

A satellite view of Earth at night, showing the illuminated continents of Europe and Africa. The city lights are visible as bright yellow and white spots against the dark blue and black background of the night sky. The Earth's horizon is visible at the top, with a thin layer of atmosphere glowing in shades of blue and white.

JCDecaux

CASE STUDIES

TAILORING DIGITAL OUT-OF-HOME MESSAGES THROUGH A DATA-DRIVEN APPROACH TO TACKLE VACCINE HESITANCY IN SPECIFIC COMMUNITIES

British Red Cross

BACKGROUND:

British Red Cross research showed higher than average Covid vaccine hesitancy amongst specific communities.

OBJECTIVES:

Combat vaccine hesitancy by running a campaign challenging vaccine myths and misconceptions targeted directly at hard-to-reach groups within the community who were identified as showing higher than average levels of vaccine hesitancy

Ensure equity of access to the campaign by displaying the creative in multiple relevant languages

Leverage the power of context through language targeting to ensure the campaign attracted attention and drove consideration of the key message

CAMPAIGN DETAILS:

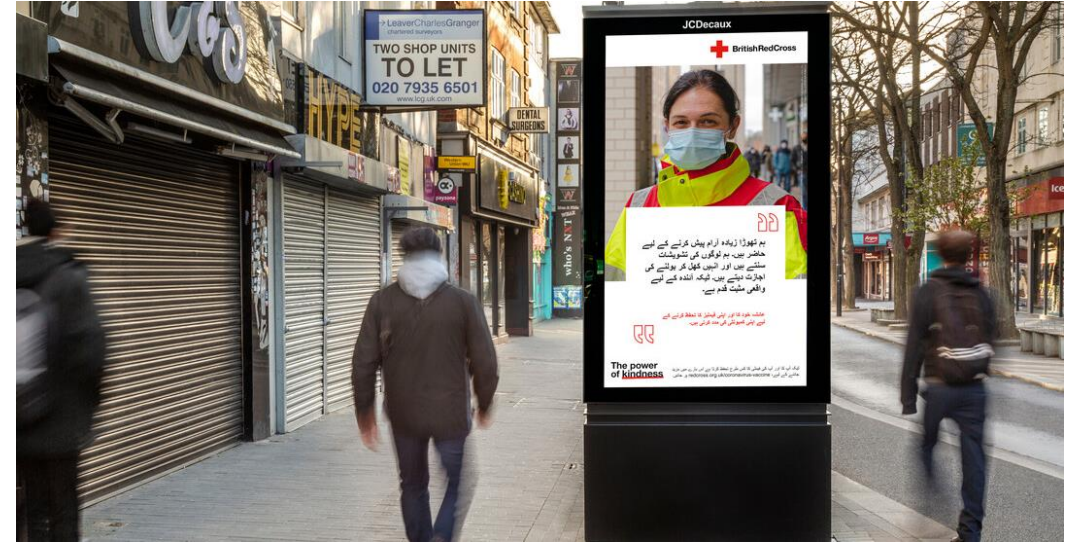
22nd February – 7th March 2021

650 multi-format Digital Out-of-Home screens UK-wide

Campaign creatives in Urdu, Punjabi, Bengali and Yoruba scheduled on rotation with the English language version in those areas of the UK where JCDecaux data showed at least 10% of the population spoke one or more of the featured languages



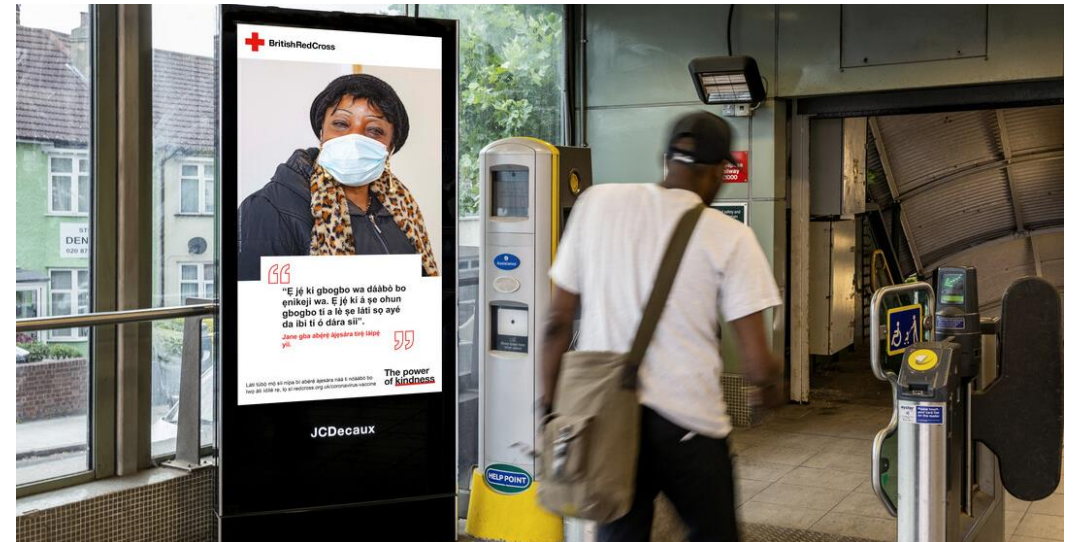
English



Urdu



Punjabi



Yoruba



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Throughout the pandemic the British Red Cross has been committed to providing related support to anyone, from any community, who needs it, to help navigate through this very challenging time.

An important part of this has been providing reliable information about the coronavirus vaccine to support high levels of take-up.

Our research showed higher than average levels of vaccine hesitancy amongst certain communities in the UK, so we were determined to address this by communicating directly with people within those communities.

Through Digital Out-of-Home's ubiquity, the campaign ensured equity of access to our message. Importantly, it also provided an additional level of context and relevance for our key target groups by displaying the message in four different languages. One or more of these tailored creatives was shown on rotation with the English language copy in areas where JCDecaux data identified that more than 10% of the population spoke the relevant language.

This additional level of contextual targeting made the campaign even more powerful, relevant and likely to attract attention, as well as, crucially, being more accessible for those groups we needed to reach.

Zoë Abrams

EXECUTIVE DIRECTOR, BRITISH RED CROSS

Bengali