

## **AdTechCares Partners with the Veterans Coalition for Vaccination and Venables Bell + Partners to Launch Vaccine Trust PSA Campaign**

*Collaboration Draws on Stunning Creative and Spans Different Industries to Ensure Public Trust in Covid-19 Vaccinations*

**REDWOOD CITY, Calif. and LOS ANGELES (March 15, 2021)**—AdTechCares, co-founded in 2020 by [Amobee](#) and 50 partners from across the advertising ecosystem, has partnered with the [Veterans Coalition for Vaccination \(VCV\)](#)—formed earlier this year with [six leading veterans organizations](#)—and [Venables Bell + Partners](#) to launch a nationwide public service announcement (PSA) campaign to encourage full vaccination and help put an end to the Covid-19 crisis.

AdTechCares and VCV worked closely with Venables Bell + Partners to develop the creative for the integrated campaign by looking to the past—from Rosie the Riveter to Smokey the Bear—for inspirational images that drove Americans to work together and overcome obstacles by appealing to a shared sense of duty, and updated these iconic images to reflect the America we see today. The “Call to Arms” campaign enlists arms of every kind from “the tatted, the toned and the sun-deprived” to encourage all Americans to get vaccinated because “better times are within arms reach.” The ads end with a simple and direct call-to-action: “Don’t wait. Vaccinate.” Mass market messaging will appear across broadcast, digital, social, video and Times Square out-of-home. Integrated media for this effort was donated by the Ad Council and a sampling of the creative can be viewed [here](#).

“As the Covid-19 crisis continues, even as the vaccines rollout, the advertising industry has an inherent duty to support fact-based journalism and to ensure continued access to accurate and timely information,” says Rynne Laredo, Chief Customer Officer at Amobee and Co-Founder of AdTechCares. “It’s an honor for AdTechCares to work with the Veterans Coalition for Vaccination and their renowned veterans organizations and we’re confident we’ll replicate the success of our initial Covid-19 PSA campaign with a renewed focus on driving the public to credible vaccine information with the goal of keeping humanity well.”

“Veterans are among one of the most trusted populations in the United States, and through the Veterans Coalition for Vaccination we are able to bring together these leading veterans organizations to build trust for the nationwide vaccination effort,” says Lorey Zlotnick, Chief Marketing Officer at Team Rubicon and founding member of the Veterans Coalition for Vaccination. “We are proud to launch a campaign that is visually representative of the communities that we serve and reaffirms the VCV’s priority and commitment to equitable vaccine distribution. We invite you to ‘roll up your sleeves’ and help us defeat this virus.”

“The national vaccination effort is the largest and most important mobilization in recent history. We felt that the messaging needed to be welcoming and optimistic, but also feel big, and really tap into people’s sense of duty to a larger cause; something the Veterans Coalition is very

familiar with,” says Tyler Hampton, Creative Director at Venables Bell + Partners. “We couldn’t help but be inspired by the ‘in this together’ messaging and design harkening back to World War II.”

The new campaign builds on the artwork and messaging of iconic home front effort posters with a modern twist. Venables Bell + Partners partnered with photographer Jim Hughes to photograph a wide range of masked people proudly displaying their vaccination bandages. Alice Blue Production Studio artists Lena Pigareva and David Waraksa then hand painted the images and created the typography to give them a vintage poster look. The campaign builds on a partnership between AdTech Cares and the Ad Council and it’s the biggest push in the history of the organizations.

Last March, Amobee launched a PSA campaign to lead consumers to authoritative sources like Centers for Disease Control and the World Health Organization to help the public understand the seriousness of Covid-19 and encourage mask wearing. Amobee’s campaign quickly evolved into the formation of the larger AdTechCares coalition, which now includes more than 50 companies spanning demand-side platforms, supply-side platforms, agencies and data providers—including Universal McCann, eBay, DoubleVerify and others. That PSA campaign has served more than 4.8 billion impressions to over 2.6 billion people across dozens of countries in 50 languages with digital, video and out-of-home ads.

### **About Amobee + AdTechCares**

Finally, there’s a technology that understands how people consume content today. Only Amobee makes it easy for you to find your audience—no matter where they are, no matter what they’re viewing. We help brands, agencies, and media companies unify audiences to optimize advertising results across all linear TV, connected TV, and digital, including social media to deliver the results that drive customer growth. Amobee is a wholly owned subsidiary of Singtel, one of the largest communications technology companies in the world, which reaches more than 675 million mobile subscribers. The company operates across North America, Europe, Middle East, Asia and Australia. For more information, visit [amobee.com](https://amobee.com) or follow [@amobee](https://twitter.com/amobee).

AdTechCares is a coalition of advertising agencies, media companies and ad tech providers donating their time, inventory and technology platforms to combat misinformation about Covid-19, support fact-based journalism, and affirm that Black Lives Matter around the world. To join the AdTechCares coalition, click [here](#). To follow on LinkedIn, click [here](#).

### **About Veterans Coalition for Vaccination**

The Veterans Coalition for Vaccination will partner to convert vaccines to vaccinations. Utilizing veterans, we aim to build trust in the vaccine and fight the spread of misinformation. We have created a nationwide network that can quickly mobilize veteran volunteers to assist with the set up and management of vaccination sites. We aim to provide care to patients and support the decompression of the healthcare workforce; and ensure equitable distribution of the vaccine to communities often forgotten.

The VCV's founding members include [Team Rubicon](#), [Wounded Warrior Project](#), [Iraq and Afghanistan Veterans of America \(IAVA\)](#), [Student Veterans of America \(SVA\)](#), [Team Red, White & Blue](#) and [The Mission Continues](#).

### About Venables Bell + Partners

Venables Bell + Partners is a San Francisco headquartered advertising agency guided by core values of honesty, fearlessness and independence, and proud to work with clients including Audi, Chipotle, 3M and Reebok. VB+P has been included in Fast Company's Most Innovative Companies List, named one of AdAge's top ten A-List agencies and Best Places to Work, and Adweek's Breakthrough Agency of the Year. For more info: [www.venablesbell.com](http://www.venablesbell.com). Twitter @VenablesBell, Instagram VenablesBell and Facebook <https://www.facebook.com/VenablesBell/>

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*AND PUT REAL  
PANTS ON AGAIN!*



VETERANS  
COALITION FOR  
VACCINATION

**DON'T WAIT.  
VACCINATE.**

**BETTER  
TIMES** ARE WITHIN  
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REACH**



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