

the
PLANTAIN



Health
Foundation
of South Florida

Campaign Results

Objectives

- Dispel the myths and information about the various COVID-19 vaccines and encourage eligible U.S. adults to get vaccinated
- Generate conversation among Miami youth to incentivize them to encourage their families and loved ones to get vaccinated as well



Audience Targeting

For this campaign, we targeted our message to groups least likely to have received the vaccine due to myths, misinformation, and/or other personal reasons. We optimized throughout the campaign according to who engaged most with our content.

- **Location**
 - People who live within 25 miles radius of Miami, FL
 - Neighborhoods: Little Havana, Overtown, Little Haiti, Liberty City, Miami Gardens, Opa-Locka, North Miami, Hialeah, Homestead, Naranja and Florida City.
- **Age**
 - Adults 18 - 37
- **Gender**
 - Men & Women
- **Education Levels**
 - High School
 - Some College
 - College
- **Language**
 - English & Spanish
- **Interests**
 - Donald Trump
 - Trump
 - Political conservatism
 - Anti-vax
 - Relationship status: single





Campaign Content Recap

Carousel (English)

THE PLANTAIN'S OFFICIAL GUIDE TO THE VACCINE MYTHS OR HOW TO STOP WORRYING AND GET THE VACCINE



PRESENTED IN PARTNERSHIP WITH:



THE VACCINE MYTHS

Look Miami, I get it: the last time a stranger in a Heat hat gave me advice, I ended up shoeless on Biscayne Boulevard with a Britto tattoo and a pocket full of worthless crypto. So I understand that you're still skeptical about the Covid vaccines - there are a lot of myths out there. So let's talk facts.

"Wait...why should I trust a talking plantain about something this important?"



Are you insane? You shouldn't! Which is why we've partnered with the I Did It campaign—powered by the Health Foundation of South Florida and Miami-Dade and Broward counties—to cut through the misinformation and get you some actual facts you can trust. **Swipe on, friend!**

"THE COVID VACCINES CHANGE YOUR DNA"

Do you know how most things work? Cell Phones? Wifi? My deaf cousin works as a wedding DJ - I have no idea how. You think Sharon, the handmade jewelry lady in Daytona, actually knows how DNA works? Please. But you know who does know?

Doctors and scientists.

So what do they say?

That none of the three available vaccines alters your DNA in any way whatsoever. Nada.



"THE VACCINE CAUSES FERTILITY ISSUES"

Tremenda basura. The only thing that's going to affect your fertility is the fact that you're 35 and still going to Disney without any kids. That — and actually getting infected with COVID-19, which studies suggest can be very dangerous if you are pregnant.

There's exactly ZERO proof the vacuna affects fertility in either men or women. Just like the other vacunas swimming in your bloodstream, against chicken pox, measles, and tetanus, don't.



You wanna have kids one day and take 'em to Disney? Great, good for you. But it's pretty hard to have kids if you're dead.

"THE VACCINE CARRIES A MICROCHIP THAT WILL TRACK YOU"

Oye, there are a lot of people tracking me right now - two exes, my manager at Ross, Mark Zuckerberg and the rest of the Facebook nerds. You know who's not? Bill Gates or the beautiful nurse at Jackson who gave me my shot.



Think about it - have you ever seen a syringe? **A tracker can't fit in there!**

And bro, honestly? **Nobody really cares where you are.**

"THE VACCINE CAN GIVE YOU COVID"

Just like Coquito getting a Heat dancer to answer his DMs, **that is literally impossible.** The COVID-19 vaccines cannot and will not give you COVID-19 because **none of the vaccines contain the actual virus.**

But you know what might contain the actual virus?



That guy coughing next to you on the bus. Delta, Lambda, Lambo - whatever he's spewing into the air, the best way to protect yourself from him? **The vaccine.**

"THE COVID VACCINES WERE RUSHED SO WE CAN'T BE SURE THEY'RE SAFE"

You'll eat the buffet at Tootsie's but won't get la vacuna because you're not sure it's safe? Really?

Mira, add up all of the time you've spent stuck in Miami traffic and multiply it by ten thousand. That's still less time than scientists spent studying and developing las vacunas. The facts? **Scientists have been studying other Coronaviruses and similar vaccine technology for over a decade.**

Over 165 million people have been fully vaccinated for Covid in the US, including over 10 million Floridians. They may not all be geniuses, but they were smart enough to get vaxxed.



"I'M YOUNG AND HEALTHY, SO COVID WON'T AFFECT ME"

No matter how many essential oils or codfish croquetas you eat, **you can still get incredibly sick from Covid-19.** From "miss a week of work at Monty's that you won't get paid for" sick to "boy this ventilator tube tastes funny" sick.



Right now, more than 95% of the people in the hospitals for Covid are unvaccinated - **and more of them are younger than ever before.** Like El Burrito Sabanero on Nochebuena, the Delta variant is everywhere, and it's twice as contagious as the OG Covid.

And it's not just about you - the more of us who are vaccinated, the less the virus can continue to spread and the faster we can all get back to awkwardly kissing strangers on the cheek without a constant fear of death in the back of our minds.

THE TRUTH



The vaccines are **safe, effective, and free.**



But if you're still skeptical, go to **IDidItSFL.com** and get reliable, trustworthy information for you and your family.

PRESENTED BY:



Campaign Elements

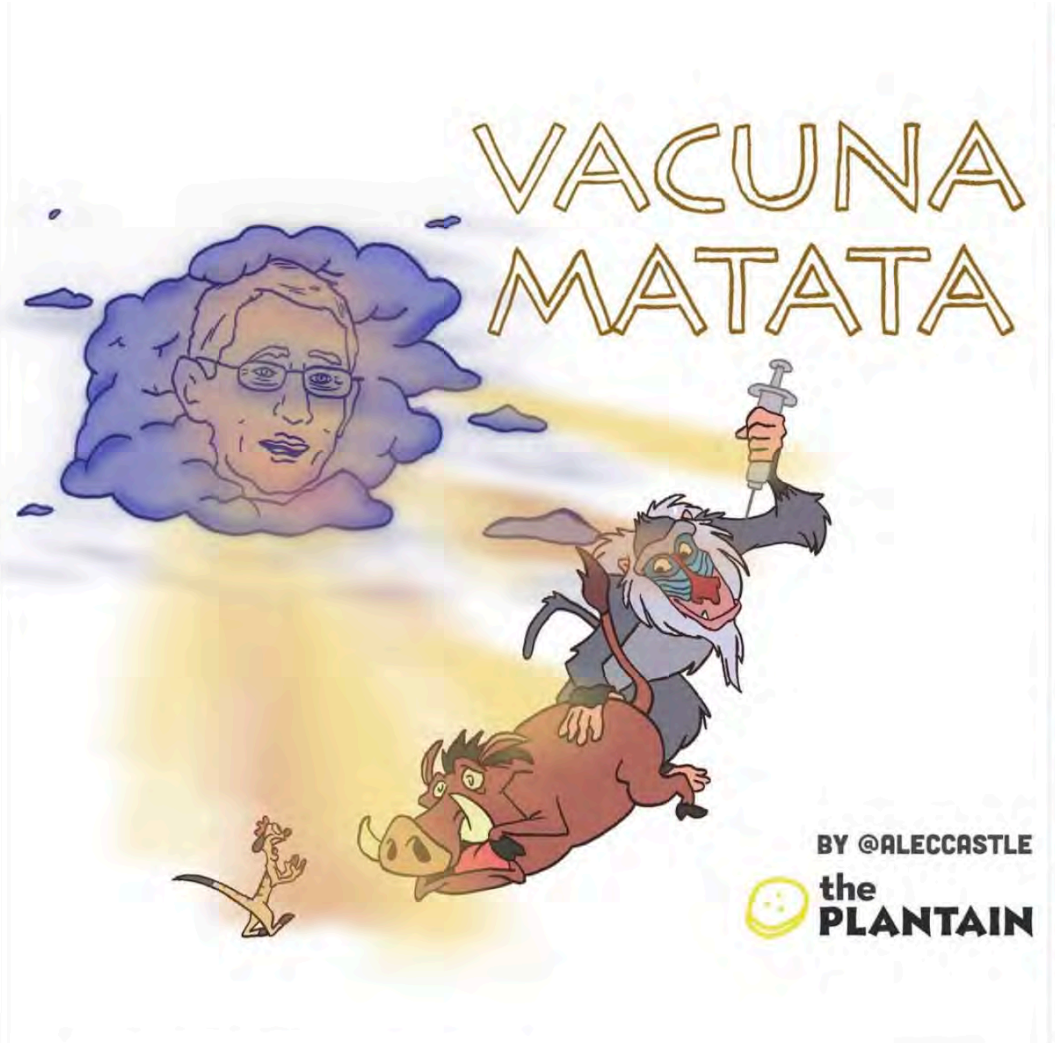
Hero Video



Image Carousels (English, Spanish, Kreyol)



T-shirt & Voicemail Promotion



Carousel (Spanish)

LA GUÍA OFICIAL DEL PLÁTANO SOBRE LOS MITOS DE LAS VACUNAS o COMO VACUNARSE Y DEJAR DE PREOCUPARSE



PRESENTADO POR:



LOS MITOS DE LA VACUNA

Mira Miami, lo entiendo: la última vez que un extraño con un sombrero de los Heat me dio un consejo, terminé descalzo en Biscayne Boulevard con un tatuaje de Britto y un bolsillo lleno de criptomonedas sin valor. Entonces, entiendo que todavía estas dudoso sobre las vacunas contra el Covid; hay muchas tonterías y mitos por ahí. Así que hablemos de los hechos.

"Espera ... ¿por qué debería confiarme en un plátano hablador sobre algo tan importante?"



¿Estas loco? No deberías hacerlo, por eso nos hemos asociado con la campaña *I Did It*, impulsada por la Health Foundation of South Florida y los condados de Miami-Dade y Broward, para no ponerle atención a la desinformación y obtener algunos datos reales en los que puedas confiar. ¡P'alante, amigo!

"LAS VACUNAS CONTRA EL COVID CAMBIAN TU ADN"

¿Sabes cómo funcionan la mayoría de las cosas? ¿Celulares? ¿Wifi? Mi primo sordo trabaja como DJ de bodas, y yo no tengo idea de cómo. ¿Crees que Sharon en Daytona, una fabricante de joyas baratas, realmente sabe cómo funciona el ADN? Por favor. ¿Pero sabes quién sí lo sabe? Los médicos y los científicos.

Entonces, ¿qué dicen?

Que ninguna de las tres vacunas disponibles altera su ADN de ninguna manera. Nada.



"LA VACUNA CAUSA PROBLEMAS DE FERTILIDAD"

Tremenda basura. Lo único que va a afectar tu fertilidad es el hecho de que tienes 35 años y sigues yendo a Disney sin hijos. Eso y, de hecho, infectarse con COVID-19, que los estudios sugieren que puede ser muy peligroso si estás embarazada.

Hay exactamente **CERO pruebas de que la vacuna afecta la fertilidad en hombres o mujeres.** Al igual que las otras vacunas contra la varicela, el sarampión y el tétano no lo hacen.



¿Quieres tener hijos algún día y llevarlos a Disney? Genial, bien por ti. Pero es bastante difícil tener hijos si estás muerto.

"LA VACUNA LLEVA UN MICROCHIP QUE TE RASTREARÁ"

Oye, hay mucha gente persiguiéndome en este momento. Dos ex novias, mi manager en la tienda Ross, Mark Zuckerberg y el resto de los nerds de Facebook. ¿Sabes quién no me persigue? Bill Gates o la hermosa enfermera del Jackson que me puso la inyección.



Piénsalo: ¿alguna vez has visto una jeringa? **Un rastreador no puede caber ahí, coño.**

¿Y hermano, honestamente? **A nadie le importa realmente dónde estás.**

"LA VACUNA PUEDE DARTTE COVID"

Al igual que Coquito esta tratando que una bailarina del Heat responda a sus DMs, **eso es literalmente imposible.** Las vacunas contra el COVID-19 no pueden dartte COVID-19 porque **ninguna de las vacunas contiene el virus real.**

¿Pero sabes qué podría contener el virus real?



Ese tipo tosiendo a tu lado en el autobús. Delta, Lambda, Lambo: lo que sea que esté arrojando al aire, ¿la mejor manera de protegerse de él? **La vacuna.**

"SE APRESURARON AL HACER LAS VACUNAS CONTRA EL COVID, ASÍ QUE NO SON SEGURAS"

¿Vas a comer el buffet de Tootsie's pero no vas a vacunarte porque no estás seguro de que sea seguro? ¿En serio?

Mira, agrega todo el tiempo que has estado en el tráfico de Miami y multiplícalo por diez mil. Eso es aún menos tiempo del que los científicos dedicaron al estudio y desarrollo de las vacunas. ¿Cuales son los hechos? **Los científicos han estado estudiando otros coronavirus y la tecnología de vacunas similares durante más de una década.**

Más de 165 millones de personas se han vacunado completamente contra el Covid en los Estados Unidos, **incluyendo más de 10 millones de Floridianos.** No todos son genios, pero al menos fueron lo suficientemente inteligentes como para dejarse boquiabiertos.



"SOY JOVEN Y ESTOY SALUDABLE, ASÍ QUE EL COVID NO ME AFECTARÁ"

No importa cuántos aceites esenciales tomes o cuantas croquetas de bacalao comas, **aún puedes enfermarte gravemente con el Covid-19.** Comenzando con "perder una semana de trabajo en Monty's por la que no te pagarán," y terminando con "chico, este tubo de ventilación sabe raro."

En este momento, más del 95% de las personas hospitalizadas con el Covid no están vacunadas, **y la mayoría son más jóvenes que nunca.** Al igual que la canción *El Burrito Sabanero* en Nochebuena, la variante Delta está en todas partes y es dos veces más contagiosa que el Covid original.

Y no se trata solo de tí: cuantos más nos vacunamos, menos puede continuar propagándose el virus y más rápido podremos besar a extraños en las mejillas torpemente sin el miedo constante a la muerte.



LA VERDAD

Las vacunas son **seguras, efectivas y gratuitas.**



Pero si aún estas dudoso, visita [IDidItSFL.com](https://www.IDidItSFL.com) y obtén información confiable para tí y tu familia.

PRESENTADO POR:



Carousel (Kreyol)

GID OFISYÈL BANNANN LAN POU MIT VAKSEN YO OSWA KI JAN YO SISPAAN MANGONMEN EPI POU YO PRAN VAKSEN AN



MITE VAKSEN

Gade Miami, mwen jwenn li: dènye fwa yon etranje nan yon chapo Miami Heat te ban m 'konsèy, mwen te pedi soulye mwen sou Biscayne Boulevard ak yon tatoò Britto ak yon pòch plen nan cryptocurrency san valè. Se konsa, mwen konprann ke ou toujou ensèten sou vaksen yo Covid - gen yon anpil nan mit yo deyò. Dako, kite a pale reyalyite.

"Rete tann ... poukisa mwen ta dwe mete konfyans yon bannann pale sou yon bagay enpòtan sa a?"



Èske ou fou? Ou pa ta dwe! Se poutèt sa nou te asosye avèk kanpay mwen te fè a - patrone pa Fondasyon Sante nan Sid Florid ak konte Miami-Dade ak Broward-yo koupe nan move enfòmasyon an ak fè ou jwenn kèk reyalyite aktyèl ou ka fè konfyans. **Glise sou, zanmi!**

"VAKSEN KOVID CHANJE ADN OU"

Èske w konnen kijan pifò bagay yo mache? Telefòn Pòtab? Wifi? Kouzen soud mwen an ap travay kòm yon DJ maryaj - Mwen pa gen okenn lide ki jan. Ou panse Marie-France ki fe bijou fe men nan, aktyèlman konnen ki jan ADN ap travay? Tanpri. Men, ou konnen ki moun ki konnen? **Doktè ak syantis yo.**

Se konsa, sa yo di?

Ke okenn nan twa vaksen ki disponib yo pa chanje ADN ou nan okenn fason tou. Anyen.



"VAKSEN AN LAKÒZ PWOBLÈM FÈTILITE"

Sa a se fatra! Bagay la sèlman ki pral afekte fètilite ou se lefèt ke ou se 35 epi ou toujou ap ale nan Disney san yo pa nenpòt timoun. Sa - ak aktyèlman ap resevwa enfekte ak COVID-19, ki syans sijere ka trè danjere si ou ansent.

Gen egzakteman ZEWÒ prè vaksen an afekte fètilite nan swa gason oswa fanm. Jis tankou lòt vaksen yo naje nan san ou, kont varisèl, lawoujòl, ak tetanòs, pa fè sa.

Ou vle gen timoun yon sèl jou a epi pran yo nan Disney? Gran, bon pou ou. Men, li trè difisil yo gen timoun si ou mouri.



"VAKSEN AN POTE YON MIKRO KI PRAL SWIV OU"

Gade, gen yon anpil nan moun ki swiv mwen kounye a - de anyen, manadjè mwen nan Ross, Mak Zuckerberg ak rès la nan nèrd yo Facebook. Ou konnen ki moun ki pa? Bill Gates oswa enfimyè a bèl nan Jackson ki te ban m 'piki m' yo.



Reflech sou li - ou te janm wè yon sereng? **Yon tracker pa ka anfòm nan la!**

E onètman? **Pèsonn pa gen sousi kote ou ye a.**

"VAKSEN AN KA BA OU COVID"

Jis tankou Coquito ap resevwa yon dansè Chalè reponn DMs l 'yo, **ki se literalman enposib.** Vaksen COVID-19 yo pa ka ba ou COVID-19 epi yo pap ba ou paske okenn nan vaksen yo pa gen viris aktyèl la.

Men, èske w konnen ki sa ki gen viris aktyèl?



Nèg sa a ki touse akote ou nan bis la. Delta, Lambda, Lambo - tou sa li spewing nan lè a, pi bon fason pou pwoteje tèt ou kont li? **Vaksen an.**

"VAKSEN COVID YO TE KOURI POU NOU PA KA ASIRE KE YO AN SEKIRITE"

Ou pral manje dégéné nan Tootsie a, men ou pa pral pran vaksen an paske ou pa sèten li an sekirite? Vrèman?

Add moute tout tan ou te pase kole nan trafik Miami ak multipliye li pa dis mil. Sa a toujou mwens tan pase syantis pase etidye ak devlope vaksen yo. Reyalyite yo? **Syantis yo te etidye lòt coronavirus ak teknoloji vaksen ki sanble pou plis pase yon dekad.**

Plis pase 165 milyon moun te konplètman pran vaksen pou Covid nan peyi Etazini an, ki gen ladan plis pase 10 milyon Floridyen. Yo ka pa tout geni, men yo te entelijan ase yo pran vaksen an.



"MWEN SE JÈN AK AN SANTE, SE KONSEA COVID PA PRAL AFEKTE M"

Pa gen pwoblèm konbyen lwil esansyèl ou pran oswa griot ou manje, **ou ka toujou vin ekstrèmman malad nan Covid-19.** Soti nan "manke yon semèn nan travay nan Monty a ke ou pa pral jwenn peye pou" malad nan "ti gason, tib sa a vantilasyon gou komik" malad.

Kounye a, **plis pase 95% nan moun ki nan lopital yo pou Covid yo pa vaksinen - ak plis nan yo ki pi piti pase tout tan anvan.** Tankou Cola Crown nan frijidè mwen an pandan Nwèl la, Variant Delta la se toupatou, epi li de fwa tankou kontajye tankou Covid original la.

Epi li pa jis sou ou - plis nan nou ki pran vaksen an, mwens viris la ka kontinye gaye ak pi vit nan nou tout ka retounen nan gòch bo etranje sou machwè a san yo pa yon pè konstan nan lanmò nan do a nan tèt nou.



VERITE A



Vaksen yo san danje, efikas, epi gratis.

Men, si ou toujou ensèten, **ale nan IDidItSFL.com** pou yo jwenn enfòmasyon serye, konfyans pou ou menm ak fanmi ou.

PRESENTED BY:



Vacuna Matata T-shirt & Voicemail Promotion

In addition to the Hero Video & Carousel, we created a Vacuna Matata t-shirt design to generate more engagement with our audience. While the t-shirt was not for sale, we received lots of interest from our audience on where to purchase.

Facebook

The Plantain is in Miami, Florida.
Published by Nick Ducassi · August 2 at 2:37 PM ·


Vacuna Matata baby! Want to win this insane picture on a shirt AND a phone call from Espumita herself? Share a pic of your vaccinated self with #IDidItSFL and ThePlantain. We're choosing 3 winners this Friday August 6th!



1,242 People Reached 98 Engagements ↑ +1.2x Average Distribution Score [Boost Post](#)

👍👎 26 7 Comments 1 Share

Instagram



Visit the COVID-19 Information Center for vaccine resources.

theplantain Miami, Florida

theplantain Vacuna Matata baby! Want to win this insane picture on a shirt AND a phone call from Espumita herself? Share a pic of your vaccinated self with #IDidItSFL and ThePlantain. We're choosing 3 winners this Friday August 6th! #delta #covid @healthsfl

Design by @aleccastle

1w

ducassi If this doesn't get people to get vaxxed, nothing will
1w 2 likes Reply

jennizzle Bruh 🤔 amazing 🎨
1w 3 likes Reply

jennybeth42 This is incredible

Liked by peach_life and 362 others
7 DAYS AGO

Add a comment... [Post](#)

Twitter

Tweet activity



The Plantain @the_plantain
Vacuna Matata baby! Want to win this insane picture on a shirt AND a phone call from Espumita herself? Share a pic of your vaccinated self with #IDidItSFL and tag @the_plantain We're choosing 3 winners this Friday!

In partnership w/@healthsfl #delta
Design by @aleccastle2003
pic.twitter.com/fkUzOFicKO

Impressions 880
times people saw this Tweet on Twitter

Total engagements 28
times people interacted with this Tweet





Campaign Summary

Campaign Summary

La Ventanita con Espumita & Health Foundation SFL

96,179

Impressions

74,840

Reach

25,624

Post Engagements



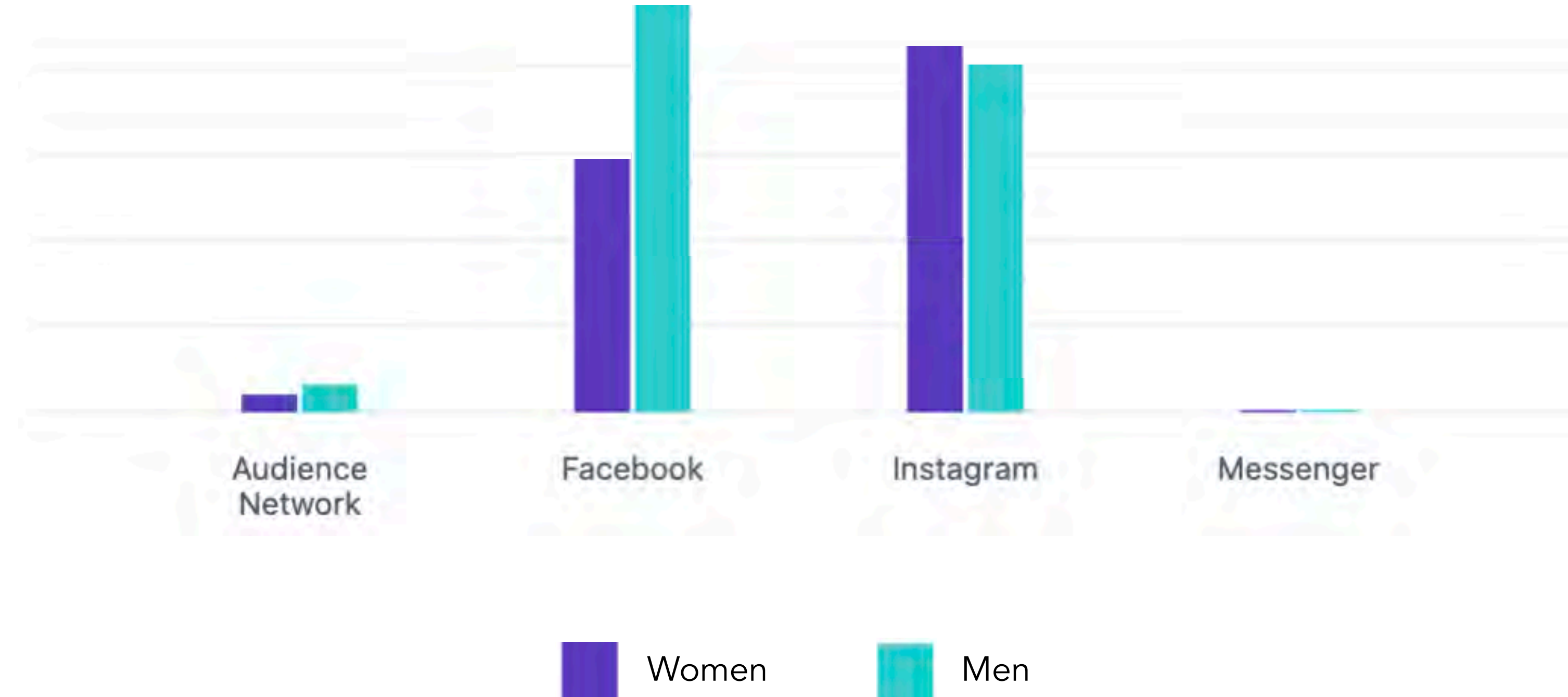


Campaign Details

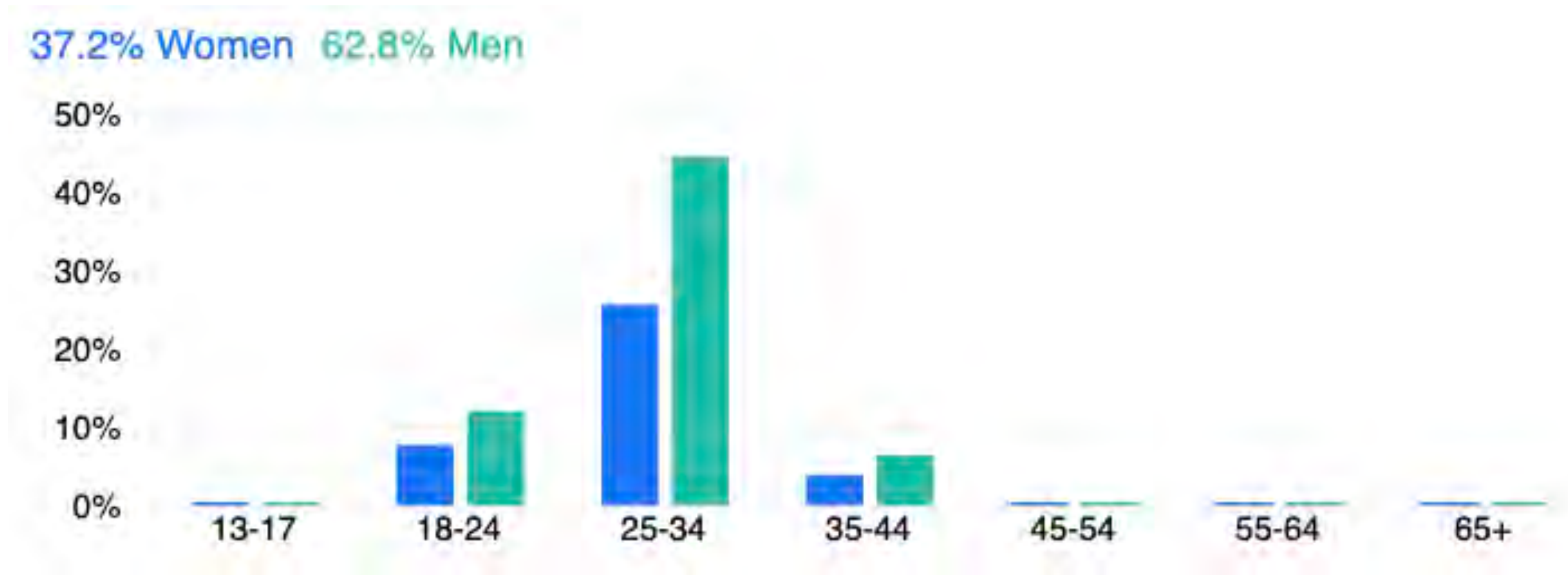
Campaign Details

Below are results for the total campaign, which ran 8/3/21 - 8/20/21:

- **Impressions:** 96,179
- **Reach:** 74,840
- **Video Views:** 20,883
- **Post Engagements:** 25,624
- **Engagement Rate:** 34%
- **Frequency:** 1.36
- **Top Audience:** Men & Women 25-34
- **Top Location:** Florida
- **Cost per Thru-Play:** \$0.03
- **Likes:** 2,068
- **Comments:** 171
- **Post Shares:** 2,175
- **Post Saves:** 327



Facebook Audience Demographics

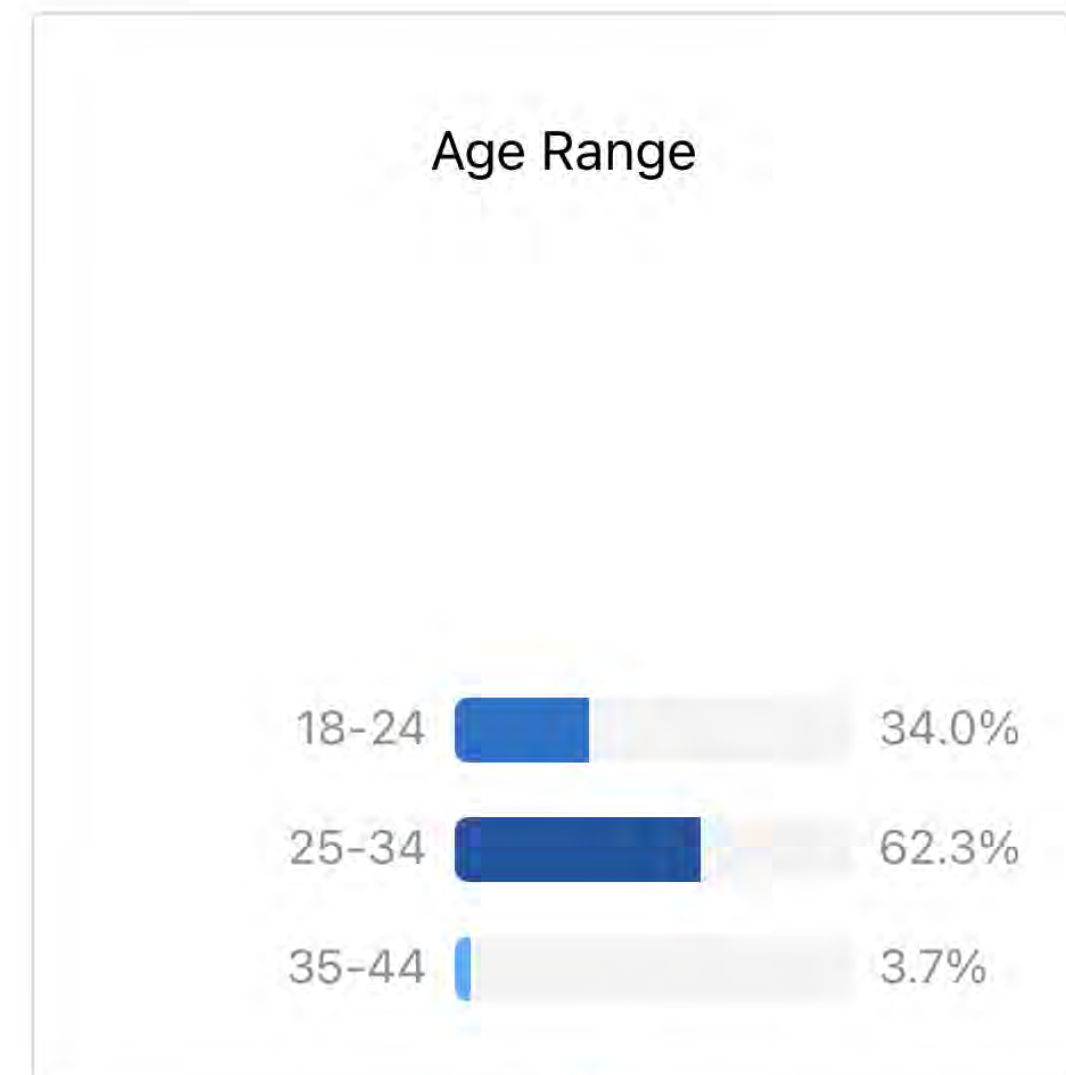
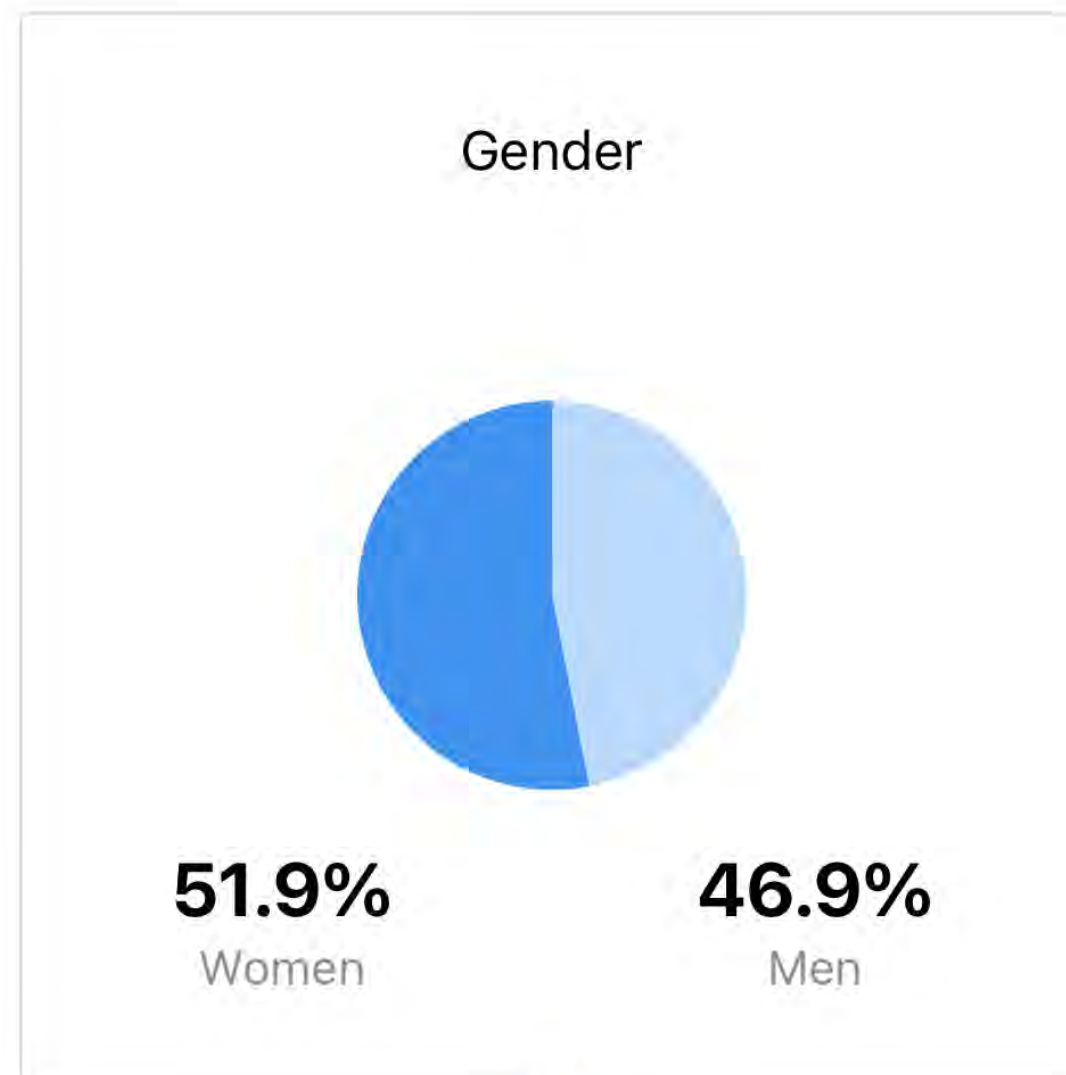


On Facebook, our highest engagement was among **men & women 25-34, with a higher concentration among men.**

Due to Espumita's natural virality, we maintained our results at **\$0.03 cost per video view**, which is \$0.03 lower than our benchmark!



Instagram Audience Demographics



On Instagram, our highest engagement was among **men & women 25-34**, with a **slightly higher concentration among women.**

Hero Video: Facebook

f Facebook In-Stream Videos

f Facebook Video Feeds

f Facebook Marketplace

f Facebook Search Results

0:15 · Sponsored

#Espumita is vaxx'd up and ready to take some PTO...

Nick Ducassi a... 1 Comment 13 Shares

Like Comment Share

Disclaimer
Vertical videos (with aspect ratio taller than 4:5) may be masked to 4:5.

trabajando como una burra.

vacation

theplantain Sponsored

Explore

theplantain Sponsored

vacation and that is why I got my vaccine, Bakuna vacation.

theplantain #Espumita is vaxx'd up and ready to take some PTO.... more



Hero Video: Facebook & Instagram

The image displays five screenshots of social media posts for 'The Plantain' brand, featuring a character named Espumita. The screenshots are arranged in a row from left to right:

- Facebook Search Results:** Shows a video thumbnail with the text "#Espumita trabajando como una burra." and the profile name "The Plantain".
- Facebook Feeds:** A sponsored post from "The Plantain" with the text: "The Plantain is feeling blessed with Health Foundation of South Florida in Miami, Florida. Sponsored." Below it, "#Espumita is vaxx'd up and ready to take some PTO." and a video player.
- Facebook Instant Articles:** A sponsored article snippet with the text: "The Plantain is feeling blesse... SPONSORED" and "#Espumita is vaxx'd up and ready to take some PTO. Want a free Espumita shirt and phone call ...See More".
- Instagram Feed:** A sponsored post from "theplantain" with the text: "#Espumita is vaxx'd up and ready to take some PTO.... more".
- Instagram Stories:** A sponsored story from "theplantain" with the text: "#Espumita is vaxx'd up and ready to take some PTO.... more".



Hero Video: Instagram Stories

Help Miami get vaccinated AND win a voicemail from Espumita + a one of a kind edition "Vacuna Vacation" T-Shirt!

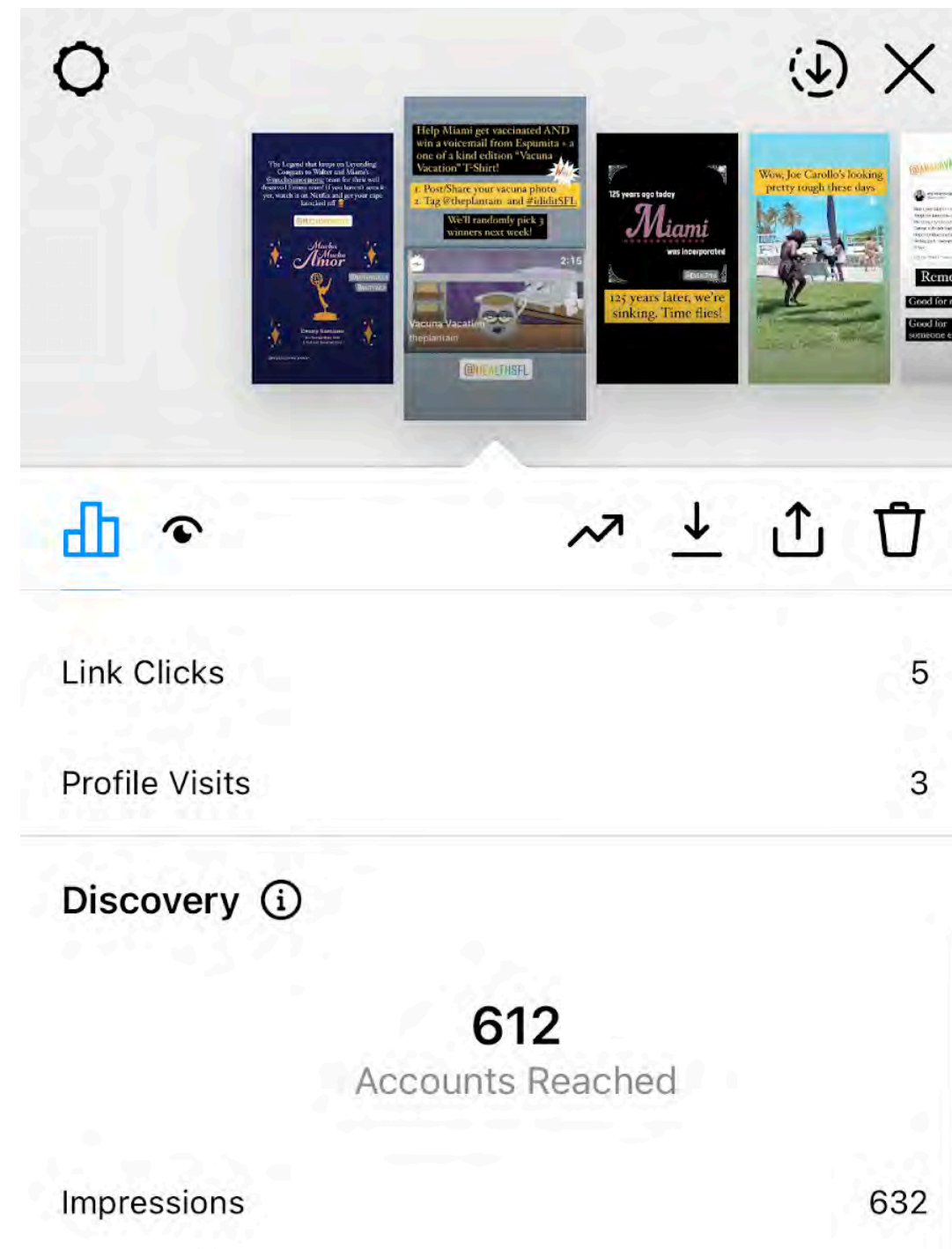
Win!

1. Post/Share your vacuna photo
2. Tag @theplantain and #ididitSFL

We'll randomly pick 3 winners next week!

Vacuna Vacation
theplantain

@HEALTHSFL



leocosiofl

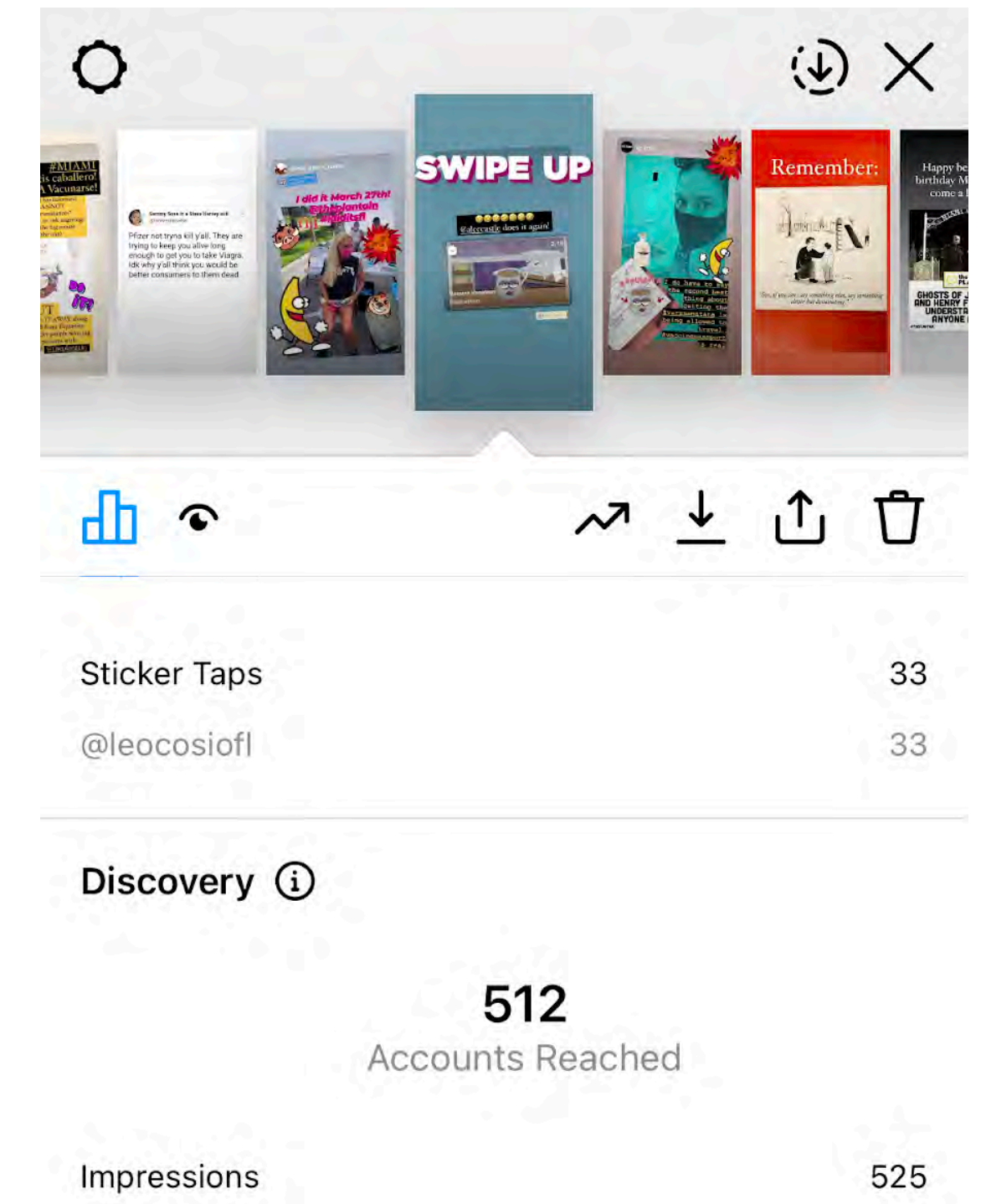
SWIPE UP

👍👍👍👍👍👍👍👍
@aleccastle does it again!

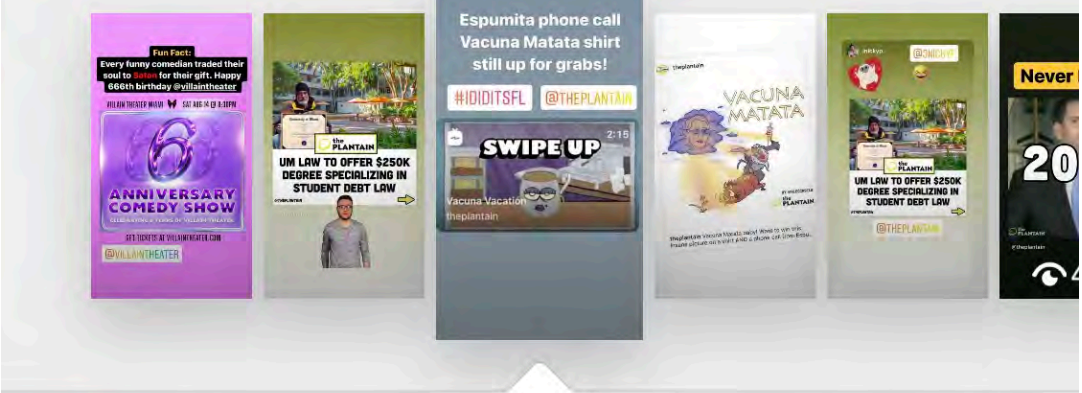
Vacuna Vacation
theplantain

Espumita here.

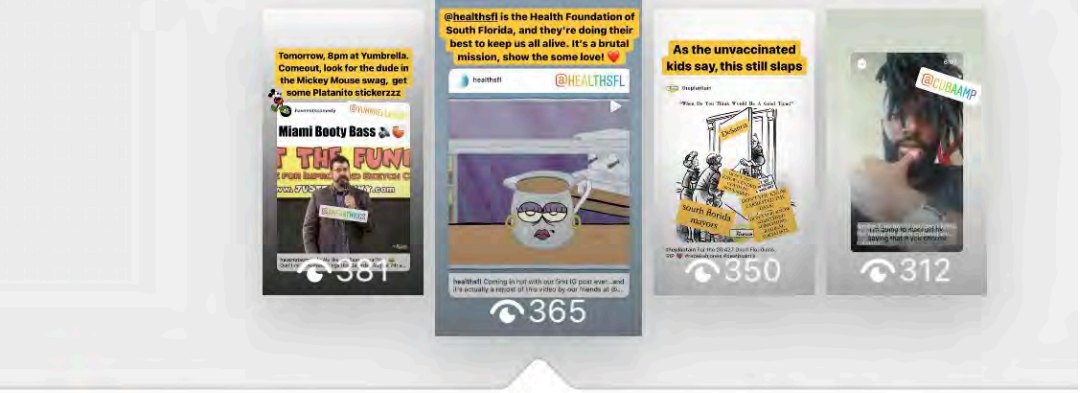
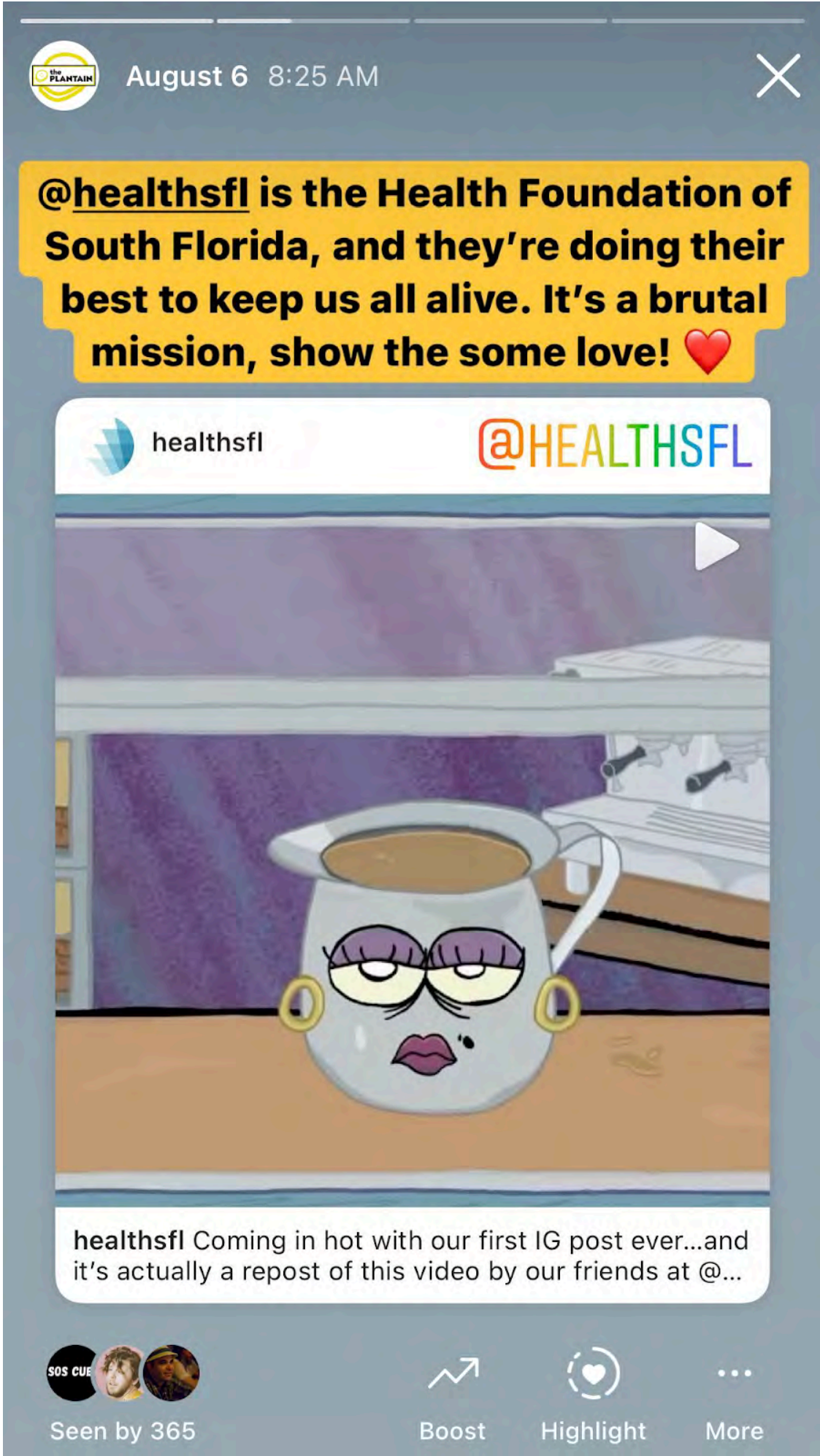
@THEPLANTAIN



Hero Video: Instagram Stories



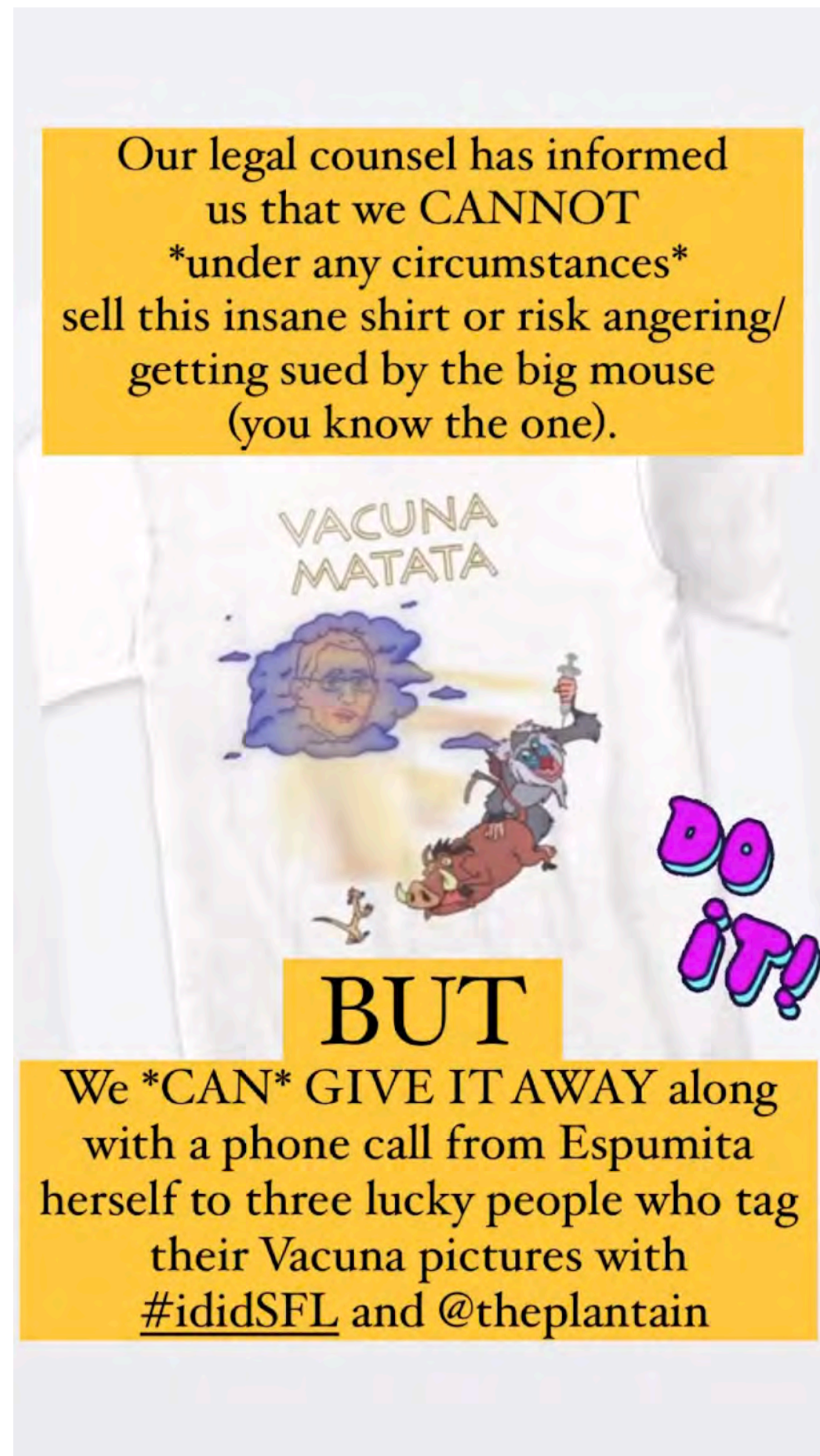
Link Clicks	10
Profile Visits	1
Discovery ⓘ	543 Accounts Reached
Impressions	549



365	3
Actions taken from this story	
Profile Visits	3
Discovery ⓘ	358 Accounts Reached
Impressions	358



Vacuna Matata: Instagram Stories

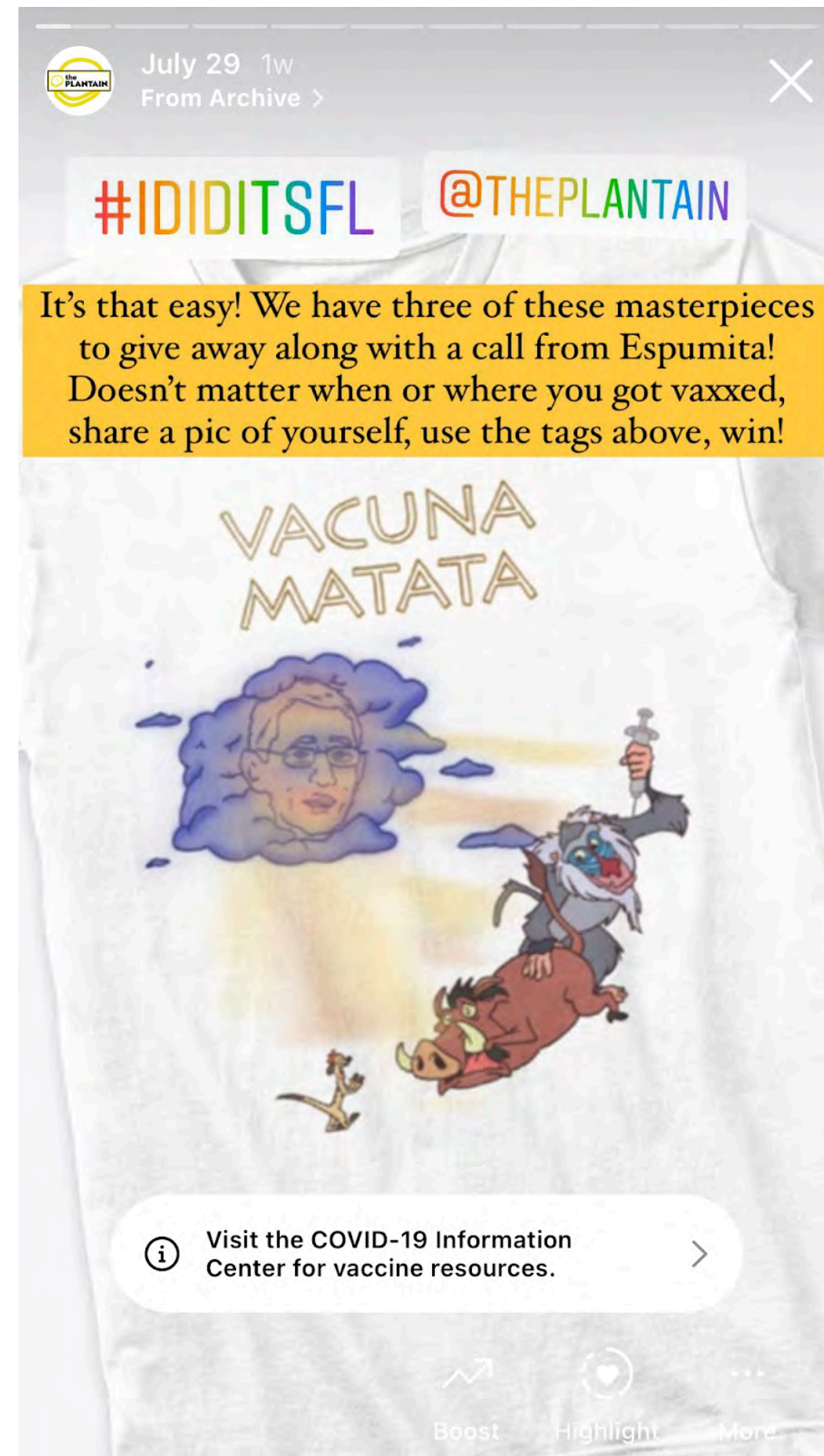


Discovery ⓘ

658
Accounts Reached

Impressions

663

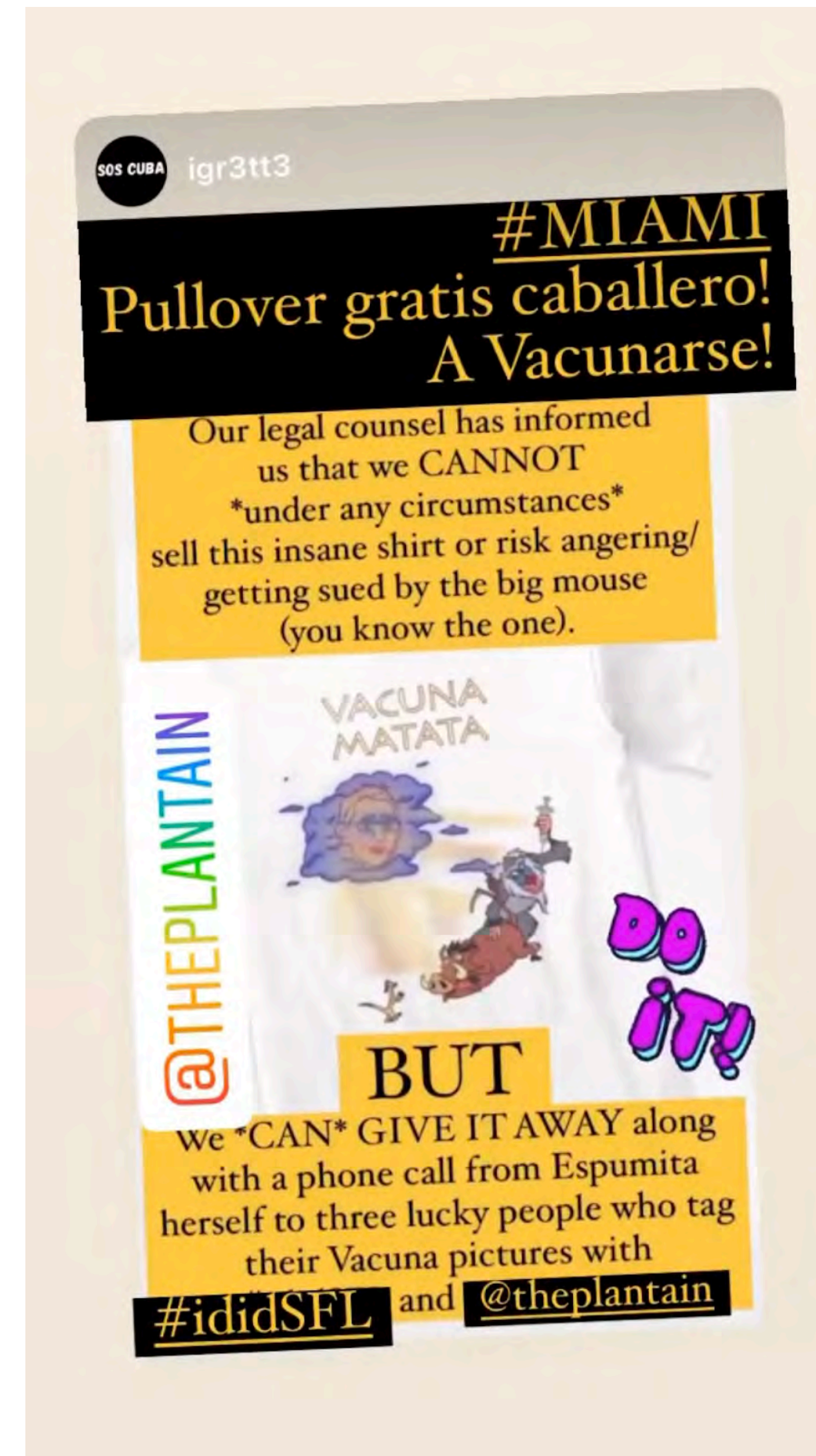


Discovery ⓘ

674
Accounts Reached

Impressions

685

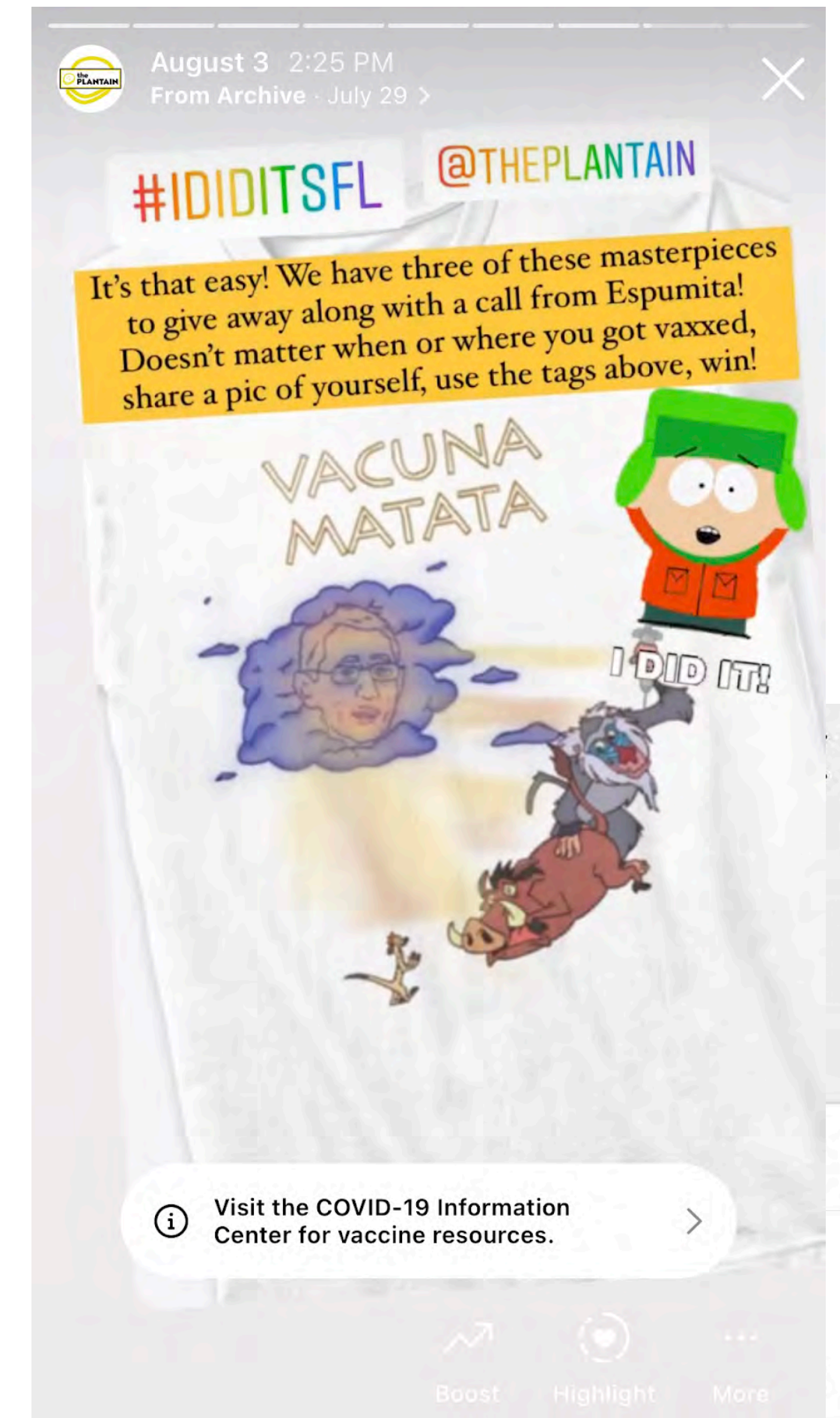


Discovery ⓘ

597
Accounts Reached

Impressions

607



Discovery ⓘ

592
Accounts Reached

Impressions

620

Vacuna Matata: Instagram Stories

August 2 9:33 PM

miamisupply.co



theplantain



BY @ALECCASTLE the PLANTAIN

theplantain Vacuna Matata baby! Want to win this insane picture on a shirt AND a phone call from Espu...

For information about vaccines, visit [cdc.gov](https://www.cdc.gov).

Discovery ⓘ

700 Accounts Reached

Impressions 714

August 5 10:02 AM

theplantain



BY @ALECCASTLE the PLANTAIN

theplantain Vacuna Matata baby! Want to win this insane picture on a shirt AND a phone call from Espu...

For information about vaccines, visit [cdc.gov](https://www.cdc.gov).

Discovery ⓘ

509 Accounts Reached

Impressions 514

9:10

theplantain 13h

#IDIDITSFL @THEPLANTAIN

It's that easy! We have three of these masterpieces to give away along with a call from Espumita! Doesn't matter when or where you got vaxxed, share a pic of yourself, use the tags above, win!



@theplantain so 🔥

Hakuna Matata
Nathan Lane, Ernie Sabella...

Visit the COVID-19 Information Center for vaccine resources.

Send Message



Twitter - Espumita Vacuna Vacation

 **The Plantain**
@the_plantain

#Espumita is vaxx'd up and ready to take some PTO. Win a phone call from Espumita & a "Vacuna Matata" T-shirt! Reply w/ your vacuna pic + #IDidItSFL We'll pick 3 winners!

Pres. in partnership w/ the Health Foundation of South Florida, Miami-Dade and Broward Counties @HealthSFL



3:00 PM · Jul 28, 2021 · Twitter Web App



🔒 Tweet activity

The Plantain @the_plantain
#Espumita is vaxx'd up and ready to take some PTO. Win a phone call from Espumita & a "Vacuna Matata" T-shirt! Reply w/ your vacuna pic + #IDidItSFL We'll pick 3 winners!

Pres. in partnership w/ the Health Foundation of South Florida, Miami-Dade and Broward Counties @HealthSFL pic.twitter.com/MBSXaITIpV

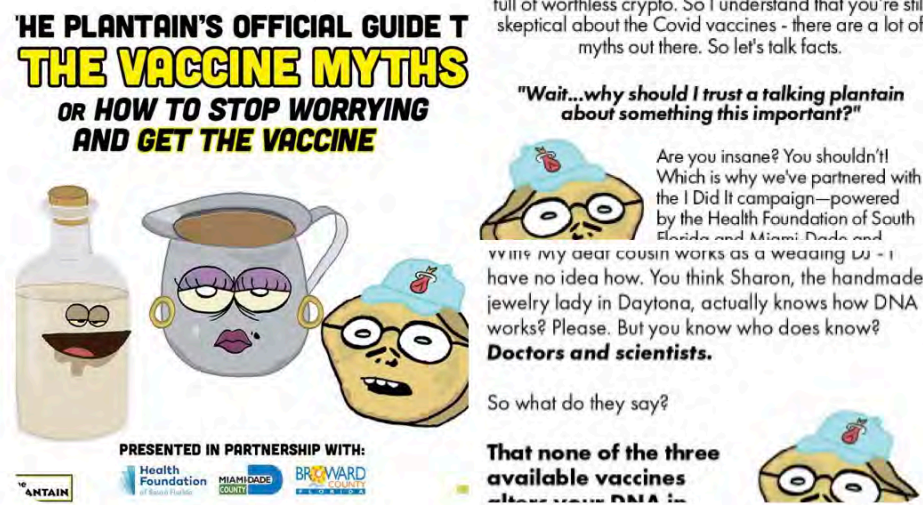
Impressions	5,339
times people saw this Tweet on Twitter	
Media views	810
all views (autoplay and click) of your media are counted across videos, vines, gifs, and images	
Total engagements	185
times people interacted with this Tweet	



Twitter - Carousel



(1/3) Florida is ground zero for vaccine myths - which is why Platanito, Espumita, and Coquito partnered with the [#IDidItSFL](#) Campaign, powered by The Health Foundation of South Florida and Miami-Dade and Broward Counties, to get you some [#FACTS](#)



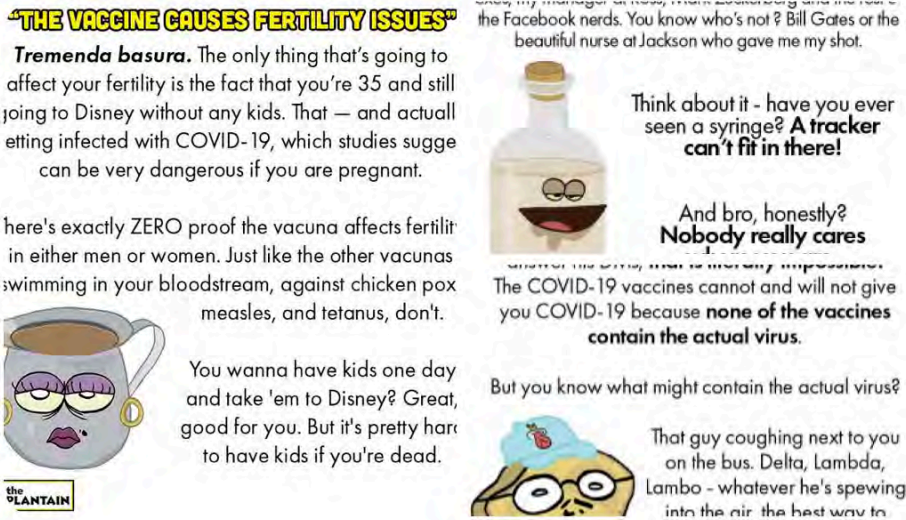
Tweet activity

The Plantain @the_plantain
 (1/3) Florida is ground zero for vaccine myths - which is why Platanito, Espumita, and Coquito partnered with the [#IDidItSFL](#) Campaign, powered by The Health Foundation of South Florida and Miami-Dade and Broward Counties, to get you some [#FACTS](#)
pic.twitter.com/TQz2NFNmOY

Impressions	2,931
times people saw this Tweet on Twitter	
Total engagements	299
times people interacted with this Tweet	
Media engagements	157
number of clicks on your media counted across videos, vines, gifs, and images	
Detail expands	99
times people viewed the details about this Tweet	
Likes	19
times people liked this Tweet	
Retweets	13



(2/3)
 Want a "Vacuna Matata" shirt and a phone call from Espumita herself? Post a picture with [#IDidItSFL](#), tag [@theplantain](#) and we'll pick 3 lucky winners this week! [#ididitsfl](#) [#covid](#) [#delta](#) [#DeltaVariant](#) [@HealthSFL](#)



The Plantain @the_plantain
 (2/3)
 Want a "Vacuna Matata" shirt and a phone call from Espumita herself? Post a picture with [#IDidItSFL](#), tag [@theplantain](#) and we'll pick 3 lucky winners this week! [#ididitsfl](#) [#covid](#) [#delta](#) [#DeltaVariant](#) [@HealthSFL](#)
pic.twitter.com/pNKdqp3cV9

Impressions	887
times people saw this Tweet on Twitter	
Total engagements	83
times people interacted with this Tweet	
Media engagements	61
number of clicks on your media counted across videos, vines, gifs, and images	
Detail expands	12
times people viewed the details about this Tweet	
Likes	4
times people liked this Tweet	
Hashtag clicks	3



Twitter - Carousel



(3/3) Florida is ground zero for vaccine myths, which is why Platanito, Espumita, and Coquito partnered with the I Did It Campaign, powered by The Health Foundation of South Florida & Miami-Dade and Broward Counties, to get you some #FACTS. @HealthSFL #covid #delta #DeltaVariant

THE COVID VACCINES WERE RUSHED SO WE CAN'T BE SURE THEY'RE SAFE

You'll eat the buffet at Tootsie's but won't get the vaccine because you're not sure it's safe? Really?

Well, Miami traffic, add up all of the time you've spent stuck in Miami traffic and multiply it by ten thousand. That's still less time than scientists spent studying and developing vaccines. The facts? **Scientists have been studying other Coronaviruses and similar vaccine technology for over a decade.**

Over 165 million people have been fully vaccinated for Covid in the US, including over 10 million Floridians. They may not all be geniuses, but they were smart enough to get vaccinated.

"miss a week of work at Monty's that you won't get paid for" sick to "boy this ventilator tube tastes funny" sick.

Right now, more than 95% of the people in the hospitals for Covid are unvaccinated - **and more of them are younger than ever before.** Like El Burrito Sabanero on Nochebuena, the Delta variant is everywhere, and it's twice as contagious as the OG Covid.

And it's not just about you - the more of us who are unvaccinated, the less the virus is safe, effective, and free.

But if you're still skeptical, go to **IDidItSFL.com** and get reliable, trustworthy information for you and your family.

PRESENTED BY: **the PLANTAIN** and **Health Foundation**

The Plantain @the_plantain
(3/3) Florida is ground zero for vaccine myths, which is why Platanito, Espumita, and Coquito partnered with the I Did It Campaign, powered by The Health Foundation of South Florida & Miami-Dade and Broward Counties, to get you some #FACTS. @HealthSFL #covid #delta #DeltaVariant pic.twitter.com/FzTJ5sPkd1

Impressions 803
times people saw this Tweet on Twitter

Total engagements 47
times people interacted with this Tweet

Media engagements 37
number of clicks on your media counted across videos, vines, gifs, and images

Likes 5
times people liked this Tweet

Detail expands 3
times people viewed the details about this Tweet

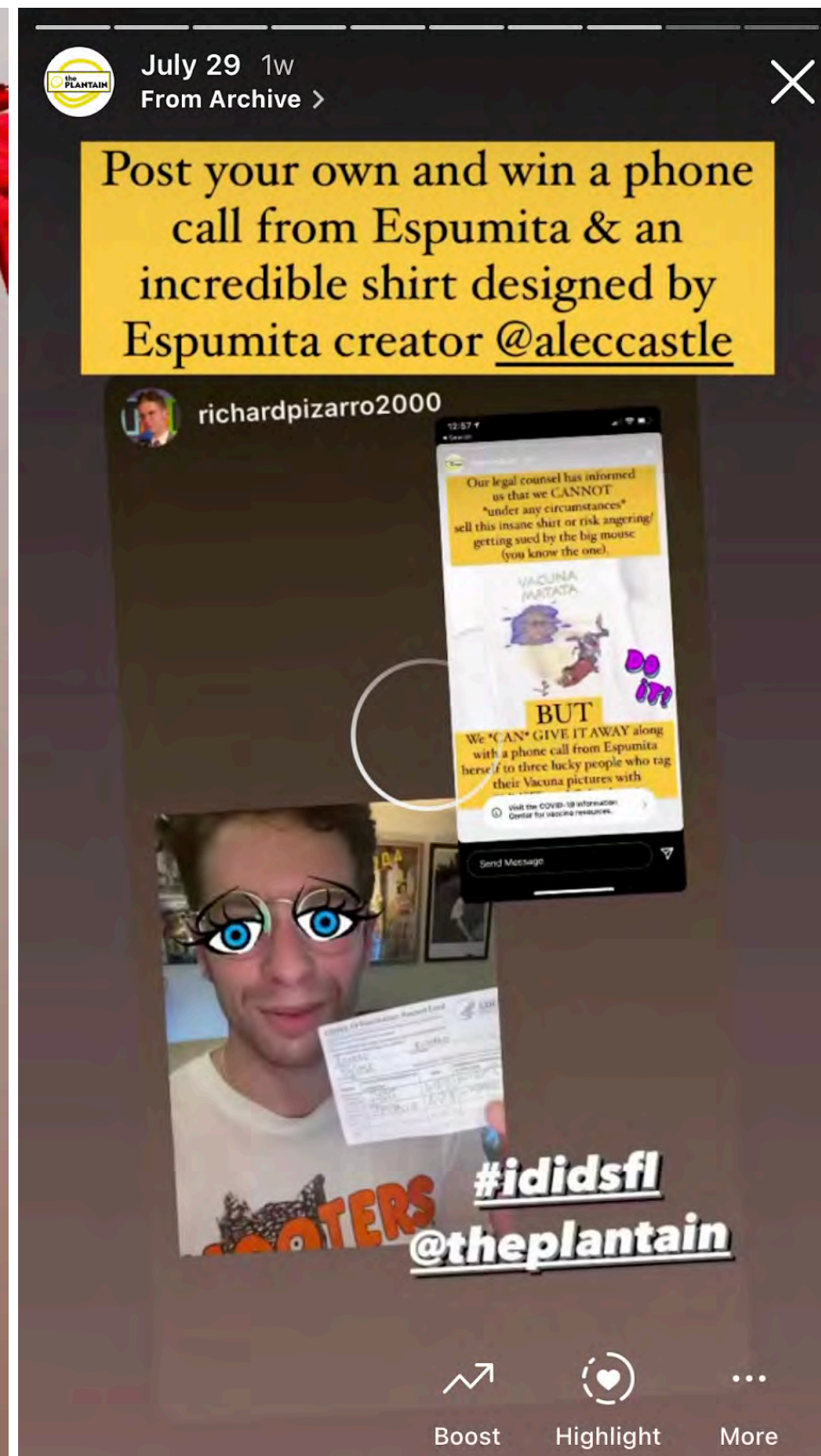


Earned Media & Amplification



513
Accounts Reached

Impressions



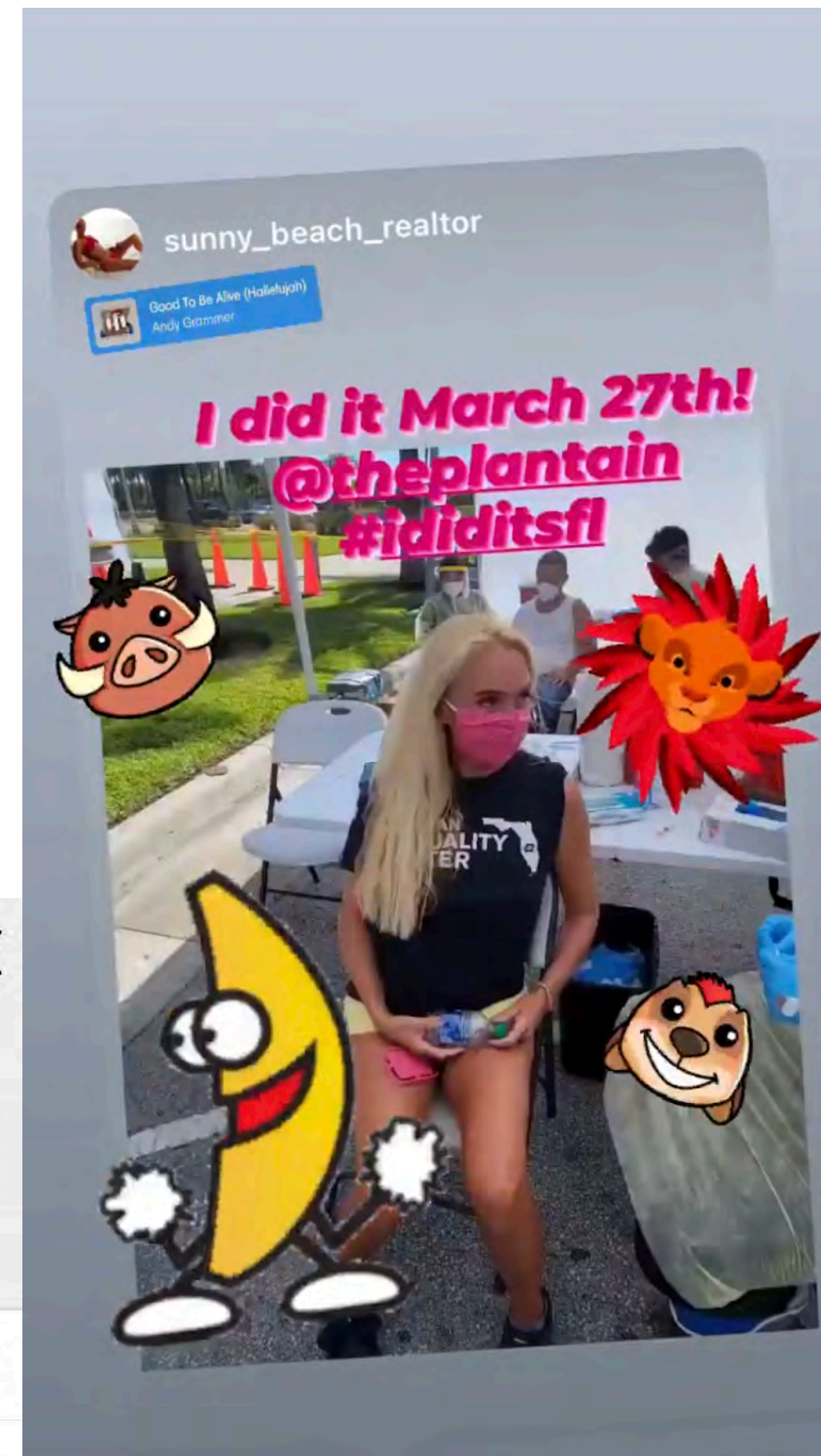
518

Sticker Taps 10
@aleccastle 10

Discovery ⓘ

533
Accounts Reached

Impressions 540

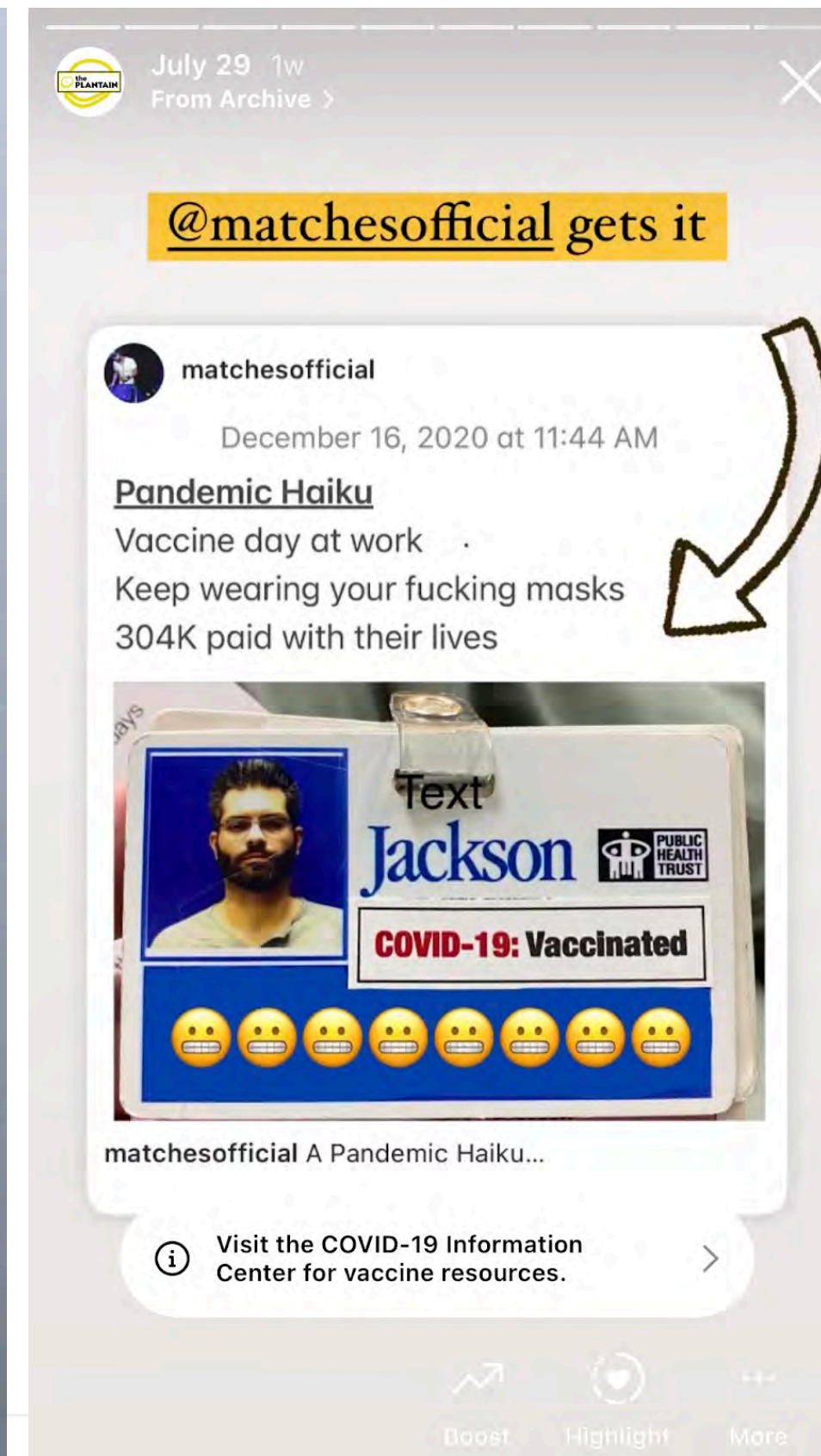


Sticker Taps 29
@sunny_beach_realtor 29

Discovery ⓘ

551
Accounts Reached

Impressions 565



Sticker Taps 17
@matchesofficial 17

Discovery ⓘ

674
Accounts Reached

Impressions 692



Sticker Taps 31
@robrex 31

Discovery ⓘ

707
Accounts Reached





Impressions 729

Campaign Conversation

-  **she.bee.jo** Love this very much! Great job!! Just got mine ❤️❤️
1w 1 like Reply
-  **marisafolz** this is amazing
1w 1 like Reply
-  **nbirch** Sooo good 🙌🙌🙌
1w 1 like Reply
-  Reply to nbirch...
-  **dawndada21 @kheleesi**
1w Reply
-  **wilsonsmuse** 🙌❤️❤️
1w 1 like Reply
-  **necival** 🙌🙌
1w 1 like Reply
-  **ninamuelera** I freaking love this so much. Se la comieron 🙌🙌🙌
1w 1 like Reply
-  **uhohcrow** You forgot the myth about vax ppl not being able to get or spread... oh wait


-  **erikoferik** 😂 Thank you for your service
1w 1 like Reply
-  **jopere_1** They eat those lemon pepper wings at Tootsies but don't wanna get vaxed bro
1w 2 likes Reply
-  **miamitalkspolitics** This is my favorite post ever!!! 😂😂
1w 1 like Reply
-  **highways_backalleys** THANK YOU FOR THIS!!!! There are so many usually intelligent people (or so I thought) peddling lies about the vaccine. It's scary.
1w 2 likes Reply
- View 1 reply
-  **sambaby_rn** 😂😂😂😂😂 this is so good
1w 2 likes Reply
-  **heybusti** 🙌🙌🙌🙌
1w 1 like Reply
-  **sylvoca** I hope they all get these messages !!!! 🙌🙌🙌❤️
1w 1 like Reply

-  **dennismurcia** Brilliant 🙌🙌🙌
1w 1 like Reply
-  **dauidf_07** It's sad that some adults need cartoon charicatures in order to relay serious information. 🙄
1w 4 likes Reply
-  **theplantain @dauidf_07** whatever works
1w 2 likes Reply
-  **nikkilunapaz** 🙌🙌🙌🙌
1w 1 like Reply
-  **fer_nan_da25** 😂😂😂😂😂😂😂😂😂
1w Pinned 1 like Reply
-  **snafu714** Well done! 🙌🙌🙌
1w 1 like Reply
-  **thaidonut87** ❤️❤️❤️
1w 1 like Reply
-  **crisyve2011** Brilliant as always! 🙌🏆
1w 1 like Reply


-  **nikky_figgin_oliva** THANK YOU FOR THIS. I needed a "dumb it down for me" slide show to show family and friends who have all these questions and I was just to lazy to type all of this up. This is amazing. 🙌
1w 6 likes Reply
-  **tikicreature** 🙌🙌🙌🙌🙌 thanks for this, you guys always crack me up! Come on Miami peeps get with the program get vaccinated and help stop the spread!
1w 2 likes Reply
- Hide replies
-  **tikicreature @ni_o_mi** wearing a mask helps contain the spread and if everyone would have vaccinated we would have herd immunity and not all these variants this is why we can't have nice things people like you with the all about me mentality! Check the news all the schools that have had to close due to the non masking and non vaccinated selfish people putting others at risk, not wasting my words anymore on people who won't listen to facts Drops mike
1w 1 like Reply
-  **theplantain @ni_o_mi** if you're fully vaxed, 90%+ chance you don't catch it and spread it.




Campaign Conversation

 **ducassi** Grabbing my popcorn for the comments from the anti vaxxers from Jaxx-sonville


1w 5 likes Reply

 **elizabethr912** Espumita in for the win! Thank you my dear! 🙌🙌🙌🙌

1w 2 likes Reply

 **xtinamadero** Love you Espumita!!


1w 1 like Reply

 **adri_diaz** 🤔🤔🤔

1w 1 like Reply


 **carolynantoanette** Genius!

1w 2 likes Reply


 **cindypolof103** This is the greatest thing I have seen in a very very long time!! 🙌🔥

1w 3 likes Reply


 Reply to cindypolof103...

 **jennizzle** 🌟 This is pure genius! Said the almost 35-year-old who goes to Disney sans kids.


1w 📌 Pinned 40 likes Reply

 **yvetteca72** 🤔🤔🤔🤔🤔🤔🤔🤔 at Disney 35 with no kids...killed it🙌🙌


1w 16 likes Reply

 **clintdiamond** When a cup of coffee makes more sense than most Instagram comments.


1w 9 likes Reply

 **biggerthanpaloma** 🤔🤔🤔 omg Espumita is the BEST

1w 4 likes Reply

 **hellolizzay** Lmao this is the best thing I've seen on the internet in AWHILE. 🤔🤔🤔🤔🤔🤔🤔🤔🤔🤔🤔


1w 3 likes Reply

 **victorgarcia0323** This is amazing 🤔


1w 1 like Reply

 **alyssarn7** 🙌🙌🙌


1w 1 like Reply

 **lachicaguense** 🙌🙌🙌


1w 2 likes Reply

 **gildamooney** Espumita is LIFE #LMAO (and this Cubanita reporting in vaxxed & relaxed since April '21) 🙌🙌🙌 Gracias a Dios por mi FauciOuchie ❤️🙌❤️

1w 3 likes Reply

 **proximadigital** Nailed it Espumita. I'm a 55 yo man and childless and frequently travel to Disney world alone. Happiest place on earth, especially without kids.


1w 4 likes Reply

 **crystaarrg** Espumita always out here spittin truths 🙌🙌🙌

1w 1 like Reply

 **_alexcagnet** ❤️

1w 1 like Reply

 **richardfcandia** The Tootsies buffet! Literally could have used that line over the weekend...if only I was buddies with Espumita...!!!

1w 8 likes Reply















 **theplantain** @richardfcandia you can be! Merch link in bio.

1w 2 likes Reply



Campaign Conversation

-  **g0_mabes** Lmaoo!! Hey hey hey! I'm turning 35 and celebrating my birthday at Disney this year! 🤪 (and yes I am vaccinated) 
2d 1 like Reply Message
-  **theplantain** @g0_mabes Feliz Cumple   
2d Reply
-  **ask.e_phd** More local ads like this 🤔 
2d 1 like Reply Message
-  **sonjuphotography** Amazing! 
3d 1 like Reply Message
-  **chasiyyyf** 🤔🤔 amazing 
3d Reply Message
-  **lans_afasax** Remember that swine flu vaccine from the 70s...yeah, all this looks familiar 
3d 3 likes Reply Message
-  **despairigus** Dang some of these comments clearly don't know how statistics or vaccines work. Glad to know i'm not the dumbest on the planet. 
5d 8 likes Reply Message

-  **despairigus** Dang some of these comments clearly don't know how statistics or vaccines work. Glad to know i'm not the dumbest on the planet. 
5d 8 likes Reply Message
— View 1 previous reply
-  **despairigus** @woody77 If it's not a vaccine, then what the heck is it. 
4d 1 like Reply
-  **woody77** @despairigus rna modifier. 
4d 1 like Reply
-  **despairigus** @woody77 Do you...do you know what RNA is. 
4d 7 likes Reply
-  **allyhalverson.fl** @mamajenny6 this just came up as a sponsored post for me lmfao. Who is this aimed at? 🤔👻 
5d Reply Message
-  **daniel.huval** Excellent reference 
5d 8 likes Reply Message
-  **billythebar** >satire news 
5d Reply Message

-  **cubanospalante** 35 and still going to Disney. I- 🤪 
1w 10 likes Reply
— Hide replies
-  **miri81** @cubanospalante How about 39 and still go to Disney? My profile pic is at Disney. 🤪 Pero, I support this post 100. 
1w 2 likes Reply
-  **cubanospalante** @miri81 as long as you're vaccinated, we love that for you! 
1w 2 likes Reply
-  **miri81** @cubanospalante Fully vaccinated and proud! ❤️ 
1w 2 likes Reply
-  **cbearbearovich** @miri81 Pfizer gang or Mod Squad? 
1w 2 likes Reply
-  **miri81** @cbearbearovich Pfizer Gang! 
1w Reply
-  **cbearbearovich** @miri81 me too #riseup 
1w Reply

-  **erniesaeenz_** Bro this is the most Miami shit I've ever read regarding covid vax lmao. Great job, guys 🤪 
1w Pinned 37 likes Reply
-  **theplantain** @erniesaeenz_ thank you   
1w Reply
-  **chrispborgo** Big @andrewgillum supporters about to comment 🤔🌈 
1w 1 like Reply
-  **theplantain** @chrispborgo ...what does this mean? 
1w Reply






Newsletters

Newsletter 1 [View in Browser \(Click for Link\)](#)

[View in browser](#)



*"The Plantain is the very best source of news and humor in Miami.
If you're not reading it daily, you must be a real come mierda."*

- Grammy Award Winner Gloria Estefan

What's up Miami?


Plantain here reminding you to REMEMBER 2015?


It was so simple back then. Peak MCU, Afghanistan peacefully costing us \$257 million a day to prop up its government, and the only virus you had to worry about was whatever that thing was on everyone's lips at LIV.

I know when that hotline bling 📞
It could only mean one thing 🤔📞

Anyway, in this issue, enjoy some articles and a reminder from Espumita to get vaxxed so we can go back to a better time...2015.

You used to call me on my cell phone...📞





La Ventanita: VACUNA VACATION




the PLANTAIN CREATED BY ALEC CASTILLO

Espumita is vaxx'd up and ready to take some PTO. Watch her very important message, especially if you're a tonto spreading conspiracy theories on facebook.

[WATCH NOW](#)

★ GIVEAWAY ALERT ★

Want to win a free VACUNA MATATA shirt and a phone call from Espumita herself? Post a picture on social getting your vacuna with #IDidItSFL, tag @theplantain and we'll pick 3 lucky winners!



Presented in partnership with the I Did It Campaign, powered by The Health Foundation of South Florida and Miami-Dade and Broward Counties.











Newsletter 1 - Cont'd

In Other News...



Coño!
Cuba's Police Adopt
"Blue Lives Matter"
Flag So Now Your
Bumper Sticker Means
You Love Castro!

[Read More](#)

Tourists Can't
Figure Out What
Street Calle Ocho
Is On

[Read More](#)



[more stories here](#)

Thanks for being a fan!

For the latest
satire and humor
about Miami, follow
us on [Instagram](#),
[Facebook](#), & [Twitter](#)!



*** Miami already gives you enough BS, we promise not to spam you ***

[👉 Don't Want to Get The Plantain Newsletter Anymore?](#)



**For legal reasons we have to let you know that Gloria Estefan has not technically endorsed us but I went to high school with her son and I'm sure she will once he accepts my friend request on Facebook.*

 PLANTAIN

Newsletter 2

[View in Browser \(Click for Link\)](#)

[View in browser](#)



*"The Plantain is the very best source of news and humor in Miami. If you're not reading it daily, you must be a real come mierda."
- Grammy Award Winner Gloria Estefan**

Hello Miami.

I'm so tired because I stayed up all night watching the new Cocaine Cowboys documentary by Billy Corben.

We definitely recommend it and thought it was a much more enjoyable way of hearing six hours of stories about Miami in the 80s than having a conversation with literally anyone in their 50s.

Anyway, get vaxxed or I'm gonna tell you about the time I had my ass bit by Kendall Coffey at Club Mutiny.

-The Plantain



The Plantain's Official Guide to the Vaccine Myths

Florida is ground zero for vaccine myths - which is why Platanito, Espumita, and Coquito partnered with the ***I Did It*** Campaign, powered by The Health Foundation of South Florida and Miami-Dade and Broward Counties, to get you some #FACTS in **English**, **Espanol**, and **Kreyol**.

ENGLISH

ESPAÑOL

KREYOL

THE PLANTAIN'S OFFICIAL GUIDE TO **THE VACCINE MYTHS** OR HOW TO STOP WORRYING AND GET THE VACCINE



PRESENTED IN PARTNERSHIP WITH:



"THE VACCINE CAUSES FERTILITY ISSUES"

Tremenda basura. The only thing that's going to affect your fertility is the fact that you're 35 and still going to Disney without any kids. That — and actually getting infected with COVID-19, which studies suggest can be very dangerous if you are pregnant.

There's exactly ZERO proof the vacuna affects fertility in either men or women. Just like the other vacunas swimming in your bloodstream, against chicken pox, measles, and tetanus, don't.



You wanna have kids one day and take 'em to Disney? Great, good for you. But it's pretty hard to have kids if you're dead.



Newsletter 2 - Cont'd

GIVEAWAY ALERT

Want to win a free VACUNA MATATA shirt and a phone call from Espumita herself?

Post a picture on social getting your vacuna with #IDidItSFL, tag @theplantain and we'll pick 3 lucky winners!



In Other News...

[Cocaine Cowboys To Be Adapted Into Kids Animated Series](#)

[READ MORE](#)



[DeSantis Issues Emergency Ban On Hurricane Shutters](#)

[Read More](#)



[UM Law To Offer \\$250k Degree Specializing In Student Debt Law](#)

[Read More](#)



[more stories here](#)



Newsletter 2 - Cont'd

Thanks for being a fan!



For the latest satire and humor about Miami, follow us on Instagram, Facebook, & Twitter!



For legal reasons we have to let you know that Gloria Estefan has not technically endorsed us, but I went to high school with her son and I'm sure she will once he accepts our friend request on Facebook.

**** Miami already gives you enough BS, we promise not to spam you ****

👉 Don't Want to Get The Plantain Newsletter Anymore?



Newsletters - Summary

Results for Newsletter 1 & 2 Combined

41,508

Unique Newsletter Recipients

82,116

Total Emails Sent Across Both Newsletters

4.24%

Open Rate

3,065

Total Opened





Insights & Key Learnings

Insights & Key Learnings

- The campaign was extremely engaging, with a **34% engagement rate!** This can be attributed to the humor, the highly polarizing topic and hands-on community management that encouraged further conversation with our audience.
- The **carousel was highly engaging**, generating much more conversation than the hero video. This format showed to be easier for sending via private message and saving for later. Consider using this format for future campaigns.
- Sponsorship of an organically viral content series such as *La Ventanita con Espumita* proved to be a success— while the series' has a loyal built-in audience, this video was **shared widely to a whole new audience.** 73% of those who interacted with the video **weren't even following *The Plantain!*** Talk about a win-win.
- As expected, the anti-vaxxers came out to rip the campaign apart. However, even though we received some hate for our pro-vaccine narrative, we also received an overwhelming amount of appreciation for our posts. Overall, the campaign was well received.
- The humor and natural shareability of the content also allowed us to maintain a **low cost per result** (\$0.03, versus our benchmark of \$0.06).
- The additional Vacuna Matata t-shirt design helped us generate more engagement for the rest of the campaign. Consider using **additional ancillary content** for the next campaign.



Thanks!