

# IMMUNIZE NEVADA 3 Million Reasons Campaign 2021 REPORT





# The Challenge

## Inspire every Nevadan to choose COVID-19 vaccination



**Throughout 2021, Estipona Group was charged with convincing all eligible Nevadans to get vaccinated against COVID-19. The challenges we faced were numerous:**

- Confusion about the disease itself
- Concern over the vaccine's quick development
- Politicization of vaccines
- Availability and accessibility of vaccines
- Aggressive misinformation campaigns
- Confusing and changing communication from the CDC
- Government and big pharma mistrust

# The Approach

## You are one of our 3 million reasons

Three million Nevadans offer three million unique reasons to support COVID-19 vaccination – their lives matter, their health matters, their livelihoods matter. And each person has their own reason for choosing to vaccinate.

3 Million Reasons was the campaign theme – an inclusive approach to protecting all three million

people living in Nevada against COVID-19 infection.

A wide spectrum of Nevadans share their reasons for getting vaccinated in this multi-media campaign designed to inspire and inform. The inclusive communication strategy acknowledged both the self-interest of protecting

oneself, and the power of doing something for the greater good.

## The Tools: How did we get the word out?



Website - [nvcovidfighter.org](https://nvcovidfighter.org)



Radio



Organic and paid social media



Bus



Digital ads



Rural print



Streaming video



Public relations



Broadcast and cable television



Grassroots outreach



Billboards



Telephone townhall

# Reach

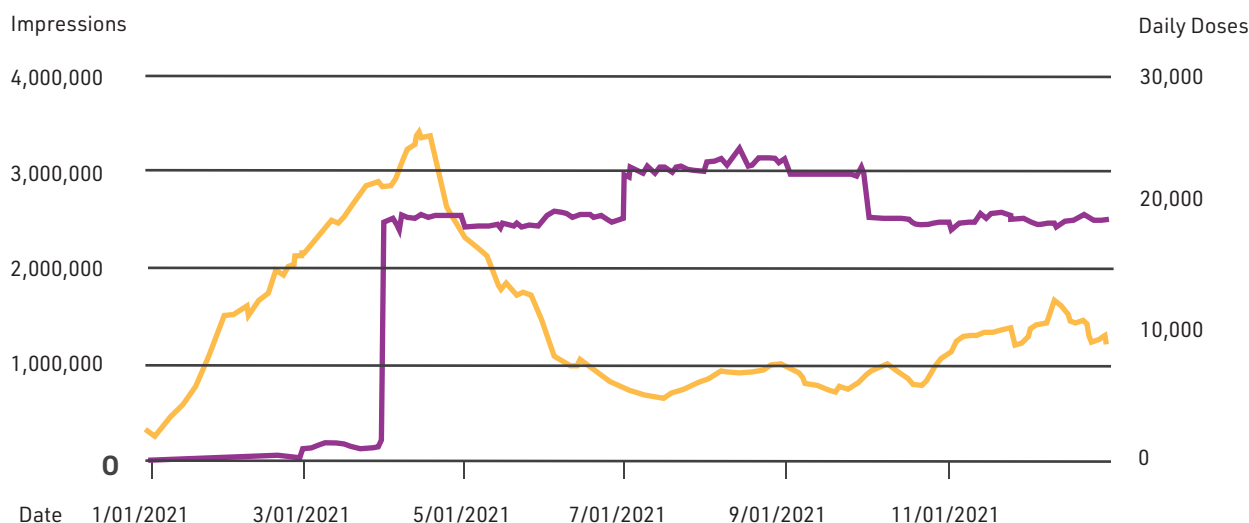
## How often were our messages seen?

The peak in vaccine doses in April 2021 corresponds with vaccine access opening up to more Nevadans. The bulk of paid advertising efforts were also timed to correspond with broad vaccine access to minimize frustrating the vaccine consumer.

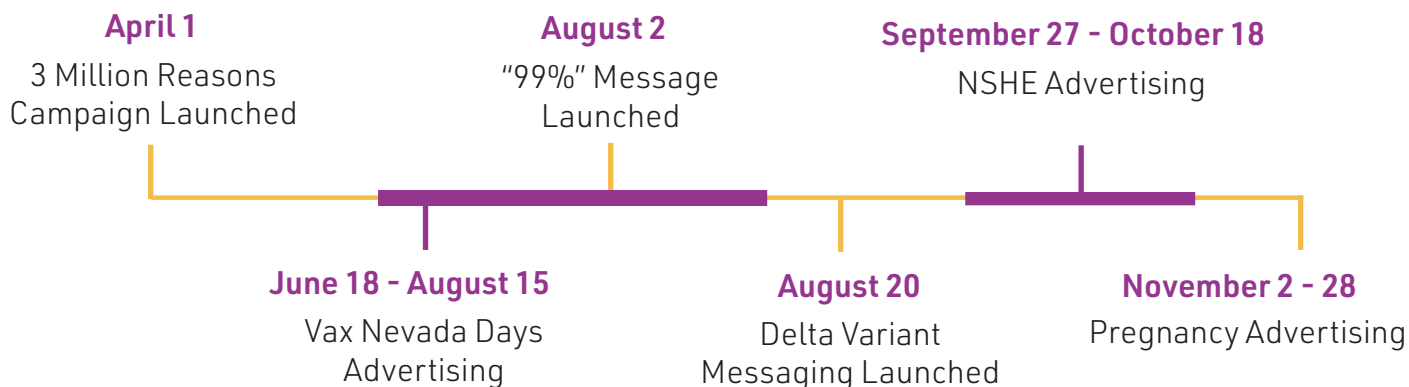
### Daily Doses

### Administered vs Total Impressions

● Daily Vaccine Doses  
● Total Ad Impressions



### Key 2021 Milestones



Total Impressions

**747,620,029**

Daily Average Impressions

**2,047,406**



**170,356**

### Google Maps Directions

This is the number of people who clicked on Google map directions directly from the Vaccine Locator on the [nvcovidfighter.org](https://nvcovidfighter.org) website, indicating strong intent to get a vaccine.



**2,042,969**

### Vaccine Referrals

These are referrals from the [nvcovidfighter.org](https://nvcovidfighter.org) website to vaccine providers, indicating intent to schedule/get a vaccine.

### Top Referrals - Outbound Clicks



448,654



282,178



172,423



107,156



91,352



75,765



65,570



49,176



45,773

# Television Breakdown

## Total Viewed Spots

Based on attributed visits, TV provided a 13.5% increase in visit lift to our website over the life of the campaign. These users came to the site primarily by organic search (57%), followed by direct traffic (40%), and over half of attributed users came to the site from mobile devices.

The paid TV campaigns reached an older audience while streaming reached a younger, more Hispanic audience. Cable Spanish language networks performed well, and resulted in a third of attributed TV referral visits to the website.

87% of our streaming TV households saw the ad through the streaming platform only (they do not have broadcast options).



**209,169**

Total TV Spots



**7,899,458**

Streaming TV Impressions



**61.7%**

English



**38.3%**

Spanish

# Public Relations Breakdown

## Total Coverage

**275**

Total Coverage

**146.76M**

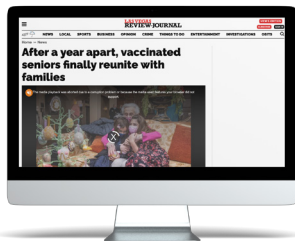
Estimated Views

**22,416**

Engagements

## Top Performing Media

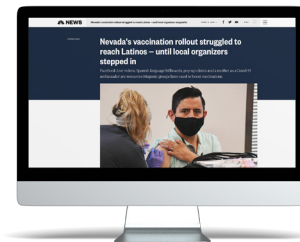
**Q1**



**"After a year apart, vaccinated seniors finally reunite with families"**

Total Coverage: 5  
Estimated Views: 10,900  
Audience: 3.76M  
Engagements: 626

**Q2**



**"Nevada's vaccination rollout struggled to reach Latinos – until local organizers stepped in"**

Total Coverage: 170  
Estimated Views: 145M  
Audience: 1.1B  
Engagements: 15,100

**Q3**



**"Nevada: Gana 1 millón de dólares en lotería de vacunación"**

Total Coverage: 53  
Estimated Views: 1.25M  
Audience: 40.8M  
Engagements: 3,380

**Q4**



**"What is Boobs for Boosters? Las Vegas Hustler Club vaccination drive offers sexy incentive"**

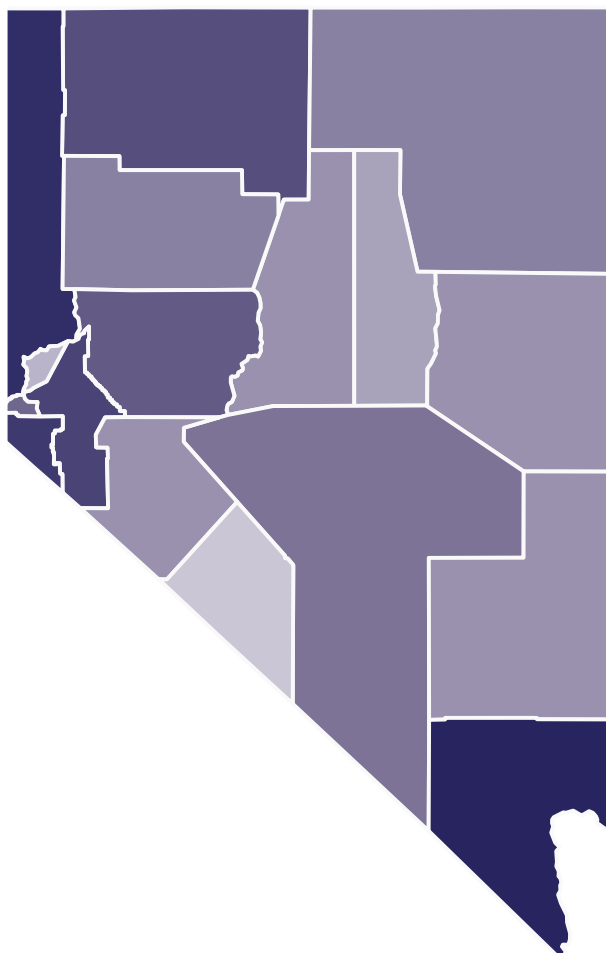
Total Coverage: 47  
Estimated Views: 499,000  
Audience: 283M  
Engagements: 3,310

# Demographic Breakdown

## Who got the message?

**747,620,029 total message impressions throughout Nevada**

Darker shading indicates increased message frequency. Our more populated areas received a higher message frequency.



County	Total Impressions	Total COVID Cases
Clark	654,340,835	507,372
Washoe	44,092,294	102,092
Carson City	1,398,830	14,404
Elko	376,496	12,300
Lyon	5,065,283	10,679
Douglas	5,345,365	7,902
Nye	494,980	6,895
Churchill	4,791,355	6,411
Humboldt	4,929,967	4,490
White Pine	43,122	1,943
Pershing	367,975	1,401
Storey	7,201	1,401
Lander	43,624	1,187
Lincoln	37,227	954
Mineral	47,487	952
Eureka	22,092	300
Esmeralda	3,102	90





## Nevada Audience Segments

And % of Nevada population – per census

(These numbers represent only those impressions we could track to specific audiences and therefore only represent a portion of overall impressions.)

**15,386,003**

Hispanic

29.2% of Nevada population



**30,582**

Native American

1.7% of Nevada population



**3,741,226**

Rural

11.3% of Nevada Population



**4,313,886**

African American

10.3% of Nevada population



**954,265**

NSHE Students

106,634 enrolled students



**1,109,443**

Pregnant



# Analysis

## Impressions by Platform

### Cost per thousand impressions (CPM)

Impressions are defined as each time an advertisement is viewed by a user via either a digital or traditional medium.

Channel	Impressions	CPM
Instagram	317,623	\$ 0.00
LinkedIn	20,408	\$ 0.00
Twitter	1,873,514	\$ 0.00
LV Bus	509,884,920	\$ 0.34
LV Outdoor	53,249,339	\$ 1.57
LV Airport	34,101,000	\$ 3.17
Reno Outdoor	52,815,707	\$ 3.58
Spectrum Display	12,231,679	\$ 4.81
Facebook	6,124,408	\$ 6.99
Addressable Display	16,492,153	\$ 8.80
Reno Bus	2,316,262	\$ 9.34
Online Video	3,091,545	\$ 14.43
COX	31,210,919	\$ 15.46
Spectrum TV	10,026,878	\$ 17.42
Addressable Online Video	4,481,385	\$ 18.10
Search	481,401	\$ 24.72
Streaming Video	2,920,002	\$ 24.86
Print Ads	663,900	\$214.38
Telephone Townhalls	316,986	\$258.67





OUR REASON

## SINGING IN THE CHOIR

Learn how a COVID-19 vaccine can get you back to the life you miss.



[nvcovidfighter.org](https://nvcovidfighter.org)



HER REASON

## HUGGING FRIENDS

There are millions of reasons to get the COVID-19 vaccine and get protected. Learn more.



[nvcovidfighter.org](https://nvcovidfighter.org)



# 3 MILLION REASONS

AND YOU'RE ONE OF THEM.

Every Nevadan deserves protection from COVID-19.

Find a vaccine location near you.

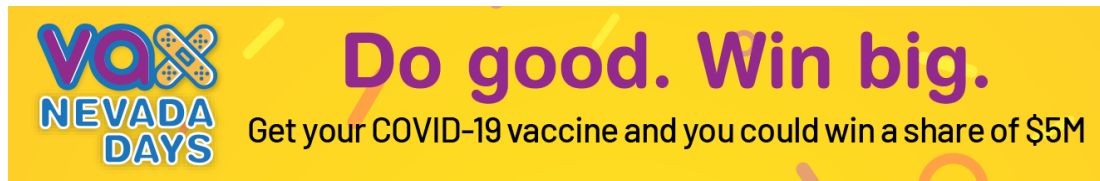


[nvcovidfighter.org](https://nvcovidfighter.org)

immunize  
nevada

# Analysis

## Digital Ad Performance



### Most viewed:

Impressions: 4.1M  
Interactions: 1,070  
Clicks: 2,078  
Click rate: .05%



### Most engaged:

Impressions: 75,967  
Interactions: 1,065  
Clicks: 187  
Click rate: .25%



### Most viewed Spanish:

Impressions: 3.58M  
Interactions: 76,362  
Clicks: 2,702  
Click rate: .08%

**No todos los menores con COVID-19 se enferman de gravedad o mueren. Pero existe la posibilidad.**

**La vacunación es la mejor protección.**





[Más información](#)

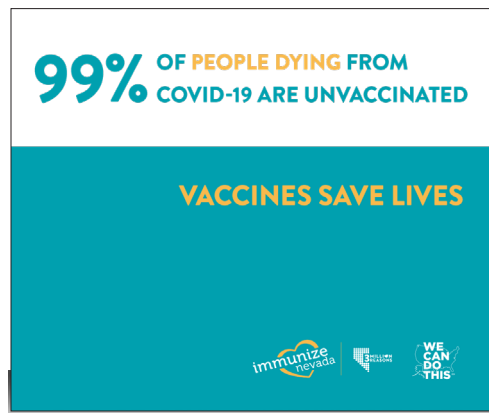
## Most engaged Spanish:

Impressions: 145,322

Interactions: 3,958

Clicks: 221

Click rate: .15%



## Top creative driving traffic to website:

Impressions: 1.0M

Interactions: 27,095

Click rate: .09%

Website users: 3,847



# Analysis

## Social Media Performance

Social drove 50,615 referrals to vaccine providers via ImmunizeNevada.org and NVcovidfighter.org. Social was the 4th best channel for driving outbound clicks behind organic search, referral and direct traffic.

### Year-Over-Year Performance

**Impressions: 8,335,953**

+94%

**Engagements: 170,024**

+88%

**Total Audiences: 12,283**

+120%

### Channel Performance:

Social Channel	Audience	% Change over 2020	Impressions	% Change over 2020	Engagements	% Change over 2020
Twitter	2,824	+62.4%	1,873,514	+485.20%	28,353	+369.30%
Facebook	6,919	+23.9%	6,124,408	+78.50%	133,461	+64.40%
Instagram	2,101	+33.9%	317,623	-40.30%	7,642	+275.70%
LinkedIn	439	+45.3%	20,408	+2.90%	568	-40.8%

# About this report



This report was prepared by Estipona Group, agency of record for Nevada Health Response and Immunize Nevada.

If you have questions about the content of this report, or the 3 Million Reasons outreach campaign, please contact Chelsey Brice, project lead and Estipona Group Account Manager. [chelsey@estiponagroup.com](mailto:chelsey@estiponagroup.com)

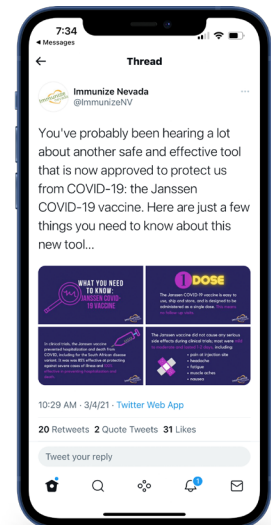
This report and the 3 Million Reasons outreach campaign are funded through the Nevada Division of Public and Behavioral Health by Grant Number 6 NU50CK000560-02-04 from the CDC.



## Website Traffic Driven by Social Channels

Channel	Total Website Users	Total Website Sessions
Facebook*	51,621	60,290
Twitter	8,867	10,897
Snapchat*	2,562	2,700
Instagram Stories	2,349	2,465
LinkedIn	303	367
Reddit	205	251
Instagram	154	186
Tiktok	151	151
Youtube	1	2
<b>Grand Total</b>	<b>66,213</b>	<b>77,309</b>

\* Includes paid efforts



## Top Engaging Posts by Channel:



### [What You Need To Know: Janssen COVID-19 Vaccine](#)

Impressions: 29,531  
 Total Engagements: 848  
 Likes: 32  
 Comments: 2  
 Shares: 21  
 Clicks: 793



### [COVID Vaccination in Nevada: March 17 Update](#)

Impressions: 2,595  
 Total Engagements: 314  
 Likes: 303  
 Comments: 11



### [I am Vaccinated for Three Reasons \(Posted Twice\)](#)

Impressions: 33,011  
 Total Engagements: 4,476  
 Reactions: 2,362  
 Comments: 157  
 Shares: 358  
 Clicks: 1,599



### [DR. Bayo Curry-Winchell Explains Why She Trusts the COVID-19 Vaccine](#)

Impressions: 326  
 Total Engagements: 23  
 Reactions: 11  
 Comments: 1  
 Shares: 1  
 Clicks: 10

# Analysis

## Website Performance

### immunizenevada.org

Users: 1,252,859

Sessions: 1,924,676

81% of all traffic to immunizenevada.org  
was COVID related

### nvccovidfighter.org

Users: 95,221

Sessions: 108,777

### vaxnevadadays.org

Users: 165,290

Sessions: 245,900



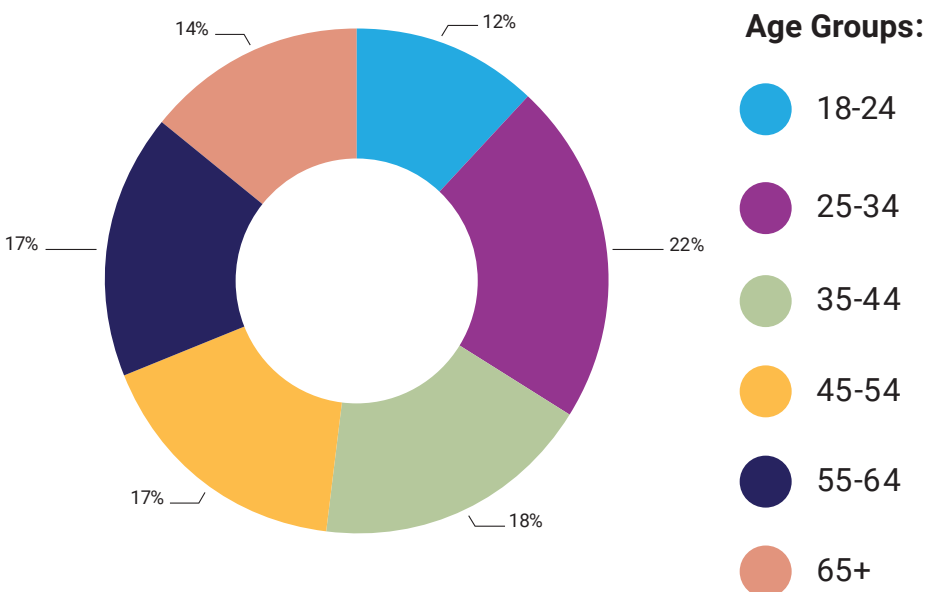
## Demographics:

Percentage of **female users**

**52%**

Percentage of **male users**

**48%**



## Website Live Chat:

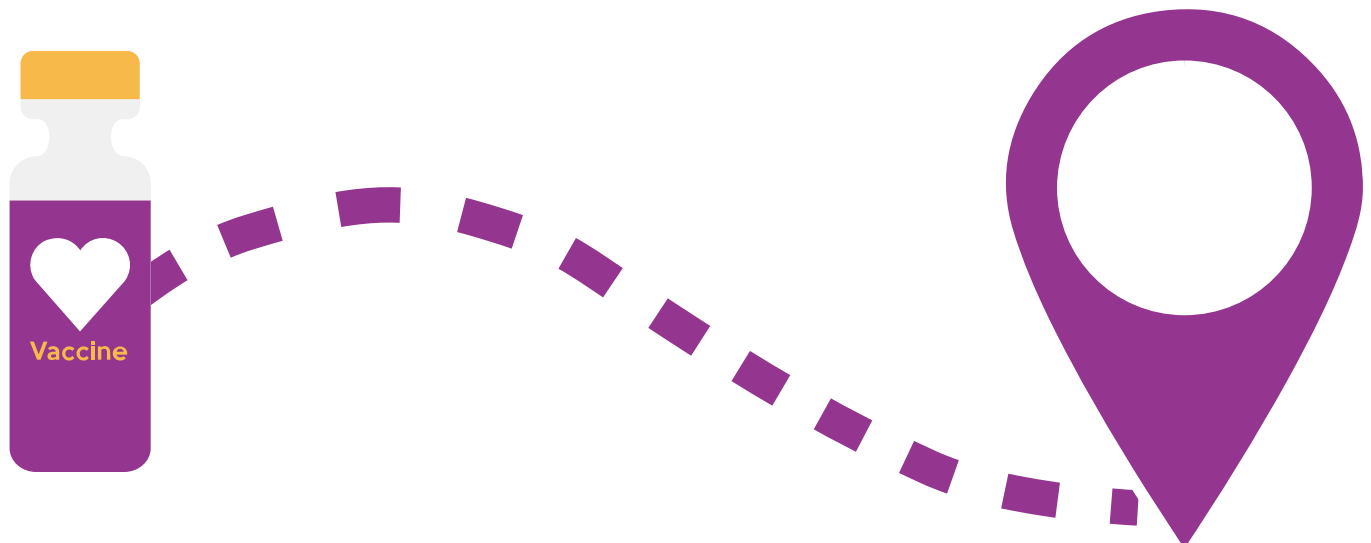
- Launched on April 27, 2021
- Managed by the CSAA team
- Average agent response: 30 seconds
- Total chats to date: 18,389

## Top Viewed Pages:

- [County Specific COVID-19 Vaccine Plan](#) - 2,201,849
- [Vaccine Locator](#) - 1,411,216

## Top Blogs (pageviews):

- [Es tu momento!](#) - 41,184
- [Vacuna COVID-19 aprobada para niñas y niños de 5 a 11 años](#) - 6,985
- [Getting the Facts Behind the Vaccines](#) - 6,628
- [We Can Protect Moms and Their Babies from COVID-19](#) - 5,886
- [Vaccine Q&A With Dr. Bayo Curry-Winchell, MD](#) - 3,152





# Analysis

## Survey Findings

In December 2021, we conducted a Google survey to learn about Nevadans' views on vaccines and information sources.

The survey included Nevada residents of all ages and genders. A total of 1,687 began the survey and 1,090 completed it.

The survey sample skewed male and slightly older.

Group	Target Population	Sample	Sample Bias
Male	49.7%	59.0%	9.3%
Female	50.3%	41.0%	-9.3%
18-24	10.5%	3.3%	-7.2%
25-34	18.6%	13.5%	-5.1%
35-44	17.4%	21.7%	4.3%
45-54	16.2%	19.1%	2.9%
55-64	15.7%	21.4%	5.7%
65+	21.6%	21.0%	-.6%

## About the vaccine



**74%**

of Nevadans surveyed don't believe vaccines contribute to the development of variants.



**71%**

of Nevadans surveyed don't believe natural immunity protects you better than the vaccine from COVID-19 infection.



**44.6%**

of Nevadans believe vaccinated individuals are just as likely as unvaccinated individuals to spread COVID-19.



**31.2%**

of Nevadans surveyed feel that the media is exaggerating the seriousness of COVID-19.

## Who do they trust

- Surveyed Nevadans **don't inherently trust social media** for COVID-19 information. The most trusted platforms are Facebook at 16.3% and YouTube at 12.4%.
- **National news** was cited as the most trusted news source for COVID-19 information by 58.1% of respondents, followed by local news at 39.8%, and independent news organizations at 38.1%. Podcasts were cited only 14.8% of the time.
- 72.1% of surveyed Nevadans **trust doctors** for COVID information. 57.7% trust public health officials and 46.1% trust other healthcare professionals.
- Friends and family were only selected as trusted sources by 11.6% of respondents and faith leaders by 4.3%.



# COVID-19 Questions

## Helping Nevadans find answers

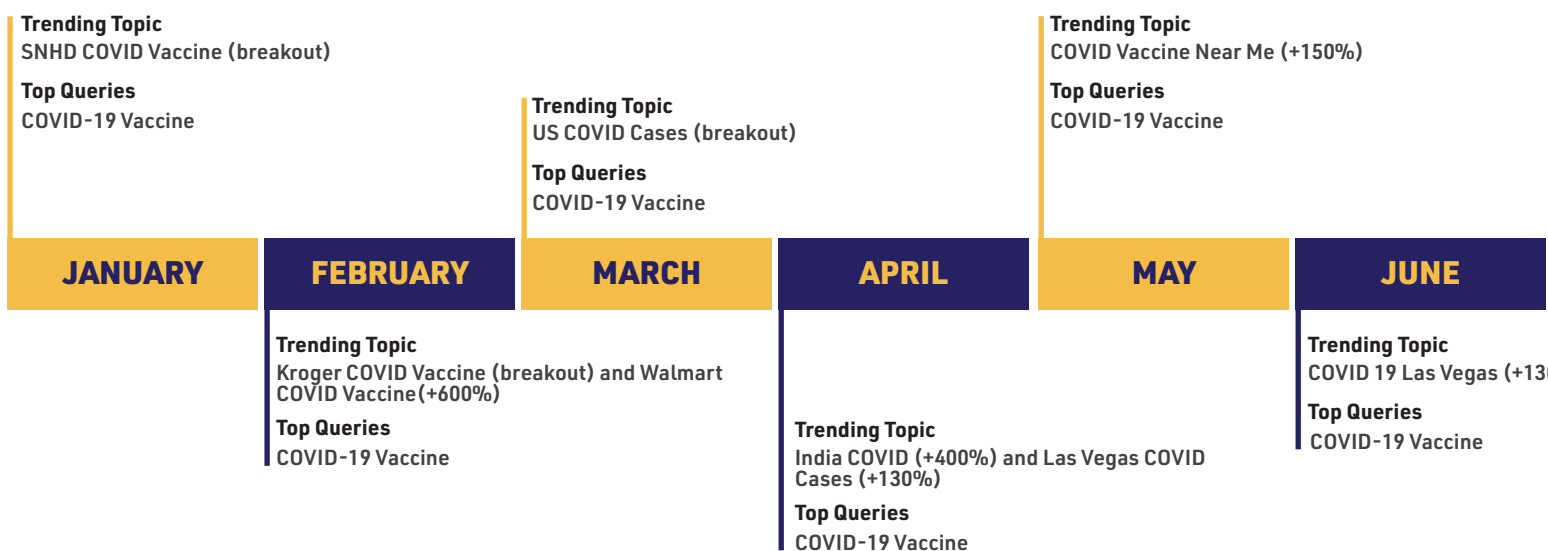
In 2020, the top searched queries were general COVID information and COVID testing. In 2021, queries shifted to the COVID vaccine and then, at the end of the year, to COVID testing.

We addressed this search priority for COVID vaccines by providing the most up-to-date information on vaccine eligibility, appointments, clinics and locations on [nvcovidfighter.org](https://nvcovidfighter.org) and through social media channels.

By the end of 2021, we identified the shift in priorities as people looked for ways to live with COVID, including testing and treatment. By early 2022, we had incorporated testing and treatment locators on [nvcovidfighter.org](https://nvcovidfighter.org).

## TRENDING TOPIC TIMELINE

"Breakout" indicates the topic first appeared as a topic that month.





JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p><b>Trending Topic</b> COVID Delta Symptoms (breakout)</p> <p><b>Top Queries</b> COVID-19 Vaccine</p>	<p><b>Trending Topic</b> Ivermectin COVID (+500%)</p> <p><b>Top Queries</b> COVID-19 Vaccine</p>	<p><b>Trending Topic</b> Joe Rogan COVID (breakout)</p> <p><b>Top Queries</b> COVID-19 Vaccine</p>	<p><b>Trending Topic</b> Free COVID Testing Near Me (+350%)</p> <p><b>Top Queries</b> COVID-19 Test</p>	<p><b>Trending Topic</b> New Covid Variant (breakout)</p> <p><b>Top Queries</b> COVID-19 Test</p>	<p><b>Trending Topic</b> COVID Numbers (+600%)</p> <p><b>Top Queries</b> COVID-19 Test</p>



# Takeaways

## How we're approaching 2022



### 01 Pivot

Focus on boosters and updated CDC guidance.

### 02 Guide

Encourage those who are hesitant, unsure or have questions to speak with a trusted healthcare provider or otherwise find credible, unbiased information.

### 03 Segment

When targeting specific audiences, work with consultants from those communities to create tailored ads and messages.

*Throughout 2021 we saw that the most engaging ads were informed by and created for a specific target audience.*



## 04 Inform

When targeting a broad audience, offer neutral, informative messages without dictating action or behavior.

*With nearly half of Nevadans believing vaccinated individuals are just as likely as unvaccinated to spread COVID-19, we have an opportunity to share information about improved/longer term immunity from vaccines and boosters.*

*With nearly a third of Nevadans feeling the media exaggerates the seriousness of COVID-19, we have an opportunity to share statistical information about severe illness, hospitalization, and death in the unvaccinated due to COVID-19.*

## 05 Diversity

In 2022, we will continue leveraging a multichannel approach.

*Throughout the campaign, we saw that no single channel was a silver bullet for increasing access, awareness and intent for vaccines. Instead we saw users taking a multichannel path to their final destination of getting vaccinated, with some users taking upwards of 9 different ad touchpoints prior to taking an action that indicates intent to schedule/get a vaccine.*