



# Insights From Verified

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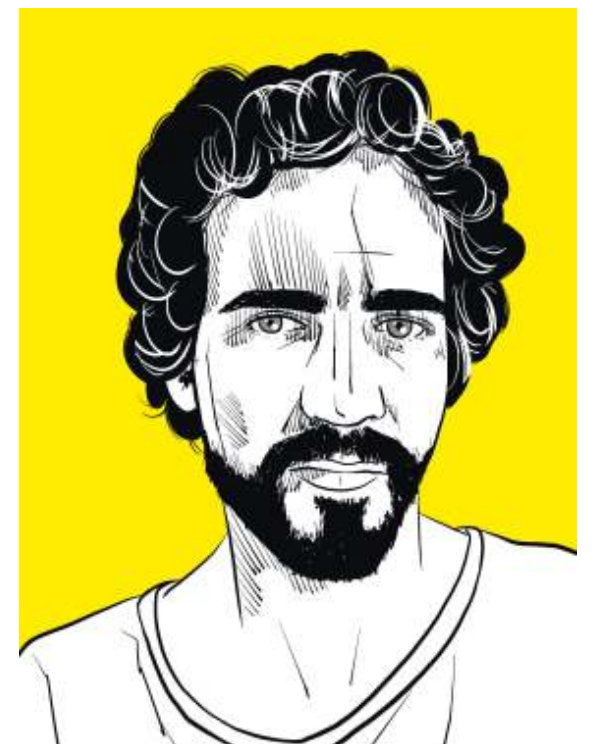
## Breaking Through the Saturated Media Environment

In today's media landscape, people are bombarded with information from a variety of sources. To break through the noise and get your audience to pay attention, make sure your topic is important to them, that you understand what they already think about it, and that your content is fresh and relevant.

### Insights that helped make COVID-19 vaccination a social norm in Brazil

Hi, I'm Junior, a campaigner working on Verified's initiative to increase COVID-safe behavior in Brazil. Since the beginning of the pandemic we have run a variety of campaigns to reach vulnerable communities.

One group we focused on was young people in Brazil, who remained vaccine hesitant two years into the pandemic. Young people underestimated the virus and weren't very responsive to official communications. We needed innovative ways to reach them and get them to engage with our messaging. This is why we partnered with the dating app Tinder, which was popular among young people and hadn't been saturated with COVID-19 related content.



The pandemic closed bars, clubs and other spaces where young people gather, socialize and flirt. This meant they needed other ways to connect and Tinder became an even more common way to set up dates. Our campaign promoted Tinder's in-app Vaccination Center, where young people could get information about the vaccine and add a sticker to their profile showing that they had been vaccinated. Our message focused on dating safely: a safe date is with someone that was also vaccinated.



# Listen to you audience to find out what they feel about your topic.

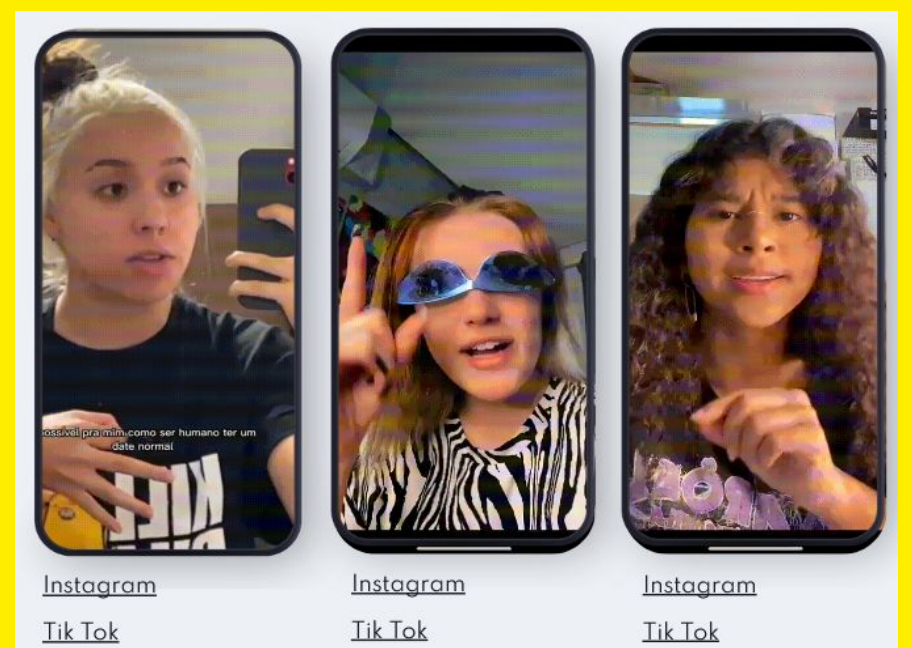
To discover your audience's **social norms**—how they think their peers feel or act—listen to them. Find out what thoughts or behaviors they consider typical and appropriate.

- ✓✓ Draw on research that already exists.
  - ✓✓ **Scholars** and **market researchers** have conducted studies on a variety of audiences, yours might be one.
  - ✓✓ **Data Reportal** provides global social media statistics with specific breakdowns by country.
- ✓✓ Use surveys and focus groups to get real-time information about what your audience is thinking (and what they think their neighbors are thinking).

## Case Study

### Making vaccination a social norm among Brazilian youth

Our call to action was unique to Tinder: we asked users to go to the Tinder Vaccination Center, and, once they were vaccinated, to add a sticker to their profile letting everyone know. We wanted young people in Brazil to see that their peers were getting vaccinated and that it was a normal thing to do. This meant speaking to them in the language they were using. We recruited three young influencers, [Gabriela Araujo](#), [Bruna Boscarol](#) and [Lare Dias](#), who were active across social media platforms. Hearing an influencer they respected talk about the Vaccination Center, and encouraging them to use the stickers, made our campaign more relevant to the young people we were trying to reach.



***“The influencers we partnered with promoted the campaign through their own language and style. We gave them very informal instructions— we wanted them to be totally natural and authentic and use their own language. The influencers were great, and the comments from other people on their posts really demonstrated how well they communicated with their audience”***

- Junior



# Meet the moment to increase audience engagement.

Frame your narrative to be part of existing high-profile conversations. What issues are important to your audience and how can you contribute to the conversation?

- ✓✓ Move quickly. **Issue salience**—the importance of, and public attention to, an issue—can be short lived, as needs change or other topics increase in importance.
- ✓✓ Use trusted messengers who are already part of the conversation. This can help you reach audience's quickly and shape the narrative from the beginning.

## Case Study

### Launching at the right time: promoting safe dating during Carnival season

In addition to being less likely to get vaccinated, young people were also more likely to gather in groups without wearing masks or practicing social distancing. This was especially true at holiday and festive times, such as New Years Eve and Carnival when young people wanted to date, hook up and have fun. We wanted to launch our campaign at a time when young people were most interested in dating and making romantic connections.

Because of this we planned to launch the campaign during Carnival season, when young people are most likely to go out. This allowed us to take advantage of the increased interest in gathering and being together, while tapping into a key concern that young people had: how to continue to dating during the pandemic. We wanted to make sure we matched the tone of carnival season and the stickers were a fun way to get people to show their vaccination status.

*“Carnival is one of the most festive times in Brazil. It’s when young people look for in-person matches. If you’re single at carnival that’s what you are going to try and do. So we thought, how can we encourage people to date in a safe way?”*

- Junior



# Find out what messages your audience is already hearing and package them in new ways.

When people hear the same information over and over again they start to tune out. To overcome messaging fatigue:

- ✓✓ Even if your message remains consistent, present it in different ways to keep people engaged.
- ✓✓ Use personal stories from trusted messengers to provide new perspectives.
- ✓✓ Vary the platforms and types of messages you are using.

## Case Study

### Using Tinder to present familiar messages in new ways

The Tinder campaign repackaged familiar messages through an interactive frame. Because we were working with Tinder and in their app, we had to match the tone of our campaign to their brand. We combined Tinder's color schemes with colors associated with Carnival to create a campaign that met the moment.

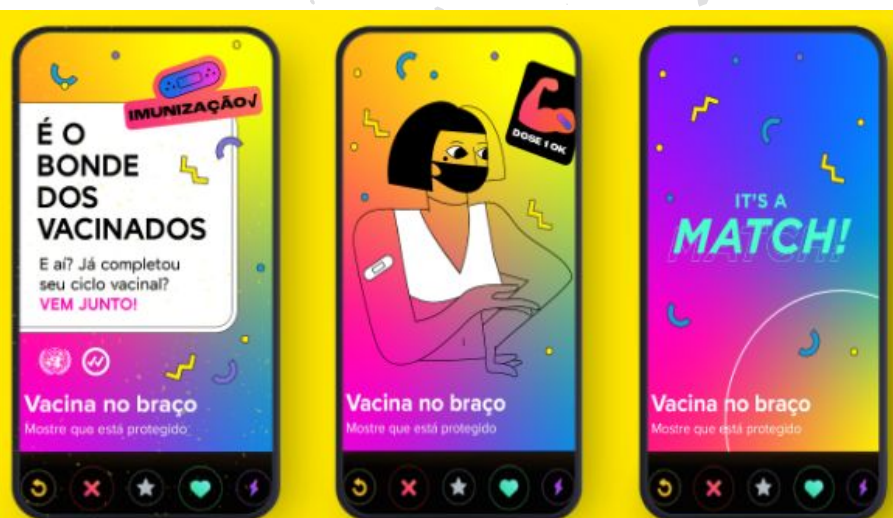
We drew the phrase 'É o bonde dos vacinados' [the tram of the vaccinated] directly from youth slang and the stickers in the vaccination center let them show that they were "on the tram" with their peers. We hoped this would engage young people and get them excited to share their vaccination status.



### Impact

The Tinder campaign was a huge success, with higher click-through rates than is typical of other Tinder campaigns. Our influencers' TikTok videos reached over 87k people, who watched for a total of 590 hours. Followers showed their support for the cause through comments, such as "#VaccineYES", "waiting for my booster" and "#tram of the vaccinated". The unique nature of the campaign also led to media coverage, including 10 articles, a podcast, and a 3-minute feature story on the educational online channel TVT. This coverage expanded the reach of the campaign beyond the target audience on Tinder, ensuring more people got the message.

***"Working with Tinder was a great opportunity to talk to young people about getting vaccinated and help establish vaccination as a normal thing to do." - Junior***





# Common Mistakes and How to Avoid Them

## ✓✓ Always relying on the same platforms.

- ✓✓ It's important to find platforms that aren't already saturated with your message. Try platforms that are specific to your local context, or platforms that haven't traditionally been used for campaigns.

## ✓✓ Waiting too long to act.

- ✓✓ Be proactive. People's attention moves quickly. Take advantage of the moments when your issue is dominating the conversation, or key windows of opportunity to move the needle.

## ✓✓ Repeating the same messages in the same way for every audience.

- ✓✓ Social norms differ from country to country and community to community. Tailor your communications to the specific context in which you are working.