

VACCINE **MONOPOLY**

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CAMPAIGN PITCH

My campaign concept references the popular board game Monopoly as a strong metaphor for the current COVID-19 vaccine access situation globally.

The target audience of this campaign is young adults (18-35) in Australia and New Zealand. More specifically, those that may not have a history of engaging with charities, and as such are not well informed about global issues including the COVID-19 vaccine access crisis. Young adults have grown up with social media, and have short attention spans (Dabas et al., 2017). As such, it is important to distil complex information into short, easy to understand bite-size chunks.

Monopoly was a game that was played widely across the world (including Australia and New Zealand) in the 90s and 2000s and is in the collective childhood memories of this age group. Using Monopoly related imagery will provoke a sense of nostalgia and interest causing a user to stop scrolling and flick through the slides, and provide a robust analogy for vaccine access, facilitating understanding of the issue.

One of the biggest barriers to younger people engaging in MSF's work is interest. Generally, MSF's posts cater to an older audience with prior knowledge of the issues being discussed. There is a lack of posts that provide introductions into these topics, and that is the gap I intend to fill here. Where young adults may not know about the intricacies of vaccine access, they have likely played (if not catastrophically lost) a game of Monopoly. Tapping into this understanding connects to the ways in which greed and capitalism are affecting the vaccine. Using an analogy to a game also implies that the viewer is a 'player', and as such their actions (or lack thereof) can and will have a tangible effect on the outcomes. Not only does this create a sense of accountability, but it also empowers the viewer to take a more active perspective and role in this global issue.

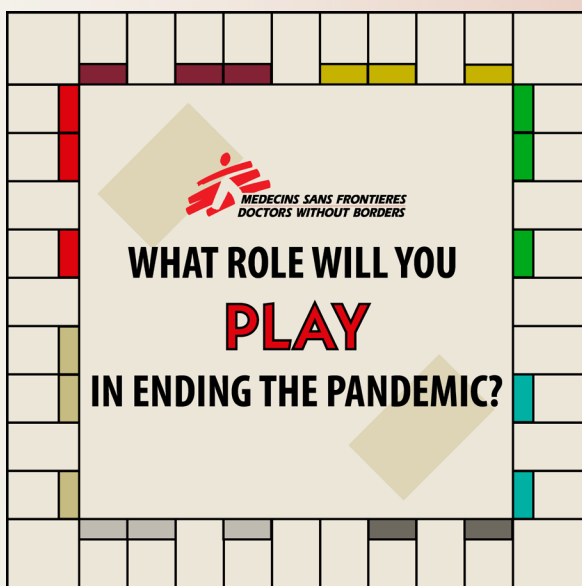
The main mode to share Instagram content is through Instagram stories. People can choose which slide of the post they would like to display in their story, however when someone clicks through their repost to the original post, they will appear on the first slide. With this in mind, I have ended my slide deck with a 'shareable' graphic (eye-catching, branded, not text/information-heavy), so that a possible sharer does not need to flick back to the first slide before sharing. Taking out this extra step will improve engagement. Further, on a sponsored post on Instagram, a link can be added to show up at the bottom of the post. There are a range of calls to action that can be put on this bar, with "Learn More" being the most appropriate option here.

As this post is COVID related, I also took into consideration the COVID misinformation warning that comes up on any posts related to covid19. This bar can cut off the bottom of the tiles, so extra blank space can be added to the bottoms of the tiles before posting to ensure they aren't cut off.

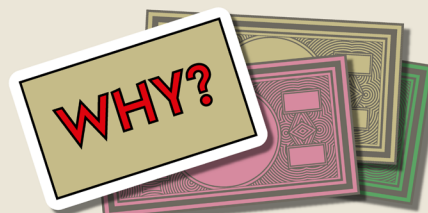
I have also considered accessibility. First, alternative text for each tile is provided, which describes each image as well as the text included. Second, all hashtags used are capitalised at each word, to be readable by a screen reader. I have based the hashtags on the ones used in other similar posts from MSF, ones regarding COVID, vaccines, vaccine equity etc. I have kept the caption quite brief, as the actual tiles contain all the information I was hoping to communicate. Captions tend to be less engaging than visuals, so I have not relied on the caption for important information.

As a final suggestion, I want to discuss the intended communication after someone signs up. Whilst in older generations, a newsletter or mailing list may have been effective, it is not the primary mode of communication for this age group. As Baumgarten discusses in her 2011 paper, people tend to engage far better with more interactive forms of communication. In essence, a newsletter sent by email provides very little room for discussion or interactions, whereas social media, like Instagram, allows for more. This need for interactivity along with the short attention spans of the target audience suggests that emailing should not be the sole route for more in-depth communication. I would suggest adopting a presence on Instagram reels, making short videos that provide introductions to topics, and linking to relevant websites with clear and well-communicated information and detail in these areas. For MSF's social media to be used in this way, I would also recommend the splitting of MSF's presence into different accounts for different regions, so that the information given doesn't have to be as generic, and can cater to more specific demographics. With this in mind, my CTA encourages the user to click the link, as well as following MSF's account.

TILES



Only **18%** of people in low income countries have had at least 1 shot of a COVID-19 vaccine.

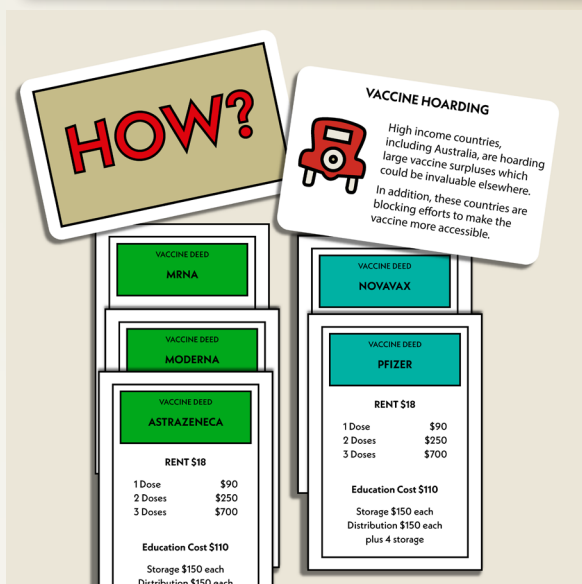


WHY?

VACCINE PROFITEERING

Pharmaceutical companies like Pfizer have a **MONOPOLY** over vaccine manufacturing. They use patents to stop others from making their vaccines, so they can keep all the profits

Source: <https://data.undp.org/vaccine-equity/accessibility/>, May 25 2022



HOW?

VACCINE HOARDING



High income countries, including Australia, are hoarding large vaccine surpluses which could be invaluable elsewhere. In addition, these countries are blocking efforts to make the vaccine more accessible.

WHAT CAN YOU DO?

Without widespread global vaccination, the virus will continue to **mutate and spread**. Current vaccinations may be less effective against these mutations, allowing the pandemic to continue.

Big Pharma's **MONOPOLY** thrives in obscurity. The more we learn and scrutinise their actions, the less they can get away with.

The best way to pressure our governments and big pharma to take action is to **stay informed**.

Click the link to learn more.





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 Visit the COVID-19 Information Center for vaccine resources.

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 362 likes

We all want the pandemic to be over, but with only a small portion of people in lower-income countries having access to COVID-19 vaccines, it is not likely to end soon.

There are so many ways for you to do your part in ending vaccine inequity, click the link to learn more.

[#Covid19](#) [#CovidVaccines](#) [#vaccination](#) [#FreeTheVaccine](#)
[#VaccineEquity](#) [#pandemic](#) [#moderna](#) [#pfizer](#) [#novavax](#)
[#astrazeneca](#) [#pharma](#) [#DoctorsWithoutBorders](#)

Instagram frame vector created by alicia_mb - www.freepik.com

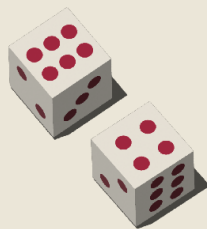
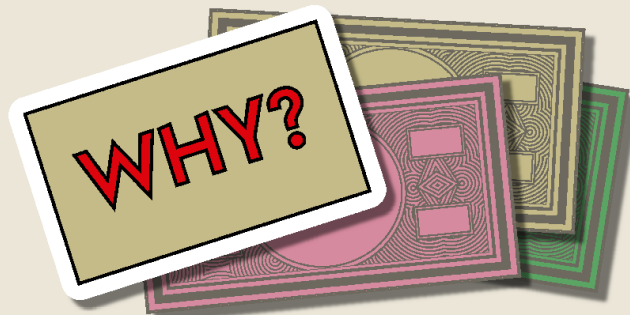
Alt text: A stylised monopoly board with the Medecins Sans Frontieres Logo and title "WHAT ROLE WILL YOU PLAY IN ENDING THE PANDEMIC"



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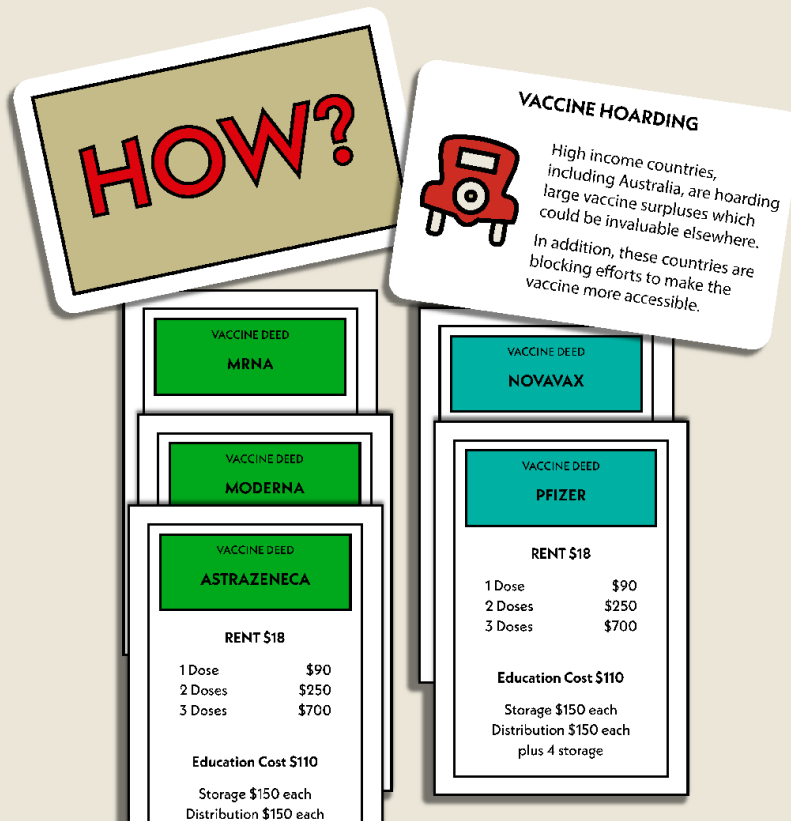
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Alt text: Black and red bold text reads "Only 18% of people in low income countries have had at least 1 shot of a COVID-19 vaccine. A stack of monopoly money has a chance card on top of it, reading "WHY?". Another change card has the go to jail symbol with the text "Vaccine profiteering... Pharmaceutical companies like Pfizer have a Monopoly over vaccine manufacturing. They use patents to stop others from making their vaccines, so they can keep all the profits



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Learn more



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[#astrazeneca](#) [#pharma](#) [#DoctorsWithoutBorders](#)

Alt text: A chance card reads "HOW?", another one has the Free parking symbol with text "Vaccine Hoarding... High income countries, like australia, are hoarding large vaccine surpluses which could be invaluable elsewhere. In addition, these countries are blocking efforts to make the vaccine more accessible". At the bottom of the tile, we see monopoly property cards with vaccine names, Moderna, Astrazeneca, Novavax, Pfizer, with the rent costs replaces with vaccine, education, storage and distribution costs.



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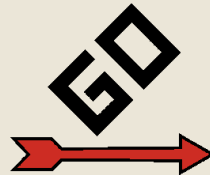
WHAT CAN YOU DO?

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#astrazeneca #pharma #DoctorsWithoutBorders

Alt text: A title reads "WHAT CAN YOU DO", followed by the text "Without widespread global vaccination, the virus will continue to mutate and spread. current vaccinations may be less effective against these mutations, allowing the andemic to continue. Big Pharma's monopoly thrives in obscurity. The more we learn and scrutinise their actions, the less they can get away with. The best way to pressure our governemements and big pharma to take action is to stay infomared. Click the link and follow to learn more.". Around the text, we see monopoly money, dice and the GO symbol from the monopoly board.



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[#astrazeneca](#) [#pharma](#) [#DoctorsWithoutBorders](#)

Alt text: A stylised monopoly board with the Medecins Sans Frontieres Logo and title "DON'T LEAVE THE PAN-
DEMIC UP TO CHANCE"

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