

The insight behind the route

- Our research strongly suggested that **emotional appeals** are **more likely to change the attitudes and behaviours** of vaccine hesitant individuals.
- Two **strong emotional drivers** identified were:
 - Georgians' universal desire to move forwards, not backwards. Many are worried that restrictions will be reimposed and they'll be forced back into isolation. They want the cycle to end and to get 'back to normal' once and for all.
 - Georgians want to protect the people they care about (for most, their immediate friends and family). They want to feel they are doing the best they can for them. They're worried about how further restrictions will impact them.
- **The Government of Georgia is keen to emphasise the gravity of people not getting vaccinated** – from a health, economic and social perspective.
 - e.g. the number of lives lost, health appointments missed (non-COVID-related illnesses), jobs lost, business closures, missed school days etc.
- **'Let's not go back' provides a vehicle to deliver this serious messaging** (i.e. reminding Georgians what is at stake by referencing the hardships of past waves) **as well as tapping into these emotional drivers** and positioning the vaccine as the only pathway to normalcy.



Let's not go back to schooling like this.

Georgian children fell behind at school by up to a year as a result of the pandemic.

By joining the millions of people who've had the vaccine, we can start to live normally with confidence again.

For more information about eligibility, visit StopCoV.ge

Vaccination is **the only way forward**





Let's not go back to empty classrooms.

Georgian children fell behind at school by up to a year as a result of the pandemic.

By joining the millions of people who've had the vaccine, we can start to live normally with confidence again.

For more information about eligibility, visit StopCoV.ge

Vaccination is **the only way forward**





Let's not go back to **shut down shops.**

As many as 160,000 Georgians fell into poverty as a result of the pandemic.

By joining the millions of people who've had the vaccine, we can we can start to live normally with confidence again.

For more information about eligibility, visit StopCoV.ge

Vaccination is **the only way forward**





Let's not go back to **lost** **livelihoods.**

As many as 160,000 Georgians fell into poverty as a result of the pandemic.

By joining the millions of people who've had the vaccine, we can we can start to live normally with confidence again.

For more information about eligibility, visit StopCoV.ge

Vaccination is **the only way forward**





Let's not go back to **months** indoors.

Three quarters of Georgians reported feeling lonely or anxious as a result of the pandemic.

By joining the millions of people who've had the vaccine, we can start to live normally with confidence again.

For more information about eligibility, visit StopCoV.ge

Vaccination is **the only way forward**





Let's not go back to **seeing each other like this.**

Three quarters of Georgians reported feeling lonely or anxious as a result of the pandemic.

By joining the millions of people who've had the vaccine, we can start to live normally with confidence again.

For more information about eligibility, visit StopCoV.ge

Vaccination is **the only way forward**





Let's not go back to **final paychecks.**

As many as 160,000 Georgians fell into poverty as a result of the pandemic.

By joining the millions of people who've had the vaccine, we can we can start to live normally with confidence again.

For more information about eligibility, visit StopCoV.ge

Vaccination is **the only way forward**





Let's not go back to grieving alone.

During the pandemic, an estimated 30,000 Georgians were unable to say a final goodbye to their loved ones. By joining the millions of people who've had the vaccine, we can start to live normally with confidence again.

For more information about eligibility, visit StopCoV.ge

Vaccination is **the only way forward**





Let's not go back
to seeing
grandchildren
like this.

Depression and self-harm rates in Georgia went up by 25% as a result of the pandemic.

By joining the millions of people who've had the vaccine, we can start to live normally with confidence again.

For more information about eligibility, visit StopCoV.ge

Vaccination is the only way forward





Let's not go back to virtual birthdays.

Three quarters of Georgians reported feeling lonely or anxious as a result of the pandemic.

By joining the millions of people who've had the vaccine, we can start to live normally with confidence again.

For more information about eligibility, visit StopCoV.ge

Vaccination is **the only way forward**

