

Team InFLUence



Protect The Hive Plans Book



Meet Team InFLUence



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Executive Summary



Kaiser Permanente is an integrated managed care consortium meeting the nation's need for accessible, high-quality health care. Despite strong medical consensus supporting vaccination, flu shot uptake among pregnant women has dropped from nearly 20% since 2020, leaving both mothers and infants more vulnerable to preventable illness. Our campaign aims to understand and address this sharp and concerning decline in flu vaccination rates, through an integrated campaign.

The flu vaccine provides antibodies that protect against multiple strains of the influenza virus each year, yet misconceptions and safety concerns continue to drive hesitancy. This research campaign explores pregnant women's attitudes, beliefs, and preferred methods of receiving health information to develop strategies that improve vaccination rates.

The campaign's objectives include increasing vaccination among pregnant Kaiser members by 40%, raising awareness of the flu shot's safety and benefits, and fostering engagement through community events, classes, and digital platforms. Findings indicate that vaccination decisions are primarily influenced by safety perceptions, provider recommendations, and awareness of personal and infant health risks. By addressing misinformation directly, emphasizing dual protection for mother and baby, and leveraging the trust patients place in their health care providers, Kaiser Permanente can strengthen confidence and increase flu vaccination rates. This campaign reinforces the organization's commitment to preventive care and the protection of both maternal and infant health.



SITUATIONAL ANALYSIS

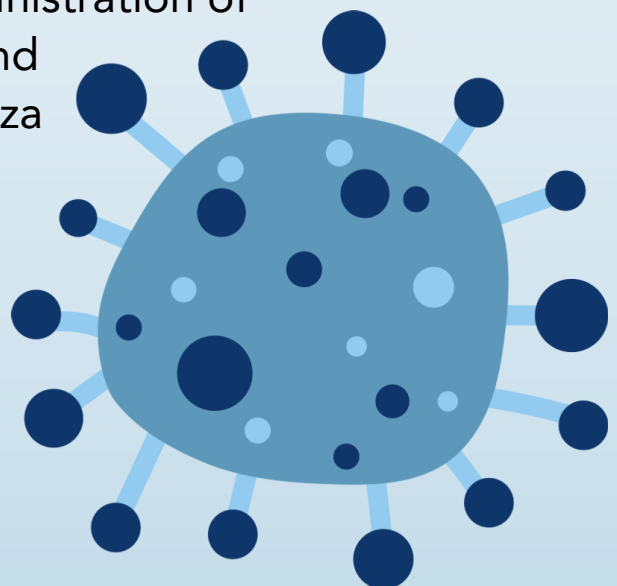
Brief Company History & Philosophy

Kaiser Permanente, an integrated managed care consortium, has existed for nearly eight decades, responding to people's critical need for quality health care. Ever since stepping up during the Great Depression, Kaiser Permanente has led the way in compassionate, innovative health services through pioneering preventative medicine, conducting comprehensive research, and driving innovative care. Ultimately, Kaiser Permanente's mission is to provide high-quality, affordable health care services and to improve the health of its members and the communities it serves.



The Flu Shot

The Flu Shot contains antibodies administered to protect the patient from the influenza virus. It includes different antibodies for three different strains for maximum protection. (*Key Facts About Seasonal Flu Vaccine, 2024*) Administration of these vaccines for those 6 months old and older includes the standard dose influenza shot, cell-based influenza shot, and the recombinant influenza shot.



Public Health & Risk Problems

2025 flu symptoms have been linked to increased outpatient visits compared to the previous 2024 season. The largest outbreak since the 2009 Swine Flu epidemic (The 2025 Flu Season: The Most Intense in Over a Decade, n.d.), not only have overall influenza cases increased, but according to the CDC (Flu Vaccination Coverage, United States, 2023–24 Influenza Season, 2024), vaccination rates have decreased.



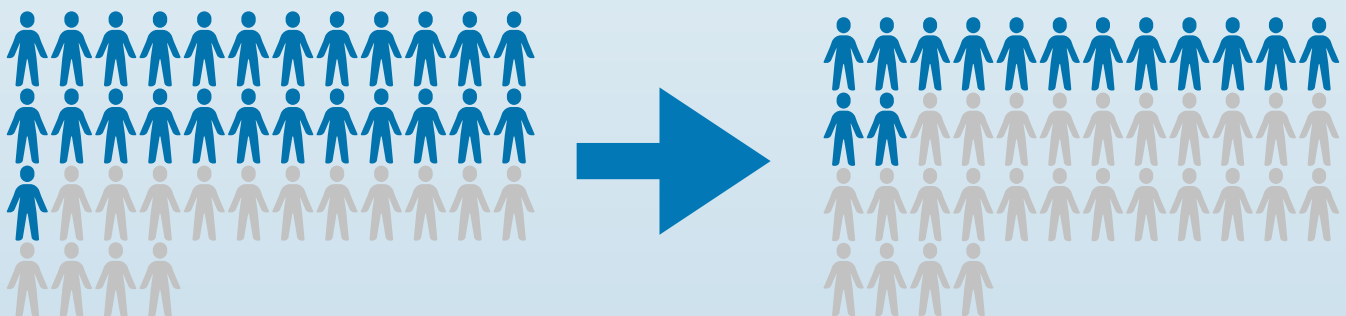
Among children, these rates are over 8% lower than the previous season, being the lowest recorded. Among adults, these rates have also decreased to the lowest since the 2008-09 flu season. Along with these case increases, adult deaths, hospitalizations, and infant mortality rates have increased (Flu Cases Among Children Soar, Forcing School Closures Across U.S., 2025).

Latest Development

Since 2020, flu vaccine rates among pregnant women have dropped drastically from 56.6% to 38.1%. This steady decline in vaccination rates raises the risk for severe influenza-related complications and hospitalization for both the mother and infant. Influenza-related hospitalization rates in 2024-2025 surpassed the record for the first time since the 2010-2011 flu season. Across all age groups, the rate of hospitalization was 1.8-2.8 times higher than the median historical rates (Flu Hospitalization Rate in 2024-25 Highest in More Than a Decade | AHA News, 2025). Contrasting this data, pregnant women who got the flu vaccine with Kaiser Permanente saw a 44% reduction in infant influenza during the first 6 months of the infant's life ("Maternal Flu Vaccine Protects Newborns, Vaccination in Kids Also Effective, Studies Show," 2025).

Kaiser Permanente has been offering no-cost flu vaccines to its members for a long period of time, but began heavily advertising the no-cost flu vaccine during the COVID-19 pandemic. Current Kaiser Permanente promotion material includes evidence-based resources specifically for pregnant women. The aim is to provide pregnant women with more information about receiving the influenza vaccine. However, targeted messaging towards pregnant women is currently brief and underdeveloped, leaving areas for improvement.

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



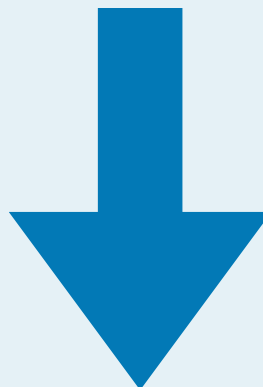
Impact Analysis

Getting the flu during pregnancy can lead to neural tube defects and adverse effects for the baby, rendering the impact of the flu on pregnant women significant. If pregnant women get the vaccine during the third trimester, they pass down antibodies from the vaccine to their baby through the placenta and breastfeeding. This decreases the chance of the baby getting the flu during the first six months of their life when the flu shot is not available to them.



The impact of pregnant women getting the vaccine also increases vaccination rates amongst other target audiences. Pregnant women can fall within a variety of other demographics, such as African American or mothers with a child under two, meaning increasing vaccination rates in pregnant women increases vaccination rates in these other categories as well.

Pregnant women who have been vaccinated are able to become advocates for the vaccine through their lived experience. This helps decrease the current stigmas surrounding the flu vaccine, as people who have been in the target audience's position can speak out and answer any questions regarding hesitancy.



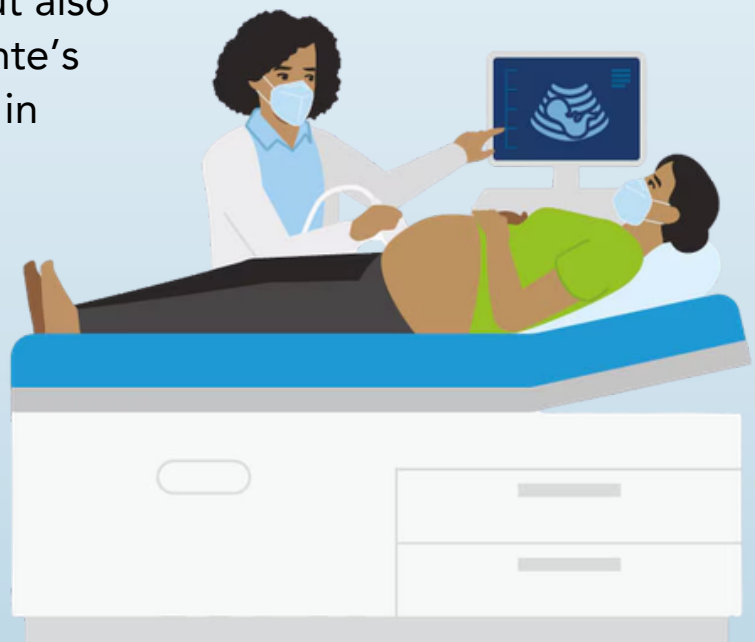
Pregnant women who got the flu shot with Kaiser Permanente saw **decrease** in influenza during first 6 months by

44%

Target Audience Segmentation

Kaiser Permanente's flu shot efforts can reach a wide range of audiences, including parents with young children, individuals across different racial and gender groups, and pregnant women. There is a significant opportunity to expand awareness of flu prevention, particularly in schools, workplaces, and other high-traffic community spaces. For this campaign, however, our primary focus will be on pregnant Kaiser Permanente members. We chose to highlight this group given the unique risks they face and the need to better understand the factors contributing to lower vaccination percentages among pregnant women.

Our primary target audience for this campaign is pregnant Kaiser Permanente members. This group is critically important because influenza poses heightened risks for both mother and child. Despite flu shots being offered at no cost, many pregnant members still hesitate or forgo vaccination due to safety concerns, misinformation, or lack of awareness. By focusing on this audience, our campaign seeks to build confidence, rid misconceptions, and emphasize the strong medical consensus that flu vaccination during pregnancy protects the mother while also providing early immunity for the newborn. Prioritizing pregnant women not only helps close a key gap in flu shot uptake but also strengthens Kaiser Permanente's position as a trusted partner in maternal and family health.



Secondary Research

Prevalence and Patient Experiences with The Flu Shot:

Pregnant women remain under-vaccinated compared to the general population, despite being at increased risk for serious flu-related complications (CDC, 2025). CDC reports note that vaccination coverage has risen since the 2009 H1N1 pandemic, but uptake still falls short of optimal levels. Many pregnant women report hesitancy due to prior negative experiences with vaccines or doubts about effectiveness. Some also associate vaccination with potential risks such as miscarriage, though repeated studies have found no causal link (Regan et al., 2023). These experiences contribute to ongoing uncertainty around vaccination during pregnancy.

Physician Knowledge and Misconceptions:

OBGYNs acknowledge the recommendation of Flu vaccinations within the flu season/final trimester of pregnancy. This CDC recommendation is meant to protect the newborn within the first 6 months of life. The current misconceptions around pregnancy vaccinations include the lack of experience with the flu shot, the inefficacy of the vaccine itself, and a fear of potential miscarriage.

Patient Perceptions of the Flu Shot:

There are conflicting perceptions held by pregnant women regarding the importance and safety of the flu shot. A study done by the National Library of Medicine found that pregnant women are concerned about the flu shot while breastfeeding, related to the potential health risks to their baby (Gorman & Chambers, 2015). An association was found between miscarriage and the flu vaccine, but no correlation was established, and the study was found to be inconclusive. A study using the CDC's Vaccine Safety Datalink was conducted over three flu seasons to look for any increased risk for miscarriage. The study and many further studies found no increased risk for miscarriage after flu vaccination during pregnancy (CDC, 2024).

Factors Influencing Vaccinations:

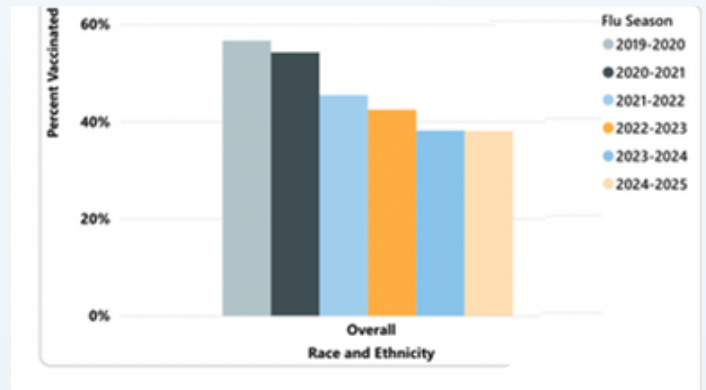
Several factors influence whether pregnant women choose to receive the flu vaccine. The most consistent predictor is a strong recommendation from a trusted healthcare provider, with studies showing that women are significantly more likely to accept vaccination when their OBGYN emphasizes its importance. In addition, perceptions of safety are critical: a recent systematic review of 63 studies found that flu vaccination during pregnancy was not associated with adverse outcomes for mothers or babies, reinforcing evidence of its safety. Yet many women remain hesitant due to misinformation and fears of side effects. Another important factor is risk perception; pregnant women face a heightened risk of serious flu complications due to immune system changes, while vaccination protects both the mother and infant, the latter of whom receives passive antibodies until six months of age (Preeclampsia Foundation, 2018). Despite progress in increasing uptake since the 2009 H1N1 pandemic, vaccination rates remain below optimal levels, underscoring the need for continued efforts from healthcare providers and organizations like Kaiser Permanente to simply address safety concerns & highlight the dual protection vaccination provides.

Conclusion:

Flu vaccination among pregnant women is shaped by a complex mix of safety perceptions, provider influence, and risk awareness. While strong medical consensus supports vaccination, persistent myths and hesitancy continue to lower uptake. By addressing misconceptions directly, emphasizing maternal and newborn protection, and leveraging trusted provider recommendations, Kaiser Permanente has a key opportunity to strengthen vaccination rates among this high-risk group.

Secondary Research Key Insights

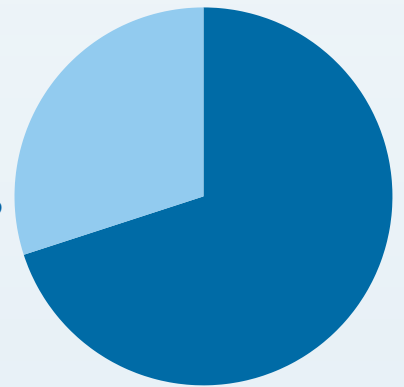
Pregnant women remain under-vaccinated



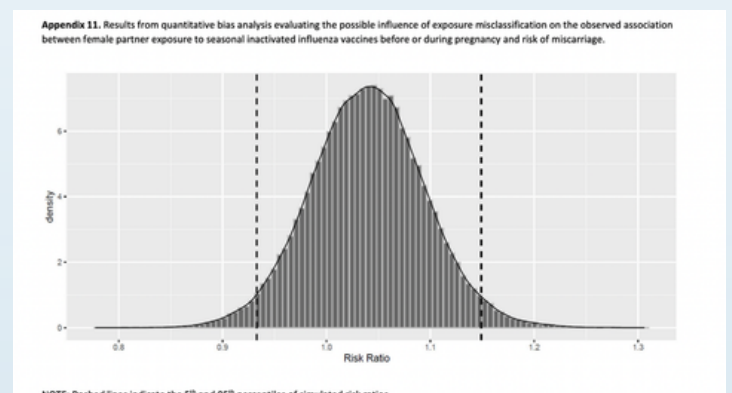
Provider recommendation = most influential factor

70.5%

of pregnant women who received provider recommendation and offer got vaccinated



Safety doubts & miscarriage fears



Dual protection = key motivator



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

33%

Target Segmentation Analysis: Primary

Interview with Dr. Ericka Gibson:

We conducted one interview with Kaiser Permanente OB-GYN Dr. Ericka Gibson, revealing key insights from her perspective as a healthcare provider for the target population.



Key Points:

A majority of patients who do not receive the flu shot have not received one in the past and throughout their childhood, which could lead to reduced initiative to receive it as an adult. Young and healthy patients may not receive the flu vaccine due to a low perceived risk for the flu and flu complications. Conversation and education surrounding the flu shot is imperative. Patient-physician trust is a vital starting point to introducing the idea of getting the flu shot.

Insights on Media Mix:

Patients request printed sources or QR code options to keep information more easily accessible as opposed to emails.

Concerns:

Pregnant patients may have safety concerns for the health of themselves and their unborn children when it comes to receiving the flu shot. Information overload occurs due to high volumes of medical information, which may overwhelm patients and dissuade them from receiving a flu shot.

Target Segmentation Analysis: Primary

Online Survey

Primary research on the the target audience was conducted through an online survey.

The aim was to uncover insights into women's' feelings and preferences toward getting the flu shot during pregnancy. The survey revealed three key insights:

Pregnant Women Trust Doctors More Than External Resources, Yet Rely on Online Resources: 70% of respondents stated they trust doctors. 41.38% reported obtaining most of their health information from trusted websites. These results suggest that although pregnant women prefer to receive information from doctors, in practice, they often rely on the internet for their health-related decisions.

Strong Desire to Protect Families Through Vaccination: The survey found that 89.47% of pregnant women receive the flu shot to protect themselves, while 73.58% do so to protect others. Given the high percentage of both motivations, campaign messaging should focus on pregnant women's strong desire to safeguard their families.

Preference for Receiving Vaccine Information During Doctor Visits: 83.33% of pregnant respondents claim to prefer learning and hearing about the vaccine during doctor appointments. This correlates with the finding that pregnant women trust doctors; thus, it would be reasonable to focus on how to get information displayed from trusted doctors.

SWOT Analysis

The SWOT analysis serves to evaluate Kaiser Permanente's ability to increase flu vaccination rates amongst its pregnant members. Examining the internal strengths and weaknesses alongside the external opportunities and threats allows for a better understanding of how Kaiser Permanente should shape its campaign strategy. The following sections outline where Kaiser Permanente is well-positioned, where barriers currently exist, and how external factors may affect its efforts.

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*

Strengths

Kaiser has a trustworthy reputation in women's health (Newhouse, 2005), which positions the organization as credible in promoting the flu shot during pregnancy. Its integrated care model makes it possible to deliver flu shots directly during prenatal appointments. Kaiser's pregnant patients have pre-existing trust in their clinicians as they have already chosen to receive care at Kaiser. This pre-existing trust makes patients receptive to health guidance surrounding the flu shot. Kaiser has an extensive research capacity, which is a strength for both providing care and creating campaigns.

Weaknesses

While Kaiser's reputation is strong, its communication primarily relies on data and clinical-heavy language, which may not resonate with expectant mothers. Similarly, Kaiser's size and corporate image may feel impersonal and lacking in emotional relevance. The immense amount of medical information pregnant women receive can also dilute the perceived importance of the flu shot. Clinicians may not have the time or capability to address vaccine concerns or support vaccine importance, due to other necessary health information they must provide.

Opportunities

There is a significant opportunity for Kaiser Permanente to differentiate itself by focusing its messaging specifically on pregnant women, as most large healthcare providers deliver flu shot messaging generically. Kaiser can also emphasize baby-centered benefits, such as antibody protection during the first six months of the baby's life. By bundling the flu vaccine with prenatal care, Kaiser can frame the vaccine as both convenient and essential. Digital engagement presents another opportunity, as expectant mothers actively use social media and influencer content for guidance. By expanding channels, offering convenience, and using emotional storytelling from real mothers, Kaiser can become the empathetic and trusted voice that fills a gap between clinical advice and maternal concerns.

Threats

Kaiser must navigate a challenging environment where misinformation about vaccine safety is widespread, especially in regards to pregnancy, particularly on social media. Vaccination rates in the US have been dropping overall, as well as among pregnant women. This displays a broader cultural resistance that will be difficult to overcome. After COVID, distrust of vaccines, along with general vaccine fatigue, complicates the campaign. In addition, pregnant women face many competing concerns. Other health anxieties may make flu prevention feel less urgent. Competitors and alternative information sources, even if unreliable, may sway patients' attention if Kaiser's messaging feels too impersonal.

Conclusion

Kaiser Permanente is well-positioned for a successful flu shot campaign for pregnant women. Its strong reputation in women's health, integrated care model, and established trust between patients and clinicians will serve it well. However, overcoming barriers such as clinical messaging, vaccine misinformation will be necessary to ensure desired outcomes. While these barriers create roadblocks, they also offer valuable insight that will guide a thorough campaign. Kaiser must lean into opportunities that highlight baby-centered benefits, emotional relevance, and digital engagement. With a well-rounded view of its strengths, weaknesses, opportunities, and threats, Kaiser can increase expectant mothers' belief in the safety of and need for the flu shot.

A faint, light blue background illustration featuring a bicycle and a microphone. The bicycle is positioned diagonally, with its front wheel at the top right and its rear wheel at the bottom left. A microphone is superimposed over the bicycle, with its handle at the bottom left and its head pointing towards the top right.

COMMUNICATION CAMPAIGN & CREATIVE STRATEGY

Campaign Objectives, Strategy, & Rationale

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:
Increase rates among pregnant women by 40% (approximately 400 women within Kaiser Permanente's eligible population).

Strategy #1:

In - Person Class + Vaccination Class

Rationale:

This strategy builds on Kaiser's strength, trusted clinicians, and fulfills a clear need for face-to-face reassurance and accessibility, directly addressing the barriers of fear and misinformation identified in primary research

Objective #2:

Raise Awareness:
Educate members about the safety, timing, and benefits of the flu vaccine during pregnancy while debunking myths and misinformation.

Strategy #2:

Website Updates + Pregnancy Blog

Rationale:

This positions Kaiser as a digital leader in maternal care while reducing information fatigue. A clean and more user-friendly design encourages continued engagement and trust in KP's expertise, turning digital confusion into more confidence.

Objective #3:

Foster Engagement:
Build a sense of community and connection within Kaiser Permanente by engaging members beyond traditional appointments through events, classes, and digital platforms.

Strategy #3:

"Baby Shower" + Braves Event

Rationale:

This experiential campaign reframes vaccination as a joyful, empowering milestone... not a chore. It connects the emotions of motherhood & baby celebration with action (vaccination), positioning Kaiser as both a healthcare provider and a supportive community partner. This strategy fosters engagement with Kaiser Permanente by building a sense of community among expectant mothers.

Target Audience Profile

Meet Chelsea Smith



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

Chelsea is a 24-year-old, White American, first-time mother. She lives in Midtown Atlanta with her husband, Kevin Smith, and her primary location is the Kaiser Permanente Brookwood office. She does not currently get the flu shot yearly and is skeptical of vaccines overall. She is not opposed to getting the flu shot, but is highly influenced by family and the close community. She is experiencing information overload and is anxious about doing everything "right." She needs trust and human connection. Misinformation about vaccine safety or its effect on the baby's health is a major barrier. She is not very constrained for time, but does want the flu shot to be as convenient as possible.

Target Audience Profile

Meet 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

Ashley is 29 years old, African American, and a second-time mother. She has a young toddler (2 years old), and she lives in Douglas County. She uses Kaiser Permanente for convenience, but may harbor some historical mistrust of the medical system (healthcare disparity). Time and travel are major logistical barriers. She may view the flu as an inconvenience, but not a serious threat unless her child is affected. Historical mistrust (health disparity) may lead to skepticism about the "need" or safety of the vaccine. She is extremely time-constrained; she needs the shot to be as easy as possible to obtain. She values factual evidence and would prefer to hear information from other African American mothers.

Target Audience Profile

Meet Sarah Nguyen



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

Sarah is 32 years old, Asian American, and a first-time mother. Sarah resides in Duluth, Georgia. Her closest Kaiser Permanente location is the Gwinnett Center. Sarah is an intellectual who values her career in law. Due to her research and reading-centered job, she values the information presented to her from healthcare professionals and peer-reviewed research documents. As an intellectual, she values self-education to take control of her healthcare. Because of her career, she schedules her appointments to fit her work schedule, as she plans to work throughout her pregnancy and after to provide for her child as a single parent. Additionally, Sarah's mother is supporting her through this pregnancy and plans to help her with taking the child to appointments and other health obligations.

Creative Brief

Insights:

Expectant mothers want to protect their babies, but concerns, misinformation, and time constraints lead to mothers not receiving their flu shot. We believe that trust, representation, and convenience are key to behavior change.

Promise:

By getting the flu shot during pregnancy, you protect yourself and provide your baby with early immunity, backed by strong medical evidence and trusted Kaiser Permanente care.

The challenge is to create a trustworthy campaign that builds awareness and trust with the flu shot vaccine, especially those offered by Kaiser Permanente.

Support:

Kaiser Permanente offers a no-cost flu shot
Convenient scheduling and multiple access points
Trusted care teams available to answer questions if needed

Mandatories:

The color palette and typography provided by Kaiser Permanente
Call to action to raise awareness and increase the number of pregnant women who receive the flu vaccine during pregnancy

Tone of Voice:

Professional and informative tone
Reassuring, supportive, and empowering
Clear, fact-based messaging with empathy

Messaging:

"Protect"

Protect Two with One Shot and Protect The Hive create a positive association with the flu vaccine and its impact during pregnancy

Protect emphasizes the impact that mothers can have on their newborns by getting the flu vaccine.

All messaging should embrace a "fun and lively" tone to coincide with the informative style of the campaign. These messages should add personality to the flu shot, creating a flu shot persona.

Message Channels:

Social media (Instagram, Facebook, TikTok): relatable stories from mothers
In office posters + digital screens: simple reminders
Email + KP app notifications on a scheduled basis
Influencer and community sponsorships
Website FAQ's and expert backup info



CAMPAIGN EXECUTION

Media Mix & Strategy

The goal of our media approach is to combine community engagement with social and traditional media to reach expecting mothers who are Kaiser Permanente members. The goal is to increase flu vaccinations among this target audience, increasing awareness, digital engagement, and in-person community participation.

Paid Media

- Targeted social media ads on Instagram, Facebook, TikTok and Youtube (promoting in-person events and an updated pregnancy blog)
- Print materials offered to expecting mothers
- Out-of-home signage in elevators, check-in counters, etc.

Owned Media

- Kaiser Permanente website and pregnancy blog which includes in-person event registration and doctor-verified information
- In-office promotion materials that bridge traditional and social media tactics
- Branded events that bring the Kaiser Permanente community together

Earned Media

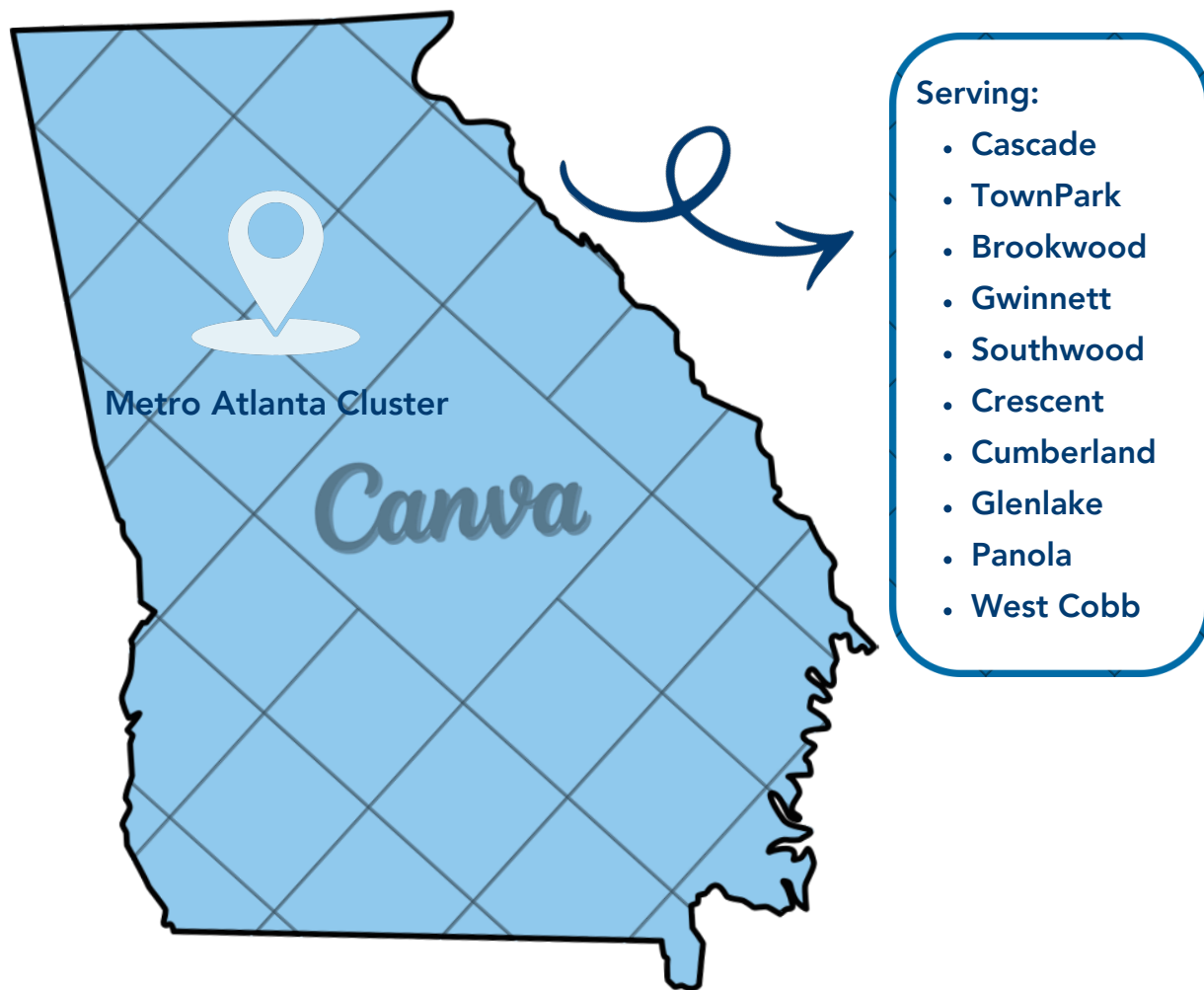
- Community partnerships with the Atlanta Braves that allow for cross-promotion of events
- Social media sharing by users who share their experiences to their followers, encouraging an engagement loop

Channels/Placement

- In-person engagement events, traditional media (flyers, posters, print ads), social media posts (Facebook, Instagram, TikTok, Youtube), website integration with QR codes

Spot Map

Our campaign targets the 10 Kaiser Permanente medical centers across metro-Atlanta that provide maternity & OBGYN services. These locations represent the highest-traffic hubs for prenatal visits, flu shot access, & key patient touchpoints. By focusing our messaging here, we reach expecting mothers at the exact moments they are making health care decisions.



WHY THESE LOCATIONS MATTER:

- Serve the majority of pregnant members in GA
- High foot-traffic from OBGYN appointments, ultrasounds, & prenatal classes
- Ideal for in-office traditional ads, handouts, and QR-based engagement
- Reaches diverse patient populations across metro-Atlanta
- Keeps the campaign locally relevant, targeted, and cost-efficient

Flowchart

CAMPAIGN TYPE	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug
OOH												
Posters												
Banners												
Tables												
Custom Table Cloths												
Flies												
Invitation Cards												
Mini-Cards												
Digital												
Blog												
Email												
QR Code Displays												
Experiential												
Event Hall (300 ppl + Food)												
Batby Bundles												
Braves Jumbotron												
Medical Professionals												
Mascots												
Event Planner												
Mugs												
Partnerships												
Concession Voucher												
Braves Tickets (Both Games)												
Influencer Partnerships												
Social Media												
Facebook												
Instagram												
TikTok												
Youtube												
Online												
Website												

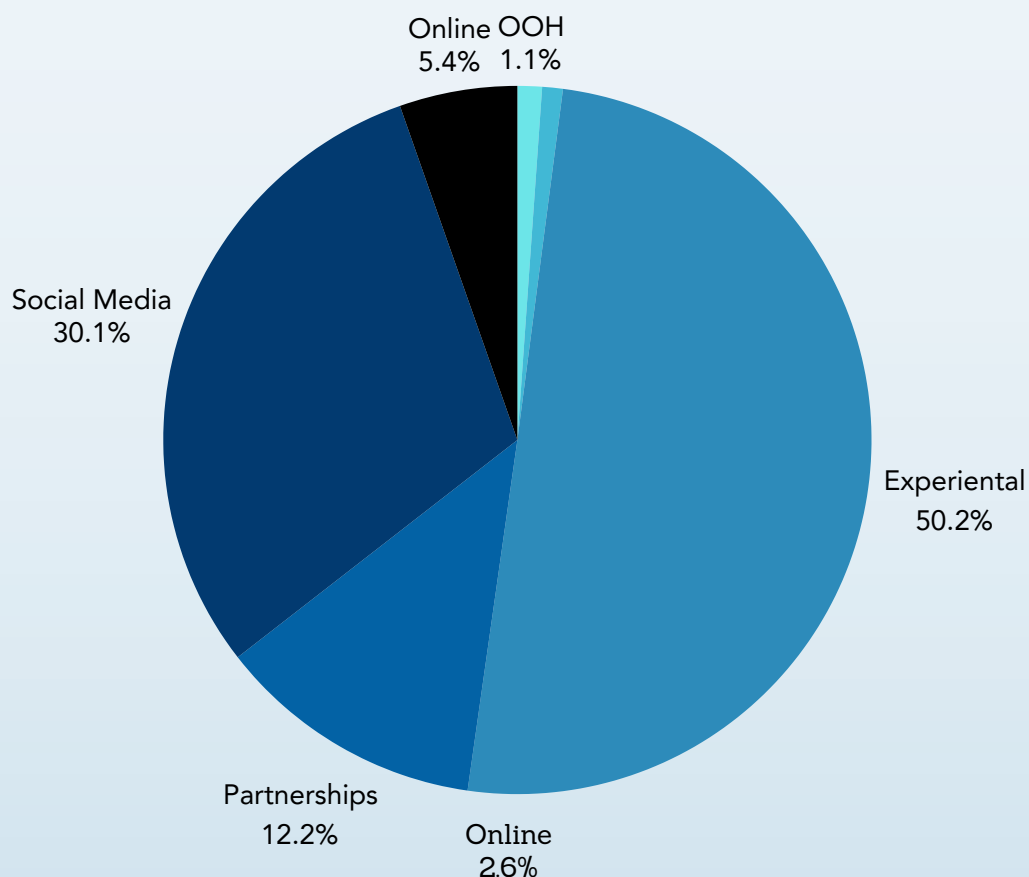
These months have been chosen to align with the MLB and Flu seasons. Our two Braves events can be seen under the September and March columns, while our social media and digital efforts can be seen from September to April.

Budgeting and Impressions

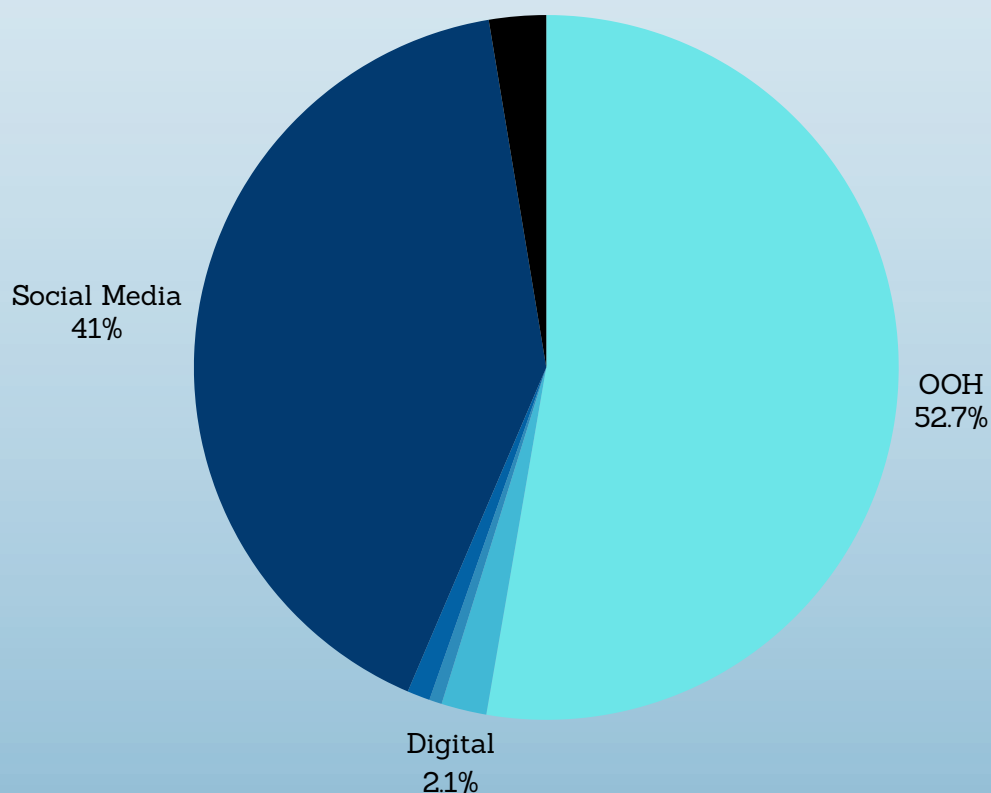
Campaign Type	Qty	Projected Cost per Unit	Duration	Projected Subtotal	Estimated Impressions
OOH				\$ 4,143.00	14,130,300
Posters	100	\$0.45		\$ 45.00	3,475,000
Banners	10	\$18.00		\$ 180.00	
Table	20	\$40.00		\$ 800.00	
Custom Table Cloths	20	\$94.00		\$ 1,920.00	
Flags	400	\$1.78		\$ 712.00	8,800,000
Invitation Cards	200	\$1.75		\$ 350.00	200
Mini-Cards	500	\$0.25		\$ 125.00	2,425,000
Digital				\$ 3,000.00	891,543
Blog		\$500.00	Year round	\$ 500.00	340,000
Email			7 months	\$ 3,000.00	8,750
QR Code Displays					224,803
Experiential				\$ 184,542.50	144,308
Event Hall (300 ppl + Food)	2	\$12,250.00		\$ 24,500.00	300
Bobby Bundles	300	\$35.00	150 for each Braves	\$ 10,500.00	
Braves Jumbotron	4	\$5,000.00	Twice for 2 events	\$ 20,000.00	144,000
Medical Professionals	4	\$30,000.00		\$ 120,000.00	4
Mascots	2	\$750.00	4 hours	\$ 1,500.00	2
Event Planner	2	\$2,500.00	Both Braves events	\$ 5,000.00	2
Mugs	150	\$3.75		\$ 562.50	2,000
Partnerships				\$ 45,500.00	300,000
Concession Voucher	300	\$10.00	2 Games total	\$ 3,000.00	
Braves Tickets (Both Games)	300	\$35.00	2 Games total	\$ 10,500.00	
Influencer Partnerships	1	\$4,000.00	8 Months	\$ 32,000.00	300,000
Social Media				\$ 112,000.00	11,744,444
Facebook	1	\$3,500.00	8 Months	\$ 28,000.00	3,500,000
Instagram	1	\$3,500.00	8 Months	\$ 28,000.00	3,111,111
TikTok	1	\$3,500.00	8 Months	\$ 28,000.00	2,800,000
Youtube	1	\$3,500.00	8 Months	\$ 28,000.00	2,333,333
Online				\$ 20,000.00	750,000
Website	1	\$20,000.00		\$ 20,000.00	750,000
Total				\$ 371,714.50	28,474,808

Budget & Impression Breakdown

BUDGET



IMPRESSIONS



Campaign Concept

"Protect the Hive"

Our "Protect the Hive" campaign is a community-centered campaign designed for expectant mothers to help them feel supported, informed and confident in their care and decision in receiving the flu shot during their pregnancy. To bring this campaign to life, we will use bee-inspired imagery in both digital and in-person touchpoints, connecting the feeling of a bee sting to the feeling of a flu shot. Our unifying slogan will activate a sense of hive mentality that reminds expecting mothers that they are protecting both themselves and their children with the flu shot. Every part of the campaign will have a clear call to action to push these patients toward receiving their flu vaccine. This campaign will positively position the flu shot in the minds of Kaiser Permanente expecting mothers.



Creative Execution In-Person Maternity Classes



To promote the in-person classes and vaccinations, there will be “Hive and Honey” pop up events that give patients the opportunity to learn about the upcoming classes and speak with doctors face-to-face before the class. These “Hive and Honey” events will be coupled with a social media campaign that gives patients the opportunity to sign up for the classes. The Hive and Honey series will build trust between patients and doctors and the social media campaign will build a sense of community leading up to the classes. These tactics help to make Kaiser Permanente a more personable company, making expectant mothers more comfortable with their care.

Placement

- Inside the check-in areas for the participating locations (Cascade, TownPark, Brookwood, Gwinnett)
- Scheduled during high-traffic prenatal appointment times

Materials

- Banner for the pop-up
- Branded mugs to giveaway to patients who stop at the event
- Table and tablecloth

Staffing

- 1-2 OB/GYN
- 1 Flu Vaccine Coordinator
- 1 Outreach Member for Class Registration

In-Person Maternity Classes Promotion Mock-Ups



Creative Execution

Website Updates + Pregnancy Blog

To promote the new Prenatal Care Hub & Pregnancy Blog, there will be Kaiser Permanente digital updates brought into real, in-office touch points. Tabletop tent cards and mini “From the Doctor’s Desk” quotes will be placed in OB-GYN waiting rooms, baby bundles, and prenatal class spaces. These pieces will highlight the flu shot, reinforce our “Protect the Hive” message, and use QR codes to drive patients straight to the online hub. There will also be updated elevator and lobby posters with flu-shot messaging and trusted mom-and-doctor voices. These tactics help Kaiser Permanente build trust, encourage vaccination, and ensure patients encounter consistent messaging across both physical and digital environments.

Placement:

- OB-GYN waiting rooms, check-in counters, elevators, baby bundles, prenatal class tables, and pharmacy pickup areas.

Materials:

- “From the Doctor’s Desk” mini-cards featuring quotes from real KP OBGYNs.
- QR codes that link directly to blog posts or scheduling tools for convenient access to flu shot information.

Distribution:

- Hand out cards during prenatal classes or place them in “Flu Shot Baby Bundles.”



Website Updates + Pregnancy Blog Promotion Mock-Ups



Creative Execution

"Baby Shower" and Braves Event

To promote the "Baby Shower" and Braves event, there will be Baby at the Ballpark information flyers, save-the-date invitations via email and in-person distribution, a Kaiser Permanente mascot, Braves Stadium jumbo screen signage, and Instagram/Facebook announcements about the event with a story countdown leading up to it. The goals of these tactics are to encourage healthy connections with doctors, drive awareness for vaccination, and reach audiences both online and offline.

Placement:

- OB-GYN waiting rooms, prenatal class tables, braves events

Materials:

- "Baby at the Ballpark" information flyers
- "Save the Date" invitation cards + Emails
- QR codes that allow members to register themselves for the event

Staff/Hiring Needs:

- Kaiser Permanente Mascot

Distribution:

- Hand out cards during prenatal classes, OB-GYN appointments, send invites through mail and email to known pregnant members

"Baby Shower" and Braves Event Promotion Mock-Ups



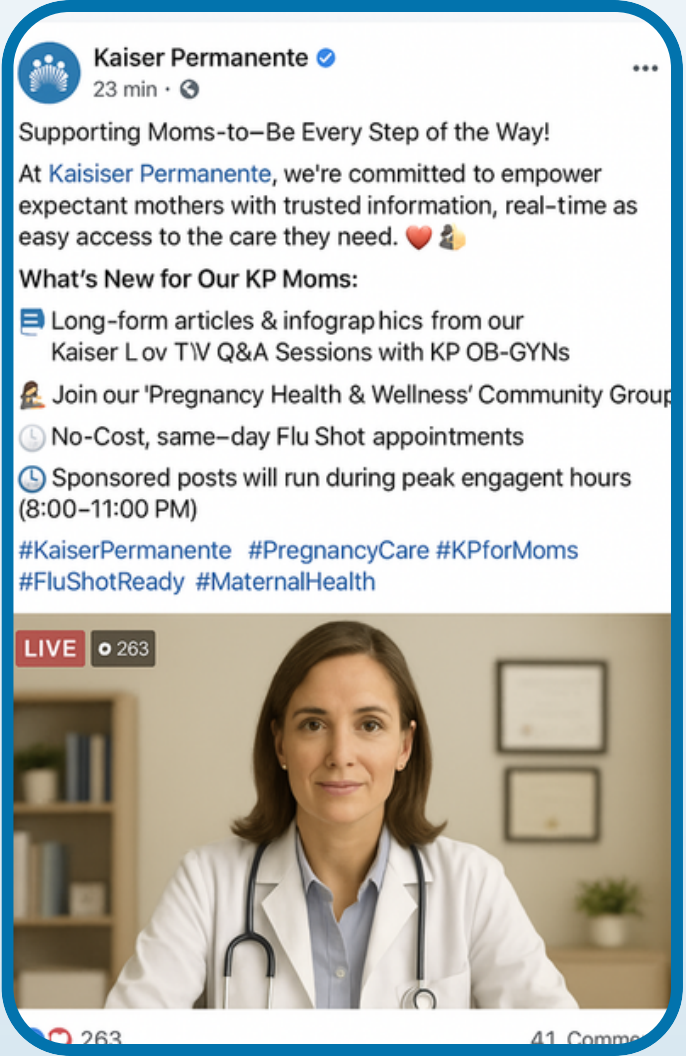
Creative Execution - Social Media

Instagram and Facebook

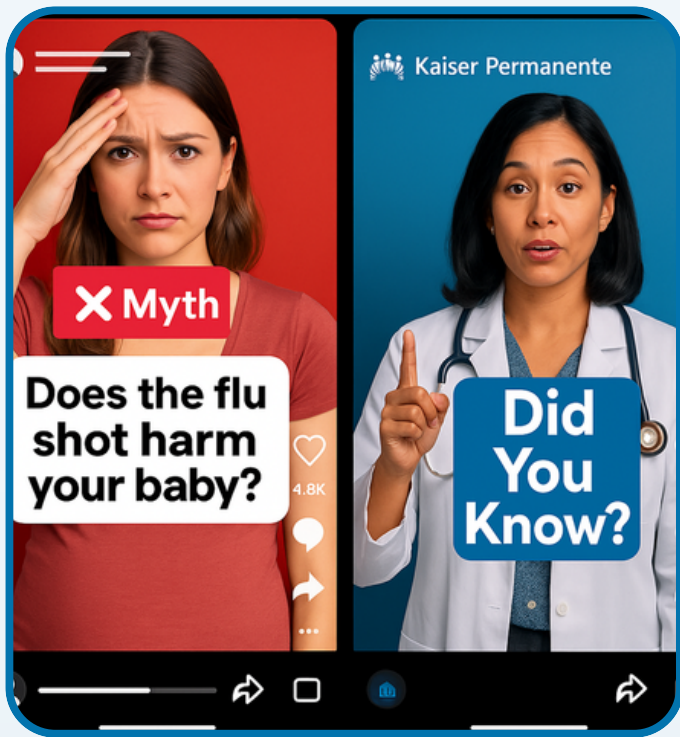


This Instagram post features OB-GYNs, nurses, and real moms to make flu vaccination feel personal and trustworthy. The headline “Why I Got My Flu Shot” and the message “Protect Two With One Shot” emphasize the core benefit of protecting both mom and baby. The strategy focuses on using real clinicians and moms to build credibility, running paid reels and carousels with friendly doctor visuals to debunk myths, and centering the messaging on baby protection for emotional impact. Engagement will be boosted with polls and Q&A features after posts go live, while paid ads will be scheduled between 8–11 PM, when moms are most active online. This approach works because the graphic aligns with the campaign’s warm, trustworthy, educational tone and helps position flu shots as empowering rather than routine.

This Facebook mock post demonstrates how Kaiser Permanente will position itself as a supportive, trusted partner for expecting moms. The platform will feature long-form articles and easy-to-read infographics created by Kaiser doctors to provide reliable education and combat misinformation. Facebook Live Q&A sessions with OB-GYNs will offer real-time interaction, making Kaiser feel more accessible outside appointments, while a dedicated “Pregnancy Health & Wellness” group will build a strong community space for expecting mothers to connect and share experiences. The strategy will also promote no-cost, same-day flu shot appointments to reduce barriers to care, and paid ads will run from 8 to 11 PM to maximize visibility with the target audience. Overall, Facebook will serve as a hub for education, community-building, and accessibility.

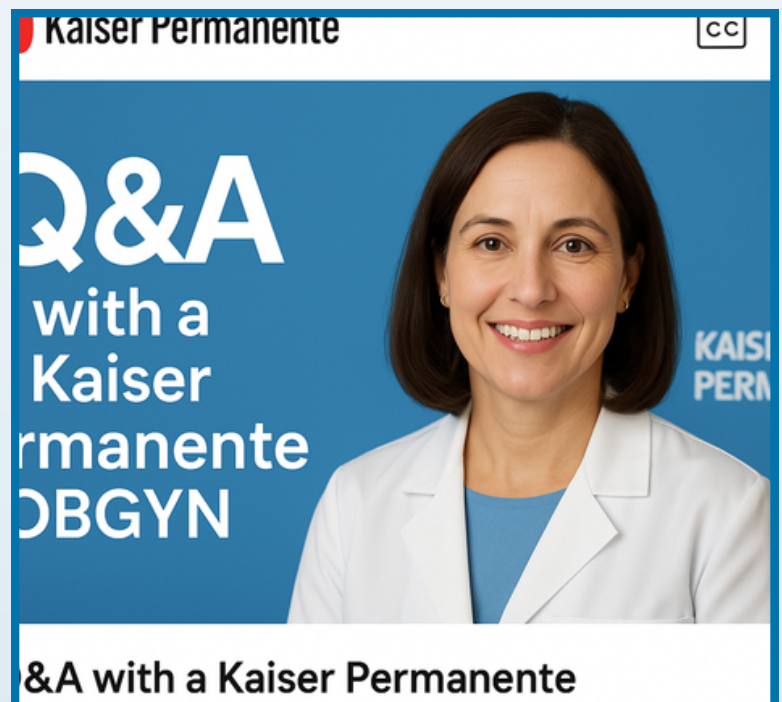


Creative Execution - Social Media TikTok and Youtube



This TikTok graphic represents a strategy built around quick, OB-GYN led “Did You Know?” videos that educate expecting moms in a format they already engage with. The split-screen layout emphasizes the “Myth vs. Fact” approach, using trending audios and familiar TikTok formats to correct misconceptions in a trustworthy and relatable way. This content encourages followers to duet or stitch videos using the hashtag #ProtectTheHive, inviting moms to share their own stories and build a supportive community. Overall, the TikTok style blends education, relatability, and user participation which are key ingredients for effective health communication on the platform.

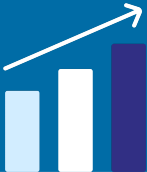
This graphic shows how Kaiser Permanente would use YouTube as an educational and emotional platform for expecting moms. The video thumbnail titled “Q&A with a Kaiser Permanente OBGYN” reflects the strategy of creating short, doctor-led videos that clearly explain the safety and benefits of flu shots during pregnancy, reinforcing trust by featuring real physicians. This video would be part of a broader content plan including simple, reassuring doctor explainers, real patient testimonials about positive pregnancy experiences with Kaiser, a myth-busting series called “Flu Shot Facts for Expecting Moms,” and emotional mini-documentaries that highlight a mother’s journey to protect her family. Altogether, these videos position vaccination as an act of love, empowerment, and informed care.



Evaluation Plan & Forecasted Results

Objective #1:

Increase Vaccination Rate

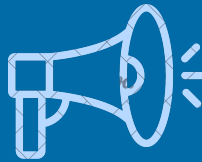


FORECASTED RESULT:

40% of pregnant
members within 12
months

Objective #2:

Raise Awareness



FORECASTED RESULT:

15-20% increase
within 6 months

Objective #3:

Foster Engagement



FORECASTED RESULT:

25% increase within
6 months

Tracking vaccination rate:

We will measure overall flu-shot uptake by combining data from scheduled vaccination appointments with counts of free flu shots administered during the Braves event. This provides a wider picture of community vaccination progress.

Raising awareness:

To evaluate awareness efforts we will monitor click-through rates on the website as well as QR-code engagement from posters. Higher click-through activity will indicate stronger reach and message visibility.

Fostering engagement:

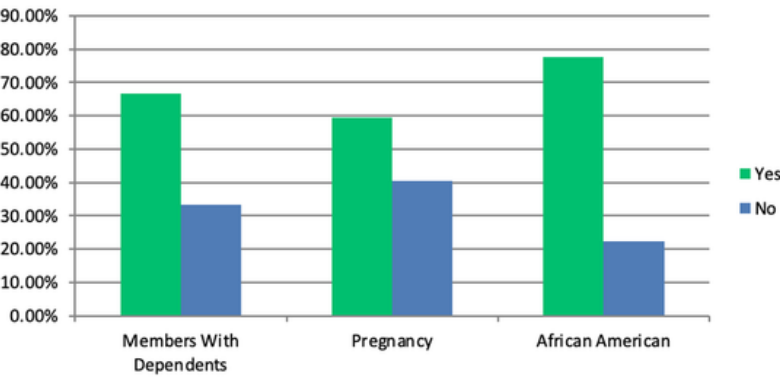
We will assess community engagement by tracking attendance at in-person maternity classes and participation in the Braves event. Increased turnout will reflect deeper community involvement and interest in program offerings.

A faint, light blue line-art illustration in the background. It features a satellite dish on the right side, pointing towards the top right. To the left of the dish is a probe or antenna structure with a central vertical rod and several horizontal arms, some ending in small circular sensors or antennas.

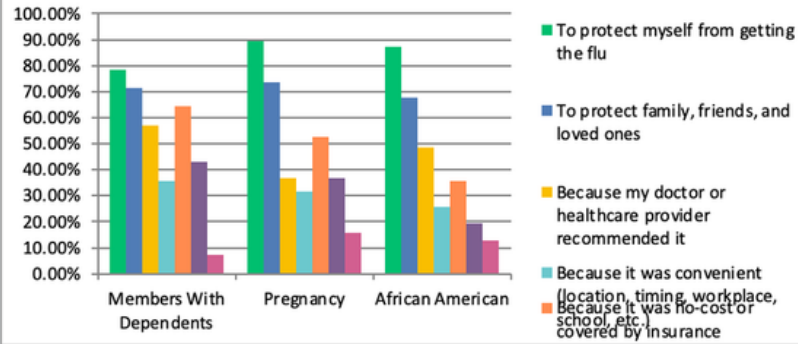
APPENDIX

Survey Results:

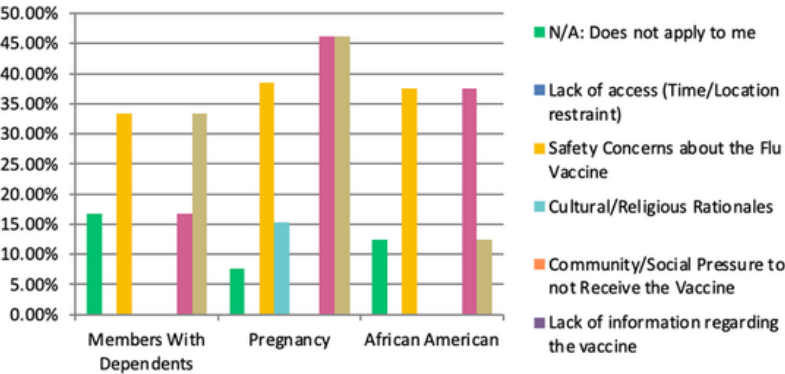
Do you typically receive a flu shot during flu season?



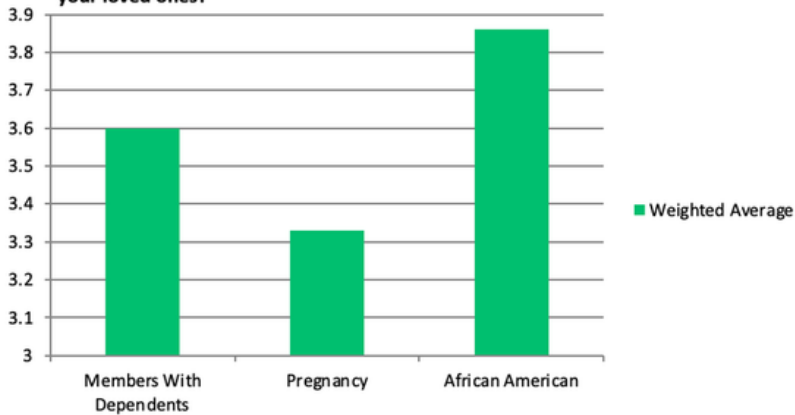
If you typically receive a flu shot, what is your main reason on getting vaccinated? (Check all that apply)



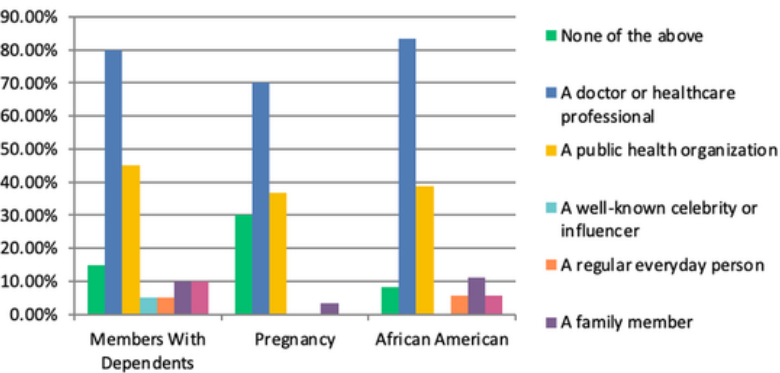
If you typically do not receive a flu shot, what caused you to make this decision?



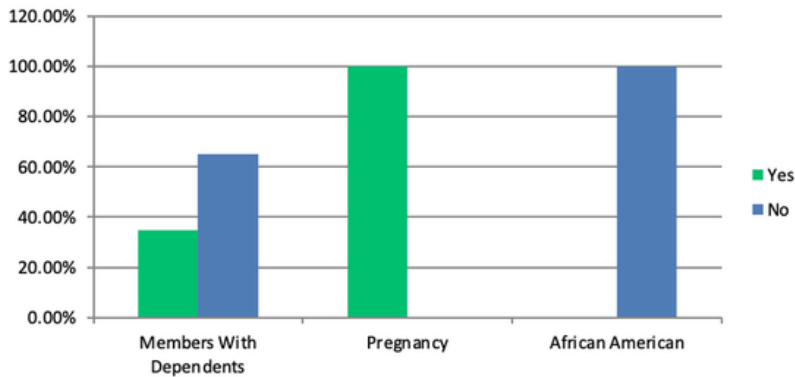
How much trust do you have in the flu vaccine's ability to protect you and your loved ones?



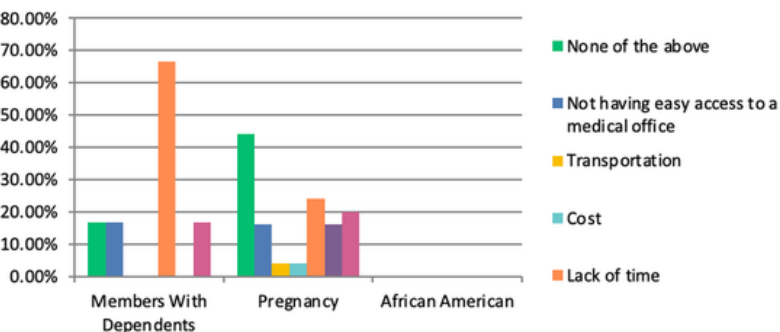
Who would you trust with flu shot information and recommendations?



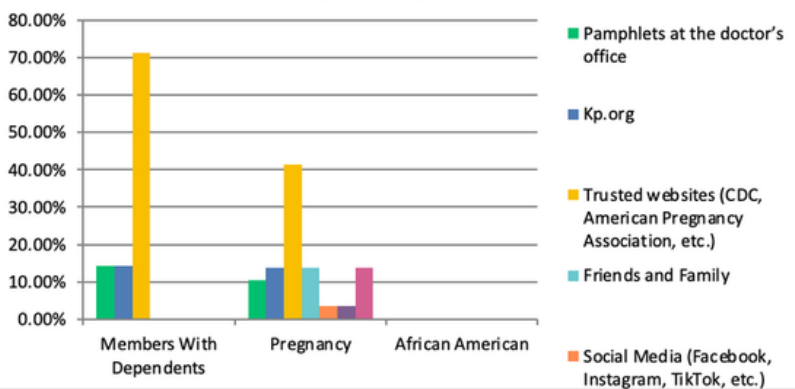
Are you currently pregnant or have you been pregnant within the last year?



Which of the following challenges makes it more difficult to get your children vaccinated? (Mark all that apply)

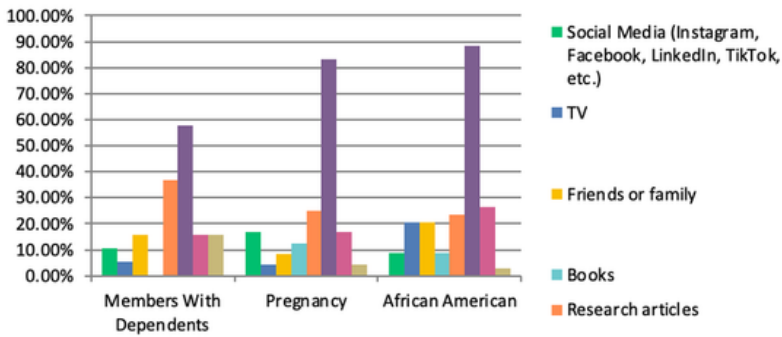


Where do you get most health information regarding your pregnancy?

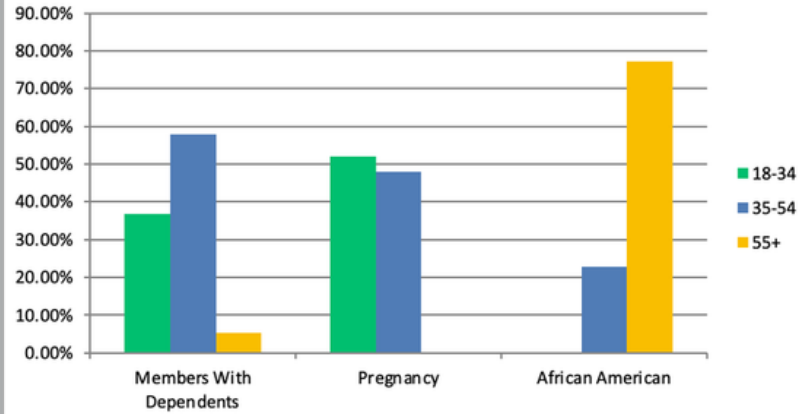


Survey Results:

What platform(s) do you prefer to hear about the flu vaccine? (Mark all that apply)



Which age range are you in?



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