

PSA'S ABOUT VACCINATION

Goals: Encourage parents to vaccinate their children and fight misinformation about vaccines.

Creative Strategy: Billboard and wall ads with a two-line layout, a clever, attention-grabbing line followed by a more detailed description and ending with the phrase, "Please, vaccinate your children."

Copy:

"If you think children shouldn't be vaccinated, you're dead wrong.

This past year, more than 40 children in the United States died from easily preventable diseases because they or their peers were not vaccinated. This is not just another choice you have to make as a parent. This is common sense. Please, vaccinate your children."

"Do you think vaccines are unsafe? The American Academy of Pediatrics would like to have a word with you- no.

Modern vaccines are the safest that they have ever been, and the scientific consensus about their necessity is universal. Don't believe the hype. Learn what the experts are saying, and make the right choice. Please, vaccinate your children."

"Know anyone with polio or smallpox? Neither do we.

Vaccines have exterminated some of the most dangerous diseases from the modern world, and made America a safer, healthier, and more productive country. Unfortunately, unfounded fears about the safety of critical vaccines have led many parents to withhold them from their children, causing outbreaks of diseases like whooping cough and mumps that had all but disappeared from modern medicine. Please, vaccinate your children."

VISUAL COMPOSITION

Created in Photoshop with existing stock photo found through Google search, used for limited non-commercial display.



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Please, vaccinate your children.

This message brought to you by blah blah blah. Visit vaccination.com for details about how to get vaccinations for you or your children.