

The rapidly changing COVID-19 environment warrants continual testing of messaging and messaging strategies to ensure we're connecting individuals with the timely, accurate, and crucial information necessary to encourage a commitment to vaccinate. External research shows that testimonials may be a format that resonates with particularly vaccine hesitant individuals, connecting at a deeper emotional level that is more relatable than traditional ads. Therefore, instead of testing additional traditional paid advertisements, we will test testimonials formatted as branded campaign ads. Among other elements, testimonials are unique given they are not fully produced in a studio like all ads tested previously. This approach necessitates additional questions regarding authenticity and credibility to ensure that the campaign is well-equipped with the information required to make informed decisions on the use of testimonials moving forward.