

Virginia Department of Health AWARD-WINNING VIRGINIA CAMPAIGN ENCOURAGES VACCINATIONS

GREENE STREET
COMMUNICATIONS



OUR CHALLENGE

When the first COVID-19 vaccines became available in January of 2021, the **Virginia Department of Health** (VDH) sought support in promoting the immunizations to the public. VDH engaged Greene Street to produce a comprehensive marketing strategy, including print, broadcast, digital advertising, media buying, and more.

This effort sought to make the most impact in underserved communities.

OUR VISION

Greene Street envisioned a multi-pronged approach, drawing on emotion, to perform outreach to Virginians who might resist getting vaccinated. This included a blend of owned media and paid media across multiple platforms.



OUR WORK

"It's Our Shot, Virginia!" involved content creation and strategy across media, with a strong emphasis on **community-centered messaging**. This approach was designed to authentically engage Virginians across different backgrounds, faith communities, abilities, and rural regions of the state. Videos, billboards, and other materials featured children at play and multigenerational family dinners — powerful visuals that reminded viewers vaccination was "our shot" to return to normalcy.



OUR RESULTS

The resulting advertisements spoke to millions of diverse individuals on bus sides, on billboards, television screens, and radio stations across the Commonwealth. This campaign won multiple awards in the 2021 MarCom Awards. [Click here to view the full details.](#)

- Messaging shared on more than 300 buses
- Media buys placed radio spots on 18 stations capturing 2 million listeners
- Employed geofencing to target digital ads to consumers, garnering more than 2 million impressions

[Click here to view the entire project!](#)



Virginia ranked in the top 10 most vaccinated states as this program drew to a close.