



3 July 2025

[REDACTED]  
[REDACTED]

Ref: OIA-2024/25-0976

Tēnā koe [REDACTED],

### Official Information Act request relating to Advertising briefs for Covid 19 vaccination campaign

Thank you for your Official Information Act 1982 (the Act) request, which was transferred to the Department of the Prime Minister and Cabinet (DPMC) on 11 June 2025. You requested:

*"I have looked at the link:*

<https://aus01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.dPMC.govt.nz%2Fsites%2Fdefault%2Ffiles%2F2022-02%2FdPMC-roiar-oia-2020-21-0674-ka-kite-covid-vaccine-advert.pdf&data=05%7C02%7Coiagr%40health.govt.nz%7Cdf183347741d456861de08dd9e6d38d1%7C23cec7246d204bd19fe9dc4447edd1fa%7C0%7C0%7C638840914173090511%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIIYiOilwLjAuMDAwMCIsIIAiOiJXaW4zMilslkFOljoITWFpbClldUljoyfQ%3D%3D%7C0%7C%7C%7C&sdata=XCq1EAOtCebcnTiS%2BPnwXKDJSJJ%2BfpV7KaqIad%2BvtRs%3D&reserved=0>

*There are no briefs there. If you say that only DPMC ran the advertising, then please request the advertising briefs from them under the Act."*

I note you also sent a request to us on 29 June, via FYI. As that request was for the same information, the present response covers both requests.

We have interpreted your request as referring to creative briefs for the COVID-19 vaccination campaign across print, radio, YouTube, Facebook, and television, sent to agencies or media companies.

Below, we outline the roles of the Ministry of Health and DPMC in relation to the COVID-19 vaccination campaign, as this context is relevant to your request.

The Ministry of Health led the development of public health messages and the overall COVID-19 vaccination strategy, working with other key agencies including DPMC, Te Puni Kōkiri, and the Ministry for Pacific Peoples.

DPMC, through its COVID-19 Group's Communications and Public Engagement team, was responsible for disseminating vaccination campaign messages via the Unite Against COVID-19 channels, managing the creative and media-buying agencies (e.g., Clemenger/OMD), while the Ministry of Health retained responsibility for the content of public health messaging.

Due to its liaison role with agencies, we have identified that DPMC holds some of the creative briefs, and have decided to release these to you in full (see Attached):

- Vaccine Campaign Group 4 momentum builder – 12 July 2021
- 55+ It's Your Time – 8 August 2021
- Super Saturday – 6 October 2021
- Taranaki Youth Drive 11 November 2021

- Tamariki Time brochure for parents – 13 December 2021
- Vaccine 5-11s Campaign – 14 December 2021
- 5-11 Nanogirl video – 3 March 2022.

Our searches have identified the titles of the following additional creative briefs, which DPMC does not hold:

- Vaccination collateral creative brief for Group 4 roll out – 6 July 2021
- 50+ It's Your Time – *no date*
- 40+ It's Your Time – *no date*
- Vaccine Possibilities – *no date*
- Disabled People Assets – August 2021
- 30+ It's Your Time – September 2021
- It's Our Shot – September 2021
- Pharmacy 'walk in' Campaign – September 2021
- Persuasion Series – October 2021
- Vaccine Hero – October 2021
- Two shots for Summer – *no date*
- Vaccine 5-11s Campaign – January 2022
- Vaccine Booster Campaign – January 2022
- The Big Boost Campaign – February 2022

Please note that the above list may not be exhaustive. Based on our understanding, the remaining briefs may have been developed and/or are held by the Ministry of Health or Te Whatu Ora | Health New Zealand. We recommend contacting these agencies directly to request further information on the briefs you are seeking.

We apologise for any inconvenience caused and appreciate your understanding that this was a fast-moving and dynamic campaign, where the creation and recording of briefs may not have always adhered to a structured process.

You have the right to ask the Ombudsman to investigate and review my decision under section 28(3) of the Act.

This response will be published on DPMC's website during our regular publication cycle. Typically, information is released monthly, or as otherwise determined. Your personal information including name and contact details will be removed for publication.

Nāku noa, nā,



Clare Ward  
**Executive Director**  
**Strategy, Governance and Engagement**

# COVID-19 Vaccine Campaign

## Group 4 momentum builder TVC brief

### Background

Campaign to date has been focused on providing a strong information layer in market which has been a consistent presence since April. There has also been a high level 'possibilities' layer which provides the 'why' for the audience, by highlighting what getting vaccinated will mean for people, whānau and communities. Ultimately it works to encourage uptake of the vaccine.

As the momentum of the vaccination rollout continues to grow and we head towards Group 4 and scaling up to vaccinate the whole of the general population, we want to support the possibilities 'why' layer of the campaign by telling the story of progress to date, not only to give people the confidence that the programme is progressing as planned, but to give them a sense of pride that by doing their part, Aotearoa New Zealand will continue to stand strong.

### Campaign objective

To tell the story of the vaccination programme, and what it's achieving, from the perspective of individuals, whānau and communities across Aotearoa New Zealand who have already been vaccinated. The content should foster a strong sense of pride and support by reflecting our progress and confidence in where we are as a country, and where we're heading. It should share stories from people about how they feel about being vaccinated – what it means to them, and for their whānau, businesses and communities.

### Target Audience

The content is aimed at our general population – a wide audience ranging from those who want to get vaccinated through to those who are undecided. The featured talent will reflect a diverse and inclusive audience and will reinforce the sentiment that we are 'doing it for each other'.

### What we know

From our vaccine channels, insights research and media sentiment, we know that there is some widely felt frustration around the vaccine rollout, particularly from older people, disabled people, Pasifika and Maori. The consistent key theme is around 'when am I getting my vaccine', so we will need to be cognisant of this when developing this new work.

There is much media which refers to international vaccination 'progress' and vaccination numbers which are far more significant than ours, and this only fuels the misunderstanding that New Zealand is somehow behind. New Zealand is actually tracking as planned with the rollout programme, but this story is not heard.

## Overall goal

**Get** New Zealanders

**Who** Are uncertain how the vaccine programme / rollout is going

**To** Feel a sense of pride, momentum and **community** at how far we've come and where we're heading

**By** Seeing that people from all over country are being vaccinated and are doing their part to make a better, safer place for themselves, their whānau and their community

## Requirements

AV content for mass and supporting media to support the commencement of Group 4 rollout.

Content should showcase a range of 'talent' from around the country, including a mix of ethnicities and sectors such as the disabilities sector.

Content should feel consistent with existing possibilities creative material. It should be developed to sit alongside our Possibilities TVC and existing radio assets. Where Possibilities focuses on the 'why' and ultimately encourages uptake of the vaccination, this new work will focus on the individual and the collective 'pride'.

## Timings

For launch on mainstream television Sunday 29<sup>th</sup> July

**Note:** Health is also working on a content series with TVNZ Blacksand which is looking to showcase the progress in the 'vaccine effort' from a behind the scenes perspective, showcasing people from call centres, vaccination centres etc. It might be relevant to link in with this work and utilise some of the already established connections.

Through the CVIP Media team's work and local connections, we can help Clemenger identify appropriate people to tell their stories and may be able to support access to key locations in the vaccination delivery chain.

# COVID-19 Vaccine Campaign

## 55+ It's Your Time – Creative Brief

### Background

The COVID-19 vaccination rollout is gathering pace and we are now moving through our age bands and inviting new cohorts to book their vaccinations. With invites to 60+ complete, now is the time for people aged 55 and over to book.

We know from research that people in this age group don't need a lot of persuasion. They know what they need to do and when they need to do it, they are motivated to act. They feel a sense of national and collective responsibility to get the vaccination – to unlock the possibilities for themselves, their whānau and their communities.

### Objectives

- People aged 55 – 59 know that it is their time to book their vaccination appointments. They can book from Wednesday 11 August.
- People aged 60 and over, as well as those in Groups 1, 2 and 3 who have not yet booked, now they can still book – there is no cut off.
- People understand that they can book at [BookMyVaccine.nz](https://www.BookMyVaccine.nz) or by calling 0800 28 29 26.

### Target Audience

The primary target audience is all people living in New Zealand aged between 55 and 59. (Note: in our advertising we would only refer to these people as 55 plus) The majority of these people will still be in paid work, many with independent, adult children.

Research indicates that this group are looking for information rather than persuasion. They need to know when and how they can book, not why they need to do so.

The secondary audience is people in groups who have been invited previously and are still encouraged to book. These are border and MIQ workers, high risk frontline workers and their families, people who are disabled, have underlying health conditions, or are pregnant, and everyone aged over 60.

A final audience are people in New Zealand, aged from 16 to 54 who need to know that it will be their time to be vaccinated soon.

## What we know

From our channels and media commentary, we know that sentiment towards the vaccination programme has swung from negative to positive now that eligible groups have been given the tools they need to be able to book,

However, we need to be cognisant that some residual frustration still exists, particularly within those in Group 3 who are still waiting to be vaccinated, as well as Pasifika and Maori communities which are under-represented in vaccination statistics.

## Agency Task

Using our current 60+ advertising as a base, evolve this to communicate that, from Wednesday 11 August, it's time for everyone aged 55 and over, to reserve their spot.

The execution needs to be simple, clear and straightforward, but provide a strong visual stage gate that catches the attention of the target audience.

The visual stage gating should be a system that can be used to differentiate subsequent age bands.

Advertising executions need to be developed for TV, radio, press, and social media.

We are also looking for a simplified execution which can be translated into a wide range of languages and act as a template for age band announcements, with only the eligible age needing to be changed out as needed.

## Timings

Brief	Wednesday 4 August
Concepts	Thursday 5 August
Approval	Friday 6 August
Production	Monday 9 August
On Air	Wednesday 11 August

# COVID-19 vaccine: Brief for Clemenger Super Saturday

6 October 2021

## Purpose of this brief

Super Saturday is a call to arms (no pun intended) to New Zealanders, vaccinated and unvaccinated, to galvanise in the lead up to Saturday 16 October when we want to get as many people who still have to get their first shot, vaccinated.

This brief is to develop creative material to support a 7-day countdown. It will operate alongside and complement the 'Freedom Forecast' concept being developed by Colenso.

Additional elements of the campaign, including mobilising business and stakeholder networks, activating partners and directly targeting persuasive material will be managed by other streams of the project.

## Objectives

- Create some friendly competition between regions to boost vaccination rates across New Zealand.
- In a positive way, highlight vaccinate rates for a region, within that region. Give people the information they need to know how they are tracking.

## Target Audiences

All of New Zealand – the vaccinated and the unvaccinated

- The vaccinated (first or fully) are now the majority of New Zealanders. But once they are vaccinated, their job is not done. They need to recognise how important it is to the opening up, not to mention the health and wellbeing, of New Zealand. Their job is to have 'mana enhancing' conversations with friends, whanau and colleagues who are still vaccine hesitant. This isn't a witch hunt – its about helping them have constructive conversations and removing barriers.
- People who have not yet booked or received their first vaccination – the vaccine hesitant or unengaged. These people have some questions and concerns about the vaccine that have not yet been fully resolved, or there are some social, physical or logistical barriers that they have not managed to overcome.

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## Key Messages

### High level key messaging

New Zealanders have consistently shown over the last year that they're willing to pitch in as part of our team of 5 million and confront the COVID challenge head-on. We need to channel that energy into our final big push to get Kiwis vaccinated.

We can be one of the most highly vaccinated countries in the world. But to get there, we need a big collective effort.

We all have a role to play in getting our vaccination rates up. The message to the 80 percent of the eligible population who have had their first dose is this: your job is not done. You still need to get your second dose, but you also need to help us reach those who have not yet come forward to be vaccinated.

We need you to be talking to them about the reasons you've been vaccinated, we need you to make sure they are getting reliable, honest information about the vaccine. And we need you to help us to get the unvaccinated vaccinated.

The next week and a half is critical. We need to pull out all the stops to increase our vaccination rates. It has never been more urgent. So we're asking everyone to contribute to a big, nationwide push for vaccination. This will culminate in a National Day of Action for Vaccination on Saturday 16 October, Super Saturday.

On that day, we will have vaccine clinics open throughout Aotearoa all day and into the evening. A bit like Election Day, we will be asking all our political and civic leaders to contribute to a big collective effort to turn people out.

We will be providing local MPs with heat maps showing where the highest concentrations of unvaccinated people are. Whether going door to door, working the phones, or waving signs, there will be a role for everyone to play.

Our political parties may all have different views on aspects of the COVID-19 response, but we are all united on one thing – vaccination. Super Saturday will be an opportunity to put aside our differences, just for 24 hours, and work together towards a cause we all support.

We are asking our business community, our media, and our community groups to play a role too. Those that want to offer incentives to the unvaccinated to get them in the door are encouraged to do so.

We will be asking parents and grandparents to encourage young New Zealanders to take up the opportunity to be vaccinated.

We must leave no stone unturned. No one should be left behind because they haven't had the support they need to make an informed choice to be vaccinated.

Let's all pitch in, and let's get this done.

## Agency Task

Develop a **campaign to create friendly competition** between regions around vaccination rates to motivate first doses.

We will need to have the campaign in market on Sunday 9 October with a seven day lead up to Super Saturday, 16 October.

The campaign will need to be highly localised with each region knowing their current rate on a daily basis. You'll need to think about how we make it competitive (positively) where appropriate eg. Oamaru vs Timaru, same sized cities/regions without giving the whole game away. The full national stats will be shared as part of the Freedom Forecast.

It would be great to also look at how we use our Shot creative to call out key milestones eg. Shot New Plymouth – 89% vaccinated!

Think about how we can best celebrate success on the Sunday following Super Saturday. What are the milestones we can call out? What does success look like without a specific target? It may look like different things to different regions.

**Assets** that our partners and other organisations can use to promote Super Saturday

**Social Media Creators** – how can we get them motivated around the campaign. Is there something we can do around the theme of What's one thing every New Zealander can do for Super Saturday to get NZ vaccinated. Could this be a pass along challenge that we seed?

## Considerations

- The campaign needs to align with and complement the 'Freedom Forecast' work being carried out through Colenso.
- The CVIP team will be able to provide a daily feed of data around vaccination rates as at the previous day. This data will also feed into the 'Freedom Forecast'
- The campaign needs to come to life under the 'Its our shot' creative platform.
- We have a group of agencies who need to work together on this – Colenso are doing the 'Freedom Forecast' element, Together are working on the targeted digital and social for vaccinated (how to talk to people about vaccination) and unvaccinated (your questions answered). Together are also providing a strategy on how we activate well known New Zealanders. I know I'm preaching to the converted here, but its super important that we all work together and call out overlaps or conflicts so we can resolve quickly.
- The CVIP design team are creating a lockup for Super Saturday based on our existing Shot design system which can be used across the campaign.

## High Level Timing

Brief	Wednesday 6 October
Concepts and Media Strategy	Thursday 7 October
Development	Thursday 7 and Friday 8 October
Approvals	Friday 8 October/Saturday 9 October
In Market	Sunday 10 to Sunday 17 October
SUPER SATURDAY	Saturday 16 October

## Mandatories

Aligned with 'Freedom Forecast' mechanic

'Shot' branding

## Depiction of people

Where people are depicted, this needs to be reflective of and relevant to communities across New Zealand including Māori, Pacific, Asian and CALD.

Also, where depicting groups (and also consider for individuals), disabled people should be included in a positive but not stereotypical way – think headphones on, wearing a t-shirt emblazoned with "inclusion" or "accessibility", or a guy with a skateboard and an artificial leg, rather than someone in a wheelchair or with a guide dog.

## Accessibility (as appropriate):

For the deaf consider

Picture in picture NZSL

Closed caption

Descriptive transcript

For the blind and partially sighted consider

Audio description

Braille

Large format

# COVID-19 vaccine: Taranaki Youth Drive

Creative Brief, 11 November 2021

## Purpose of this brief

We are partnering with the Taranaki DHB to mobilise their youth population. They have one comms person for the region, and we would really love to give her a hand and come up with some great ideas!

The Taranaki District is diverse, with large urban areas such as New Plymouth and Stratford/Hawera. Plus, rural areas with farming and agriculture important to the economy.

COVID-19 found was in the wastewater in Stratford on Friday 5 November. Providing a sense of urgency for the region to increase their vaccination rates.

We are looking at ways, outside the box, to increase their youth vaccination rates. In particular, the Māori and Pacific segments of the youth population whose rates are slow in climbing. There is also a large Indian youth segment who help work on farms and worry about the side effects and not being able to work.

The DHB have been gifted 6 x free tickets to Synthony (March 2022) and would like our help to come up with ideas to leverage these as an incentive tool for this audience.

## Objectives

Increase vaccination rates for Taranaki Youth, especially Māori, Indian and Pacific youth

- encourage those who are not fully vaccinated to get vaccinated
- focus on this audience that might not be reached by mass media
- reinforce that if you don't get fully vaccinated in time there will be everyday things you'll miss out on this summer.

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## Target Audience

Taranaki Youth:

New Plymouth District	Asian	12 to 19	104%	84%
New Plymouth District	Asian	20 to 34	118%	101%
New Plymouth District	Maori	12 to 19	61%	37%
New Plymouth District	Maori	20 to 34	59%	34%
New Plymouth District	Other	12 to 19	84%	63%
New Plymouth District	Other	20 to 34	78%	57%
New Plymouth District	Pacific Peoples	12 to 19	77%	55%
New Plymouth District	Pacific Peoples	20 to 34	77%	54%
South Taranaki District	Asian	12 to 19	90%	76%
South Taranaki District	Asian	20 to 34	108%	94%
South Taranaki District	Maori	12 to 19	68%	43%
South Taranaki District	Maori	20 to 34	56%	34%
South Taranaki District	Other	12 to 19	83%	58%
South Taranaki District	Other	20 to 34	73%	51%
South Taranaki District	Pacific Peoples	12 to 19	83%	64%
South Taranaki District	Pacific Peoples	20 to 34	92%	66%
Stratford District	Asian	12 to 19	87%	70%
Stratford District	Asian	20 to 34	104%	88%
Stratford District	Maori	12 to 19	59%	39%
Stratford District	Maori	20 to 34	62%	36%
Stratford District	Other	12 to 19	75%	53%
Stratford District	Other	20 to 34	71%	47%
Stratford District	Pacific Peoples	12 to 19	100%	75%
Stratford District	Pacific Peoples	20 to 34	50%	Data missing

### Barriers for unvaccinated youth (not Taranaki specific)

- Concern about long term side effects
- Concern that the vaccine is too new
- Fear of needles
- Fertility or pregnancy concerns
- Concern about vaccine ingredients
- Side effects – not wanting to get sick
- Concern about efficacy against new variants
- Don't want to take time off work

## Key Messages

This summer you'll need to be fully vaccinated and have your vaccine pass to guarantee you can do the things you love with the people you love – concerts and music festivals, nights out at bars and restaurants, going to the gym or sports events, even going to get a haircut.

Vaccination keeps us all safe. People who are vaccinated are much less likely to catch the virus, less likely to transmit it to others, and very unlikely to need hospitalisation.

Vaccination is the greatest tool we have to protect ourselves, our whānau and our communities against the ongoing impact of Covid-19.

It's never been easier to get your free vaccination today – find a walk-in or drive-through now at [covid19.govt.nz](https://covid19.govt.nz).

## Agency Task

### Task one:

- Create a competition to incentivise this audience for the DHB to run
  - NB - they have 6 x Synphony tickets at the Bowl, March 22
  - need to find a good hook (prize) that is motivating for the audience
  - how do they opt-in and prove they have been vaccinated
- Build a Two Shots campaign to support the competition

### Task Two:

- Build and implement a geo-targeted Two Shots campaign that fits this market e.g Two Shots for the Bowl; Two Shots for the Pub
  - Digital and non-digital as some of this population not online

### Task Three:

- Pitch any other ideas that you think would help mobilise this market
- The Barret brothers could be great to partner with as influencers

## Considerations

- There are some legal issues we need to be mindful of incentivisation
  - Prize and the Public Finance Act – how public money is spent
    - We will need to check if DHB has the same issues
  - Individuals will need to opt-in to the competition to avoid privacy issues
  - How do they prove that they have been vaccinated?

## Budget

Clemenger to advise via cost estimate

## High Level Timing

Brief	11 November
Concepts	16 November
Approval	17 November
In market from	19 November - ongoing

## Mandatories

Consistent with the Two Shots visual guidelines and branding

UAC, MPP and Karawhiua logos included

## Appendix

These personas created from the unvaccinated data help build a picture of who were are speaking to:

Rough estimate ~12%



### Haven't got around to it yet

Younger (originally 18-24, recent data 25-44 and slight male skew)

Jake, 24, is working part time on a construction site in West Auckland. He's a good guy who likes to go with the flow and hang out with his mates. He loves festivals, beach parties, a bit of fishing and some roadies over the summer.

Jake knows there's a big huha going on and it's all a bit of a pain having to social distance on a construction site. He can't wait to get back to some footy. He watched the 1pm briefing once but it was boring as.

His girlfriend gets on his back a bit about wearing a mask and his parents sometimes bring up the whole vaccine thing.

Jake says the same thing to anyone who nags -

*"It's my choice bro..whateva...I'll get round to it"*

Deep down he knows the vaccine important, but he has heard a few things that make him wonder, like it not being tested enough or from his mate Gerry who is always banging on about conspiracy theories. And with the virus changing and new vaccinations needed, sometimes Jake wonders if there's any point.

But a lot of that is post-rationalisation. In all honesty, Jake just hasn't got around to it yet and isn't exactly sure how to book one. Jake will probably start looking into getting a vaccine when he's booking tickets for New Year's festivals and has no choice.

*"I might do it at some point but I don't feel like there's a need to rush into it. I'm happy watching from the sidelines."*

#### Barriers that are higher for this group

They are more unengaged with the vaccine (not sure, 19%) haven't thought about it/got around to it (15%) and believe 'others have been pushing me too hard' (19%).

#### Motivation Thought Starter

Jake just needs the right nudge at the right time. Getting a vaccine has to be easy.

If he's honest, he's probably more concerned about missing out on the fun than getting sick with Covid so FOMO is a powerful motivator.

## Rural/smaller cities, Male, Māori



*"It's hard to find time to get the whole family over to the vaccine centre"*

- Wiremu, 33, lives in Kawerau with his wife and two teenage daughters, and has worked at the pulp and paper mill for the last ten years. He's often doing long shifts and getting home very late. He tries to make up for it on the weekend when he can and likes to go to the Marae. But the kids have heaps of sports and stuff on so it can be tough to get everyone together sometimes.
- In his spare time, Wiremu loves to go hunting and fishing and to cook up a big feed for the whole Whānau.
- Wiremu doesn't think Covid is as scary as people make out. And he doesn't feel particularly vulnerable right now being out in Kawerau. He's very community-minded though and cares a lot about the wellbeing of his Whānau, so if it ever did get close he'd think seriously about getting the vaccine.
- But for now, Wiremu will just wait and see. He hasn't spent much time looking into the vaccine but isn't overly concerned about what's in it or anything. If he's honest, the main challenge is finding the time off work to get the whole family to a vaccine centre. And if he's even more honest, Wiremu isn't particularly fond of visiting that type of institution. He's never made to feel comfortable there so will avoid it if he can.

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## Covid isn't much of a threat to me (out here)

~13%



Rural/smaller cities (originally male skew, but more recent data suggests is females too and includes younger too 18-24)

Graham, 33, is a sharemilker with his wife in Levels Valley near Timaru. He prides himself on being self-sufficient and backing his own decisions. He pushes on and gets the job done, even when things get tough. He did a lot of work on the house himself and sure as hell doesn't need to rely on anyone telling him how to do things.

Graham knows everyone by name in his community and often stops on the street for a good yarn. Everyone does their bit and helps out when it's needed. It's just what you do around here.

Graham enjoys having a few drinks with his mates at the local pub and watching the footie. A few of them have got the jab and said it was nothing more than a bit of a sore arm.

Graham has got a 'she'll be right' attitude which means he isn't proactive with his health and doesn't have much of a relationship with the local GP. Besides, he feels fit and strong and can't remember the last time he even had a sniffle.

Graham doesn't feel the need to get a vaccine urgently because there hasn't been any cases nearby. He'd probably get vaccinated if someone were to drop by work or his home, but the vaccine isn't worth the trip into town just yet.

*"You don't have to tell my how important vaccines are, we wouldn't have a rural life without them. Bring them up here or better still, drop by work and I'll get it done."*

### Barriers that are higher for this group

Can't get there easily is a barrier (12%). They are relatively unengaged with the vaccine, but interestingly over-index on it being 'my sense of duty to NZ' (38%).

### Motivation Thought Starter

We need to make it easy for Graham to get the jab by finding ways to take it to him or making booking even more convenient.

We also need to make it clear that the virus doesn't care where or who people are, it will find them. The vaccine is therefore a sensible thing to do for a no-nonsense guy like Graham.

# I'm anxious how it will affect my (fragile) health/life



## Rural/smaller cities, female skew

Hilary, 32, is a loving mother of three living in Kaitaia. She's caring and kind, and always there to lend an ear to those who need it.

Family is really important to Hilary and she sees children as being at the heart of the community. She's known and loved at the local school for getting involved in setting up fundraising events. She believes the government should be doing more to support families facing it tough. It can be challenging for her family to make ends meet. Her husband's work doesn't pay very well and neither does the two days a week she spends as an office manager.

Hilary isn't one to complain but life hasn't been easy – she has serious asthma and is on medication for a heart condition. This leaves Hilary feeling anxious about things like the vaccine.

Hilary would never want to be called an anti-vaxxer, but she does worry about its side effects and how it might impact her fragile health, especially when she has a family that relies on her. If the vaccine makes her sick or knocks her out even for a few days, she won't be able to look after the kids.

Hilary feels like there's still a lot of unknowns when it comes to the vaccine and is unsure of how it could impact people like her.

She might get the vaccine eventually, but for now she'll wait and see how safe it really is.

*"I want to know how people with my condition are getting on - is there any side effects? I'm the one that has to cope not them, I want to feel confident that I am doing the right thing because I worry that there could be a long-term effect of taking the vaccine that will last on me forever."*

### Barriers that are higher for this group

They are highly anxious about the vaccine's side effects. Also concerned about long-term health effects and believe it hasn't been tested enough.

### Motivation Thought Starter

Hilary needs to hear from others she trusts that the vaccine is safe for people like her. She needs to know that thousands of Kiwis with underlying health conditions have already had the vaccine. And getting vaccinated should be framed as the best thing she can do to protect herself, her whanau, and her community.



Released under the Official Information Act 1982

COVID-19 vaccine design brief for

# Tamariki Time brochure for parents

13<sup>th</sup> December 2021

## Purpose of this brief

MedSafe is currently assessing the use of the paediatric version of the Pfizer vaccine for children aged 5 to 11. There are around 476,294 children in New Zealand in this age range. It is anticipated that MedSafe will endorse the vaccine this week and cabinet will make a decision to use the vaccine at a meeting on 23 December. This will be announced to the public, along with the date it will be available (tentative date 17 January) that afternoon.

The paediatric vaccine is a third of the adult vaccine and will be delivered in unique orange vials. Two doses of the paediatric vaccine will be required, a minimum of 3 weeks apart. Vaccination will be available through the same network of providers as adult vaccinations have been ie. vaccination centres, Māori health providers, GPs and pharmacies.

The decision to get a child immunised tends to be one made within the family, with the mother the key decision maker. Given the decision on behalf of the child, this is something that is not taken lightly and there will tend to be significant discussion around it with clear and trusted information is required to inform the choice.

The announcement of child immunisation for COVID-19 will be made just before Christmas so it is likely that it will be discussed at family gatherings through the holiday period. We need to ensure that we are providing the best information in a way that is easy for parents to understand, help decision making and counteract misinformation.

This brief is for a brochure to set out the case for immunising children for COVID-19 and answer the key questions we know parents will have.

## Objectives

- Using the base information provided, review the copy, and amend to ensure that it is simple and appropriate for a parent audience.
- Using the branding elements of Tamariki Time, develop concepts and layout for the brochure.
- Using the brochure as a test case, progress the Tamariki Time branding to sit sympathetically alongside the existing UAC and Vaccine look and feel.

**Note:** ideally elements additional to the UAC logo should establish consistency with the overall Vaccination campaign but, on balance, strong connection is more important.

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## Primary Audience

Parents and caregivers of tamariki aged 5 to 11 years, with a specific focus on Māori, Pasifika, and parents of children with disabilities.

The mother tends to be the primary decision maker around child health and may be making decisions for more than one child. Parents and caregivers of tamariki with disabilities or underlying health conditions may be particularly anxious about the decision to have them vaccinated.

## Secondary

Grandparents and wider whānau - For Māori and Pasifika, grandparents and wider whānau take an active role in decision making for the family, including tamariki.

**Note:** Tamariki themselves are not an audience for this publication. Additional assets and collateral will be developed as part of the campaign for this age group.

## Agency Task

Develop concepts for a brochure to provide simple and relevant information for parents.

This will need to be based on copy provided by MoH that has been approved by the Clinical team. The challenge for the copywriter is to review and update the copy to ensure that it is written in a way that connects with parents, specifically our priority audiences, but does not materially change the meaning of the advice.

This copy may also be used to update the UAC [website page for parents](#).

To connect with parents, we will be using the Tamariki Time branding developed by the NRHCC and shared with the agency by Erin Stirling from Waitemata DHB. This branding has been co-designed and tested with Māori audiences and resonates strongly. The branding will also be adopted for the NRHCC campaign and may be picked up by other DHBs as the immunisation programme rolls out.

The brochure needs to integrate the Tamariki Time branding with the UAC/Vaccine brand however, the balance needs to be weighted toward the new brand.

The Tamariki Time visual style will be used across the key elements of the campaign, including being adopted by MoH designers for this work.

## Considerations

- It is vital that we create this work with the needs of Māori, Pasifika and the disabled front and centre. It can't be an afterthought.
- The creative work for the vaccine programme will use a co-creation model with inputs from MoH, NRHCC, ICC, Clemenger, and others.

- We need work that connects with priority groups in a way that they feel heard and understood and not just talked at.
- For communications around tamariki vaccination we are using the work immunisation rather than vaccination as immunisations is a normal and well-understood health practice for children.
- The style will be used for creative and communications outputs that are developed by Clemenger but will also be used by the MOH internal design team and by Together. Assets and style guidelines will be used across all teams.
- The brochure will be translated into multiple languages and accessible formats.

## High Level Timing (sorry!!)

Brief	14 December
Concepts	15 November
Revisions	16 December
Approvals	17 December
To Print	17 December

## Mandatories

Use of Tamariki Time look and feel and language. Cobranding with MOH and UAC logos

## Depiction of people

Where people are depicted, this needs to be reflective of and relevant to communities across New Zealand including Māori, Pacific, Asian and CALD.

Also, where depicting groups (and also consider for individuals), disabled people should be included in a positive but not stereotypical way – think headphones on, wearing a t-shirt emblazoned with “inclusion” or “accessibility”, or a guy with a skateboard and an artificial leg, rather than someone in a wheelchair or with a guide dog.

## Accessibility (as appropriate):

For the blind and partially sighted consider

- Braille
- Large format

## Appendix 1: Brochure copy

**Version 2 - 13.12.21 for copywriter review**

### Tamariki aged 5 to 11 COVID-19 Vaccine

Tamariki aged 5 to 11 are eligible for a paediatric (child) course of Pfizer. [SEP]

A child dose is one third of the adult dose. They will need 2 doses, at least 21 days apart.

#### Benefits of immunisation

COVID-19 generally has milder effects in children than adults. Symptoms are usually similar to a cold.

However, some children who have not been immunised can develop severe lung infections, become very sick, and require hospitalisation.

Like adults, children can transmit the virus that causes COVID-19 to other people if they're infected, even when they have no symptoms.

Immunisation can help protect siblings who are not eligible for vaccination and other vulnerable family members.

Immunisation can help keep kids in school and help them safely keep doing the things they love.

#### Safety

The Pfizer vaccine went through clinical trials with thousands of children. The side effects that were reported were mild, didn't last long, and are similar to side effects from other routine vaccines.

Pfizer is safe for children with food allergies. Unlike some other vaccines, there is no food, gelatin or latex in the Pfizer COVID-19 vaccine, and it is not grown in eggs.

The only reason that a child may not be able to have this vaccine due to allergy is if they have had a severe allergic response (anaphylaxis) to a previous dose of the Pfizer vaccine or an ingredient in the vaccine.

The Pfizer vaccine that is available for children had gone through the same approval process as other routine childhood vaccines. None of the clinical trials were skipped and no corners were cut when it comes to safety.

#### Side effects

Side effects in young people are similar to those seen in adults. They are generally mild and should only last 1 or 2 days.

The most common side effects are:

- a sore arm from the injection – you can put a cold cloth or ice pack on it to feel better
- a headache
- feeling tired
- feeling feverish or sweaty

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- nausea
- aching muscles.

After immunisation the child will need to stay for at least 15 minutes so that any adverse reactions can be monitored.

If they develop difficulty breathing, a racing heart, chest pain or feel faint (straight away or in the days after the vaccine), seek medical attention.

If they feel unwell, get them to rest and drink plenty of fluids. They should avoid vigorous exercise, like running around or swimming. Paracetamol or ibuprofen can be taken (following instructions on packaging, or as given by your doctor or pharmacist) after immunisation to help to relieve fever or pain.

### Tips before your appointment

1. Provide encouragement and keep them relaxed.
2. Make sure they have had something to eat and drink
3. Check they're wearing clothes that make it easy to see and access their upper arm.

If they're a little nervous, they're welcome to take something to the appointment that will distract them, like a soft toy, or a phone.

If the child has any pre-existing health conditions, or has any previous reactions to immunisations, let your vaccinator know.

### Top 7 facts about the Covid-19 and vaccination

1. COVID-19 vaccines are already the most well- studied vaccines ever made.
2. This is no evidence that this vaccine has any effects on children's development.
3. Once the vaccine has done its job, it is quickly eliminated from the body.
4. The Pfizer vaccine has a good safety record and has proven to be effective after millions of doses have been administered worldwide.
5. Over 2 million children have been vaccinated in US and Canada.
6. The clinical trials showed that 10% of 5-11 year olds have side effects.
7. The COVID-19 virus is very unpredictable. Some children have become very sick, some children have had very mild symptoms, and some have had no symptoms at all. Data from overseas shows that some children experience mild symptoms from COVID-19, but then experience long term effects of many months after the COVID infection.

### Book or walk in

Children aged 5 to 11 cannot give their own consent. A parent, caregiver, legal power of attorney, or whanaungatanga will need to accompany a child to their appointment(s) as the responsible adult and will need to confirm consent for the child to be immunised.

At the appointment the adult and child can ask as many questions as they like.

Book My Vaccine (make sure you select the appropriate age range)

Walk-in: Not all sites offer child immunisations. Visit healthpoint/ or call ..... to check before you arrive

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 MINISTRY OF  
HEALTH  
MANATŪ HAUORA

The disability team is available Monday to Friday, from 8am to 8pm. They will support your whānau, can book an immunisation appointment, and answer any questions you may have.

- Call: [0800 28 29 26](tel:0800282926) and push **2**
- Free text: **8988**
- Email: [accessiblecovidvaccinations@whakarongorau.nz](mailto:accessiblecovidvaccinations@whakarongorau.nz)

For more information and links to research, visit [health.govt.nz/CovidVaccineKids](http://health.govt.nz/CovidVaccineKids)

Have questions about the vaccine? Talk to the COVID Vaccination Healthline 8am–8pm, 7 days a week.

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# COVID-19 creative brief for: 5-11 year olds - immunisation announcement support

14 / 12 / 2021

## Background and purpose of this brief

Medsafe is currently assessing the use of the paediatric version of the Pfizer vaccine for children aged 5 to 11 years. There are around 476,294 children in New Zealand in this age range. It is anticipated that Medsafe will endorse the vaccine this week and Cabinet will make a decision to use the vaccine at a meeting on 23 December. This will be announced to the public, along with the date it will be available (tentative date 17 January) that afternoon.

The paediatric vaccine is a one third of the dose of the adult vaccine. Two doses will be required, a minimum of 3 weeks apart and vaccination will be available through the same network of providers as adult vaccinations have been i.e. vaccination centres, Māori health providers, GPs and pharmacies.

The decision to get a child vaccinated tends to be one made within the family, with the mother the key decision maker. Given the decision is on behalf of the child, this is something that is not taken lightly and there will tend to be significant discussion around it with clear and trusted information required to inform the choice.

The announcement of the COVID-19 vaccination for children will be made just before Christmas so it is likely that it will be discussed at family gatherings through the holiday period. We need to ensure that we are providing the best information in a way that is easy for parents to understand, to help decision making and counteract misinformation.

This brief is for to support the announcement, to encourage discussion amongst friends and whānau and to point people in the right direction to get further information.

## Agency Task

Create an information campaign which supports the announcement of the rollout of vaccinations for 5-11 year olds and utilises the creative approach that has been developed through Northern Region Health Coordination Centre (NRHCC).

## Objective

To inform the parents and caregivers that **COVID-19 immunisations** for 5-11 year olds will be available from 17 January (tbc) and where to find information.

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## Target Audiences

### Primary audience:

Parents and caregivers of tamariki aged 5-11 years old, prioritising Māori, Pasifika and parents and caregivers of children with disabilities.

The mother tends to be the primary decision maker around child health and may be making decisions for more than one child. Parents and caregivers of tamariki with disabilities or underlying health conditions may be particularly anxious about the decision to have them vaccinated.

### Secondary audience:

Grandparents and wider whānau also play a very big part in this decision making

## Key messaging

- Immunisation for 5-11 year olds will commence in the new year (17<sup>th</sup> January)
- The Christmas break is a great time for parents and caregivers to start thinking about this for their tamariki
- Talk to whānau and trusted people to help decide if this is right for your tamariki
- You can find helpful information at *URL* (tbc but potentially UAC, Karawhiua and MPP) or call 0800 28 29 26

## Timing

It is anticipated that the announcement will be next Thursday 23<sup>rd</sup> December. Advertising is required for that afternoon, post announcement, on social media, and on radio and digital media from Friday 24<sup>th</sup>, running through to 17<sup>th</sup> January when vaccinations commence.

## Tone

Friendly /reassuring / helpful / inclusive – VO from someone like Stacey Morrison

This will evolve once vaccinations commence in the new year, potentially utilising some of our 15" TV spots at that stage.

# COVID-19 creative brief for: 5-11 Nanogirl video

3/3/2022

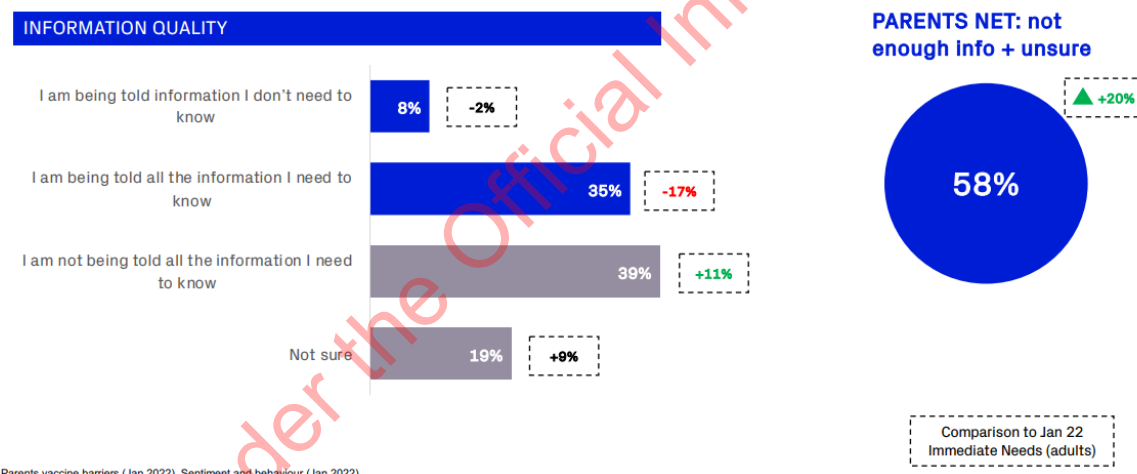
## Background and purpose of this brief

The campaign targeted at parents and caregivers of 5-11s is successfully driving people (currently 51% of eligible population – 3 March 2022) to get their tamariki vaccinated.

However, with Omicron spreading fast around the country, we need to find ways to support parents and caregivers (that have not yet immunised their children against COVID-19) to get all the information they need to make that decision.

Recent TRA research on 5-11 barriers and motivators provided some good advice about what information people are looking for. Nearly 40% said they don't have all the information they need to know.

## Parents need reassurance through information to make this big decision



We think one of the information gaps is a lack of understanding about the science of the vaccine in children. And we think a resource is needed that explains to both parents/caregivers and children how it works so they can be reassured and talk it through together.

## Agency Task

We want to partner with Nanogirl to create a 'Nanogirl's Lab' video that parents and caregivers can watch with children that explains the science behind the vaccine.

The purpose is to provide parents and children with confidence about how the vaccine works and what it will do in their child's body to protect them against COVID-19. This needs to be informative but done in a fun and engaging way – which is Nanogirl's usual style!

The content of this Nanogirl video - <https://www.medickinson.com/post/covid-19-mrna-vaccine-explained-using-cookies> - which explains mRNA vaccines is great, but we think it's still a bit complex for our 5-11s. So, we would like similar information but delivered in a way that can be understood by the younger end of our age range. It may be that we need two slightly different videos, one for 5-8 year olds and one for 9-11s.

We also like the energy, graphics and set up of this one which is part of the series delivered from the 'Nanogirl lab' - [WHAT IS COVID19 WITH NANOGIRL! - YouTube](#)

## Objectives

- Explain to 5-11 year olds the amazing science behind the vaccine and how it will work in their body to help them fight COVID-19
- Explain to parents/caregivers of 5-11 year olds how the COVID-19 vaccine will work in their tamariki
- Reassure both parents/caregivers and tamariki through a shared resource that the science behind the paediatric vaccine is sound

## Key messages

The key messages on the science content will come from Nanogirl but we will also need to ensure we cover the following:

- The COVID-19 vaccine is one of the best tools we have to slow the spread of the virus
- It's normal to have questions about the vaccine and one of the big ones may be 'how does it actually work in my body?'
- The science behind the mRNA vaccine is amazing etc (Nanogirl content)
- If you have more questions on the COVID-19 vaccine go to [covid19.govt.nz/tamariki](https://covid19.govt.nz/tamariki) or call 0800 282926

## Timing

To have a video w/c 14 March if possible.

## Tone

Our Tone **Is**:

Friendly, easy to understand/simple, compassionate, reassuring, helpful, inclusive, empowering, talking

Our tone **is not**:

judgemental, finger pointy, overly technical, prescriptive, fear mongering, shouting

## Considerations

The COVID-19 landscape in NZ is changing fast. Parents may increasingly know of children who have it and don't suffer too badly so they may be hesitant to 'risk' the vaccine instead of COVID. We need to help them understand that the 'risk' of the vaccine is unfounded from a science perspective.

We also want this to be a video resource for schools to use as part of a Schools pack we are developing.

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