



City of San Antonio

Agenda Memorandum

File Number:21-1337

Agenda Item Number: 4.

Agenda Date: 1/28/2021

In Control: Community Health and Equity Committee

DEPARTMENT: Government and Public Affairs

DEPARTMENT HEAD: Jeff Coyle, Director

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT: A briefing providing updates on the City of San Antonio's COVID-19 marketing and communications effort.

SUMMARY:

The Government and Public Affairs Department will provide an update regarding the Fall 2020 COVID-19 marketing and communications campaign and highlight initiatives to communicate vaccine information to the community.

BACKGROUND INFORMATION:

In July of 2020, GPA and Metro Health solicited bids from agencies to develop and implement an integrated marketing and communications campaign that is targeted to specific audiences that have been most impacted by COVID-19. Three agencies provided bids and ultimately the Giant Noise San Antonio Office, in partnership with MM Creative and C2G Strategies were selected.

The campaign, entitled *What Will it Take*, highlights key behaviors that the public can take to contain the spread of COVID-19, protect the most vulnerable populations and bring some sense of normalcy back, with adapted behaviors such as mask wearing and physical distancing. The campaign also features advertisements that feature original songs from local musicians.

The campaign includes direct mail, grassroots outreach, digital advertisement creation and placement, securing placement and support of digital influencers and other market specific tactics to communicate COVID-19 prevention messaging to the target audiences, which include Hispanics, Blacks, millennials and Generation Z.

The City is seeking to engage these firms for the second phase of the *What Will It Take* campaign, which will focus on vaccine information.

ISSUE:

The Community Health and Equity Committee has requested periodic updates from staff regarding COVID-19 communications.

ALTERNATIVES:

This item is for briefing purposes only.

FISCAL IMPACT:

There is no fiscal impact at this time.

RECOMMENDATION:

This item is for briefing purposes only.