



**The Centers for Disease Control and Prevention
Division of Global Migration and Quarantine**

COVID-19 Public Health Messaging

A Geo-Targeted Paid Promotion Strategy
to Reach International Travelers

March 2023



Deloitte.



CDC's Division of Global Migration and Quarantine (DGMQ) worked with Deloitte, Chickasaw Nation Industries, and Coegi to reimagine how to engage audiences through piloting a series of geofenced marketing solutions.



Overview

The coronavirus disease (COVID-19) pandemic had unprecedented impacts throughout the globe, but especially among the international tourism industry. In March 2020, the United States was forced to impose numerous travel restrictions, halting international travel. Tourism fell over 65 percent worldwide in 2020, and the global tourism industry was not expected to return to pre-pandemic levels till at least 2023.¹ As the borders reopened and prevention measures were introduced, such as vaccines, a sense of normalcy returned prompting a post-COVID-19 boom in travel.

This highlighted a significant challenge for federal public health agencies to consider the risk of transmission among international travelers and how they proactively communicate critical public health guidance. CDC's Division of Global Migration and Quarantine (DGMQ)

worked with Deloitte, Chickasaw Nation Industries, and Coegi to reimagine how to engage audiences through piloting a series of geofenced marketing solutions. DGMQ aimed to reach arriving international travelers at 6 land and 4 air ports of entry (POE). Between July 2022 and February 2023, we implemented a geofenced public health messaging solution. This had two parts:

- 1 Geofenced social media marketing** at three POEs, including Chicago O'Hare and Cross Border Xpress airports and San Ysidro land border crossing.
- 2 Geofenced programmatic advertising** at seven POEs, including Seattle Tacoma and Dallas Fort Worth International Airports, and Otay Mesa, Yuma, Bridge of the Americas, Paso del Norte, and Peace Bridge land border crossings.

Geofenced Social Media POEs



Geofenced Programmatic POEs



¹ Behsudi, A. (n.d.). Impact of the pandemic on tourism – IMF F&D. Retrieved October 26, 2021, from <https://www.imf.org/external/pubs/ft/fandd/2020/12/impact-of-the-pandemic-on-tourism-behsudi.htm>.



Planning and Content

Formative Research



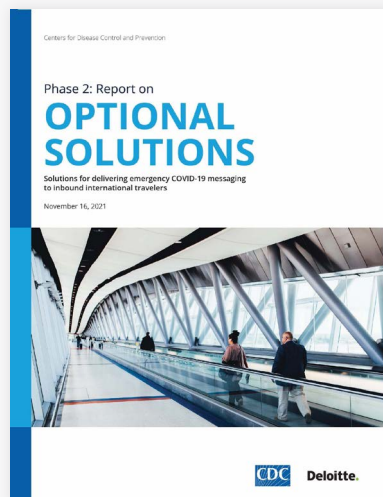
Phase 1: Report on Current Challenges

This report outlined the current-state and challenges as it relates to delivering public health messaging to international travelers. Details included challenges and preferences for information access, as well as a comprehensive comparison of pre- and post-COVID-19 international travel patterns outlining travel trends, top travel routes, and the impact of COVID-19 on travel.



Phase 2: Report on Optional Solutions

This report outlined possible solutions for reaching audiences at U.S. POE's with public health messaging. Details included locations that would provide the greatest opportunity for reach, personas segmenting traveler audiences, journey maps showcasing key traveler touchpoints, and environmental scans highlighting successful delivery mechanisms for reaching target audiences.





Planning and Content

Objectives, Audience, and Budget



Measurable Objectives

We found that travelers prefer to receive personalized COVID-19 guidance iteratively throughout their journey with messaging that is tailored to their habits and preferences. We concluded that a paid media outreach solution, via social media and programmatic advertising, was the best way to use geofencing technology to meet CDC's goal of reaching as many travelers as possible. To measure the effectiveness of the geofencing technology in reaching the most travelers, we set two objectives:

- 1 **Reach** a minimum of 15% of travelers entering the U.S. at 10 POEs, within 0–5 days, with COVID-19 guidance.
- 2 **Teach** international travelers about precautions they should take in the U.S., through engaging content and creative, and achieving a click-through rate (CTR) of .4%.

Budget



\$400,000

Total paid media budget



\$200,000

for social media advertising



\$200,000


for programmatic advertising

Target Audience



International travelers (age 18+) returning to or entering the U.S. at land and air POEs.

Sample Persona




Emily
Age: 25
Gender: Female
Race: White
Occupation: Student
Home Base: Windsor, Ontario Canada
Citizen Status: Non-US Citizen
Language: English, French
Vaccinated (Y/N): Yes
Expedited Access: NEXUS Member

Key Characteristics:
Pragmatic Connected
Adaptable Progressive

Non-U.S Based International Traveler by Land

This is **EMILY**

Where She Is: 

ABOUT
Emily is from Windsor, a city in Southwestern Ontario, that is approximately ten miles from the city of Detroit. Emily frequently crosses the border with her parents to visit extended family that lives in the United States. She also studies in Detroit and drives 45 minutes most days to attend classes.

COMMUNICATION PREFERENCES

- Digital native and used to constant connectivity via her mobile device (Google Fi)
- Multitasks across multiple screens
- Prefers authentic communications and is most impacted by peers or influencers that appear more genuine
- Likely to engage with social media ads and experiences

CHALLENGES AND NEEDS

- Wants to stay healthy to ensure she can continue to attend school in person without needing to quarantine in Canada
- Concerned about border wait times and arriving to class on time because of the significant increase in traffic delays due to border closures

Delivery Mechanisms



Messages were delivered via social media apps that include Facebook, Instagram and Snapchat



Messages were delivered via a vast selection of mobile apps and browsers based on international travelers' media consumption preferences.



Planning and Content

Stakeholder Communications



Geofenced Social Media Outreach

Supporting Resources for Stakeholders

Prior to launch, supporting resources were provided to all participating ports of entry, federal and public health partners, and stakeholders (e.g., U.S. Customs and Border Protection.) These included media talking points, fact sheets, and question and answer documents that served as a primary resource to assist with informing travelers, partners, or the media.



Geofenced Programmatic Outreach



Creative and Quality

Branding and Moodboard



Creative Look Book

Travel Brand Marks



Air Travel Icon



Land Travel Icon



Air & Land Travel Icon

Neue Kabel

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Jubilat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Eds Market Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



Mock Instagram Posts



Mock Facebook Post

The branding was designed using lively, engaging colors that were whimsical and inspired feelings of excitement and hopeful anticipation, paired with modern, lively fonts. Maximalist iconography was also created to offer a playful combination when used with imagery.



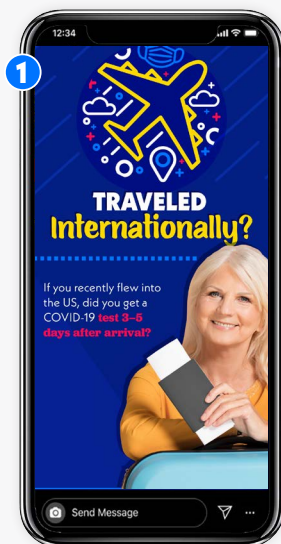
Creative and Quality

Social Media Advertising



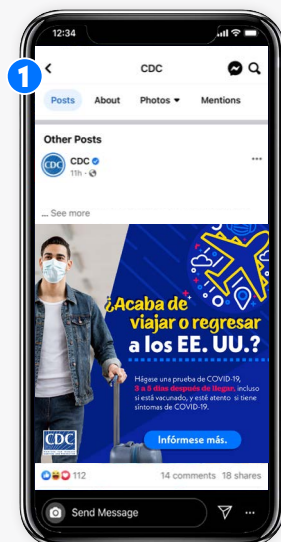
Facebook—Top 3 by Reach (English)

1. Air Traveler Poll Ad (592,104)
2. Air Traveler Newsfeed Ad (505,217)
3. Land Traveler Newsfeed Ad (68,815)



Facebook—Top 3 by Reach (Spanish)

1. Air Traveler Newsfeed Ad (146,175)
2. Land Traveler Newsfeed Ad (94,177)
3. Land Traveler Poll Ad #2 (82,561)





Creative and Quality

Social Media Advertising



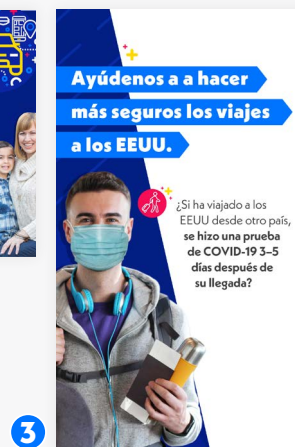
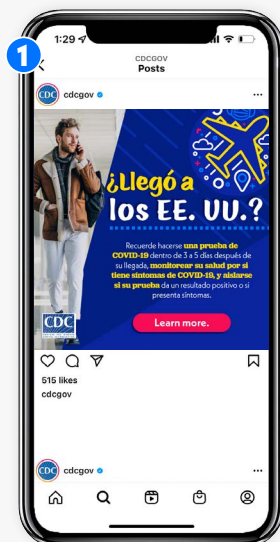
Instagram—Top 3 by Reach (English)

1. Air Traveler Newsfeed Ad (263,552)
2. Air Traveler Poll Ad (205,432)
3. Air Traveler Newsfeed Ad #2 (131,874)



Instagram—Top 3 by Reach (Spanish)

1. Air Traveler Newsfeed Ad (44,449)
2. Land Traveler Newsfeed Ad (44,448)
3. Air Traveler Poll Ad (32,289)





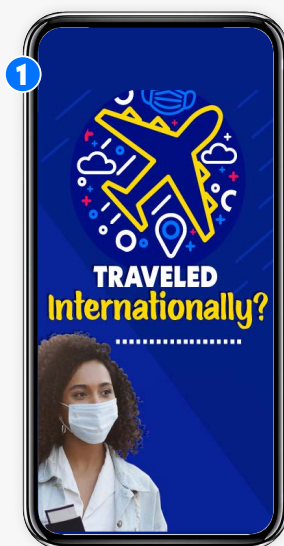
Creative and Quality

Social Media Advertising



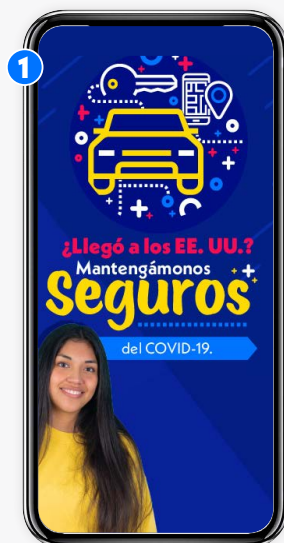
Snapchat—Top 3 by Reach (English)

1. Air Traveler Discover Ad
(416,910)
2. Air Traveler Commercial Ad
(41,940)
3. Land Traveler Discover Ad
(27,792)



Snapchat—Top 3 by Reach (Spanish)

1. Land Traveler Discover Ad
(5,216)
2. Air Traveler Discover Ad
(1,424)
3. Land Traveler Commercial Ad #2
(1,135)





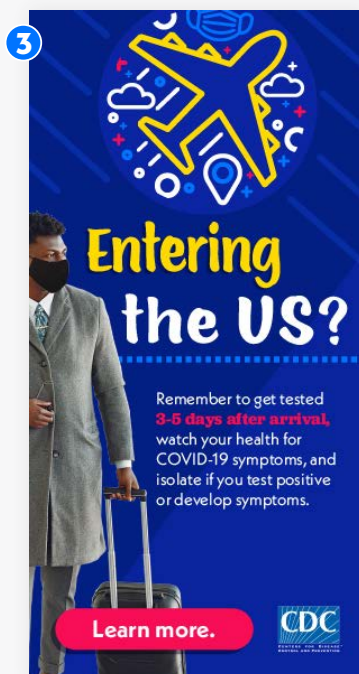
Creative and Quality

English Programmatic Advertising



Top 5 by Reach (English)

1. Air Traveler Display Ad
Medium Rectangle 300x250
(2,708,063)
2. Southern Land Border
Traveler Display Ad Medium
Rectangle 300x250
(606,420)
3. Air Traveler Display Ad Half
Page 300x600
(350,347)
4. Air Traveler Display Ad
Large Rectangle 336x280
(651,717)
5. Air Traveler Video Ad:
Travel Safer
(566,866)





Creative and Quality

Spanish Programmatic Advertising



Top 5 by Reach (Spanish)

1. Air Traveler Display Ad
Medium Rectangle 300x250
(1,049,590)
2. Land Traveler Display Ad
Medium Rectangle 300x250
(606,420)
3. Air Traveler Display Ad
Billboard 300x600
(138,568)
4. Southern Land Border Traveler
Video Ad: Travel Safer
(349,615)
5. Air Traveler Video Ad:
Travel Safer
(109,758)





Technical Excellence and Results

Messaging Insights



Results Across Social Media and Programmatic Advertising

We began geofenced social media advertising on July 20, 2022 and programmatic advertising on November 17, 2022. Both of these concluded on February 28, 2023.

Cumulative Impact



10,724,457

Unique Traveler Reach



31,629,295

Impressions



.29%

Click-Through Rate (CTR)

Social Media Advertising Key Highlights

Reach

2,323,084

The number of unique social media users with active Meta or Snapchat accounts that received an ad.

Social Media Channels



1.4M Facebook



724K Instagram



469K Snapchat



85% English Air
15% Spanish Air



62% English Land
38% Spanish Land

Impressions

13,157,450

Impressions are the total number of times social media messages are viewed.

Click-through Rate

0.19%

CTR is the percentage of impressions that resulted in a visit to the CDC International Traveler website.



Technical Excellence and Results

Messaging Insights



Programmatic Advertising Key Highlights

Reach

8,401,373

The total number of unique individuals that received a programmatic ad.



68% English Air
32% Spanish Air



55% English Land
45% Spanish Land

Reach by POE



175K Peace Bridge



213K Otay Mesa



426K LAX



344K MIA



1.5M DFW



446K Bridge of the Americas



465K Paseo Del Norte



420K JFK



289K EWR



271K FLL



711K San Luis



2.2M SEA



364K IAH



283K ATL



191K ORD

Impressions

18,471,845

Impressions are the total number of times programmatic messages are viewed.

Click-through Rate

0.49%

CTR is the percentage of impressions that resulted in a visit to the CDC International Traveler website.

This is **above** industry standard of .46% for display