

VACCINE HESITANCY

Images + Headlines

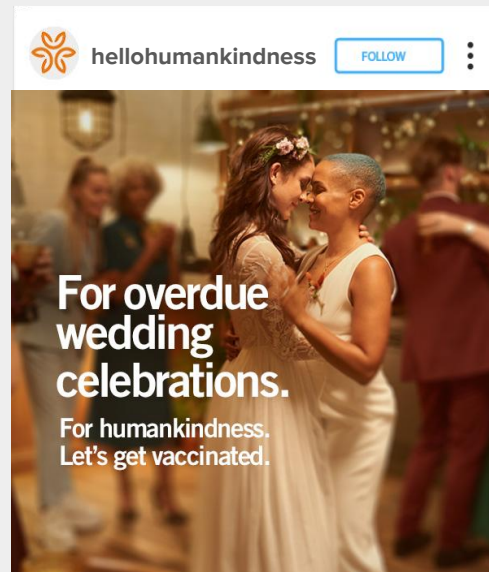
General audience



♥ 508 likes

chi.health We're all excited to get back out there. But we understand that life is busy. Scheduling a Covid-19 vaccine appointment is quick and easy. Book yours today.

Age: All
Region: All




♥ 508 likes

hellohumankindness We know you can't wait to safely reunite with your loved ones. By getting your Covid-19 vaccine you're not only protecting yourself, but also protecting those around you. Book your appointment today.

Age: 24 - 30
Region: Urban, Suburban

Hispanic/Latina,
young women
segment




hellohumankindness FOLLOW

For saying
“mmmmm”
together.
For humankindness.
Let's get vaccinated.

♥ 508 likes

hellohumankindness The world is getting back to normal, so let's make sure no one gets left behind. Schedule a Covid-19 vaccination today, so we can all safely reunite with our loved ones.

Age: All
Region: All



chi.health FOLLOW

For making
weekend plans.
For humankindness.
Let's get vaccinated.

♥ 508 likes

chi.health We've all spent enough time away from our loved ones. Schedule a Covid-19 vaccination today so we can all safely get back to the people and things we love.

Age: 17 - 24
Region: Suburban, Rural

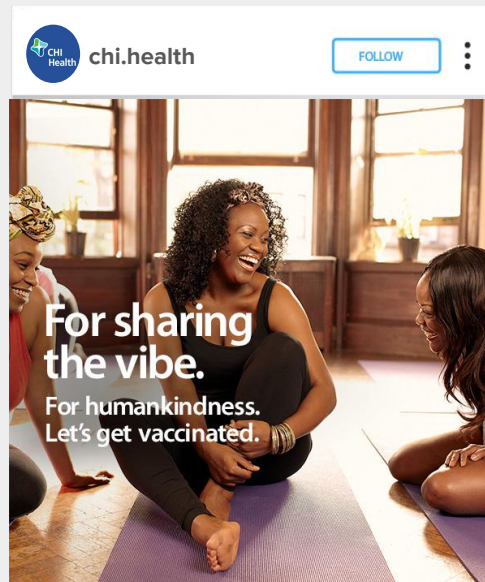
Black,
young women
segment



♥ 508 likes

hellohumankindness We're all looking forward to safely reuniting with our loved ones. If you still have questions about the Covid-19 vaccine, speak with a health professional today to learn more.

Age: 17 - 30
Region: All



♥ 508 likes

chi.health There are many reasons to get the Covid-19 vaccine. If you still have questions about it, we're here to help. Talk to a health professional today.

Age: 24 - 30
Region: All

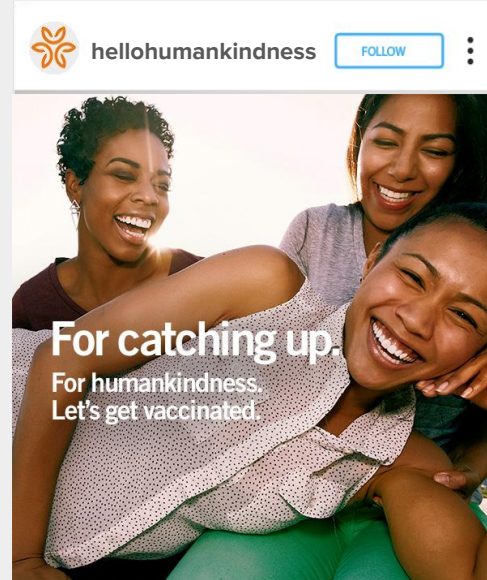
Hispanic/Latina,
young women
segment



♥ 508 likes

hellohumankindness We understand that you may have questions about the Covid-19 vaccine. Speak to a health professional today to get all the facts.

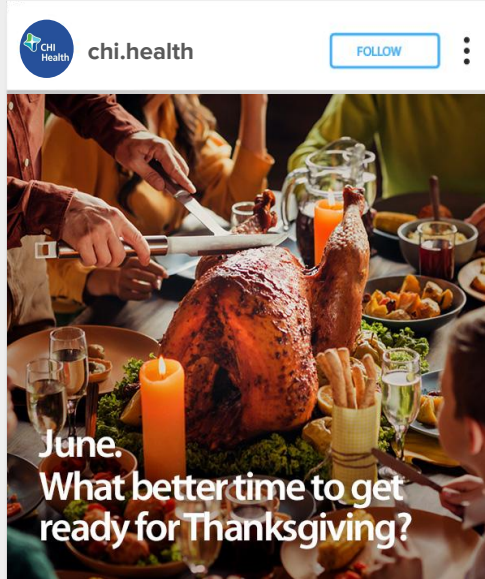
Age: All
Region: All



♥ 508 likes

hellohumankindness If you still have questions about the Covid-19 vaccine, speak with a health professional today to learn more.

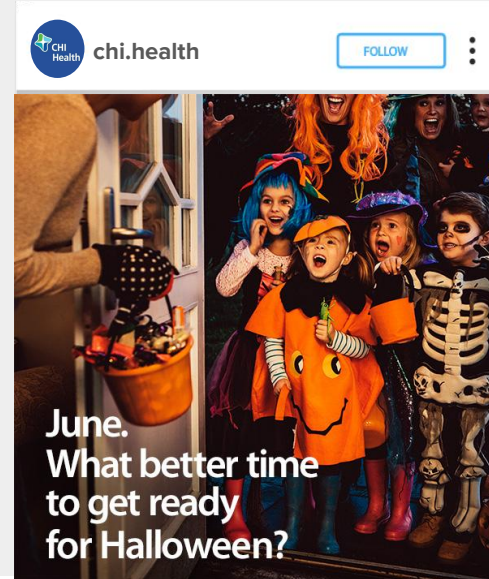
Age: 24 - 30
Region: All



♥ 508 likes

chi.health It might be a bit early for the holidays, but it's never too soon to start preparing for it. Schedule your Covid-19 vaccine today and be ready for Thanksgiving.

Age: All
Region: All



♥ 508 likes

chi.health It might be a bit early to be thinking about Halloween, but if you're vaccinated, it's never too soon to start planning. Speak to your care provider about the Covid-19 vaccine today and be spooky season ready.

Age: All
Region: All

Post Copy Summary

Yes. But Not Yet (Empathetic and persuasive)

We're all excited to get back out there. But we understand that life is busy. Scheduling a Covid-19 vaccine appointment is quick and easy. Book yours today.

[ALT] We know you can't wait to safely reunite with your loved ones. By getting your Covid-19 vaccine you're not only protecting yourself, but also protecting those around you. Book your appointment today.

Yes. But Not Yet (More direct and urgent)

The world is getting back to normal, so let's make sure no one gets left behind. Schedule a Covid-19 vaccination today, so we can all safely reunite with our loved ones.

[ALT] We've all spent enough time away from our loved ones. Schedule a Covid-19 vaccination today so we can all safely get back to the people and things we love.

On the Fence (General concerns and empathetic)

We're all looking forward to safely reuniting with our loved ones. If you still have questions about the Covid-19 vaccine, speak with a health professional today to learn more.

[ALT] There are many reasons to get the Covid-19 vaccine. If you still have questions about it, we're here to help. Talk to a health professional today.

On the Fence (Direct and to the point)

We understand that you may have questions about the Covid-19 vaccine. Speak to a health professional today to get all the facts.

[ALT] If you still have questions about the Covid-19 vaccine, speak with a health professional today to learn more.

LET'S
TAKE IT
TO 11

Thank you