



Georgia Information Integrity Program

ინფორმაციის სანდოობის ხელშეწყობის პროგრამა

Government of Georgia Sprint: Promoting COVID-19 Vaccine Uptake

Creative deliverables meeting

6th April 2021



Last week, we agreed on a final creative route – ‘Don’t Let COVID Tear Us Apart Again’



DON'T LET COVID TEAR US APART AGAIN.

GET THE VACCINE.

Nearly 20,000 small businesses in Georgia are at risk of closing down due to COVID.
If we all get the vaccine we can start to live more normally again.

StopCoV.ge



DON'T LET COVID TEAR US APART AGAIN.

GET THE VACCINE.

Nearly 20,000 small businesses in Georgia are at risk of closing down due to COVID.
If we all get the vaccine we can start to live more normally again.

StopCoV.ge



e.g. business closures

e.g. unemployment



**DON'T LET
COVID TEAR
US APART
AGAIN.**

**GET THE
VACCINE.**

As many as 160,000 Georgian
citizens have lost their income as
a result of the pandemic.
If we all get the vaccine we can
start to live more normally again.



StopCoV.ge



e.g. education



**DON'T LET
COVID TEAR
US APART
AGAIN.**

**GET THE
VACCINE.**

Georgian children fell behind at
school by up to a year as a result
of the pandemic.
If we all get the vaccine we can
start to live more normally again.



StopCoV.ge



e.g. loss of life



**DON'T LET
COVID TEAR
US APART
AGAIN.**

**GET THE
VACCINE.**

During the pandemic, an
estimated 30,000 Georgians were
unable to say a final goodbye to
their loved ones.
If we all get the vaccine we can
start to live more normally again.



StopCoV.ge



e.g. mental and
emotional health



**DON'T LET
COVID TEAR
US APART
AGAIN.**

**GET THE
VACCINE.**

Three quarters of Georgians
reported feeling lonely as a result
of the pandemic. If we all get the
vaccine we can start to live more
normally again.



StopCoV.ge



This route reflects the feedback provided by senior MoH and NCDC representatives ...

- We've added some softer expressions of the route and removed some references (e.g. to poverty).
- We've ensured that all campaign imagery is culturally appropriate / not too provincial.
- We've changed the statistics to more general statements about the impacts of COVID-19 (as there is not enough data available).

This week we will be delivering a range of GIIP-funded outputs...

- StopCoV branded editable (in Canva) templates in 6 key formats (with examples using approved copy provided):
 - Headline and image
 - Information update
 - Quote cards
 - Basic statistics
 - Question and answer
 - Myth buster
- A range of social media assets so that MoH / NCDC can start to tease the campaign and its key messages.
- A cover banner for the MoH / NCDC Facebook Pages in the campaign style.

Using the additional £100k budget available, we propose creating the following outputs:

Online

- 1 x creative toolkit and set of campaign templates
- 1 x content distribution and digital implementation plan
- Campaign microsite (sub-page of StopCoV.ge)
- 1 x hero film (optimised for social media)
- 30 x social graphics
- 4 x testimonial soundbites
- 6 x weekly news updates (mini blog posts)
- 15k social media distribution spend

TV / radio

- 1 x TV advertisement (based on the hero film and / or testimonials filmed)
- 2 x radio PSAs (again, based on the hero film and / or testimonials filmed – no additional shooting required)

Outdoor

- 3 x poster designs (different sizes / orientations – e.g. regular, large, metro)
- 1 x billboard design

To create the ideal media mix, we also suggest seeking funding for the following (approx. £40k additional):

Online

- 30 x additional social graphics
- 5k additional social media distribution spend (more targeted)
- 4 x influencer videos to reach specific target audiences

TV / radio

- 2 x additional radio PSAs (requires additional shooting)

Outdoor

- 3 x additional outdoor designs (suggest bus advertising, bus stop lightbox and hyperlocal / targeted execution)
- 1 x set of leaflet assets / distribution to assist with hyperlocal targeting (e.g. in churches)

Essential components requiring additional funding

– Media buying

- It has been agreed that all media buying (for TV, radio and outdoor) will need to be purchased separately, likely through local media buying / planning agencies.

– Campaign management

- The campaign will need a single campaign manager / campaign management team to sure that timelines are met and campaign implementation goes smoothly. It would be great to discuss who will be responsible for delivery (this is not something that Zinc can provide within the budget).

– Content for Months 3 and 4 and beyond

- Our campaign content plan covers Months 1 and 2 of the campaign (approx. 8 weeks in total). The campaign will need to be extended and messaging adapted to reflect the evolution of the vaccine rollout plan.. We are happy to provide guidance on this process, but campaign assets beyond month 2 will need to be funded separately.

Next steps

– Timeline

- We are able to deliver the GIIP-funded assets by Thursday of this week (8th of April).
- We anticipate phased delivery of the additional outputs (exact timings TBC).

– Sign-off process

- We need to know exactly who needs to see / sign-off the creative outputs as soon as possible. Ideally, this is limited to a handful of individuals with decision-making authority.

– Campaign delivery

- As mentioned, we need to know as soon as possible who will be responsible for campaign management and implementation so that we can communicate with them accordingly.

– Coordinating with WHO

- We are aware that WHO is also involved in creating communications assets. We want to ensure that there is as little overlap as possible between what they are doing / funding and what we are doing / funding. It would be great to discuss how MoH / NCDC thinks it is best for us to integrate our two streams of work moving forwards.

Thank you.