



Vaccine Campaign Impact Measurement

April 2023

IMR#: CP-387111



Source: Kantar Vaccine Campaign Impact Measurement

Background & context

Background

- As of August 2022, nearly 2 in 3 Nigerians over the age of 18 were still unvaccinated
- In August 2022, BA-N launched a national campaign to address vaccine hesitancy and promote vaccination
- This campaign is currently live and is expected to run until May 2023

Market research for impact evaluation

- Market research designed and executed by Kantar
- Survey administered through digital medium
- The survey was conducted from Dec'22 to Feb'23 – to capture the ongoing impact of campaign on vaccine behavior and intentions in Nigeria
- Adults aged 18+ were eligible for the survey
- Sample planned and achieved – 500 respondents in each phase of the survey
- The sample is weighted for age & gender to represent national demographics

Methodology for estimating population-level reach & impact

Metric	Approach	Source
1. Population	<ul style="list-style-type: none"> Population in 19 Nigerian states, over the age of 18, that align to assets tested 	<ul style="list-style-type: none"> National bureau of statistics, Nigeria
2. Unvaccinated population estimate	<ul style="list-style-type: none"> Estimate of population that was unvaccinated before campaign launch (Aug'22) [currently unvaccinated + vaccinated in the last six months] 	<ul style="list-style-type: none"> https://ourworldindata.org Kantar research
3. Reach within unvaccinated population	<ul style="list-style-type: none"> Estimate based on % of sample recalling seeing the campaign (weighted based on age & gender to represent national demographics) 	<ul style="list-style-type: none"> Kantar research
4. Vaccination uptake linked to campaign	<ul style="list-style-type: none"> Estimate of population who are aware of campaign AND indicate receiving a vaccine dose in the last six months (since the campaign launched) 	<ul style="list-style-type: none"> Kantar research
5. Change in vaccine intent linked to campaign	<ul style="list-style-type: none"> Estimate of population who are aware of campaign AND indicate high likelihood of taking vaccine ASAP 	<ul style="list-style-type: none"> Kantar research

There is sufficient evidence to attribute the estimated vaccine uptake to the campaign

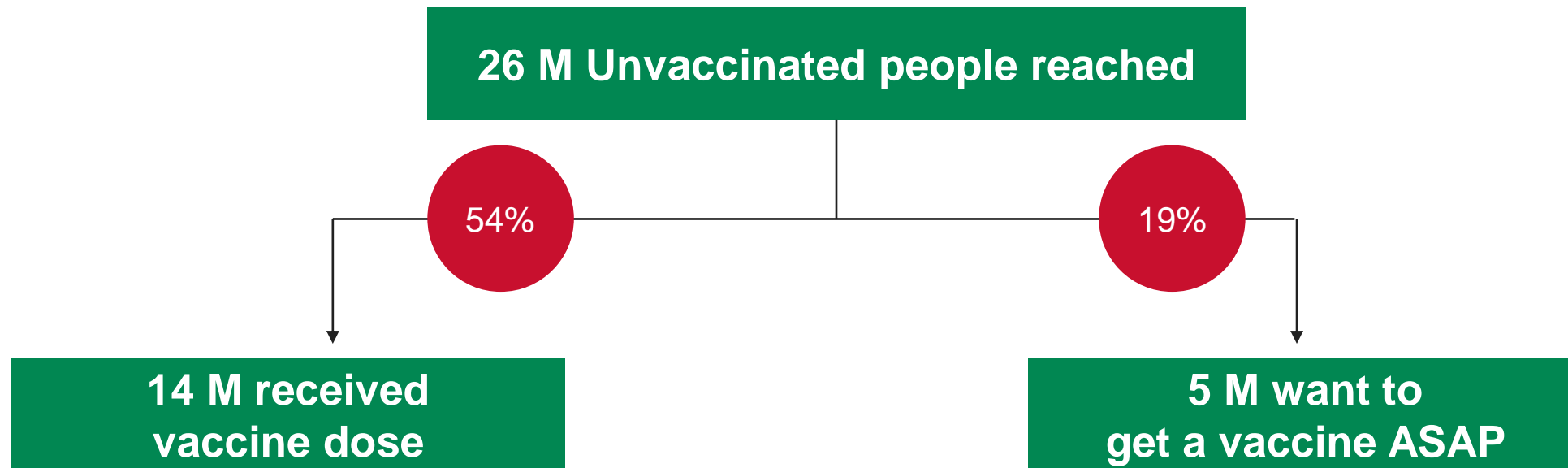
Impact estimate already accounts for the following

- ✓ Only considers those who are aware of the specific BT-A campaign
- ✓ Only considers those who were still unvaccinated at the time of campaign launch
- ✓ Only considers those who have indicated that they received a vaccine dose while the campaign was live
- ✓ “Intent” analysis considers only those who say they want to receive a vaccine as soon as possible

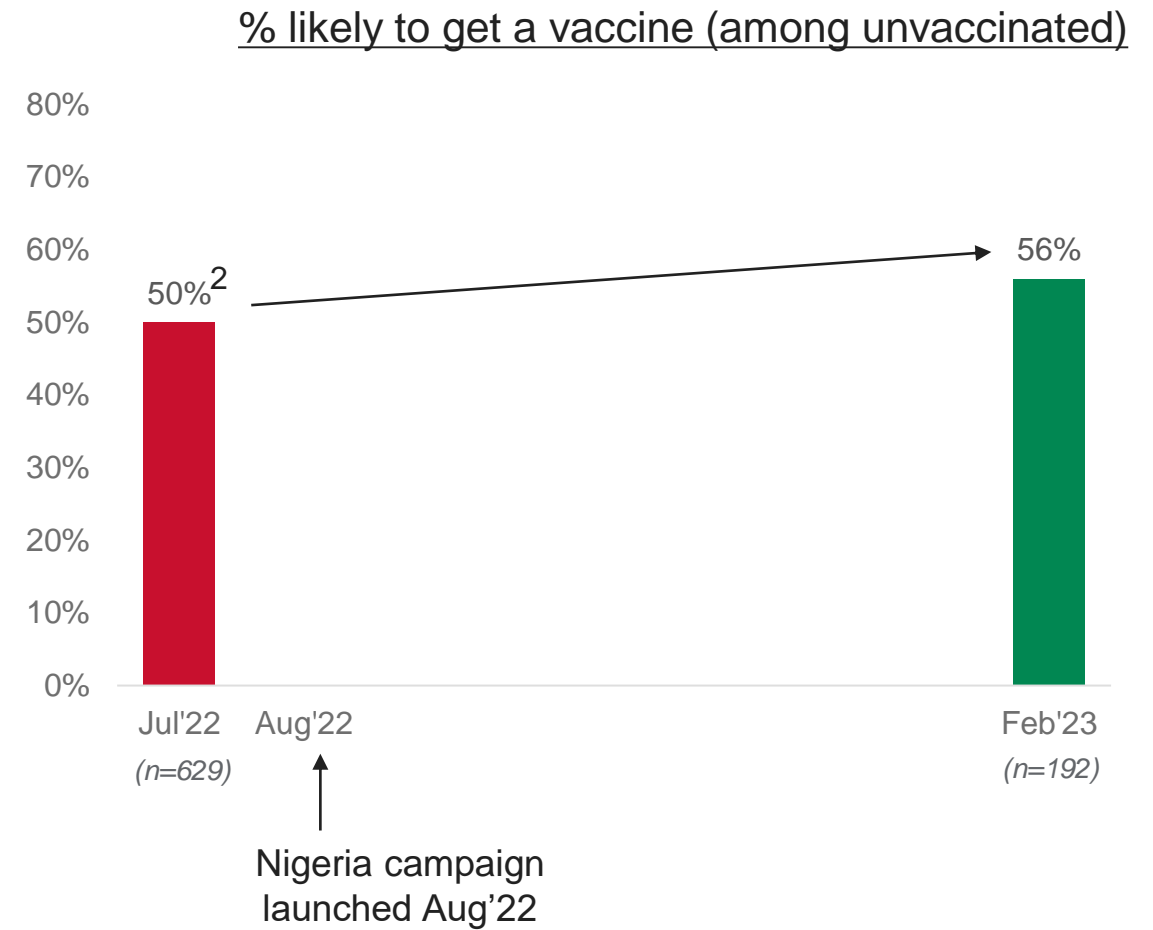
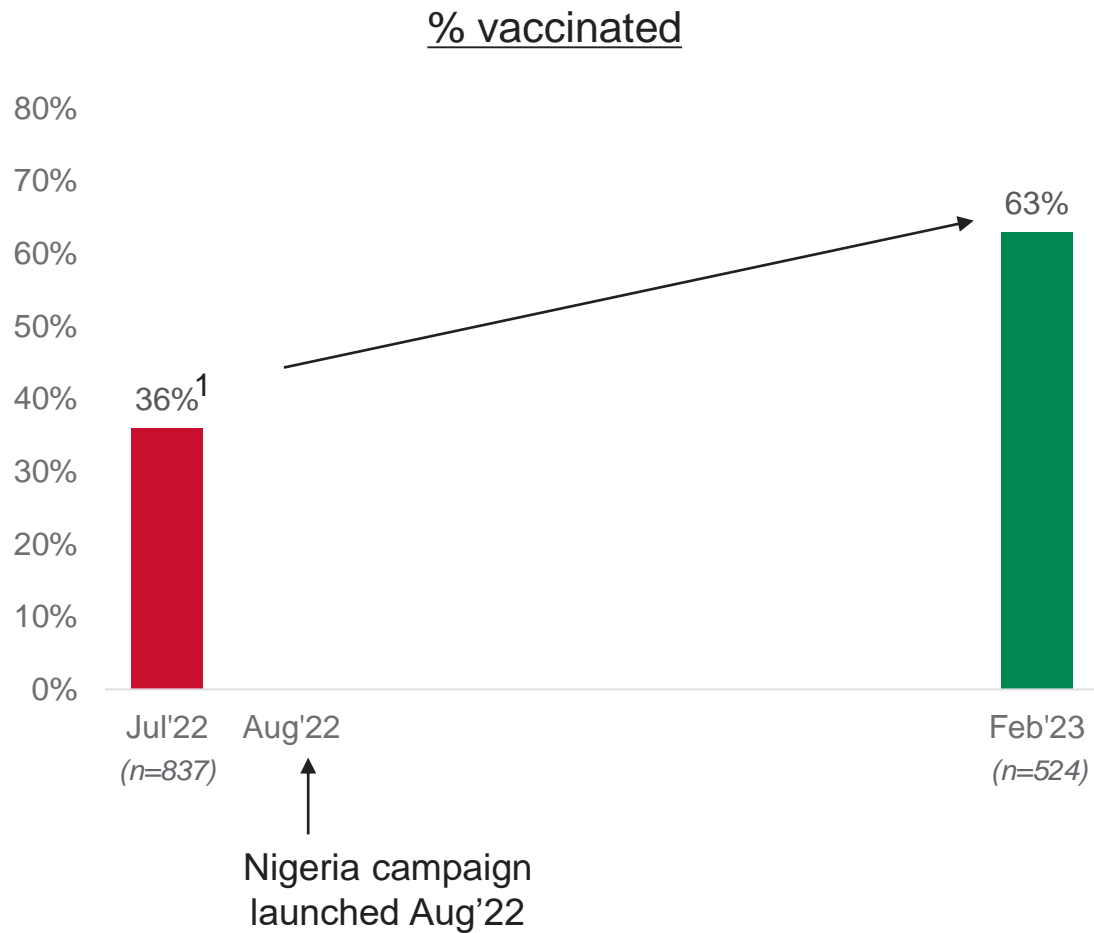
Corroborating evidence to attribute impact to campaign

- ✓ Campaign perceptions – campaigns were considered highly relevant, believable and containing new information
- ✓ Difference in vaccine uptake when compared amongst those who saw the campaign vs. did not see

More than 2 in 3 unvaccinated people exposed to the campaign showed a positive change in their vaccine intentions and behavior

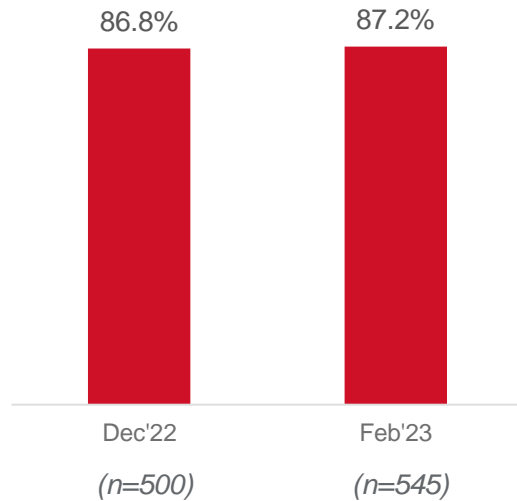


Vaccination rates increased to more than 1.5x in Nigeria over 7 months

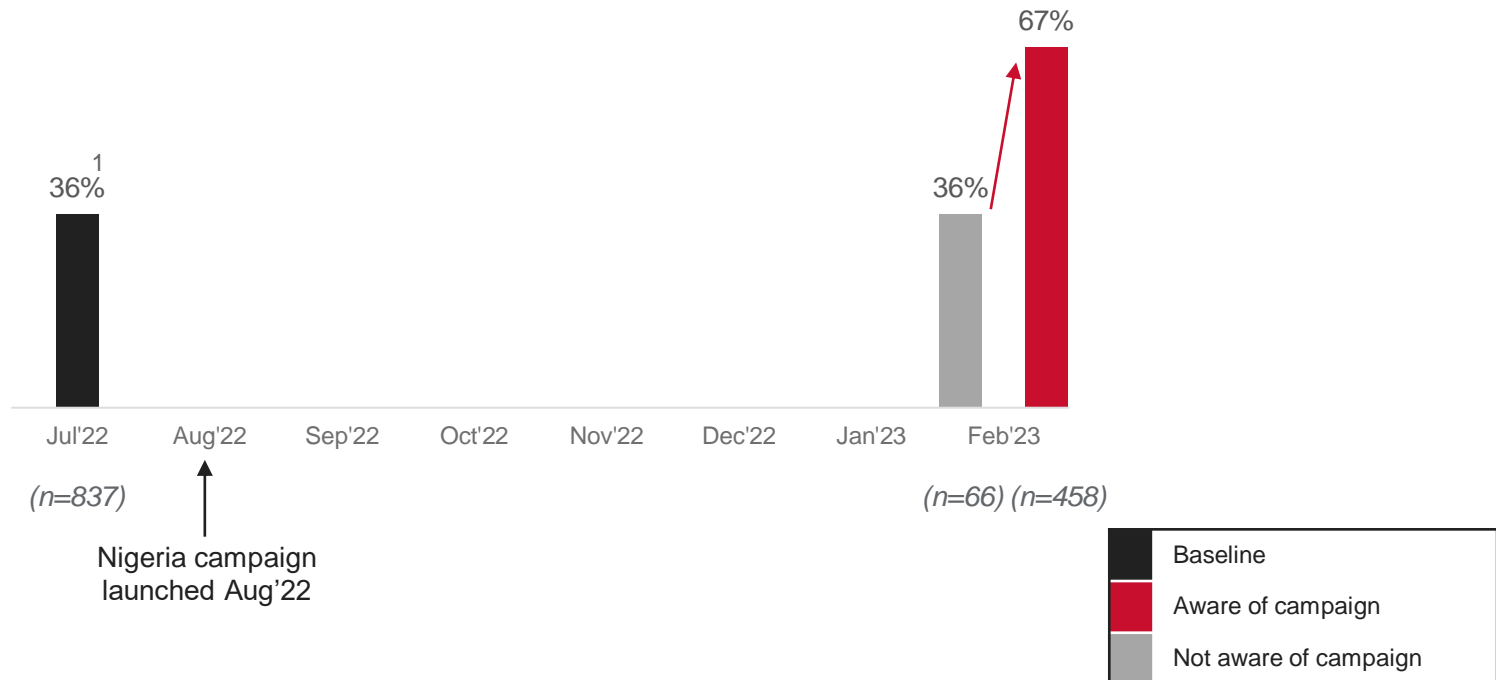


Vaccination rates are higher among those who saw the campaign

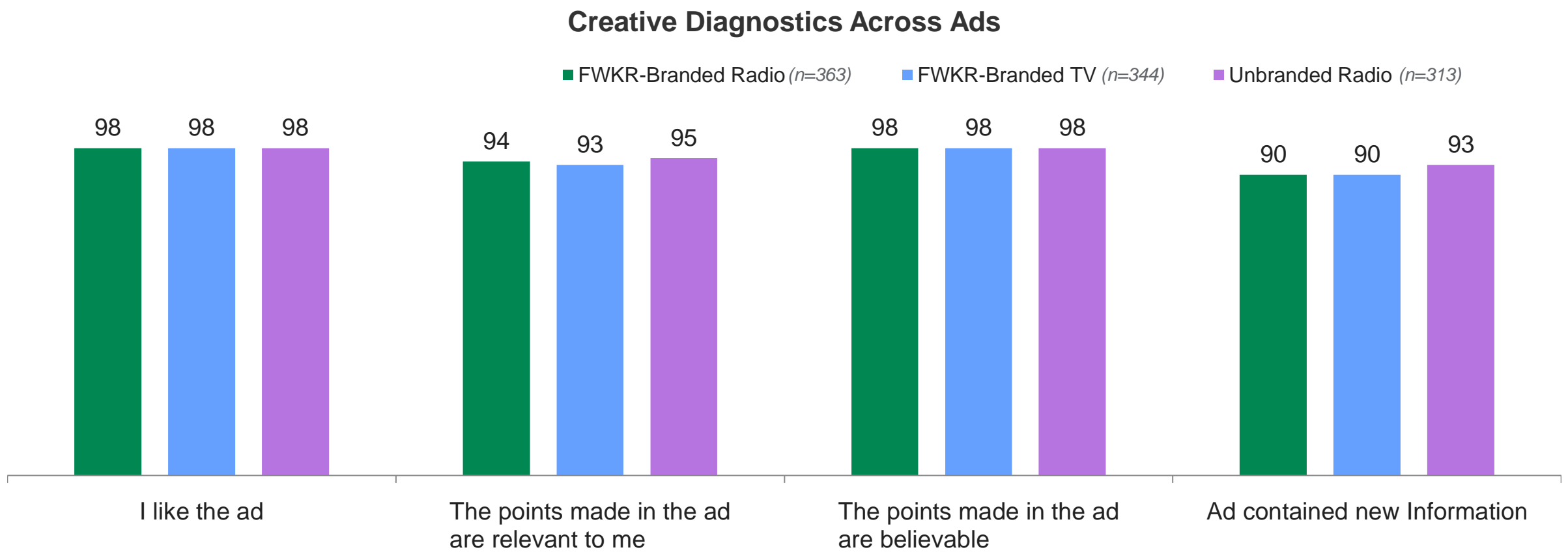
Campaign reach



Vaccine uptake – based on campaign reach



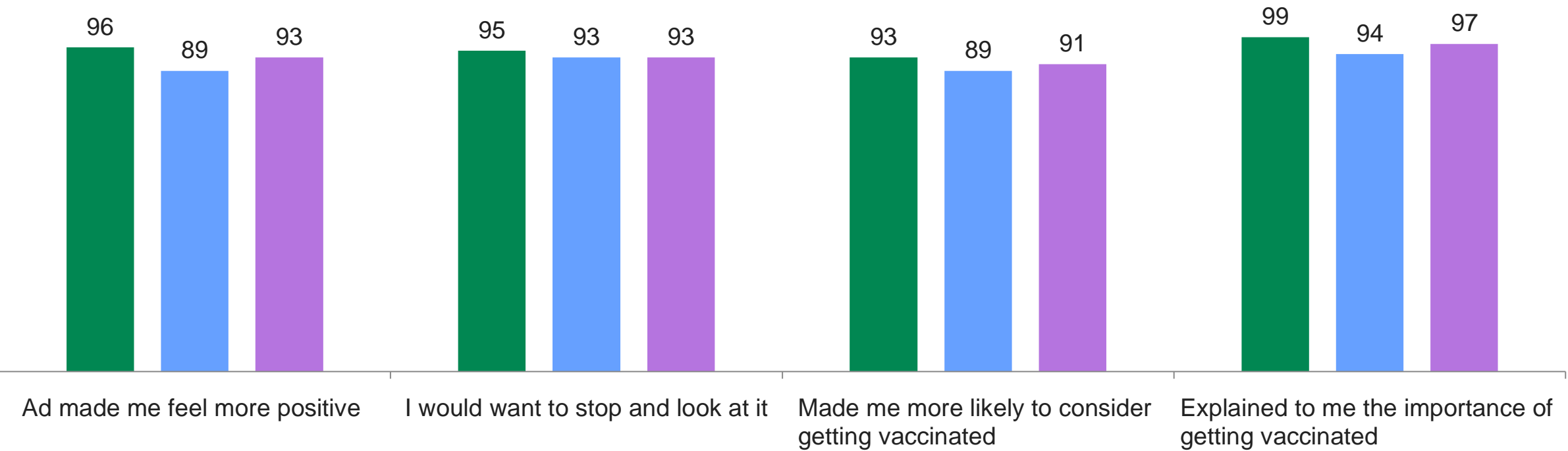
Nigerians responded positively to all tested creatives, suggesting assets have the right elements to carry out their objectives



All assets effectively communicated the importance of obtaining the COVID-19 vaccination

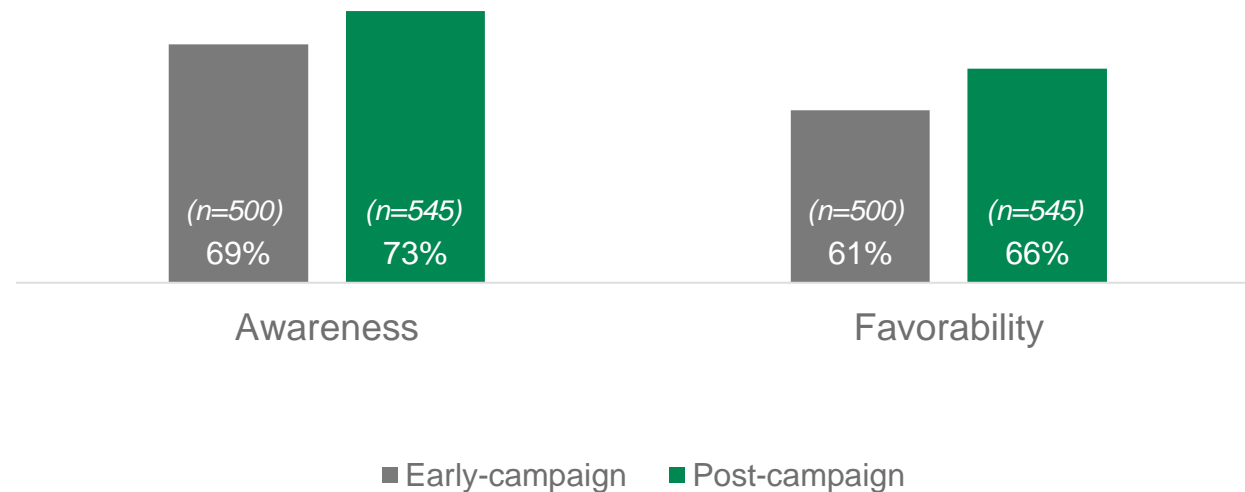
Creative Diagnostics Across Ads

■ FWKR-Branded Radio (n=363) ■ FWKR-Branded TV (n=344) ■ Unbranded Radio (n=313)



“FWKR” tagline has been perceived favorably

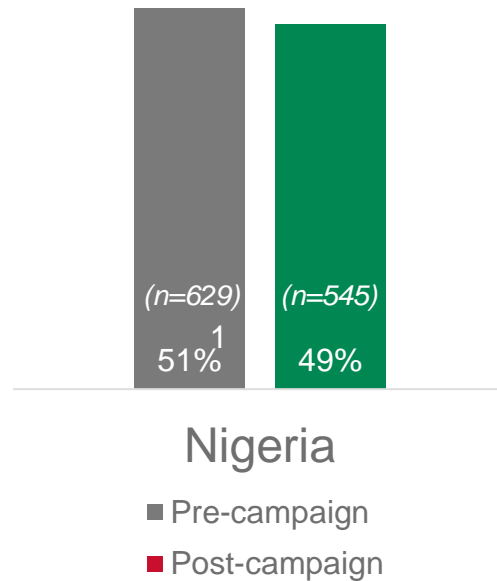
“FOLLOW WHO KNOW ROAD” tagline awareness & perceptions



Among the unvaccinated Nigerians, safety remains a concern. They feel it is not easy to get a vaccine if they were to receive it

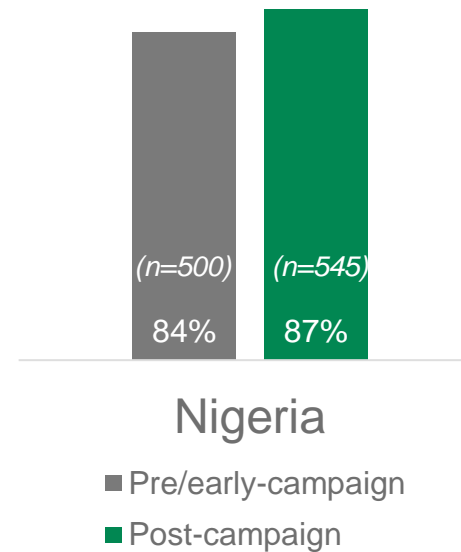
“I am concerned about side-effects”

% agreeing (all)



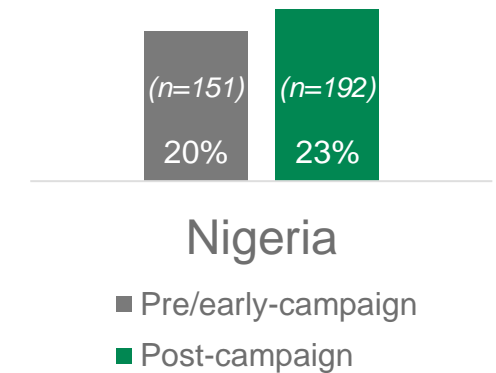
“It’s important for me to stay up-to-date with vaccination”

% agreeing (all)



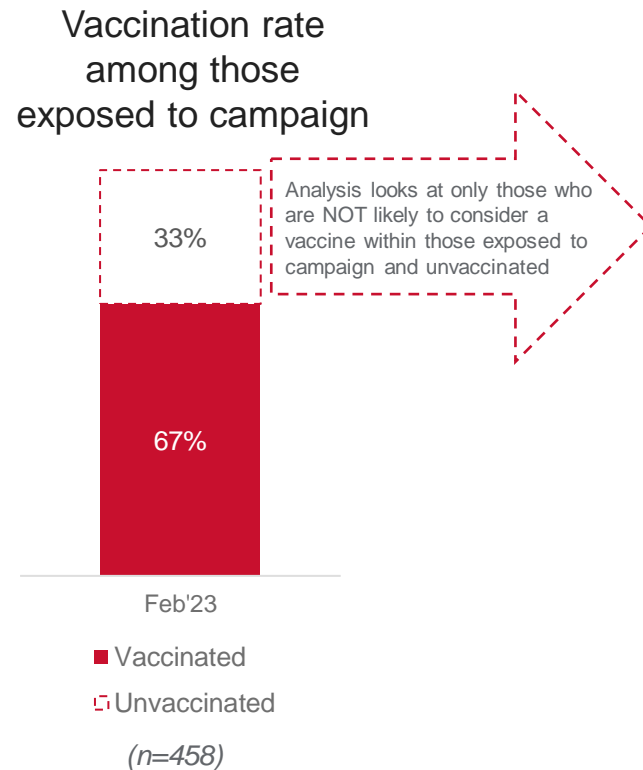
“It’s easy for me to get a vaccine”

% agreeing (unvaccinated only)



Side-effects remain a primary concern among those still not ready for vaccine after being exposed to the campaign

Barriers to vaccination amongst those exposed to campaign and are NOT likely to get a vaccine



Among those unvaccinated, aware of campaign but are not yet likely to consider a vaccine (n=70)

I am concerned about how safe the vaccine is	66.0%
I am concerned about the side effects of the COVID-19 vaccine	53.0%
I don't feel I am at risk of catching the virus	29.0%
I don't yet know enough about the vaccine to make a decision	23.0%

Johnson & Johnson