

# Reducing Vaccine Hesitancy with Influential Podcast Ads

**25%** of listeners were more likely to get vaccinated after hearing the ad

**170%** shift in favorable perception amongst unvaccinated listeners



## Objective

State-run vaccination campaigns have played a critical role in combating COVID-19 across the country. With this in mind, the government of a state with lower-than-average vaccination rates partnered with Katz Digital to run a **podcast advertising campaign to evangelize the COVID-19 vaccine**. The state government hoped to leverage the burgeoning podcast channel as a trustworthy and engaging vehicle to educate its citizens on the safe and necessary practice of getting vaccinated. While the campaign was live, **Katz Digital utilized Veritonic's brand lift capabilities** to measure listener's favorable perception and intent to receive a COVID-19 vaccine after hearing the ad.

## Approach

A state government leveraged Katz Digital's **dynamic ad insertion with geotargeting technology** to reach its desired audience. To measure the impact of the campaign, Katz Digital utilized Veritonic's **Brand Lift** capability. Brand lift data was collected by measuring an exposed versus unexposed group, with both segments containing similar demographic breakdowns from age and household income to political affiliation. **Through Veritonic's Brand Lift offering, Katz was able to identify the specific verbiage in the ads that impacted listeners the most.** These creative insights were collected through Veritonic's distinguished **second-by-second engagement data**.

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## Results

The COVID-19 vaccination campaign was highly effective in increasing favorability and intent for the vaccine. **Among the unvaccinated**, the campaign **positively shifted favorable perceptions by 170%** vs those unexposed, and the exposed were **25% more likely to receive a vaccine** versus those unexposed. Second-by-second engagement data revealed specific dialogue that drove spikes in **likability** and **'relevant to me'** among unvaccinated respondents.



*We are pleased to appoint Veritonic as a preferred Brand Lift partner. The most recent study findings—which include a 170% lift in favorability—meaningfully furthered the advertiser's confidence in audio as a highly effective channel for reaching its desired audience with the right message, in the right location, at the right time.*

- Scott Porretti, President, Katz Digital Audio

The incredibly high shift in favorable perceptions and intent by this campaign demonstrated that state and national vaccination efforts can be strengthened with the **power of audio**.

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Interested in learning more about Veritonic Brand Lift? Contact us at [info@veritonic.com](mailto:info@veritonic.com)

**About Veritonic** Veritonic is the world's leader in audio creative research and analytics. The preeminent platform provides marketers, brands, and agencies with comprehensive data and insights to support and optimize their streaming audio, podcast, and radio advertising strategies. With competitive intelligence, creative measurement, campaign performance and brand lift capabilities, the Veritonic platform is the industry's most trusted, feature-rich solution for audio advertising optimization.