

Trusted Messengers Drive Positive Social Behavioral Change on Social Media Campaign about COVID-19 Booster Vaccine in Cambodia



Summary

- In 2022, (CRS) Cambodia created a social behavior change communications (SBCC) campaign with eight social media advertisements promoting the COVID-19 booster vaccine in 11 provinces in Cambodia. These ads were shown on screen a total of 46 million times and viewed by 6 million people, over the course of 4 months.
- Thanks to [Meta's brand lift test](#) measurement tool, we learned that based on the 6 million people that the campaign reached, it is likely that an additional 79k more people were less concerned about the vaccine side effects, as well as 142k additional people felt positive about safety of the COVID-19 vaccine.
- While there are many lessons still to learn, this blog post shares what we learned about advertising as part of a SBCC campaign in Cambodia.

COVID-19 booster vaccine hesitancy

Cambodia had an 83% COVID-19 vaccination rate, however the number of people who received their booster shots was not as high. Therefore, CRS Cambodia identified these key barriers that stop the target group from getting the COVID-19 booster vaccine:

- Lack of information about the booster dose of COVID-19 vaccine
- Lack of knowledge regarding advantages and disadvantages of the COVID-19 vaccine booster doses
- Concerns that 3rd and 4th Dose of COVID-19 have serious side effects
- Low motivation, considering that 3rd and 4th doses are not so important since the COVID-19 cases have decreased

One step closer to receiving COVID-19 Booster Vaccine in Cambodia

To help increase the COVID-19 booster vaccination rates, CRS Cambodia found these key drivers that encourage the target group to adopt the desired health behavior such as:

- Access to repeated and accurate messages of COVID-19 vaccine
- Understand the importance of the 3rd and 4th dose
- User-friendly and accessible information on the ground about COVID-19 vaccination
- Caring family members and colleagues
- Protect and care family members

As part of CRS' COVID-19 programming in Cambodia, CRS partnered with Meta to help increase the importance of COVID-19 booster shots and help to increase knowledge of where to get booster shots.

Based on these key drivers and CRS Cambodia's existing health programming in Cambodia, the team decided to target men and women aged 18-55 years old. The goal was to reach 8-9 million users on Facebook and Instagram, with 8 different messages aimed to change the target group's perception on the importance of COVID-19 booster vaccine to protect against COVID-19, as well as knowledge towards making arrangements to get the vaccine.

The Campaign

CRS Cambodia decided to create two separate campaigns over a period of 4 months, to ensure diverse messages and creatives were tested with their target audience and examine which message approach worked best. CRS Cambodia's campaign successfully reached over 6 million users on Facebook, almost the fully estimated target audience, and the ads were viewed by the target audience 46 million times.

In the first campaign, CRS Cambodia's call to action was to have people click on a link that brought them to Cambodia's Ministry of Health website. The team focused their creatives on using trusted messengers to first address concerns about side effects and increase safety perceptions of getting the COVID-19 booster vaccine, for their own safety and the safety of their family members. Surprisingly 60% of men (vs. women) clicked on the ad that generated over 146k link clicks to Cambodia's Ministry of Health website.

In the second campaign, CRS Cambodia goal was to increase the target group's perception of the importance of getting the COVID-19 booster vaccine, and knowledge of where to go to protect against COVID-19. This time the ad led to a Facebook Group, not the Ministry of Health's website.

This approach resulted in more than 15 million video plays, the number of times each video starts to play on screen. And it generated over 1 million link clicks to Cambodia's Facebook Group called, [Let's Chat about COVID-19 Booster Vaccine / គោរ្យនិយាយអំពីវ៉ាក់សាំងកូវីដ-១៩](#). This is an open group where community members have the opportunity to discuss topics such as how to get more information about where to get their COVID-19 booster vaccine, and ask personal questions, such as what are the symptoms of COVID-19 or what is the best treatment if contracted.

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Results

Brand Lift is a kind of [lift test](#) where you can use brand polling and other brand awareness measurements to help understand the true value of your Meta advertising and how well it performs independent of your other marketing efforts. Brand Lift works by selecting a representative sample of [people](#) eligible to see your advertising. That sample group is then randomly divided into test and holdout groups, and causal inference techniques are then used to measure the impact of your advertising.

Based on the 6 million people the CRS Cambodia campaign reached, the results showed a statistically significant ad recall lift of +11.5 points, specifically in men and women aged 35-44 years old. Meaning people who saw the ad were more likely to recall seeing the ad than those who did not see the ad. The lift test also showed a +5.5pts lift on our knowledge question, which asked if people knew where to make an appointment to receive the vaccine, and a +6.9pts lift was reported when asked if they thought getting the booster vaccine was important. This means that of the population who saw the ad campaigns, 67.9% of the control group responded that they do think COVID-19 booster vaccine it's important or very important, and they do have knowledge of where to make the arrangements to get the vaccine. In contrast to 32.1% of the test group did not think getting the COVID-19 booster vaccine is as important.

Overall, the ads had a slightly greater impact with women, but also performed very well with men. Based on the results, we believe that a short testimonial video from a family's perspective about the importance of the COVID-19 booster vaccination was the winning combination, and most influential creative, reaching a total of 2M people.

What's Next

We learned that creating the ads as well as the Facebook Community Group in Khmer (the national language) was key to having a better understanding with the target audience in Cambodia. And the call to action to join the Facebook Group rather than clicking through to the Ministry of Health website, was much more effective in getting people to engage about the importance of getting the COVID-19 booster. These conversations were honest and helpful to people seeking more information on the booster.

In addition, the importance of creating mobile-friendly content, like short vertical videos (less than 1 min length) authentic, testimonial videos from trusted messengers that the target audience can relate to, performed better than creatives that include technical language and are too general for the people in the target provinces.

In a time where health organizations are concerned about COVID fatigue, overall CRS Cambodia has done a great job raising awareness, knowledge and attitudes about the importance of COVID-19 booster vaccine. CRS Cambodia will use these learnings to effectively reach both men and women in Cambodia to ensure they have safe access to COVID-19 booster vaccine to reduce the spreading of COVID-19 in the country.