



Million Dollar Vax Campaign Learnings

General Population Study: November 2021



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INTRODUCTION

Summer Foundation and the various agencies involved wanted to close the evaluation loop by incorporating a consumer piece on Million Dollar Vax (MDV).

With a background in quantitative campaign & media effectiveness, promotional best practice, and working with NFPs, IMI were engaged to measure if and how MDV encouraged the public to seek out vaccinations sooner than they otherwise would have.

The study also explored people's attitudes and behaviours around COVID-19 and vaccinations, their level of involvement with MDV (awareness, comprehension, participation), and interaction with the various media touchpoints. The study also diagnosed MDV against known drivers and barriers of promotional participation with a view to creating Best Practice Guidelines for future health and public safety initiatives.

The findings clearly show that MDV positively impacted Australian's behaviours around vaccinations. Specifically that people were vaccinated sooner that if MDV had not have existed.

IMI would strongly recommend such initiatives in the future where the goal is to promote, encourage and reward a behaviour relating to social and health causes.

NOTE FOR THE READER

While the overall sample size is highly robust and highly reliable, not all sub-segments were able to be analysed in isolation.

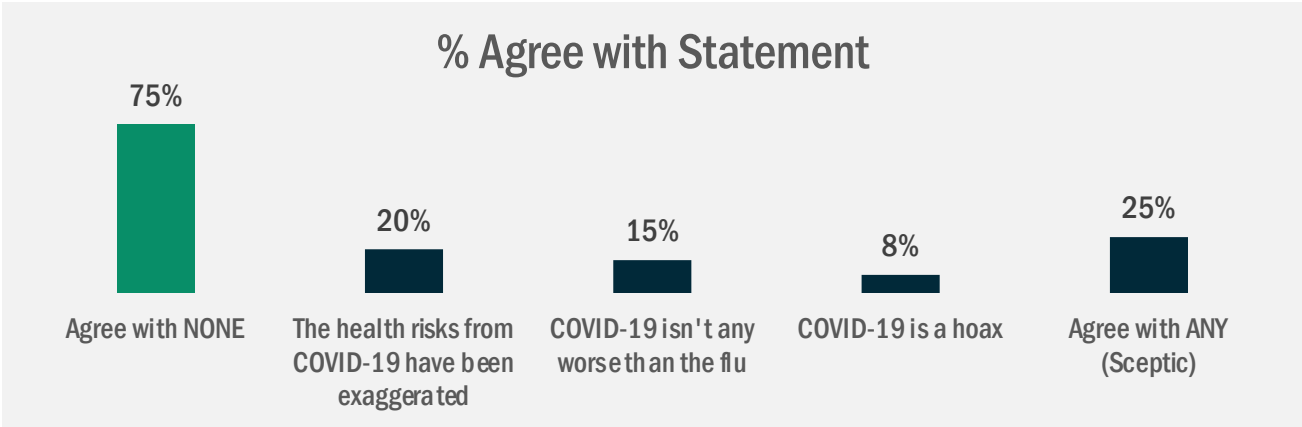
Reporting on sub-segments was by exception. If the sub-segments is no different to the Total, the Total was reported.

IMI spoke to a representative sample of over 1,000 Australians 18+ using a 15 minute online survey.

PROFILING SCEPTICS

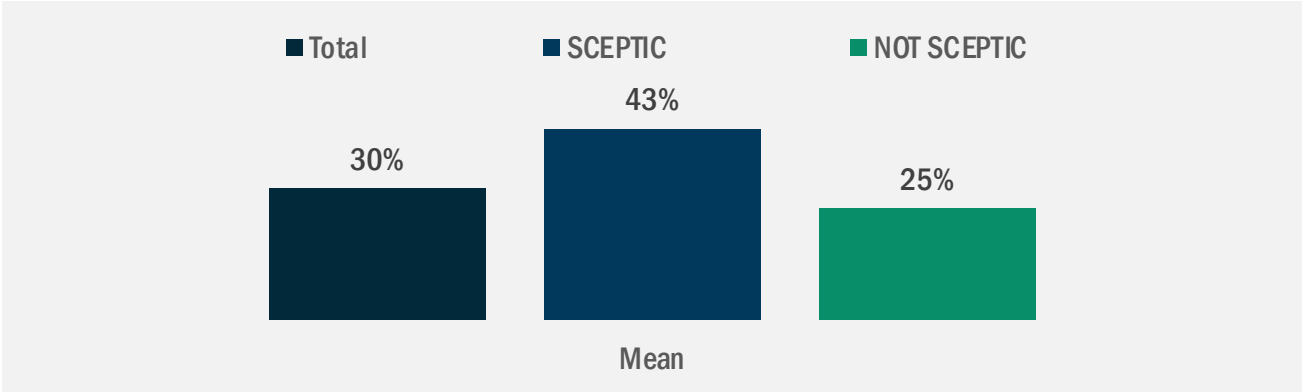
“Sceptics” are defined as agreeing with any of the following statements:

- The health risks from COVID-19 have been exaggerated
- COVID-19 is a hoax
- COVID-19 isn’t any worse than the flu



However Sceptics come in two forms: “Hoax” (8%) or “Overstated”. Both groups over-index Male, and 18-29 but the latter are more susceptible to influence. It is more likely that they are just tired of living through COVID.

Sceptics also grossly overestimate the size of their cohort. A possible messaging strategy might be to publish or promote the size of this cohort so as to better frame it: The thinking being, Alexander the Great’s army mutinied when they realised how small they were when compared to the Indian military.



What proportion of Australians would you estimate are “sceptical of the seriousness around COVID-19”?



BREAKING THE CROWD MENTALITY OF SCEPTICS

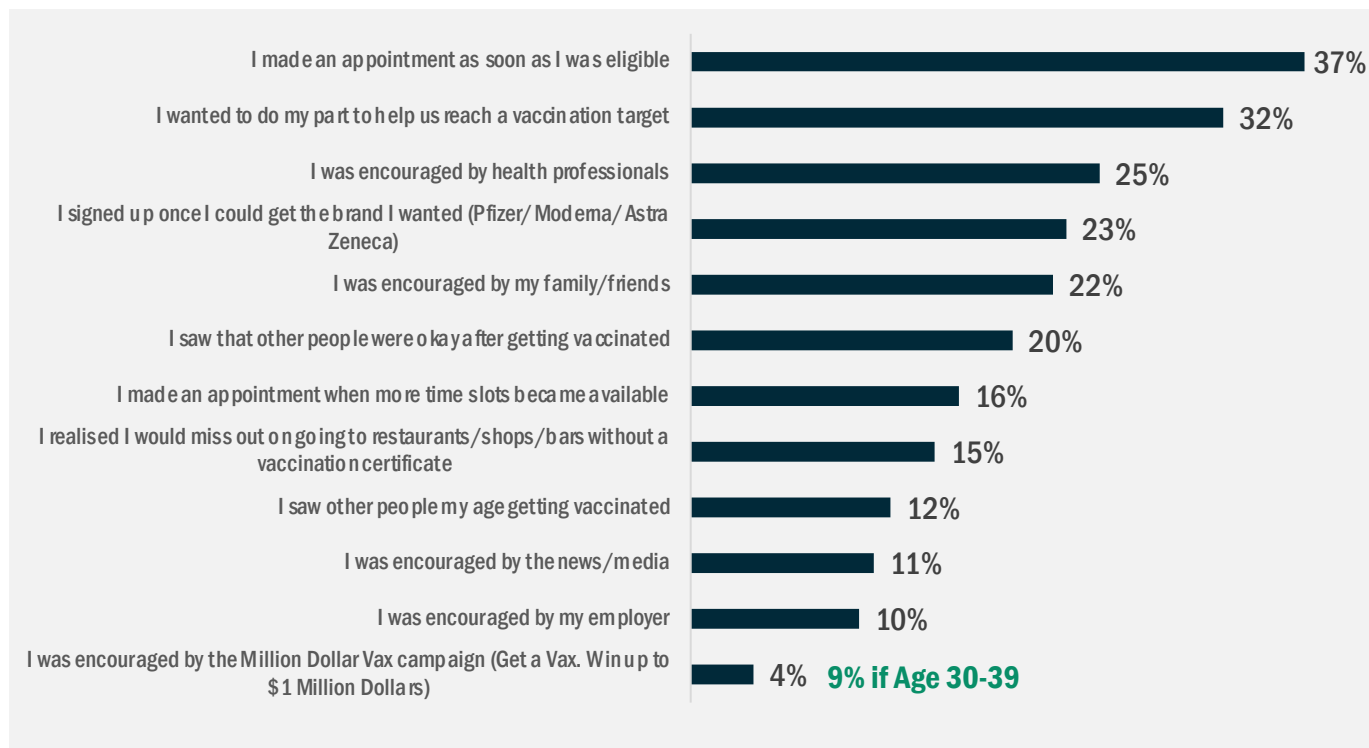
Messaging strategies may be developed to combat the perceived size of the sceptic cohort. Communicating that only 8% think COVID is a hoax and that only 1 in 7 think it is no more serious than a flu make help dilute and dissuade.

IMI's work in messaging and comms (PR) often shows that the public are okay with a more aggressive tone around some issues and want to see official sources strongly combatting false reporting. A strong rebuttal can have permissibility (people want to see it), credibility (if it comes from the right source), and importantly, believability (needed to change attitudes and behaviour).

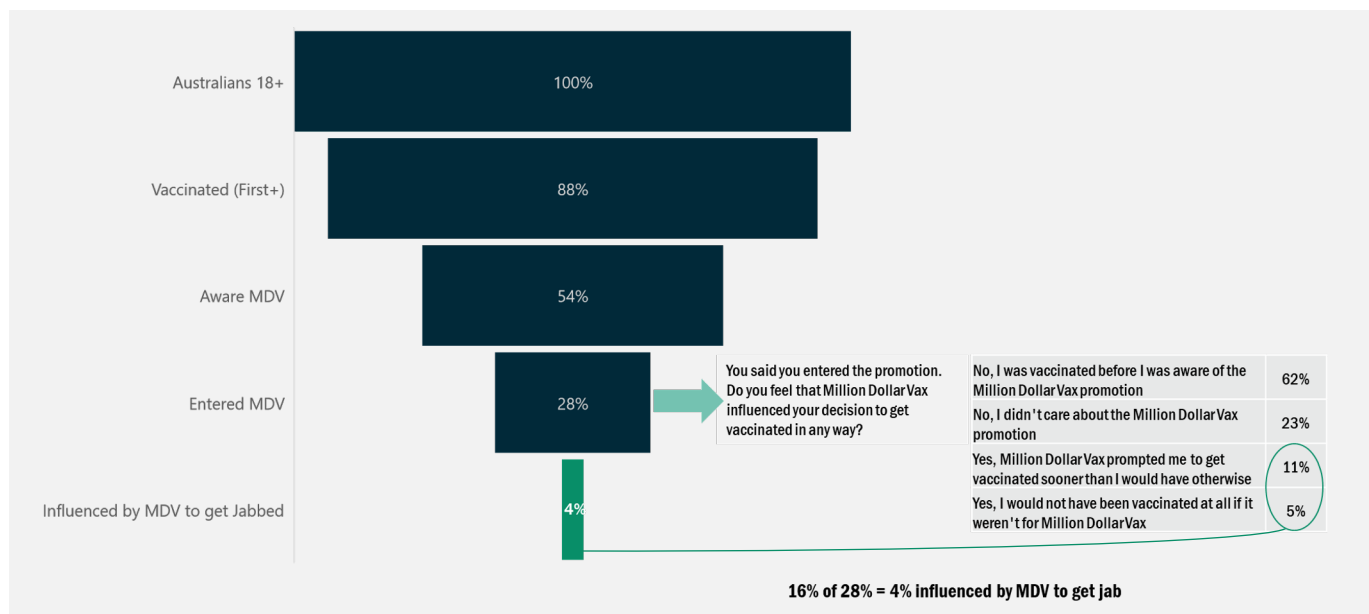
The larger source of scepticism actually comes from perceived sensationalism. Future campaigns should consider addressing the whispers, or soften language to build trust: "We know you're tired of hearing it, but we need your help to get there..."

WHY DID PEOPLE GET VACCINATED?

There are obviously a lot of reasons why people chose to be vaccinated. MDV did feature at 4% of reasons why (claimed) - higher among 30-39s.



Behavioural funnels also show the same result with 4% of Australians over 18 having their decision to get vaccinated positively influenced by the MDV promotion.





BEST PRACTICE & THE MILLION DOLLAR VAX PROMOTION

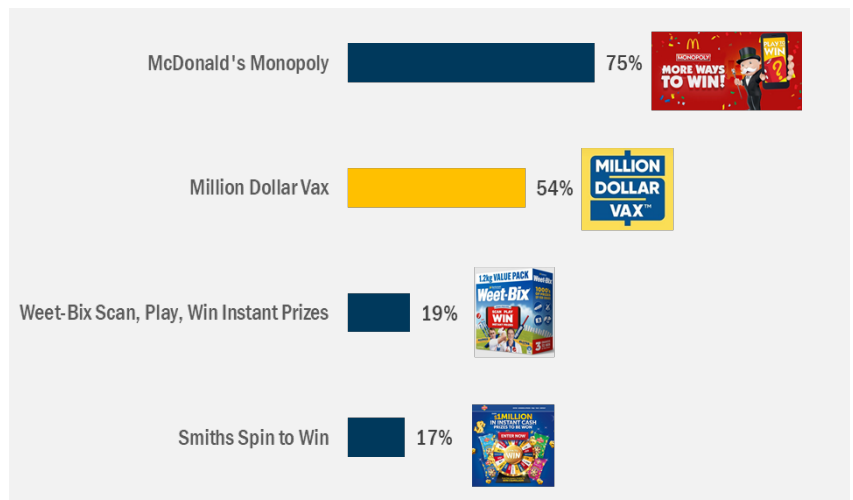
Promotions change behaviour because they tip the value equation in favour of the customer, or in this case, the public. The more value that a promotion can transfer (running a compelling promotion), the more behaviour is changed.

Promotions are also very linear in nature. They adhere to the linear theory of brand funnels. First comes **awareness** (media). Last comes **participation** (an influenced change in behaviour). The moderating variable between awareness and participation is **comprehension**: one cannot participate unless the first understand what is being *asked of them*, and what is being *offered to them*.

The best promotions have these things in common:

- They are **simple** – easy to communicate and easy to comprehend
- They are **relevant** – the message catches attention (the promo name is critical) and makes people feel like it is a “promotion for people like me”
- They are **compelling** – the prizes are of interest, the prizes are perceived as being attainable (fair chance), and the promotion is not too difficult to participate in

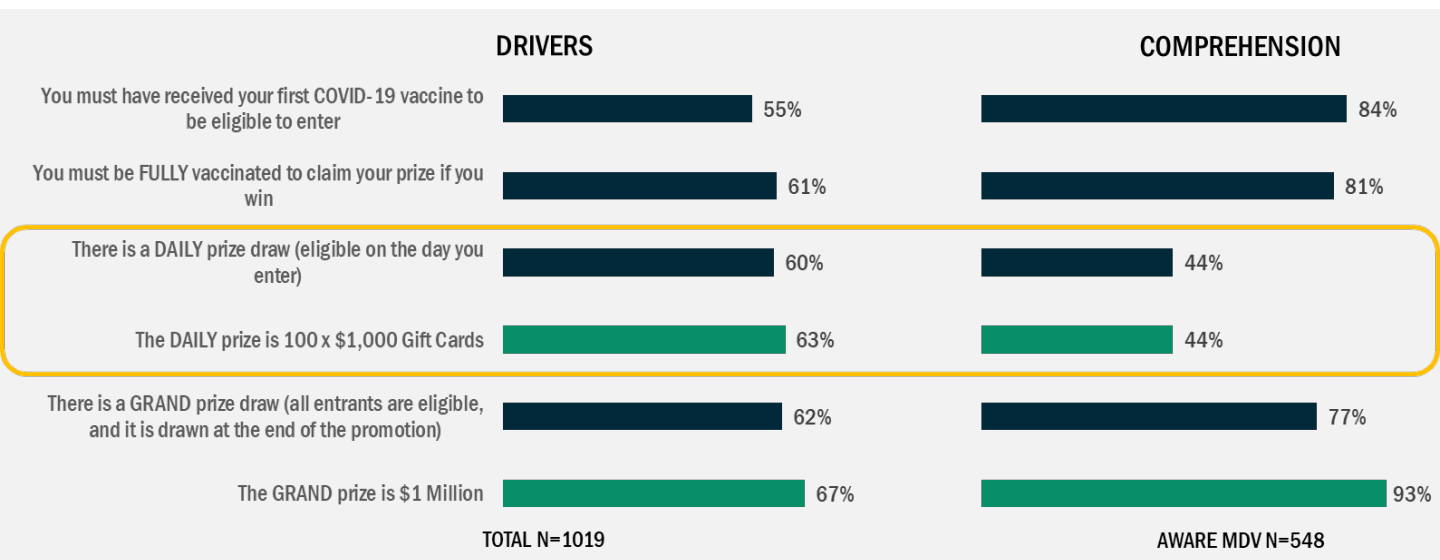
With 54% of the population (18+) aware, MDV performs in the top 1% when compared to IMI's database of consumer promotions tracked in Australia. Globally, only McDonald's Monopoly, Mars 1in6 Bars Wins, and Tim Horton's Roll Up the Rim to Win stand above it.



Comprehension is the moderating variable in a successful campaign. Comprehension is what transfers awareness into action, and without an understanding of these key drivers a promotion can fall flat.

In the case of MDV both the major and minor prizes were key drivers, but the communications considerably upweighted the \$1,000,000 prize. This meant that the equally important minor prizes were not comprehended at the same level, therefore could not have the same impact. In other words, there was a gap between what was important to comprehend, and what was actually comprehended.

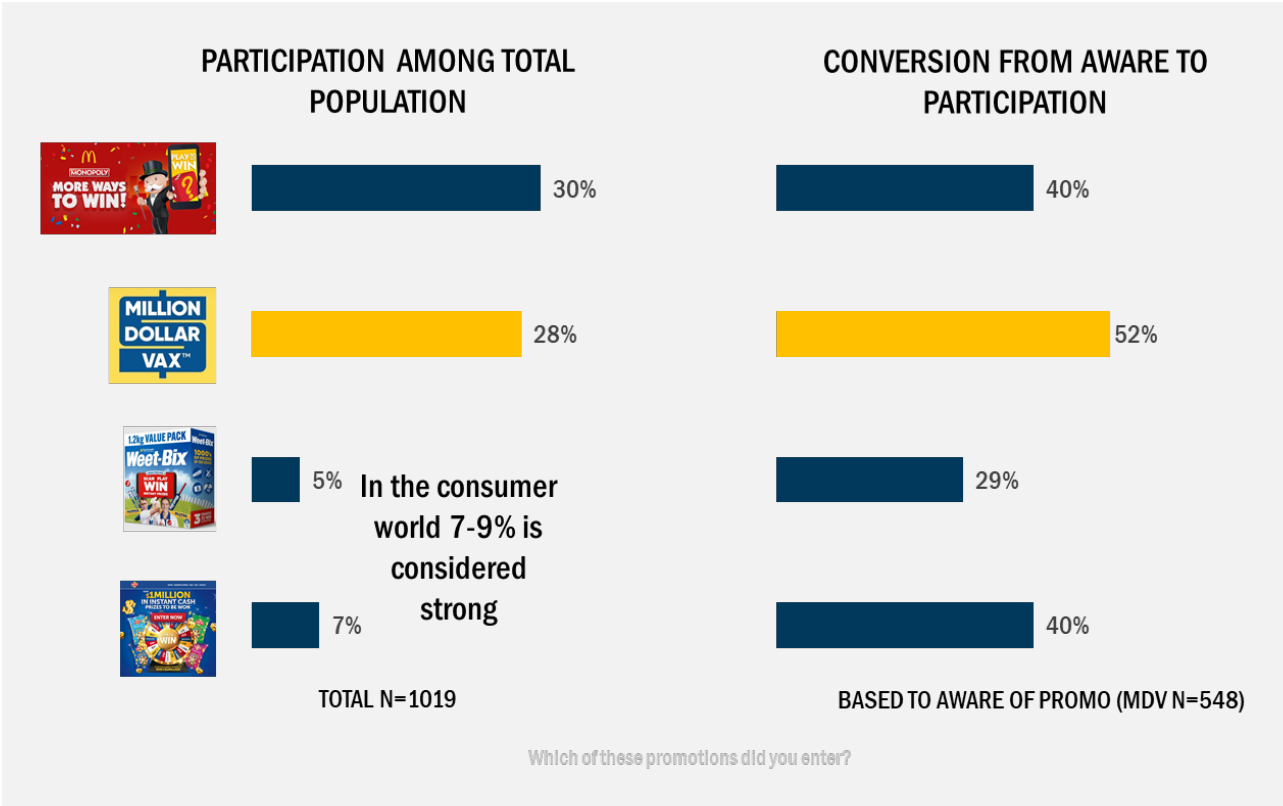
How encouraging or discouraging do you find each of the following elements of the promotion?
Which of the following elements of the Million Dollar Vax promotion were you aware of prior to taking this survey?



The main reason that comprehension of the smaller prizes is so critical is because they speak to a different audience and explain a lot of the variance in perceived attainability. Of course many people getting involved would love to win the \$1,000,000, but few actually believe they can. For that reason they defer to the smaller, more realistic prizes.

Conversion from awareness to participation is a great proxy for concept strength: did the core message land, and did people want what the MDV promotion was offering?

The data very much confirms that the prizing was in fact very compelling and the means of entry was not too arduous. There is no question that MDV represents a best-in-class design and is as strong as any IMI have evaluated.



MAKING GREAT, EVEN BETTER

If running again, the largest gains would come from dialling up the frequency prizes, and that they are being drawn daily. This would improve perceive chance of winning, call to action and relevance. Running a promotion also has the ability to create urgency, particularly among younger cohorts and Males.

Social comms targeted at younger cohorts also has an opportunity to build credibility and word of mouth and amplification.

Overall, MDV would be considered a leading case study in how to build urgency among all groups in the population. It adheres to many best-practice principles seen in IMI’s database of over 23,000 programs, and shows that a promotion is a fantastic way of accelerating, and even changing behaviours for social good.