

# Vaccine Persuasion Campaign

This site was prepared for the April 20 webinar, "[Pandemic Propaganda](#)," co-hosted by Renee Hobbs & Frank Baker

Morgan Freeman: The Voice People Can Trust

[Watch Morgan Freeman, the voice 'people trust,' assure COVID-19 vaccine safety in new PSA | Ad Age](#)

Using Humor & Nostalgia

<https://www.forbes.com/sites/martyswant/2021/04/11/using-humor-and-nostalgia-more-brands-are-putting-money-and-clout-behind-covid-19-vaccine-psas/>

Inside the ad industry's moonshot: Pitching you to get the COVID-19 vaccine <https://www.fastcompany.com/90614037/inside-the-ad-industrys-moonshot-pitching-you-to-get-the-covid-19-vaccine>

Budweiser Vaccine Awareness Ad (April 7)

<https://adage.com/article/cmo-strategy/budweiser-channels-jimmy-durante-and-plenty-beer-drinking-vaccine-awareness-ad/2327021>

AMA Videos and Graphics

[Mask Up: Stop the spread of COVID-19 | American Medical Association \(ama-assn.org\)](#)

[#Stayhome](#) [#withme](#) and Control the Contagion: Spreading Facts, Not Fear (Featuring cast of "Contagion")

[\(1\) #Stayhome #withme and Control the Contagion: Spreading Facts, Not Fear – YouTube](#)

Julia Louis Dreyfus PSA For California

[\(1\) Julia Louis-Dreyfus has honestly never looked better | GMA Digital – YouTube](#)

Neil Diamond: Hands.....Washing Hands PSA

[\(1\) Neil Diamond "Hands.. washing hands" – YouTube](#)

WATCHMEN Cast PSA Washmen

[Watchmen on Twitter: "Who Washes The Washmen? https://t.co/MfRXDG0ix4" / Twitter](#)

Ad Council PSA Campaign "It's Up To You"

[\(1\) How It Starts :30 | COVID-19 Vaccine Education Initiative | Ad Council – YouTube](#)

Ad Council Campaign "Worship"

[\(1\) Worship :60 | COVID-19 Vaccine Education Initiative | Ad Council – YouTube](#)

Ad Council Campaign "Back to Life"

[\(1\) Back to Life | COVID-19 Vaccine Education Initiative | Ad Council – YouTube](#)

Ad Council "Mask Up"

[\(1\) Mask Up America – Favorite Things | Coronavirus Response | Ad Council – YouTube](#)

Ad Council "Alone Together"

[\(1\) COVID-19: Alone Together PSA \(Ad Council\) – YouTube](#)

Ad Council "Family Gathering"

[\(1\) Family Gathering :30 | COVID-19 Vaccine Education Initiative | Ad Council – YouTube](#)

Verizon/Ad Council Partnership

[\(1\) Verizon + Ad Council Partner on COVID-19 Vaccine Awareness – YouTube](#)

Ad Council National Coronavirus PSA

[\(1\) Ad Council: National Coronavirus PSA – YouTube](#)

Ad Council 15 second Spanish PSA

[Protégete a Ti Mismo :15 | Coronavirus Response | Ad Council – YouTube](#)

For The Love Of: Ad Council/ NY Governor's Office/ Mask Up

[\(1\) For the Love Of | Coronavirus Response | Ad Council – YouTube](#)

Ad Council “Protect Yourself”

[\(1\) For the Love Of | Coronavirus Response | Ad Council – YouTube](#)

Ad Council: “It’s Your Shift”

[\(1\) It’s Your Shift | Coronavirus Response | Ad Council – YouTube](#)

Ad Council “Show Some Love”

[\(1\) Show Some Love | Coronavirus Response | Ad Council – YouTube](#)

Ad Council “Famous Last Words”

[\(1\) Famous Last Words | Coronavirus Response | Ad Council – YouTube](#)

Ad Council “You Will See Me”

[\(1\) You Will See Me – Anthem :60 | Coronavirus Response | Ad Council – YouTube](#)

Ad Council/MLB “Mask Up America”

[\(1\) Mask Up America – MLB | Coronavirus Response | Ad Council – YouTube](#)

Ad Council “You Have My Respect”

[\(1\) You Have My Respect | Coronavirus Response | Ad Council – YouTube](#)

PSA Plan Your Vaccine

[Ready – PSA | Plan Your Vaccine \(nbcnews.com\)](#)

PSA “Our Best Shot” Alliance for Aging Research

[Our Best Shot – Vaccine PSA – Alliance for Aging Research](#)

Former Presidents “It’s Up To You PSA

[Former Presidents and First Ladies ‘It’s Up To You’ :60 | Ad](#)

## [Council and COVID Collaborative – YouTube](#)

US Military PSAs

[COVID-19 Vaccine Info \(af.mil\)](#)

Press Release

[New COVID-19 PSA Music Video Hits a Chord \(prnewswire.com\)](#)

WHO teams up with Minions and Gru to show how people can stay safe from COVID-19

[https://www.youtube.com/watch?v=DYkIKU\\_PcBc](https://www.youtube.com/watch?v=DYkIKU_PcBc)

Elton John/Michael Caine in NHS Video

<https://www.standard.co.uk/news/uk/elton-john-michael-caine-vaccine-nhs-video-b919217.html>

It's Up To You Encourages Hesitant

<https://www.washingtonpost.com/health/2021/02/25/covid-vaccine-ad-council/>

South Carolina



California



California's counties  
are working  
around the clock to  
protect our communities.

*Do not throw away your shot!*

**CONTACT YOUR  
LOCAL HEALTH PROVIDER  
FOR VACCINATION INFORMATION.**



**IT'S TIME TO  
TAKE YOUR SHOT!**

Vaccinations don't just  
protect you...  
they protect  
your family,  
community,  
and frontline workers!

**CONTACT YOUR  
LOCAL HEALTH PROVIDER  
FOR VACCINATION INFORMATION.**

[WWW.COUNTIES.ORG](http://WWW.COUNTIES.ORG)  
California State Association of Counties



Massachusetts

Trust  
the **FACTS**  
Get  
the **VAX**



Learn more at [mass.gov/CovidVaccine](https://mass.gov/CovidVaccine)

Commonwealth of Massachusetts



CDC



Getting back to the moments we miss starts with getting informed.

IT'S UP TO YOU  
COVID-19 VACCINATION



Get the latest information about COVID-19 vaccines at [GetVaccineAnswers.org](https://www.getvaccineanswers.org)

[AHA, AMA and ANA PSA](#)

## WHEN ITS YOUR TURN, DO YOUR PART



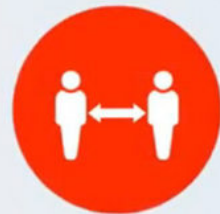
GET VACCINATED



WASH YOUR HANDS



WEAR A MASK



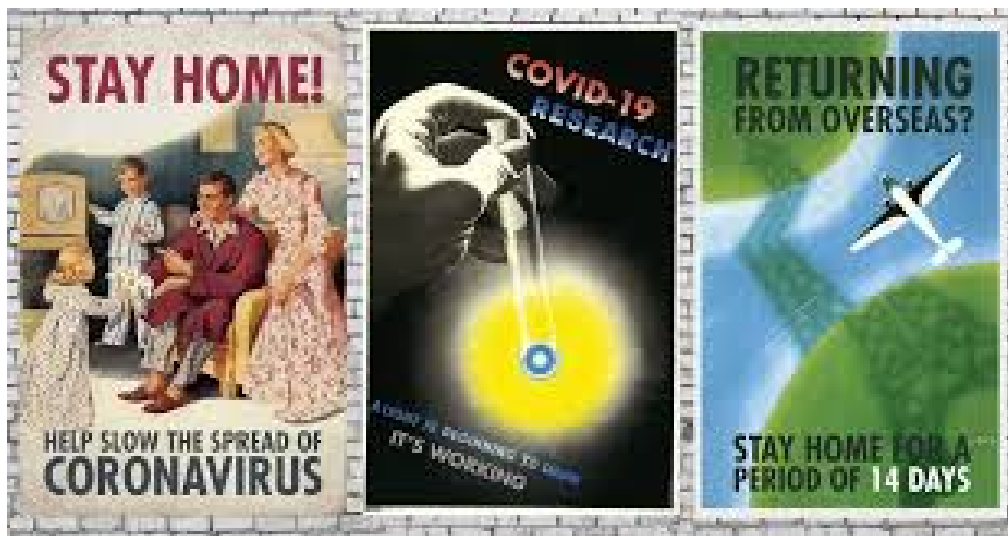
KEEP YOUR DISTANCE



Houston



[vintage PSAs are redesigned to help spread the word on coronavirus safety \(designboom.com\)](https://www.designboom.com)



[UK campaign Act Like You've Got IT](https://www.actlikeyouvegotit.com)





Lagos Nigeria





Los Angeles Billboard





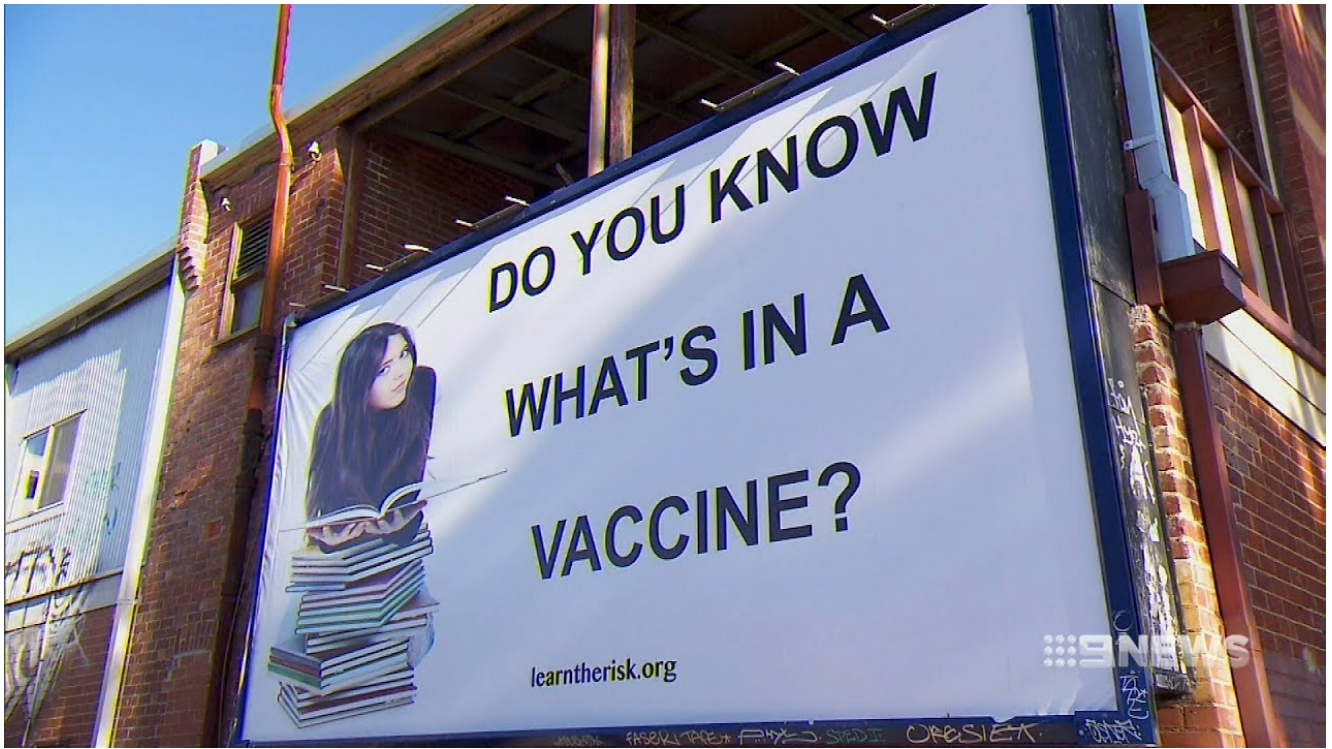
New Zealand



Canada



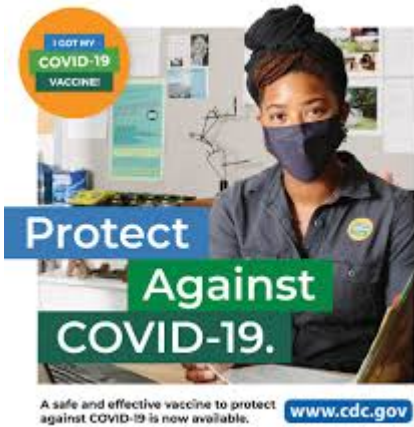
Australia



CDC

Massachusetts

UK







Los Angeles Public Health  
 Nevada  
 Rotary Malaysia







Georgia

