# COVIDSafe: How the Australian government used TV to influence behaviour change

## The objective

At the end of April, the Australian government launched the COVIDSafe app to help trace when people may have come into contact with COVID-19 cases. The app helps state and territory health officials to quickly contact people who may have been exposed to the virus. The government set an informal goal to sign up 40% of the population to help stop the spread.

# The media mix

A multiplatform campaign was created including TV, radio, outdoor and social media assets. Given the serious public concern about the virus, the call to action also spanned across editorial content.

### The results

Research conducted by Ipsos in early May determined that when it came to influencing the decision to download the app, TV had the biggest sway.

Fifty-three per cent of those surveyed cited the platform as the most influential. News media was the next most influential platform (11%) followed by radio (8%).

In the space of three short weeks, 6 million people changed their behaviour spurred on, in large part, by the persuasive power of TV.



### The execution







