


Example Stimuli for Qualitative Creative Testing

SAMPLE



**THE WORST OF TIMES ALWAYS
BRINGS OUT THE BEST IN US.
LET'S TAKE OUT COVID-19 TOGETHER.**

Who would've thought that a vaccine would be our "I love you" to the Black community? FDA-approved COVID-19 vaccines that are proven safe and effective will help us end the pandemic. To protect ourselves and our community, we've got to get vaccinated when the time comes. Because it's true ... love does conquer all. Learn more at combatCOVID.hhs.gov



Spread love, not **COVID.**

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SAMPLE ADLOB



REZPECT.

Approved vaccines are another safe and effective way to protect yourself and others from COVID-19. Get your vaccine when the time comes and help protect all our generations.



CombatCovid.hhs.gov

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Spread love. Not **COVID.**

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**THE BEST DEFENSE
IS A GOOD OFFENSE.
LET'S D-UP ON COVID-19!**

We've been playing defense. But soon we'll have the ball.

FDA-approved COVID-19 vaccines that are proven safe and effective will help us end the pandemic. To protect ourselves and our community, we've got to get vaccinated when the time comes. The ball will be in our court! Learn more at

combatCOVID.hhs.gov



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This is how we beat **COVID.**

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**LA VACUNA
DEL COVID-19
SERÁ UN ESCUDO PARA
NUESTROS TRABAJADORES
ESENCIALES.**

Nuestro escudo para protegernos del COVID-19. Las vacunas del COVID-19 que sean aprobadas por la FDA serán seguras y efectivas. Cuando llegue el momento, ponte la vacuna.
combateCOVID.hhs.gov

Unidos contra el **COVID.**

Traído a usted por el Departamento de Salud y Servicios Humanos de EE.UU.

#373031

For internal communications only – Pre-decisional

HHS COVID-19 PUBLIC EDUCATION CAMPAIGN

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**EVERY MASK.
EVERY CONTACTLESS DELIVERY.
EVERY SOCIALLY DISTANT LINE,
HAS BROUGHT US TO OUR
NEXT BIG STEP IN FIGHTING COVID-19.**

COVID-19 vaccines are on the way. FDA-approved vaccines that are proven safe and effective will help us end the pandemic. Get your vaccine when the time comes. Learn more at [combatCOVID.hhs.gov](https://www.combatCOVID.hhs.gov)

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This is how we beat **COVID.**

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**SALLY IS GETTING
VACCINATED FOR HER
DAUGHTER, HER NEIGHBOR,
AND HER FAVORITE BARISTAS
DOWN THE STREET.**



FDA-approved COVID-19 vaccines that are proven safe and effective will help us end the pandemic. So, no matter who you're doing it for, get your vaccine when the time comes. Learn more at [combatCOVID.hhs.gov](https://www.combatCOVID.hhs.gov)

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All in against **COVID.**

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**FINALLY VACCINES
TO HELP US GET BACK
TO NIGHTS OUT,
FAMILY GET-TOGETHERS,
AND THE JOY OF
BEGINNER'S LUCK.**

Let's get back to sharing everything COVID has taken away. FDA-approved COVID-19 vaccines that are proven safe and effective will help us end the pandemic. Get your vaccine when the time comes. Learn more at combatCOVID.hhs.gov


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Spread love. Not **COVID.**

SAMPLE ADLOB



**I'LL BE FIRST IN LINE
FOR THE COVID-19 VACCINE.
ARE YOU WITH ME?**

 **That's what it's going to take.** FDA-approved COVID-19 vaccines that are proven safe and effective will help us end the pandemic. To protect ourselves and our community, we've got to get vaccinated when the time comes. Let's take back our lives. Learn more at [combatCOVID.hhs.gov](https://www.combatCOVID.hhs.gov)

This is how we beat **COVID.**

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Next, we're going to look at some different statements that could be made about a COVID-19 vaccine once it is ready and available to you. As we go through each, I want you to think about how convincing this is as a reason for you to get a COVID-19 vaccine once it is ready and available to you.

By getting a COVID-19 vaccine, I am helping keep myself healthy.

By getting a COVID-19 vaccine, I am helping keep my loved ones and my community healthy.

Getting a COVID-19 vaccine is important because it will help ensure my children and grandchildren can continue our culture and traditions.

Getting a COVID-19 vaccine will help get us one step closer to normal. (PROBE ON WHAT NORMAL MEANS AND LOOKS LIKE.)

I trust a COVID-19 vaccine will only be approved if it is safe and effective.

A few days of feeling flu-like symptoms is worth the benefit of being protected against COVID-19.

SAMPLE MESSAGE FRAMES