

GEN X

This Is
Our Shot

dna Communications & Weber Shandwick



For the First Time Ever, the CDC Lowered the Age Recommendation for Pneumonia Vaccination

In October 2024, the Centers for Disease Control and Prevention (CDC) **expanded the age recommendation for pneumococcal pneumonia vaccination** from adults 65+ to **adults 50 and over, even if they're healthy.**

This prompted an urgent need to inform millions of health-complacent Americans about their new vaccination eligibility, while educating them about the very serious risks of pneumococcal pneumonia.

X

The newly eligible demographic of adults 50+ – notably coinciding with **Generation X** – presented unique challenges to reach. Unlike adults 65+, who tended to have established vaccination habits and to be cautious about their health, **Gen Xers tended to view themselves as being healthy and not prone to serious illness.**

Our Challenge



Pfizer needed a public health awareness campaign that would do more than just serve up vaccination information. **They needed engaging storytelling that would snap audiences out of health complacency – framing new vaccination guidance as an urgent health message that would inspire action through cultural relatability.**



Reach the audience

demographic of newly eligible adults 50+, which coincides with **Generation X**



Increase awareness

of their eligibility for pneumonia vaccination, even if they're healthy



Personalize their risk

to drive engagement and vaccination

Understanding Generation X

Many Gen Xers are now entering their 50s – an age where their risk of contracting pneumococcal pneumonia becomes *six times greater* (vs healthy adults 18-49). But Gen X doesn't see it that way. They're busy living life on their own terms. They feel healthy, aren't slowing down, and aren't aware that their immune systems are getting weaker as they get older.

Gen Xers are skeptical about vaccines – but aren't anti-vax. They just don't think they're at risk.



28%

of Gen Xers reported **not receiving** any vaccines*



17%

of Gen Xers reported believing a healthy lifestyle is **protection enough***

*According to a survey by Fluent Pulse, a real-time consumer insights platform.

For Gen X – a group with no reason to be frightened – scare tactics were simply not going to work.

We needed to create urgency for Gen Xers by connecting proactive vaccination with how they see themselves in their world.



Despite Being Termed “The Forgotten Generation,” Gen X Made Unforgettable Progress, Making Them A Generation of *Trailblazers*

Generation X is often stereotyped as the “forgotten generation,” overshadowed by the heightened visibility of Boomers and Millennials.

But, in fact, Gen X has made profound contributions to the cultural zeitgeist. They introduced grunge music, made fanny packs a fashion staple, and laid the foundations for our modern, interconnected world with cellphones and the internet.

Forbes

The Forgotten Generation: Let's Talk About Generation X



EDUCATION

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Millennial history teacher explains the 3 phases of Gen X and why they were 'forgotten'

"They just want to be left alone."

By Tod Perry

12.20.25





Tapping Into Gen X's Trailblazing Heritage

At 50+, many Gen Xers are pursuing their life's "second act." **They're redefining what it means to age by staying healthy** for themselves and their families.

With a new vaccination recommendation, Gen X was now poised to lead the way again by proactively owning their health – a natural extension of how they've always lived, and an action that could enable them to continue living life on their own terms.

We set out to reach Gen X by framing pneumococcal pneumonia vaccination as the next chapter in their trailblazing story.



RALLYING GEN X
TO LET THEM KNOW...

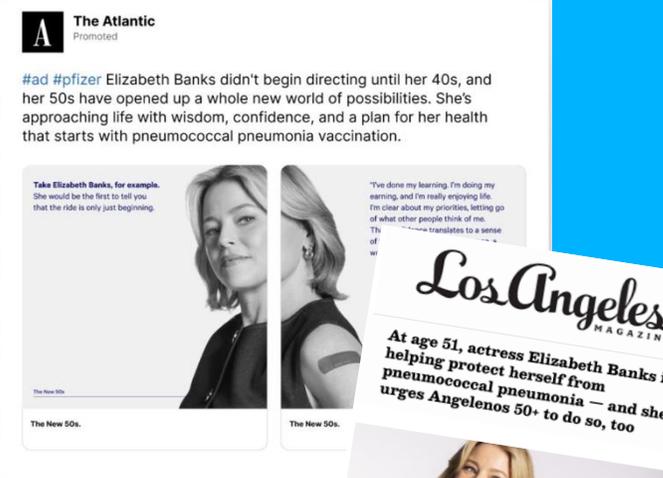
This is our shot

With relatable Gen X spokesperson **Elizabeth Banks**, we tapped into Gen X nostalgia, not in a “those days are over” way, but instead in a way that could inspire Gen X to take the lead again, this time for their own health, by reminding them that they were always trailblazers – and could now be so again.

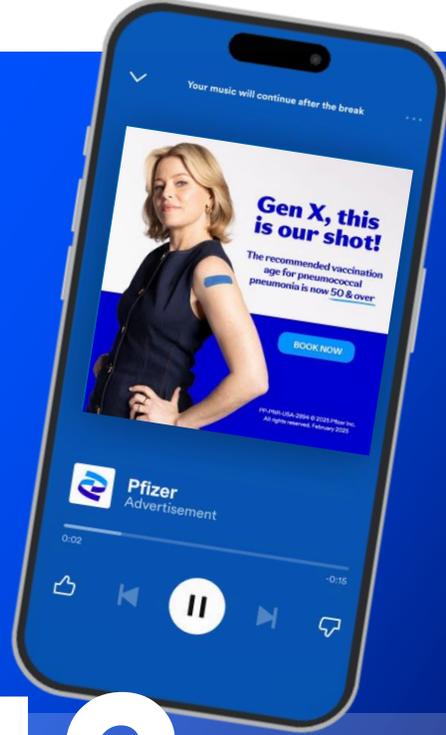
The Campaign Drove Audiences to VaxAssist.com Across Multiple Platforms



6 social media videos, including 3 posts* on Elizabeth Banks' Instagram channel



14 sponsored articles across local & national platforms, with 2 editorials



13 audio ad placements (terrestrial & streaming)



5 earned media pieces, including syndicated articles

*Click the play button to watch the video and view the social post

Bringing Gen X's New Vaccination Eligibility to the National Spotlight

Interviews with
USA Today &
Healthline resulted in

160M+

earned media
impressions and
6 syndicated/
social pickups.

healthline

“ She recently [partnered with Pfizer to spread awareness about another preventive condition: pneumococcal pneumonia](#). Visitors to [VaxAssist.com](#) can schedule a vaccination appointment and learn more about the pneumonia vaccine.

USA TODAY

“ That also [inspired her to stay up-to-date on other vaccinations, including the pneumococcal pneumonia vaccine](#), which was recently recommended for adults as young as 50.

THE STORYSTUDIO

At age 51, actress Elizabeth Banks is helping protect herself from pneumococcal pneumonia — and she urges Angelenos 50+ to do so, too

LA OUR PARTNERS AT HEARST STORYSTUDIO · MAR 28, 2025 (UPDATED: AUG 21, 2025)

The Atlantic

Your 50s used to be a culmination. Now they are all about flourishing.

The New 50s



Editorial integrations
with *Hearst StoryStudio* and
The Atlantic achieved

320K+

engagements.

← After reading *The Atlantic* article, **80% of surveyed readers indicated they were more aware of risks** associated with pneumococcal pneumonia, and **61% indicated they were more likely to go to VaxAssist.com.**

Engaging Audiences, Sparking Awareness, and Making Considerable Impact

44
percent

Social content outperformed all other Pfizer creative across channels, resulting in a **44% increase in vaccination in the campaign's first month** (rising from 539K to 775K).

234K
users reached

Organic social content on Elizabeth Banks' channel reached 234K users, **achieving an average engagement rate of 3.59%** (industry average is 1.5%-3%).

69
percent

Organic social content from the campaign **surpassed industry benchmarks for engagement by 69%**.

Ultimately Motivating Gen Xers to Get Vaccinated

962.4M

impressions

624K

visits to VaxAssist.com



Tapping into Gen X nostalgia with Elizabeth Banks proved a highly effective strategy, forging strong emotional connections with our audience by presenting their important health message in a memorably creative way.

Banks' funny and relatable performances captured our audience's attention, leading to

4.7PT

rise in motivation to ask their doctors about pneumococcal pneumonia vaccination.*

**According to a Meta Brand Lift Study*