



InFLUence

Protect The Hive

Campaigns Presentation



KAISER PERMANENTE®

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Meet Team InFLUence



Kate Riopelle
Account Executive



Juliette Vale
Account Executive



Tara Powell
Research



Vanessa Thakkar
Research



Sawyer Kennett
Media



Kate Tucker
Social Media



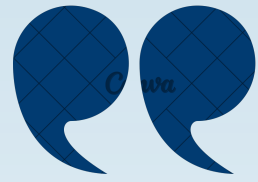
Julia Williams
Promotion



Caroline Passaro
Promotion



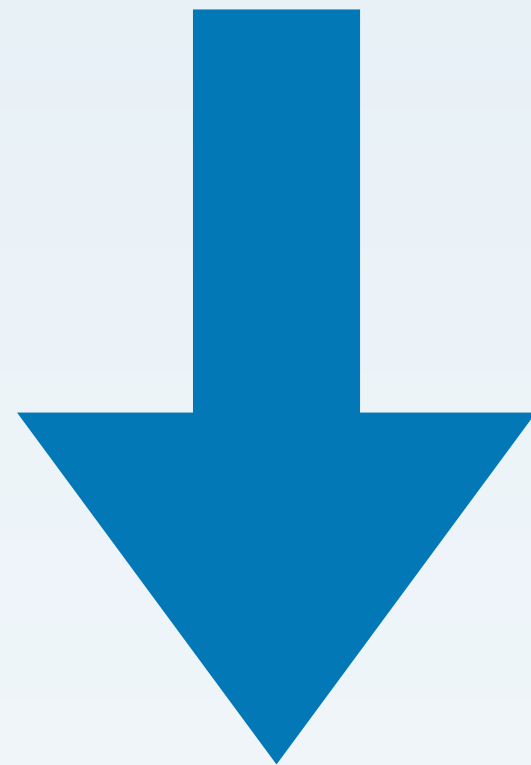
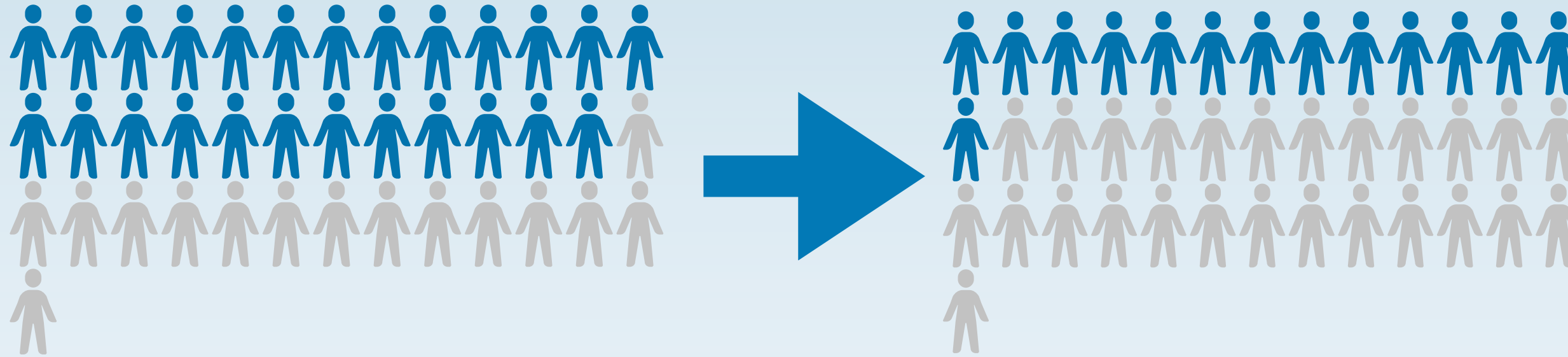
Brooklyn Berryhill
Creative



Kaiser Permanente exists to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve.

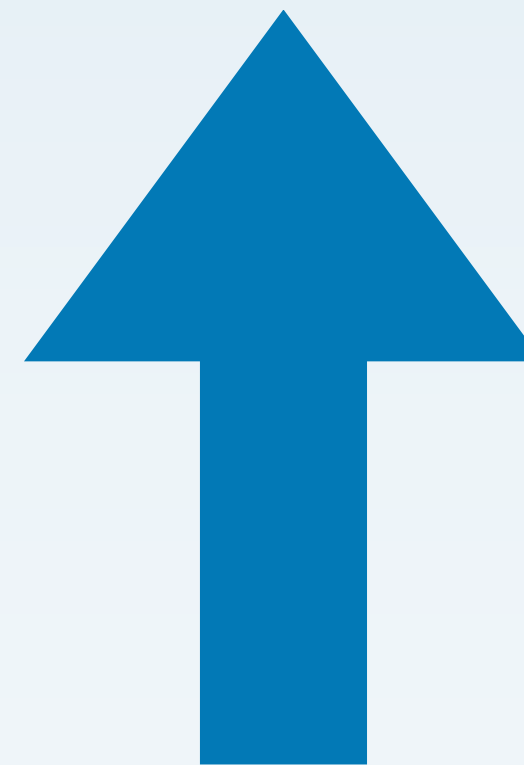


18.5% *decrease in flu vaccination rates amongst pregnant women since 2020*



*Pregnant women who got the flu shot with Kaiser Permanente saw **decrease** in influenza during first 6 months by*

44%



*Our campaign's goal is to **increase** vaccination among pregnant Kaiser Permanente members to*

40%

Target Audience



Chelsea Smith

- 24 years old, first-time mom
- White American
- Brookwood
- Vaccine skeptic
- Listens to family and close community
- Values convenience



Ashley Williams

- 29 years old, second-time mom
- African American
- Douglasville
- Mistrust in medical system
- Values facts, convenience, and hearing from other African American mothers



Sarah Nguyen

- 32 years old, first-time mom
- Asian American
- Gwinnett
- Law career
- Actively seeks information
- Values convenience



RESEARCH

Secondary, Primary: Interview & Survey, SWOT

**Pregnant women
remain
under-vaccinated**



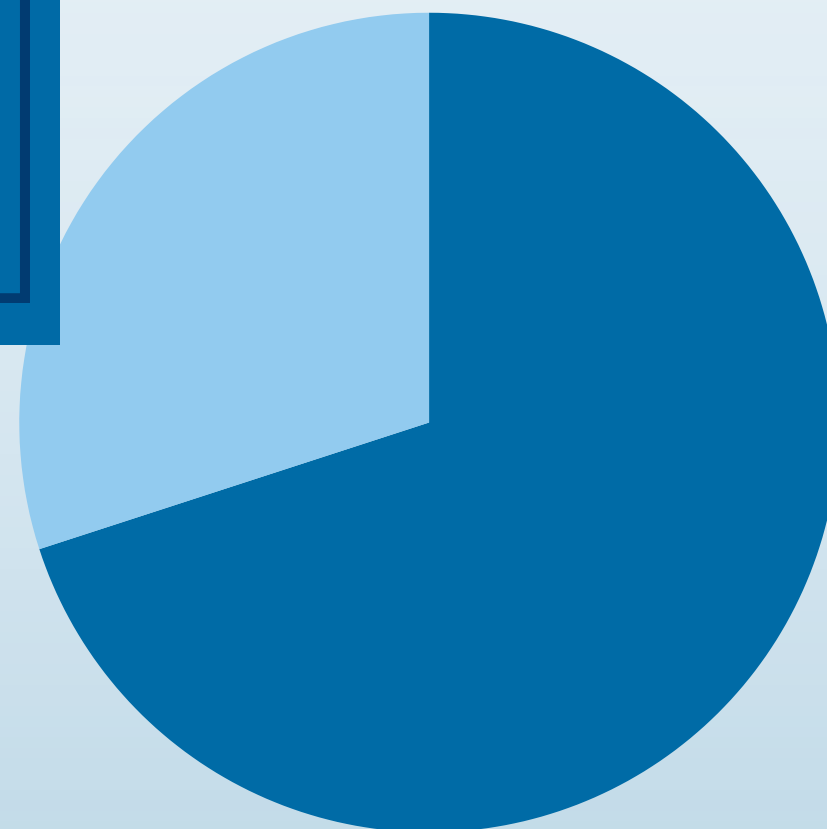
**Dual protection
=
key motivator**

Flu vaccination during pregnancy reduced the risk of flu in infants younger than 6 months by

33%

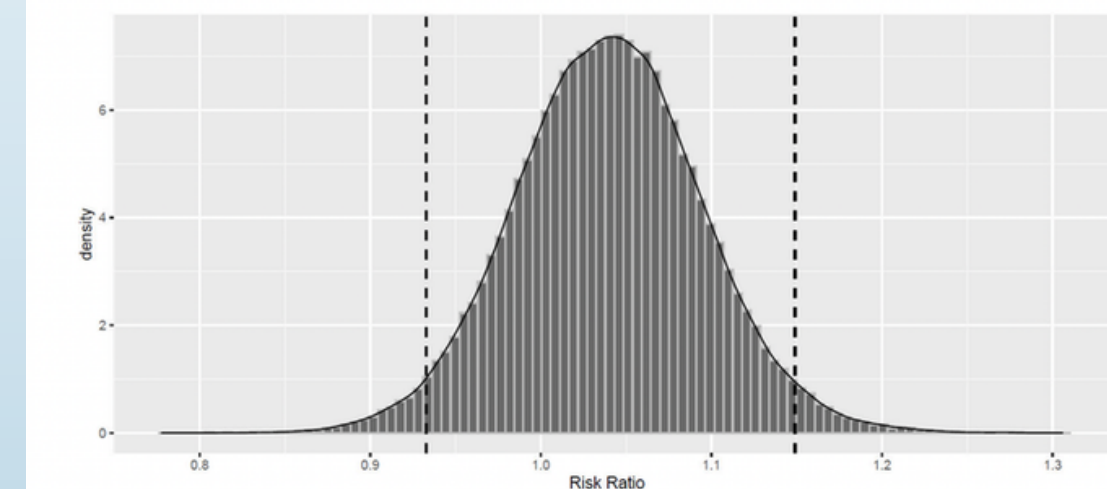
**Provider
recommendation =
most influential
factor**

70.5%
of pregnant women who
received provider
recommendation and offer
got vaccinated



**Safety doubts
& miscarriage
fears**

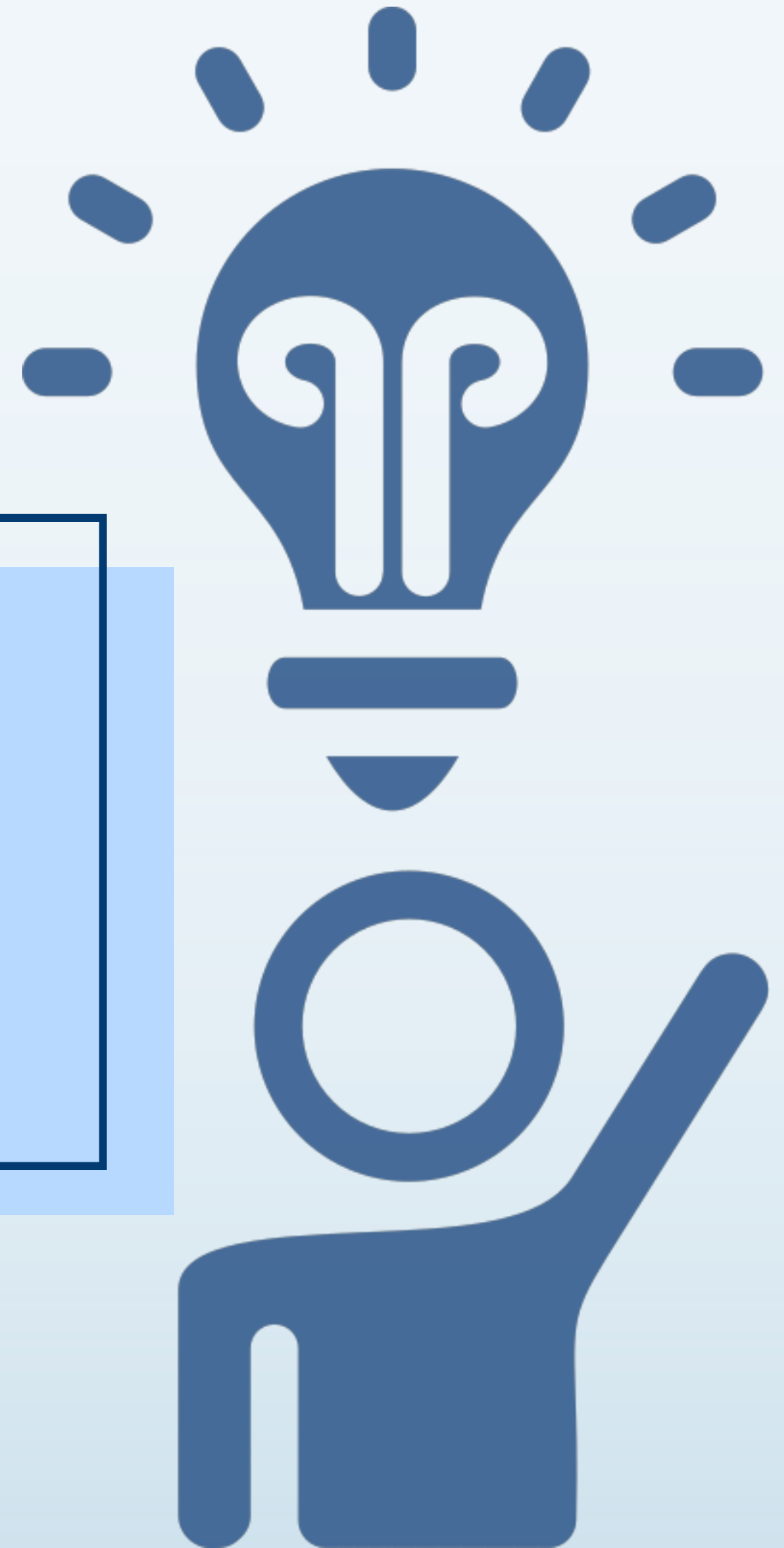
possible influence of exposure misclassification on the observed association
vaccines before or during pregnancy and risk of miscarriage.



NOTE: Dashed lines indicate the 5th and 95th percentiles of simulated risk ratios.

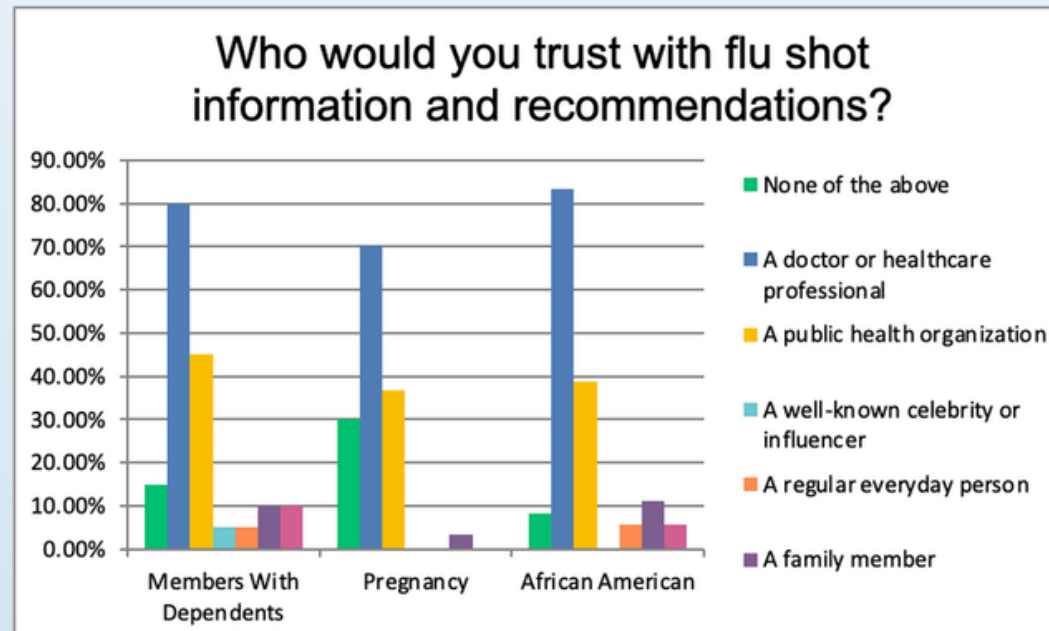
Key Insights: Interview

- 1) Childhood Flu Shots into Adulthood
- 2) Perceived Risk
- 3) Rapport and Physicians
- 4) Information Overload

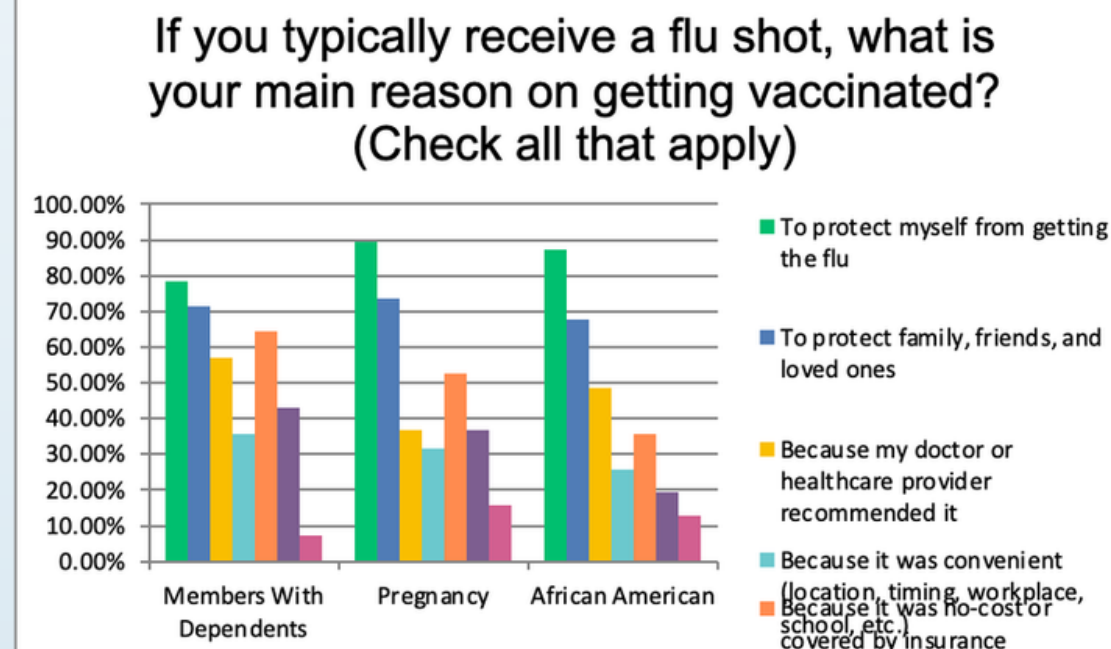


Key Insights: Survey

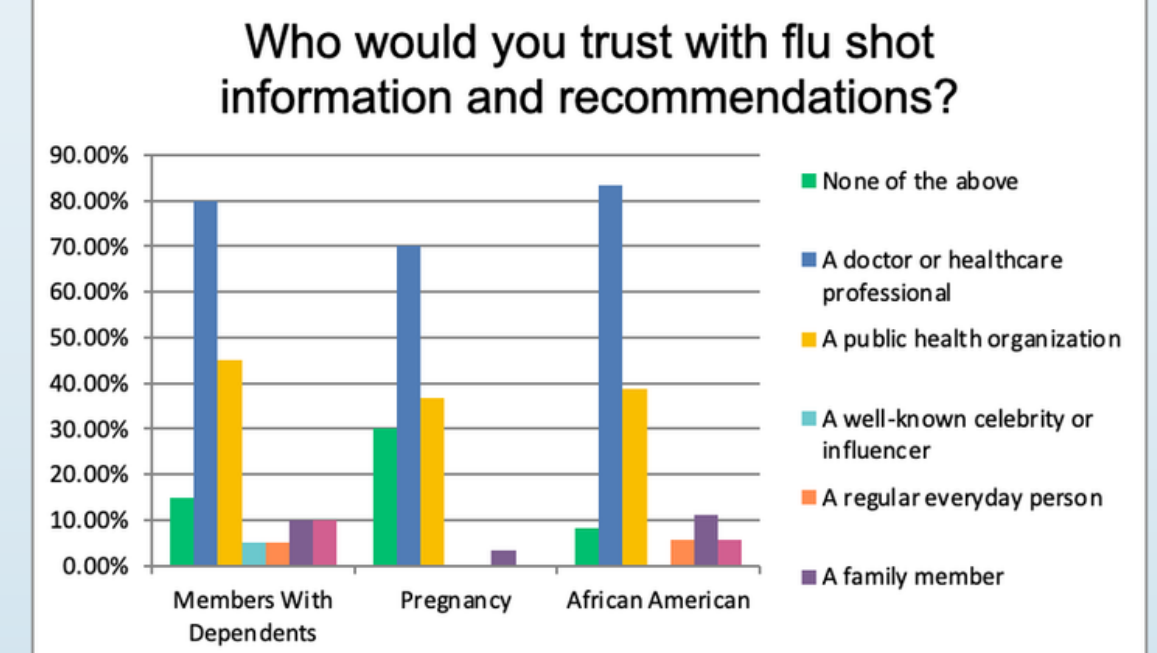
Pregnant Women Trust Doctors More Than External Resources, Yet Rely on Online Resources



Strong Desire to Protect Families Through Vaccination



Preference for Receiving Vaccine Information During Doctor Visits



SWOT Analysis

STRENGTHS



- *Pre-existing trust in clinicians*
- *Data-driven research*

WEAKNESSES



- *Non-emotional marketing tone*
- *Digital engagement*

OPPORTUNITIES



- *Pre-existing appointments*
- *Combating misinformation*

THREATS

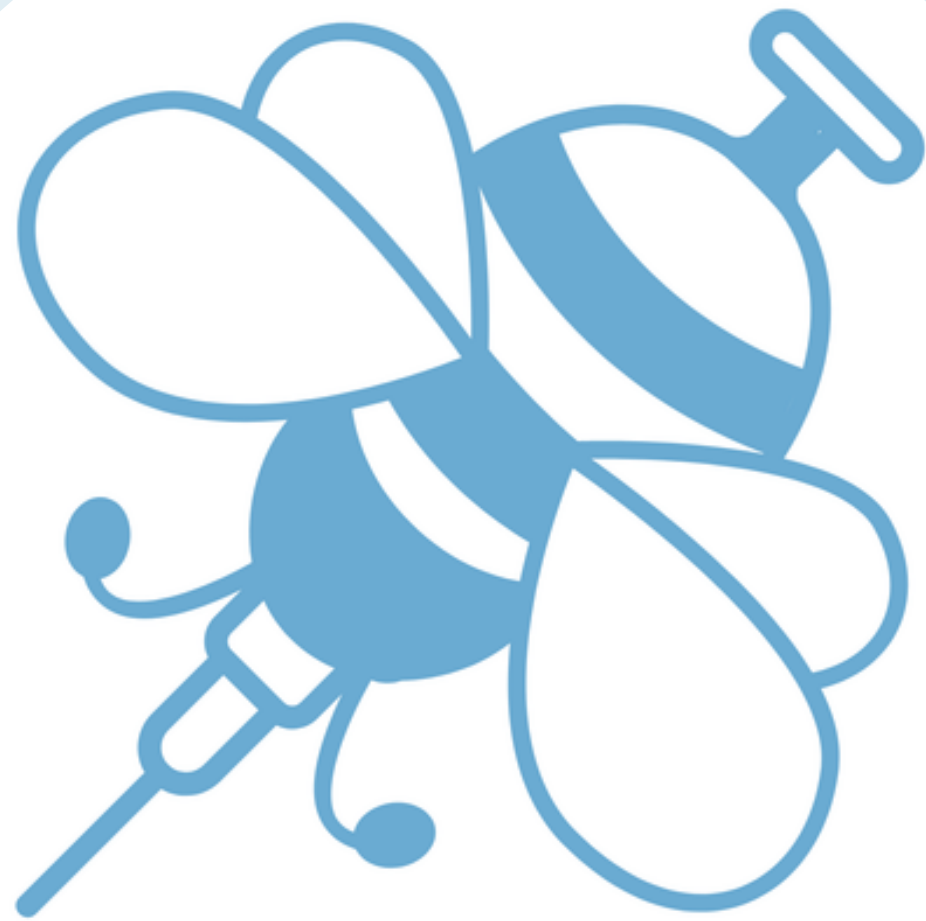


- *Misinformation*
- *Vaccine hesitancy*
- *Numerous other pregnancy concerns*



QUESTIONS?

Protect the Hive



- ***Bee imagery - "It feels like a bee sting"***
- ***Slogan activates hive mentality***
- ***Clear call to action***

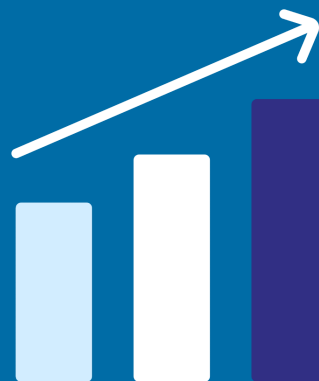
Campaign Execution

Goal:

Emphasize the importance for mothers to protect their newborns from the flu by getting a flu vaccine in their third trimester.

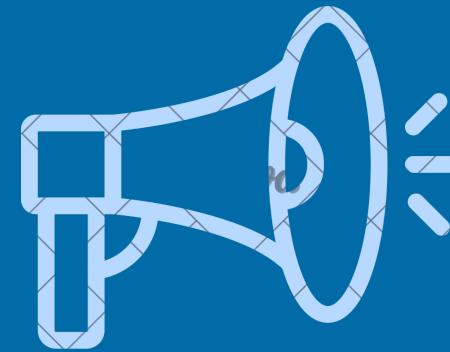
Objective #1:

Increase Vaccination Rate



Objective #2:

Raise Awareness



Objective #3:

Foster Engagement



Strategy #1:

*In-Person
Maternity Classes*

Strategy #2:

*Website Updates
+ Pregnancy Blog*

Strategy #3:

*"Baby Shower"
+ Braves Event*

Creative Execution

In-Person Maternity Classes



Creative Execution

Website Updates + Pregnancy Blog



Creative Execution

"Protect the Hive" Braves Event

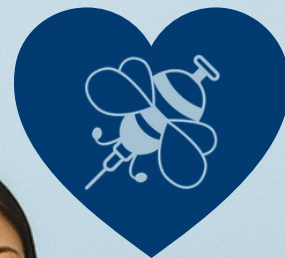


Social Media



kaiserpermanente

Why I Got My Flu Shot



PROTECT TWO
WITH ONE SHOT



Kaiser Permanente

23 min · 🌐

Supporting Moms-to-Be Every Step of the Way!

At [Kaiser Permanente](#), we're committed to empower expectant mothers with trusted information, real-time as easy access to the care they need. ❤️ 👩

What's New for Our KP Moms:

- 📖 Long-form articles & infographics from our Kaiser L ov TIV Q&A Sessions with KP OB-GYNs
- 👩 Join our 'Pregnancy Health & Wellness' Community Group
- 🕒 No-Cost, same-day Flu Shot appointments
- 🕒 Sponsored posts will run during peak engagent hours (8:00–11:00 PM)

[#KaiserPermanente](#) [#PregnancyCare](#) [#KPforMoms](#)
[#FluShotReady](#) [#MaternalHealth](#)

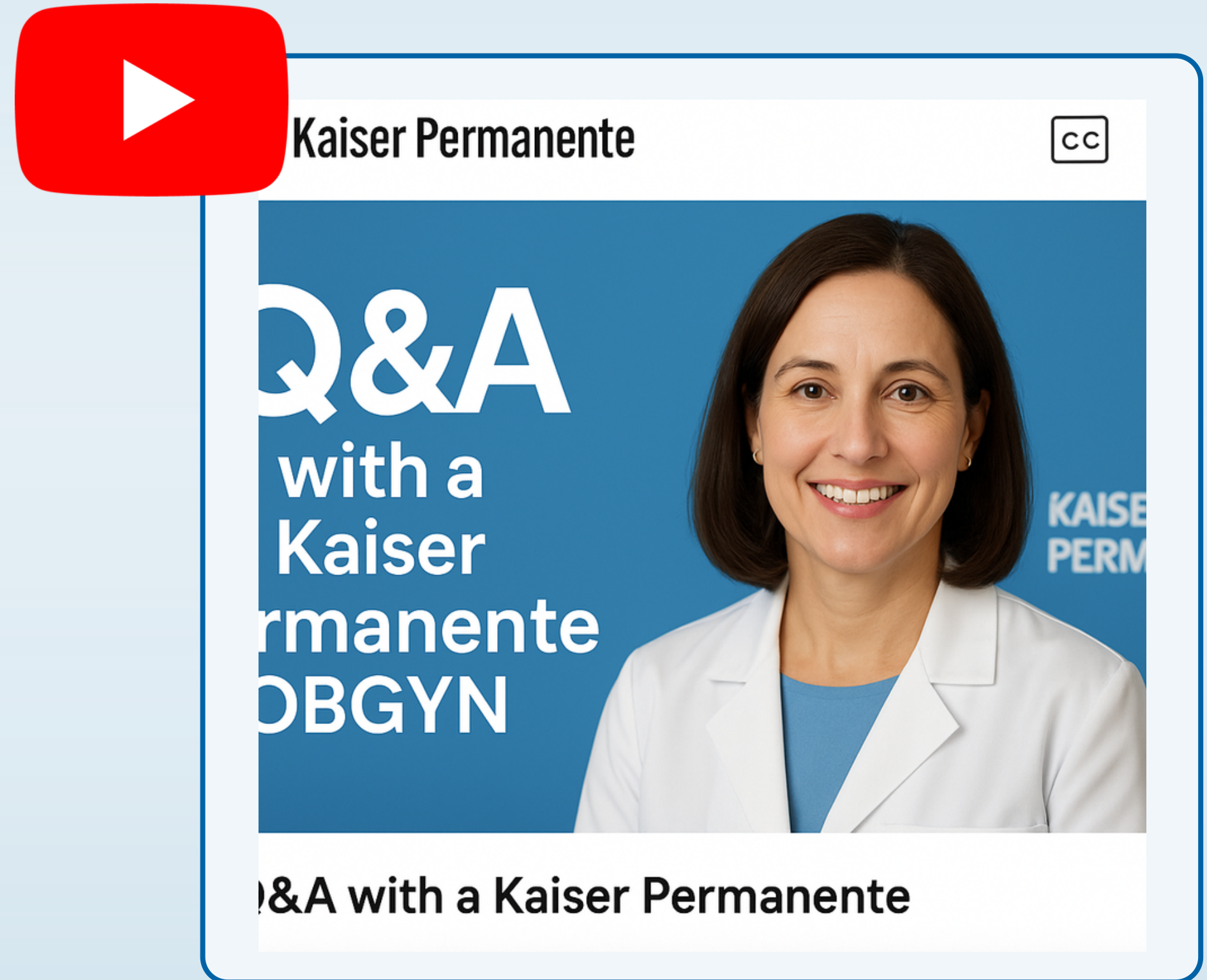
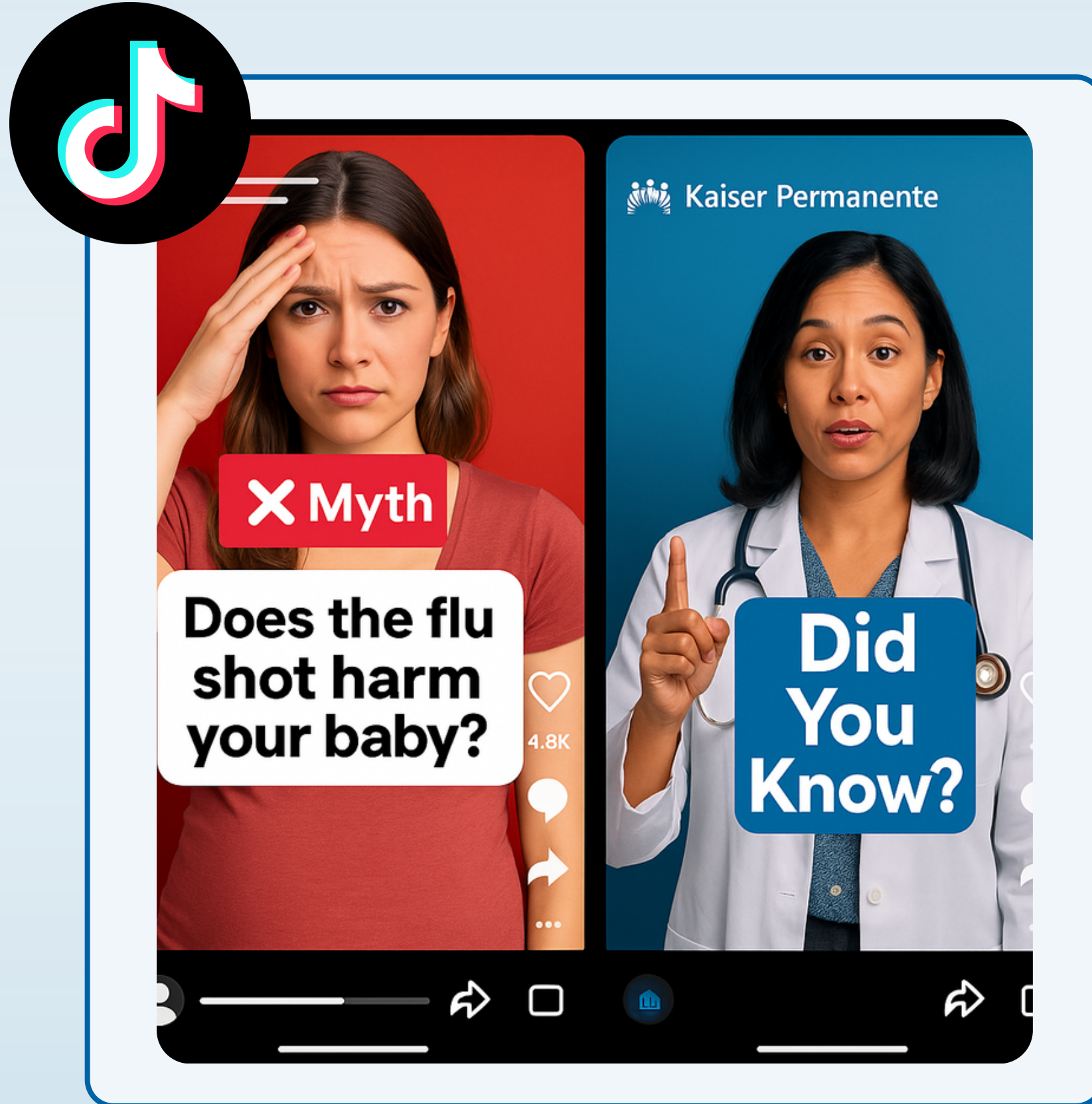


LIVE 263

👍❤️ 263

41 Comments

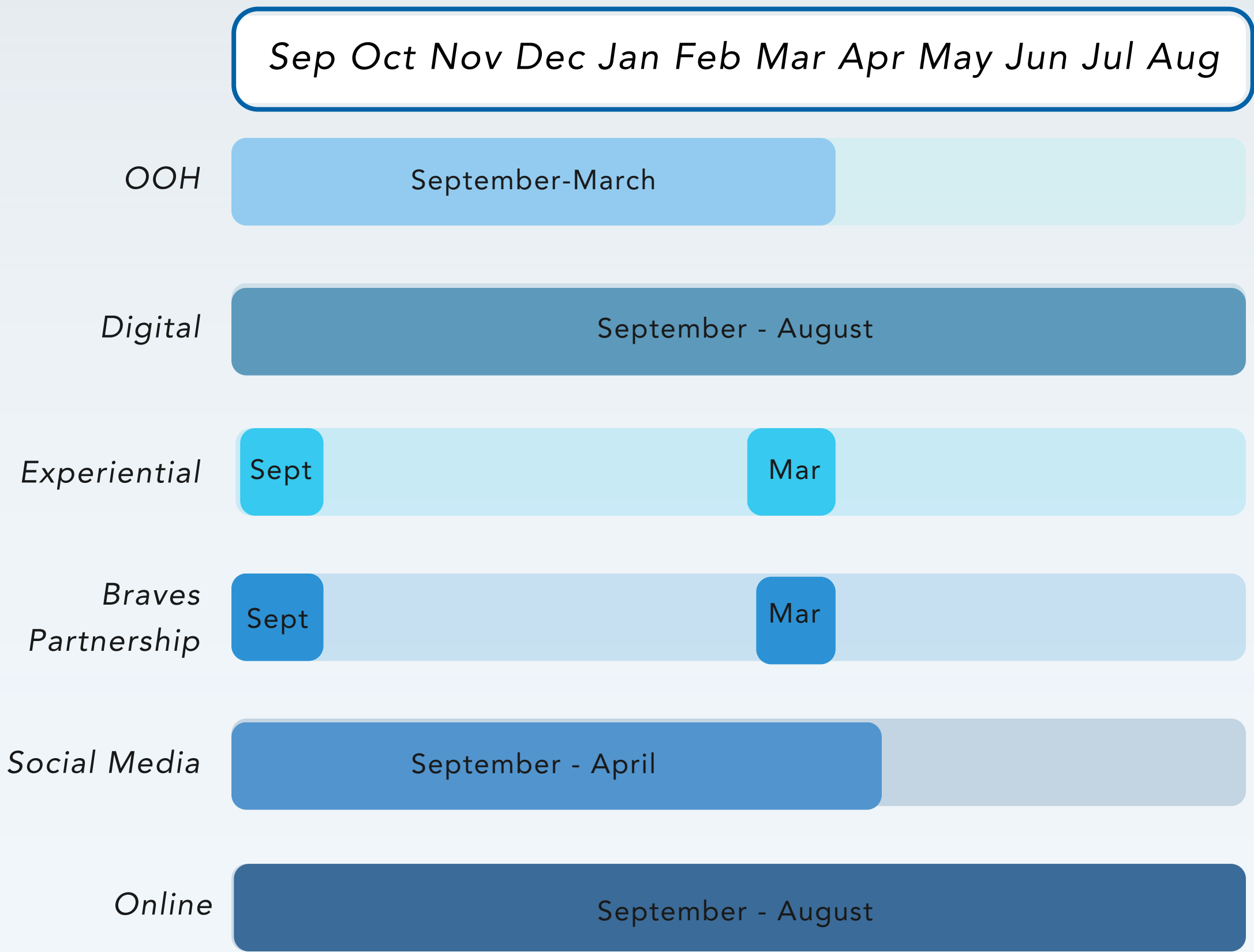
Social Media





QUESTIONS?

Budgeting & Media Schedule

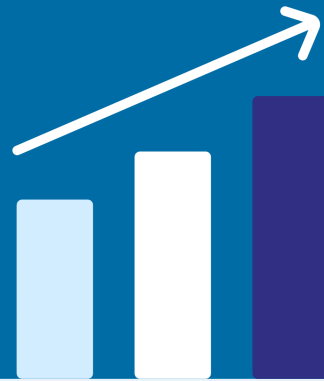


Media Breakdown Overview		
Campaign Type	Cost	Estimated Impressions
OOH	\$4,152.00	15,120,200
Digital	\$3,500.00	595,553
Experiential	\$186,562.50	166,308
Partnerships	\$45,500.00	300,000
Social Media	\$112,000.00	11,744,444
Online	\$20,000.00	750,000
Total	\$371,714.50	28,676,505

Evaluation Plan & Forecasted Results

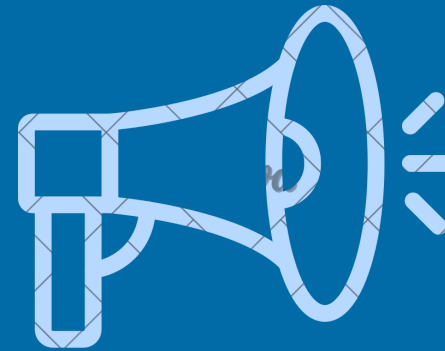
Objective #1:

Increase Vaccination Rate



Objective #2:

Raise Awareness



Objective #3:

Foster Engagement



**FORECASTED
RESULT:**

40% of pregnant
members within **12**
months

**FORECASTED
RESULT:**

15-20% increase
within **6 months**

**FORECASTED
RESULT:**

25% increase within
6 months

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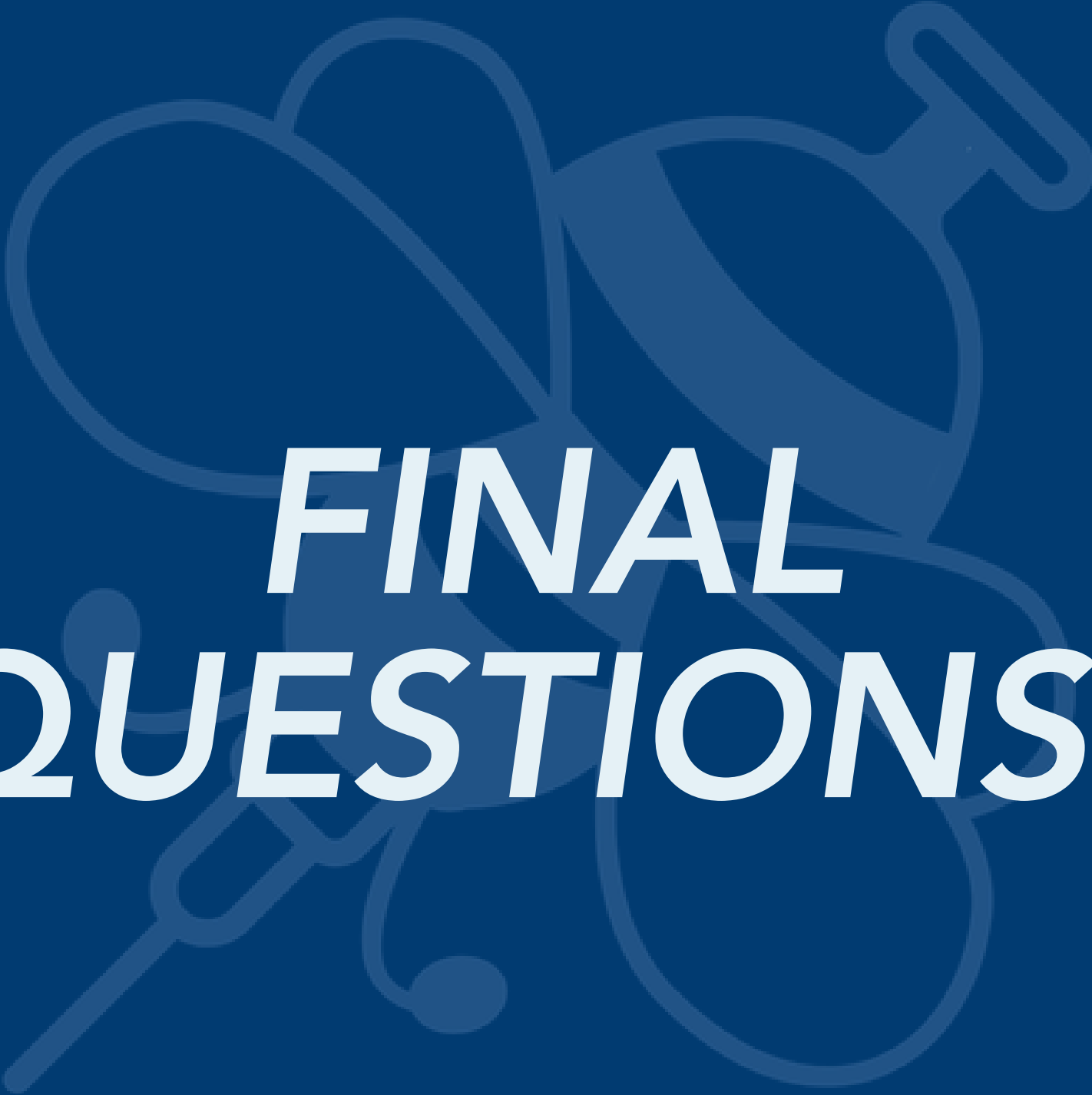
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***FINAL
QUESTIONS?***