REVIEW OF BCW DRAFT MESSAGING FRAMEWORK
09/17/2020

A few notes from the Caputo/Weber call that could feed into the comms. strategy and messaging. Also, below, some high-level comments on the messaging framework slides. Hope this helps-

Caputo Comments
Caputo speaks in "taglines," and high level concepts, some of which include:

- **Remarkable** – More than once, he spoke about wanting to do something "remarkable." He didn't elaborate, but getting people to "remark" on something "remarkable" is key to the campaign. Get our audiences to tell us/describe what would remarkable look like, feel like, etc
- **Memorable** The goal of the campaign is to be "memorable." In this regard, he invoked the image of Rosie the Riveter again. For that time, Rosie was "risque," "muscular" (biceps), etc. In other words she was a memorable, enduring image. Strategically, her image was able to galvanize a nation around a common enemy (Nazis). For us, the "enemy" is the virus.
- **3-Parts** – He described an effective PSA (masks) as consisting of three parts: 1) 15sec – what it is, 2) 30sec. – why it's important, and 3) the impact/consequence of doing (not doing)
- **Rock the Vote (Russia) –** Apparently, he was the brains and organizer of this campaign, which by his account, was very successful (included Madonna), etc. Specifically, what made this campaign successful? – use of celebs, etc. We may want to assess the campaign elements and success factors.
- **Culture Shift –** In one form or another, we could be getting the CV19 vaccine the "rest of lives;" hypothetically, the CV19 vaccine could supersede the flu vaccine. We need a permanent shift in the public "mindset" that the virus could be here to stay
- **Behavior Change –** How do we get people "out of their chair, into their car, and over to the clinic for their shot?" Good imagery, nice progression, etc.
- **Testimonials and "Choice"** – Anti-vaxxers who have become pro-vaccine. Factors that influenced a change in their mindset/choice. For the anti-vaxxers, we need to learn and speak some of their "language" – e.g., trigger words/images
- **Credible Voice** – For many, the pharmas and their joint pledge to safeguard the vaccine/American people is a more credible voice/message than FDA or CDC. Bill Gates has opined in this direction.

Soundbites/Taglines
- **Keep America Well** – "Everything you're doing, every day, can save lives;" "Keeping people from getting sick is Keeping America Well
- **"Helping the President will Help the Country"** – this would appeal to his base in terms of wearing a mask, vaccine – Do Your Part…
- **This thing (virus) is bigger than you, it's bigger than me. It will take all of us.**
- **"CV19, it's the public health challenge of all time"**

Misc
- Of the media/platforms, he sees "radio" as channel numero uno

Comments specific to the slides:
- 3Ws – Is there a corollary "mnemonic" for the SG's 3W's that we can adapt for the CV19 vaccine?
- Slide 5 – Do we want to add a row on "Quarantining/Isolation?"
- The two slides below may help further inform the messaging approach in terms of question categories (e.g., family, safety) and framing (e.g. Emotional—Trust, Benefit and Control)

Questions.

For each PSA/product, questions will be refined based on individual participants and aligned to target demographics, using the below framework:

Celebrity Data Points	Sample Question	Messages
FAMILY	• What are the three most important things I should be doing now to protect myself and my family?	Top 3 to 5 Messages
PROFESSION	• When will music venues be able to safely reopen?	Top 3 to 5 Messages
SAFETY	• Can we trust a vaccine developed in such record time? • Why are Black, Hispanic and Native American populations at higher risk for contracting CV19?	Top 3 to 5 Messages
GENERAL	• With flu season coming up, what are the differences in symptoms between seasonal flu and CV19?	Top 3 to 5 Messages

Framing
EMOTIONAL **(e.g., Trust, Benefit, Control)**
BEHAVIORAL **(e.g., Ease, Efficacy, Safety)**
SOCIAL **(e.g., Family, Friends, Community)**
MEDICAL **(Scientific and Public Health Response)**
ENVIRONMENTAL **(Economic, Legal, Regulatory)**