

An aerial photograph of Citizens Bank Park, a baseball stadium, is shown with a semi-transparent red overlay. The stadium's seating bowl, field, and surrounding urban area are visible. In the upper right, a white outline of the Liberty Bell is superimposed over the city skyline. The text "Citizens Bank Park" is written in small white letters below the bell outline. The main title "Throw the Flu a Curveball" is centered in large, bold, white sans-serif font. Below it, the subtitle "Get Your Flu Shot in November at Citizens Bank Park" is also centered in a smaller white font. At the bottom, the hashtag "#CurveTheFlu" is displayed in white. The Philadelphia Phillies logo is visible on the outfield fence.

Throw the Flu a Curveball

Get Your Flu Shot in November at
Citizens Bank Park

#CurveTheFlu

Goals and Key Messaging

Sports are a large part of many fans' lives, but during the off season, what do people's favorite teams do? The Phillies has always been committed to helping the community and holding events outside of baseball season to stay in the public eye.

From visiting patients' bedsides at the Nemours/A.I. duPont Hospital for Children to going from town to town to visit the different communities in the outskirts of Philadelphia, the Phillies knows how to keep itself engaged.

This year, COVID-19 has thrown everything off kilter. It is now unsafe for nonessential people to visit hospitals, and holding large gatherings is not only dangerous but also frowned upon by both the public and the CDC. So, what can the Phillies do to stay in the public eye during the pandemic?

With flu season and COVID-19 coinciding, viruses are having a double hitter. While a COVID-19 vaccine isn't quite ready, the flu vaccine is tried and true, effective and most importantly, keeps people out of hospitals.

Now more than ever, is it important for all people, especially Phillies fans, to get their flu shots. So, the Phillies is launching a campaign to encourage flu shots. This campaign will teach about the benefits of the flu shot and encourage fans to head to Citizens Bank Park for a one-of-a-kind vaccination experience. The campaign's slogan is "throw the flu a curveball," with the hashtag #CurveTheFlu.

In order to encourage flu shots in 2020, and because fans couldn't make it to the stadium to cheer on their team this year, the Phillies is combining the excitement of going to the stadium with the responsibility of getting a flu shot. Fans will have the opportunity to interact, socially distant, of course, with the Phillie Phanatic as well as some of their favorite players like Aaron Nola and Bryce Harper. Rumor has it, the t-shirt gun might be dispensing Phillies face masks this year.

The goal is to make getting the flu vaccine less of a chore and more of a fun, memorable and baseball-filled experience. Through the four different channels — paid, earned, shared and owned — these key messages will be disseminated to the target audience.



Target Audience: Millennial Men

Millennials and Men. Even though comparing those two groups of people is like comparing apples and carrots, they both have something in common: they're less likely to get flu shots than their counterparts.

At the intersection of these two demographics is an alarming statistic and an opportunity to not only reach millennial men to get their flu shots but also get them to interact with baseball. Just about 36 million people in the United States are millennial men.

As one of the largest current demographics in the United States, this group of millennial men can make a sizeable difference. Because men are typically less worried about the symptoms and outlook of the flu, they are less likely to get a shot. Same with millennials, as this group also has a large portion of the anti-vaxxer population and people skeptical or too busy to get the flu shot.

Additionally, this population grew up playing baseball, and the sport is on the rise for their children. Although this group watches fewer sports, especially baseball, than other generations, this is an optimal audience to influence.

The idea of getting the flu shot in Citizens Bank Park is exciting for all the people who have been cooped up in their houses unable to attend any live events, especially sports. It will connect the millennial men to both enjoyment and practicality, one combination millennials love. Their children will also be excited to go, as they play baseball themselves.

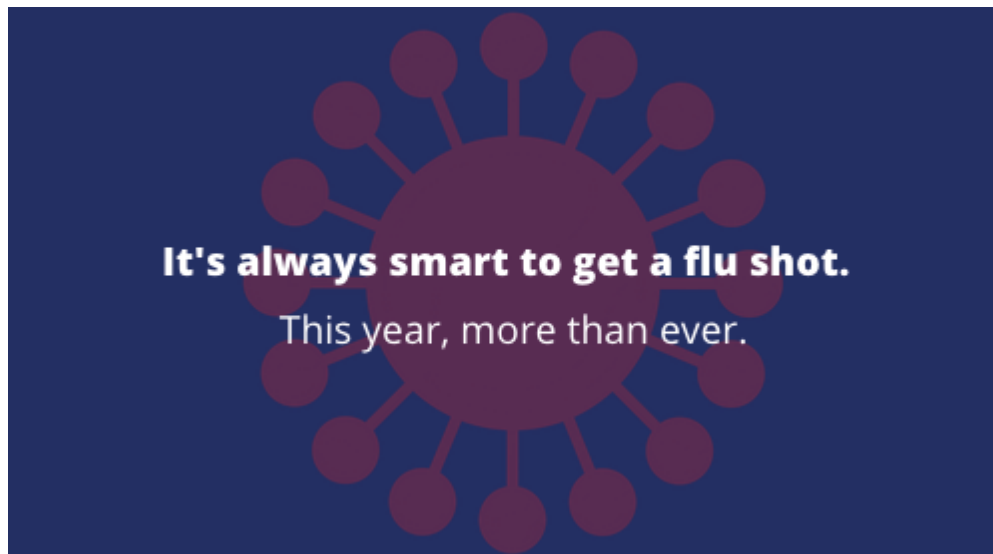
Because millennial men need their flu shots and need encouragement to watch baseball, the opportunity to engage with baseball players while helping themselves is a great way to engage with this population, thus making this population the best target audience for this campaign.



Blog: Curve the Flu

You're at-bat, have two strikes and Aaron Nola is pitching to you. He throws a curveball. The curveball catches you off guard. You strikeout. This is a disappointing scenario for you, but what if you were the flu?

Every year, there are up to 45 million cases of the flu in the United States, and an average of 114,000 people are hospitalized yearly due to flu-related complications. The flu is unavoidable. It comes around every year with a slightly different strand than the last year, so you can contract the virus year in and year out without ever becoming immune.



The good news is, however, scientists have been studying and developing flu vaccines for decades, and anyone aged 6 months and up can get it. The risks of getting a flu shot, from having a sore arm less painful than getting hit in the arm by a baseball to more severe yet extremely rare symptoms, are much outweighed by the benefit of the flu shot. These benefits are not getting the flu or getting a more mild case of the flu. The flu shot is not perfect, but it is effective.

The last thing anyone needs right now is another virus. COVID-19 patients and flu patients will soon pack the hospitals together, both needing similar equipment and care our health care systems don't have the capacity to handle.

Phillies

Save yourself a severe case of the flu, trip to the hospital or even feeling down for a few days by getting a flu shot. The whole process takes fewer than 10 minutes, and beginning in November, you can even get your flu shot on weekdays from 8 a.m. until 8 p.m. at Citizens Bank Park. Even the Phillie Phanatic is getting his flu shot to protect against the virus and stay safe.



By protecting yourself from the flu, you are also protecting others. Most importantly, you are protecting all the things you like to do, such as hanging out with friends or attending a Phillies game.

When you're wearing a mask, socially distancing and keeping large gatherings to a minimum, the bases are loaded. Getting your flu shot to keep viral transmission and hospitalizations down is the dinger you need to win.

We will all get through this pandemic together, and if we all follow regulations and take extra precautions, such as getting our flu shots, we will set ourselves up for success -- and to be able to go to baseball games.

So, throw the flu virus off by throwing a curveball at it and getting your vaccine. Let us know if you stop by Citizens Bank Park to get yours! Snap a picture and share it with #CurveTheFlu to be featured on our social media pages. For more information, visit mlb.com/phillies/curvetheflu.



Script: The Anti-Flu Phanatic

Video for website, Facebook and other owned/shared/paid channels.

Video

Camera on Phille Phanatic waiting in a socially distant line with other Phillie Phanatics. The line moves and the main Phanatic moves up to the next baseball spot on the ground.

The camera shows players practicing batting and pans to show all of Citizens Bank Park with the Flu shot stations.

Cut to nurse at the flu shot station.

The main Phanatic shuffles up to the nurse.

Cut to the nurse waving at the Phanatic.

The Phanatic points to his left arm.

Cut to the nurse putting a bandage on the Phanatic's arm.

Shot of the Phanatic waving and walking away.

Cut to image of Citizens Bank Park.
Text on Screen: www.mlb.com/phillies
#CurveTheFlu

Audio

The music gets louder and more exciting.

(SFX): Bat swinging and hitting a ball.

Nurse (SOT): Next!

(SFX): Shuffling of the Phanatic's feet.

Nurse (SOT): Hi Phille Phanatic! Which arm would you like to do today?

Nurse (SOT): All set! Have a great one!

(SFX): Shuffling of the Phanatic's feet.

Nurse (VO): Grab your flu shot and throw a curveball at the flu all November long at Citizens Bank Park. To learn more, visit mlb.com/phillies.



News Release

Written in the style and format of the Philadelphia Phillies

“Throw the Flu a Curveball” kicks off with Citizens Bank Park Flu Shots November 1, 2020

PHILADELPHIA — Throw the Flu a Curveball by getting a flu shot at Citizens Bank Park beginning today and running through the end of November. The park is open for community members on weekdays from 8 a.m. until 8 p.m. for flu shots.

With COVID-19 cases rising as the seasons change and the weather gets colder, hospitals are beginning to reach capacity and overflow again. The Coronavirus mixed with the flu season creates a double hitter for viruses. While a COVID-19 vaccine is not yet available, fans can do their part to keep the hospital populations down by getting their flu shots.

“With the COVID-19 pandemic, it has never been more important to get a flu shot,” Manager Joe Girardi said. “We might as well make the experience fun during these unprecedented times by offering a fan experience mixed with health care.”

Although fans were not able to enjoy a game while in the stadium due to safety concerns, all CDC-required safety measures are in place to ensure nobody gets sick.

Guests must wear a mask covering both the mouth and the nose while at the ballpark, and everyone must stay at least 6 feet apart by following the baseball markers on the ground.

Not only are physical health and mental health a top priority for the Phillies players themselves but also for Phillies Fans. The team understands the implications limited access to sports have on fans’ mental health.

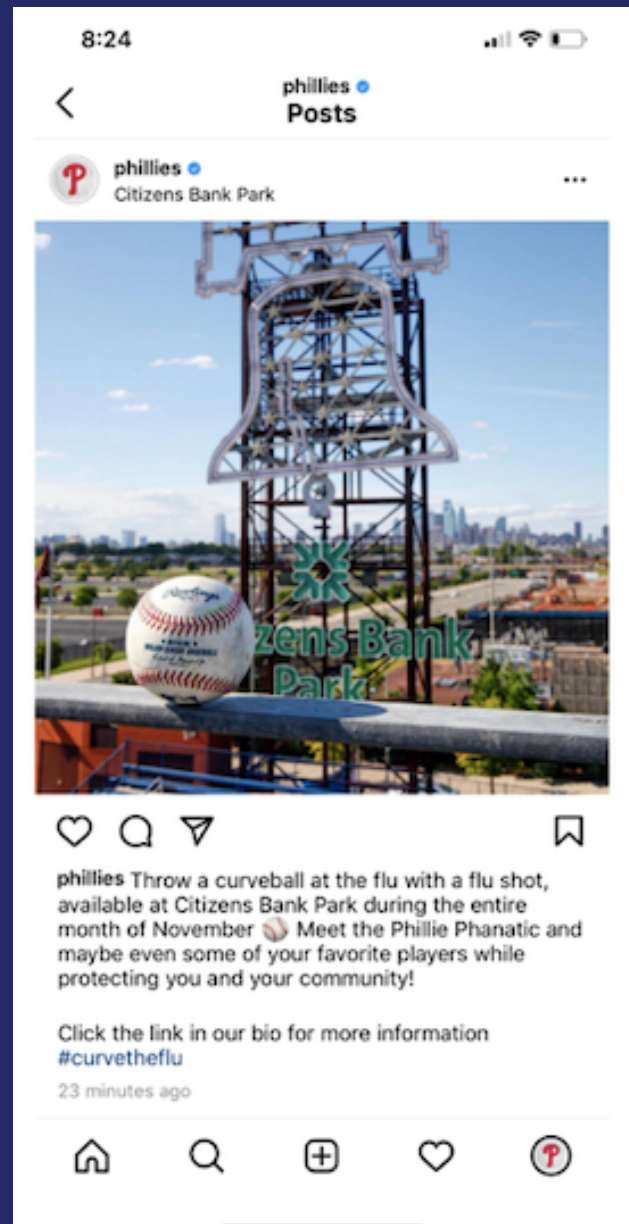
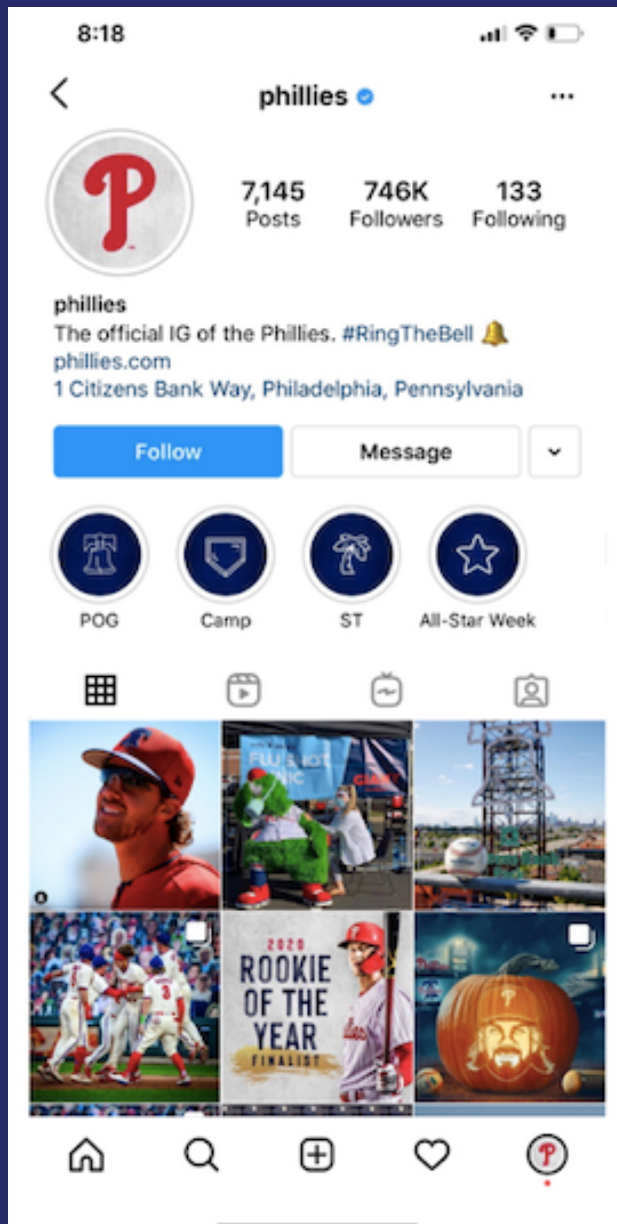
“Our fans weren’t able to cheer us on at Citizens Bank Park this year,” pitcher Aaron Nola said. “For many going to sporting events is a stress relief, and we want our fans to get a taste of what it’s like to come to the ballpark again.”

If participants have an insurance card, they should bring the card with them; however, insurance is not required to get the flu shot. Visit mlb.com/phillies/curvetheflu for full details, procedures and regulations.

Read more: Philadelphia Phillies



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46.7K Tweets



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@Phillies

Official account of the Phillies. We keep your roster suggestions in a secret file at Citizens Bank Park. We'll get to them ASAP. [#RingTheBell](#)

📍 Citizens Bank Park [phillies.com](#) 📅 Joined July 2009

315 Following 1.8M Followers

Tweets Tweets & replies Media Likes

 **Philadelphia Phillies** ✓ @Phillies · 5h

Now you can do more than just watch your favorite team play at Citizens Bank Park

Stop by the entire month of November to curve the flu by getting your flu shot [#curvetheflu](#)



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Philadelphia Phillies

November 6 at 10:46 AM · 🌐

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Join us in preventing the spread of the flu by getting your flu shot at Citizens Bank Park! All November on weekdays from 8 a.m. until 8 p.m., stop by to get your shot, meet the Phillie Phanatic and maybe even some of your favorite players!

Make sure you strike out the flu this year. See you at Citizens Bank Park [#curvetheflu](#)



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Sources

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