

CONVINCE ME TO VAX

MM&M's mission to save the most significant public health advancement in history

The idea for the #ConvinceMeToVax competition had its genesis in the news that New York City had declared a public health emergency in early April because of a measles outbreak in sections of Brooklyn.

We know we're preaching to the choir when we say that immunizations against infectious diseases are the most significant public health advancement in history, and that the stubbornly persistent anti-vax campaign could reverse that advancement. So we asked our readers to use their considerable skills to design marketing collateral to convince people to get their vaccinations.

We received almost 100 submissions, which we presented for a popular vote. It's a pleasure to share the winners, their work and their captions here in the following categories: best social campaign, best display campaign, best website, best video, staff picks and the Grand Prize winner. Please share this important work, and keep a lookout for more competitions from MM&M in the future.



To see the all the winning campaigns and watch the videos, visit mmm-online.com. Have an idea for other causes we should promote? Let us know. Send an email to carrie.gavit@haymarketmedia.com.

GRAND PRIZE

It's our right to protect our health. This is a Call to Arms. QBFox Healthcomm

Simple. Straightforward. Catchy. These are just a few of the reasons this campaign nabbed the top prize, with a message to believe the facts and get vaxxed serving as a universal truth. The Call to Arms tagline stood out, as its double meaning was a perfect way to grab people's attention.

