

Jeffers J4860 Creative Brief

CLIENT

United Airlines

BROADER BUSINESS/COMMS OBJ.

What is the task to be done?

To communicate the success of the company-wide vaccine mandate and to communicate to consumers that flying United is both safer than ever and safer than competitors because of the mandate.

CHALLENGE

- Many people still remain strongly against vaccine mandates. How do we reach those people?
- We need to reassure consumers that flying United is safer than ever during a deadly pandemic.

TARGET GROUP

Who are we communicating with and what do we know about them?

Consumers who travel via airplane.

- We need to tell United consumers that this mandate will heighten safety and to tell other consumers that United is safest.

INSIGHT

What's the key insight to build the campaign upon?

The vast majority of United's employees are already vaccinated — fewer than 240 of the airline's nearly 67,000 employees are still unvaccinated, and that number has decreased since the mandate was announced ([source](#)).

COMPETITION

Other airlines (Delta requires additional monthly \$200 in health insurance for unvaccinated), alternative forms of transportation (car, train)

TONALITY

What is the tone, how should we express ourselves?

Informative, Authoritative, Reassuring, Knowledgeable

KEEP IN MIND

- Two unions (Flight Attendants and Pilots)
- President Biden [praised](#) United Airlines' vaccine mandate
- Legal pushback, including from employees who will be put on (potentially unpaid) leave if unvaccinated
- Number of unvaccinated United employees continues to drop

THOUGHT STARTERS/TACTICS DISCUSSED/FAVORED BY CLIENT

- Share in-flight videos of scientists advocating for the efficacy of vaccines and vaccine mandates (and data around United's vaccine mandate)
- Run a social media campaign focused on statistics (i.e. 240/67,000 employees are vaccinated; the number of vaccinated employees went up XXX% in XXX days)

