

Vaccination Awareness Still Relevant, Campaign grows engagement 27%

At the height of 2020, the global pandemic was disrupting lives, causing us to rethink how we approach social activity and driving uncertainty about our futures as individuals and a collective. But fast forward to present day, and the constant COVID thoughts are a thing of the past, for many of us.

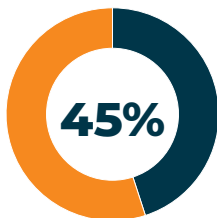
While mindset has shifted, the need to protect one's self and family hasn't diminished. Boosters for the immune-compromised are as important as ever. Making smart choices about our health and wellness remains a constant. Our client, Hackley Community Care, agreed.

Despite audience fatigue and continued controversy on the subject of vaccination, Hackley Community Care prioritized vaccination as a priority message for its audience. They needed to ensure these messages reached their audience at a frequency that felt comfortable, but in places where this audience would be in their internet consumption, day to day.

To most effectively impact this audience and drive awareness of the continued importance of vaccinations against COVID, Hackley Community Care chose

In-Story Video

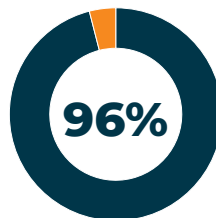
MLive.com video impressions served within the news and information of the day.



45% of video viewers watched 50% or more of the video.

OTT

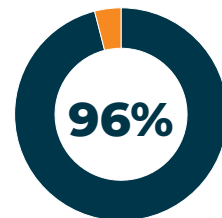
Over the Top Marketing, also known as streamed content locations.



96% of video viewers watched 100% of the video.

Spotify

Where the podcasts and music are found.



96% of listeners consumed 100% of the message.

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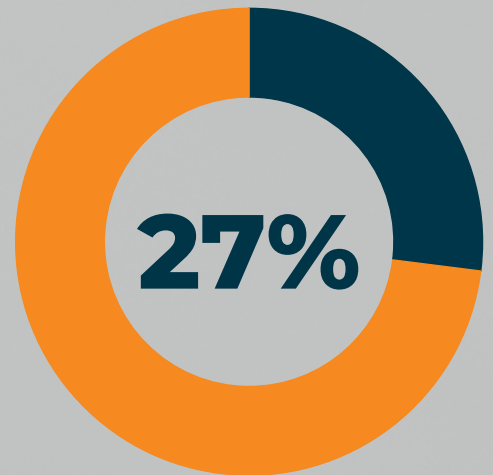


The Results Speak for Themselves

THE COVID CAMPAIGN DIRECTLY INCREASED PAGEVIEWS TO THE COVID-19 TESTING & VACCINATIONS PAGE.

38%

38% of the total sessions on the site can be attributed to this campaign.



Over a 3 month period,
**ENGAGEMENT
RATE
INCREASED
27%**