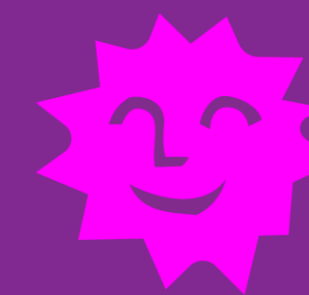
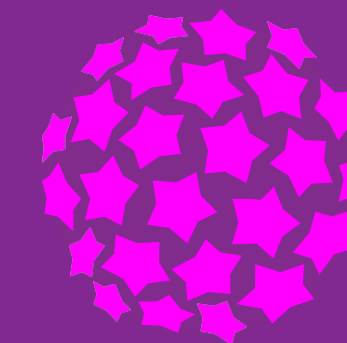




**IPVS**  
International  
Papillomavirus  
Society

# THE RESULTS

## International HPV Awareness Day



★ 2022

ONE  
LESS  
WORRY

# Contents

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# INTRODUCTION



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<b>The goals for this campaign</b>	<b>5</b>
<b>One Less Worry: the concept</b>	<b>6</b>

# International HPV Awareness Day

Since 2018 IPVS has been raising awareness about HPV every year on March 4th and throughout the year.

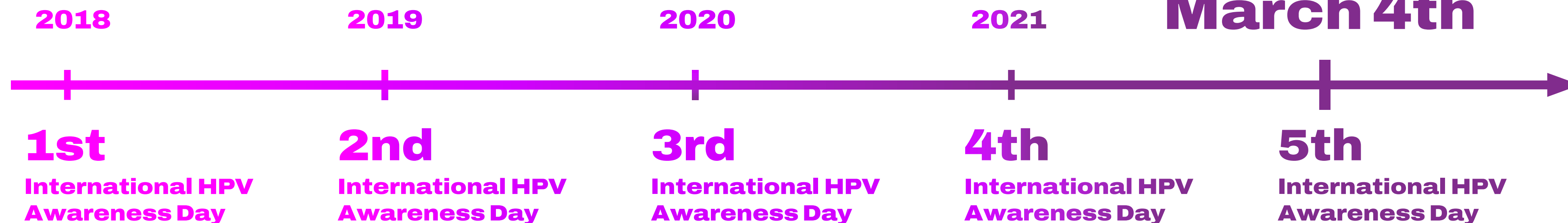
This year we shared the message that this is a virus we can beat, and count **#OneLessWorry**



**2022**

**Friday**

**March 4th**



# THE GOALS FOR THIS CAMPAIGN

1. Raise awareness and understanding of HPV globally
2. Ensure International HPV Awareness Day on March 4th provides a highly visible annual focal point for the International HPV Awareness Campaign and supports a year-round global public conversation
3. Provide a toolkit of materials for the IPVS network of partners and members to employ for local adaptation/delivery while maintaining alignment with the global campaign

# One Less Worry

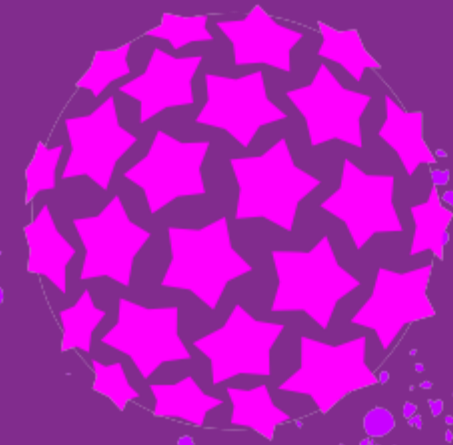
## THE CONCEPT

The past two years have been dominated by the presence of another virus, unsettling our world and bringing uncertainty and worry into our lives.

When we consider the many factors that impact our world, it is easy to become overwhelmed.

Conscious of this difficult reality, **#OneLessWorry** frames HPV as something we can remove from our list of things to worry about. By taking simple steps, we can regain control, knowing we can determine this aspect of our health and our future.





# RESULTS



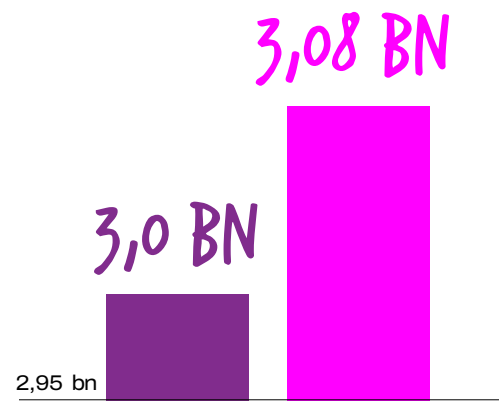
# Results

## Press release

Potential audience

3,08 BN

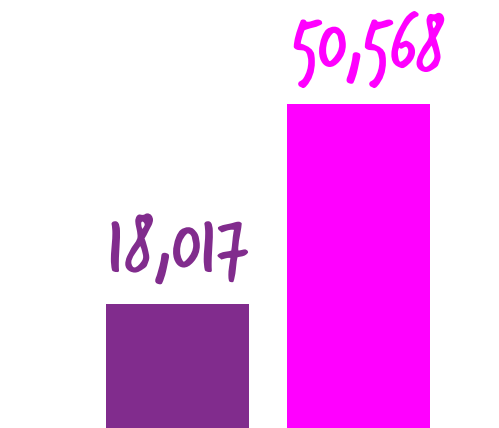
Potential audience  
(2021 VS 2022)



Press release views

50,568

Press release views  
(2021 VS 2022)



## #Hashtag Performance

#onelessworry  
potential reach

132.4 MIO

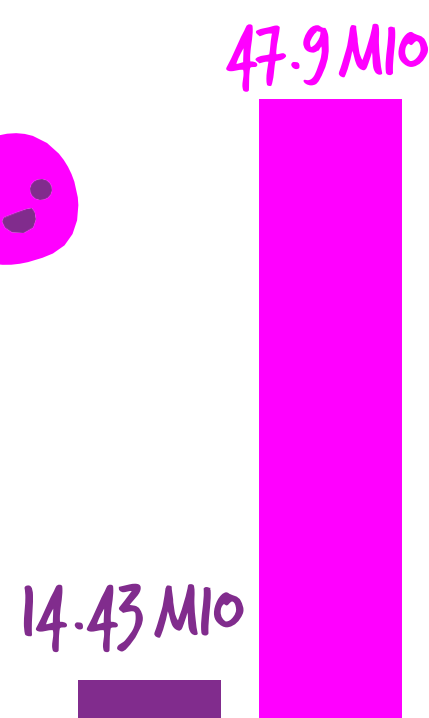
#askabout HPV  
potential reach

112.7 MIO

#hpvawarenessday  
potential reach

2.8 MIO

Hashtag total potential  
reach (2021 VS 2022)



## Website visits (page views)

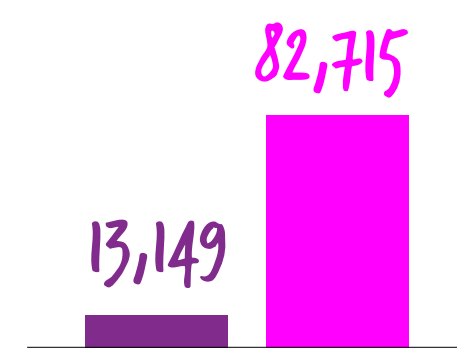
Total pageviews

82,715

Pageviews progress  
(VS 2021)

+529%

Total pageviews  
(2021 VS 2022)



## Website visits (new visitors)

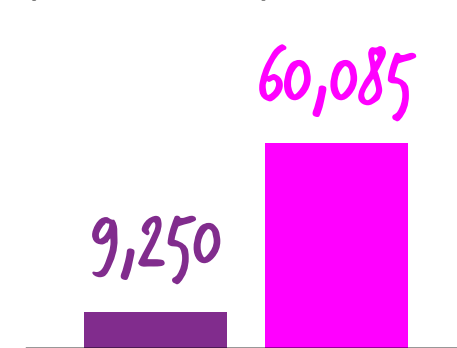
Total new visitors

60,085

New visitors progress  
(VS 2021)

+549%

Total new visitors  
(2021 VS 2022)



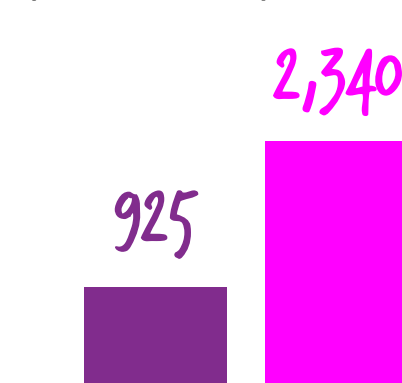
## Resources downloaded

Total download

2,340



Total download  
(2021 VS 2022)



## Paid Google Ads

Total impressions

10.3 MIO

Total clicks

71,400

Video view rate

Spanish language  
21%

English language

16%

Japanese language

15%



## Facebook and Instagram paid campaigns

Reach

5.7 MIO

Post engagement

746,300

## Partners

Total partners

120

Total partners progress  
(VS 2021)

+20%

## Live webinar on March 4<sup>th</sup>

Registration

790

Attendees

337



## Social media

Followers   

2,418

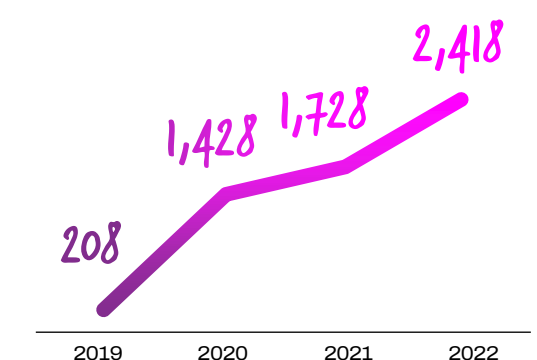
Facebook post reach  (VS 2021)

+231%

Facebook engagements  (VS 2021)

+68%

Followers (since 2019)





# Results

## Social media

Followers   

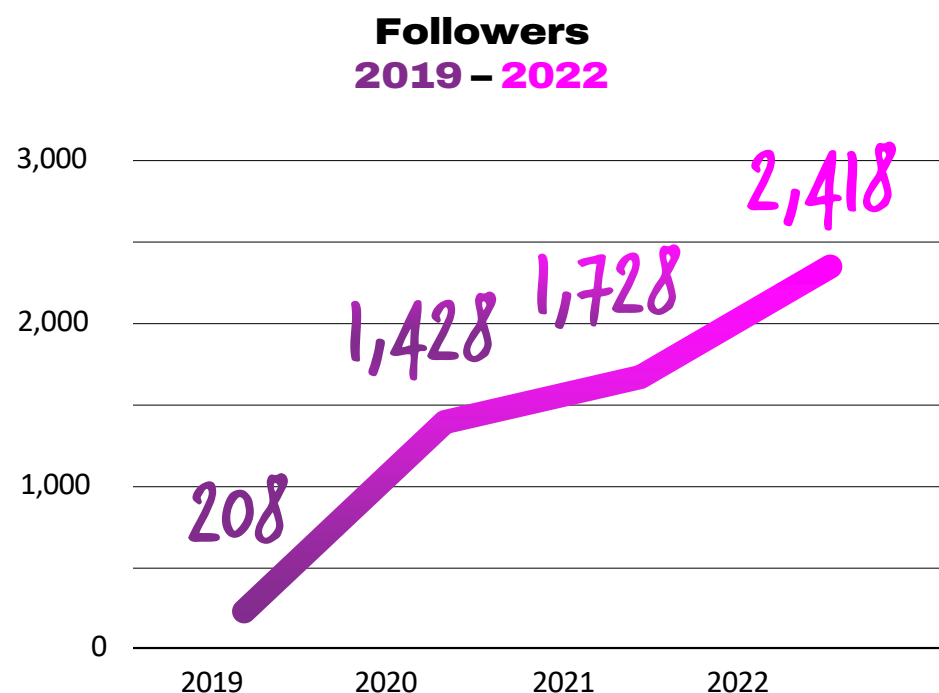
2,418

Facebook engagements (VS 2021) 

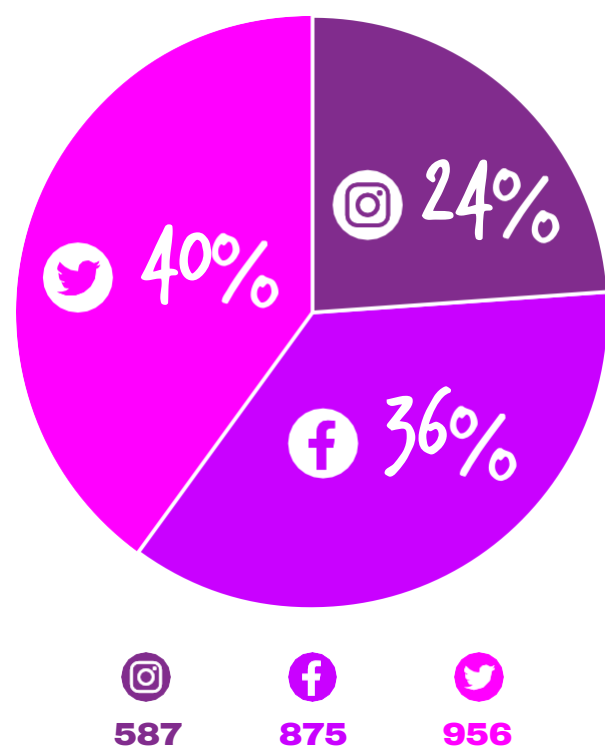
+68%

Facebook post reach (VS 2021) 

+231%



2022 channel size ditribution



## Press release

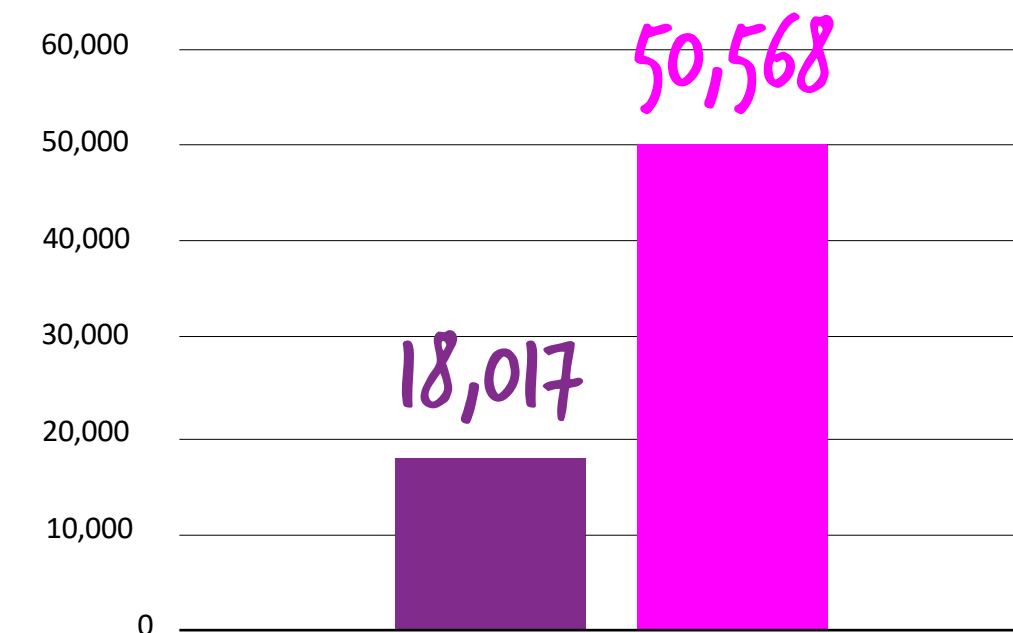
Press release views

50,568

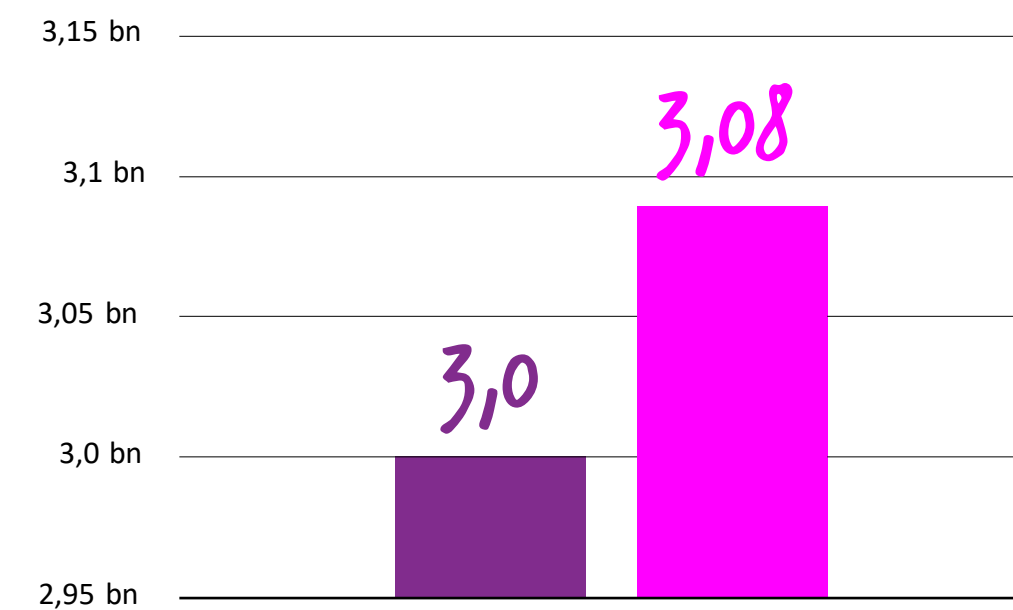
Potential audience

3,08 BN

**Press release views 2021 VS 2022**



**Potential audience media 2021 VS 2022**



# Results

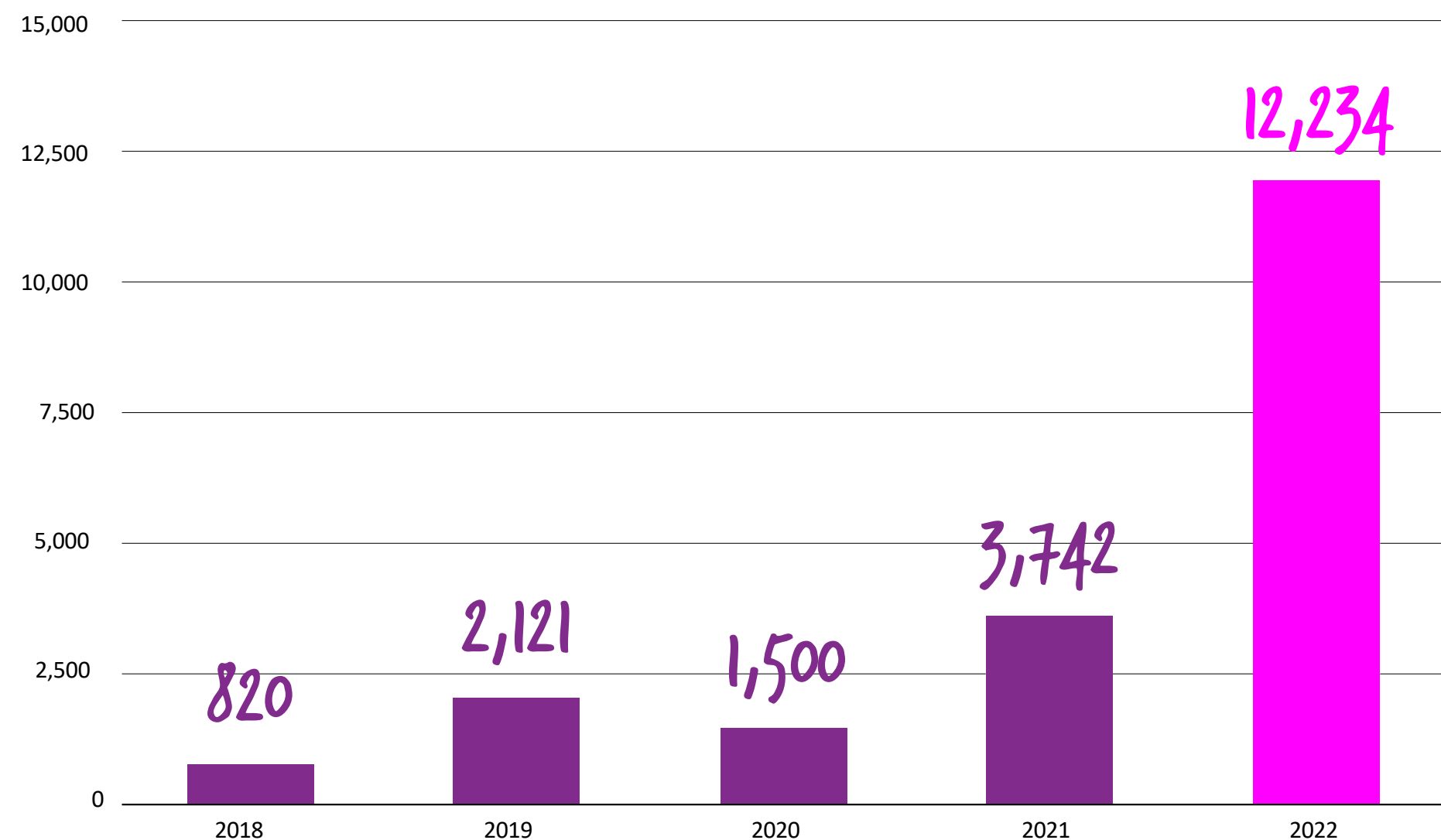
## Website visits (IHAD March 4)

Total IHAD March 4

IHAD March 4 progress (VS 2021)

12,234

+227%



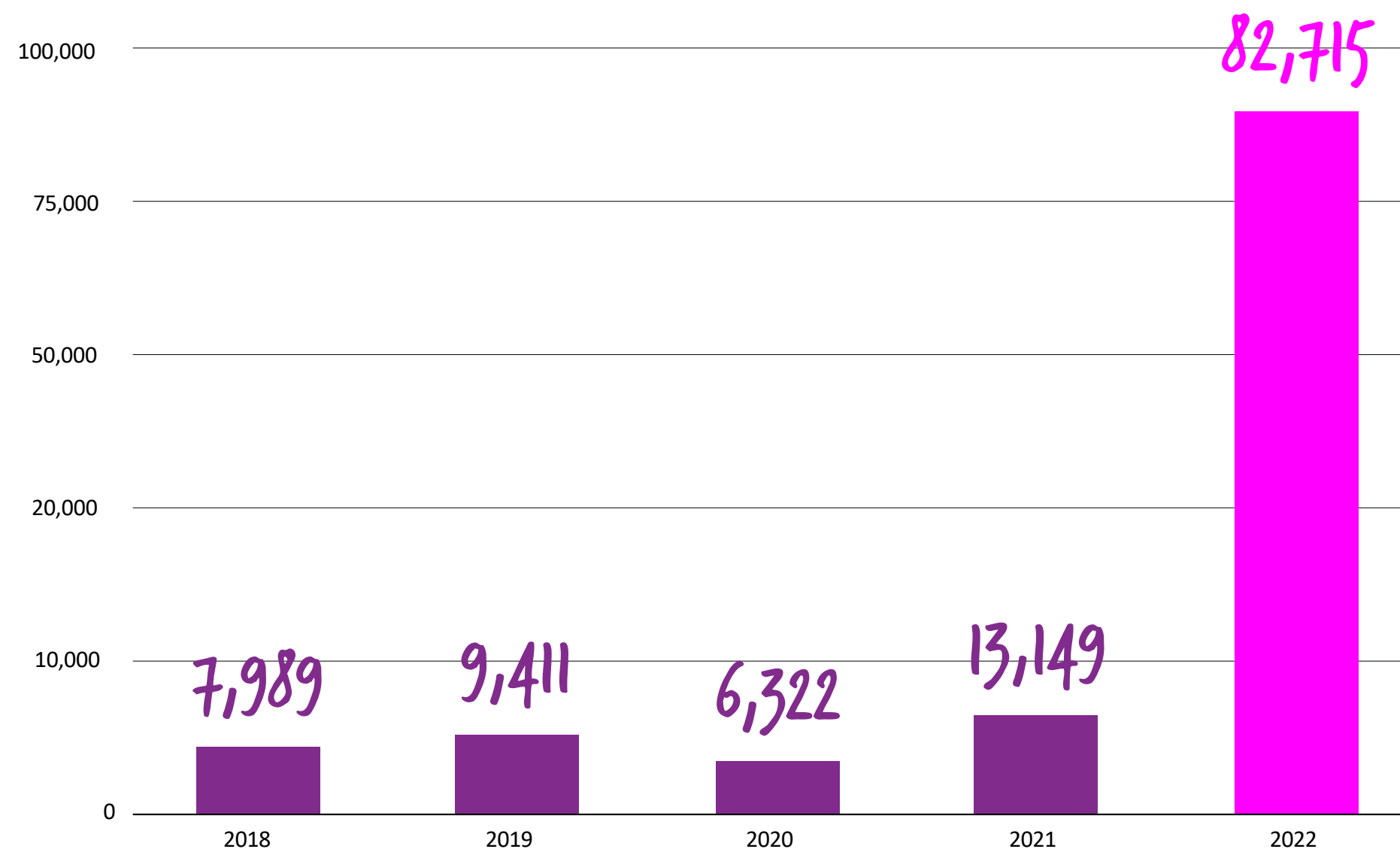
## Website visits (page views)

Total pageviews

Pageviews progress (VS 2021)

82,715

+529%



# Results

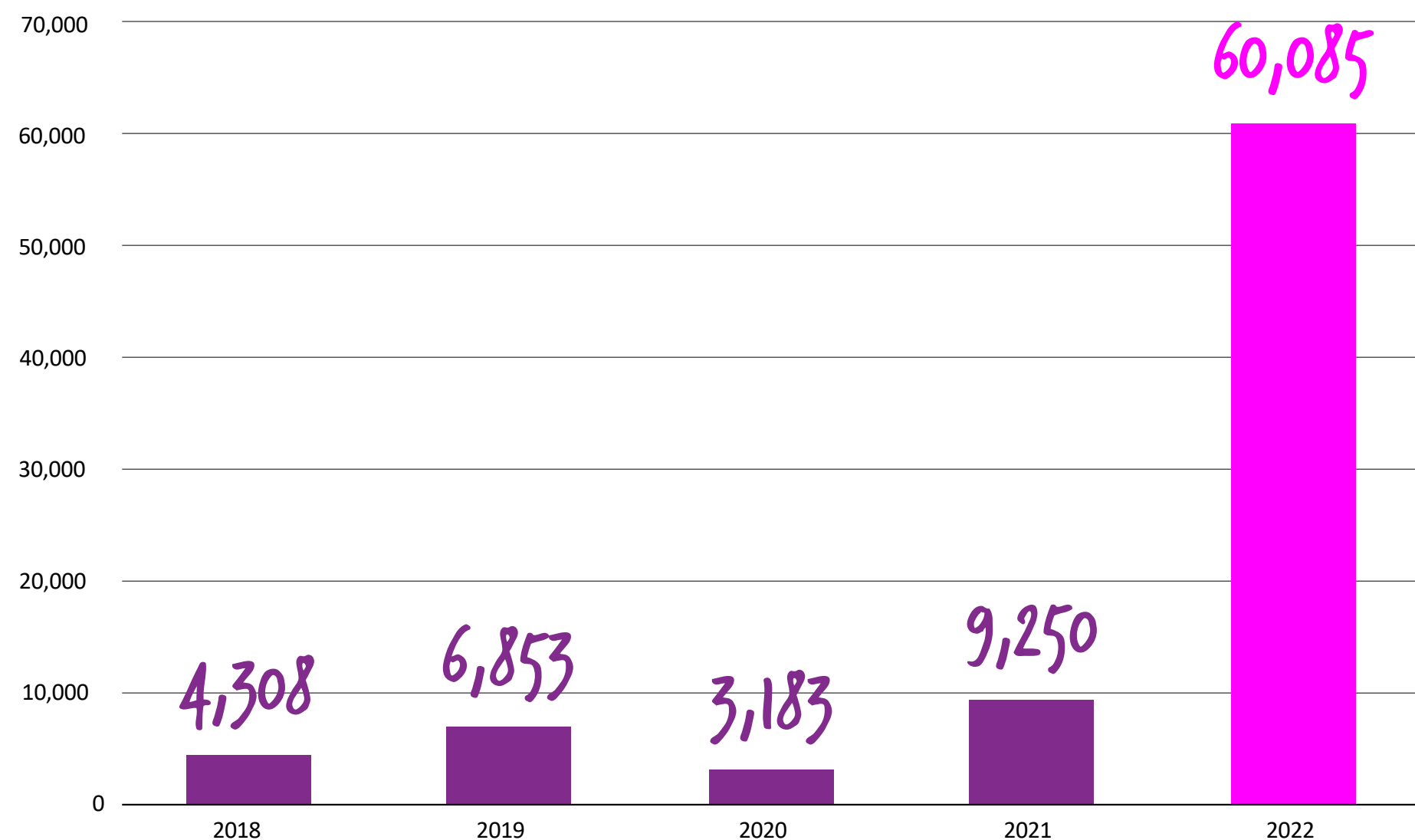
## Website visits ( new visitors)

Total new visitors

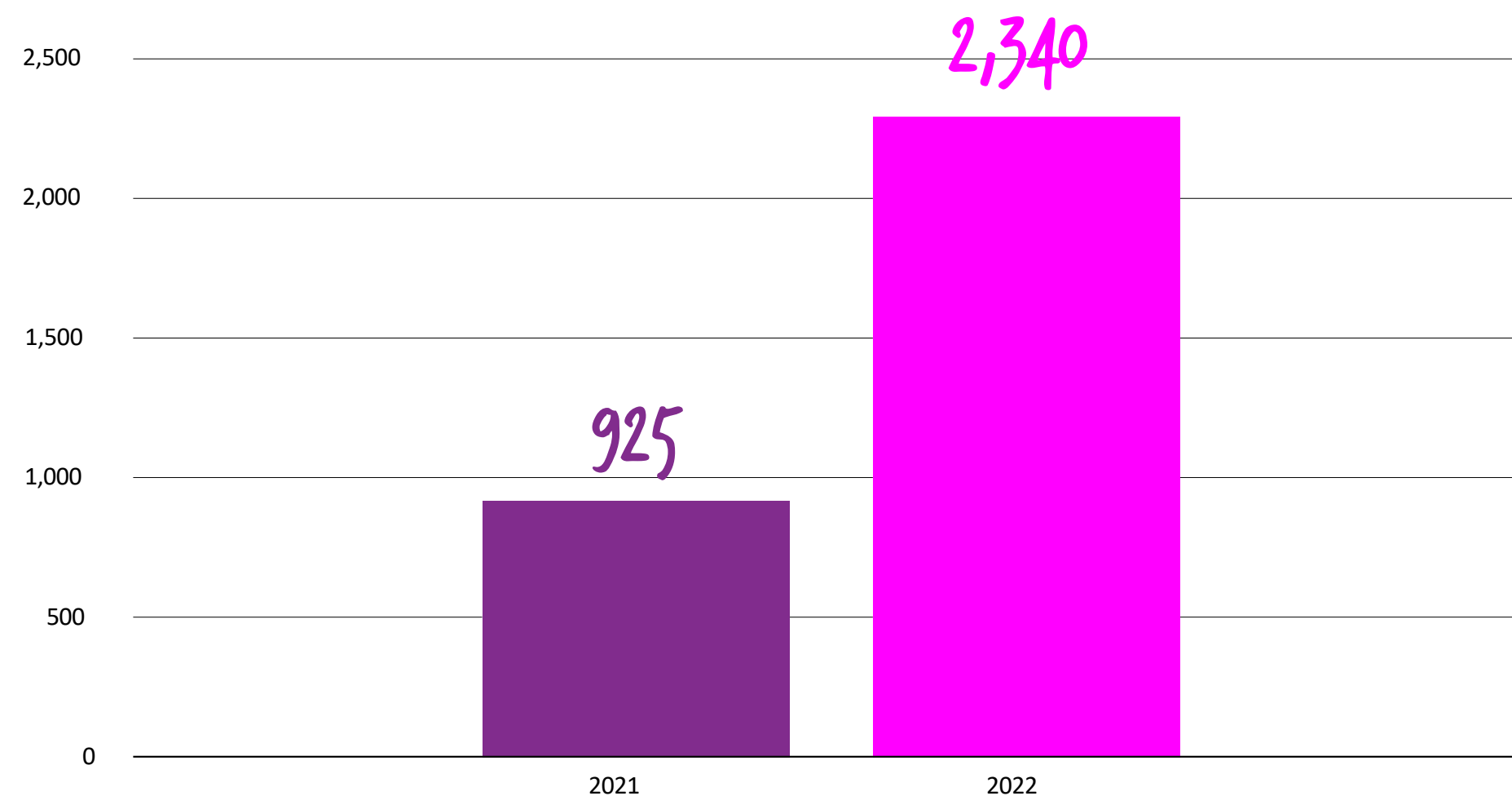
60,085

New visitors progress (VS 2021)

+549%



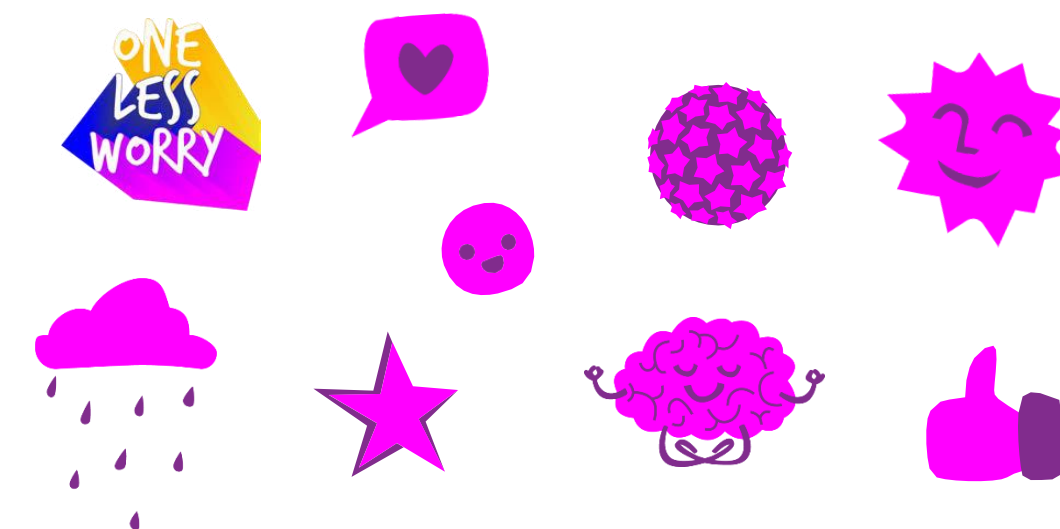
## Resources downloaded



## GIF Stickers

Total stickers views

40,400



# Results

## Facebook and Instagram paid campaigns

### Reach

5.7 MIO

### Post Engagement

746,300

### Link clicks

746,300

## Paid Google Ads

### Total impressions

10.3 MIO

### Total clicks

71,400

### Video view rate

Spanish language	English language	Japanese language
21%	16%	15%

## #Hashtag Performance

### #askaboutHPV potential reach

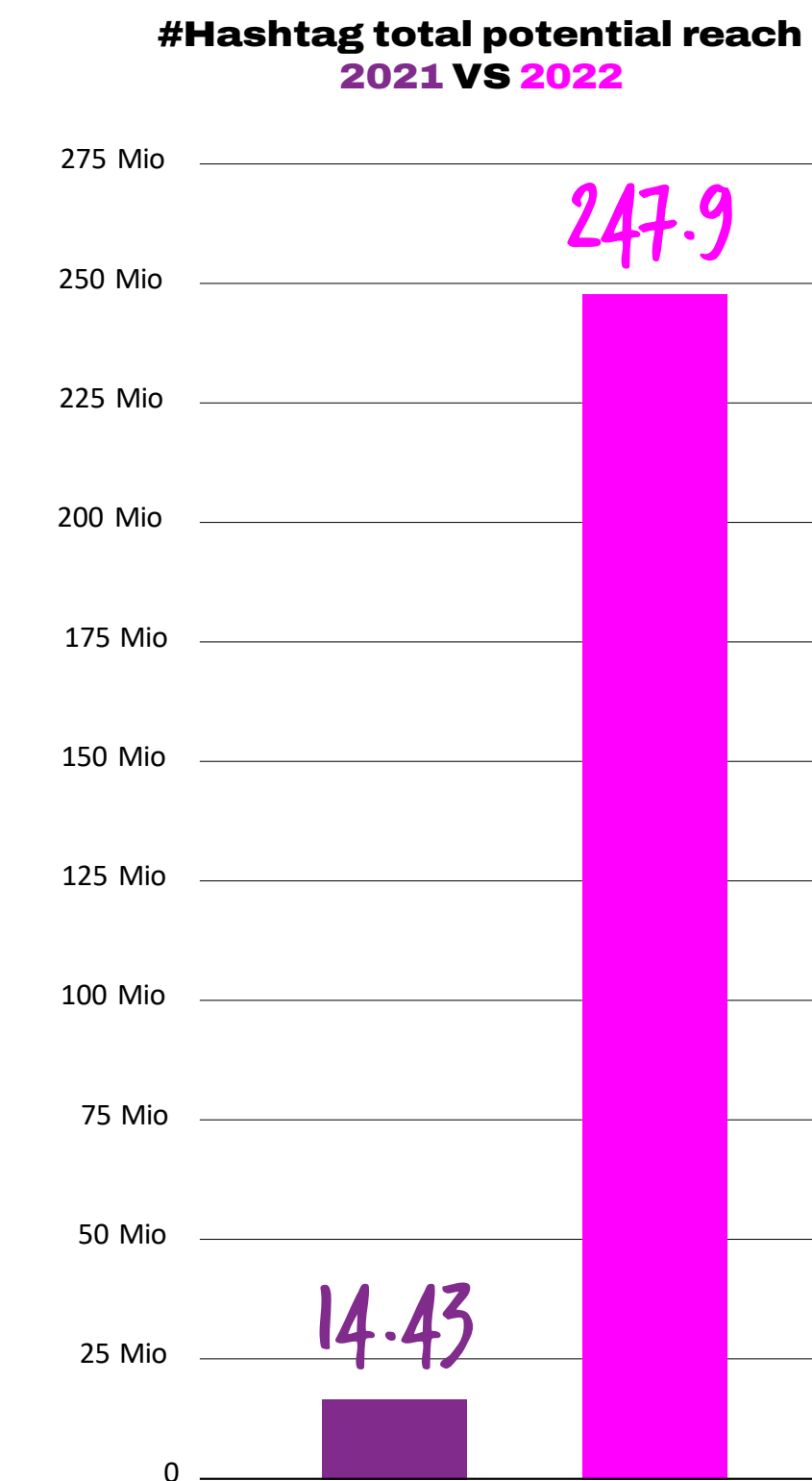
112.7 MIO

### #onelessworry potential reach

132.4 MIO

### #HPVawarenessday potential reach

2.8 MIO



# SUCCESS STORIES



<b>Japan</b>	<b>14</b>
<b>China</b>	<b>15</b>
<b>Singapore</b>	<b>17</b>
<b>South Africa</b>	<b>18</b>
<b>Spain</b>	<b>20</b>
<b>Canada</b>	<b>21</b>
<b>Senegal</b>	<b>22</b>



# Japan

## A powerful alliance

- Minpapi
- VcanHPV NEW
- Love49 NEW
- Teal Blue Japan NEW
- HPV Vaccination Promotion Municipal Assembly Member's Federation NEW

## VcanHPV year-long campaign



Click to see more

## Minpapi Webinar

Focused on Young people, Cervical cancer Survivor, Media responsibility.



Click to see the video

## Love49 web-event

Cervical cancer screening. Led by Dr. Konno.

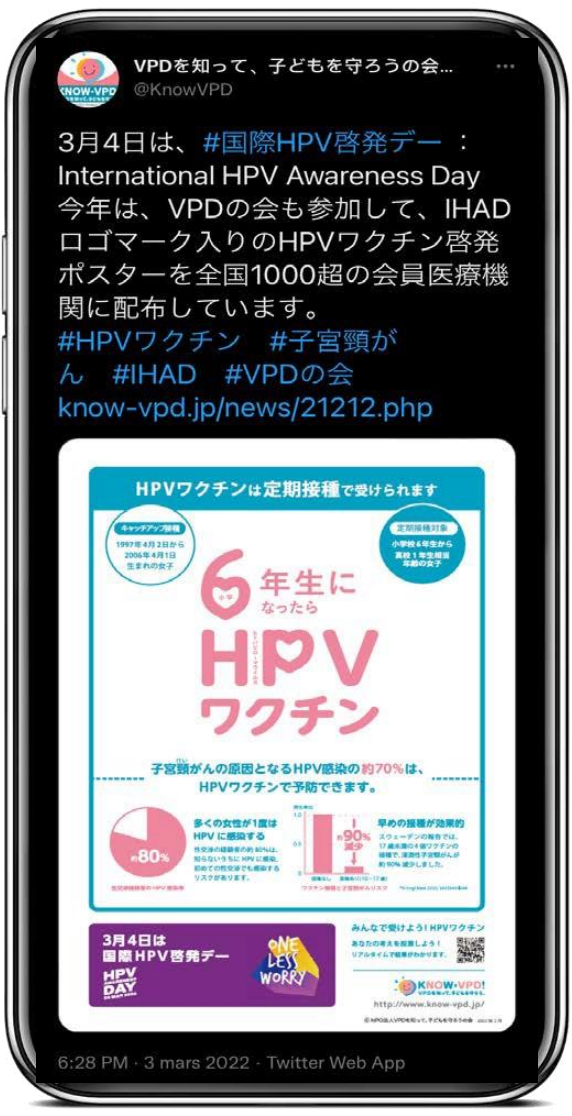


Click to see more

## Know-VPD Poster

Posters distributed to pediatric clinics across Japan

# +1,000



Click to see more

## Shibuya Scramble

Breaking through a cultural barrier in a way that would have been unimaginable even just one year earlier, a video openly discussing HPV was shown in public to millions of people.

People cross every day

# +2.4 MIO



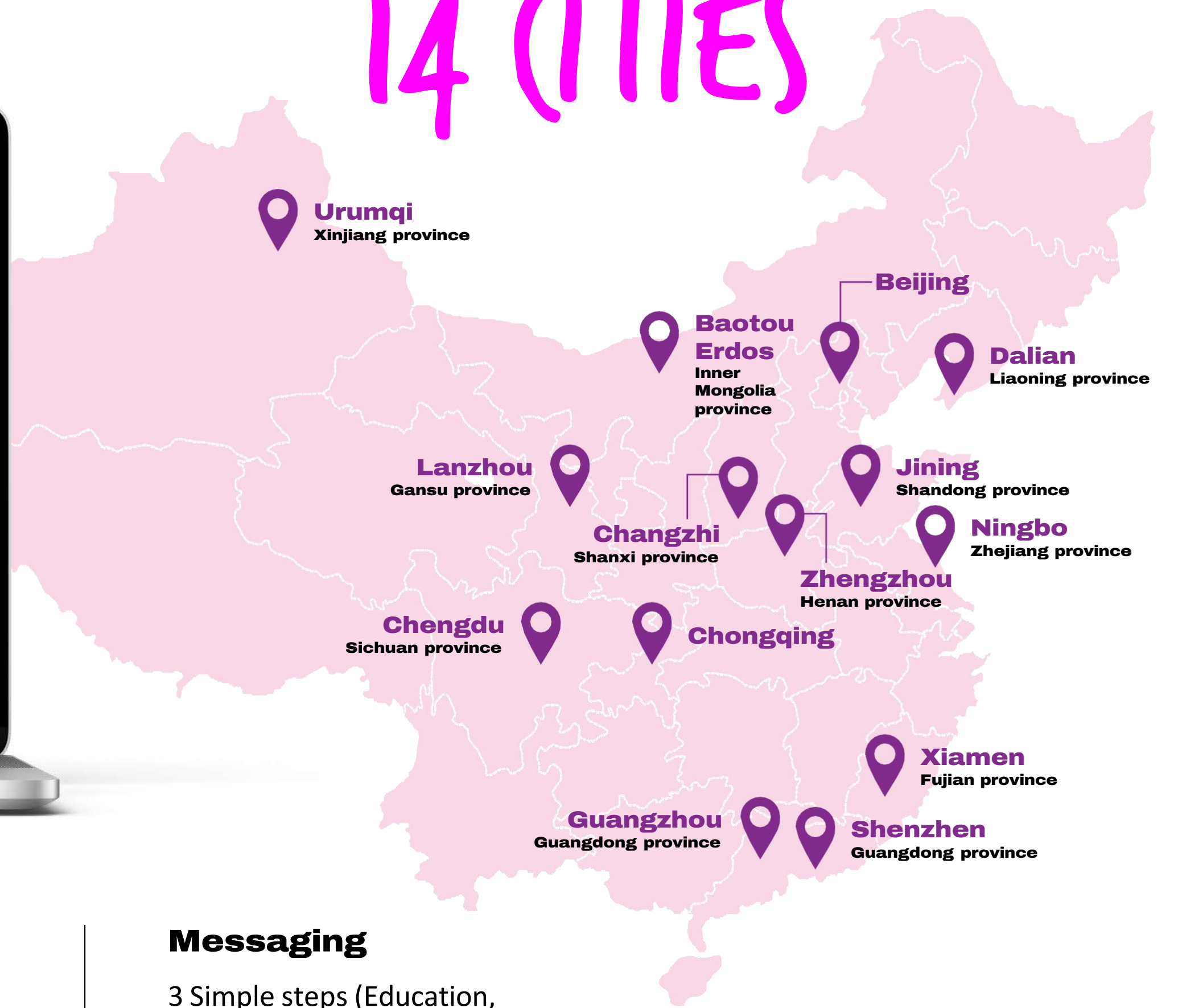
Click to see the video

Campaign report

14 CITIES



[Click to see more](#)



**Activities**

Lectures, Free health consultations, Poster, Short videos, Knowledge contest, HPV Awareness Forest, Fun games, Mini marathon.

**Audiences**

General public, Health care providers, Policy makers.

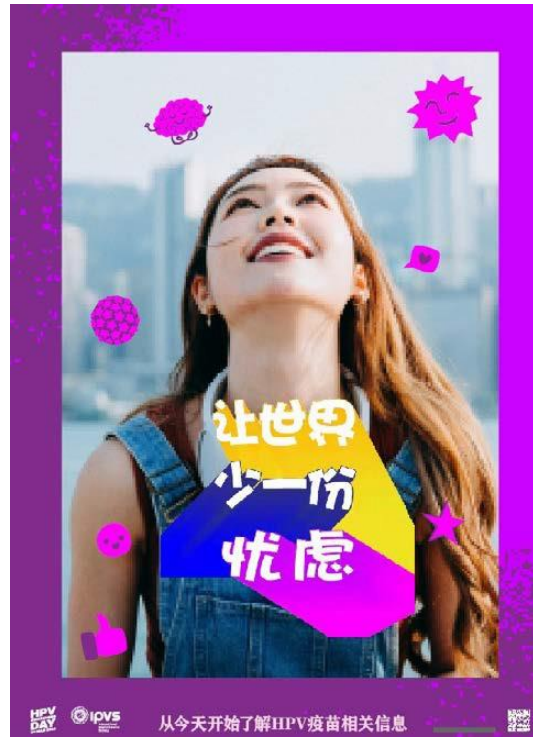
**Messaging**

3 Simple steps (Education, Vaccination, Screening), One less worry.

# MATERIAL PACKAGE



Posters



Roll screens



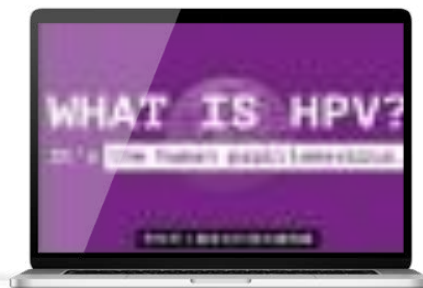
Leaflets



Cards



Videos



# MEMORIES





# Singapore

## New partner

Alliance for Active Action Against HPV (A4HPV) became an IPVS partner in 2021.



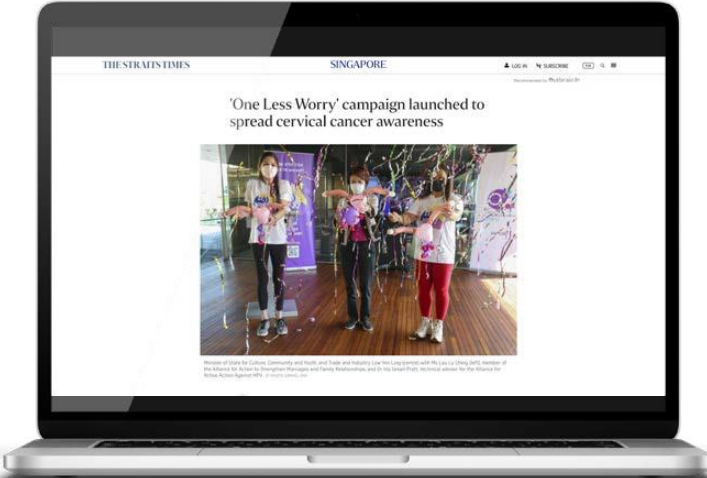
[Click to see more](#)

## Wawan Husen music



## Multilingual News Coverage

Straits Times (English News)



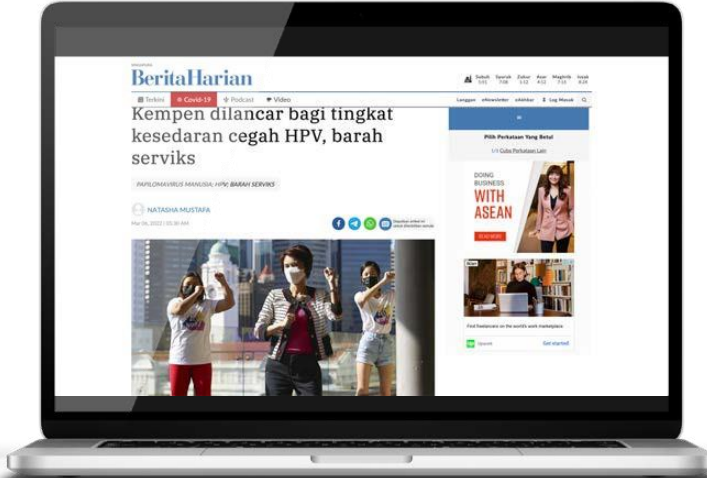
[Click to see more](#)

Zao Bao (Chinese News)



[Click to see more](#)

Berita Harian (Malay News)



[Click to see more](#)

## Social Media Posts by Prominent Politicians

Minister of State on 6 March



[Click to see more](#)

Member of Parliament on 6 March



[Click to see more](#)

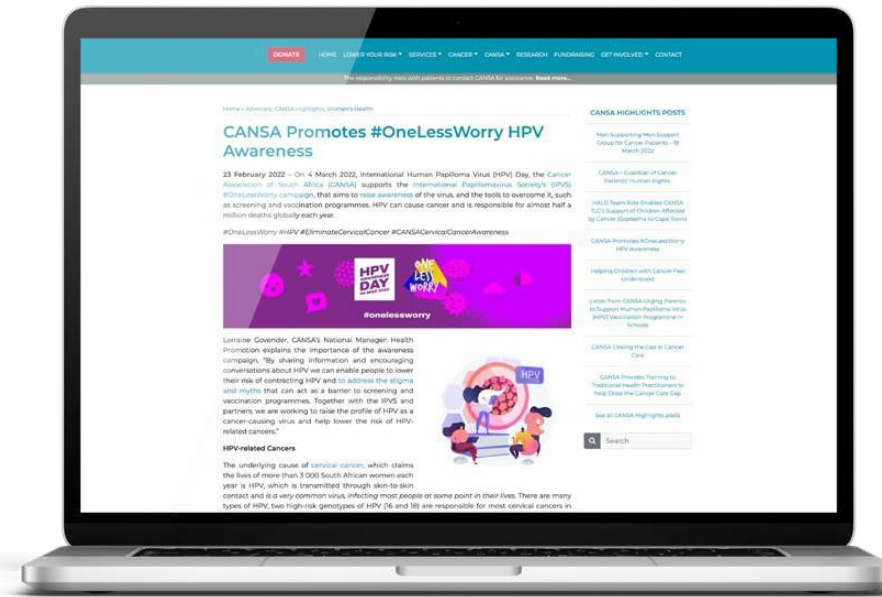
## Zumba class



# South Africa

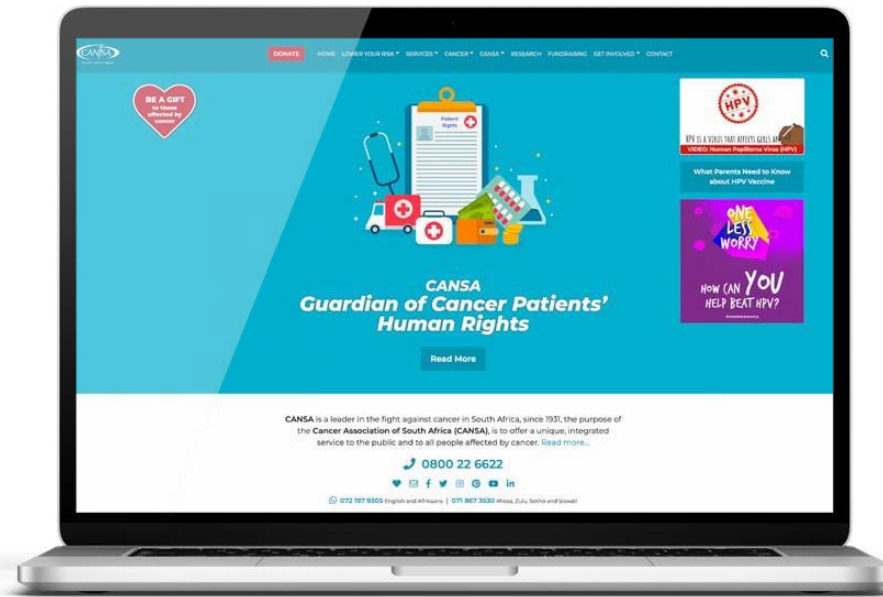
## MATERIALS AND TOOLS

### Press release



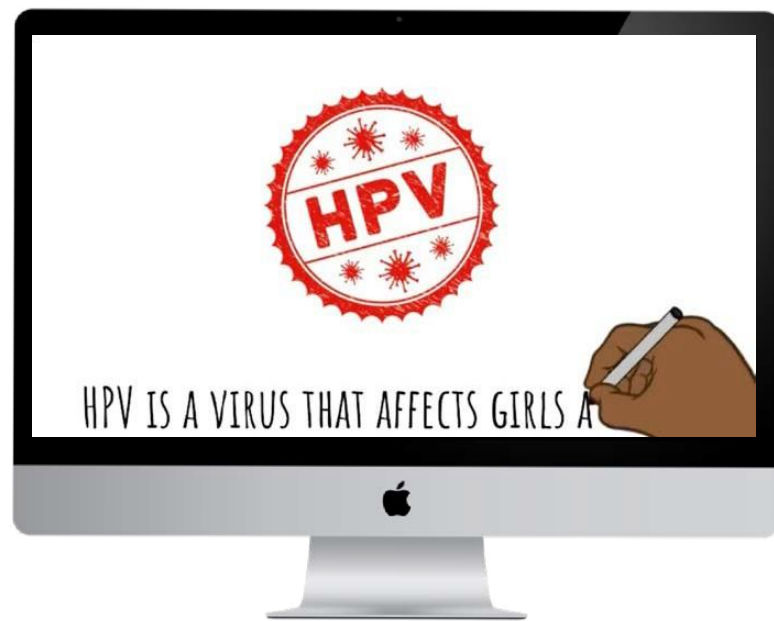
[Click to see more](#)

### CANSA website



[Click to see more](#)

### Videos (in association with the Centre of Community Technology at Nelson Mandela University)



[Click to see the video](#)



[Click to see the video](#)

### Infographic

**#2 Umhlaza woMlomo wesiBeleko**

**IZIFO ZOMHLAZA EZIKHULU EZI-5 EMZANTSI AFRIKA**

**UBUSAZI? Umhlaza woMlomo wesiBeleko ukwinqanaba lesi-2 lokuxhaphaka kwemihlaza echaphazela abantu basetyhini eMzantsi Afrika**

**Yenza ii-PAP SMEAR rhoqo**

Umhlaza woMlomo wesiBeleko unganyangeka xa ubhaqwe ze waxilongwa kwangoko

I-Pap Smear = luhlalo lomlomo wesiBeleko oluthembakeleyo olunceda ekubhageni Umhlaza woMlomo wesiBeleko - kuholwa iseli zamlomo wesiBeleko

Abantu basetyhini abaneminyaka e-18 ukuya kuma-25 abakhe babelana ngesondo kufuneka benze i-Pap Smear q'ho emva kweminyaka emi-3, okanye emi-2 emva kokwabelana ngesondo okokuqala (feyo liza mva), ze umntu aqhubeka de afikelele kwiminyaka engama-70.

**Ii-Human Papilloma viruses (HPVs)**  
Phantshe yonke imihlaza yomlomo wesiBeleko yenziwa yiHPV - intsholongwane ekhaphakileyo eyosulela ngokudibana kwezikhumba zabantu, amanzi aphuma emzimbeni, nangokwabelana ngesondo.

**Iimpawu**

- Ukopho kwilungu lobufazi ube ungekho sexesheni
- Ukuphuma kokungcola okungapheliyo kwilungu lobufazi
- Ukopho ngaphezu kwesiqhelo futhi ixesha elide xa usexesheni
- Ukopho kwilungu lobufazi okanye ukuqanjelwa xa usabelana ngesondo
- Ukuchama mpela
- Ukopho kwilungu lobufazi emva kokuba uyekile ukuya exesheni ngenxa yobudala

**Izinto Eziyingozi**

- Ukungasebenzisi zikhuseleli xa usabelana ngesondo
- Izifo ezosulela ngokwabelana ngesondo
- Ukwabelana ngesondo nabantu abaninzi nokwabelana ngesondo okungahuselekanga
- Ukwabelana ngesondo okokuqala usemncinci
- Ukutyebe ube ungazilongi kangako
- Ukuseba utywab (kungakhokhelela ekubeni wabelane ngesondo ngendlela engakhuselekanga) nokutshaya

I-CANSA iyazenza ii-Pap smear kumaziko ethu oncedo, nga maxabiso afilelekayo

Toll Free 0800 22 66 22 | www.cansa.org.za

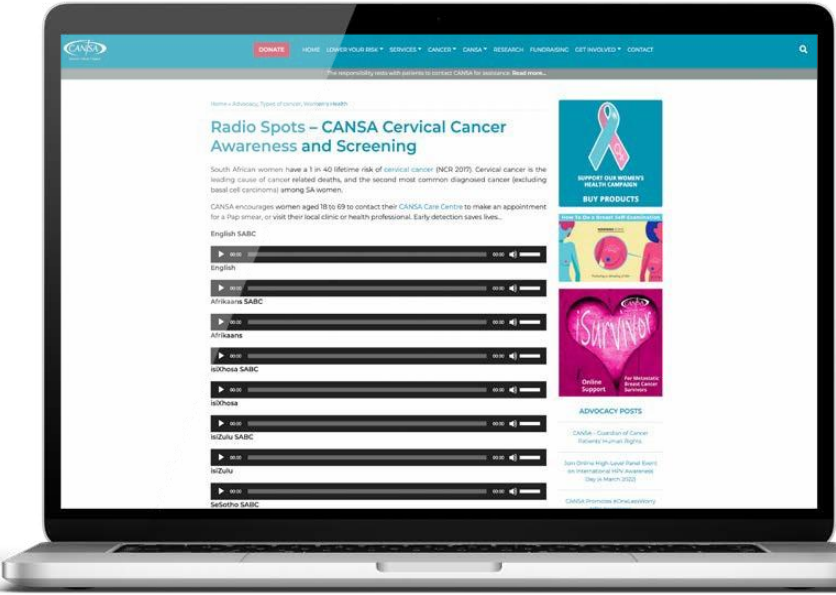
072 197 9305  
071 867 3530

Languages:  
**IsiXhosa**  
**IsiZulu**  
**Sesotho**  
**English**  
**Afrikaans**

# South Africa

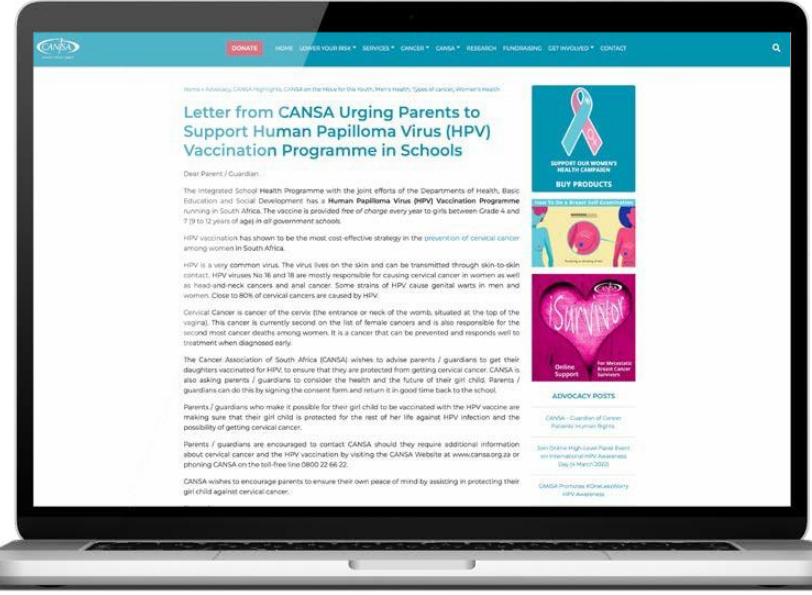
## MATERIALS AND TOOLS

Radio spots (in partnership with Siemens Healthineers)



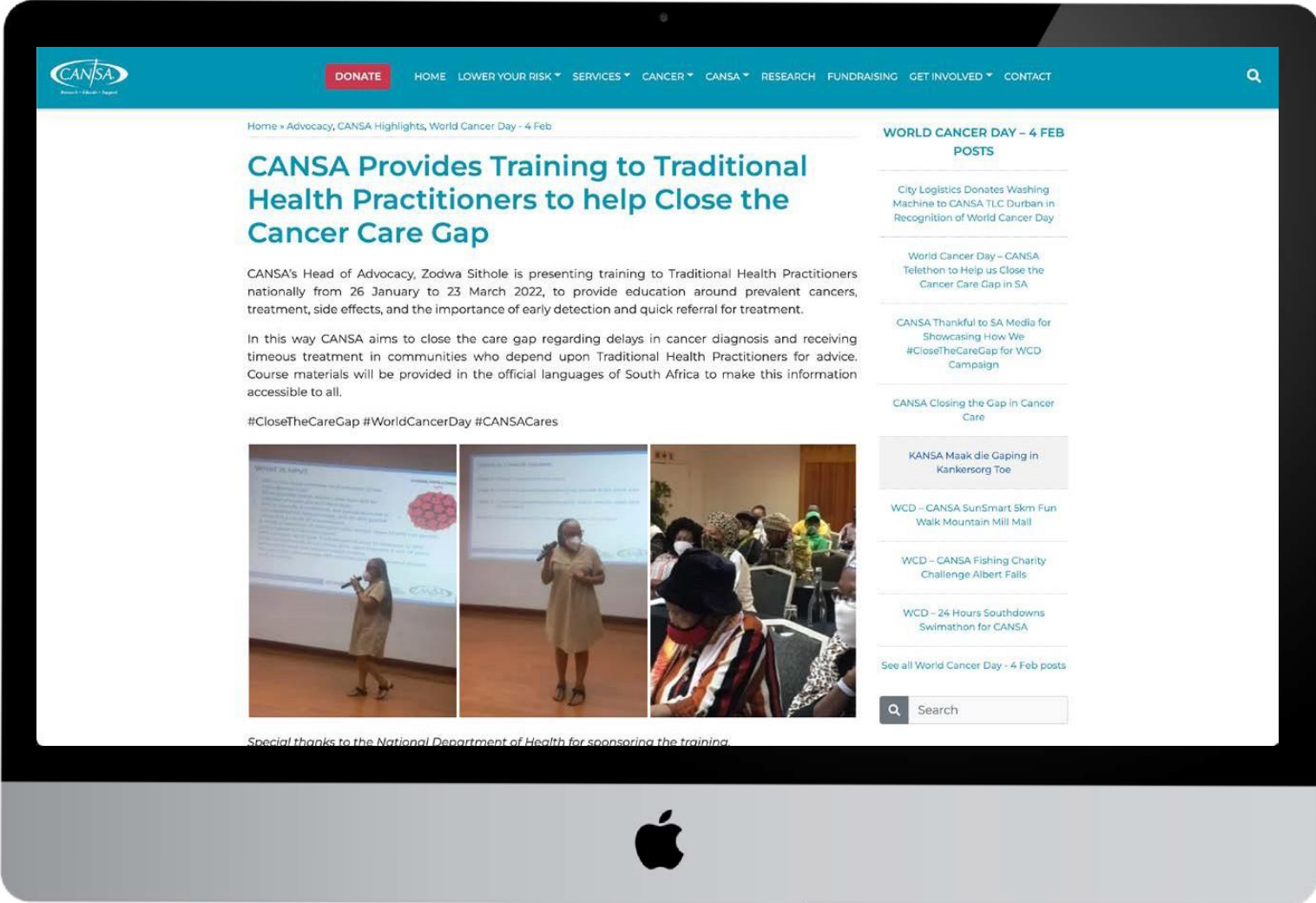
[Click to see more](#)

Open letter to parents



[Click to see more](#)

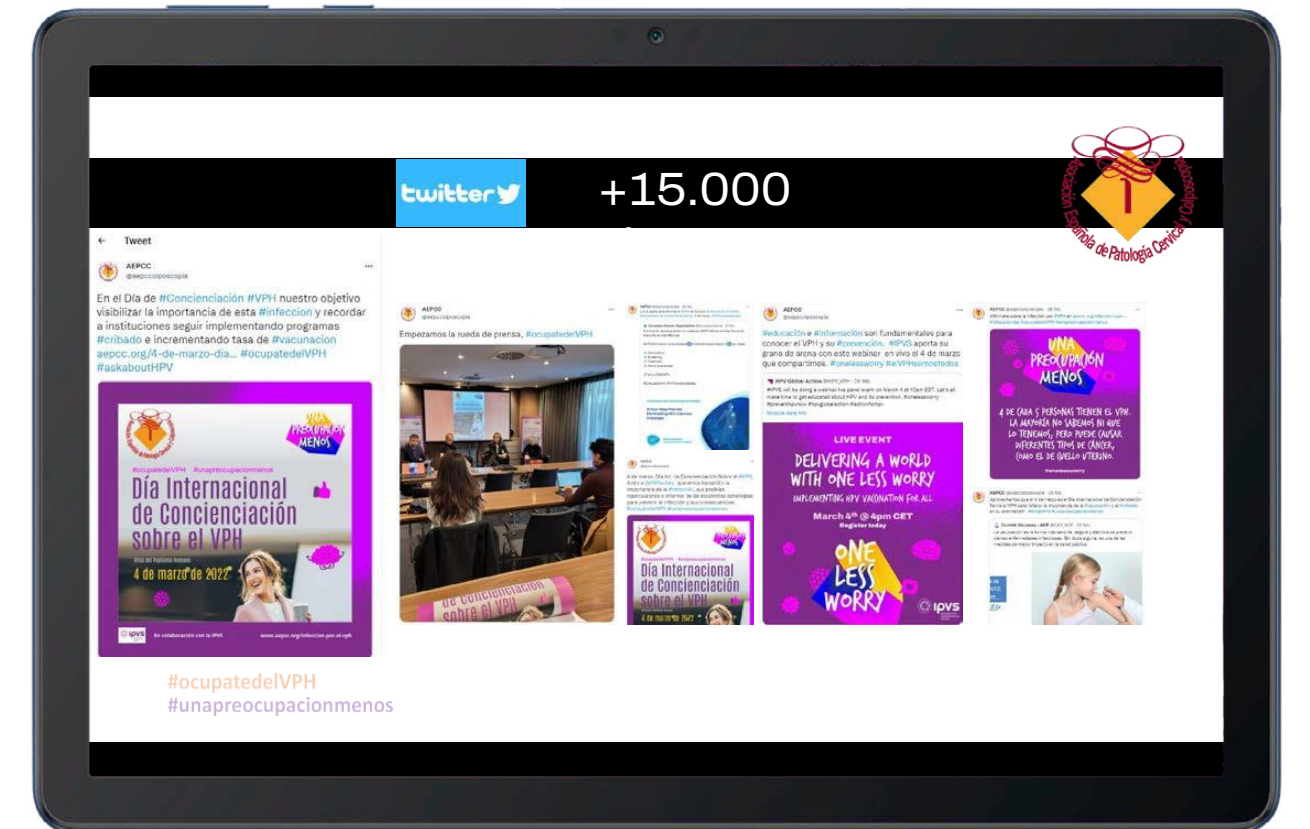
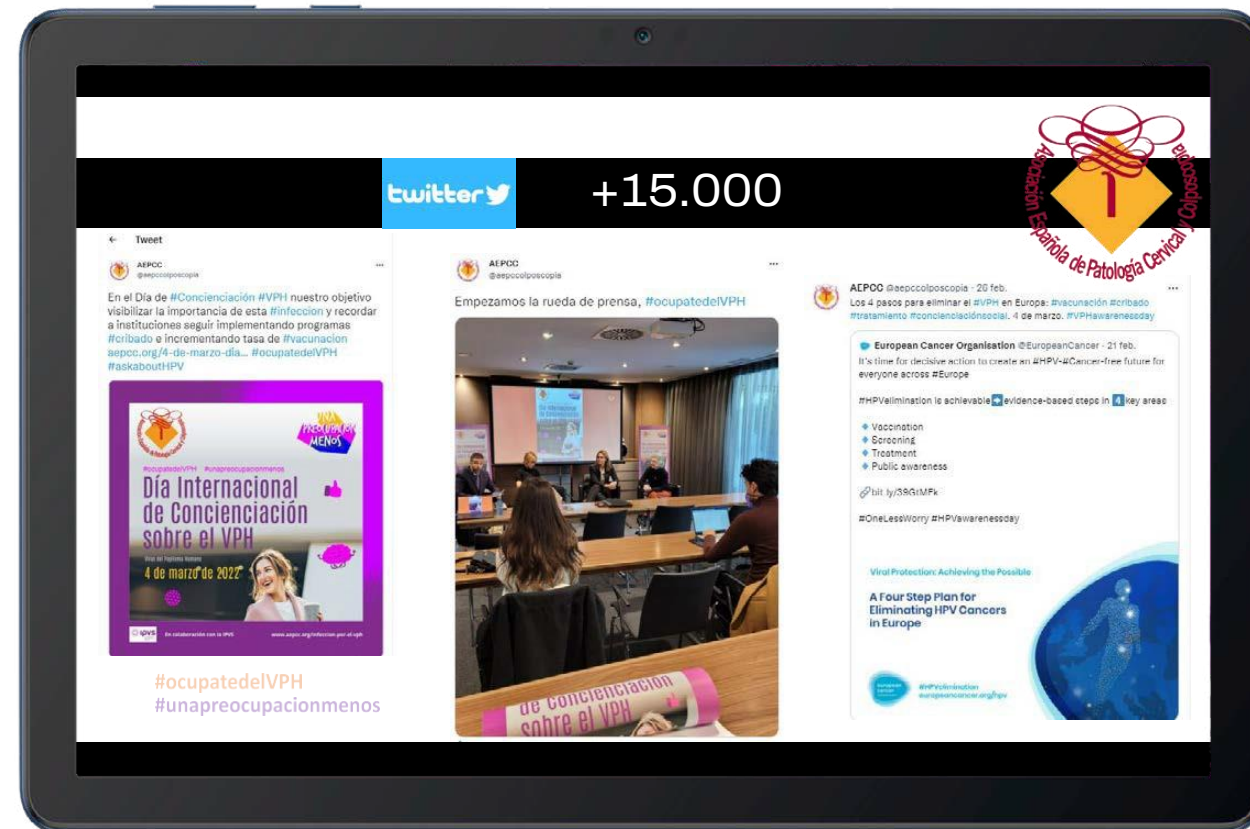
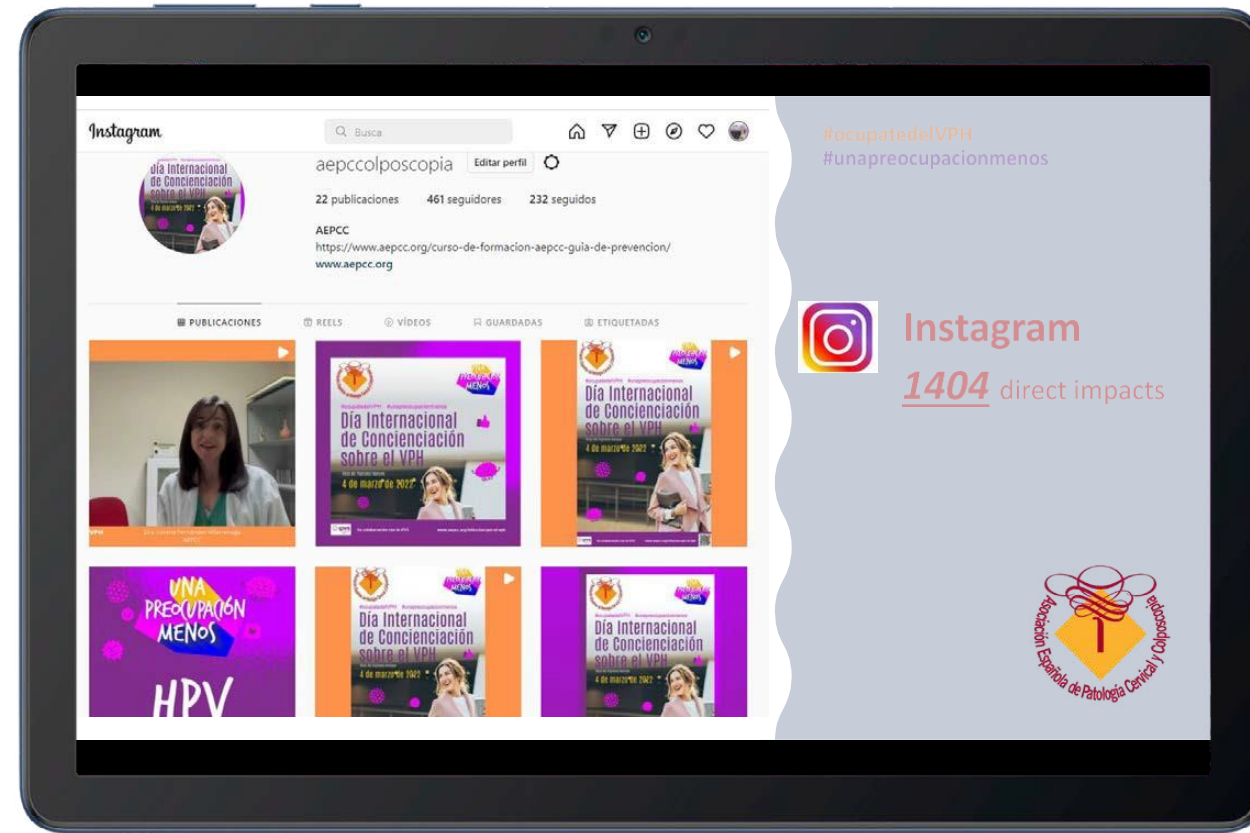
Zodwa Sithole, CANSA's Head of Advocacy, sponsored by The National Department of Health, Training of Traditional Health Practitioners



[Click to see more](#)

Social media





# Canada

## Social media

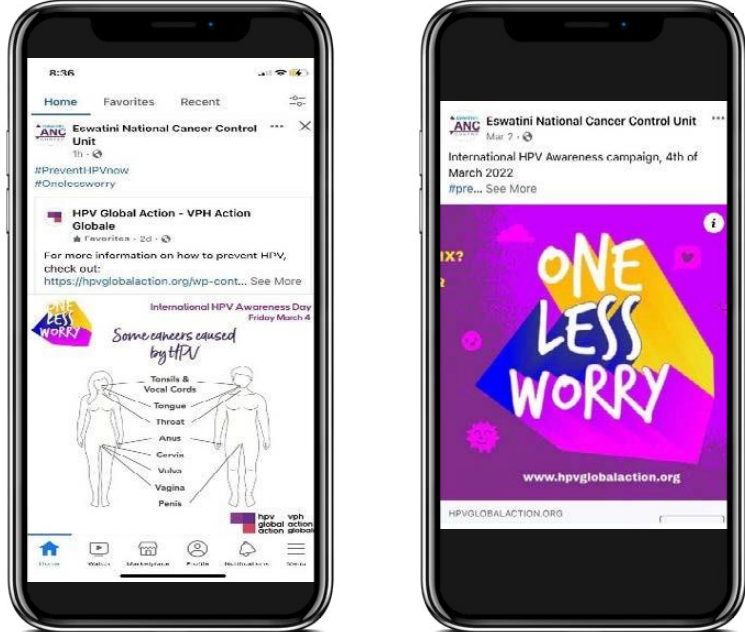
Reach

218,400

Engagements

5,600

Reshared via Eswatini National Cancer Control Unit



## HCP Webinars

Attendees of English Webinar

383

Attendees of French Webinar

200

## 3 Storyteller videos

Combined views

63,120

## Digital billboards

Digital billboards views

+77,000



## Locations



## Press release (EN + FR)

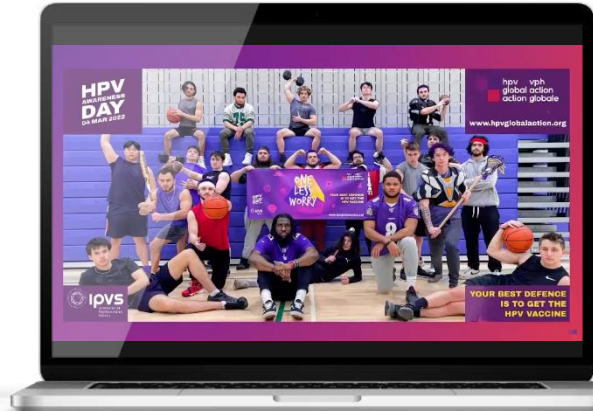
News Outlets

93

Combined Reach

57 MIO

## Highlight video



Click to see the video

# Senegal

## Congress

March 4th and 5th, the Société Sénégalaise de Colposcopie et de Pathologie liée au Papillomavirus (SSCPP) organized its first congress to coincide with International HPV Awareness Day.



## School visit

Representatives of the SSCPP visit primary schools to promote HPV vaccination.



[Click to see the video](#)

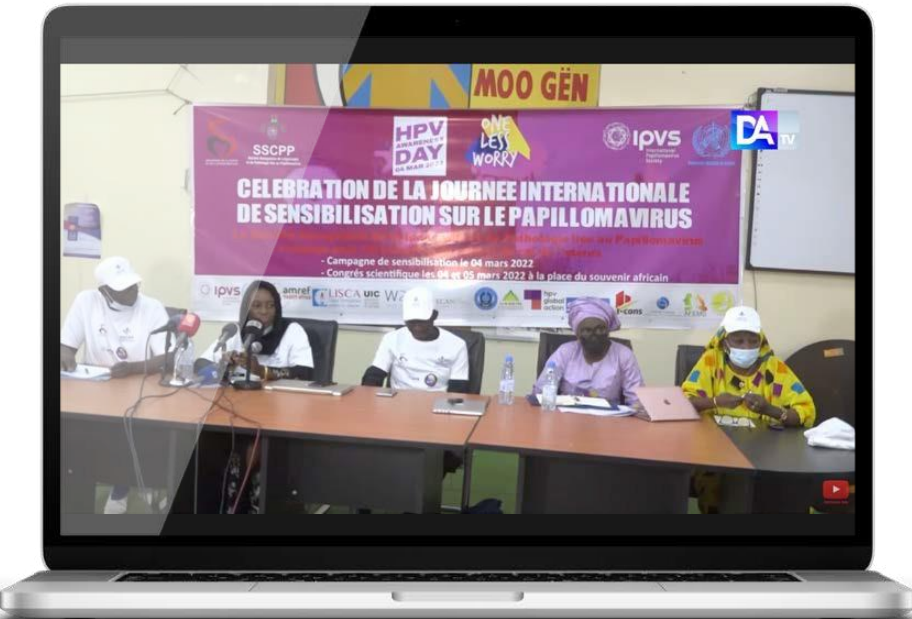
## Goodies

Polo shirts, caps, and bags produced with SSCPP and One Less Worrry logos.



## Press conference

Local TV and radio covered a press conference launching a partnership with the Ministry of Health.



[Click to see the video](#)

## Video

+100 local and regional leaders who agreed to join the fight against cervical cancer have been recorded.



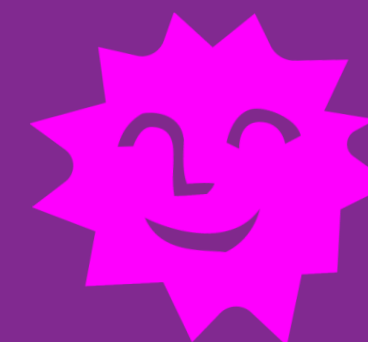
[Click to see the video](#)

## Partnership IPVS partner from Senegal (joined in 2021)

IST

## National campaign

Dr Omar Gassama and Dr Ousmane Dieng driving National campaign combatting cervical cancer.



# PRESS RELEASE DEPLOYMENT

# Press release deployment

## Press release views

50,568

## Potential audience

3,08 BN

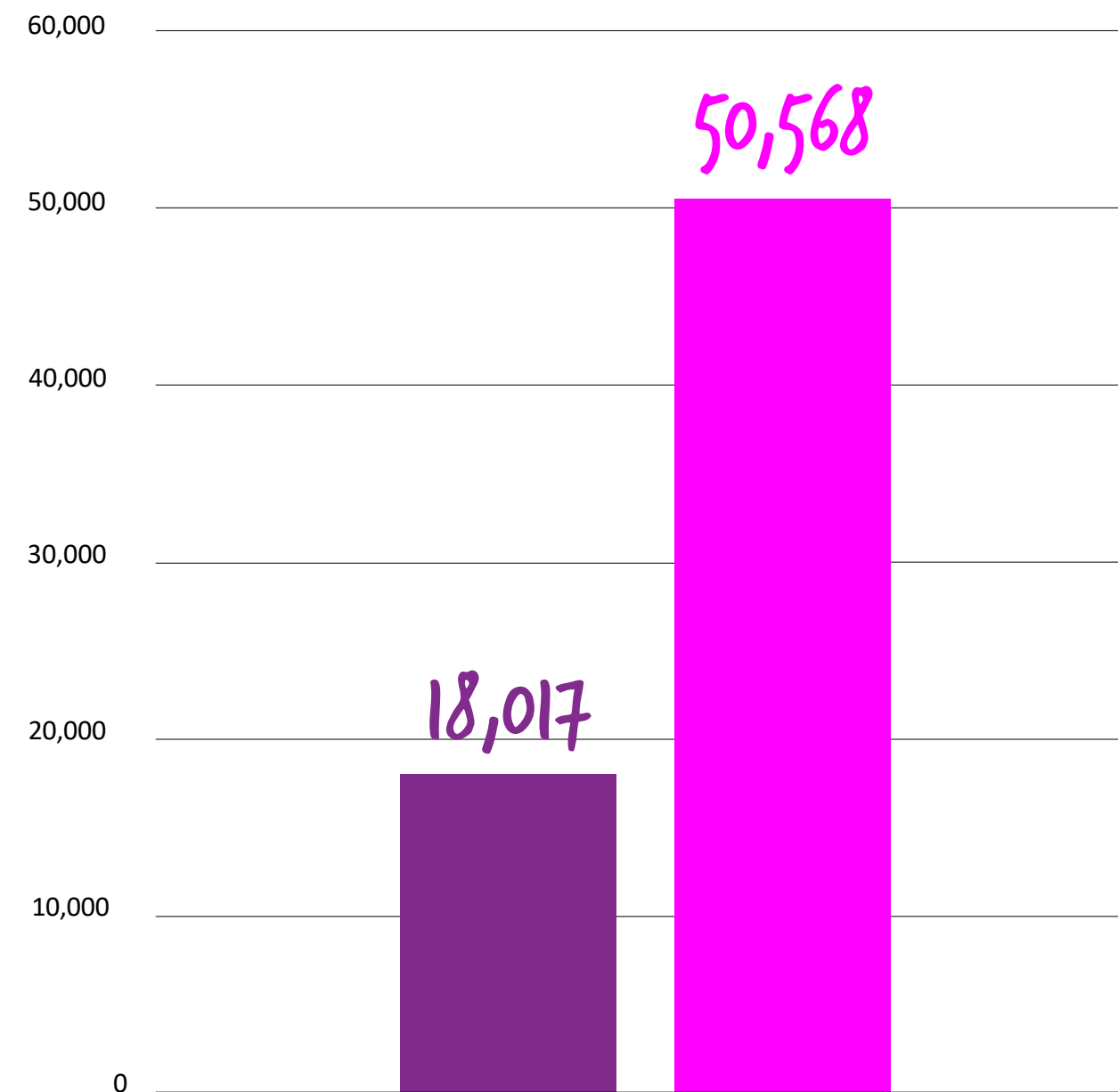
## Press release headline in 2022

Scientific leaders signal major breakthroughs in elimination of human papillomavirus (HPV) related cancer.

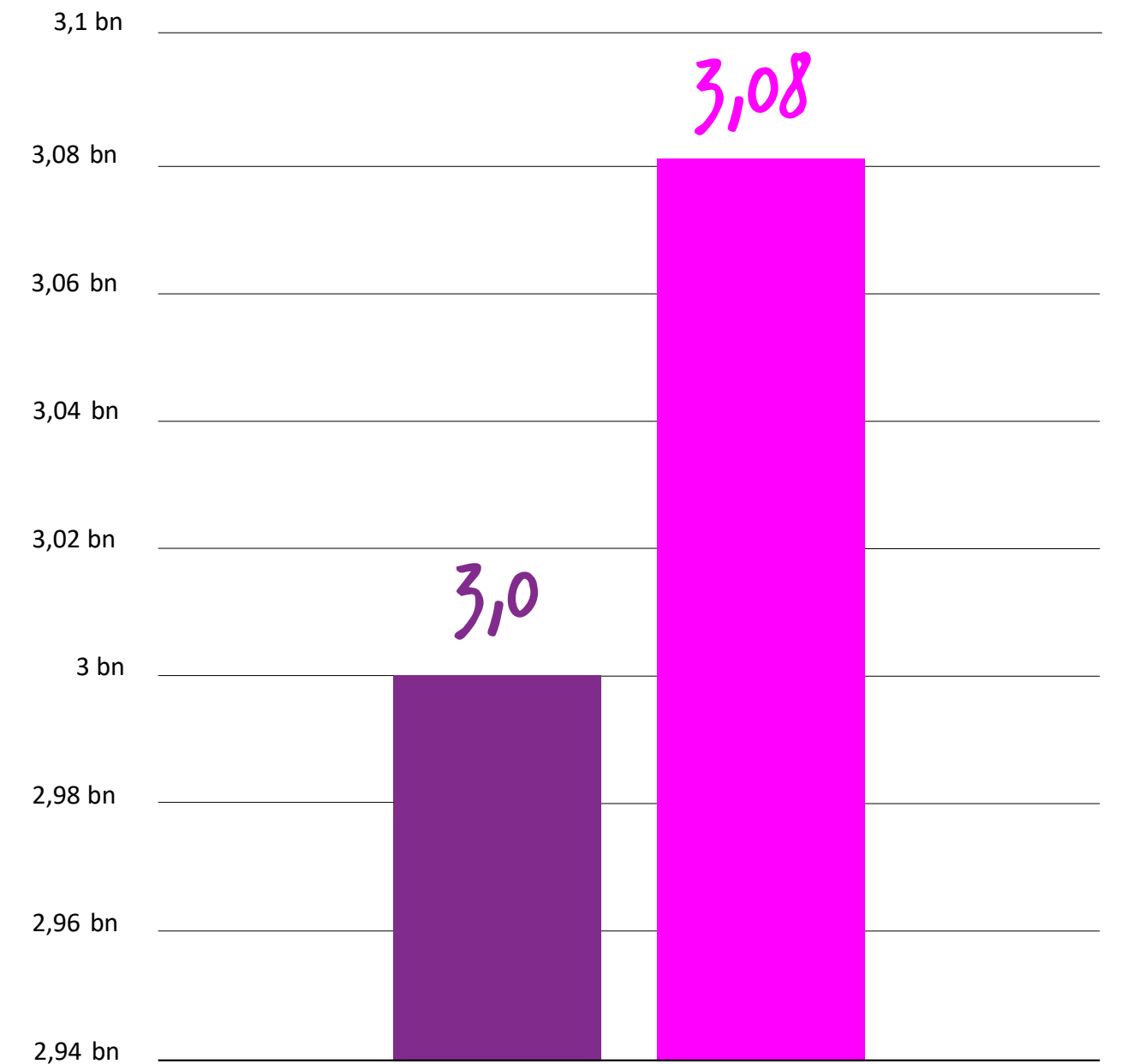
## Press release headline in 2021

Ticking time bomb: Medical expert warns thousands could die from HPV prevention programming interrupted by Covid.

## Press release views 2021 VS 2022



## Potential audience media 2021 VS 2022





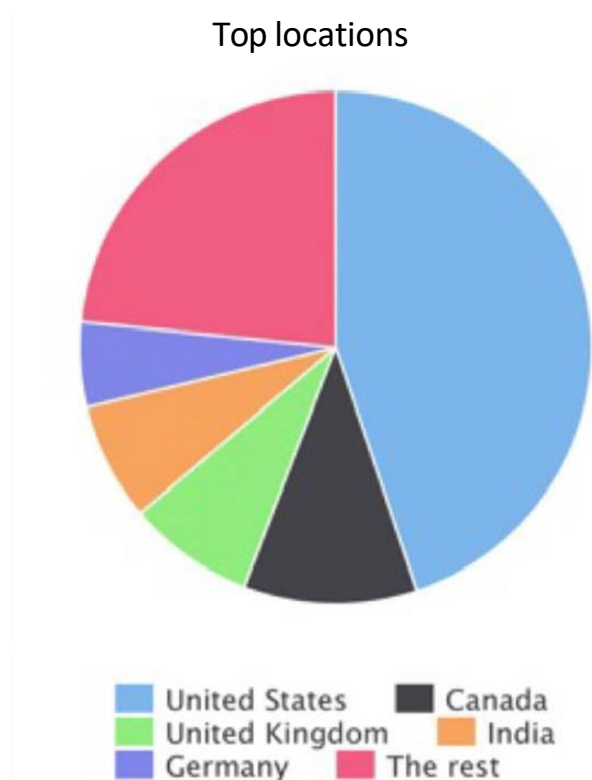
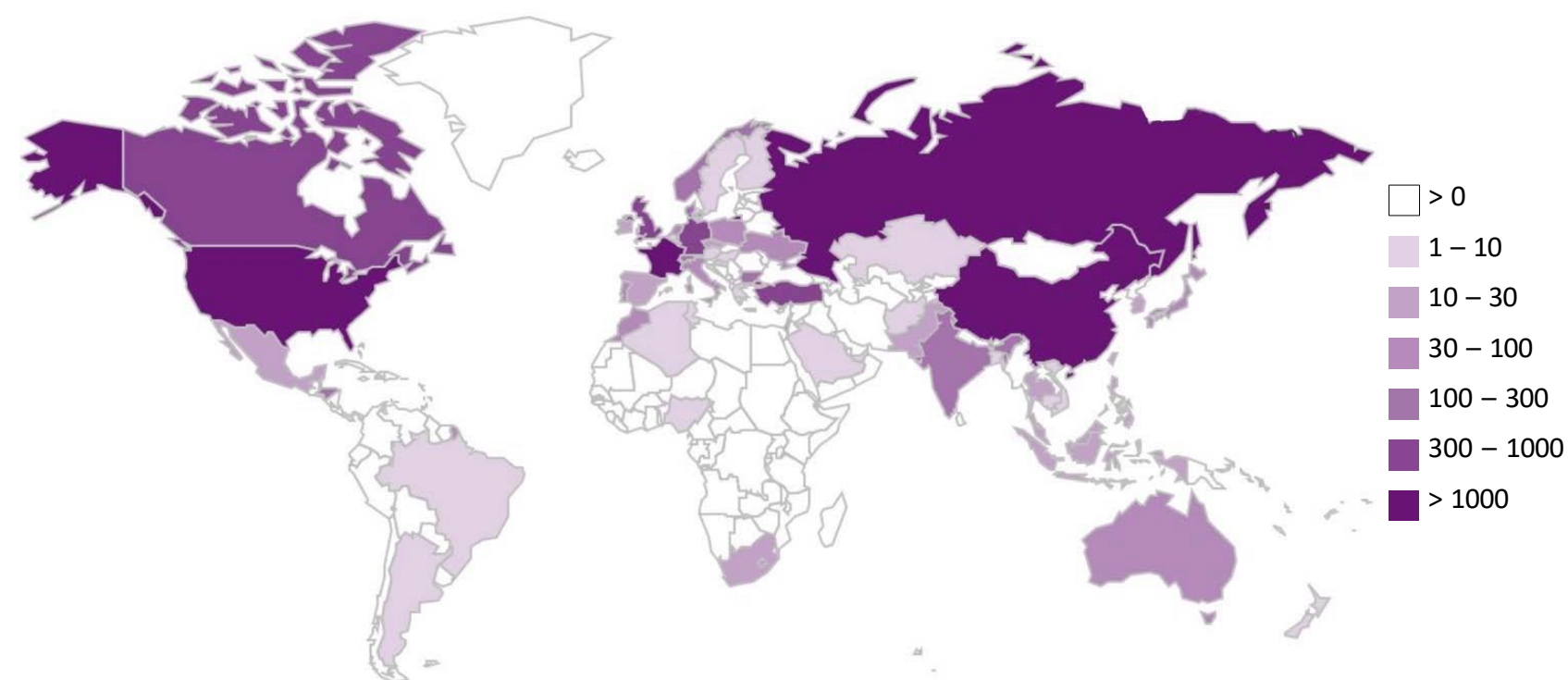
# Press release deployment

One 400-word media release in 6 languages including key campaign message and images.

## Top media outlets



## Pick up of press release

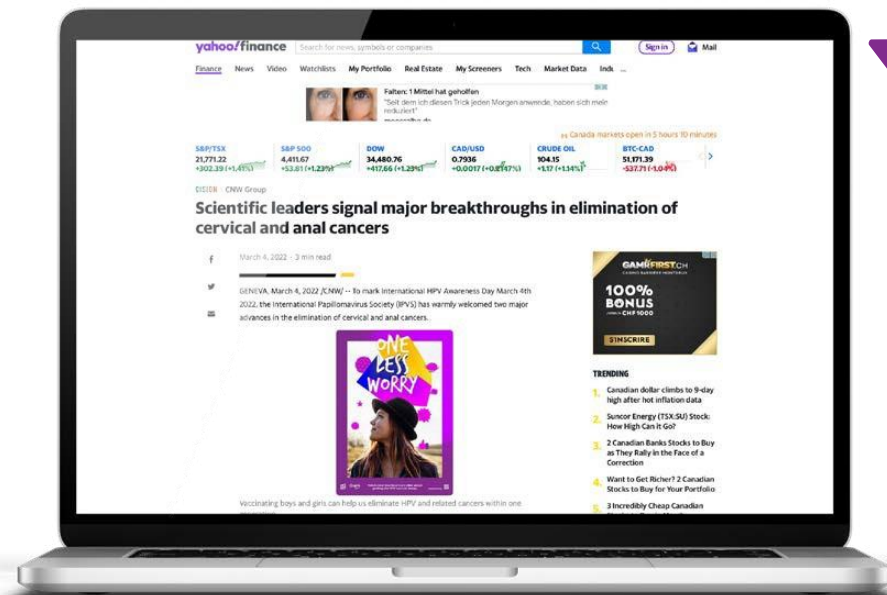


# Press release deployment



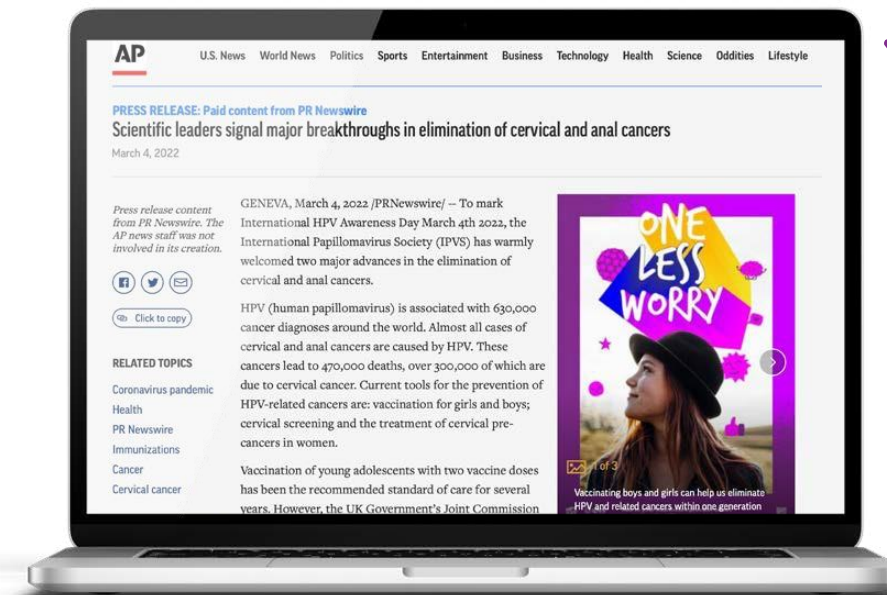
**CNET**  
Japan  
visitors/month  
**88 Mio**

[Click to see more](#)



**Yahoo! Finance**  
Global  
visitors/month  
**+47,4 Mio**

[Click to see more](#)



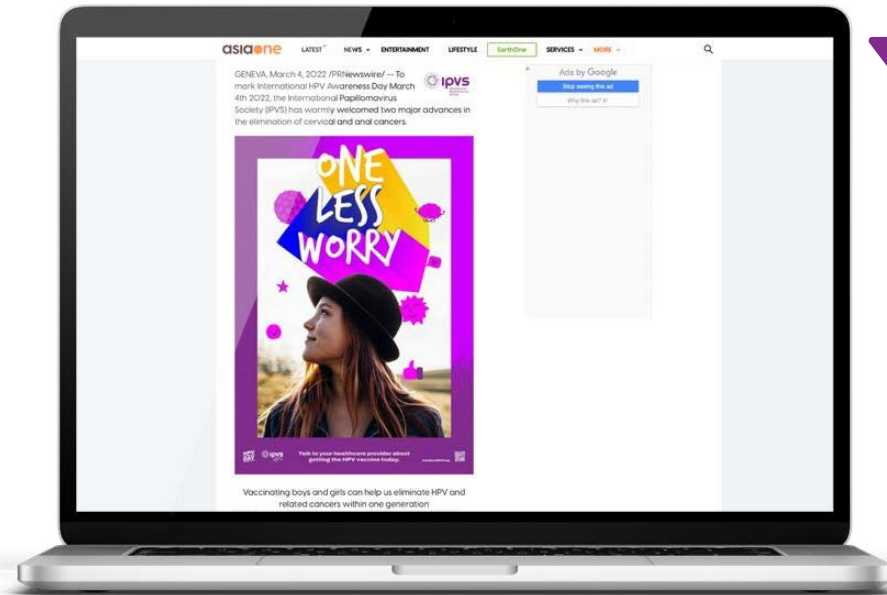
**Associated Press**  
USA  
visitors/month  
**+19,8 Mio**

[Click to see the video](#)



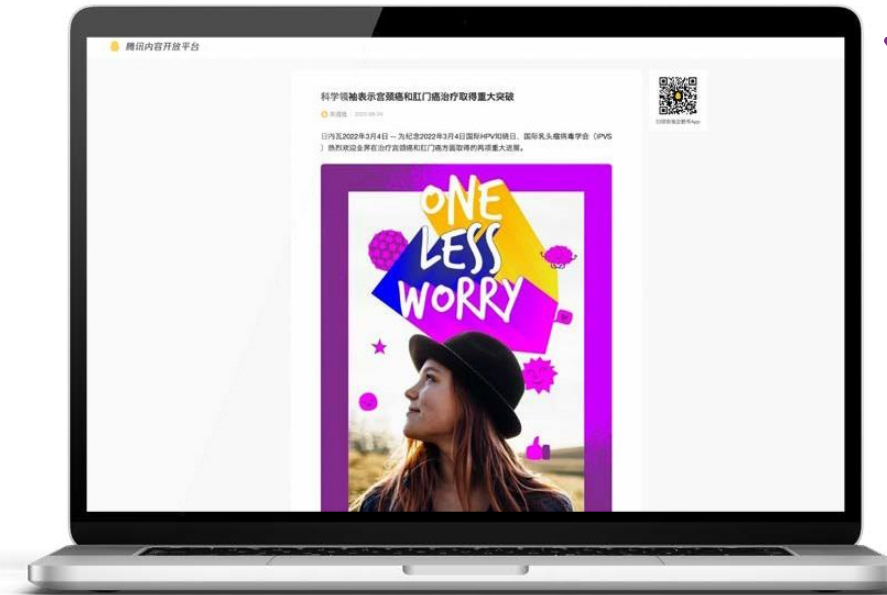
**BusinessToday**  
India  
visitors/month  
**+5,4 Mio**

[Click to see more](#)



**AsiaOne.com**  
Singapore  
visitors/day  
**949,530**

[Click to see more](#)



**iNews**  
China  
visitors/day  
**+261 Mio**

[Click to see the video](#)



# DIGITAL DEPLOYMENT



# Digital deployment

## HOW IT WORKS (MECHANICS)

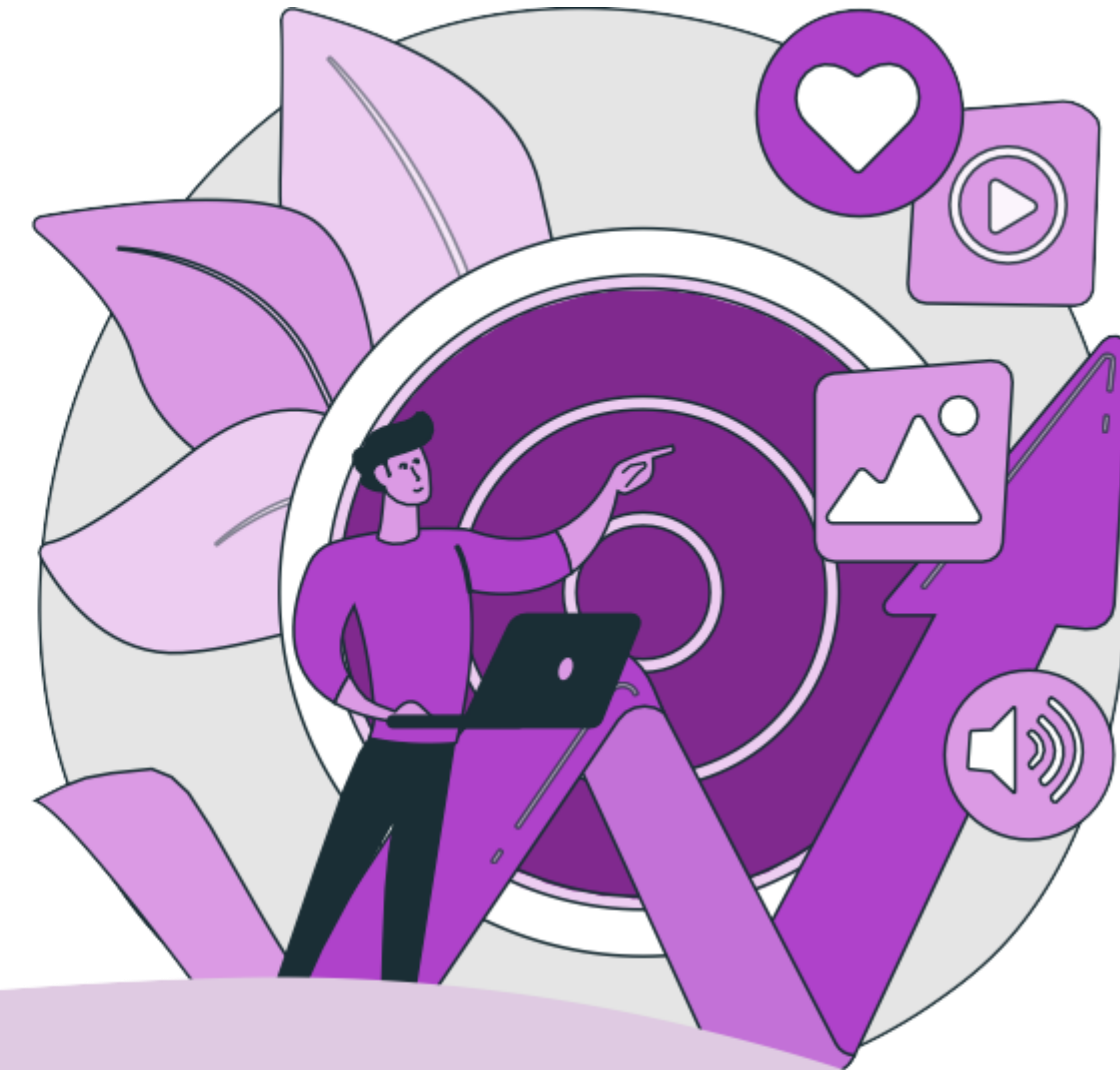
**North Star KPI**

Traffic to Website

**Common CTA**

“Learn more”

**askabouthpv.org**



### **Facebook and Instagram campaigns**

Facebook, Instagram, Messenger Ads, Boosted posts

### **Google Ads campaign**

Display Ads, Video Ads, Search ads

### **Organic Posts and #Hashtag Performance**

Instagram Posts, Facebook Posts, Instagram Stories, Facebook Stories, cross-channel usage #onlessworry, #hpvawarenessday, #askabouthpv

### **Influencers**

Instagram, TikTok, YouTube influencers channels using social media post builder, askabouthpv.org and hashtags across their channels

# Influencers

Influencer activity included contracting nine influencers. They agreed to share key messaging with their audiences. This allowed the campaign to extend its reach beyond the campaign's channels by tapping into a pool of 3.7 million people and delivering HPV awareness across social media platforms such as TikTok, Instagram and YouTube.



# #Hashtag performance

Three hashtags were promoted during this campaign.

Their usage in social media during the period February 1 – March 4, 2022 provided total potential reach of **247.9 Million**



**#askabout HPV**

Potential reach

**112.7 MIO**



**#onelessworry**

Potential reach

**132.4 MIO**



**#hpvawarenessday**

Potential reach

**2.8 MIO**

# Facebook and Instagram paid campaigns

## Reach

5.7 MIO

The number of people who saw your ads at least once. Reach is different to impressions, which may include multiple views of your ads by the same people.

## Post Engagement

746,300

The total number of actions that people take involving your adverts.

## Event Responses

50

The number of people who responded Interested or Going to your Facebook event, attributed to your adverts.

## Link clicks

746,300

The number of clicks on links within with the ad that led to advertiser-specified destinations, on or off Facebook.

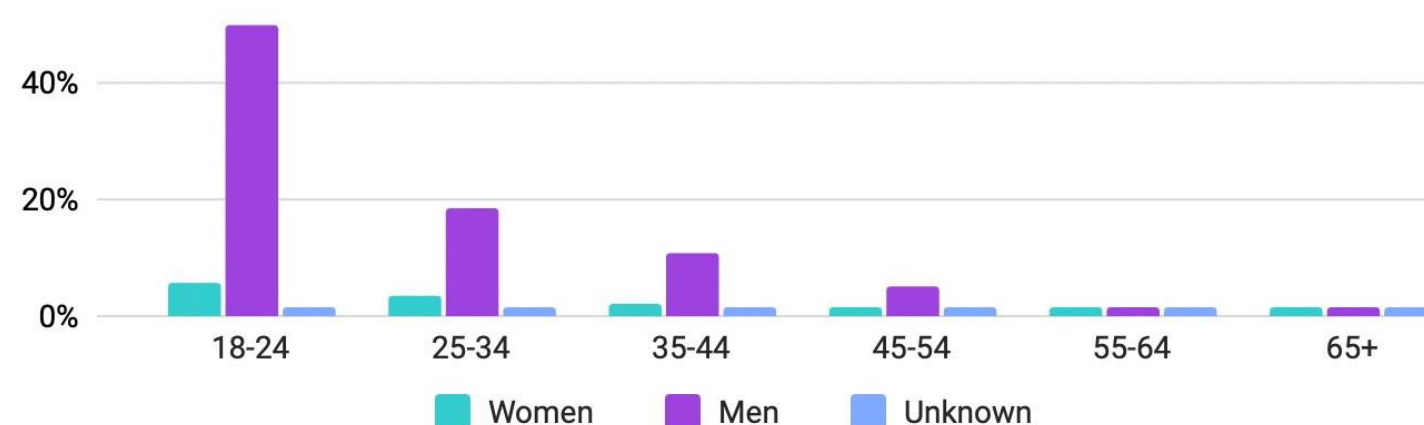
## Age & gender distribution

Post engagement ⓘ  
746.3K

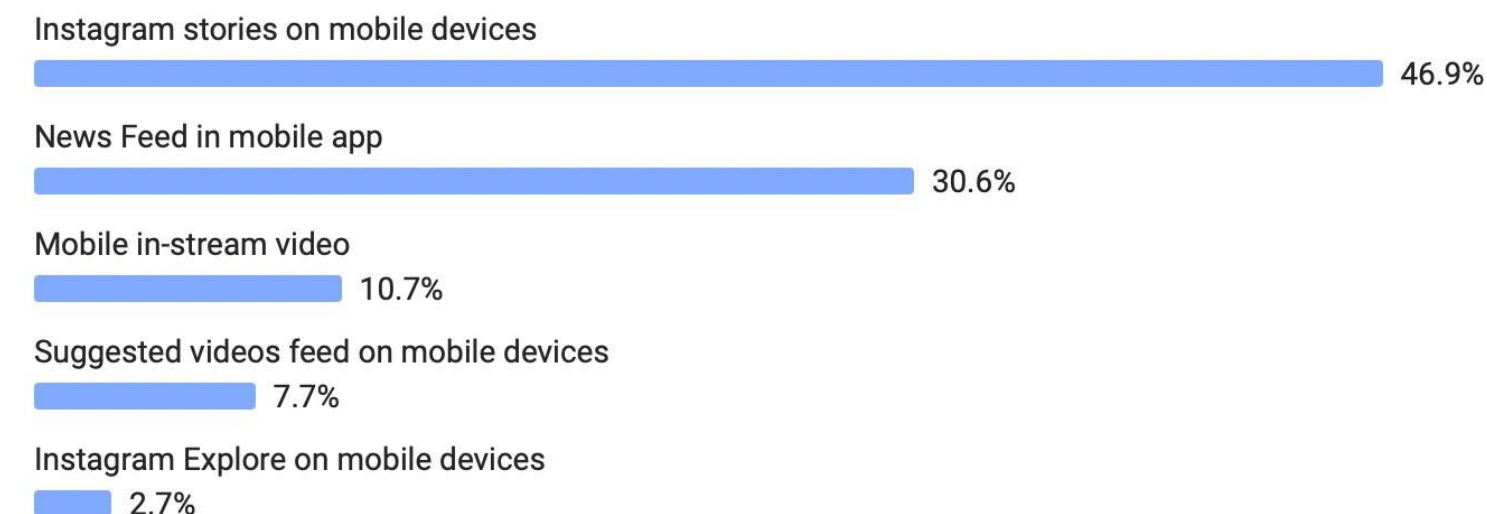
Age & gender

Placements

Locations



## Placements

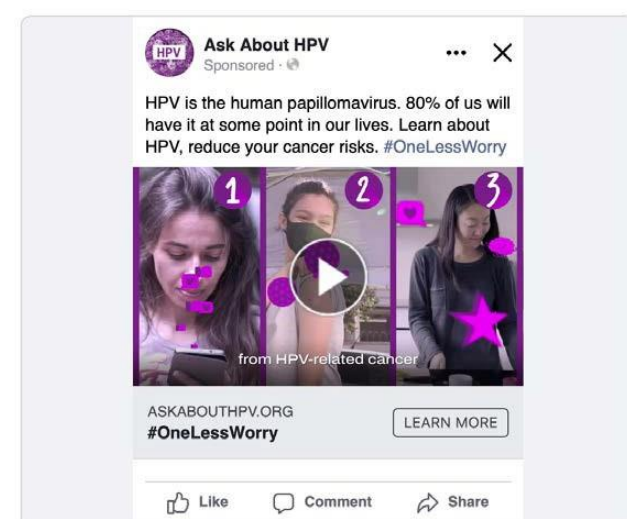


# Facebook and Instagram paid campaigns

## Examples of the ads



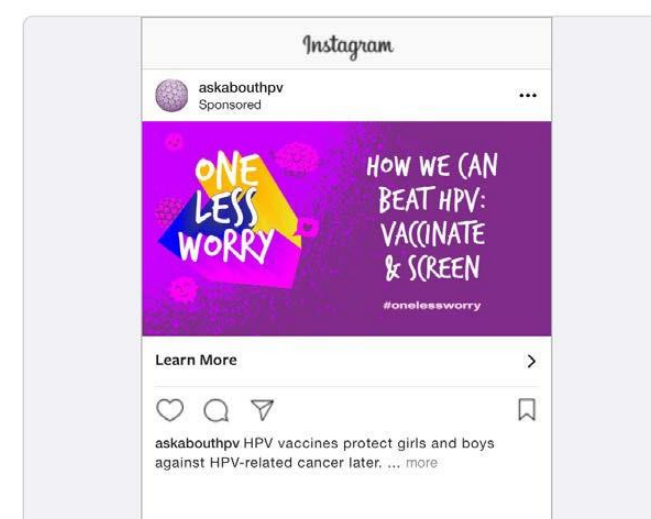
Mobile News Feed



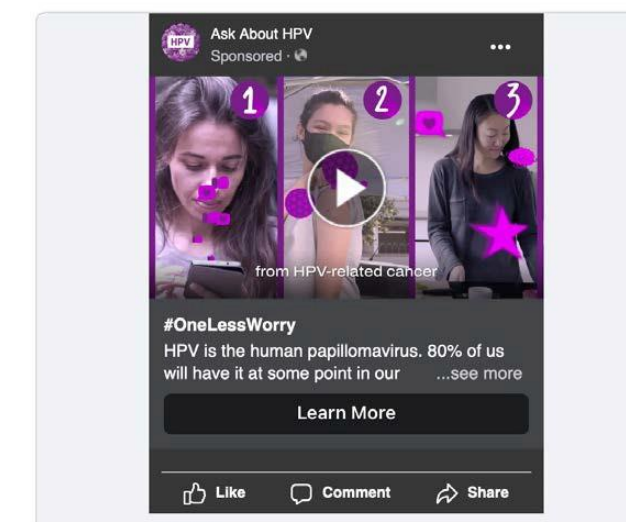
Desktop News Feed



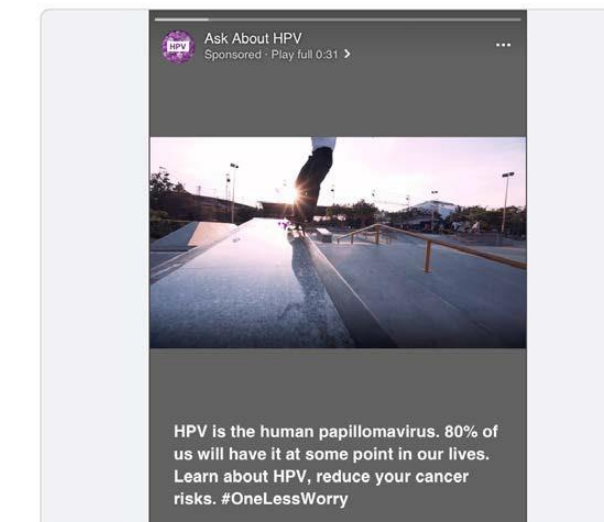
Instagram



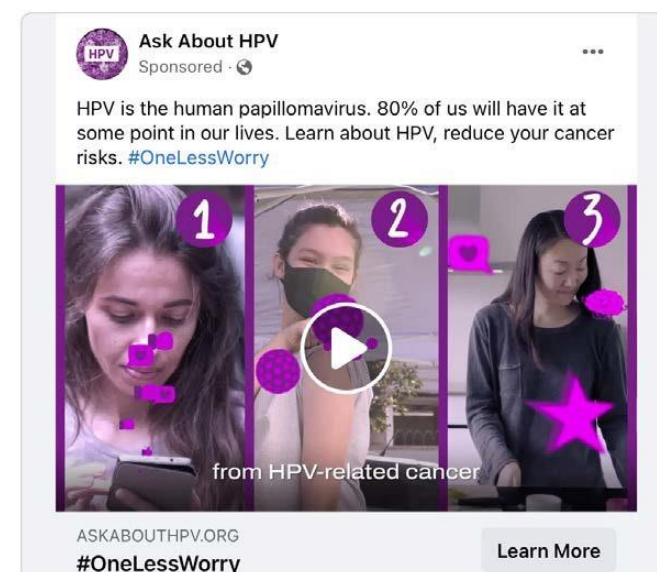
Suggested Videos (Mobile)



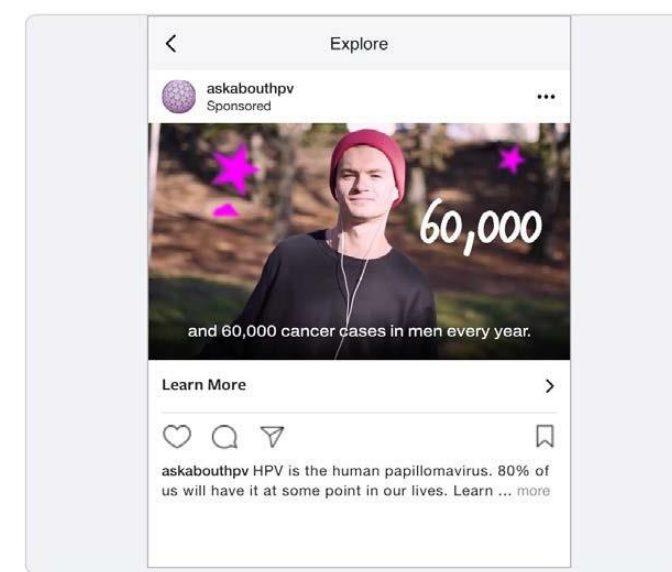
Messenger Stories



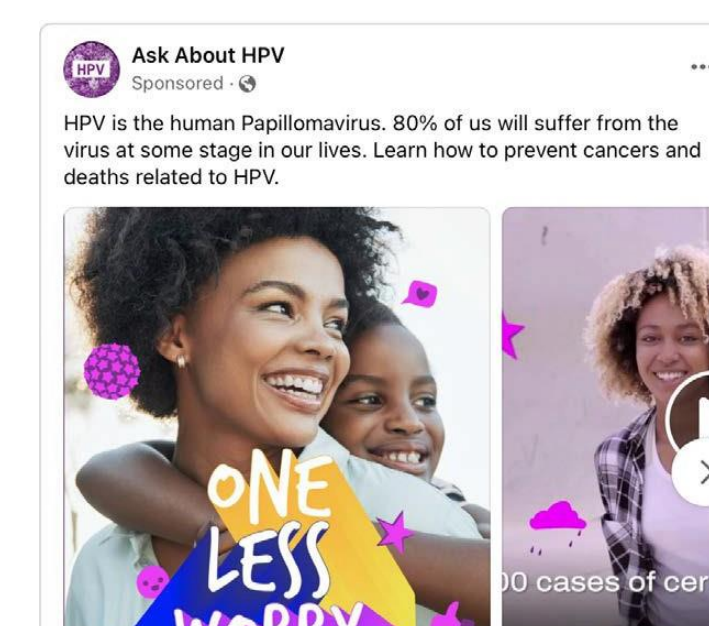
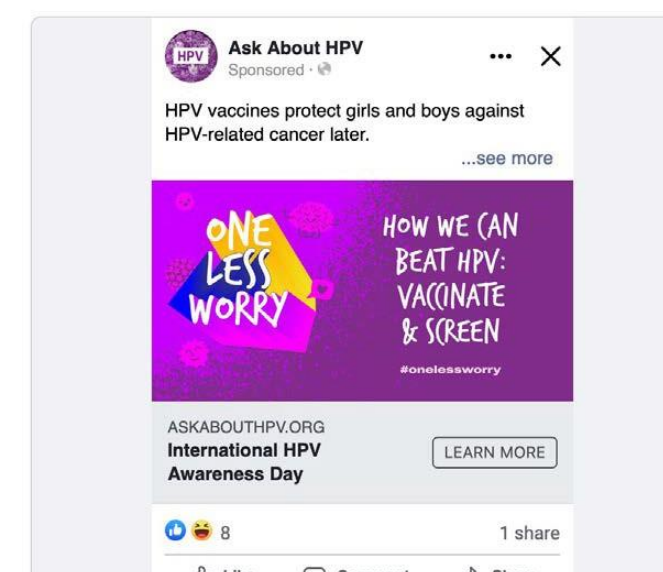
General search results (desktop)



Instagram Explore feed



Mobile News Feed





# Google ads campaigns

## Impressions

10.3 MIO

How often the ad is shown.  
An impression is counted each time the ad is shown on a search result page or other site on the Google Network.

## Avg. CPC

0.22 USD

The average cost-per-click shows the campaign's spend efficiency. Benchmark CPC for "Health & Medical" is \$0.63.

## Interaction Rate

5.81

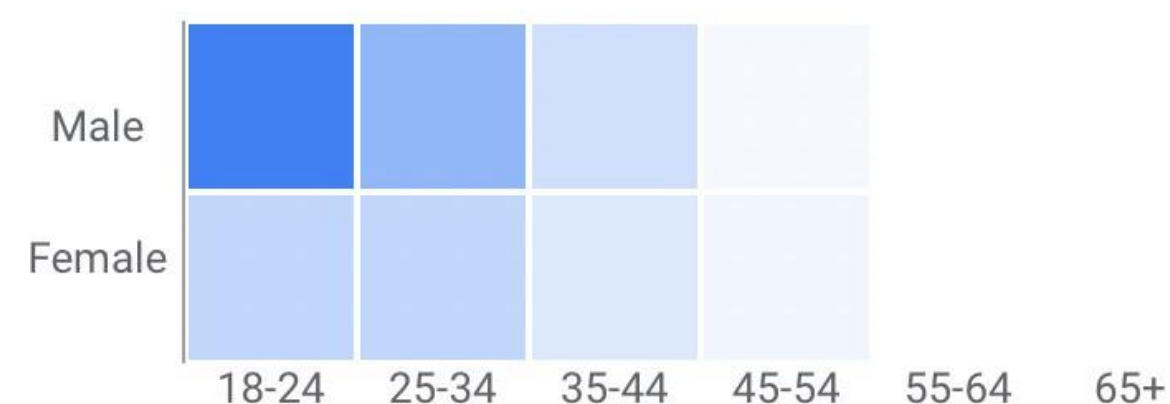
How often people interact with the ad after shown to them. Used to help figure out how effective the advertising is.

## Clicks

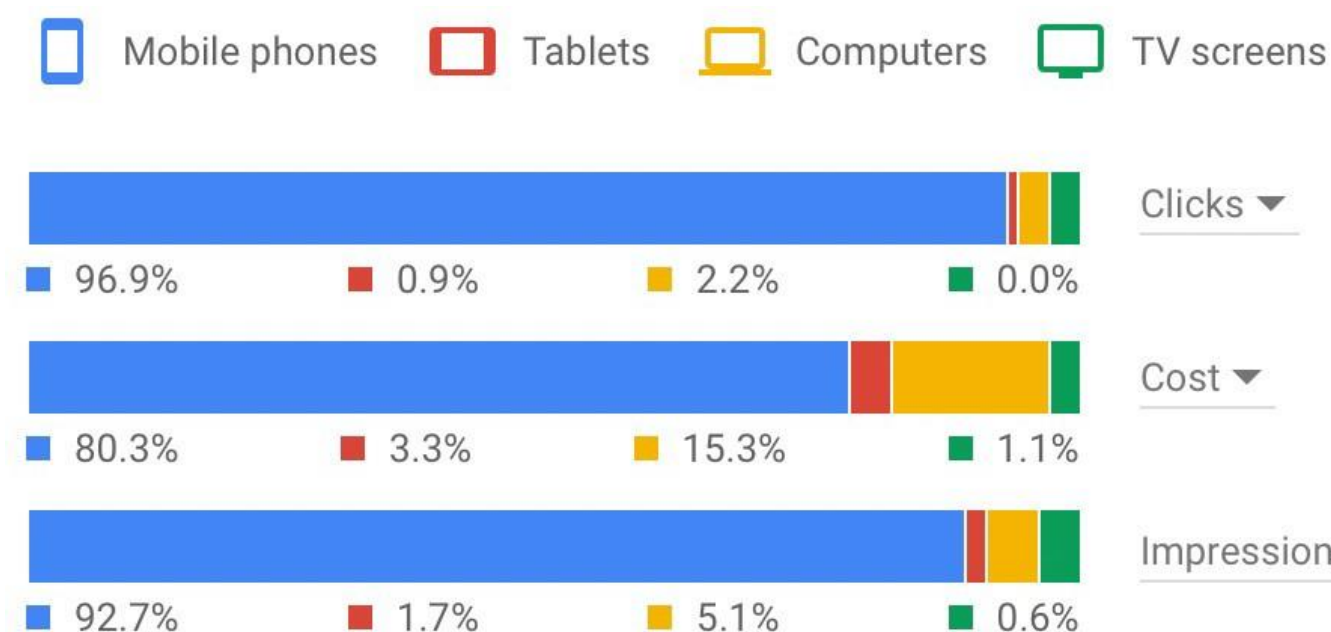
71,400

The number of clicks on links within it's the ad that led to advertiser-specified destinations, on or off Facebook.

## Clicks by gender and age



## Clicks, costs and impressions by device type

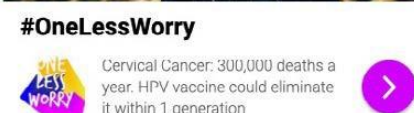


# Google ads campaigns

## Examples of the ads

### DISPLAY

#### Smart dynamic responsive display



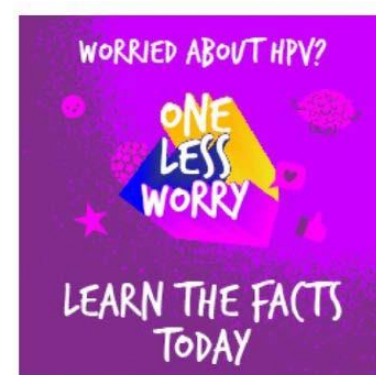
Ad	Clicks	Impressions	CTR
● Enabled	41,598	7,458,476	0.56%

Smart dynamic responsive ads mix different campaign assets and copy and improve over time using Google AI and performance stats.

Best performing ad by number of clicks. Motion has been proven to increase CTR.

### DISPLAY

#### Display responsive ads



Ad	Clicks	Impressions	CTR
● Enabled	11,013	327,291	3.36%

Display responsive ads are single asset-based. The advantage of these ads is that they do not let Google interfere with the look and feel.

The best performing ads are those with little text and a clear call to action.



Clicks	Impressions	CTR
468	172,323	0.27%



Clicks	Impressions	CTR
121	61,628	0.20%



Clicks	Impressions	CTR
140	59,737	0.23%



Ad	Clicks	Impressions	CTR
● Enabled	58	42,914	0.14%



Ad	Clicks	Impressions	CTR
● Enabled	179	92,894	0.19%



Ad	Clicks	Impressions	CTR
● Enabled	40	24,221	0.17%



Ad	Clicks	Impressions	CTR
● Enabled	89	74,508	0.12%

# Google ads campaigns

## Examples of the ads

### VIDEO ADS

Video Ads were shown on Google’s YouTube and Display networks. The Display network is a group of more than 2 million websites, videos, and apps where ads can appear.

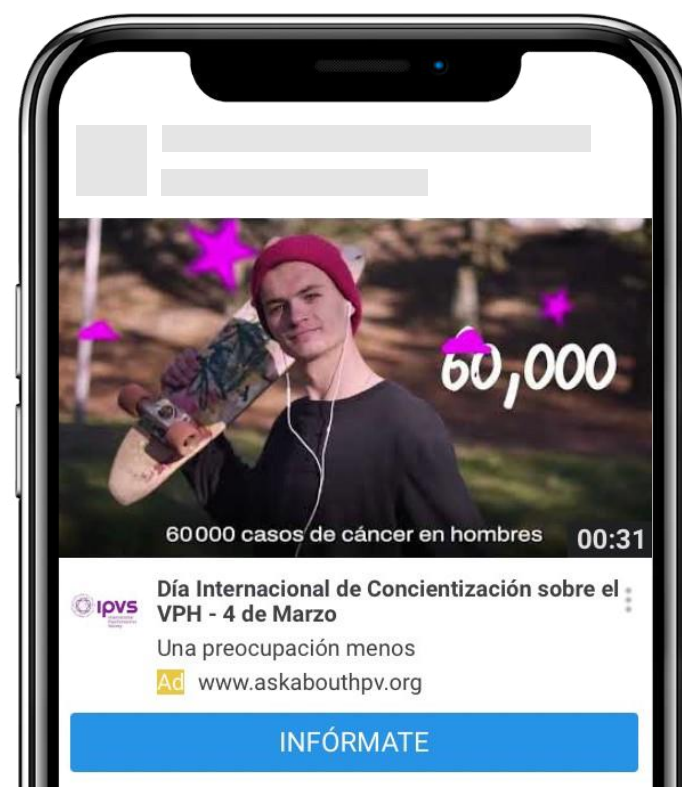
Display Network sites reach over 90% of internet users worldwide.

Examples of target contexts: Healthcare, cnn.com

Target audiences: Dreamers, Doers

February 14 – March 4, over half a million people viewed and/or interacted with the campaign video as a result of these ads. Video Ads represent the highest engagement rate of any of the campaigns with an average rate of 34.6%.

Spanish Video Ad

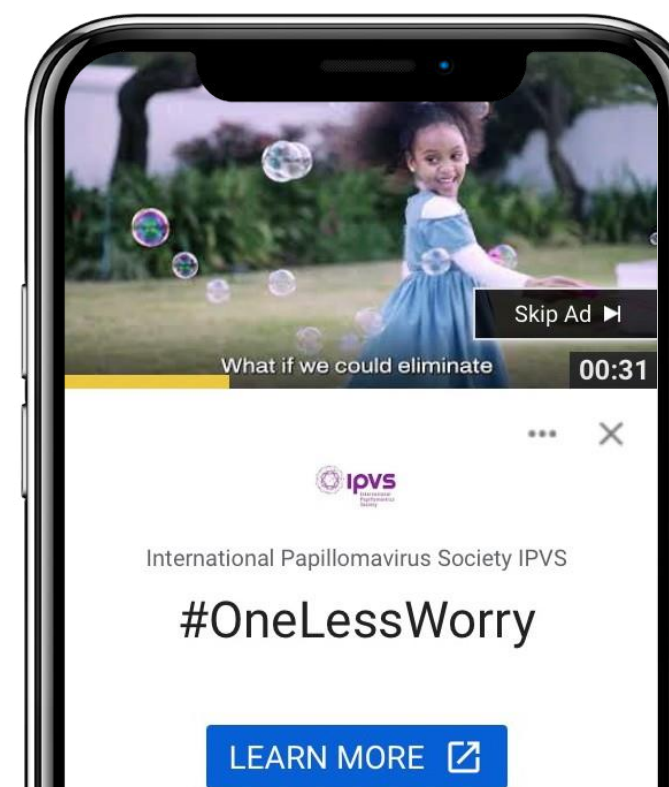


Click to see more

Engagement rate

40%

English Video Ad



Click to see more

Engagement rate

35%

Japanese Video Ad



Click to see more

Engagement rate

30%

Note: Examples only. Not representative of all possible combinations.

# Google ads campaigns

## Example of the ads

### SEARCH ADS

Dynamic smart responsive ads turn an HPV-related query into a top search result entry on page one of Google.

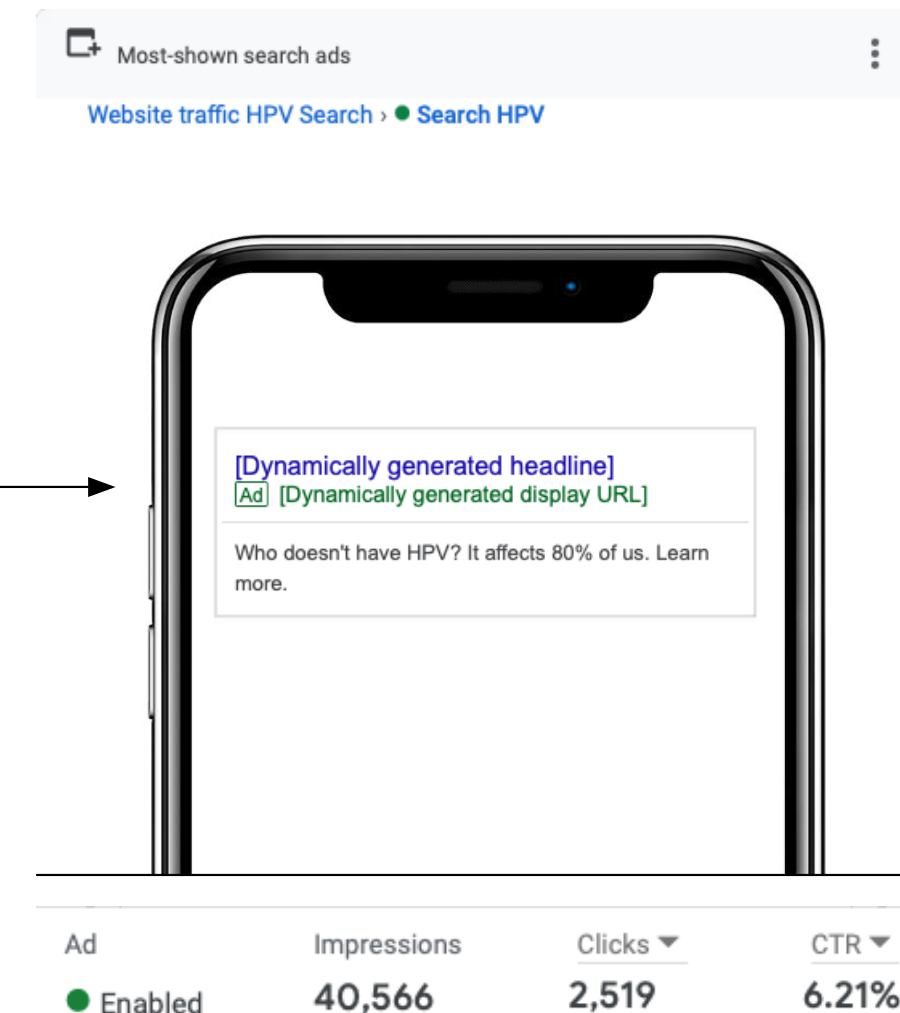
Unlike Video and Display ads that are interruptive, Search Ads provide intent-based marketing results. They are delivered to people who have shown a genuine interest in the subject. Although they do not have as massive a reach as Display or Video ads, they deliver greater engagement.

Although only 2,519 clicks to askabouthpv.org were generated from this type of ad, the interaction rate was 6.21%, which is 10 times higher than Display's 0.65% rate.

Keeping this type of ad "always on" throughout the year provides excellent marketing knowledge and also the opportunity to remarket to people who have shown interest in particular HPV queries when you activate Display/ Video Ads.

#### Top 5 Search Terms

- human papillomavirus
- what is human papillomavirus
- what is papillomavirus
- what is the human papillomavirus
- human papillomavirus and cervical cancer



# Traffic to the website

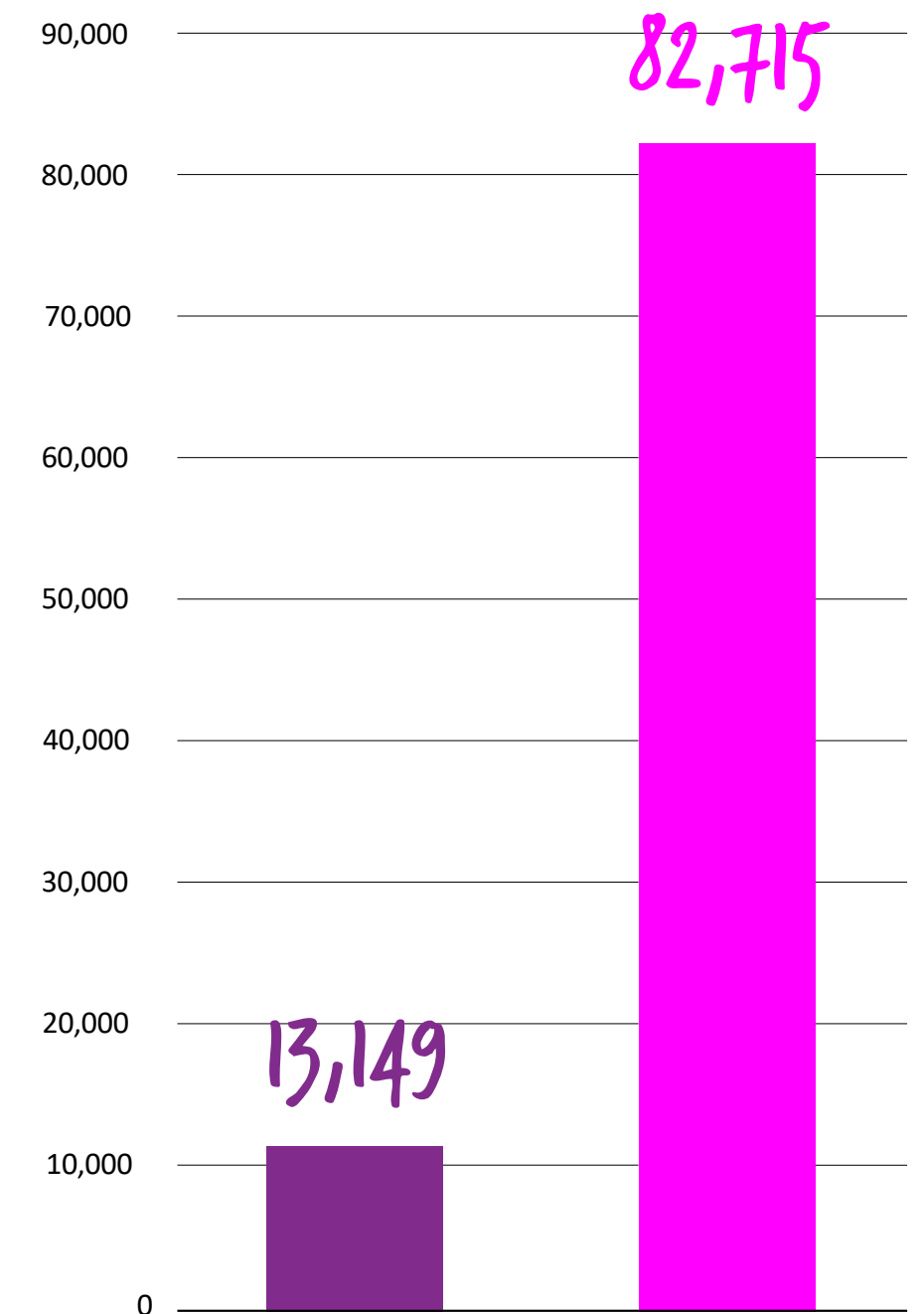
The goal was to lift website to traffic in relation to 2021. Website page visits in 2021 were 13,149. 2022 represented a 529% increase with a total of 82,715 page views. On March 4, 2022 alone, the website recorded 12,234 visits (+227% vs 2021).

41% of all visits came from India. Nigeria, Kenya and South Africa combined provided 27.5% of all visits. Surprisingly (since the website is only available in english language) Brazil, Mexico and Chile were amongst the top 10 visitors to the website (10.4%) of all visits.

The United States and the UK jointly contributed to 9.5% of all the visits. However, their bounce rate and time/session average are the best amongst top ten countries who vist. Therefore, quality traffic to the website seems to be directly inked to language availabilty.

					Bounce Rate	Avg Time/Session	
1.	India	24,724 (41.00%)	24,600 (40.93%)	26,638 (40.13%)	93.99%	1.09	00:00:08
2.	Nigeria	12,662 (21.00%)	12,610 (20.98%)	14,032 (21.14%)	89.82%	1.16	00:00:19
3.	United States	4,040 (6.70%)	4,030 (6.71%)	4,676 (7.04%)	75.32%	1.70	00:01:14
4.	Kenya	3,631 (6.02%)	3,631 (6.04%)	3,993 (6.02%)	90.78%	1.15	00:00:20
5.	Brazil	3,282 (5.44%)	3,281 (5.46%)	3,584 (5.40%)	90.99%	1.16	00:00:20
6.	Mexico	2,324 (3.85%)	2,325 (3.87%)	2,499 (3.76%)	87.84%	1.23	00:00:28
7.	United Kingdom	1,730 (2.87%)	1,730 (2.88%)	2,015 (3.04%)	63.52%	1.87	00:01:34
8.	South Africa	933 (1.55%)	933 (1.55%)	962 (1.45%)	90.23%	1.17	00:00:24
9.	Chile	723 (1.20%)	724 (1.20%)	787 (1.19%)	83.86%	1.26	00:00:24
10.	Japan	722 (1.20%)	723 (1.20%)	808 (1.22%)	84.41%	1.37	00:00:33

## Website visits (Page views) 2021 VS 2022



**Total pageviews**

82,715

**Pageviews progress (VS 2021)**

+529%

# Traffic to the website

## INDIA

India provided a enormous amount of traffic. On the free internet (hence excluding China's due to the Great Firewall) India is the country with the most internet users in the world. Therefore, it is normal that an English language campaign will be highly effective in India due to the sheer size of the market.

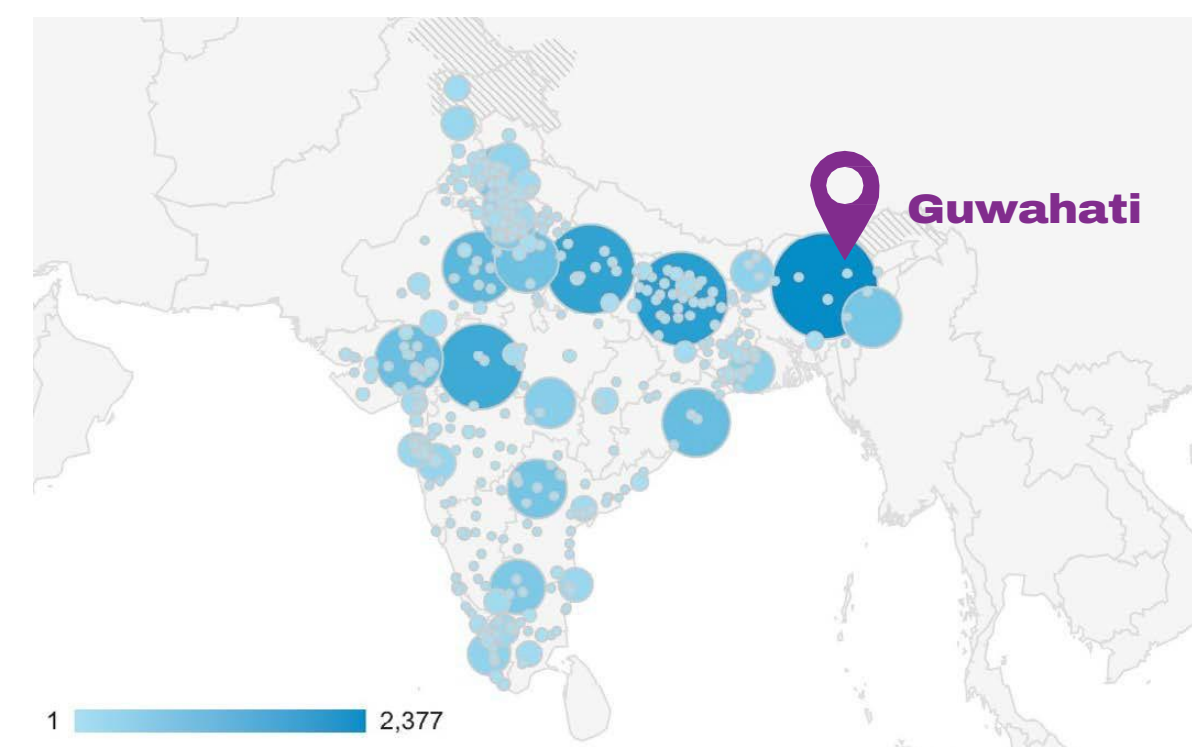
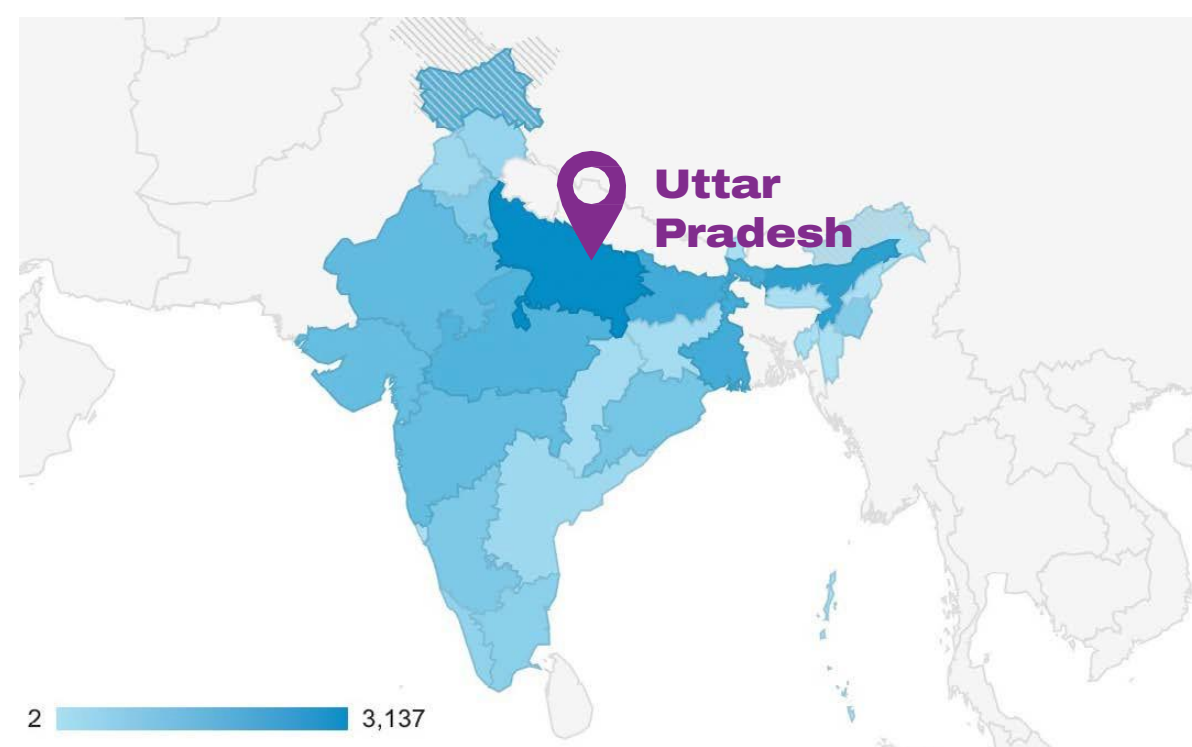
Click through rates are high but quality traffic is low. The bounce rate is the highest of the top 10 most visited with almost 94%. And the average time spent on the site is 8 seconds.

Uttar Pradesh (in the north of India) is the region delivering the highest amounts of traffic during the 2022 campaign. Likewise, the city of Guwahati in the Northeast of the country where the campaign was highly popular.

Interestingly, in Uttar Pradesh only 10.87% of people clicking on the campaign were males.

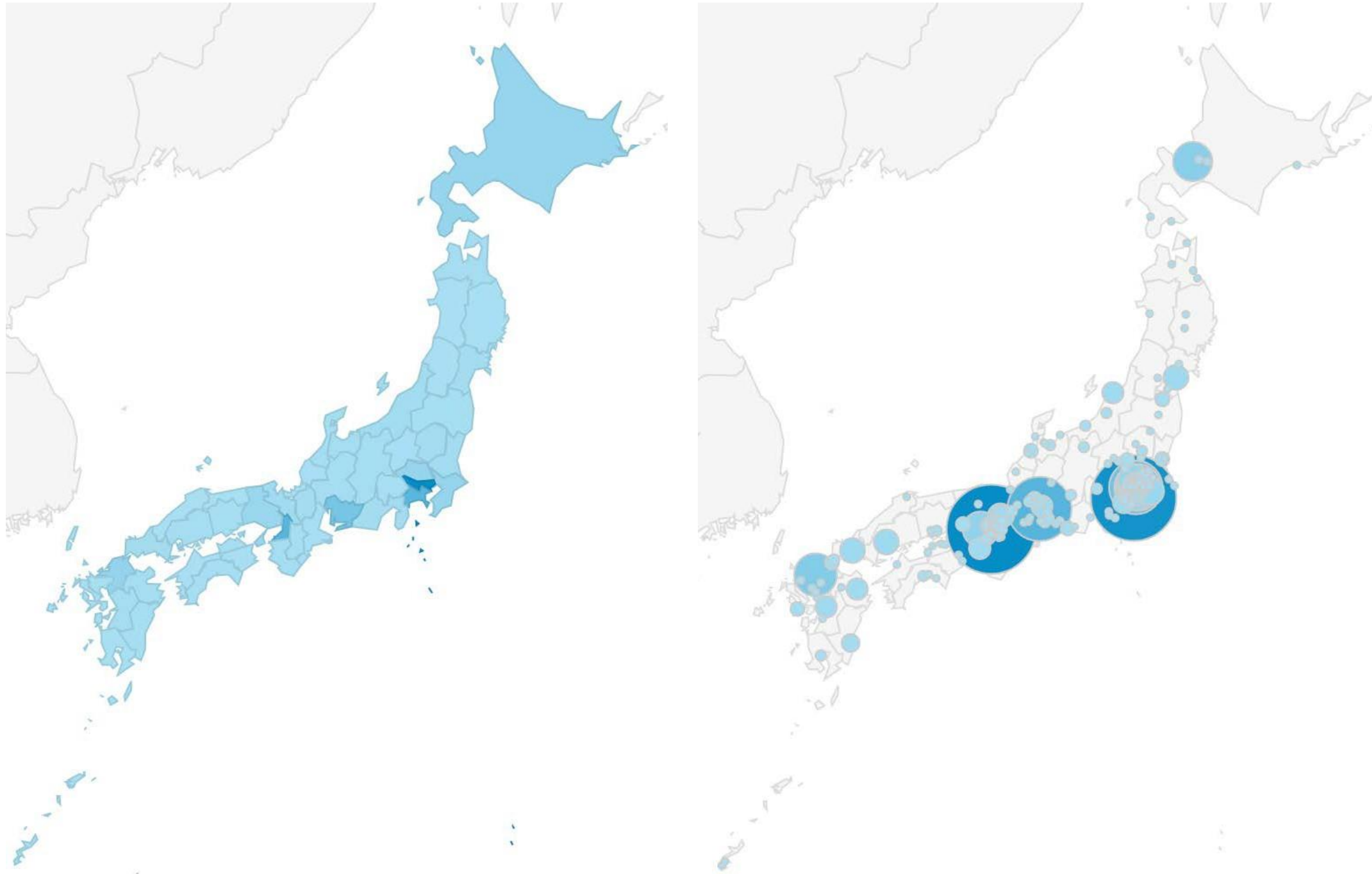
Future campaigns might want to consider specific India campaigns with cultural adaptations in order to keep users' engagement high.

1.	 India	24,724 (41.00%)	24,600 (40.93%)	26,638 (40.13%)	93.99%	1.09	00:00:08
2.	 Nigeria	12,662 (21.00%)	12,610 (20.98%)	14,032 (21.14%)	89.82%	1.16	00:00:19
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# Traffic to the website

## JAPAN

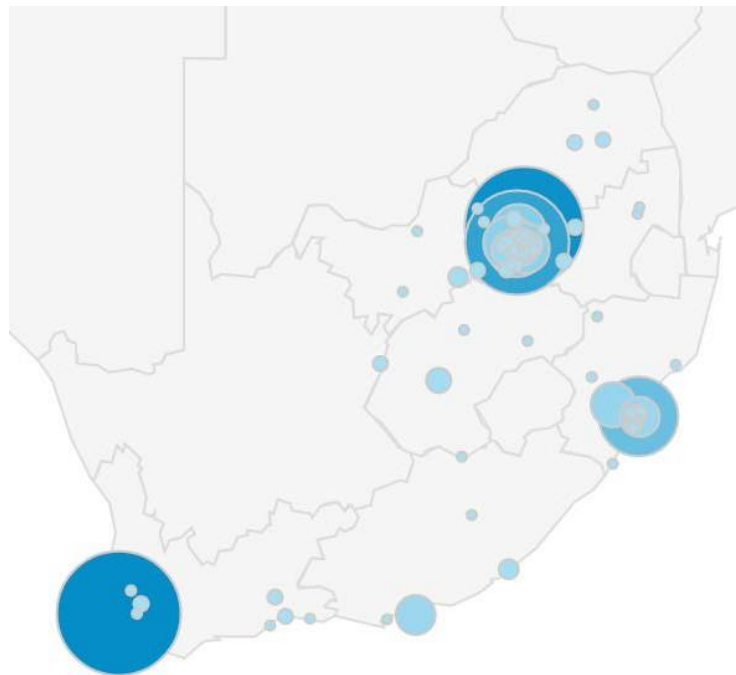
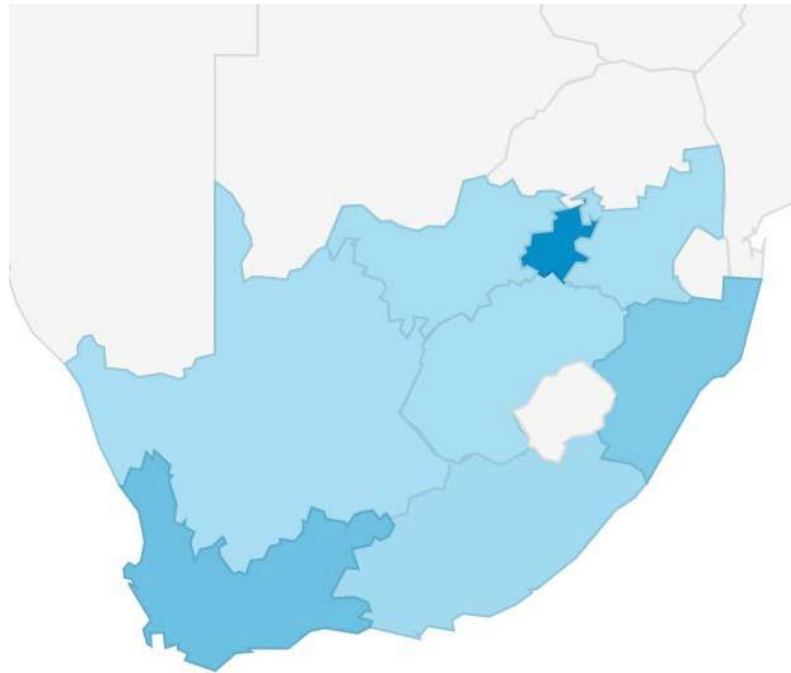


## SPAIN

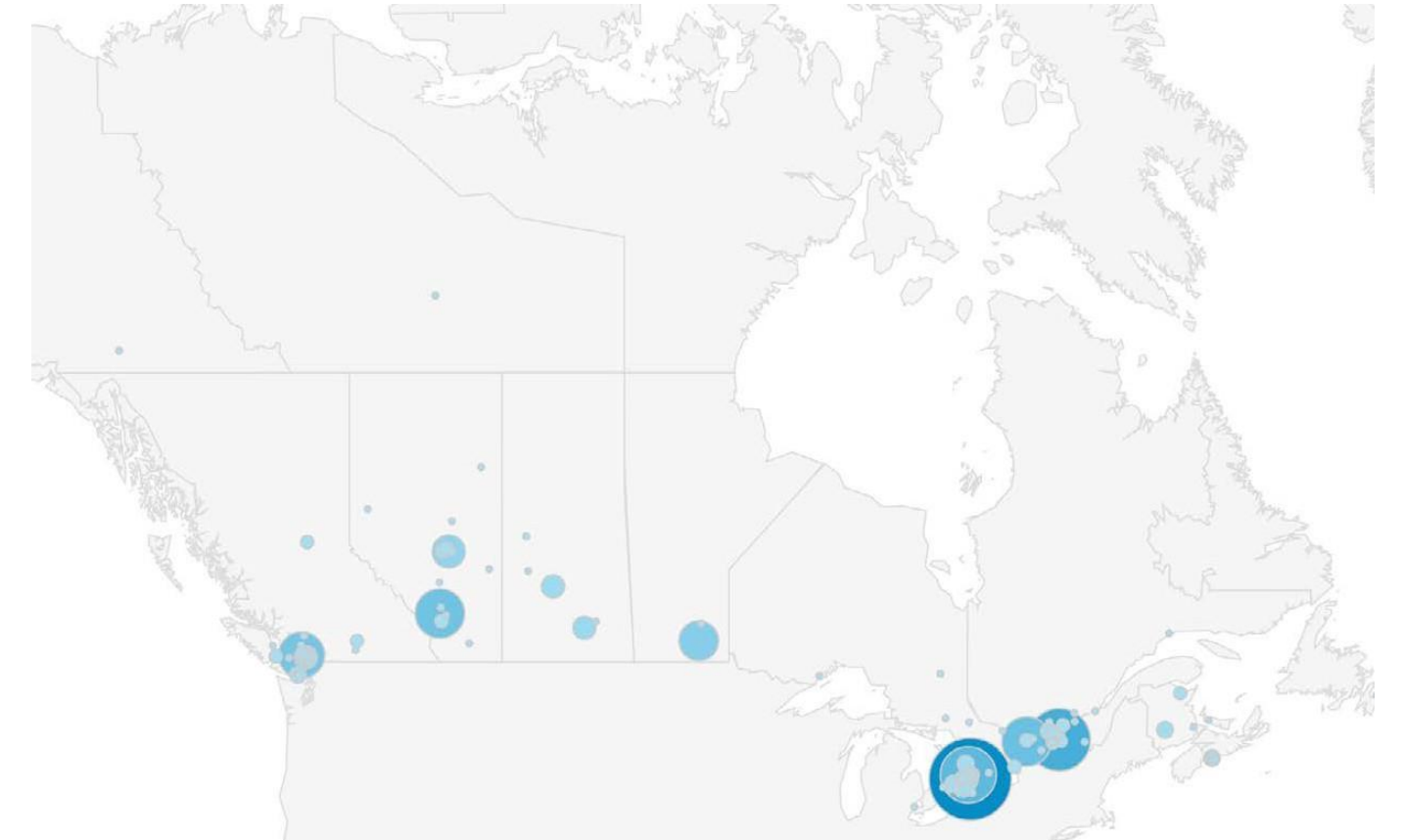
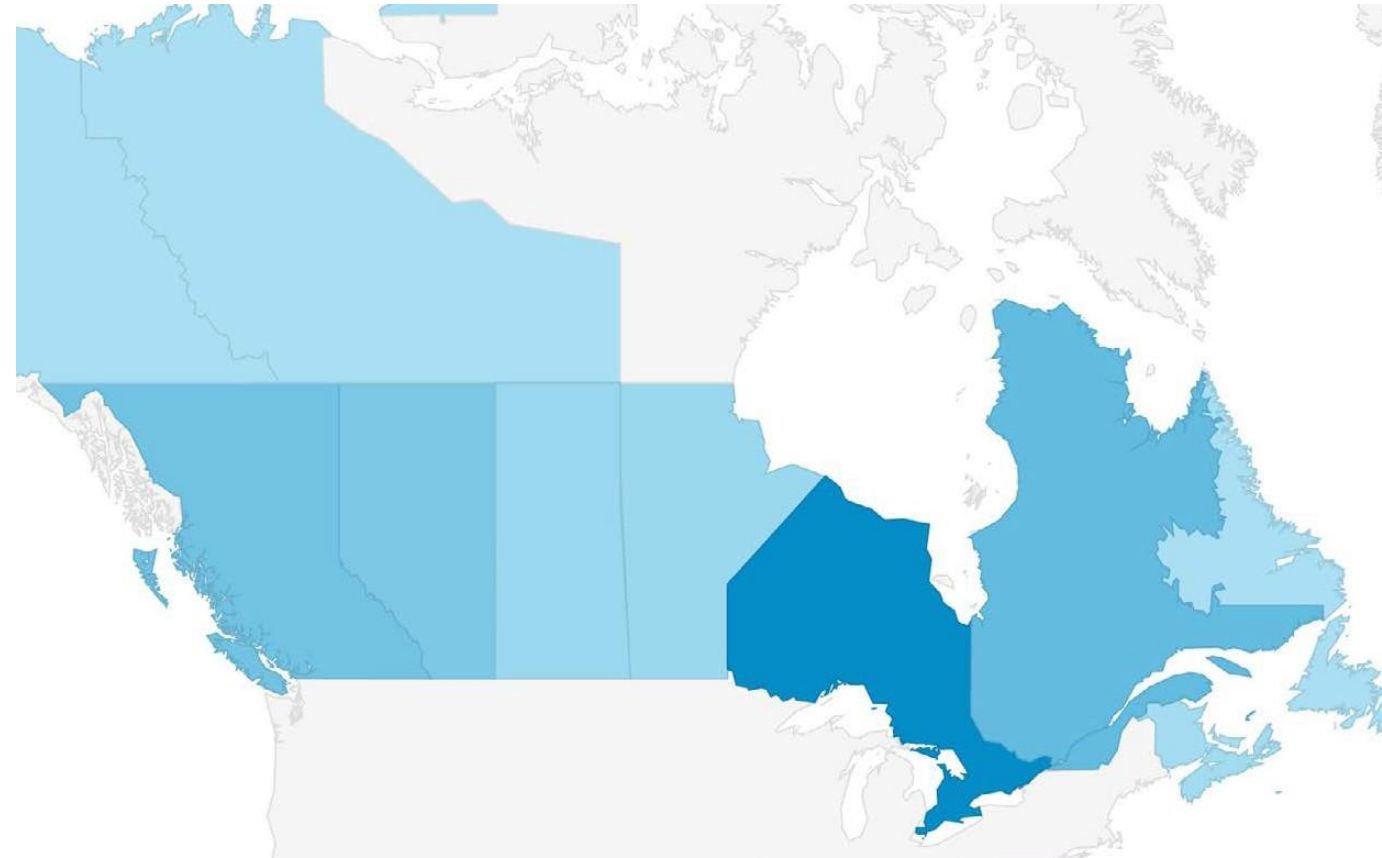


# Traffic to the website

## SOUTH AFRICA



## CANADA





# Traffic to the website

## AGE AND GENDER

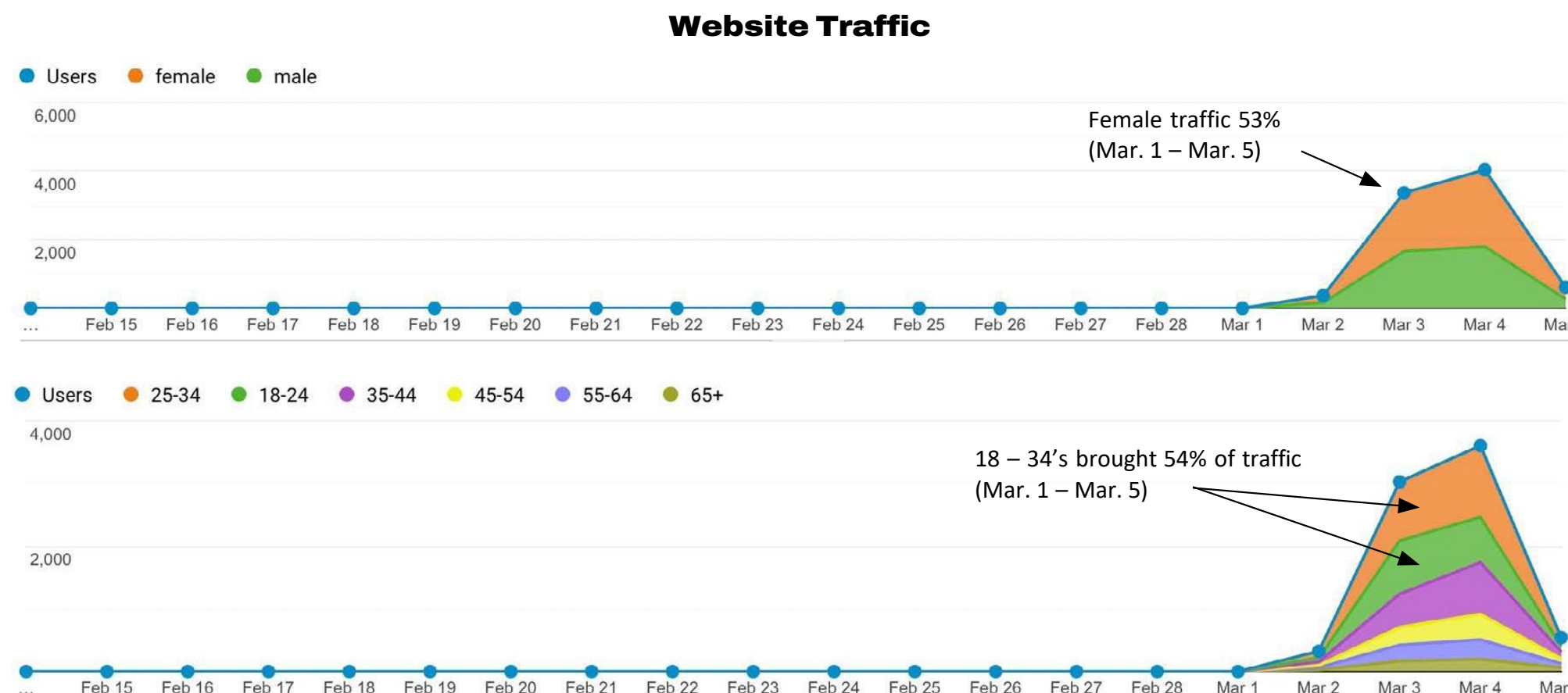
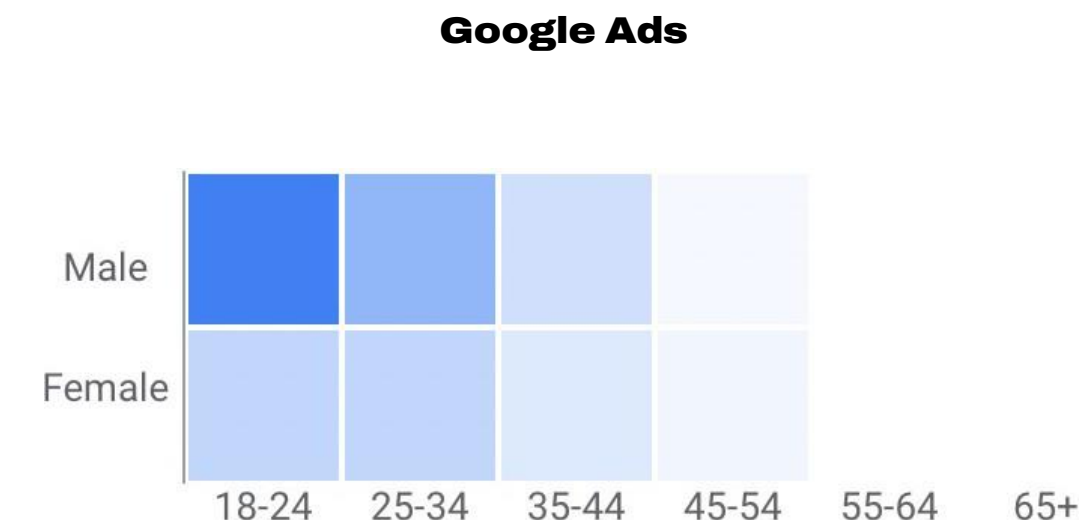
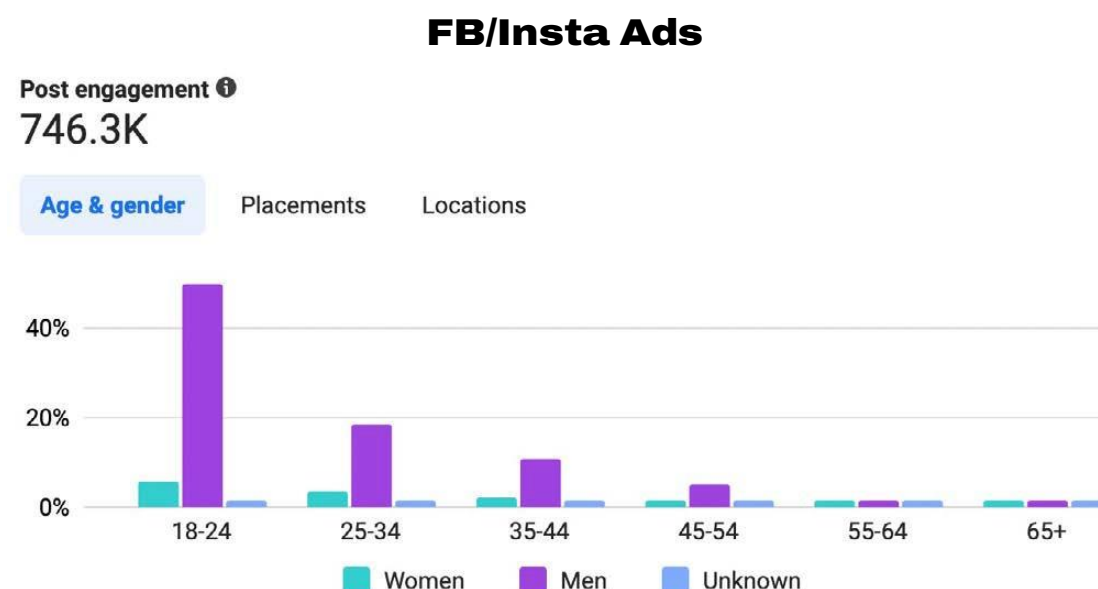
Unfortunately, Google Analytics was installed late into the campaign (Feb. 17) and demographic settings were not activated. Charlescannon turned them on Feb. 28 when noticing. The following information only considers information between March 1-5.

Paid Facebook and Google Ads provided complimentary information with regards to obtained traffic demographics because their objective was to boost website traffic.

We know that Google Ads were most effective with males between 18-24. Keep in mind they could be younger, but Google cannot officially report stats about children. The same is true on Facebook.

Although ads were popular amongst men, we can also see female website traffic was at 53% vs. male traffic in the last days of the campaign. This is due to campaign optimisation improving with time. Female participation increased towards the end of the campaign.

We were happy to see that age targets were on point throughout the campaign to match your “doers” and “dreamers” segmentation.



# Traffic to the website

## RECOMMENDATIONS

The main marketing KPI for this campaign is traffic to the website. The campaign was planned to begin in January but was delayed due to the completion of the new website.

Activated on Feb. 14 without Google Analytics all website performance is from February 17 – March 5.

We believe the bounce rate can be reduced through improvements to the user interface, reduction in loading times and additional choice of languages. Ads and to a lesser extent organic social media posts delivered most of the traffic. We know from our demographic analysis of visitors to the site quality of traffic was not an issue.

A benefit to the campaign would also be to keep developing the website's pages beyond the homepage (77% of traffic stayed on this page) in order to stimulate more navigation throughout the website to keep average time per sessions longer.

Bounce Rate  
**88.50%**



Avg. Page Load Time (sec)  
**13.53**



Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
	<b>82,715</b> % of Total: 100.00% (82,715)	<b>73,905</b> % of Total: 100.00% (73,905)	<b>00:01:48</b> Avg for View: 00:01:48 (0.00%)	<b>66,367</b> % of Total: 100.00% (66,367)	<b>88.50%</b> Avg for View: 88.50% (0.00%)
1. /	<b>63,904</b> (77.26%)	57,464 (77.75%)	00:01:52	57,244 (86.25%)	88.69%
2. /get-involved/campaign-resources	<b>1,139</b> (1.38%)	852 (1.15%)	00:01:05	239 (0.36%)	<b>47.48%</b>
3. /get-involved/about-the-campaign	<b>1,085</b> (1.31%)	936 (1.27%)	00:01:43	189 (0.28%)	76.19%
4. /hvp-facts/what-is-hpv	<b>1,060</b> (1.28%)	976 (1.32%)	00:03:34	161 (0.24%)	<b>82.10%</b>
5. /our-partners	<b>727</b> (0.88%)	515 (0.70%)	00:01:37	83 (0.13%)	63.86%
6. /get-involved/social-post-builder	<b>704</b> (0.85%)	527 (0.71%)	00:03:20	344 (0.52%)	75.29%
7. /hvp-facts/risks-and-prevention	<b>581</b> (0.70%)	530 (0.72%)	00:02:51	80 (0.12%)	72.29%
8. /get-involved/join-the-conversation	<b>508</b> (0.61%)	400 (0.54%)	00:01:46	107 (0.16%)	73.83%
9. /hvp-facts/information-for-everyone	<b>444</b> (0.54%)	410 (0.55%)	00:03:14	91 (0.14%)	68.09%
10. /hvp-facts/hpv-cancer-and-you	<b>377</b> (0.46%)	335 (0.45%)	00:02:06	34 (0.05%)	67.65%

Low bounce rate

High average time on page



# DELIVERING A WORLD WITH ONE LESS WORRY

IMPLEMENTING HPV VACCINATION FOR ALL



# Delivering a world with one less worry

## Implementing HPV vaccination for all

LIVE WEBINAR ON MARCH 4<sup>TH</sup>

**Registrations**

790

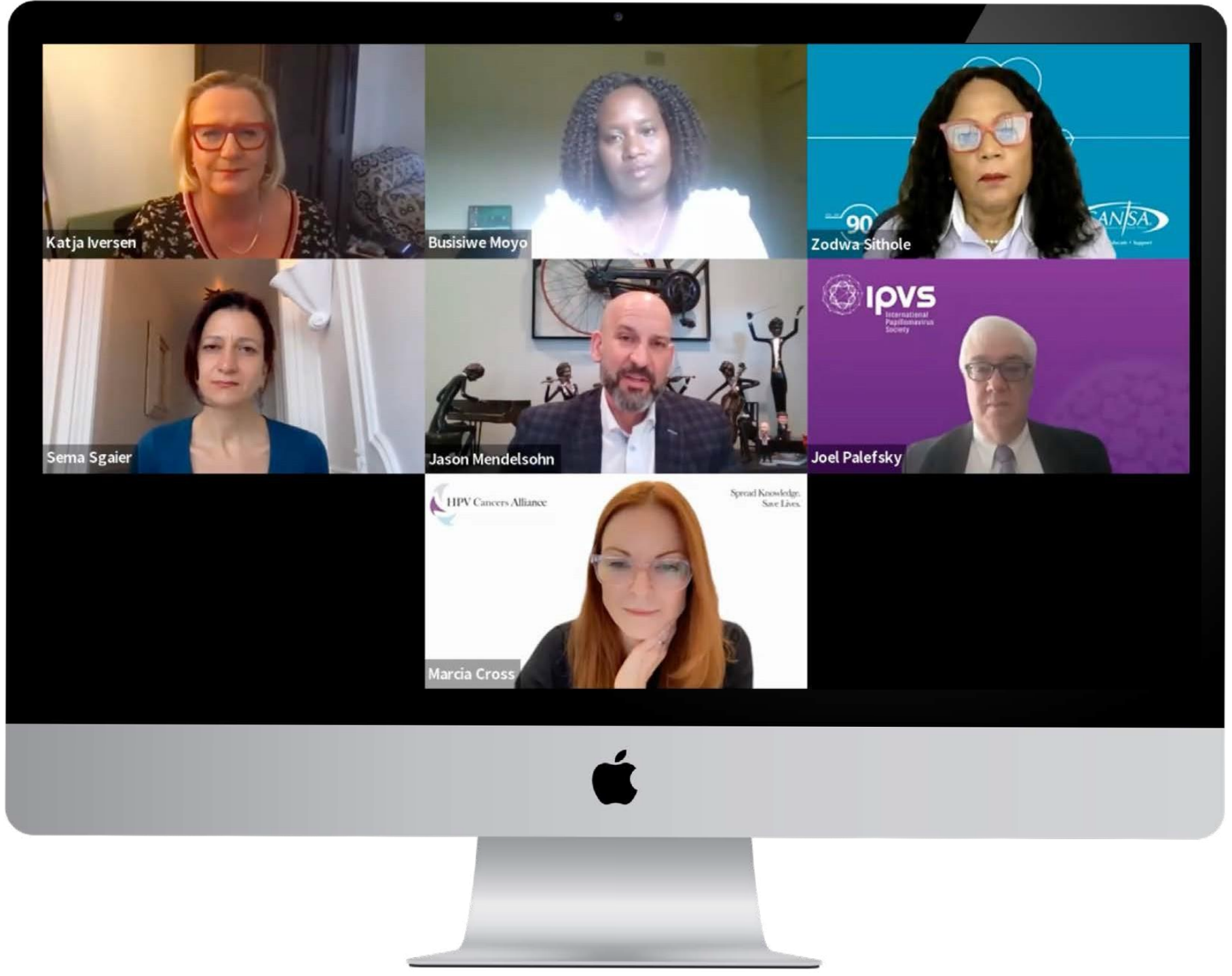
**Attendees**

337

[Click to see the video](#)

**Key topics discussed**

- ✓ Expert panel shares their views on HPV awareness and vaccination
- ✓ Overcoming stigma about HPV
- ✓ Understanding the behavior behind vaccine hesitancy
- ✓ Opportunities and challenges in achieving HPV vaccination for all

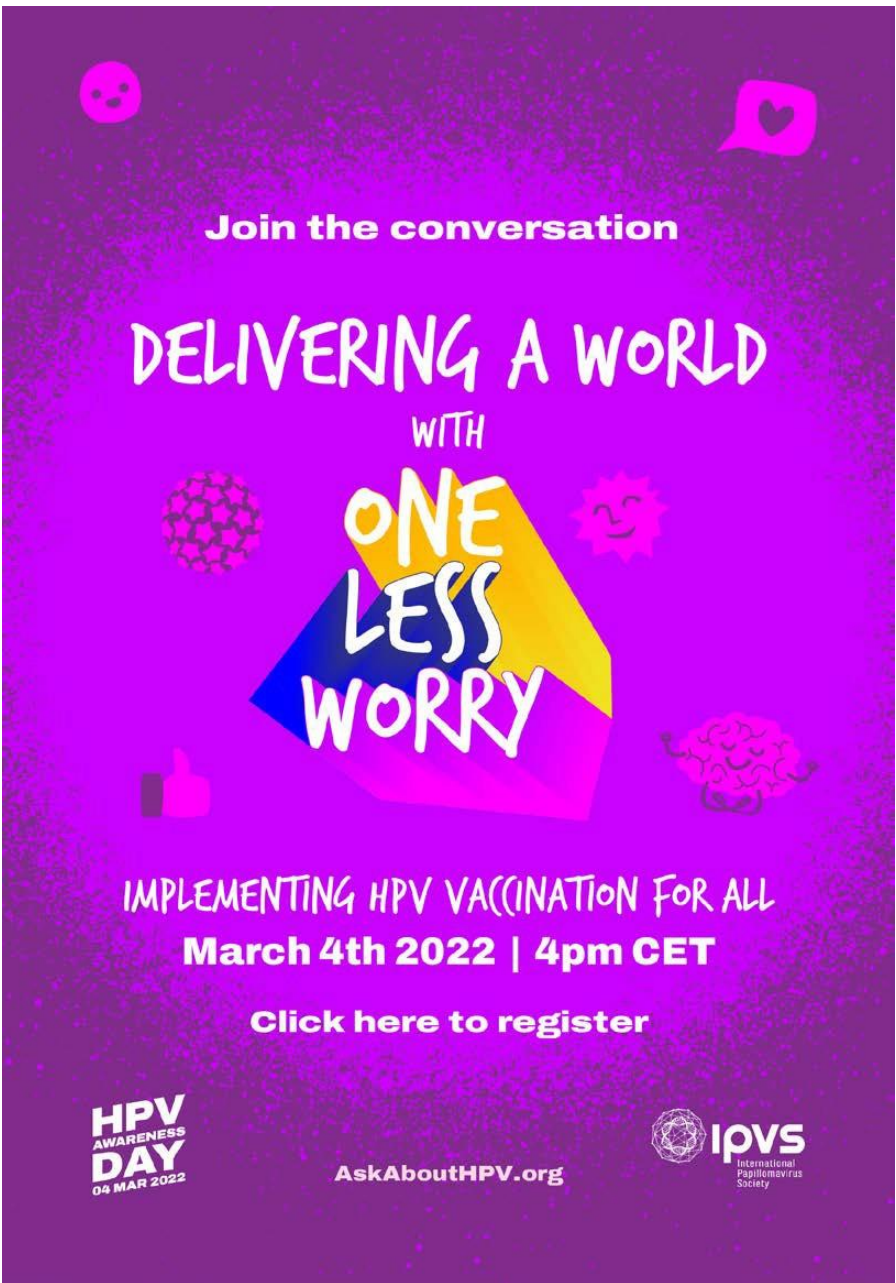


# Delivering a world with one less worry

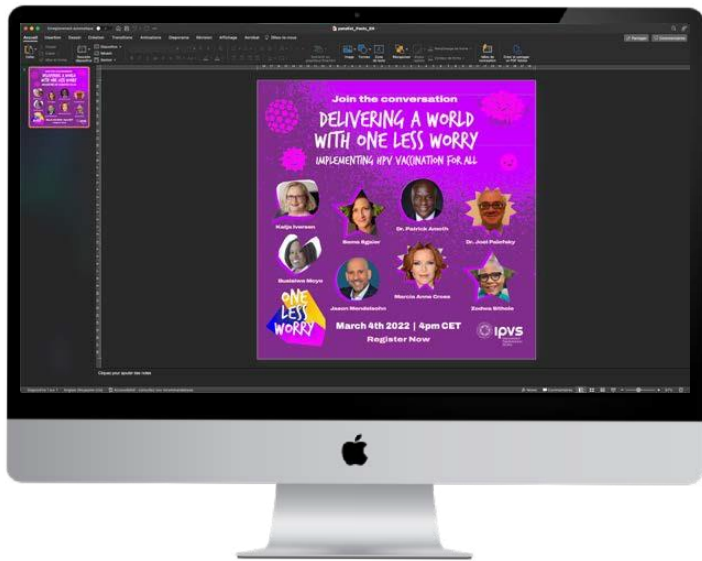
Implementing HPV vaccination for all

LIVE WEBINAR ON MARCH 4<sup>TH</sup>

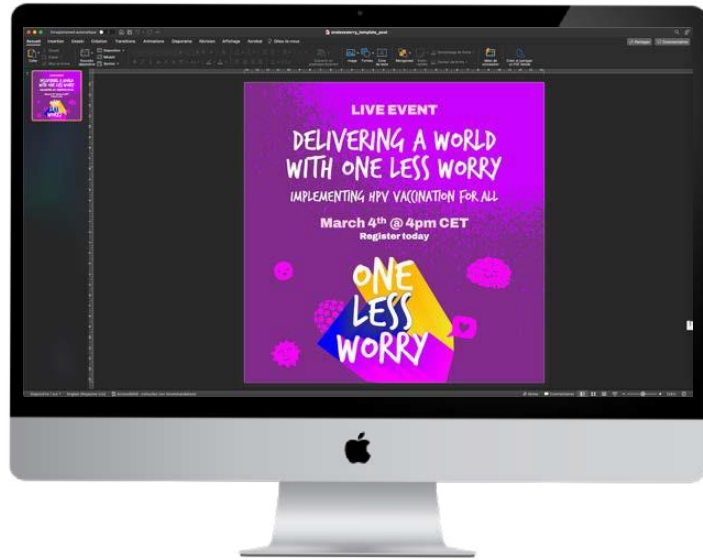
Event flyer



Static Post for Event Panelists



Static Post Template for Event



Animated invitation



Event banner





# MAINTAINING MOMENTUM

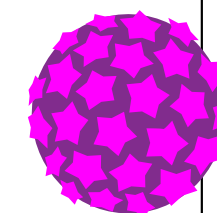
# Maintaining Momentum



Vertical Banner  
for Tradeshows



Panel Event Snippets  
on Social Media and Website



New Static and  
Animated Posts with  
a full-year social media calendar

**Tiktok/Reels**



Full-year Google ad  
campaign



New evergreen content for  
askaboutpv.org



Corporate Partnerships/  
Fundraising



**Pitch Deck**

**Solicitation Email Content**


**New pages on askaboutpv.org  
for corporate and individual giving**

**Ad campaign with “Donate Now” CTA**

**LinkedIn Content**



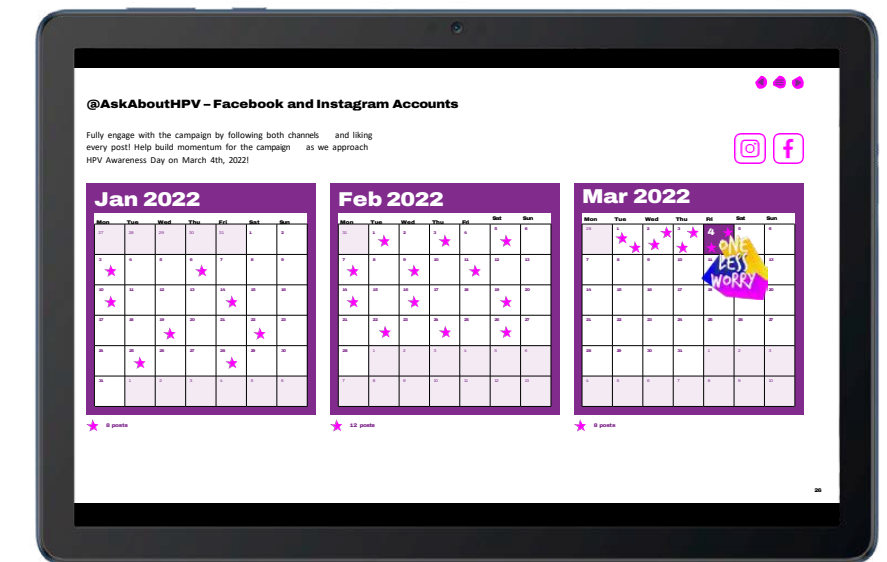
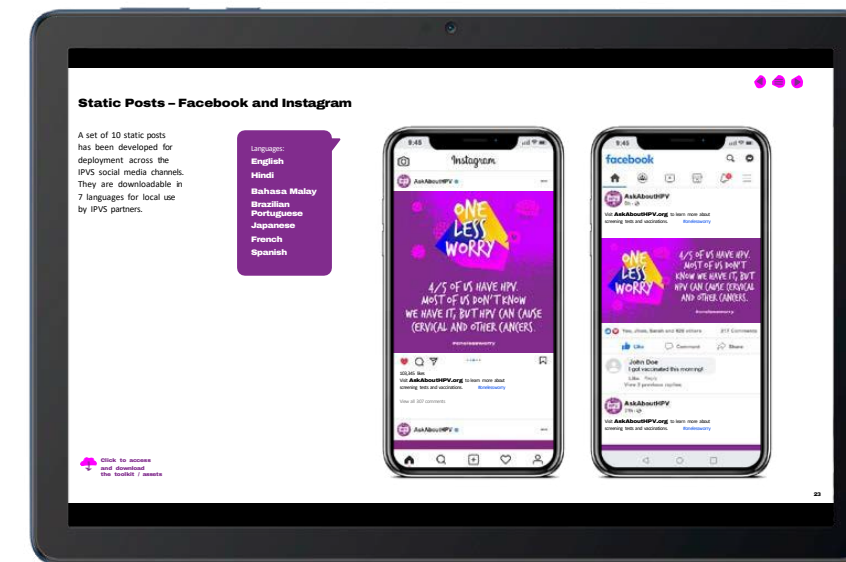
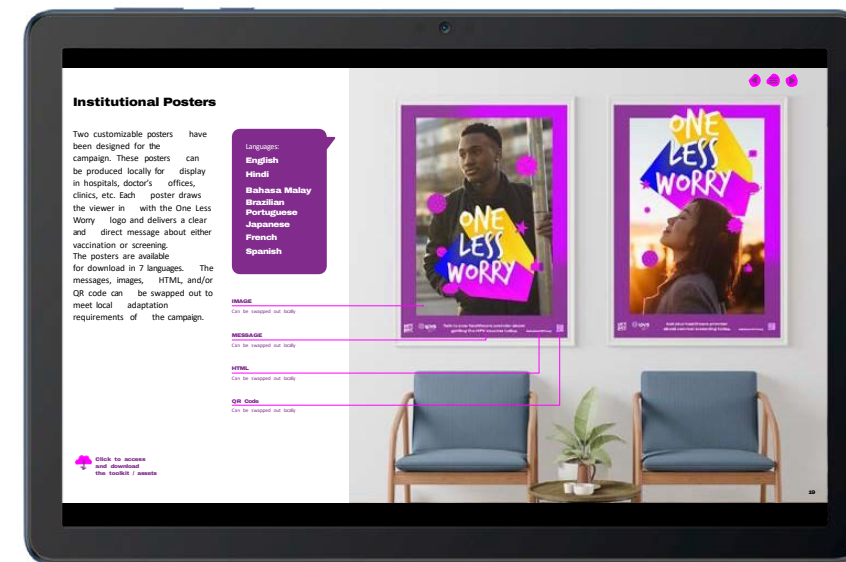
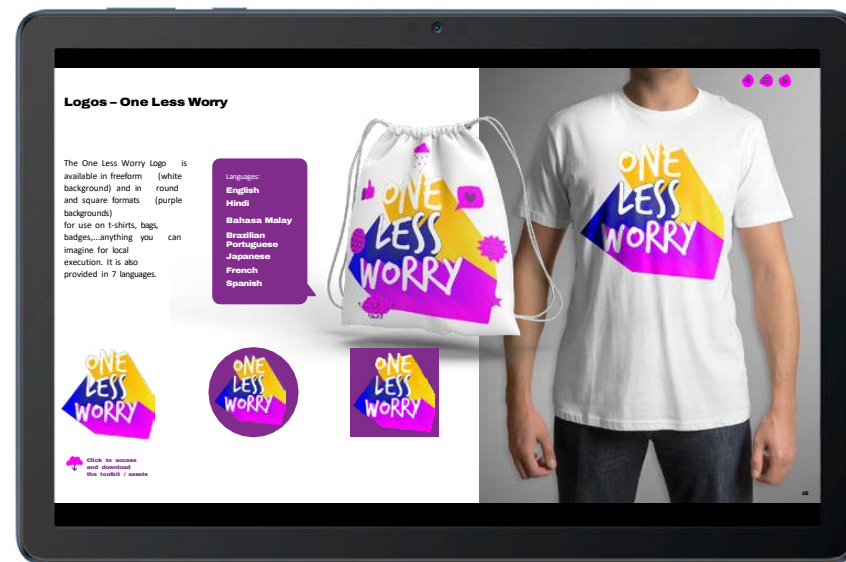
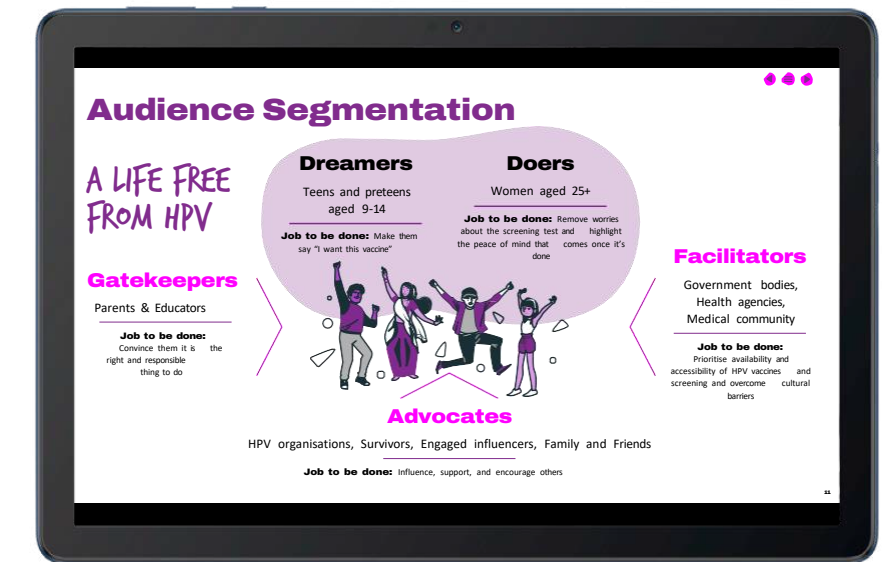
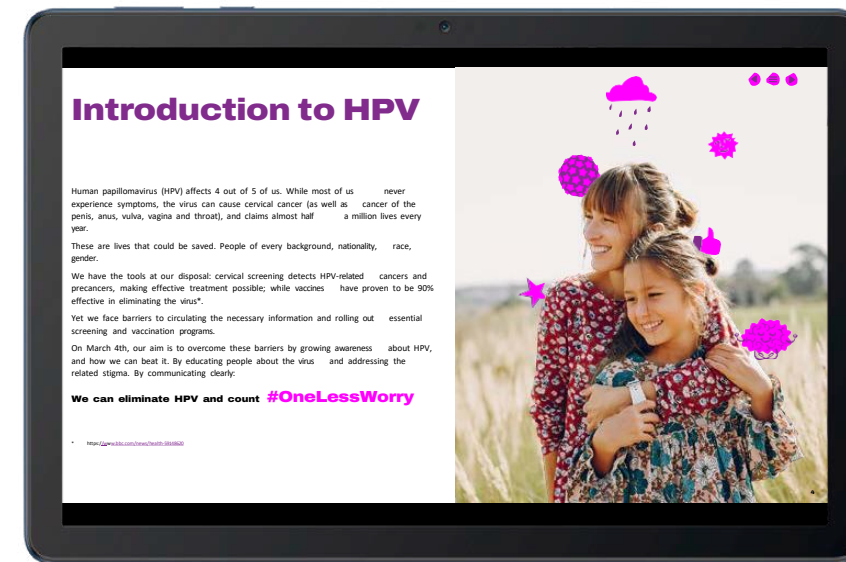
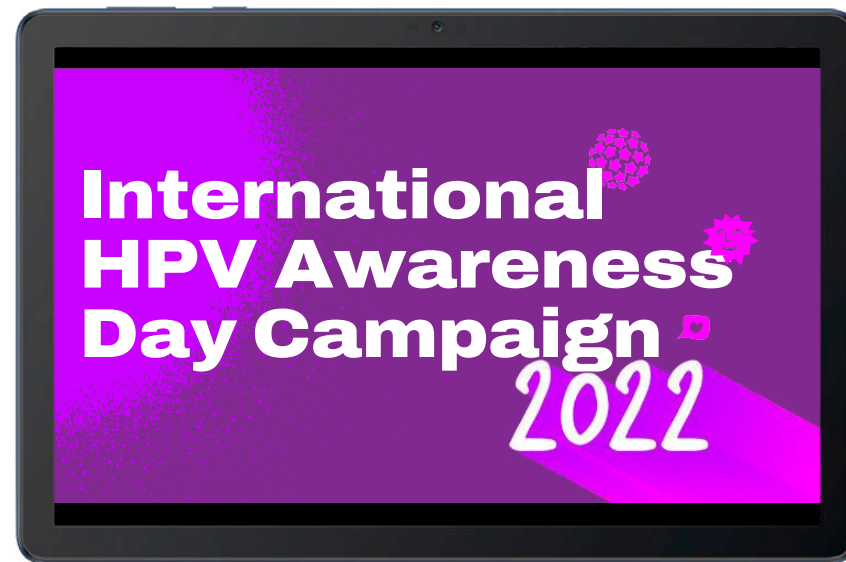
# CAMPAIGN GUIDELINES AND ASSETS






# Campaign guidelines and assets

## Interactive campaign guidelines




# Campaign guidelines and assets

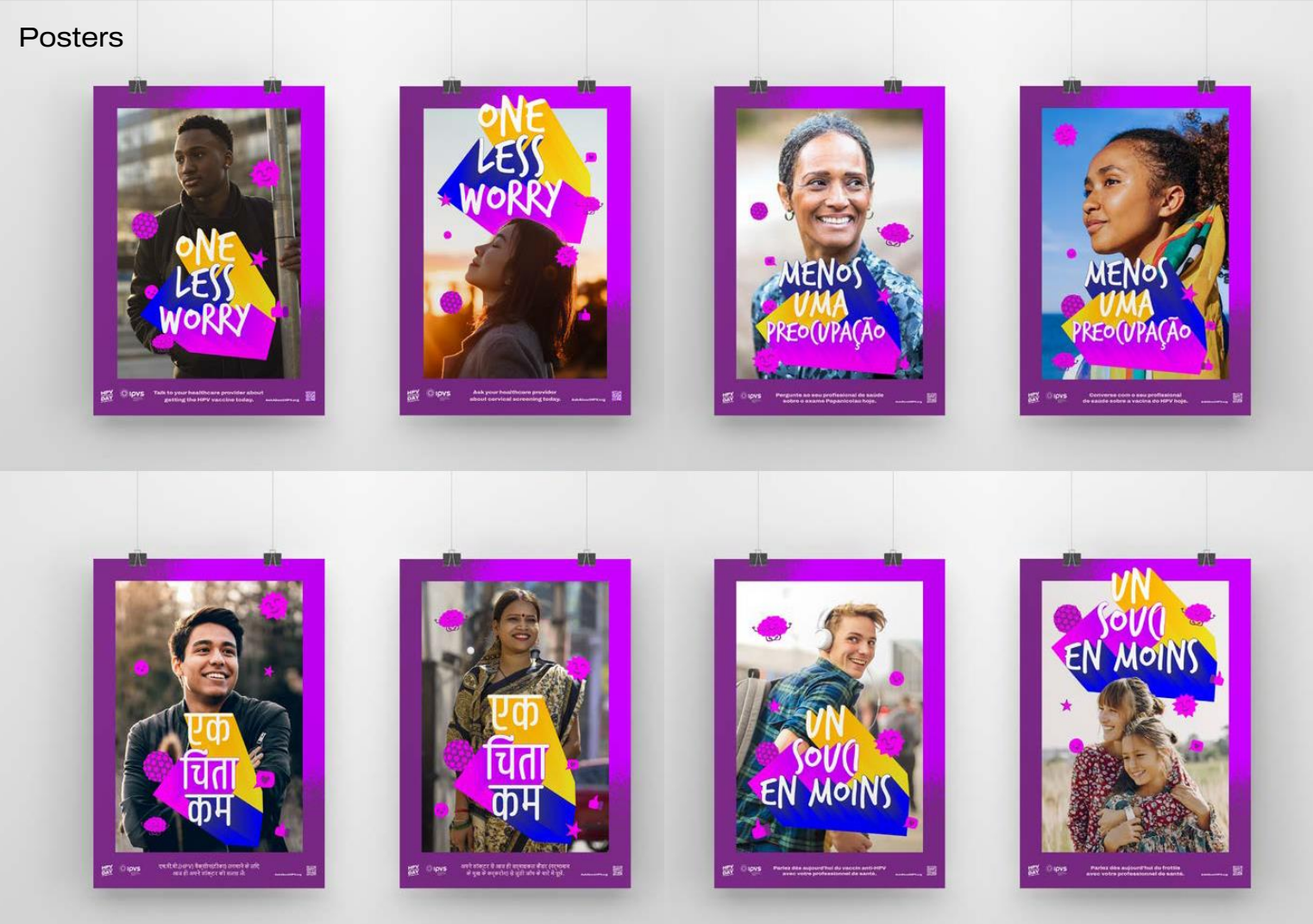
**Logos**



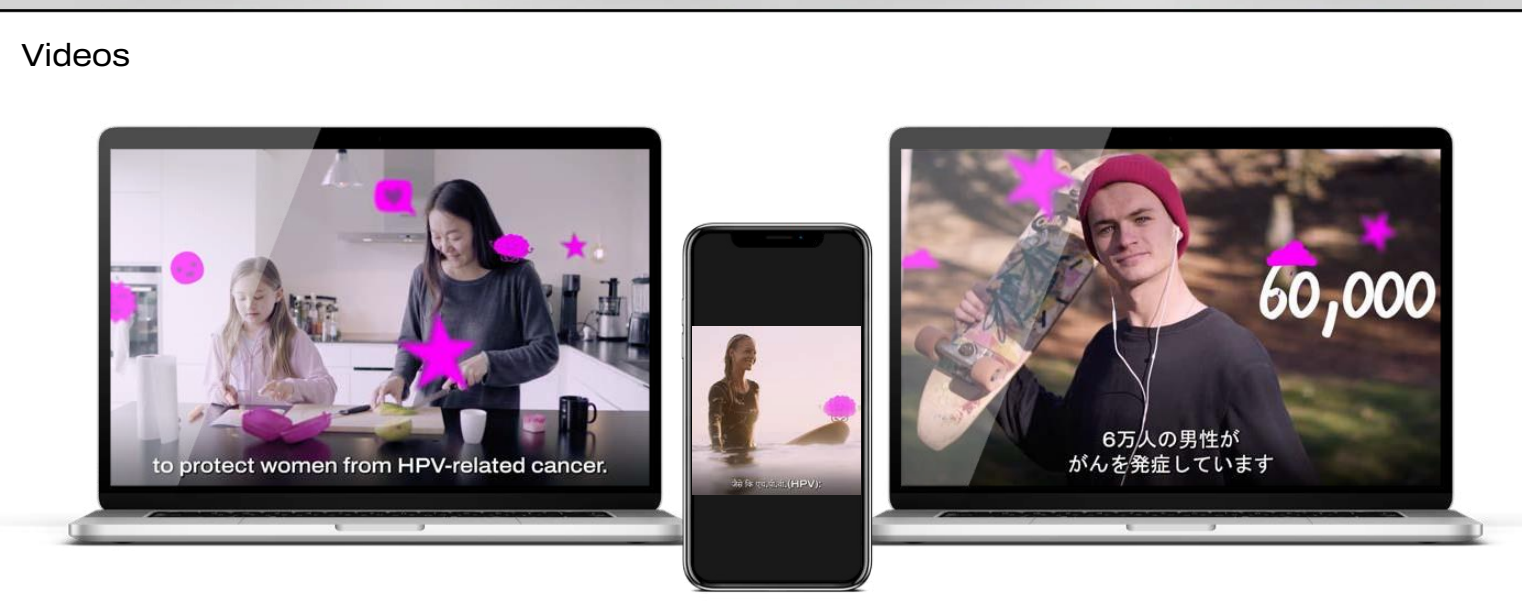
**Wall mural design**



**Posters**



**Videos**

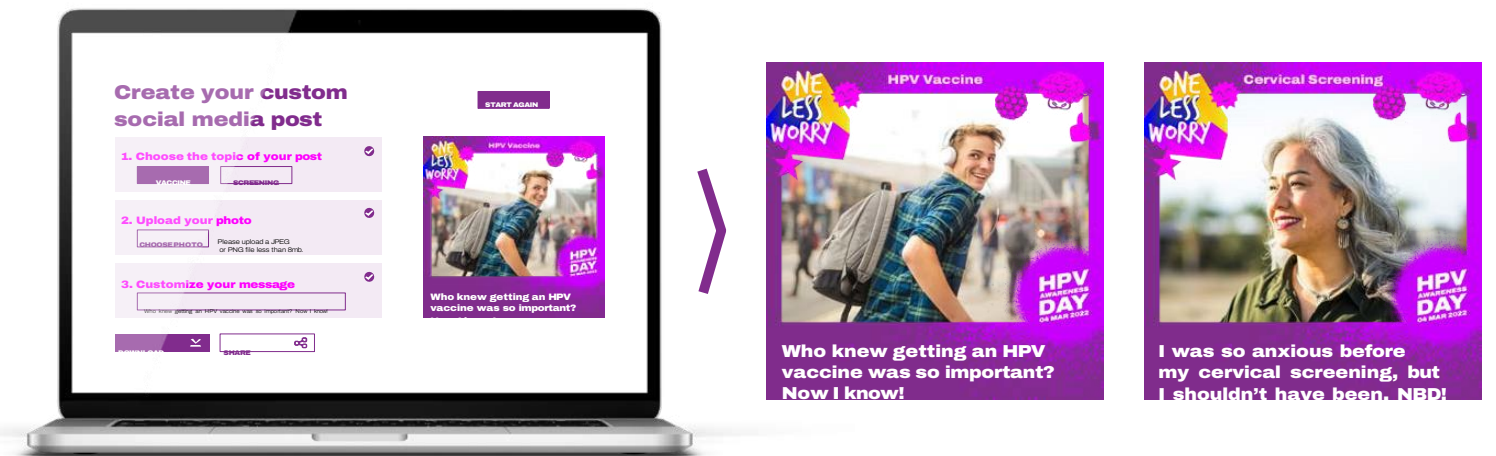


# Campaign guidelines and assets

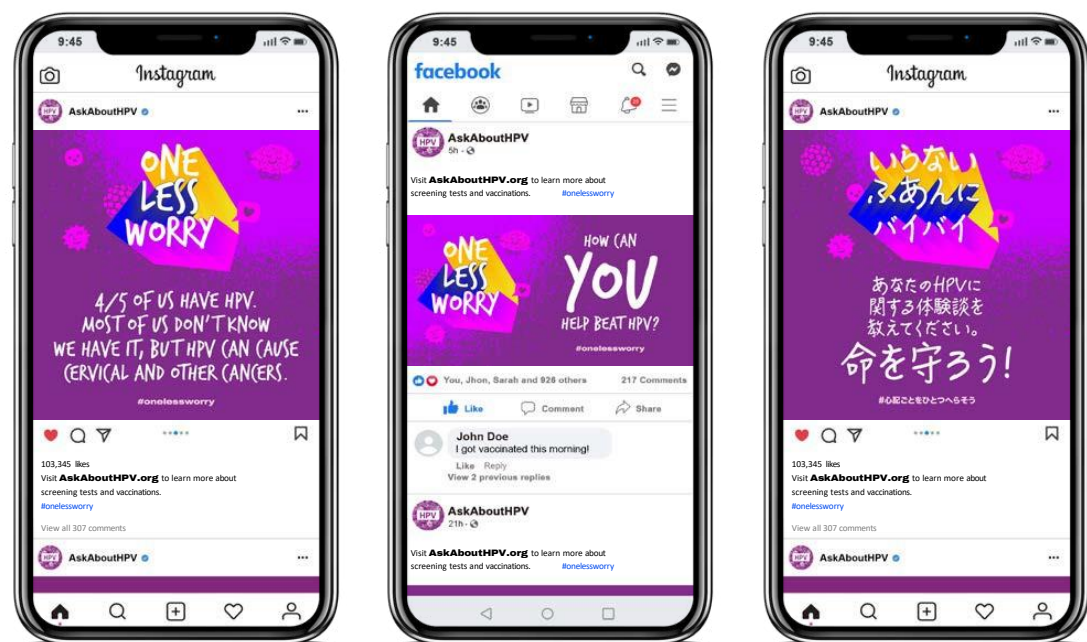
## Web banner advertising



## Social media post builder



## Facebook and Instagram static posts



## Animated invitation



## Animated social media stickers

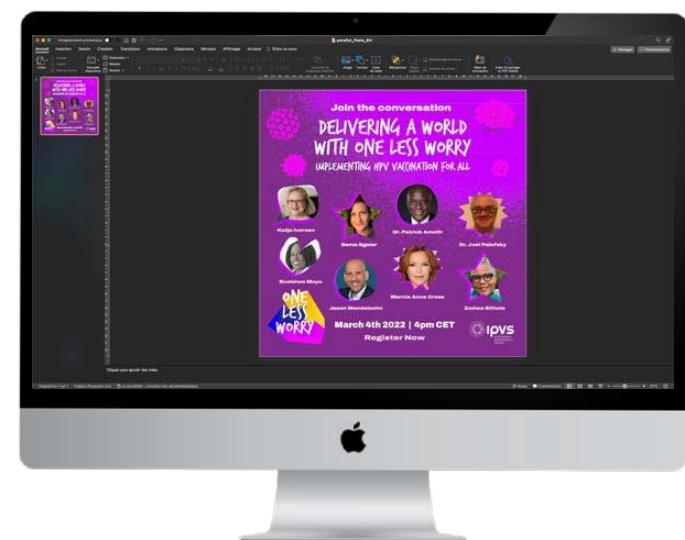


# Campaign guidelines and assets

Africa logos



Static Post for Event Panelists



Static Post Template for Event

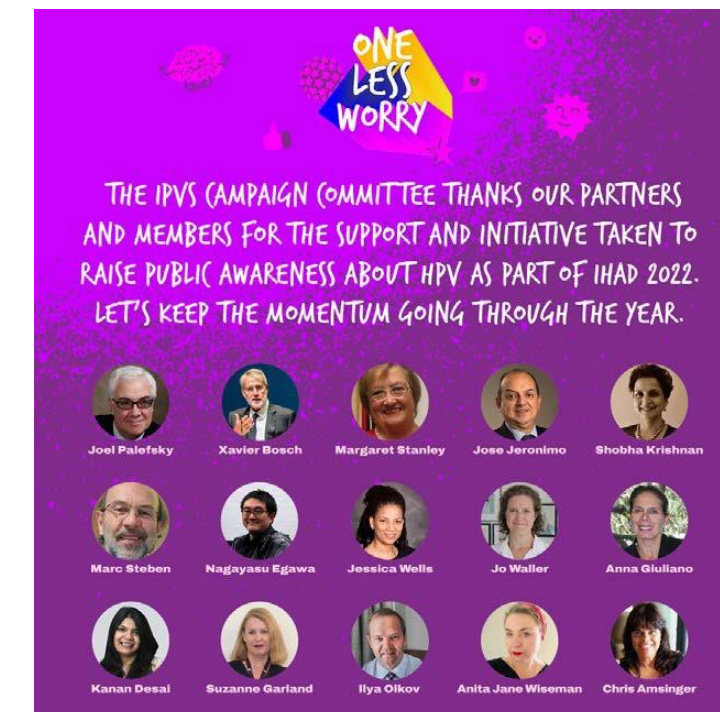


Video files for dubbing (60 and 30 seconds files)



Languages:  
Slovakian  
Hungarian  
Japanese

"Thank you" visuals



Facebook cover image and email signature banner



Website thumbnail icons

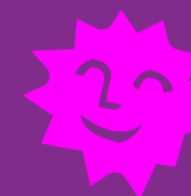




# JOIN THE GLOBAL PARTNER NETWORK RAISING AWARENESS ABOUT HPV



Let's talk!  
Contact IPVS at



**[HPVday@kenes.com](mailto:HPVday@kenes.com)**



[AskAboutHPV.org](http://AskAboutHPV.org)



ONE  
LESS  
WORRY

