

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

