



VACCINES CAMPAIGN

CLIENT:

SOLIDARITY FUND

DATE:

OCTOBER 2021

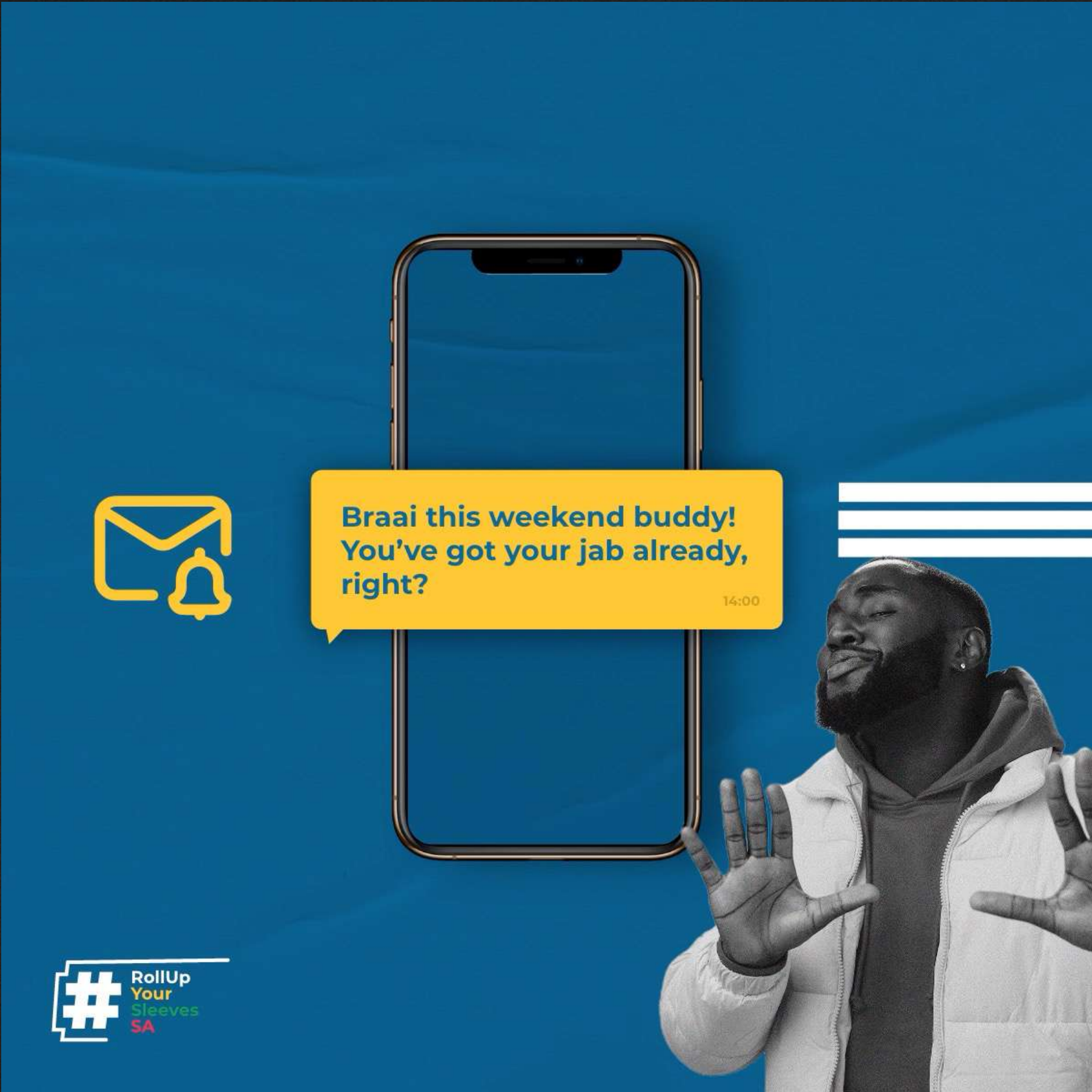
VOOMA WEEKEND



VOOMA WEEKEND RADIO AD'S



SOCIAL MEDIA



TIKTOK



PR INTERVIEWS

Newsroom Afrika



ENCA



SABC News



CAMPAIGN ELEMENTS



RADIO



URGENT ANNOUNCEMENT RADIO AD



DJ CONVERSATIONS



TV



HIGHER ORDER



HIGHER ORDER TVC - 90"



HIGHER ORDER TVC - 20"



INFLUENCERS



INFLUENCER TVC's



INFLUENCER TVC's



MEDICAL EXPERTS TVC




SOCIAL MEDIA



SOCIAL MEDIA POSTS




**Solidarity Fund** ✓
September 23 at 2:11 PM · 🌐 · 🌐

We only deal in FACTS.
And the fact is: getting the vaccine will NOT give you COVID-19.


To put it simply, the vaccine is designed to show your body what the virus looks like without getting you sick. So, if or when you do contract COVID-19, your body already knows the enemy and how to fight it off!

Now, [#RollUpYourSleevesSA!](#)





NO - the vaccine won't give you COVID-19

But,



It WILL greatly lower your chances of dying*

Simple, right?

*Source: NICD


**Solidarity Fund** ✓
September 24 at 9:00 AM · 🌐

Getting vaccinated may not always stop you from contracting COVID-19.

BUT with the vaccine:


- ✓ You're 29x less likely to be hospitalised with COVID-19
- ✓ You're 5x less likely to be infected than those without the jab
- ✓ You're 15x less likely to die from COVID-19

Don't you think it's time you [#RollUpYourSleevesSA?](#)



You're 15x less likely to die from COVID-19*

*Source: NICD


**Solidarity Fund** ✓
September 24 at 9:00 AM · 🌐

Getting vaccinated may not always stop you from contracting COVID-19.



BUT with the vaccine:

- ✓ You're 29x less likely to be hospitalised with COVID-19
- ✓ You're 5x less likely to be infected than those without the jab
- ✓ You're 15x less likely to die from COVID-19

Don't you think it's time you [#RollUpYourSleevesSA?](#)



You're 5x less likely to be infected*

*Source: NICD



SOCIAL MEDIA

Higher Order TV FB Post



Solidarity Fund

Published by Nomsa Makhooe · October 8 at 8:51 AM ·

It's time to take back what we've lost.


It hasn't been easy and our losses have been real, but we've had setbacks before and we've always come out stronger!

It's time to roll up our sleeves and get vaccinated so we can get back to living!... **See More**


It's time,



Tactical Instagram stories with engagement tactics




solidarityfundrsa · 22h



There has been a lot of misinformation surrounding the COVID-19 vaccines and their development.

When deciding whether to get the vaccine, it's important to be empowered by accurate information.




Visit the COVID-19 Information Center for vaccine resources.

Question Time

Can you choose where and when you get vaccinated?

YES


NO



#UnityInAction



YES!

NEW OPTIONAL BOOKING SERVICE FOR YOUR VACCINATION APPOINTMENT





After registering on the Electronic Vaccine Data System (EVDS), you can now **also** choose **when and where** to get vaccinated or change your vaccination appointment!


Use any device with internet access and visit:

 [VACCINE.BOOKING.HEALTH.GOV.ZA](https://vaccine.booking.health.gov.za) 





Make sure you have:

 The identification number that you confirmed during EVDS Registration, (ID number, Non-RSA Passport, or Asylum Seeker/Refugee Number)

 Access to the cellphone number that you registered with (your cellphone number will be used to send you an OTP SMS).

 Your preferred location of vaccination.

Contact the COVID-19 Hotline: 0800 029 998 (Monday - Friday, 9am to 5pm, Saturday - Sunday open public helpline, 9am to 5pm)



© Joe Public United 2020

SOCIAL MEDIA STORIES

Tactical Instagram stories with engagement tactics



SA IS OUT OF THE 3RD WAVE AND THE TEST POSITIVITY RATE HAS DROPPED FROM 35% TO 5%.

IT'S GOOD NEWS, BUT WE NEED ALL SOUTH AFRICANS TO ROLL UP THEIR SLEEVES TO KEEP THAT NUMBER LOWER THAN 5%!



WHAT WAS SA'S HIGHEST COVID-19 TEST POSITIVITY RATE?

(A) 12%

(B) 35%

(C) 22%

(D) 55%



QUIZ

#UnityInAction

QUIZ



WHAT IS A COVID-19 POSITIVITY RATE?

THE COVID-19 TEST POSITIVITY RATE IS A USEFUL MEASURE THAT SHOWS HOW MUCH COVID-19 IS SPREADING IN A COMMUNITY.



#UnityInAction



THE @WHO HAS DEEMED A POPULATION'S POSITIVITY RATE OF OVER 5% AS BEING TOO HIGH, AND CAN TRIGGER THE NEED FOR LOCKDOWNS AND SOCIAL RESTRICTIONS.



#UnityInAction

ROLL UP SLEEVES

TO AVOID A 4TH WAVE, WE NEED TO SEE THE TEST POSITIVITY RATE CONTINUE TO DROP.

IF WE WANT TO AVOID A 4TH WAVE DURING THE HOLIDAYS, IT IS IMPORTANT EVERYONE ROLLS UP THEIR SLEEVES AND GETS VACCINATED.



#UnityInAction



SOCIAL MEDIA STORIES

Supporting PR


#RollUpSA2d

Join @TUMISOLE & Dr Rozani tonight at 19:30 on #TwitterSpacesWithTumiSole.

#ROLLUPYOURSLEEVESSA

Tumi Sole unpacks the difference between side effects and adverse reactions with Dr Sangxa Rozani

Date: 12 October 2021
Time: 19h30
Platform: Twitter Spaces



@solidarityfundrsa



Tap link below to join

[TWITTER.COM](#)

Seen by 80

Share to... Boost More

solidarityfundrsa4m

DON'T FORGET TO TUNE IN TO @RELEBOGILE'S INSTAGRAM LIVE TONIGHT @ 19:00 AS SHE UNPACKS HER COVID-19 VACCINE JOURNEY

JOINED BY A TEAM OF MEDICAL EXPERTS TO ANSWER ALL YOUR COVID-19 RELATED QUESTIONS

#ROLLUPYOURSLEEVESSA



@relebogile

[INSTAGRAM.COM](#)

TO JOIN CLICK HERE

Seen by 1


Share to... Boost Highlight More

solidarityfundrsa18m

JOIN @SONGZZIBI FOR HIS VERY FIRST #VACCINETHURSDAYS TWITTER SPACES, WHERE HE WILL BE JOINED BY EPIDEMIOLOGIST DR @THESAULGUY

THEY'LL BE UNPACKING THE #COVIDVACCINE SCIENCE, ITS DEVELOPMENT AND SAFETY TESTING.

TONIGHT @ 19:00



TO SET A REMINDER CLICK HERE

[TWITTER.COM](#)

#ROLLUPYOURSLEEVESSA

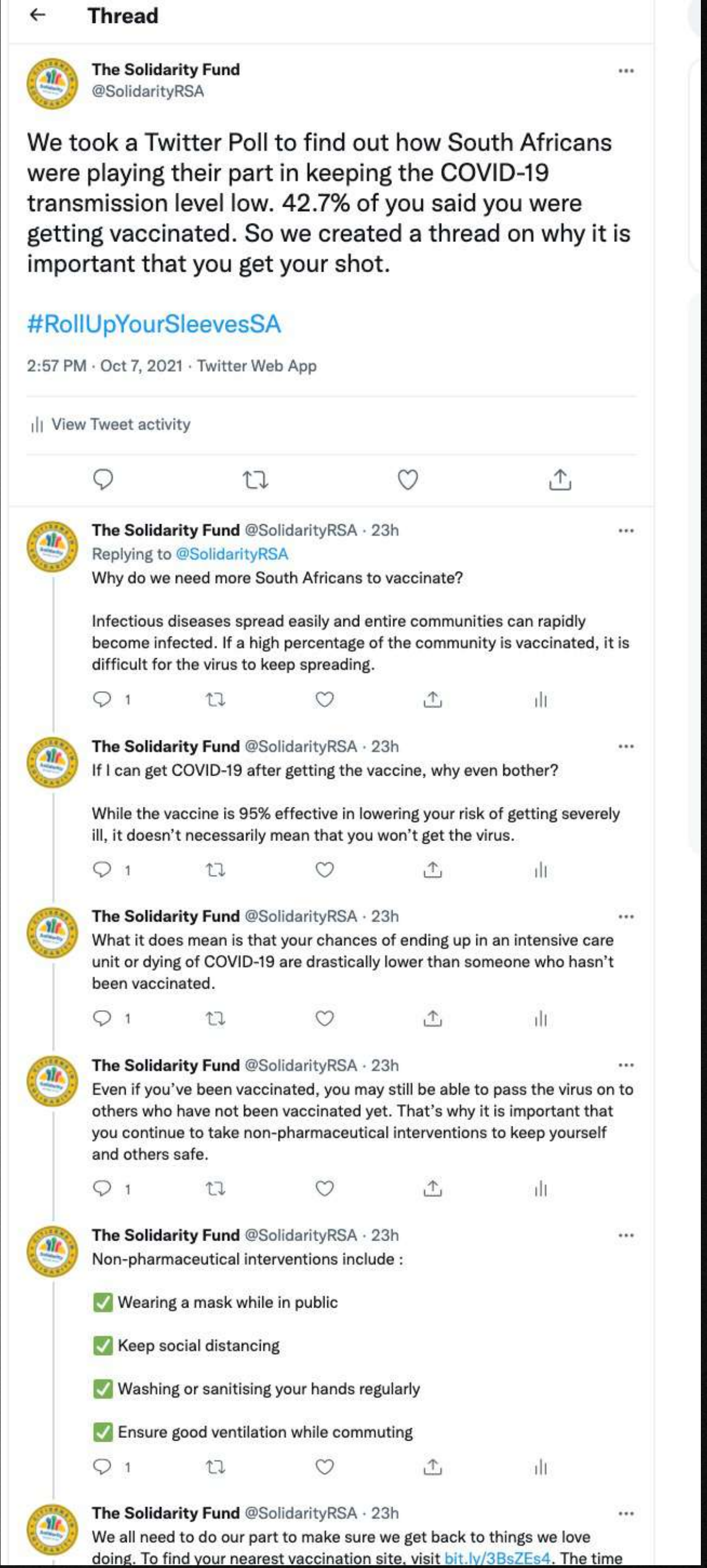
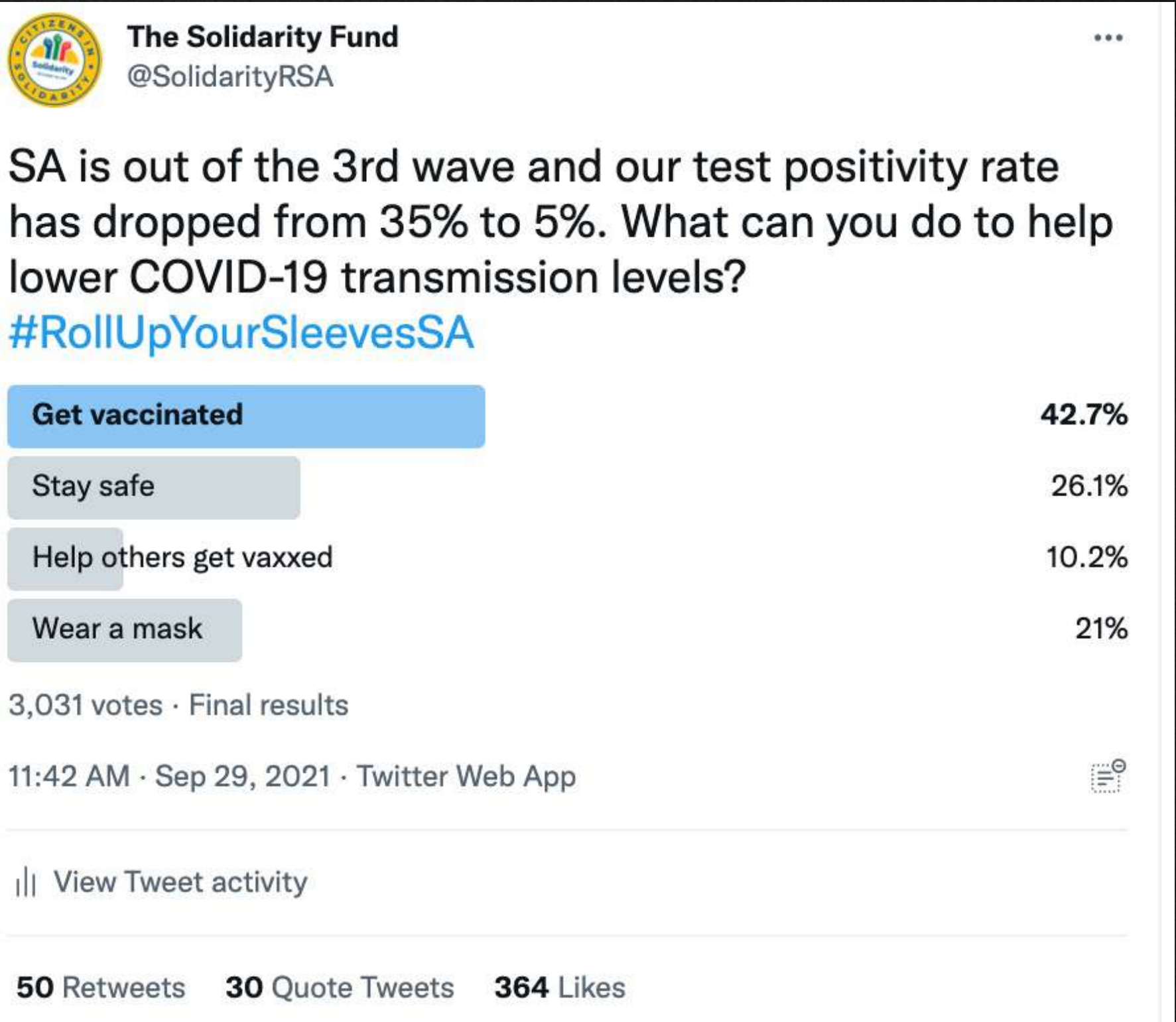
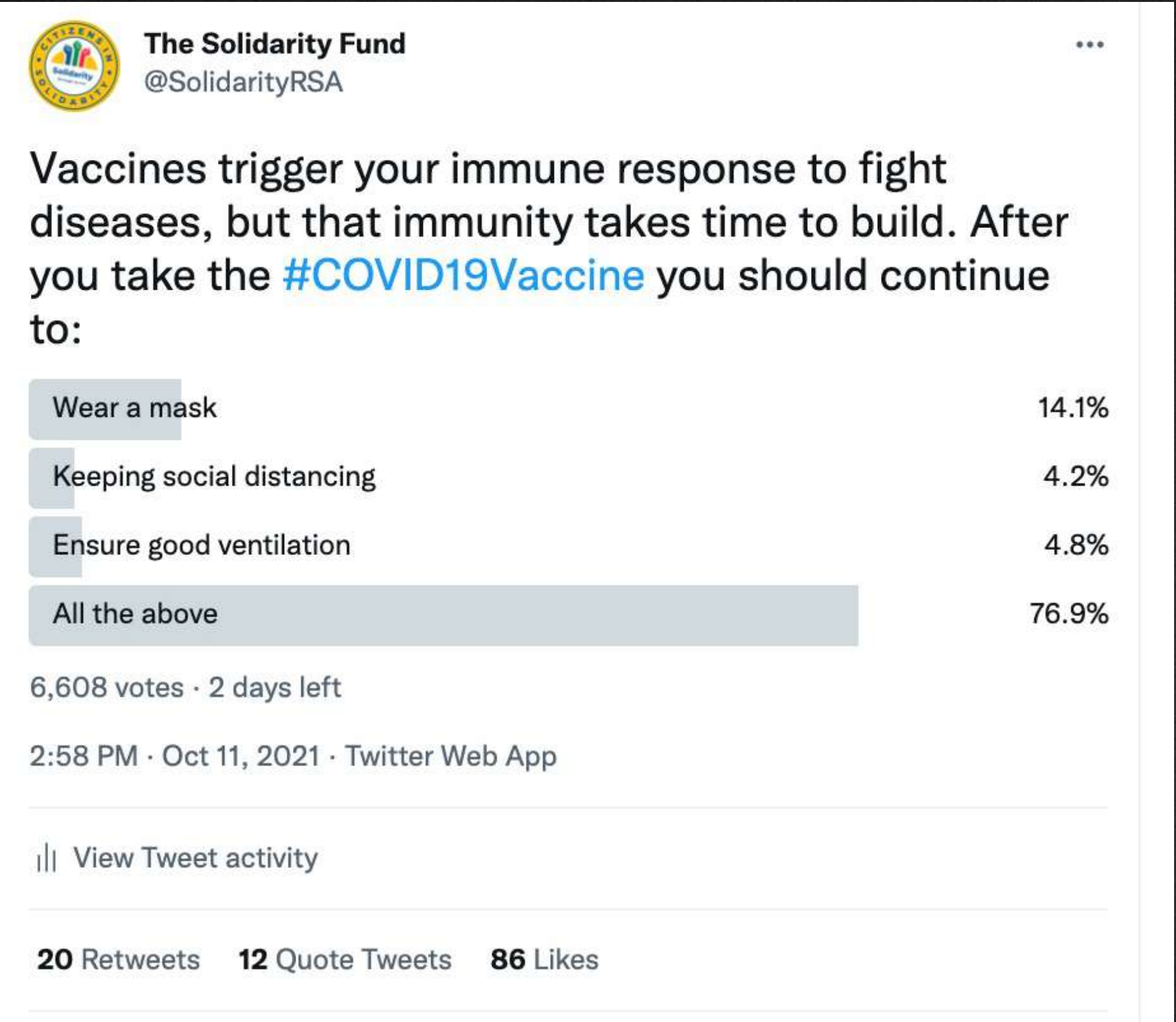
Seen by 9

Share to... Boost Highlight More



SOCIAL MEDIA

Twitter – Polls



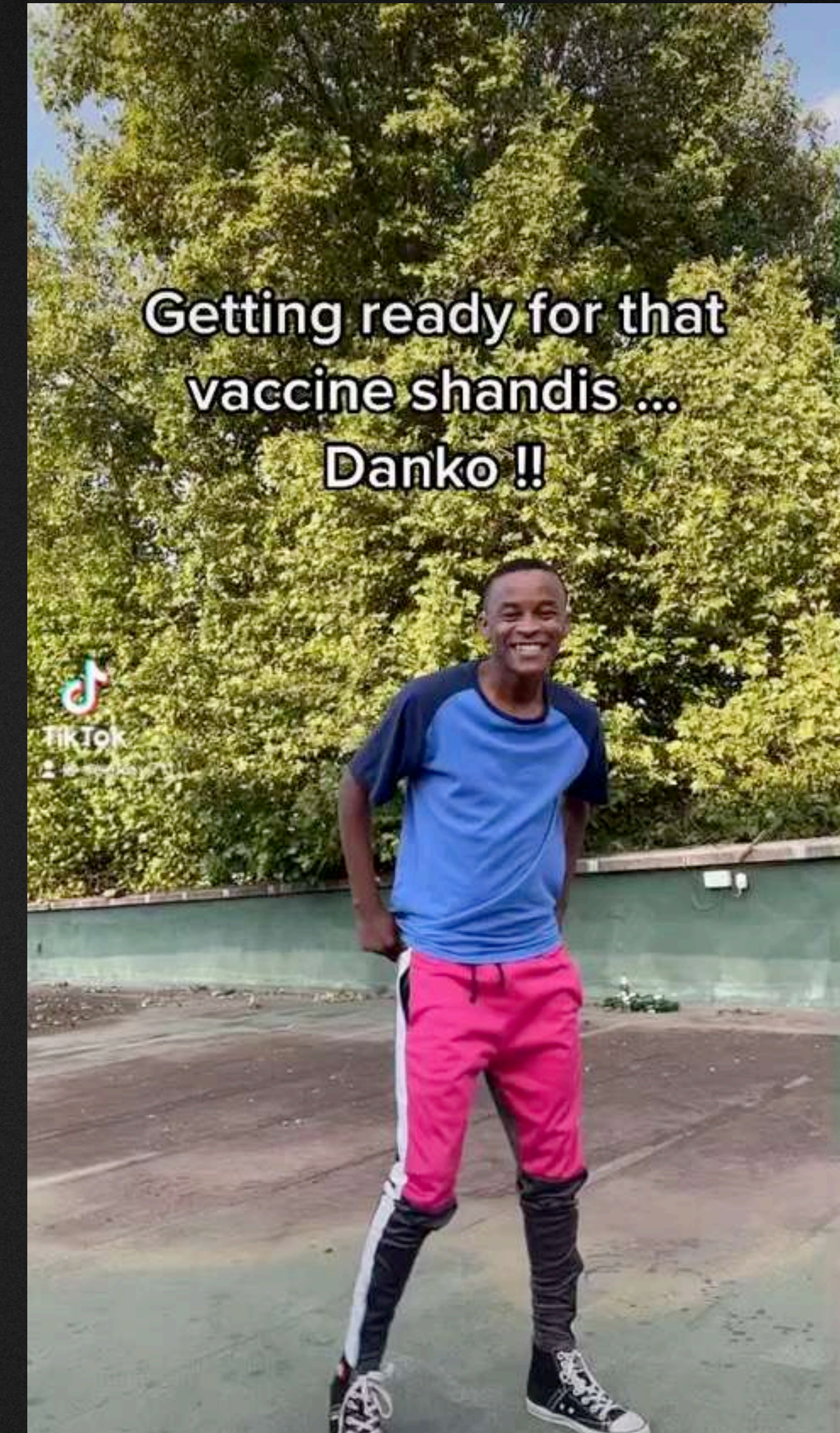
SOCIAL MEDIA

Twitter – Community conversation intercepts and PR Engagement



SOCIAL MEDIA

TikTok Content Creators – Pro Vaccine



SOCIAL MEDIA – DJ POSTS

DJ Brian Rikhotso – Munghana FM

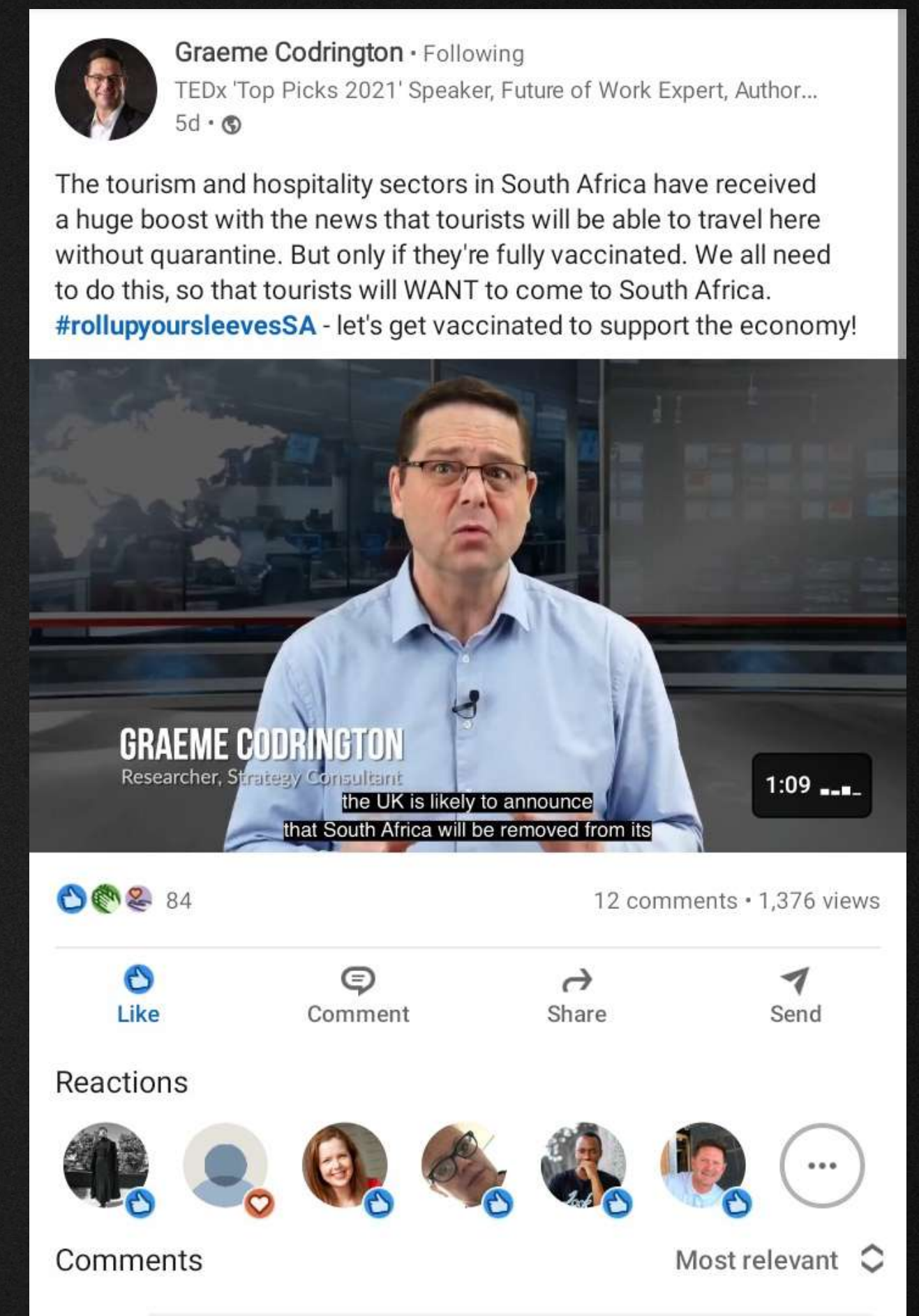


DJ Seipati Seoke – Lesedi FM



SOCIAL MEDIA – KEY OPINION LEADERS PODCASTS

Graeme Codrington - Author, Futurist, Strategy Consultant



SOCIAL MEDIA – KEY OPINION LEADERS PODCASTS

Songezo **Sibi** - Author, Speaker

A portrait of Songezo Sibi, a Black man with short hair, wearing a grey suit, white shirt, and a patterned tie. He is standing with his arms crossed against a dark red background.

Please join me for my first
#VaccineThursdays Twitter Spaces
with epidemiologist Dr Saul Johnson
as we unpack COVID-19 vaccine science,
development, and safety testing.

Date: 14 October 2021
Time: 19h00 – 20h00

The logo for 'RollUp Your Sleeves SA' features a large white hashtag symbol (#) on a dark red background, with the text 'RollUp Your Sleeves SA' in white and yellow to its right.

RollUp
Your
Sleeves
SA



ACTIVATIONS





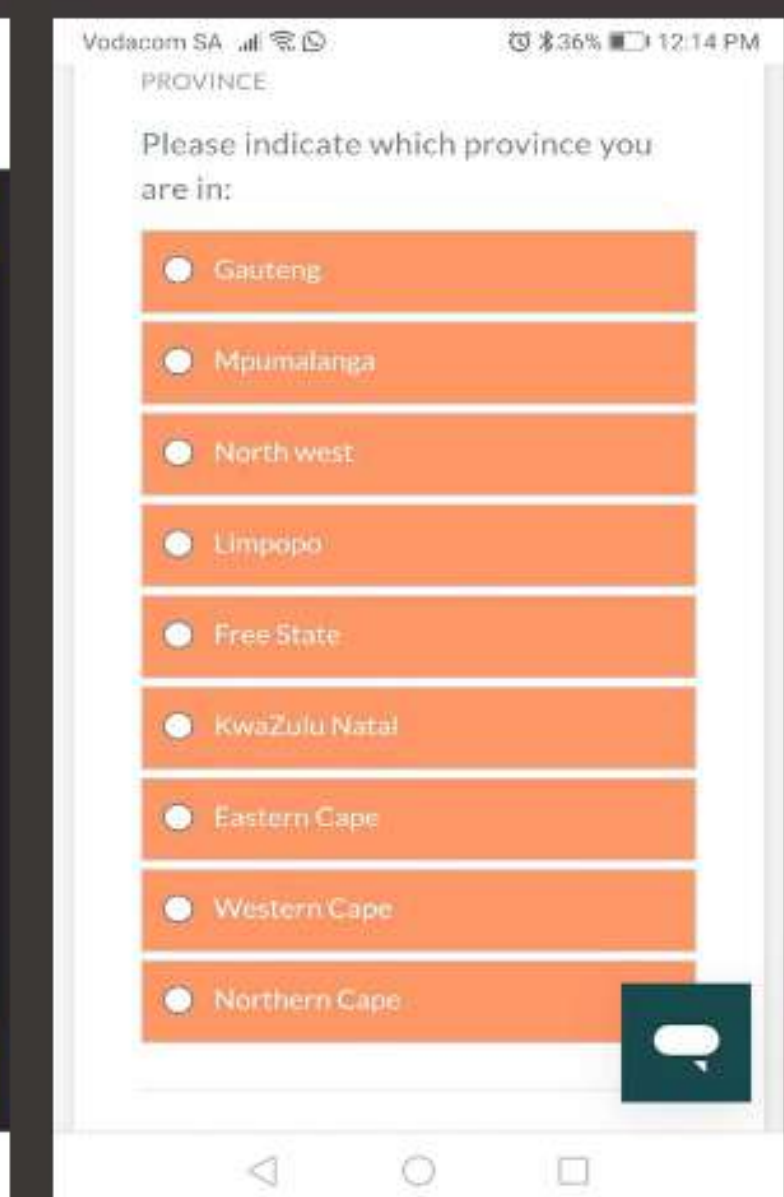
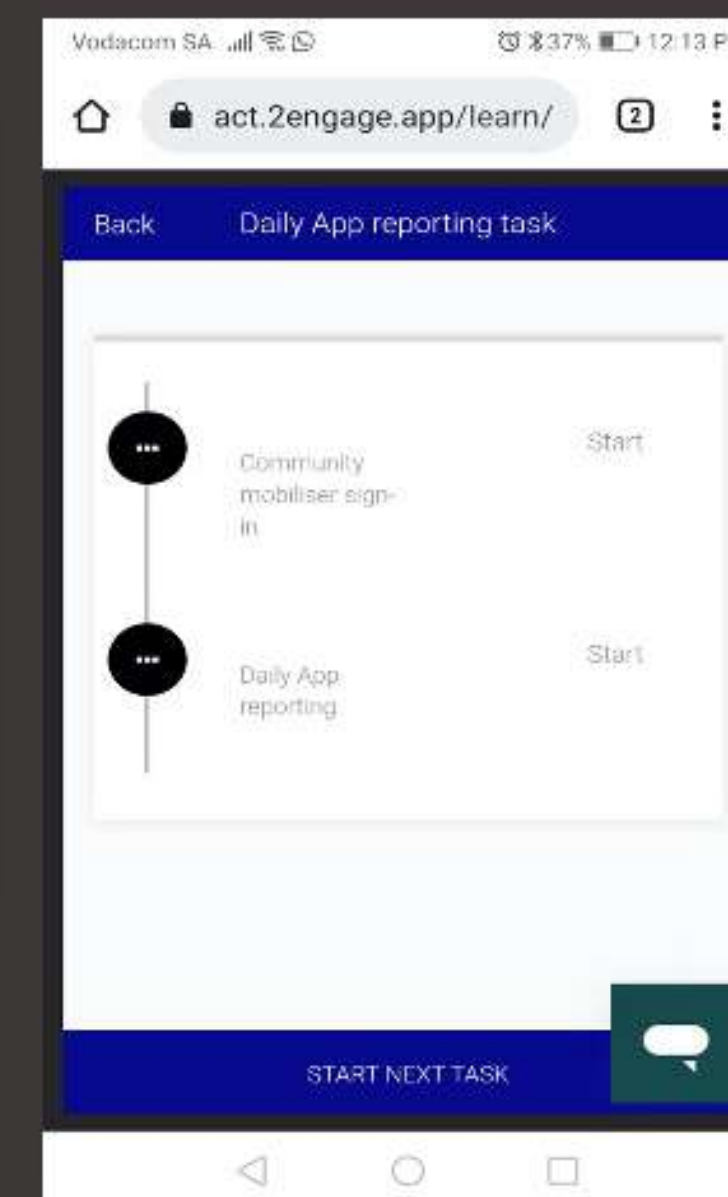
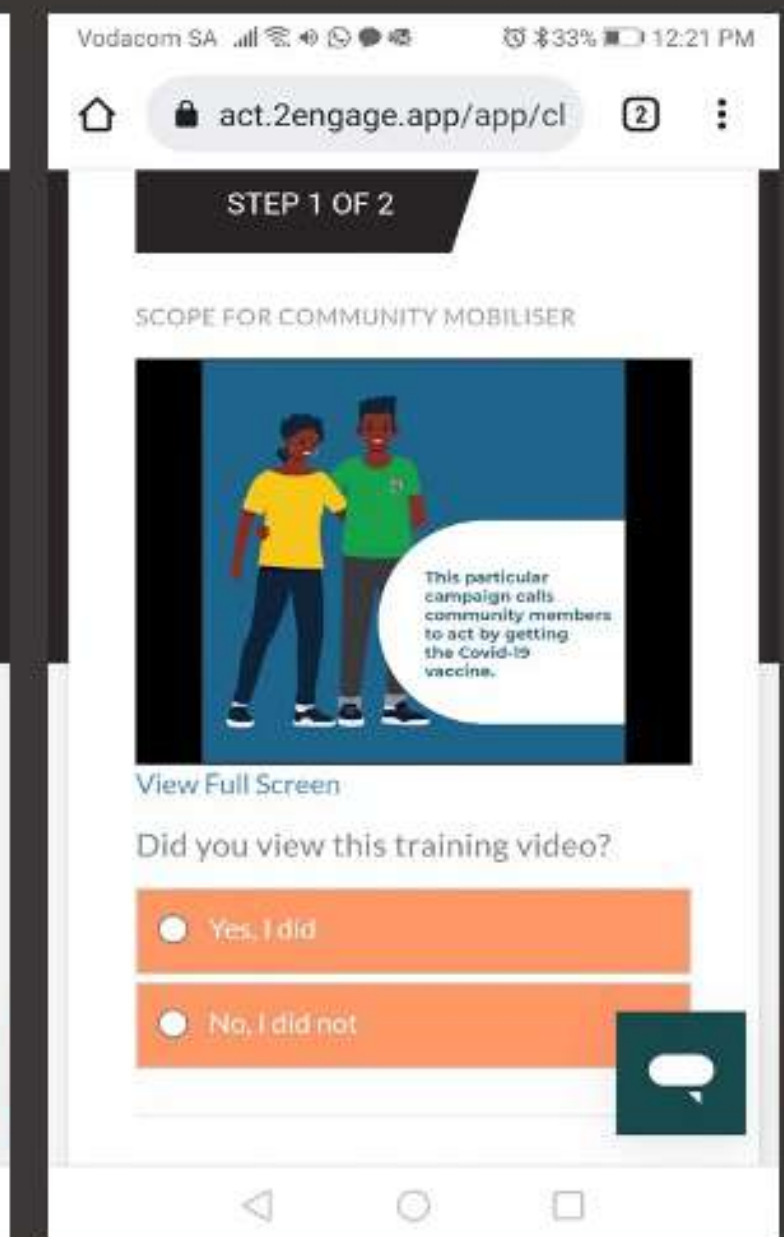
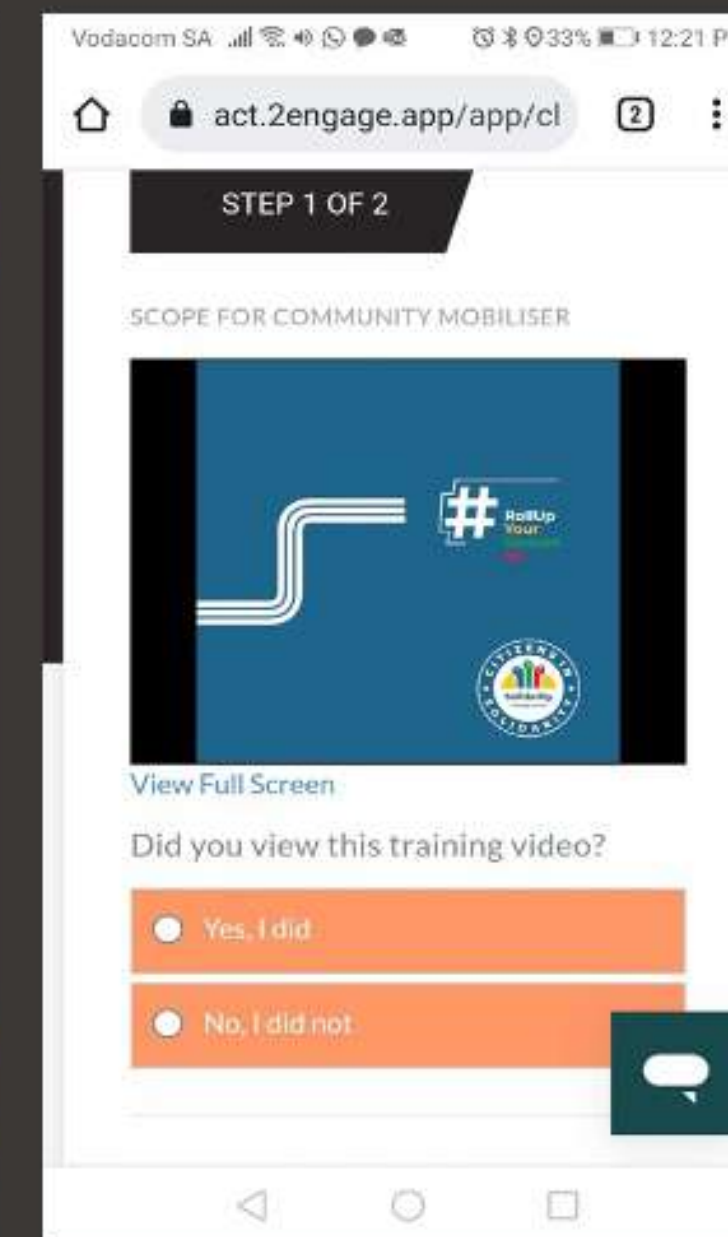
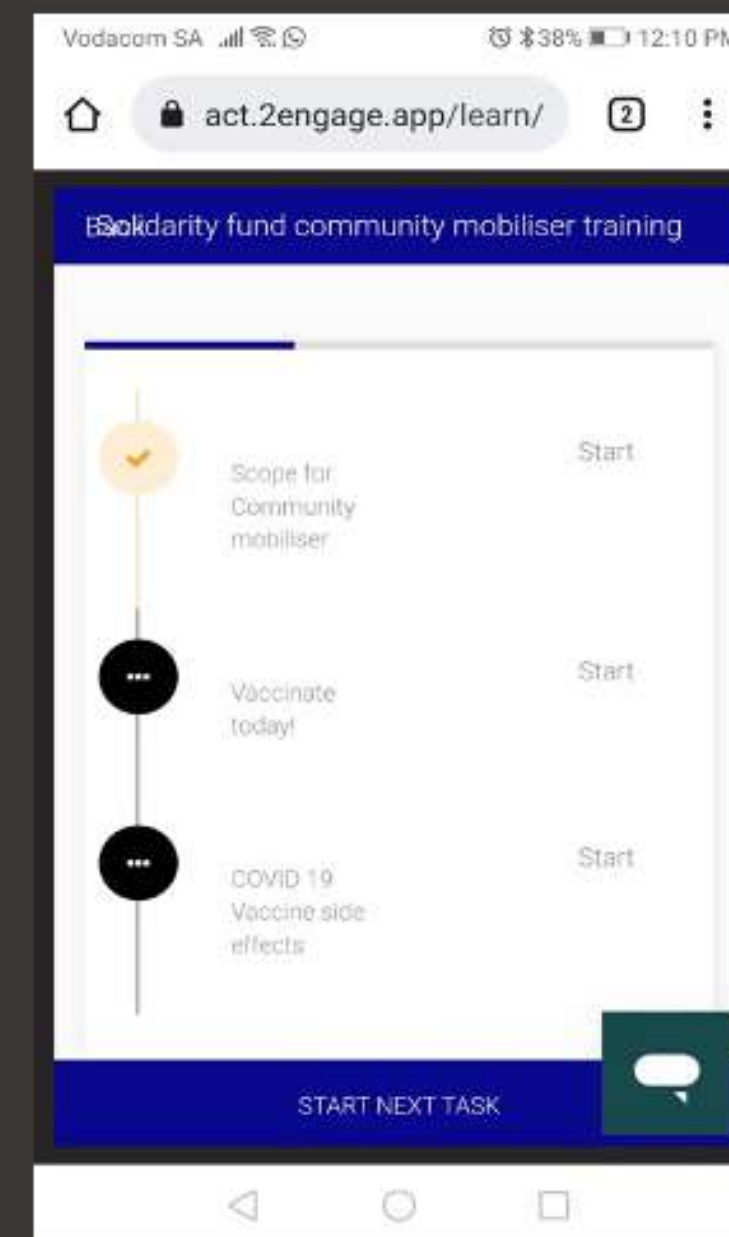
SURGE SITE SUPPORT: 1 – 10 SEPTEMBER (SASSA WEEK)

- Community mobilisers were deployed at 47 surge sites across six provinces namely; Western Cape, Eastern Cape, North West, Free State, KwaZulu Natal and Mpumalanga. With the aim to drive vaccination site awareness within the communities, educate on the importance of getting vaccinated, register those that have not yet registered and importantly assist in same day vaccinations.
- Two mobilisers were positioned at each site over a period of 10 days, which included Sassa days, over the Sassa days the mobilisers had the opportunity to drive demand and same day vaccination while community members queued for their grant.
- The clinic operators have realized the effectiveness of the community mobilisers support resulting in a significant need for a longer support period, therefore we will be deploying one community mobiliser per surge site for a period of 6 weeks.

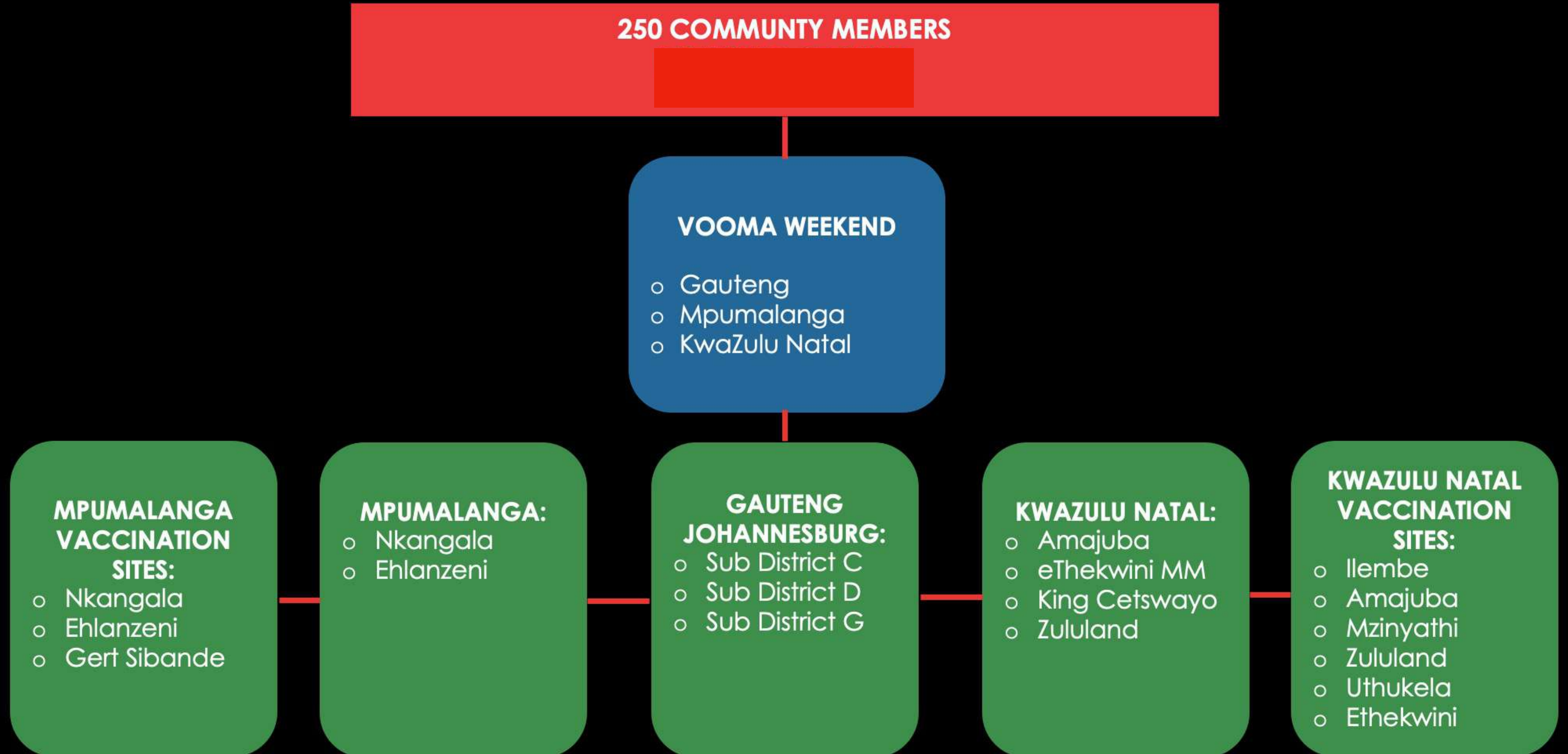
TRAINING APP - REGISTER | TRAIN | QUALIFY



- ✓ Recruit and train 1000 on-the-ground community mobilisers
 - ✓ Tracked and reported: Who has registered, who watched the training videos | who passed training etc
 - ✓ Refresher training
- Build a 'train the trainee' model for community mobilisers to upskill newly recruited
- ✓ Daily monitoring: Who is active on the ground (log in | complete daily tasks)
 - Set target goals per ambassador (weekly | Monthly)
 - ✓ Daily monitoring of who is on target and those that are struggling
 - ✓ Signature validation of check-in
 - ✓ Push notifications on latest Covid-19 vaccination updates (included on new active sites)



VACCINE DEMAND CREATION UPDATE







ROUTE PLANNERS

	TIMELINE				PROVINCIAL ROLLOUT	
PROVINCES	START DATE	END DATE	DURATION (IN DAYS)	NUMBER OF COMMUNITY MOBILISERS	DISTRICT	CURRENT SURGE VACCINATION SITES
GAUTENG	10/01/21	11/13/21	44	135	Johannesburg * Sub Districts C D G	
GAUTENG	10/12/21	11/24/21	44	100	* Ekurhuleni * City of Tshwane * Sedibeng	
WESTERN CAPE	10/14/21	11/26/21	44	90	* Cape Winelands * Cape Town * West Coast	
WESTERN CAPE (SURGE VACCINATION SITES)	10/06/21	11/14/21	40	5	* Cape Winelands * Cape Town * West Coast	* Family Malmesbury * Shoprite, Paarl * Khayelitsha * Mitchells Plain / Klipfontein * Family Vredenburg

ROUTE PLANNERS

	TIMELINE				PROVINCIAL ROLLOUT	
PROVINCES	START DATE	END DATE	DURATION (IN DAYS)	NUMBER OF COMMUNITY MOBILISERS	DISTRICT	CURRENT SURGE VACCINATION SITES
NORTH WEST	10/22/21	12/04/21	44	90	<ul style="list-style-type: none"> * Bojanala Platinum * Dr Ruth Segomotsi Mompati 	
NORTH WEST (SURGE VACCINATION SITES)	10/06/21	11/14/21	40	12	<ul style="list-style-type: none"> * Bojanala Platinum 	<ul style="list-style-type: none"> * Boxer Brits * Pick n Pay, Rustenburg Plaza * Shoprite, Boltekong Mall * Shoprite, Letlhabille Mall * Foro * Shoprite, Moruleng Mall * SPAR, Kroondal * Pick n Pay Lethabille Complex * Shoprite, Mogwase Shopping Centre * Shoprite, Bapong Shopping Centre * Marikana Square Complex * Bapong
NORTHERN CAPE	10/19/21	12/01/21	44	80	<ul style="list-style-type: none"> * Frances Baard * Pixley Ka Seme * JT Gaetswee 	

ROUTE PLANNERS

	TIMELINE				PROVINCIAL ROLLOUT	
PROVINCES	START DATE	END DATE	DURATION (IN DAYS)	NUMBER OF COMMUNITY MOBILISERS	DISTRICT	CURRENT SURGE VACCINATION SITES
MPUMALANGA	10/02/21	01/31/22	122	76	<ul style="list-style-type: none"> * Nkangala * Ehlanzeni * Gert Sibande 	
MPUMALANGA (SURGE VACCINATION SITES)	10/02/21	11/10/21	40	8	<ul style="list-style-type: none"> * Ehlanzeni * Ngangala * Gert Sibande 	<ul style="list-style-type: none"> * Hazyview, Boxer * Thulamahashe, Boxer * Naas, Boxer * Malelane, Spar * Kwagga Plaza, Pick n Pay * Tabet Park, Spar * Middleburg, CBD Shoprite * Secunda, Spar
KWAZULU NATAL	10/02/21	01/31/22	122	41	<ul style="list-style-type: none"> * Amajuba * uThukela * Zululand * ILembe * eThekwinl 	

ROUTE PLANNERS

	TIMELINE				PROVINCIAL ROLLOUT	
PROVINCES	START DATE	END DATE	DURATION (IN DAYS)	NUMBER OF COMMUNITY MOBILISERS	DISTRICT	CURRENT SURGE VACCINATION SITES
KWAZULU NATAL (SURGE VACCINATION SITES)	10/02/21	11/10/21	40	10		<ul style="list-style-type: none"> * Cambridge Newcastle * Newcastle, Boxer * Newlands East Hall * Ntuzuma Hall * KwaGingindlovu, Spar * Empangeni Town, Boxer * Nongoma * Vryheid Taxi Rank, Boxer * Folweni Redcross Church * Lamontville Hall
EASTERN CAPE	10/11/21	12/31/21	82	70	<ul style="list-style-type: none"> * Mbizana * Amathole * Chris Hani * Sara Bartman * Nyandeni * Port St John * King Sabata 	

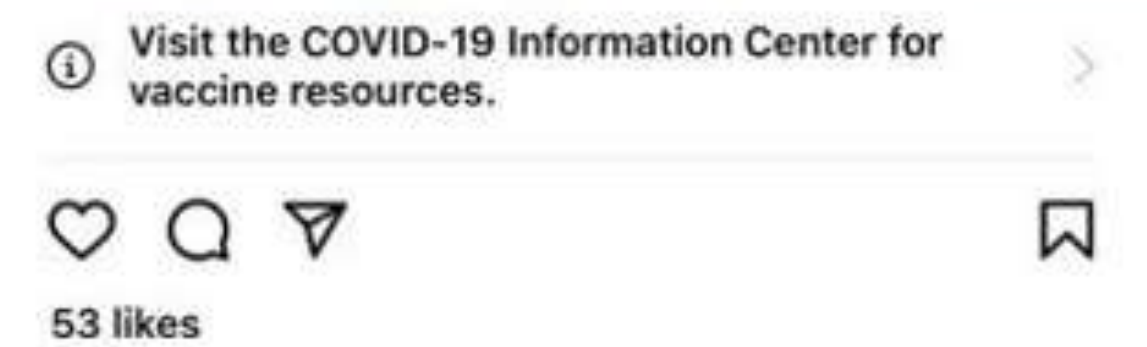
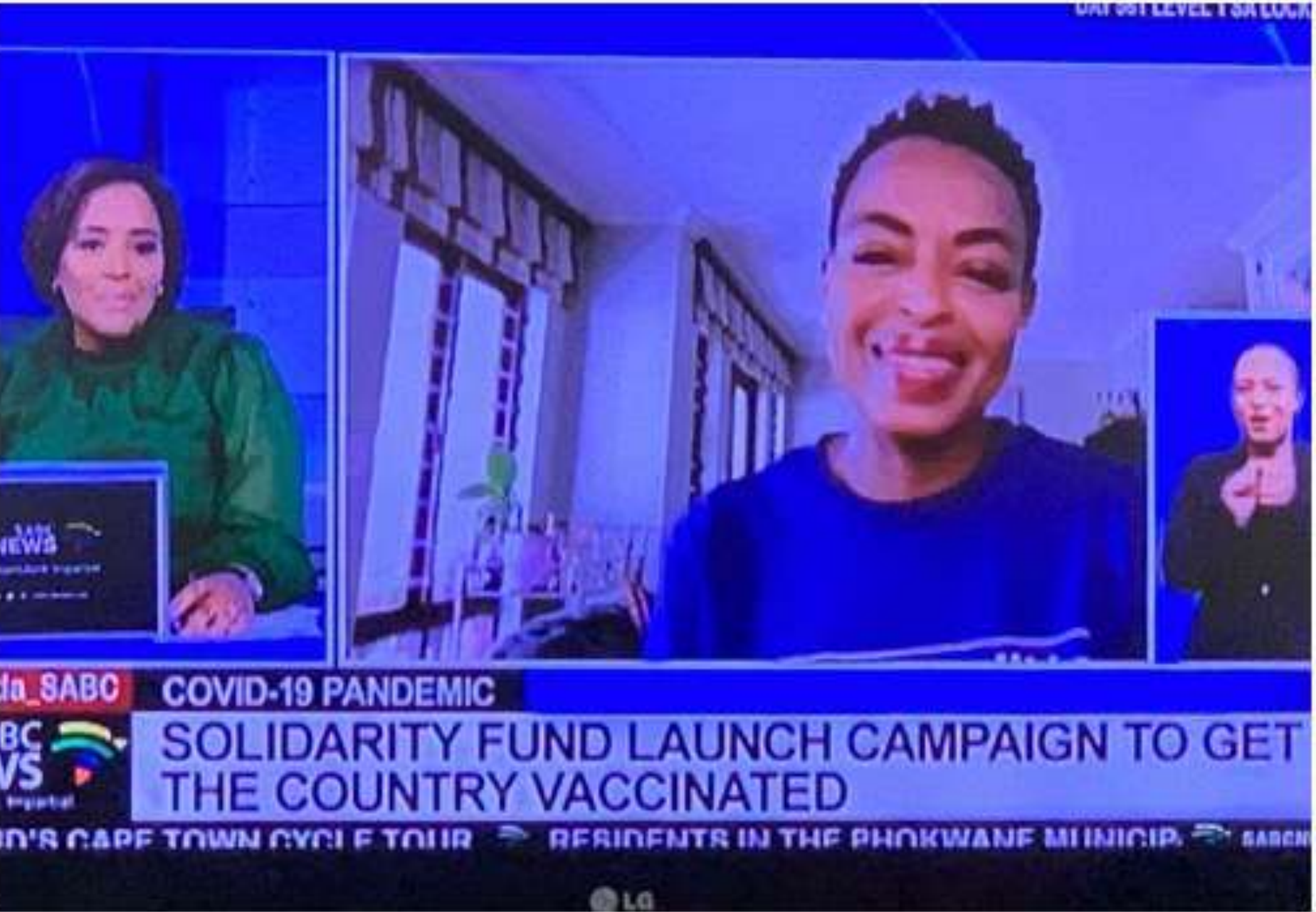
ROUTE PLANNERS

PROVINCES	TIMELINE				PROVINCIAL ROLLOUT	
	START DATE	END DATE	DURATION (IN DAYS)	NUMBER OF COMMUNITY MOBILISERS	DISTRICT	CURRENT SURGE VACCINATION SITES
EASTERN CAPE (SURGE VACCINATION SITES)	10/02/21	11/10/21	40	13		<ul style="list-style-type: none"> * Rhino Bizana * Matatiele, Boxer * Rhino Mount Frere * Butterworth Superspar * Rhino Mdantsane * Rhino King Williams * Cofimvaba Spar * Lady Frere, Spar * Motherwell 2, Boxer * Commerdal Road * Motherwell, Boxer * Rhino Mthatha * Port St John, Superspar
FREE STATE	10/11/21	12/31/21	82	60	<ul style="list-style-type: none"> * Maluti-a-Phofung * Nketoana * Phumelela * Setsofso 	

PR



ROLL-BLOCKING COVERAGE:



CAMPAIGN LANDING PAGE – TOOLKIT





**South Africa, are you ready
to roll up your sleeves?**

We've sounded the call for South Africans to stand in solidarity

It's time to roll up your sleeves, get vaccinated, and get back to doing the things we love.
Do it for yourself, do it for your friends, do it for your family, do it for your colleagues, or do it
for your country.

Just do it.

[Download Resources](#)



COVID-19 Vaccine Information

We believe in fighting misinformation with FACTS. So, we promise to bring you all
the facts, unfiltered, to ensure you're equipped with the knowledge you need to
make the decision to get the jab.



You've got questions?

We've got the answers

With unverified information and unconfirmed theories doing the rounds about the COVID-19 vaccines, it can be confusing and overwhelming to get to the truth. We're here to demystify your decision to get vaccinated and inform your opinions with all the facts and frequently asked questions about the vaccine.



Will the vaccine give me COVID-19?



Can I still get COVID-19 once vaccinated?



How was the vaccine developed so fast?



How effective is the vaccine?




Are there serious side effects?




Can the vaccine kill you?





When you're ready to roll
up your sleeves...

 Whatsapp

Active sites Location based.

Provincial

Store-based

Gauteng

Limpopo

Mpumalanga

KwaZulu-Natal

Northern Cape

North West

Free State

Eastern Cape

Western Cape

Johannesburg

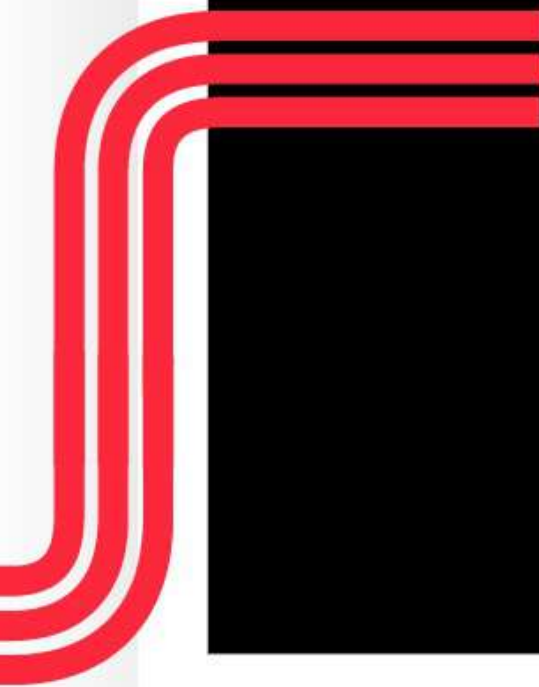
Tshwane

West Rand

Sedibeng


Private Stations

Only the facts



Can I still get
COVID-19 after the

The truth about vaccine effectiveness
and post-jab infection potential with
Dr. Smith





CAMPAIGN IMPACT TO DATE



DIGITAL STATS – 23 September – 24 October

Facts & Stats

- Total Impressions : 33 million
- Total Reach : 12.4million
- This means that 12.4 million people have seen a fact or stat post 2.6 times.
- Total clicks to Vaccination Site page : 112 000

Twitter

- Retweets : 231
- Follows : 141

Vooma Weekend

- 3 days
- Total Impressions : 10.1 million
- Total Reach : 7.5 million people
- This means that 7.5 million people saw a Vooma communication 1.3 times.
- Total clicks to Vaccination Site page : 30 000

TV STATS – 23 September – 24 October

Solidarity Fund Higher Purpose TV :

- Campaign Date : 8th of October – 3rd of December
- Data available: 8 October – 19 October
- Duration : 90", 60", 45", 20"
- Reach% : 58%
- Frequency : 7.6

Medical Expert TV :

- Campaign Date : 08 Oct– 03 Dec 2021
- Data available: 8 October – 19 October
- Duration : 180", 45"
- Reach % : 37%
- Frequency : 3.2

Influencer Content Pieces TV

- Campaign Date : 24 Sep – Oct 10
Duration : 45"
Reach % : 60%
Frequency : 12.1

STAKEHOLDER ENGAGEMENTS



The Campaign has been presented to the below Stakeholders:

- B4SA
- NDoH
- SF Board
- NCP
- RCC
- Religious Leaders
- Behaviour MAC
- Communication Command Centre
- GCIS - Radios ad's, Influencer TVC's and Medical Experts Videos shared



CAMPAIGN FLIGHT PLAN



	SEP 20	SEP 27	OCT 4	OCT 11	OCT 18	OCT 25	NOV 1	NOV 8	NOV 15	NOV 22	NOV 29	DEC 6	DEC 13	DEC 20	DEC 27	Jan 15	
TV (higher order)			START DATE 8th OCT														
INFLUENTIAL CONTENT (TV)																	
RADIO (informative conversations)																	
RADIO (higher order)																	
RADIO (pre recorded call-ins)																	
RADIO (alerts)	As required																
OOH																	
WALL MURALS																	
YOUTUBE																	
SM VIDEO																	
SM STATIC INFOGRAPHICS																	
SM INFLUENCERS																	
TIKTOK CHALLENGE																	
ACTIVATIONS																	
PR																	
GEAR SHIFTS	PIVOT CHANNELS: Radio, Social, PR, Activations																

CAMPAIGN ELEMENTS STILL TO GO LIVE



- Radio DJ Conversations x 5 more
- Radio CTA Promos
- Radio Listener Voice notes – why they getting vaccinated
- TikTok Challenge
- Higher Order TVC's (90", 60", 45" and 5 x 20")
- 2 x 45" Medical Expert Videos on TV and Social Media
- Digital Billboards
- Taxi Rank and Bus Station TV
- Taxi TV

Thank you



Joe Public

Joe Public United Building
Nicol Main Office Park
2 Bruton Road
Bryanston

+27 (0)10 591 7770

joepublic.co.za