

“VACCINES DON'T SAVE LIVES, VACCINATIONS SAVE LIVES”

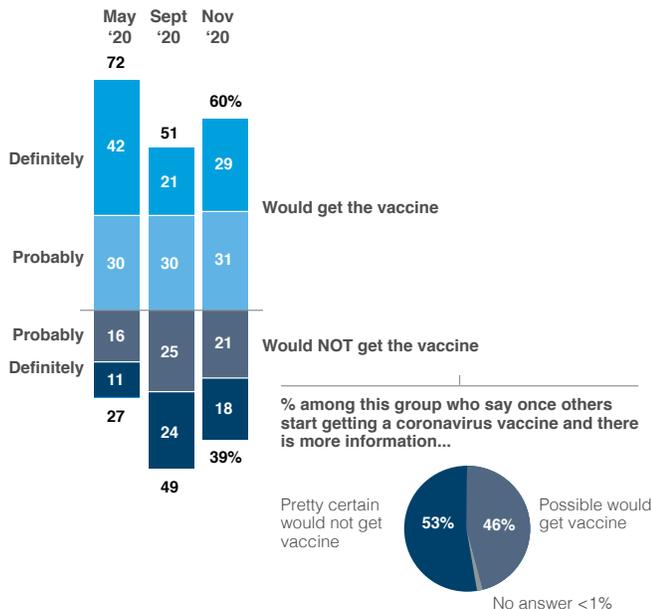
Since the FDA's approval of two highly-effective vaccines, our collective ability to beat the virus lies in people's willingness to get vaccinated. As Daniel Salmon, Director of The Institute for Vaccine Safety, Johns Hopkins Bloomberg School of Public Health said “No matter how deeply funded, how carefully researched or how equitably allocated a new COVID-19 vaccine is, **it has zero impact if people refuse to take it.**”

VACCINE INTENT RISES ▶

Yet, two-in-ten are 'pretty certain' they won't get the vaccine – even when there is more information (Pew Research Center).

Majority of Americans now say they would get a vaccine for the coronavirus

% of U.S. adults who say if a vaccine to prevent COVID-19 were available today, they ...

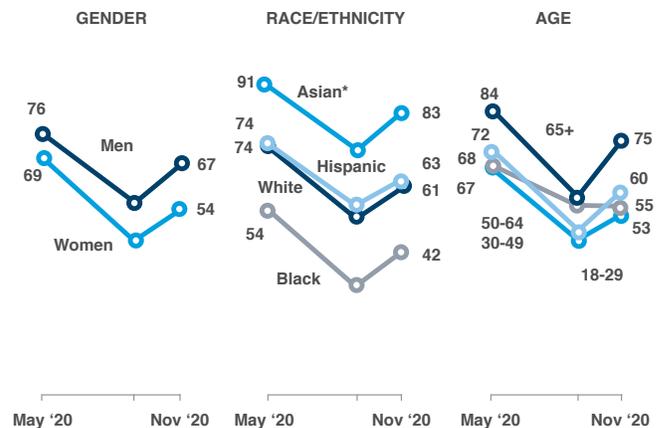


Note: Respondents who did not give an answer are not shown.
Source: Survey conducted Nov. 18-29, 2020.
“Intent to Get a COVID-19 Vaccine Rises to 60% as Confidence in Research and Development Process Increases”

PEW RESEARCH CENTER

Growing share intend to get a COVID-19 vaccine, though fewer than half of Black adults say they would

% of U.S. adults who say they would definitely/probably get a vaccine for COVID-19 if one were available today



*Asian adults were interviewed in English only.

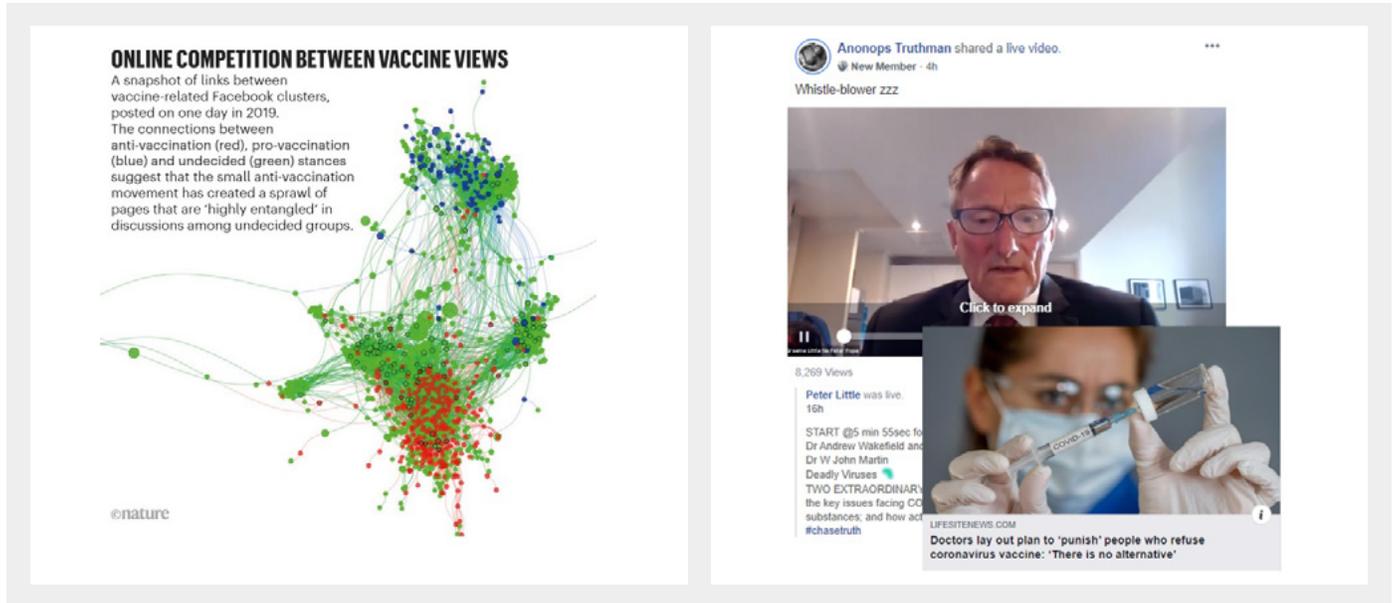
Note: Respondents who gave other responses or did not give an answer are not shown.

White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanics are of any race.
Source: Survey conducted Sept. 8-13, 2020.

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MISINFORMATION & DISINFORMATION ARE DRIVING VACCINE HESITANCY ▶

Communications and influencer networks are being exploited to spread mis/disinformation. Anti-VAX advocates rapidly create a tremendous volume of engaging (but erroneous) content that infiltrates individual communications networks and quickly spreads. This distorts the conversation balance.



IMPERATIVES FOR EFFECTIVE COMMUNICATIONS ▶

1. Design messaging for specific audiences based on demographics and behavioral data to build confidence in the safety and efficacy of a COVID-19 vaccine.
2. Address safety, efficacy, affordability and accessibility clearly and directly – with the culturally and demographically relevant and influential messengers – to combat resistance in vaccine hesitant populations.
3. Employ a multi-channel, paid, owned and earned media approach to reach constituents where they are most likely to engage.
4. Tailor messaging locally and by topic and by demographics by using advanced data and analytics.

WHY US ▶

1. Acxiom can build audiences to make sure you can reach the vast majority of your citizens through the right channel.
2. Acxiom has insights on your population's behaviors, beliefs, and attitudes which will help you tailor the message to the various groups.
3. Weber Shandwick helps clients navigate at the intersection of business, public policy and social issues. We counsel clients by making sense of fast-moving shifts in media, technology, politics and culture.
4. As part of IPG, Acxiom and Weber provide unmatched access to paid media in the United States, allowing our customers to maximize reach and measure the impact for the COVID-19 communications budget.

ABOUT ACXIOM ►

Founded in 1969, Acxiom is the customer intelligence company that provides data-driven solutions to create business growth by enabling better customer experiences for brands and for people. We have been enabling highly personalized customer experiences as a leader in custom audience creation and digital activation, identity resolution and ethical data use for more than 50 years. We serve some of the largest companies in American and count 9 of the top 10 banks as our customers. We work closely with federal and state agency clients, leveraging Acxiom's solutions and capabilities to help them solve challenges, including citizen outreach and data analytics. We support government agencies with a range of capabilities focused on: identity, general and personalized communications, mission support, privacy, propensity information, social determinants of health, and others.

Acxiom provides custom-built audiences for healthcare.gov and the Ad Council campaigns to extend the reach and impact public service announcements for COVID-19, including vaccine adoption – to ensure the messaging is relevant to the various groups of Americans. Throughout 2020, the Ad Council campaign PSAs have been viewed over 33 billion times, generating 29 million direct clicks to the CDC coronavirus.gov website.



To learn more, please visit www.acxiom.com.

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ABOUT WEBER SHANDWICK ►

Through our deep understanding of industry issues, expertise in global and public health and our leading data & analytics capability, we drive public health, behavior change and advocacy campaigns to help solve the most challenging health care issues facing society today.

Weber Shandwick works with clients to help them establish a lasting impression with media, healthcare providers, policymakers, frontline workers/professionals, community and civic leaders and the general public. We have deep, wide-ranging experience working with health systems and hospitals, healthcare companies, associations, vaccines, medical devices, pharmaceuticals, over-the-counter medications, biotechnology, hard-to-reach audiences and insurance and health maintenance organizations. We are passionate about creating engagement strategies that are strengthened by an excellent understanding of health, science and building emotional connections between organizations and the patients they serve.



To learn more, please visit www.webershandwick.com.

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