

Nomination: 20512

Vaxxed Office Hits

Page: General Information
Name of Organization / Company Watsons Philippines
Logo Download File (https://asiastevieawards.secure-platform.com/file/31922/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjozMTkyMiwiaWYxsb3dOb3RTaWduZWRRVcmwiOiJGYWxzZSI6ImNmD2ewKFApIeTIV287VmFJOQWn_FY_3rd2ocN-E6s8?Full%20Watsons%20Logo.png)
Web Site Address www.watsons.com.ph (http://www.watsons.com.ph)
Page: Entry Information
Entry Title Vaxxed Office Hits
Category C01 - C12 Award for Innovation in Communications / PR > C08. Award for Innovation in the Use of Video
Submission Format An Essay of up to 625 Words
Essay Watsons Vaxxed Office Hits: A Cinematic Approach to Vaccine Awareness <p>As pandemic restrictions eased in 2021 and 2022, interest in commercial vaccines declined in the Philippines, leading to rising flu and pneumonia cases, while cervical cancer continued to pose a significant threat to Filipino women. Watsons, committed to providing reliable health information and services, recognized this alarming trend of vaccine hesitancy as an opportunity to educate and empower Filipinos.</p> <p>From April to July 2023, Watsons launched the Vaxxed Office Hits campaign to increase vaccine literacy and address the decline in vaccinations. The campaign targeted Filipinos aged 18-65 who were interested in protecting themselves but needed more information before committing to vaccination. With a budget of Php 1.6 million, the campaign aimed to position Watsons as a leader in the commercial vaccine market.</p> <p>Despite government efforts and the proven efficacy of vaccines, many Filipinos remained hesitant due to the spread of anti-vaccination content online. To combat this, Watsons devised a creative strategy: three PSA ads mimicking horror film trailers amplifying the real-life consequences of preventable infections. The Cough highlighted pneumonia as an invisible respiratory killer, Breathless warned of the severe consequences of influenza, while The Bleeding depicted a worrisome picture of cervical cancer, preventable through HPV vaccination. The trailers were played at film screenings in reopened cinemas, capturing attention in a unique and memorable way. Extending beyond cinemas, the videos were posted as pre-roll YouTube ads and on META, ensuring wider online engagement.</p> <p>Empowering Achievements</p> <p>Within the campaign period, Watsons recorded a remarkable increase in vaccination bookings, jumping from 529 in the first three months of the year to 14,216 by July 31. This surge in bookings led to a significant boost in sales, with Watsons generating Php 36 million by the end of the campaign period, compared to Php 2 million at the start of the year.</p> <p>By the end of 2023, Watsons increased the number of vaccines administered by 26%, reaching almost 80,000, a significant improvement from the previous year. The campaign's multi-channel approach yielded impressive results: YouTube views exceeded the target KPI by 836%, and META engagement surpassed it by over 1100%, resulting in a total media reach of nearly 17 million.</p> <p>The campaign's success extended beyond boosting vaccination numbers at Watsons' 236 stores nationwide. It played a crucial role in raising awareness and addressing vaccine hesitancy in the Philippines, empowering Filipinos to prioritize their health. It solidified Watsons' position as a trusted health expert, demonstrating their commitment to providing accessible and reliable healthcare information and services. By collaborating with health organizations and the DOH, Watsons contributed to a broader public health initiative, showcasing the positive impact they can have on the communities they serve.</p>
For this category please provide An essay of up to 625 words describing the nominated innovative achievements in communications or public relations since July 1 2022, OR a video of up to five (5) minutes in length illustrating the same. Optional (but highly recommended), a collection of supporting files, works samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.
Do You Have Supporting Files You Would Like to Upload? Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)
200 MB Max per File

File 1

[Redacted]

[Redacted]

File 3

No File Uploaded

File 4

No File Uploaded

File 5

No File Uploaded

File 6

No File Uploaded

File 7

No File Uploaded

File 8

No File Uploaded

File 9

No File Uploaded

File 10

No File Uploaded

Do You Have Website URLs you would like to link to

Yes

URL 1

[Redacted]

URL 4

URL 5

URL 6

URL 7

URL 8

URL 9

URL 10

By your submission of this entry to The Stevie Awards you verify that you have read and agree to abide by the regulations, terms and conditions of the competition (<http://asia.stevieawards.com/rules-and-terms-conditions-competition>).

Terms and Conditions

I Agree