ensure affordable vaccine access for even the hardest-to-reach families.

To this collaboration UNICEF brings its global network of Country Offices, recognized public trust, expertise and experience in immunization programming, leadership in social and behaviour change and vaccine demand generation, experience in addressing vaccine hesitancy and context-specific questions to explore through iterative research and testing.



Currently, nearly 4 billion people around the world use Meta products monthly to connect with their communities.

Meta teams and tools enable UNICEF, Yale and PGP to scale accurate messaging to communities in need around the world. This is done by effectively tapping into publicly available platform insights on ways people are talking about vaccines, utilising media measurement tools to understand which messages are positively impacting perceptions and advising on media best practices.



YIGH brings together world-class schools of public health, medicine and nursing to address public health issues around the globe.

Drawing on vaccine acceptance theory and behaviour change communication expertise, the YIGH team collects and triangulates data and crafts messaging strategies grounded in both evidence and global messaging principles.

In parallel, the team designs and executes rigorous evaluations to measure the real-world impact of communication interventions.



PGP is a public health nonprofit specialising in large-scale media monitoring programs and social behaviour change interventions.

PGP brings social media analysis and insights from online public conversations about vaccines to help bridge data gaps in timely and cost-effective ways.

Additionally, its creative team works closely with YIGH and UNICEF to transform these insights into compelling creative assets that complement local messaging strategies.

Our process

Influencing positive vaccine attitudes and behaviours through four phases:



Generating insights

We aim to better understand the factors keeping parents from fully vaccinating their children, looking specifically at attitudes that often determine their uptake.

Examining publicly available information online and offline, we triangulate data to identify key insights and intervention opportunities to inform messaging strategies.

Designing responsive messaging strategies

We co-design unique strategies to respond to data insights in close collaboration with UNICEF Country Offices. We leverage global vaccine messaging principles and behavioural science expertise to create compelling messages in both English and local languages.

Underpinned by additional research into the local media landscape, we lead campaign development through an iterative feedback process with Country Offices and partners to produce campaign assets that complement messaging approaches.



Testing and iterating

UNICEF deploys advertising campaigns across Meta platforms, grouping and testing messaging strategies across different audiences, regions and languages.

To determine the best strategy for national campaigns, we use anonymized surveys called brand lift studies to assess and compare vaccine attitudes between groups that were (and were not) exposed to our campaigns.



Measuring impact

In select contexts, where routine vaccination coverage data is available, we assess the real-world impact of our communication efforts on vaccine behaviours and uptake.

Using a randomised controlled trial design, we compare vaccination rates in test and control sites to understand the impact of our messaging campaign.



PHASE 1: Generating insights from publicly available online and offline data sources

Step 1: Foundational literature review

In Argentina, we began our work with a literature review to better understand the immunization landscape and identify opportunities to encourage vaccination. **While routine immunization rates have historically been high in Argentina, there has been a slow but steady decline in coverage since 2015.**¹ Amidst relatively scant literature on national routine immunization, the reasons for the decreased uptake remain unclear, particularly in light of the country-wide vaccination mandate for children attending school. According to the literature, key drivers of vaccination include demographic factors and access to private healthcare providers or vaccination centres. General barriers to vaccination include demographic factors (e.g., higher birth order) and access issues, such as low attendance at antenatal visits and living among border populations. While early literature demonstrated vaccine hesitancy among women with lower education in Argentina, more recent studies demonstrated hesitancy among women with higher education, particularly in urban areas.²

This decline in immunization has been accelerated by the COVID-19 pandemic, which led to service delivery interruptions and decisions to delay routine vaccination amidst the outbreak. Over the past two years, concerning declines in BCG (tuberculosis), DTP-1 (first dose of diphtheria-tetanus-pertussis), measles and polio coverage have been observed, with the greatest declines seen in the Buenos Aires, CABA (Autonomous City of Buenos Aires), Catamarca, Entre Ríos, La Rioja, Río Negro, Santa Fe and Santiago del Estero jurisdictions. As a result, **Argentina ranks among the top 10 countries globally with reported increases in “zero-dose” children, or children who have not yet received a single vaccination despite being eligible for vaccines.**

Step 2: Insights from public posts on social media

Next, we aimed to better understand how people are talking about vaccines online and identify community concerns that may be, in part, behind the national vaccination decline. By aggregating and analysing publicly available posts about vaccines across multiple social media platforms (i.e., Facebook, Twitter, news outlets and blogs) in April 2022, **we found:**



¹ UNICEF (2022). Argentina: [WHO and UNICEF estimates of immunization coverage: 2021 revision](#).

² Gentile, A., Pacchiotti, A.C., Giglio, N., Nolte, M.F., Talamona, N., Rogers, V., Berenstein, A. and Castellano, V.E., 2021. Vaccine hesitancy in Argentina: validation of WHO scale for parents. *Vaccine*, 39(33), pp.4611-4619.

On Facebook:**Women are driving conversations about vaccines:**

On Facebook, Argentina's audience is relatively evenly split among men and women. Yet conversations about vaccines, while relatively low in volume compared to other topics on the platform, were largely dominated by women.

**Posts feature practical information on accessing vaccination:**

Trends among the public posts analysed included exchange of information on when (e.g., sharing the national vaccination schedule) and where (e.g., sharing the hours of operation of nearby vaccination centres) to get vaccinated.

**Vaccination is framed as a collective, protective act:**

Among the posts analysed, vaccination was often framed as a way to take care of others.

On other online platforms:**Posts reflect a lack of trust in public vaccination programmes:**

Analysed online conversations in Argentina captured a combination of government mistrust and criticism of previous vaccine distribution programmes.

**Positive conversations highlighted vaccine requirements:**

Many positive posts about vaccines focused on vaccine requirements and policies and promoting vaccine efficacy.

**There are opportunities to align vaccine messaging with audience interests:**

Males posting about routine immunization also demonstrated interest in politics, sports and family, while females posting about routine vaccination tended to also be interested in family, pets, technology and television.

Step 3: Country information

We also looked to UNICEF Argentina's previous online vaccination communication campaign (launched in late 2021) to better understand what resonated with local audiences. Through simple vaccine trivia questions, the #VacunAccion campaign aimed to increase demand for routine vaccination among audience members aged 25 to 54 years. **Results of a five-question**



anonymous audience survey launched in parallel with the campaign showed that the campaign was successful in increasing confidence in ability to explain how vaccines work to others. Among males, the campaign also positively shifted attitudes on the safety of vaccines (for males aged 25 to 34 years) and the importance of vaccination (for males aged 35 to 44 years). The success of this format led us to consider **playful ways to convey vaccine information in Argentina.**

Further, we assessed how organic videos performed based on reach and engagement to select promising strategies to test in the final campaigns. This led us to consider existing content that featured Manu Ginóbili speaking with a vaccine expert on the importance of vaccines as well as illustrated videos with animated graphics that provided basic information about vaccine safety and efficacy. These creatives were tested in the first round of testing.

Step 4: Primary data collection

Given the relative paucity of actionable insights, we concluded our insights-gathering work by launching our own national knowledge, attitudes and practices (KAP) survey online to help bridge remaining information gaps. This survey drew on multiple validated instruments to understand vaccination attitudes and behaviours, including the Vaccine Trust Indicator (to measure trust in multiple aspects of vaccination), the Vaccine Hesitancy Scale and the Behavioural and Social Drivers (BeSD) of vaccine uptake framework. It targeted parents with at least one child under age 12 countrywide, oversampling UNICEF priority provinces where immunization coverage was lowest.

From the 1,504 parents surveyed, we broke down the results by “fully vaccinated” and “under-vaccinated” groups, with “under-vaccinated” defined as having children who were “not vaccinated”, “only partially vaccinated” or “not vaccinated according to the national vaccination schedule”. Overall, **we found prevalence of under-vaccination was low (7% of parents/caregivers), with under-vaccination being associated with younger age (those aged 18 to 24 years) and male respondents.** Of parents who had under-vaccinated children, 65% were male.

We also found that under-vaccination was most common in Formosa (12%), La Rioja (12%), Salta (12%), Buenos Aires (9%) and Chaco (9%). Generally, these parents had concerns about the number of vaccines being given at the same time and felt that it would take too much time and effort to get to a vaccination centre. Parents of under-vaccinated children were less likely to think that vaccines were safe or that they had enough knowledge to make decisions about vaccination. They also reported lower trust in official sources of vaccine information (including health organisations like UNICEF and the government/Ministry of Health) and were more likely to get their vaccine information from the social media accounts of parent and wellness influencers, and online groups and communities.

Experiment to improve vaccine attitudes



Trust is the bedrock of vaccine decision-making. To further explore the linkages between trust and vaccination in Argentina, we included a small parallel survey experiment in the KAP survey. Half of the respondents were exposed to a test post from UNICEF with a picture of a happy child who just got vaccinated. The text on the post read: “It is important to vaccinate your children following the schedule to keep them free from disgusting diseases like polio and measles.”

Moral Foundations Theory (MFT) was used to create the phrasing “disgusting diseases”. According to MFT, there are six universal moral foundations, and an important one is purity or sanctity.³ Purity has been shown to be associated with vaccine hesitancy^{4,5}, for instance when people prefer natural immunity over

immunity from vaccines or want to keep their bodies pure from vaccines. In this post, we tried to turn this around: **By calling out diseases as impure (or “disgusting”), we hoped to appeal to this purity moral foundation and, with that, improve vaccine attitudes.** We measured vaccine attitudes and trust with the Vaccine Trust Indicator (VTI), a six-item scale.

The post worked. Among those who saw the post, 80% scored high on the VTI. Among those who did not see the post, 73% scored high on the VTI. This was a statistically significant difference, demonstrating that the post led to improved vaccine attitudes and trust.

³ Haidt, J. (2012) *The Righteous Mind: Why Good People are Divided by Politics and Religion*. 1st edition. New York: Vintage Books, a division of Random House, Inc.

⁴ Amin, A.B., Bednarczyk, R.A., Ray, C.E., Melchiori, K.J., Graham, J., Huntsinger, J.R. and Omer, S.B., 2017. Association of moral values with vaccine hesitancy. *Nature Human Behaviour*, 1(12), pp.873-880.

⁵ Reuben, R., Aitken, D., Freedman, J.L. and Einstein, G., 2020. Mistrust of the medical profession and higher disgust sensitivity predict parental vaccine hesitancy. *PLoS One*, 15(9), p.e0237755.

PHASE 2: Developing responsive messaging strategies

With this new data in hand, we looked for strategic communication entry points based on our insights and opportunity areas that i) responded to real community perspectives and concerns and ii) were strongly backed by evidence. Using these criteria, **we identified four core messaging strategies for our campaigns:**



Target fathers:

Given the higher rates of under-vaccinated children reported among fathers – as evidenced in our KAP survey – we decided to target fathers directly by addressing their vaccine concerns and offering practical information about vaccination.



Values-based messaging:

Given the lack of trust in public health authoritative sources among those who were vaccine hesitant, we focused on the liberty value to remind parents that vaccination was in their control.



Use influencers to convey vaccination messages:

We worked closely with UNICEF Argentina to select parent influencers who could help convey the importance of vaccination, given that hesitant parents were turning towards online communities for vaccine information. We also reviewed content from past campaigns that featured influencers for leads on who to feature in upcoming campaigns.



Address specific concerns about vaccines:

Through each of our campaigns, we focused on addressing concerns surfaced in the survey, highlighting the safety, efficacy and importance of complete and on-time routine vaccination.

We also opted to experiment with new formats for our assets by creating vertical, short-form videos, which can be posted as Reels on Instagram and Facebook. This medium allowed us to deliver a more native experience on different Meta surfaces, given the younger target audience for this campaign.

Prior to content creation, we sought to answer four key campaign considerations:



Audience

Who do we want to reach through our messaging?



Content

What do we want to say?



Messenger

Who should say it?



Tone

How should it be said?

Our audience for these campaigns was Facebook users aged 21 to 44 years, and we included 13 UNICEF-prioritised provinces with relatively lower routine immunization coverage, including Catamarca, Chaco, Córdoba, Entre Ríos, Formosa, Jujuy, La Rioja, Misiones, Río Negro, Salta, Santa Fe, Santiago del Estero and Tucumán, in addition to CABA and Buenos Aires (CABA/BA).

Then we developed content for four thematically separate campaigns to test head-to-head:

1. Father-focused (vertical video and static creative):

This campaign featured basketball star, celebrity and UNICEF Argentina Goodwill Ambassador Manu Ginóbili explaining why he chose to vaccinate his children. These videos were supported by static creative targeted towards fathers that addressed specific vaccine concerns and provided information on how and when children can be vaccinated.

2. Liberty-based messaging (static creative):

This campaign featured static posts with both photographs and illustrations around a liberty theme, emphasising the power of parents to choose vaccination to protect their children from infectious diseases.

3. Parent influencer (vertical video creative):

We featured two popular parent influencers, @PapaCocina and @UnPapaHipster, who highlighted the power that all parents have to protect their children from dangerous diseases through vaccination.

4. How vaccines work (vertical video creative):

Our final campaign featured children doing a “vaccination dance” set against key messages on when, how and why to get children vaccinated. This was a playful take on conveying content on specific vaccine concerns, including safety and efficacy.

Below, we provide a more detailed look at our approach to message development for both our Father-focused and Liberty-based campaigns.

Father-focused campaign (vertical video and static creative):



Identifying our audience:

For this campaign, we targeted both males and females aged 21 to 44 years in Argentina to allow us to see how this father-focused content resonated with different audience segments.

Leveraging behavioural insights:

We focused on fathers because they were over-represented in our survey as hesitant, and we enlisted a UNICEF Argentina Goodwill Ambassador and sports star given the high interest in sports among our target population based on insights. That is, males who were having conversations about routine immunization over-indexed on sports and family.

Selecting the right messenger:

UNICEF Argentina engaged popular basketball star and local UNICEF Goodwill Ambassador Manu Ginóbili to appeal to male audiences. He spoke with an authentic voice about the importance of vaccines for his children and how to vaccinate your children to bring them up to date.

Choosing the right tone:

We decided on a simple, conversational tone to help build audience trust and keep our messages clear.

Liberty-based messaging campaign (static creative):



[on asset] Choose protection.

[caption] You have the choice as a parent to keep your child safe from dangerous diseases like polio and measles. Follow the national vaccination schedule to give your child optimal protection. For more info, visit:

<https://www.unicef.org/argentina/vacunas>

#vaccineswork

Identifying our audience:

Here, we also targeted a general audience – males and females aged 21 to 44 years – to allow us to see the impact of our messaging on different audiences.

Leveraging behavioural insights:

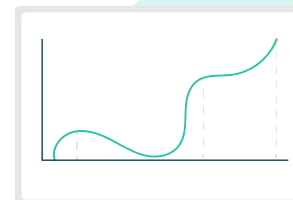
Given concerns about vaccine mandates expressed by hesitant parents, we employed a liberty messaging approach that emphasised the power that vaccination gives parents to directly protect their children from disease. We also included messages on the importance of following the national vaccination schedule to convey full protection.

Selecting the right messenger:

This campaign featured engaging images of parents as protective figures for their children.

Choosing the right tone:

We used a clear and direct communication style throughout the creative assets in this campaign.



PHASE 3: Testing and iterating

We divided our campaigns into three rounds of testing to allow us to test different communication approaches head-to-head: **1. Influencer vs Information based on existing UNICEF content; 2. Father-focused vs Liberty-based messaging; and 3. Parent influencer vs. How vaccines work featuring Kids Reels.** To understand the effectiveness of each of our messaging strategies, we designed a five-question survey on Facebook to assess the difference in specific vaccine attitudes between test groups (those exposed to our ads) and control groups (those not exposed to our ads). Each test ran for four weeks between September and December 2022.

These five questions were designed to uncover the memorability of the campaign and its influence on attitudes about vaccination:

1. Do you remember seeing a post about routine immunizations from UNICEF online or on a mobile device over the past 2 days?
2. I would describe my attitude towards children receiving childhood immunization as (supportive, positive).
3. How important is it for parents to get their children vaccinated against preventable diseases like polio or measles?

ROUND 1:

4. How safe do you think that routine childhood vaccines are for children?
5. When you think of most people in your community, how much would they approve of children getting vaccines against diseases like polio and measles?

ROUND 2:

4. How effective do you think that childhood vaccines are in preventing children from getting diseases like polio and measles?
5. If you have children, how much do you agree with the statement: "I have the ability to protect my child from diseases through vaccination"?

ROUND 3:

4. When you think of most people whose opinion you value, how much would they approve of children getting vaccines against diseases like polio and measles?
5. If you have children, how much do you agree with the statement: "I have the ability to protect my child from diseases through vaccination"?

Campaign results

We reached a total of **more than 26.6 million people** through our three campaign test rounds. Combined, nearly 400,000 people clicked through to UNICEF Argentina’s vaccine landing page.

Round 1: Influencer Reel vs Information Reels

In Round 1, we tested a pre-existing vertical video in which basketball player Manu Ginóbili spoke with a vaccine expert against vertical video content that showed illustrated animations of how vaccines work. We split the country into three sections for this test:

1. **Ciudad Autónoma de Buenos Aires (CABA) together with Buenos Aires (BA)**
2. **The other prioritised provinces**
3. **The rest of the country**

We found that both campaigns had strong recall, with the highest for the Information Reels in CABA/BA. On the importance question, the Influencer Reel had significant lift in the prioritised provinces and the rest of the country (+2.7 percentage points) and directional movement for vaccine importance and social approval in CABA/BA at an 80% confidence level. We also observed some directional movement for the Information Reels on the other questions, but there was no significant lift at the 90% confidence level.

Round 1: BLS questions	Influencer Reel	Information Reel
Recall: Do you remember seeing a post about routine immunizations from UNICEF online or on a mobile device over the past 2 days?	CABA/BA: +3.0* Prioritised provinces: +1.7^ Rest of country: +2.6*	CABA/BA: +3.4* Prioritised provinces: +2.3* Rest of country: +2.3^
Attitude: I would describe my attitude towards children receiving childhood immunization as (supportive, positive).	CABA/BA: +1.7^	CABA/BA: +1.6^
Importance: How important is it for parents to get their children vaccinated against preventable diseases like polio or measles?	Prioritised provinces: +2.7* Rest of country: +2.7*	CABA/BA: +1.4^
Safety: How safe do you think that routine childhood vaccines are for children?		Prioritised provinces: +1.5^
Social norm: When you think of most people whose opinion you value, how much would they approve of children getting vaccines against diseases like polio and measles?	CABA/BA: +1.8^	Prioritised provinces: +1.5^ Rest of country: +2.0^

^80% confidence level
*90% confidence level

Round 2: Father-focused (vertical video and static creative) vs Liberty-based messaging (static creative)

In the second round of testing, **we tested content that was newly created based on insights and the encouraging performance of the Influencer Reel in the first test.** For the Father-focused campaign, we created a new vertical video of Manu Ginóbili talking to the camera about the importance of vaccinating children as well as static creatives featuring fathers with information about vaccination. This was tested against the Liberty-based messaging campaign, where we designed static creative around the liberty value that featured empowering messages to remind parents that vaccination decisions were in their hands. Contrary to Round 1, in this test we only targeted CABA/BA and the prioritised provinces.

The BLS showed interesting results. The Father-focused campaign increased perceived importance of routine immunization in the prioritised provinces, and it improved self-efficacy in CABA/BA. Zooming in on the demographics, **we found that males in particular showed lift (demonstrating positive shifts in their vaccine attitudes) in these regions, meaning that the campaign managed to have an effect on the target audience.** The Liberty-based messaging campaign had the most impact among females, especially on attitudes on vaccine importance and effectiveness.

Round 2: BLS questions	Father-focused	Liberty-based messaging
Recall: Do you remember seeing a post about routine immunizations from UNICEF online or on a mobile device over the past 2 days?	CABA/BA: +2.3^ Prioritised provinces: +2.4^	CABA/BA: +1.6^
Attitude: I would describe my attitude towards children receiving childhood immunization as: (supportive, positive)		
Importance: How important is it for parents to get their children vaccinated against preventable diseases like polio or measles?	Prioritised provinces: +2.4*	Prioritised provinces: +1.6^
Effectiveness: How effective do you think that childhood vaccines are in preventing children from getting diseases like polio and measles?		CABA/BA: +2.1* Prioritised provinces: +2.8*
Self-efficacy: If you have children, how much do you agree with the statement: "I have the ability to protect my child from diseases through vaccination"?	CABA/BA: +2.0*	

^80% confidence level

*90% confidence level

Round 3: Parent influencers vs How vaccines work (Kids Reels)

In the final round of testing, **we focused only on vertical video creative**. The first campaign consisted of vertical videos from two Argentinian father influencers who spoke to the camera about their decisions to vaccinate their children and encouraged the audience to do the same. The second campaign highlighted how vaccines work in four vertical videos. The videos in this campaign were created by the UNICEF Argentina Country Office and featured children doing a “vaccine dance”. Every shot showed a child doing the dance and contained information on vaccines. The four videos showed information on 1. immunity, 2. the safety and efficacy of vaccines, 3. how to vaccinate and 4. the importance of vaccines in the first year of life. We tested the videos in the prioritised provinces as well as in CABA/BA.



1

ENG: Childhood vaccines help to boost your child’s natural immunity... **So that when they encounter a dangerous disease...** They can quickly and easily fight it!



2

ENG: **Childhood vaccines are safe and effective**



3

ENG: **How to get your child vaccinated**



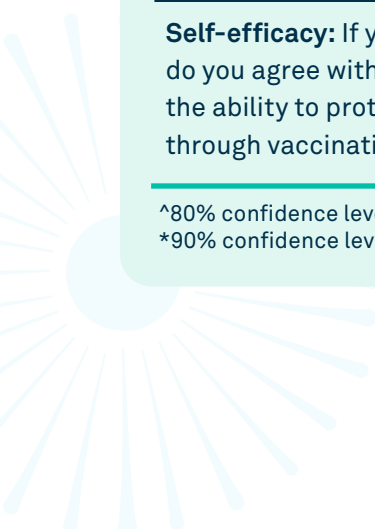
4

ENG: **Vaccines for the first year of life**

Both campaigns showed significant lift in recall in CABA/BA, with especially strong lift in response to the How vaccines work campaign in the prioritised provinces. The Parent influencer campaign had a significant effect on attitudes towards routine immunization in CABA/BA, which was mainly driven by females. In the prioritised provinces, the How vaccines work campaign positively shifted attitudes among young females in perceived importance of routine immunization but was not able to shift any outcomes at the 90% confidence level.

Round 3: BLS questions	Parent influencers	How vaccines work (Kids Reels)
Recall: Do you remember seeing a post about routine immunizations from UNICEF online or on a mobile device over the past 2 days?	CABA/BA: +2.4*	CABA/BA: +2.6* Prioritised provinces: +5.1*
Attitude: I would describe my attitude towards children receiving childhood immunization as: (supportive, positive)	CABA/BA: +1.6*	Prioritised provinces: +1.2^
Importance: How important is it for parents to get their children vaccinated against preventable diseases like polio or measles?	Prioritised provinces: +1.4^	CABA/BA: +1.2^
Social norm: When you think of most people in your community, how much would they approve of children getting vaccines against diseases like polio and measles?		
Self-efficacy: If you have children, how much do you agree with the statement: "I have the ability to protect my child from diseases through vaccination"?	Prioritised provinces: +1.3^	CABA/BA: +1.1^ Prioritised provinces: +1.2^

^80% confidence level
*90% confidence level



Summary of learnings and recommendations

Based on the testing from Round 1, **we were able to prove that vertical videos were highly recalled across Argentina and significantly lifted the perceived importance of vaccines in prioritised provinces and the rest of the country.** This affirmed our insights- and data-driven campaign strategy of leveraging fathers and influencers in future campaigns and also gave us confidence in Manu Ginóbili as a credible messenger. Although the content from Round 1 was memorable in CABA/BA, it did not shift any attitudes at the 90% confidence level. Nonetheless, directional movement was seen from both campaigns in lifting importance, attitudes towards vaccines and social norms for routine immunization in CABA/BA to iterate further.

In Round 2, we tested the Father-focused campaign, which featured Manu Ginóbili in a personal appeal to vaccinate children, rather than in a dialogue with a known expert. This campaign was tested against the Liberty-focused messaging campaign. While the campaigns did not achieve statistically significant lift in recall overall, **we did see statistically significant lift with target audiences, particularly males, who we were seeking to reach.** In CABA/BA, the Father-focused campaign was able to significantly lift perceived ability to protect children through vaccination (self-efficacy). In the prioritised provinces, this campaign significantly lifted the perceived importance of routine immunization for children, demonstrating the value of this campaign. The Liberty-based messaging campaign significantly lifted perceived effectiveness of vaccines for both regions, filling a potential gap for basic information around vaccination. We also noted that static content that featured a photograph with a parent with child drove more reach and impressions than illustrations.

In Round 3, content used vertical videos exclusively, similar to Round 1. Again, both the Parent influencers and How vaccines work campaigns were recalled in CABA/BA, and the latter was also highly recalled in prioritised provinces. **This demonstrates that audiences in the prioritised provinces may have higher recall of vertical videos featuring children, with a demand for basic information, rather than influencers per se.**

Despite this high recall, neither campaign was successful at significantly lifting any outcomes in the prioritised provinces with 90% confidence. In CABA/BA, we saw a statistically significant lift of attitudes towards vaccines for those exposed to the Parent influencer campaign, which is encouraging.



Based on these promising results, **we recommend to:**

Collaborate with influencers and other trusted messengers.

- These campaigns, which featured a sports star and local parent influencers, were consistently highly recalled in CABA/BA and managed to move attitudes in both CABA/BA and prioritised provinces.
- When done purposefully, this can also reach and influence specific demographics within your target audience.
- These messengers were effective at conveying the importance, safety and ease of accessing vaccines.

Test authentic pictures of parents with children to see if it allows you to more effectively reach your target audience.

Incorporate basic information about vaccination in innovative and playful ways and include the national calendar for vaccination and the vaccination card to drive recall.

Explore vertical videos for compelling creative, given the lift seen in campaigns that featured this format.

Ensure the main message is given up front in the videos, as many people will see the first few seconds, but few will watch until the end.

Tailor campaigns to different regions and demographics, since results showed that different approaches performed better depending on the particular audience and their location.

