

Are the ads used to promote people to get their yearly flu shots effective?

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The campaign used a variety of ads to reach people of all ages and groups. They created these ads to be clear to the audience they were trying to reach and straight to the point. The purpose of these ads is to get people of the community to receive their flu shot and protect themselves against the flu.

In one of the ads used they state spread music not Flu. The audience for this ad was to reach the young adult group. The campaign used the association to connect health with the young adult group, and music to relate to what the young adults are into. Was this ad effective in getting the word across to this group? I believe that it was by given a clear message with using what young adults can relate to and that was music. By the " CDC" in 2010 - 11 shots for 18 to 49 year old were 30. 5% but raised throughout the years and by 2016-17 the percentage was at 59. 9%.

The campaign also used an ad that said the flu ends with u in a circle. The ad was pointed at all ages. The campaign used flattery, universal appeal, and association to create the ad. They did this by saying the consumer is important, holds value and they need it to be healthy. The ad was effective in making their point to this group. The " CDC" shows for ages 6 months to 4 years old in 2010-11 percentage was 63. 6 and by 2016-17 it raised to 70%. Also ages 13 yrs. to 17 yrs. there was an increase of a 4. 3% of kids that received the flu shot.

The campaign used another ad for the flu. It stated Flu shots aren't just for kids. With this ad they created using universal appeal and it targeted the older person or group. Was this ad as effective as the other ones maybe not

as much. The “ CDC” shows a 1. 1% increase for ages 50 to 64 from 2011 to 2017 but a decrease of a 1. 3% for ages 65 years old and older.

So in the end most of the ads used to promote the flu shot did make a positive result on its audience, by the overall increases through the years with all ages. Even though they had a small decrease in one group, they had increases in all the other groups. So I would say that the campaign for the flu shot using ads was positive movement for the shot company.