

/// JUNE 2021

STORIES THAT MATTER: TRUST IN COVID-19 VACCINES

The impact of media on public opinion and trust in vaccines.



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FOREWORD

Francis Ingham, Chief Executive of the International Communications Consultancy Organization (ICCO) said:



The torrid and extraordinarily challenging period that we have all endured has obviously brought an equally extraordinary number of negative changes and consequences. But as this moment in history mercifully draws to a close, we can see some positives. And one of them is the embedding of professional, purposeful, and honest communication.

Public trust in Government vaccination programmes is a case study here. Significant gaps in take-up around the world are driven not just by drug supply and administrative capability, but by confidence. And confidence in turn is driven by the clarity, consistency, and certainty—or lack of all three—from Governments.

In the months since vaccines were approved, we have seen the enormous impact of Government messages. Governments that have been inconsistent or have been frankly amateur and ad-hoc in how they have spoken with the people who

elected them have pushed vaccination rates down. Governments that have agreed their core messages and have stuck with them have pushed those rates up.

And the consequences of this are clear; higher vaccination rates mean fewer lives lost, and a return to normality accelerated.

The moral and frankly economic and financial argument for clear and purposeful communication, delivered by credible spokesmen, and without off the cuff remarks that undermine the strategy, has been incredibly obvious.

In an era where literally all of us can be publishers and authors, and where ironically public skepticism has never been higher, the power of direct and authentic communication has never been greater. And that is a lesson which I hope our industry, our media, and most importantly, the people who govern our lives and our countries, will learn, and will remember.

Richard Bagnall, AMEC Chairman and Co-Managing Partner of CARMA said:



One of the first rules of crisis PR is that it is not possible to communicate your way out of bad behaviour. In the global pandemic, the like of which we have not previously experienced, actions matter, but so too do the words and messaging of our leaders. It is natural to look to our leaders, our governments, subject matter experts and our employers for reassurance and guidance. How these groups behave, how they communicate and how the media reports all has significant impact and consequences.

COVID-19 created uncertainty for all. With new experimental drugs being developed and rolled out having only passed emergency clearance, trust would be critical to implementation and success. As the old Dutch proverb says 'trust arrives on foot, but leaves on horseback'. In other words, hard won trust that can take a long time to generate, can be damaged and lost in moments.

This special CARMA report explores the critical four month period between the first vaccines being announced, their initial roll out, the accompanying optimism and in some countries, the ensuing decline to hesitancy and fear. By providing regional comparison across 12 markets, it identifies how much both the actions and the words of our leaders matter, and how getting it wrong can have significant consequences.

As the report shows, misinformation does not exist only in the dark corners of the digital social sphere. Our leaders and all those that we look up to have a critical part to play. Actions matter. Communication matters.

EXECUTIVE SUMMARY

Misinformation about vaccines does not just exist in dark corners of the internet and social media anymore – reporting on the coronavirus vaccine has brought it to the fore of mainstream media. But what impact is this having on public opinion and trust in vaccines? And does it matter?



Unsurprisingly, the mainstream media has been reporting on COVID-19 vaccines steadily since the first vaccine was approved in early December 2020. Initially, coverage was positive as the world breathed a cautious sigh of relief that the nightmare of the pandemic may soon be over. Vaccine hesitancy was known to be an issue that would need to be overcome – [anti-vax sentiment](#) has grown almost unchecked across social media networks. Clear and positive messaging would be needed to ensure maximum take up of the vaccine once rolled out.

In December, it appeared that mainstream media and political leaders would lead the charge to promote and encourage vaccine take up. The level of influence they wield created an opportunity to make a significant difference in the need to minimize vaccine hesitancy.

For a multitude of reasons, this is not exactly what happened. While the majority of coverage remained overwhelmingly positive towards the notion of vaccination, and endeavored to report the science behind the vaccines, there were significant outliers. Criticism of different governments and their logistical rollouts aside, confusion and differing approaches over who would be prioritized, wrangling and international squabbles over contracts and supply of vaccines, and major concerns over efficacy and side effects created a less than cohesive picture in the public's eye.

This report examines media coverage between December 2020 and April 2021 to understand the core elements that impacted public perception and analyses the global performance of vaccine manufacturers across the USA, UK, Europe, Asia, and the Middle East. Please see full methodology on page 37.

While overall public willingness to have a COVID-19 vaccine does not directly correlate to mainstream media coverage, when we look in more detail at specific vaccines, a different story emerges.

In Europe, research indicates that trust in the AstraZeneca (AZ) vaccine decreased significantly from December to March coinciding with a flurry of reports from media and statements from European political leaders and public health officials that the vaccine may not be as effective in the over-65s, and may cause potentially fatal blood clots in the younger cohorts. When these claims were reported, it wasn't clear how true they were, or how worried they would make people. Eventually, public health authorities concluded that the side effects were extremely rare, and the benefits of vaccination far outweighed the risks.

Some countries decided to suspend the AZ vaccine altogether, or limit it to particular age groups, while also trying to allay fears of those due to receive it. But data suggests that the damage was already done: search trends for side effects around the vaccines corresponded with negative coverage. France, the country with the most negative coverage, saw the greatest distrust in the AstraZeneca vaccine and correspondingly, the most online searches around 'death and AstraZeneca'.

TRUST IN COVID-19 VACCINES

TIMELINE OF EVENTS

● Global event



Dec

Dec 2

UK grants the world's first emergency use authorization to the Pfizer-BioNTech vaccine

Dec 3

Confirmed deaths from COVID-19 surpasses 1.5 million globally

Dec 4

Confirmed cases surpasses 65 million globally

Dec 8

UK becomes the first nation to start its vaccination campaign with the Pfizer-BioNTech vaccine

Dec 10

Saudi Arabia is the first Arab country to roll out vaccination campaign with Pfizer-BioNTech

Dec 11

US FDA gives emergency use authorization to the Pfizer-BioNTech vaccine

Dec 14

US and UAE roll out vaccination campaign with the Pfizer-BioNTech vaccine

UAE and Saudi are the first countries to approve the Sinopharm vaccine

Singapore becomes first Asian country to approve the Pfizer-BioNTech vaccine

Dec 18

US FDA gives emergency use authorization to Moderna's vaccine

Dec 26-27

EU rolls out vaccination campaign with the Pfizer-BioNTech vaccine

Dec 30

Singapore starts COVID-19 vaccination campaign with the Pfizer-BioNTech vaccine

Dec 31

WHO issues emergency use for the Pfizer-BioNTech vaccine, the first COVID-19 vaccine to receive one

Jan 4

UK becomes first nation in the world to start using AstraZeneca-Oxford vaccine

Jan 6

EU gives authorization to the Moderna vaccine

Jan 8

UK gives emergency use authorization to Moderna's vaccine

Jan

Jan

Jan 15

The world surpasses 2 million COVID-19 deaths

Jan 21

UAE approves Sputnik V vaccine for emergency use

Jan 28

One year has passed since WHO declared a public health emergency of international concern over the outbreak of COVID-19

Jan 29

The EU gives authorization to the Oxford-AstraZeneca vaccine

Feb 2

UAE announces that Dubai will start vaccinating people with the Oxford-AstraZeneca vaccine

Feb 3

Singapore approves the Moderna vaccine

Feb 18

Saudi Arabia approves Oxford-AstraZeneca vaccine

Feb 24

Malaysia begins vaccination campaign with the Pfizer-BioNTech vaccine

Feb 26

Hong Kong rolls out vaccination campaign with both the Pfizer-BioNTech and Sinopharm vaccines

Feb 27

US approves the Janssen vaccine

Mar 11

The EU gives authorization to the Janssen vaccine

Mar 15

Germany, France, Italy, Spain and Portugal decide to halt the use of the Oxford-AstraZeneca vaccine while side effects are investigated

Mar 18

Malaysia to start administering Sinovac's vaccine

Mar 19

Germany, France, Italy, Spain and Portugal say they would resume use of the AstraZeneca vaccine after it was ruled to be safe by both the UK and EU regulators

Mar 30

German health official agree to restrict use of the AstraZeneca vaccine in people under 60

Feb
Mar

TIMELINE

01 DEC 2020 – 31 MAR 2021

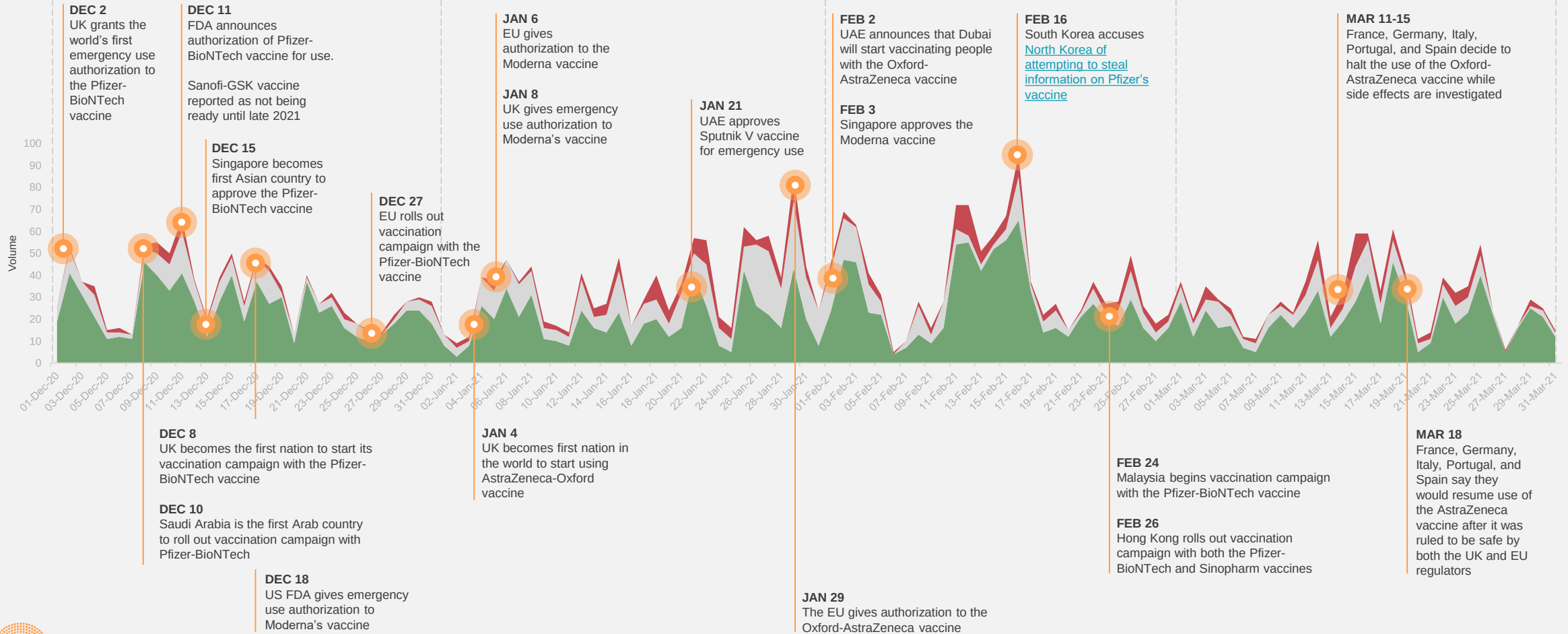
● Positive ● Neutral ● Negative

Dec

Jan

Feb

Mar



TRUST IN COVID-19 VACCINES

PUBLIC PERCEPTION



PUBLIC CONCERNS

The global pandemic understandably created significant public concerns around the world.

Concerns included job losses and reduced working hours, the eventual return to work, socializing, the current and future state of economies, poverty inequality, access to healthcare and restrictions on individual freedoms.

The German media reported on these public concerns twice as much as any other market, with individual freedoms, ability to socialize and economic rebuilding discussed most frequently. This corresponded with the overall tone of German media, which we analyzed as most negative towards COVID-19 vaccinations in general.

Countries such as Spain, Portugal and the UAE were least likely to discuss public concerns. While a variety of factors impact willingness to be vaccinated, countries where public concerns did not feature prolifically had some of the highest percentages of populations willing to be vaccinated.

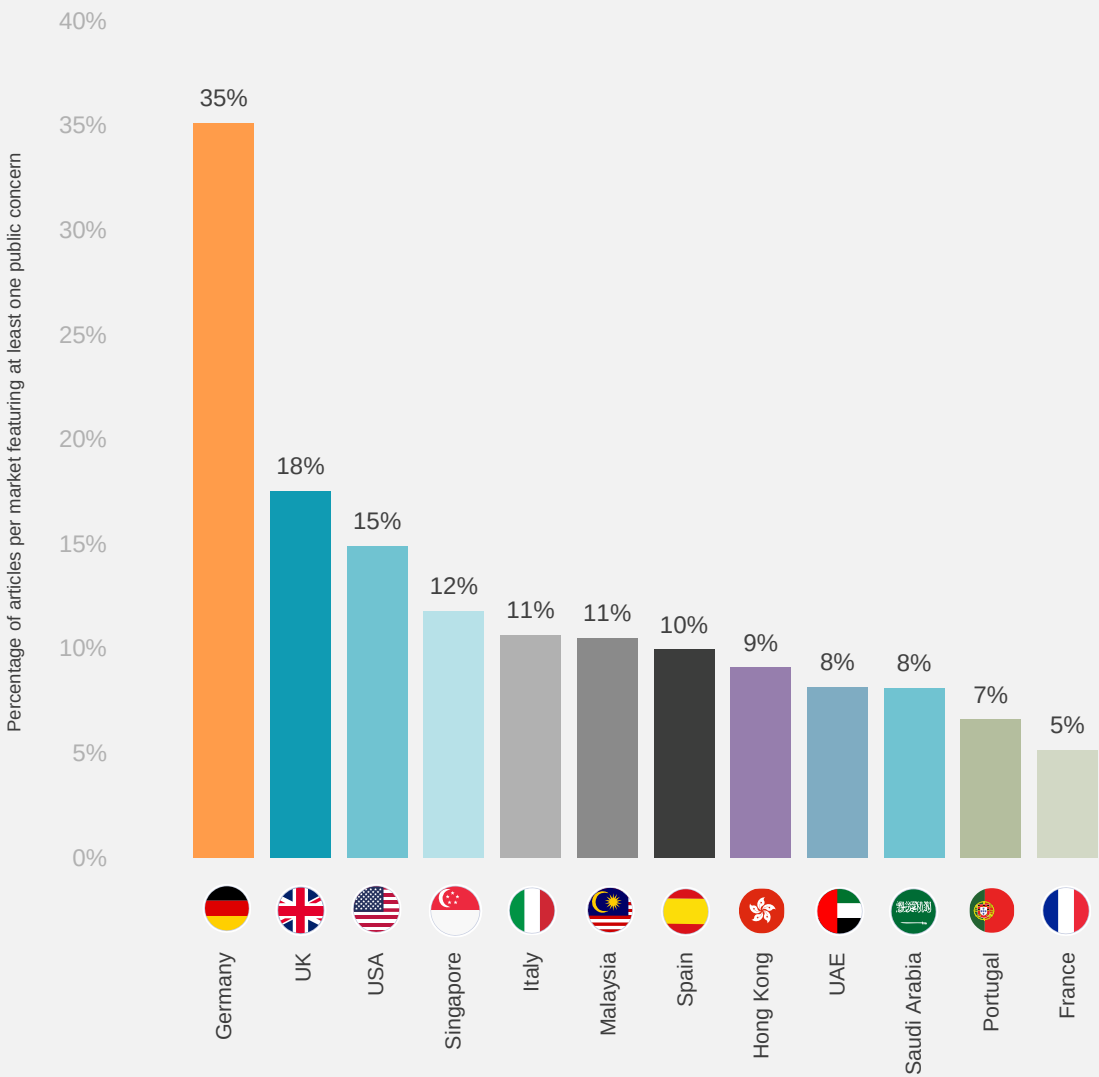
The UK media focused mainly on the availability of healthcare and the ability to socialize.

Poverty inequality was regularly discussed in US and UK media, whereas it was less of a focus in Europe, which tended to highlight individual freedoms and the ability to socialize with friends and family.

Individual freedoms were written about nearly three times as often in Europe as they were in the UK and USA.

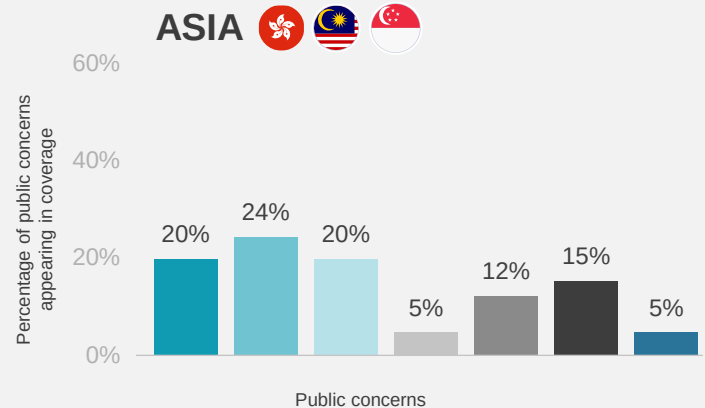
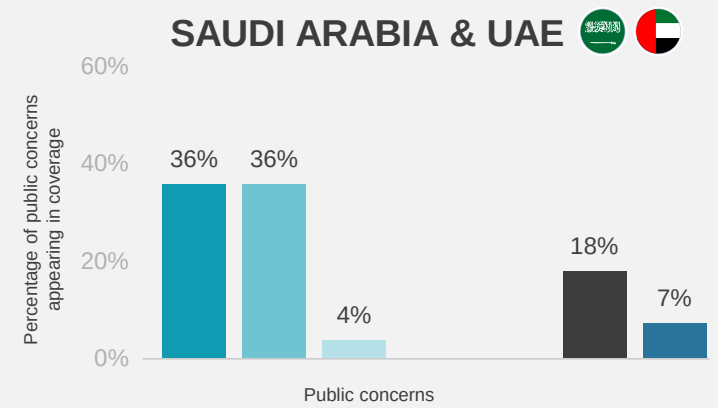
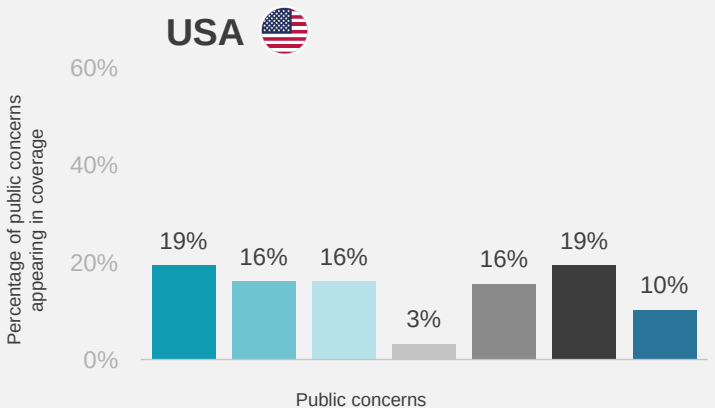
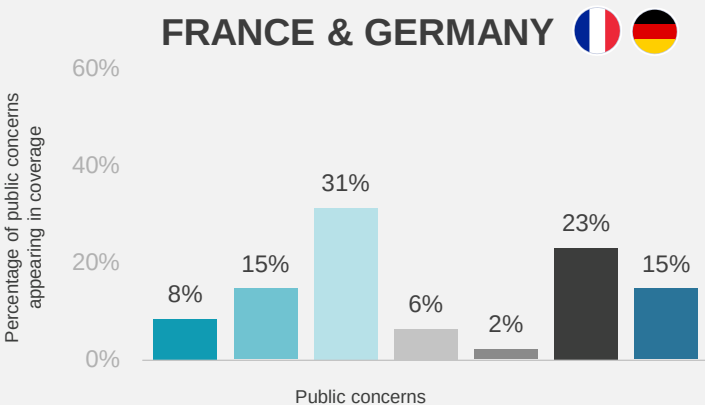
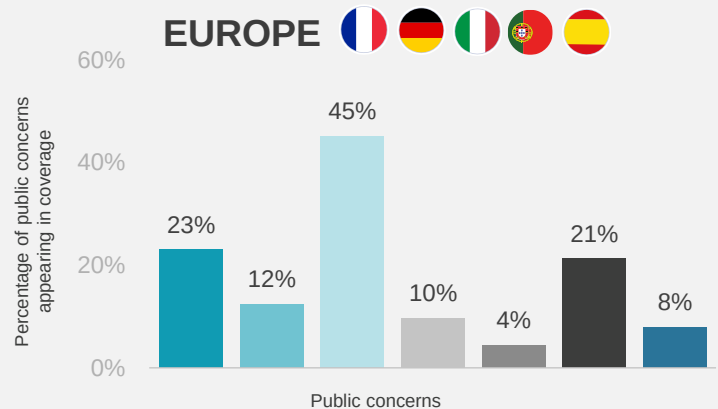
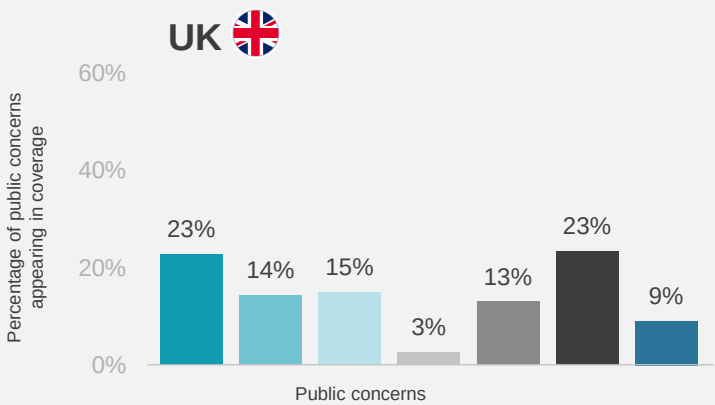
See page 9.

PERCENTAGE OF EACH COUNTRY'S COVERAGE MENTIONING PUBLIC CONCERNS



PUBLIC CONCERNS BY REGION

- Available healthcare
- Economic rebuilding
- Individual freedoms
- Job losses
- Poverty inequality
- Return to socializing
- Return to workplace



TOPICS AND THEMES

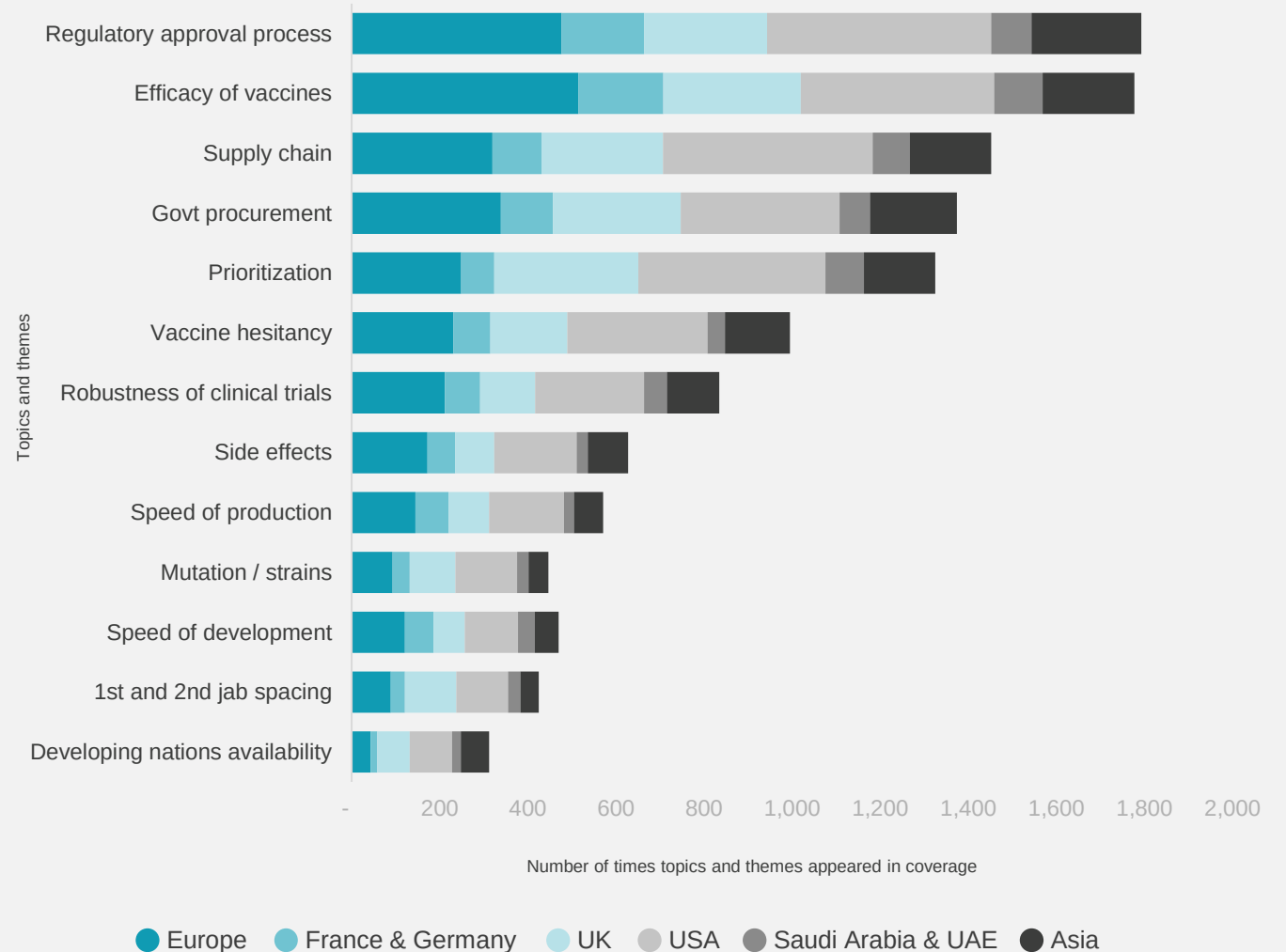
Looking more broadly than public concerns, the spectrum of themes discussed in the media was consistent across all countries.

There were few differences across the countries tracked in the topics and themes discussed within media coverage of COVID-19 and the roll out of vaccines.

By far the most prominent were the approval of vaccines, their efficacy, and topics relating to rollouts, especially supply and government procurement.

Hesitancy about being vaccinated was a frequently occurring topic, featuring in just under a quarter of coverage. Rather than in relation to conspiracy theories or fake news, vaccine hesitancy was discussed factually in relation to efficacy and concerns over side effects.

TOPICS AND THEMES DRIVING MEDIA COVERAGE BY REGION



SOURCES OF COMMENT

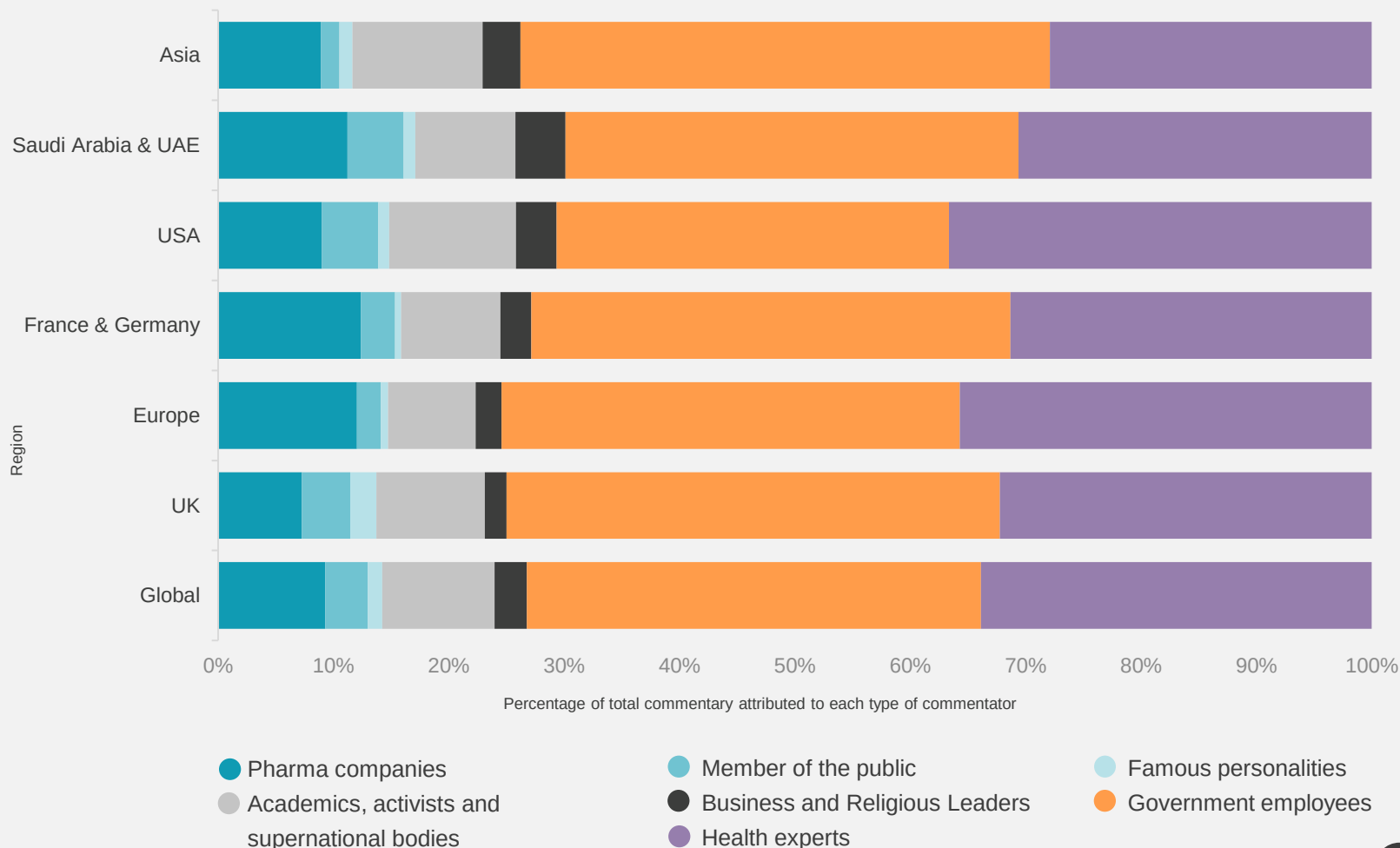
When journalists needed a comment or a quote, who did they turn to?

In all regions, comment was dominated by members of the relevant governments and health experts. The pharma companies, academics, activists and non-governmental bodies were quoted to a lesser extent.

There were small variations in the sources of comment used by the global media.

Members of government were the most prominent and prolific speakers in all regions except the USA, where health experts dominated. Preference for government commentary was particularly prominent in the Asia region (Malaysia, Singapore and Hong Kong).

CHOICE OF COMMENTATOR BY REGION



SPOKESPEOPLE MATTER: GOVERNMENT

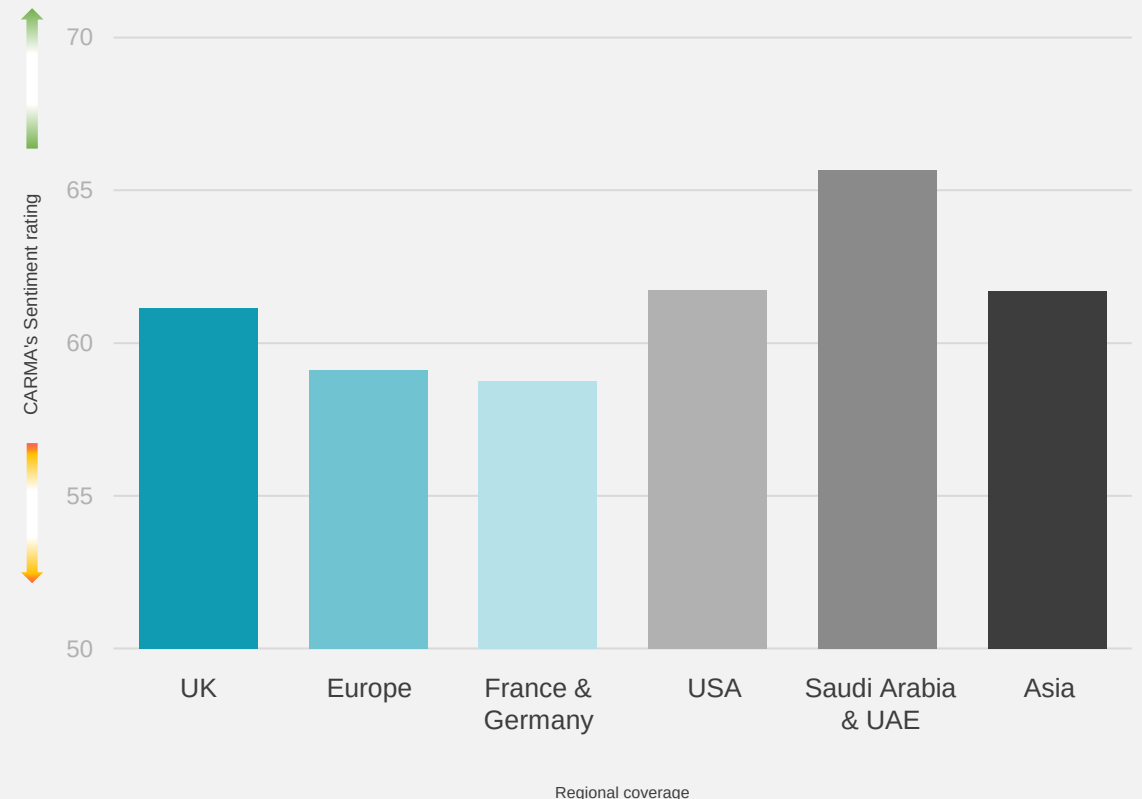
In a crisis, people turn to their leaders for reassurance, direction and guidance. Leaders... lead. Their words, and actions, matter.

As the vaccine program rolled out across the world, a clear difference could be measured in the tone of content featuring the different regions' politicians. The USA, UK and Asia media content featuring politicians and leaders was all consistently positive. This was not the case in the European markets covered in the study, and particularly negative when France and German data is isolated.

French president Emmanuel Macron was responsible for the most negative quotes, stating on 29th January, the same day that the EMA (European Medicines Agency) approved emergency use of the AZ vaccine, that it was *"quasi-ineffective in the over 65s"*. The EMA immediately refuted his comments explaining *"protection is expected, given that an immune response is seen in this age group and based on experience with other vaccines"*. It was to take almost a month (25 February) before Macron commented that he would now be prepared to take the AZ vaccine. *"The efficacy of the AstraZeneca vaccine has been proven,"* he told reporters *"If it's offered to me, I will take it, of course."*

The following day Germany's Angela Merkel stated that she would not take the AZ vaccine as she's over 65. Despite a shortage in vaccines and a poorly performing roll out program, both Germany and France now had millions of unused doses of the AZ vaccine. Merkel later tried to encourage her population to take the jab, *"All the authorities tell us that we can trust this vaccine"* but by now the damage was done. French and German medical leaders regretted this hesitancy. France's Dr Alain Fischer: *"For reasons I find profoundly unfair, the AZ vaccine has gotten relatively bad press in France. It is effective. It is safe. It should be used without a second thought and without delay"*.

SENTIMENT OF COVERAGE QUOTING POLITICIANS



NEGATIVE COMMENTARY

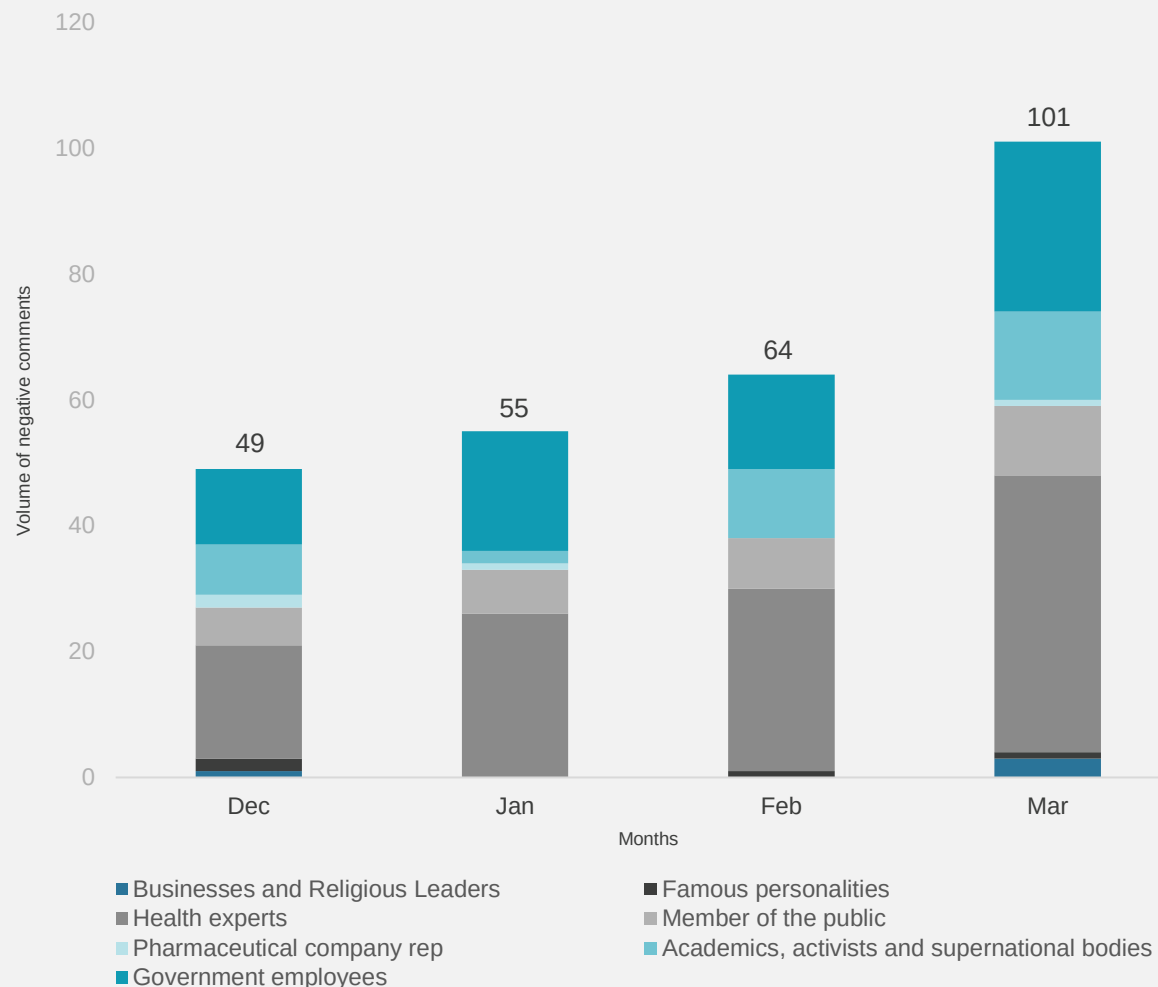
Negative commentary steadily rose over the period, with the increase attributed to concerns over efficacy in various age groups, side effects and blood clots, particularly in relation to the AstraZeneca vaccine.

This increase in negativity was driven by European countries which either paused the use of the vaccine altogether, or limited it to the over 65s, after blood clot concerns were raised.

Globally, government leaders and politicians contributed particularly negative commentary as they worked through these issues.

French president Emmanuel Macron was the politician who delivered the highest number of negative quotes. He was followed by Jair Bolsonaro of Brazil, whose negative quotes shed doubt on how much research and testing had been conducted on some vaccines, stating that *“Brazilians would never be anyone’s guinea pigs”*.

GROWTH OF NEGATIVE COMMENTARY OVER TIME, BY SOURCE



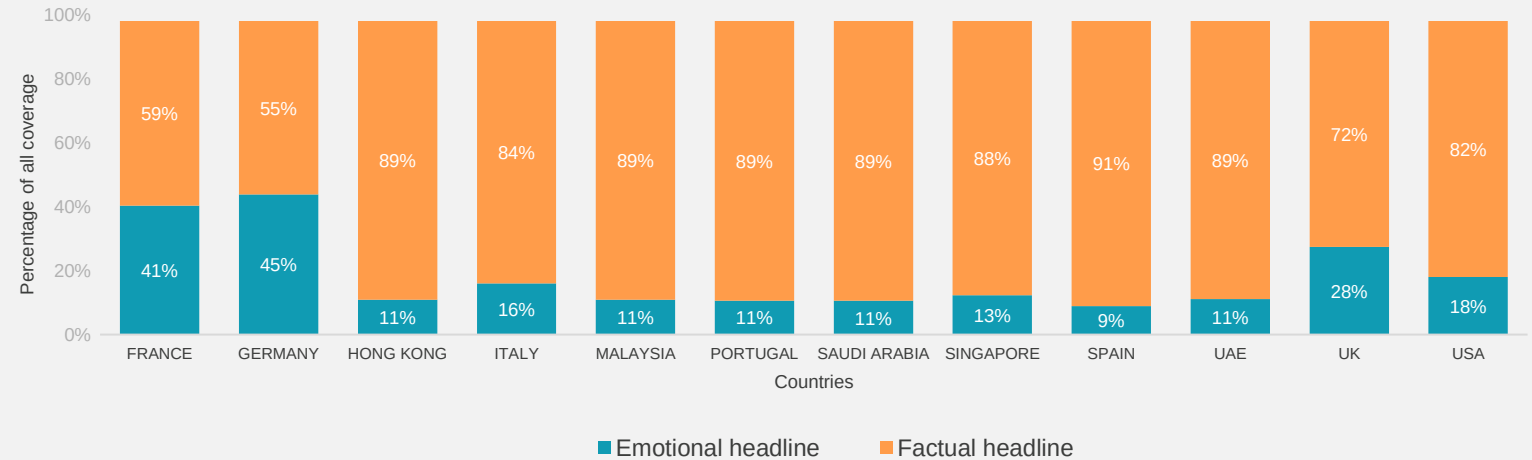
EMOTIVE LANGUAGE

Efficacy, blood clot concerns and the comments and actions of politicians in France and Germany drove emotive headlines.

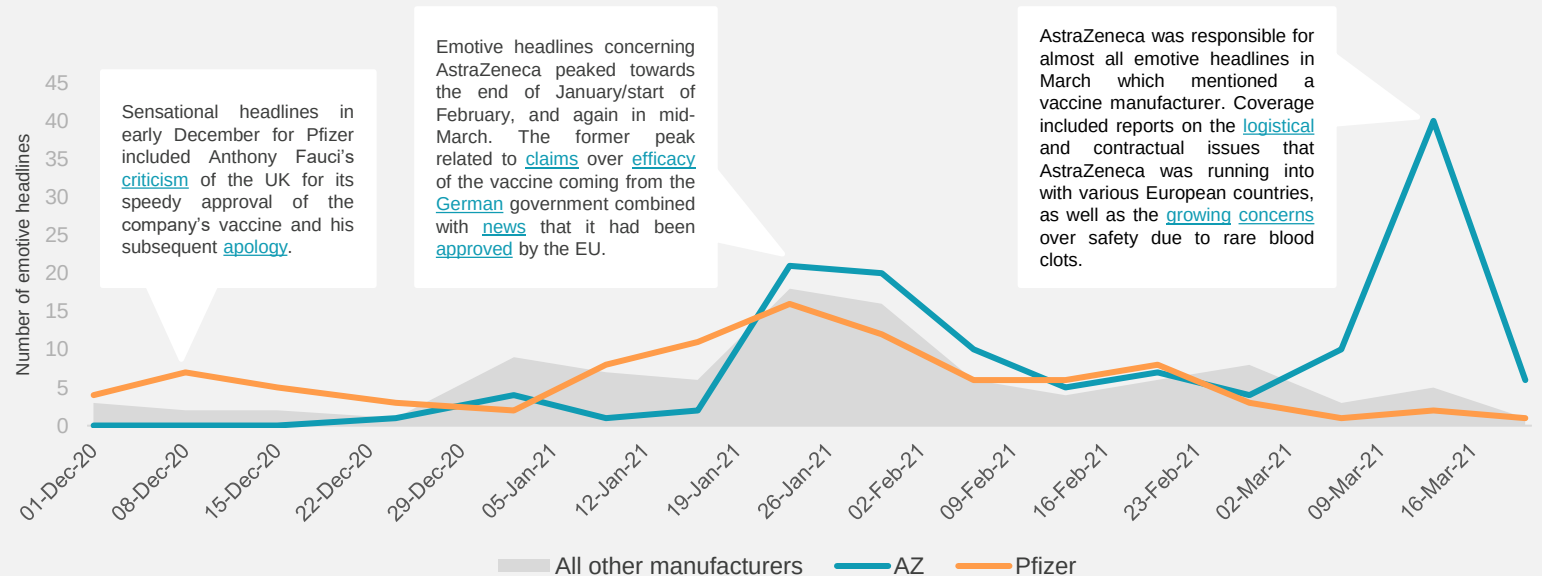
Over 40% of headlines used emotive language in both France and Germany, and over a quarter in the UK.

Articles about AstraZeneca and Pfizer made up for 70% of emotive headlines. AstraZeneca garnered the most (41%), with the majority occurring in March, and Pfizer accounted for nearly a third. The majority of the sensational headlines about AstraZeneca and Pfizer were published in France. Those that mentioned AstraZeneca focused on the disappointment in delay of delivery in Europe as well as skepticism about the vaccine's efficacy.

PERCENTAGE OF EMOTIVE VERSUS FACTUAL HEADLINES PER COUNTRY



USE OF EMOTIVE HEADLINES IN REFERENCE TO SPECIFIC MANUFACTURERS



TRUST IN ASTRAZENECA

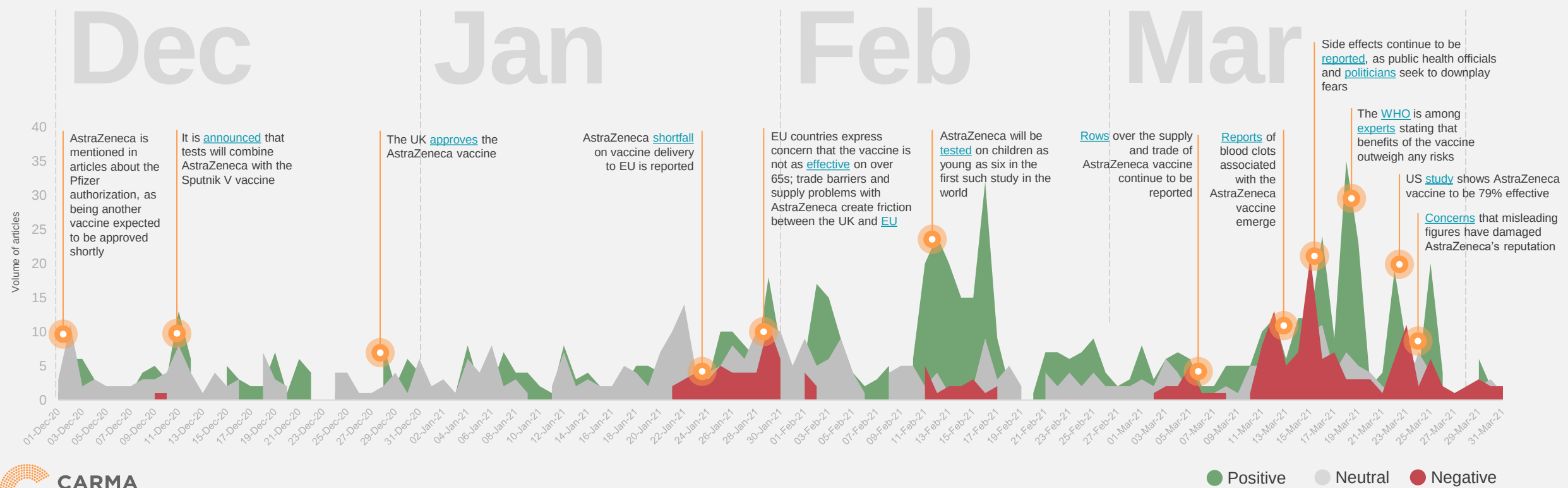
Coverage for AstraZeneca became increasingly polarized across the reporting period, as claims of a lack of efficacy, contractual disputes over supply and potential side effects from taking the vaccine came to the fore.

While there was no overall relationship between how vaccines in general were portrayed in mainstream media and public willingness to have a COVID vaccination, a different story emerges when we look at the vaccine manufacturers individually. AstraZeneca's coverage clearly demonstrates this.

By March, AZ vaccine reporting was polarized. 60% of AstraZeneca's negative

coverage occurred in this month (due to several countries announcing concerns over blood clots), while over half of all vaccine related coverage in March was positive. Sentiment was bolstered by several regulators announcing that they had concluded that the benefits of the vaccine outweighed any risk, and political leaders attempting to counter signs of distrust amongst the public by showing their willingness to take the jab themselves.

SENTIMENT OF ASTRAZENECA COVERAGE OVER TIME



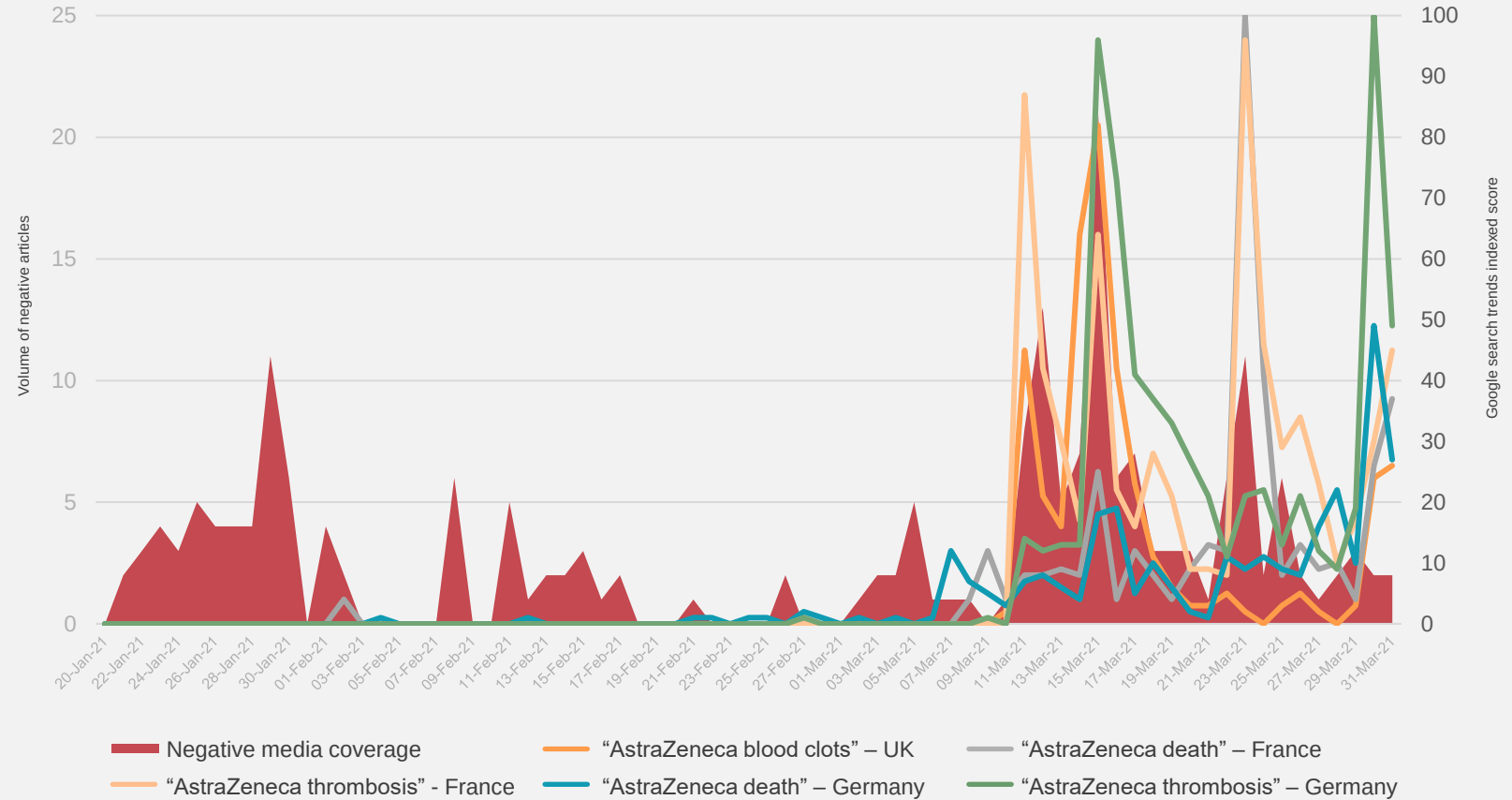
TRUST DECLINES IN ASTRAZENECA

Negative coverage of AstraZeneca in March correlated with increases in online searches for the side effects and potential risks now associated with the vaccine

AstraZeneca's negative coverage in late January and mid-February was focused mainly on the supply chain issues to European markets and the data indicates it did not have an impact on public safety concerns. As reporting shifted to the side effects and potential risks of rare blood clots in some, primarily younger, recipients, this clearly alarmed European populations. Google searches for terms associated with the side effects increased significantly from the middle of March.

Additionally, France saw some particularly high spikes for "AstraZeneca death" which was not seen in other countries, suggesting that apprehensions within that region were particularly high.

ASTRAZENECA NEGATIVE COVERAGE COMPARED WITH GOOGLE SEARCH TRENDS DATA FOR NEGATIVE SEARCH TOPICS IN THE UK, GERMANY AND FRANCE



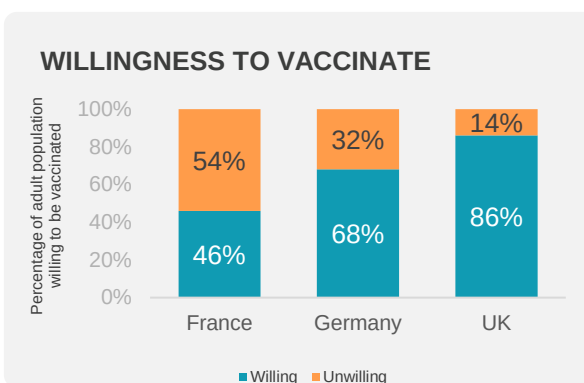
REPORTING IMPACTS PUBLIC BEHAVIOUR

Commentary on potential side effects corresponded with increasing concerns from European populations about the AstraZeneca vaccine.

March saw a sharp uplift in European respondents to a [YouGov survey](#) stating that they did not trust that the AstraZeneca vaccine was safe. At the same time there were increased searches for the likely side effects of the vaccine. Levels of distrust continued into April for respondents in France and Germany but started to fall in Spain and Italy.

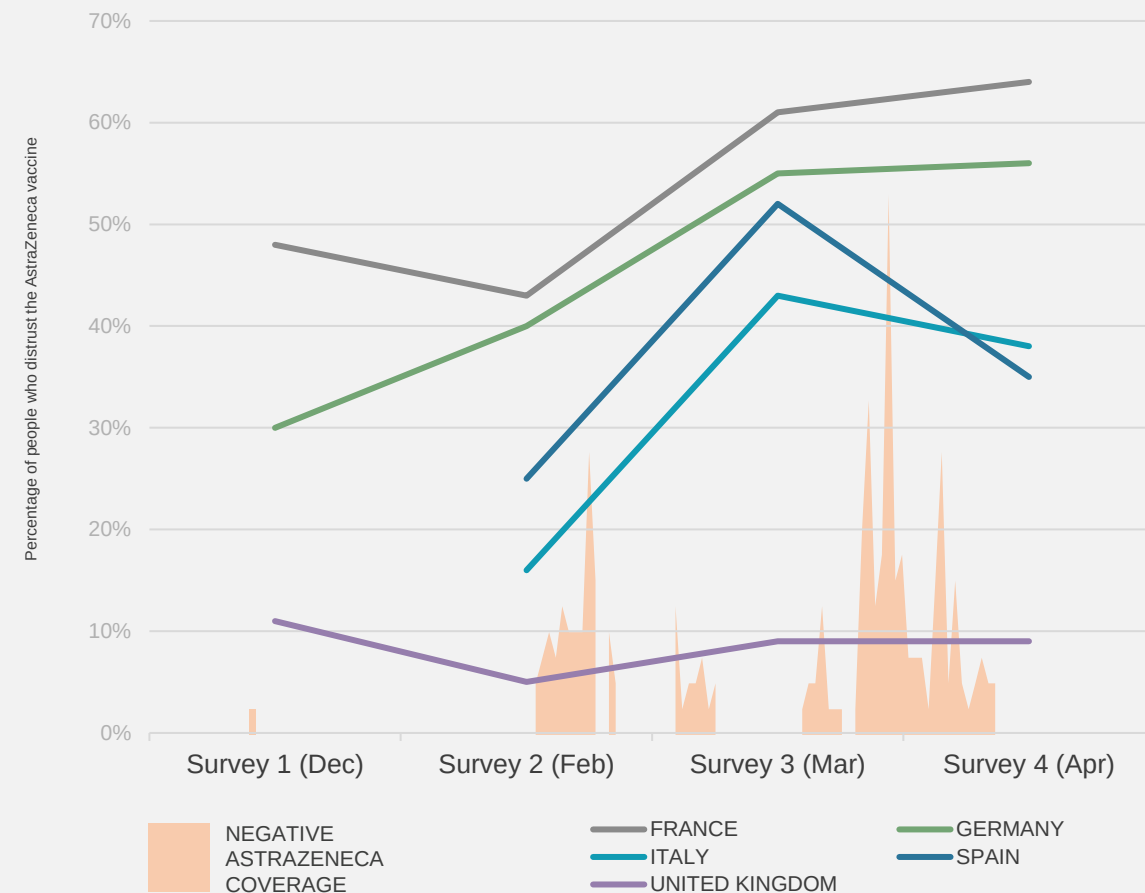
The UK, advanced in its vaccine roll out, taking national pride in the contribution of Oxford to the AstraZeneca vaccine, and without the negative commentary and action from its leaders towards the AstraZeneca vaccine saw no discernable difference in public trust. Despite politicians in France and Germany eventually attempting to assure their populations that the vaccine was safe, it would appear that the damage was already done.

This emphasizes the level of responsibility that politicians have when making statements about highly scientific and complex issues. While some experts tried to explain the data more thoroughly and provide the context of the risk profile of an individual who does not take the vaccine, confidence had already been rocked by the headlines that it could cause blood clots and deaths.



**'Willingness to vaccinate' data comes from [YouGov](#) from the end of March 2021.*

NEGATIVE COVERAGE OF ASTRAZENECA PLOTTED AGAINST PUBLIC DISTRUST OF THE VACCINE IN 4 EUROPEAN MARKETS AND THE UK



**'Willingness to vaccinate' data comes from [YouGov](#) from the end of March 2021.*

TRUST IN COVID-19 VACCINES

VACCINE MANUFACTURERS

Coronavirus
Vaccine
COVID-19

Injection Only

VACCINE MANUFACTURERS & TRUST

TOP 5 MOST TRUSTED

Top 5 COVID-19 vaccine manufacturers, ordered from highest to lowest proportion of trust attributes.

- 1 
- 2 
- 3 
- 4 
- 5 

There is a direct correlation between trust and brand sentiment.

To measure the perception of trust, we have broken down how trust can be portrayed in news coverage through six key attributes: **competence; ethical behaviour; openness and transparency; innovation; clarity of messaging; and leadership.**

Competency was the most commented upon trust attribute across the board, with coverage focusing on efficacy and safety. Unsurprisingly, AstraZeneca was the manufacturer with the most mentions of negative attributes, due to concerns over efficacy in the over 65s, blood clots, and initial confusion in December over efficacy results from their research.

While Pfizer received the highest number of positive trust attributes overall, due its high volume of coverage, Moderna was the most trusted, receiving the highest proportion of positive trust attributes.

COMPETENCY

- 1 
- 2 
- 3 
- 4 
- 5 

ETHICAL

- 1 
- 2 
- 3 
- 4 
- 5 

OPENNESS

- 1 
- 2 
- 3 
- 4 
- 5 

INNOVATION

- 1 
- 2 
- 3 
- 4 
- 5 

CLARITY OF MESSAGE

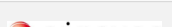
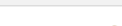
- 1 
- 2 
- 3 
- 4 
- 5 

LEADERSHIP

- 1 
- 2 
- 3 
- 4 
- 5 

VACCINE MANUFACTURERS & TRUST

Looking at all manufacturers mentioned in coverage, Moderna had the highest proportion of positive trust attributes, while AstraZeneca, Sanofi and Sinovac had the lowest.

Vaccine manufacturer	% of total trust attributes which are positive	No. of NEGATIVE trust attributes in coverage	No. of POSITIVE trust attributes in coverage
1 	98%	8	407
2 	96%	1	26
3 	93%	11	138
4 	92%	5	54
5 	89%	90	742
6 	88%	6	43
7 	82%	19	88
8 	67%	213	428
9 	67%	19	39
10 	65%	17	32

VACCINE MANUFACTURERS & TRUST

Moderna had the highest proportion of positive trust attributes, while AstraZeneca, Sanofi and Sinovac had the lowest.

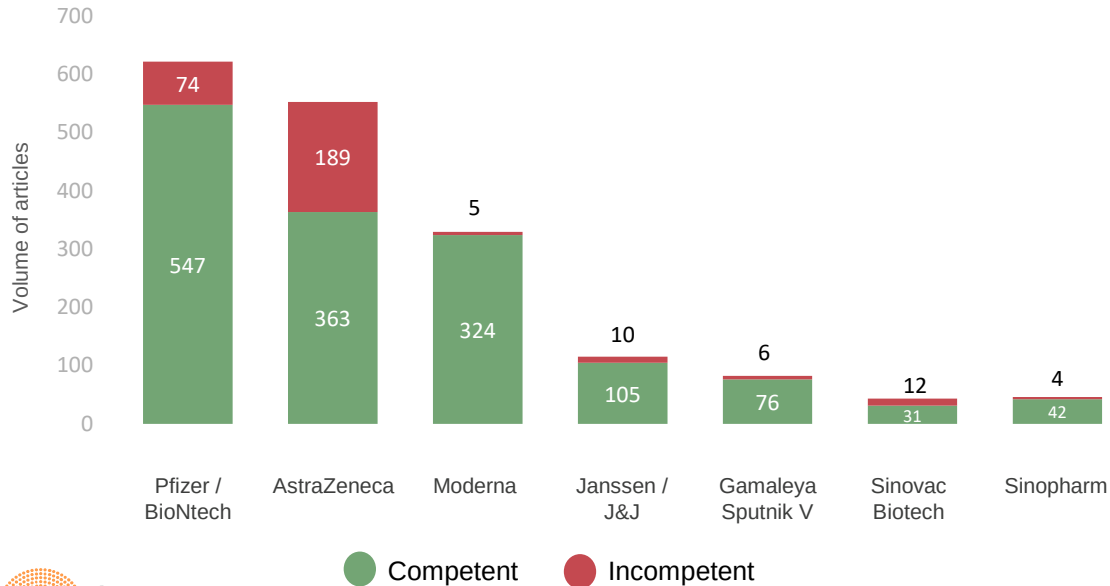
Vaccine manufacturer	Emergency clearance granted	% of total trust attributes which are positive	No. of NEGATIVE trust attributes in coverage	No. of POSITIVE trust attributes in coverage
1 	Dec 2020	98%	8	407
2 	Phase 3 trials	96%	1	26
3 	Feb 2021	93%	11	138
4 	Dec 2020	92%	5	54
5 	Dec 2020	89%	90	742
6 	Phase 3 trials	88%	6	43
7 	Jan 2021	82%	19	88
8 	Dec 2020	67%	213	428
9 	Feb 2021	67%	19	39
10 	Phase 3 trials	65%	17	32

KEY MANUFACTURER TRUST FACTORS

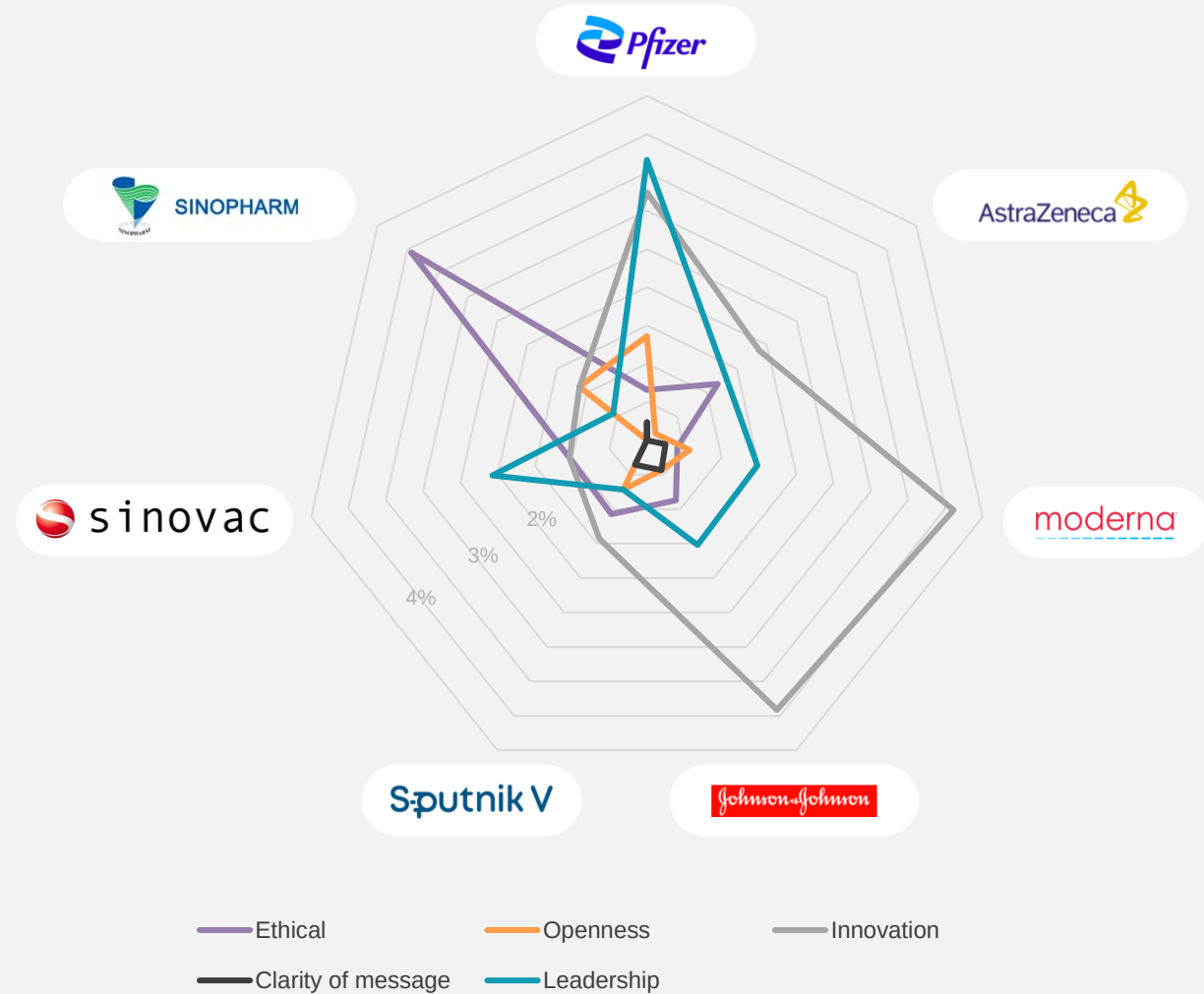
Focusing on the seven approved vaccine manufacturers, Moderna and J&J were positioned as innovators most frequently within coverage, while Pfizer was praised for its leadership.

On the other end of the spectrum, Sputnik was criticised for the lack of openness around its clinical trials. The competency of all manufacturers was discussed prolifically.

ARTICLES POSITIONING MANUFACTURERS AS COMPETENT VERSUS INCOMPETENT



MANUFACTURER COVERAGE FEATURING TRUST ATTRIBUTES, EXCLUDING COMPETENCY



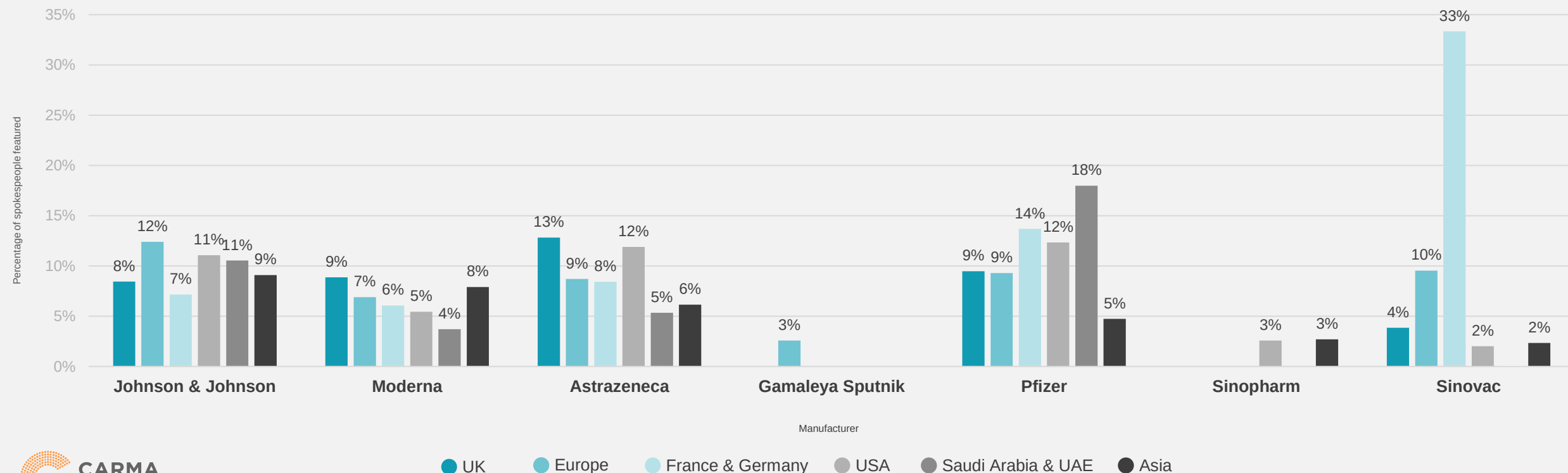
KEY MANUFACTURER SPOKESPEOPLE

AstraZeneca, Pfizer, Moderna and Johnson & Johnson spokespeople were most frequently featured.

Moderna and Pfizer-BioNTech senior leaders were quoted as their vaccines were approved, while AstraZeneca leaders were cited in relation to efficacy concerns and contractual disagreements.

Regional differences were evident in which companies were likely to be quoted in coverage – Pfizer-BioNTech received a considerable share of quotes in Middle Eastern countries compared to Asia and the UK, while French outlets quoting Sanofi spokespeople led to a spike in that region.

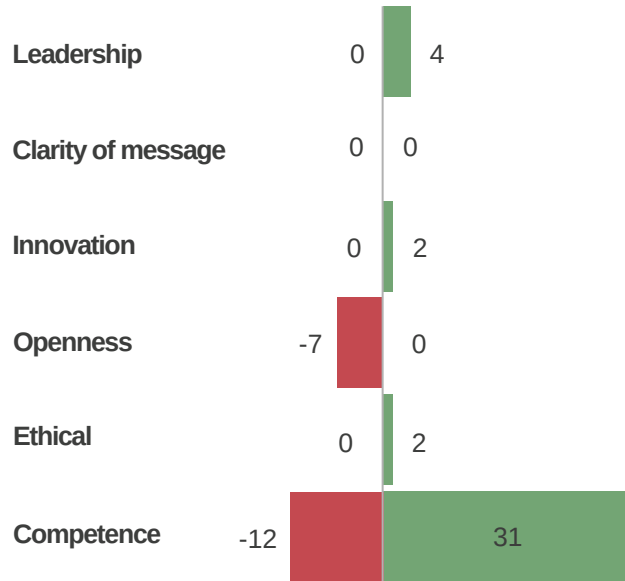
PERCENTAGE OF COVERAGE TO FEATURE MANUFACTURER SPOKESPEOPLE, BROKEN DOWN BY REGION



MANUFACTURER

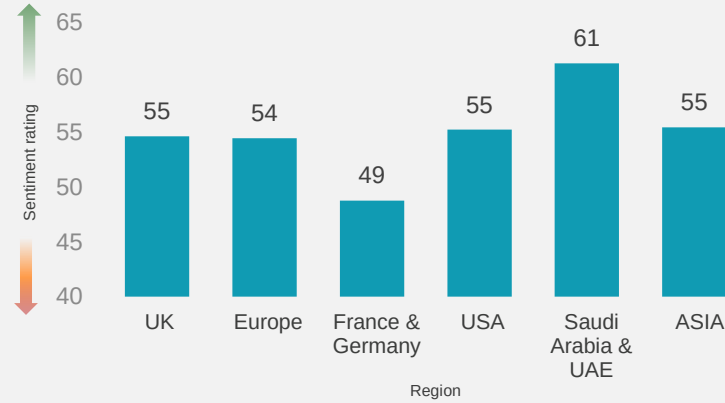
SINOVAC

The only references to Sinovac's openness as a manufacturer were negative.



Number of negative and positive references to attributes

REGIONAL SENTIMENT



Sinovac had the least positive coverage in French and German press.

LEADERSHIP

Yin Weidong, the CEO of Sinovac Biotech was quoted in January and February discussing its global rollout and production expansion strategy, having received orders from Brazil, Indonesia, Turkey, Chile and others. Yin also made a point around global social responsibility as he discussed their expansion strategy, stating **“vaccines are public goods and we must assume our social responsibility”** (TG24.sky.it, Italy).

Sinovac General Manager Gao Qiang was then quoted later in March on both Reuters (USA) and DailyMail.com (UK) explaining the variant testing that was underway against the Brazilian, British and South African variants.



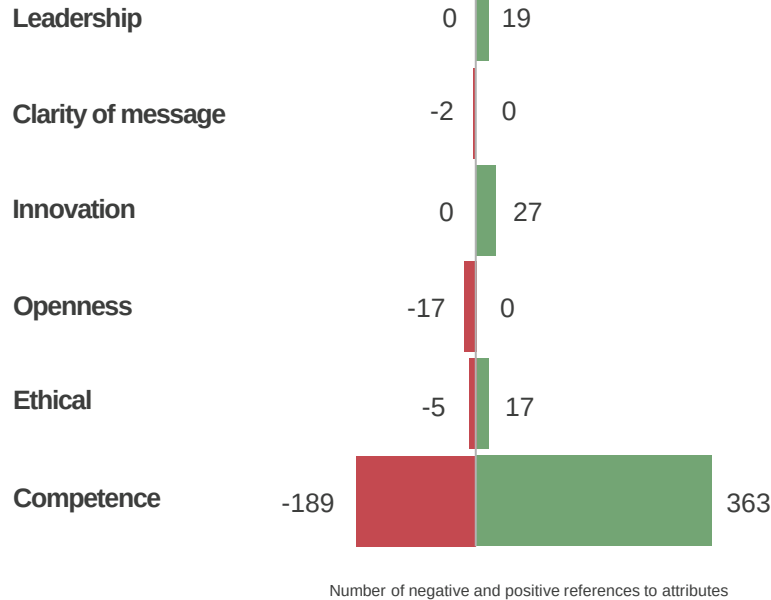
#7
67%
TRUST SCORE

	Country	% of all coverage featuring positive trust attributes	No. of NEGATIVE trust attributes in coverage	No. of POSITIVE trust attributes in coverage
	Portugal	67%	0	4
	Hong Kong	36%	1	5
	Italy	22%	0	2
	Malaysia	19%	3	6
	United Kingdom	19%	2	5
	Singapore	17%	6	8
	United States Of America	15%	5	8
	United Arab Emirates	13%	0	1
	France	0%	0	0
	Germany	0%	1	0
	Saudi Arabia	0%	0	0
	Spain	0%	1	0

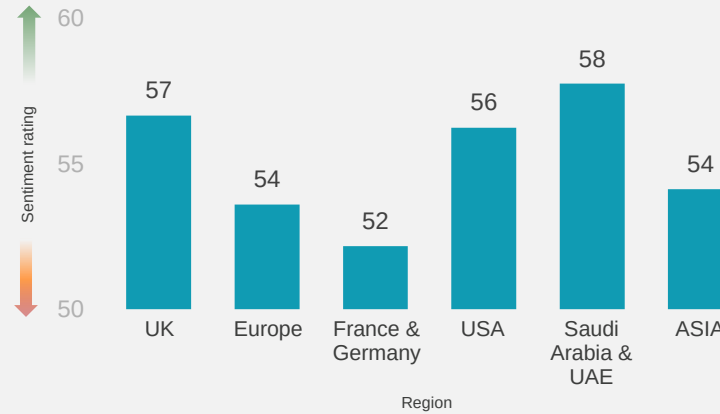
MANUFACTURER

ASTRAZENECA

AstraZeneca had the second-to-lowest trust score and the most mentions of negative attributes, mostly related to competency and openness.

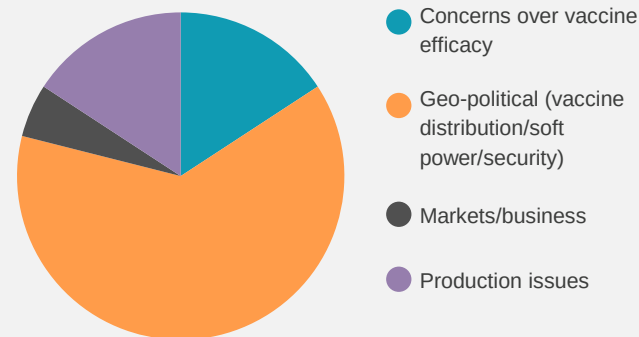


REGIONAL SENTIMENT



LEADERSHIP

AstraZeneca's CEO Pascal Soriot was quoted predominantly in the UK and US from a defensive position. Between January and March, Soriot was quoted defending the delay in vaccine distribution to the EU, saying that the EU contract was based on a best-effort clause and did not



#6
67%
TRUST SCORE

AstraZeneca had the second least positive coverage in France and German press.



commit the company to a specific timetable for deliveries, despite pressure from EU Commission officials. Soriot was also quoted defending the efficacy of the vaccine saying,

"Is it perfect? No, it's not perfect, but it's great. Who else is making 100 million doses in February?"

Pascal Soriot was most quoted in the UK and the US, and notably not quoted prolifically in French media. He appeared commenting from a defensive position regarding vaccine distribution and efficacy.

MANUFACTURER

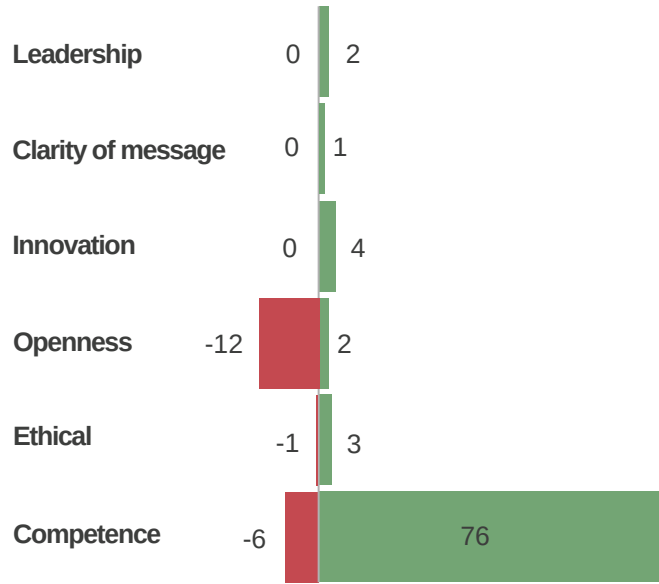
ASTRAZENECA

	Country	% of all coverage featuring positive trust attributes	No. of NEGATIVE trust attributes in coverage	No. of POSITIVE trust attributes in coverage
	Portugal	51%	4	33
	Spain	38%	7	31
	United Kingdom	33%	41	125
	Saudi Arabia	32%	3	9
	Malaysia	30%	7	20
	France	29%	25	38
	Italy	24%	27	37
	United States Of America	24%	55	81
	United Arab Emirates	23%	2	11
	Singapore	22%	22	30
	Germany	18%	17	9
	Hong Kong	15%	3	4

MANUFACTURER

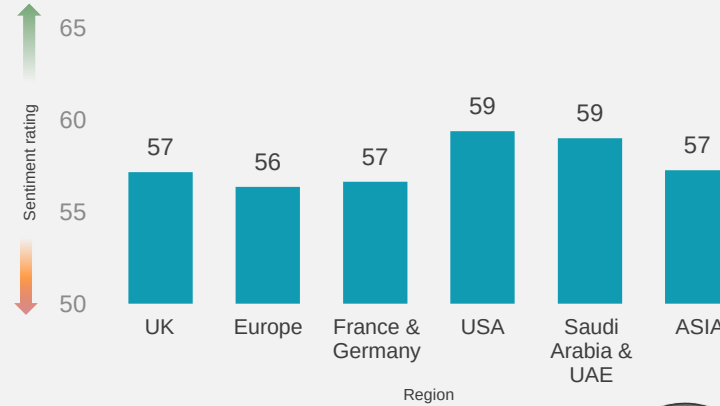
GAMALEYA SPUTNIK

The Russian vaccine manufacturer generated positive mentions around its competency but was criticized for its lack of openness.



Number of negative and positive references to attributes

REGIONAL SENTIMENT



LEADERSHIP

Alexander Gintsburg, director of the Gamaleya Research Institute of Epidemiology and Microbiology, was quoted twice during the time period, featuring in Italian and Spanish articles. He spoke about the protection offered by Sputnik-V, particularly against the 'British variant' of Covid-19.

There was no evidence within the sampled coverage of spokespersons for Gamaleya addressing media concerns around the openness of Gamaleya's production processes and practices.

#5
82%
TRUST SCORE

Negative mentions around openness were mitigated by positive mentions of competency, particularly in the USA and Middle East.

NEGATIVE COVERAGE

Russia's Sputnik vaccine generated the highest volume of criticism around the manufacturer's openness in sharing information about the vaccine's trials and efficacy. Titles such as SFGate (USA) and The Independent (UK) reported in January on countries such as Mexico considering approval of the vaccine despite little data being publicly available.

Mexico's assistant health secretary Hugo Lopez-Gatell was quoted as saying: ***"despite weeks of conversations with Russian officials, he could not get his hands on the results of Phase 3 trials, which are normally published in international medical journals and indicate how effective the vaccine is"*** (Independent, UK).

MANUFACTURER

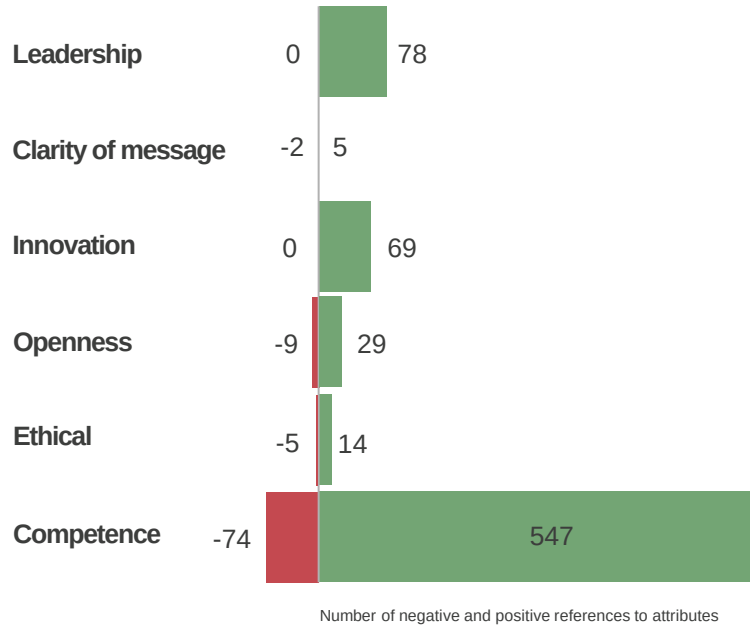
GAMALEYA SPUTNIK

	Country	% of all coverage featuring positive trust attributes	No. of NEGATIVE trust attributes in coverage	No. of POSITIVE trust attributes in coverage
	Malaysia	47%	1	7
	Portugal	43%	0	3
	Germany	39%	5	7
	Italy	36%	0	9
	Spain	36%	0	4
	United States Of America	34%	6	28
	Hong Kong	33%	0	1
	United Kingdom	28%	2	16
	France	20%	3	5
	United Arab Emirates	17%	0	3
	Singapore	14%	2	4
	Saudi Arabia	11%	0	1

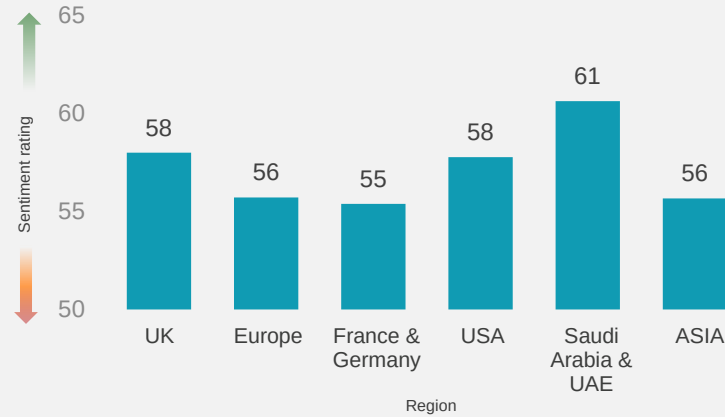
MANUFACTURER

PFIZER

Pfizer ranked fifth in media trust, with the highest amount of positive attributes, but the second highest amount of negative attributes.



REGIONAL SENTIMENT



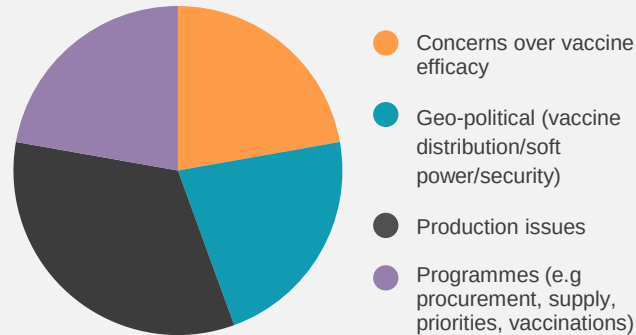
Middle eastern press was most positive towards Pfizer and featured Pfizer spokespeople in 18% of all articles mentioning the manufacturer.



LEADERSHIP

Pfizer's CEO Albert Bourla was quoted throughout the period, mainly in Europe and the US, discussing production and supply and allaying any qualms over how quickly the vaccine had been approved.

Much of his messaging focused on Pfizer's commitment to getting its vaccine shipped as quickly as possible to countries around the world: **"We have known since the beginning of this journey that patients are waiting, and we stand ready to ship vaccine doses as soon as potential authorizations will allow"** (Independent, UK; Wall Street Journal, USA).



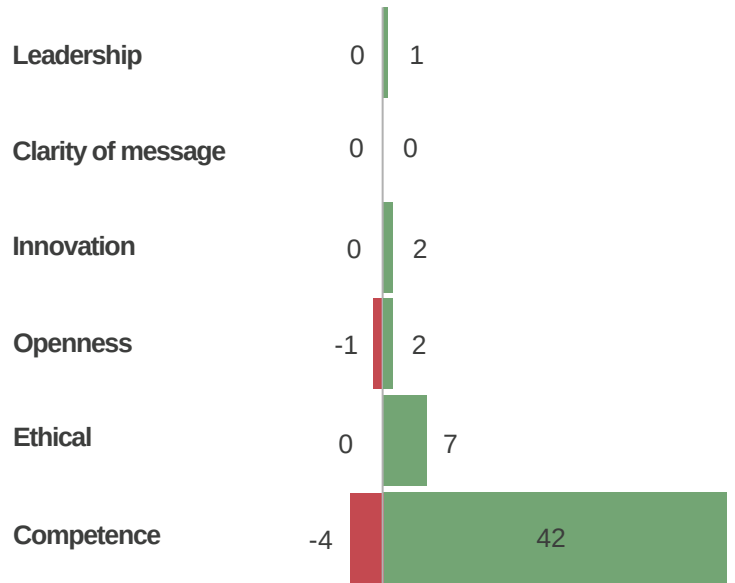
Albert Bourla was quoted most prolifically in the USA, giving equal attention to vaccine safety, distribution, production issues, and programs.

	Country	% of all coverage featuring positive trust attributes	No. of NEGATIVE trust attributes in coverage	No. of POSITIVE trust attributes in coverage
	Spain	49%	1	81
	United Arab Emirates	45%	0	40
	Germany	40%	11	28
	Portugal	36%	2	27
	Singapore	32%	14	57
	United States Of America	32%	20	225
	France	31%	9	50
	Saudi Arabia	30%	3	14
	United Kingdom	29%	22	127
	Italy	28%	3	54
	Malaysia	27%	4	29
	Hong Kong	20%	1	10

MANUFACTURER

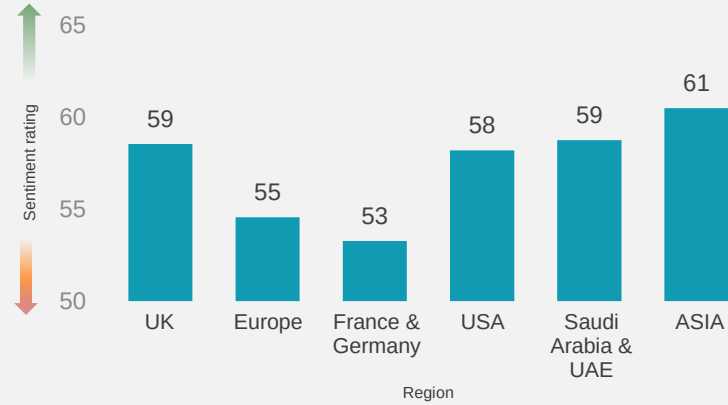
SINOPHARM

Sinopharm had the fourth highest trust score. Competence was the most discussed attribute.



Number of negative and positive references to attributes

REGIONAL SENTIMENT



Sinopharm was reported on less favourably in Europe than in the Middle East, UK, USA and Asia.

LEADERSHIP

There were two Sinopharm spokespeople quoted in our sample: China National Biotec Group Company (CNBG) Chairman Yang Xiaoming, and CNBG Vice President Zhang Yuntao. CNBG is a subsidiary of Sinopharm.

Yang was quoted on SCMP.com (Hong Kong) in January discussing the safety of the vaccine as it awaited trial results. He also commented on the initial rapid deployment of the

vaccine, which inoculated over 10 million people by January 5, and the manufacturer's aim to produce over a billion doses before the end of the year.

Zhang was later quoted in Reuters (USA) in March, discussing preliminary results of the vaccine's trials, showing "**pretty good neutralizing effects on variants found in Britain and South Africa**".



#3
92%
TRUST SCORE

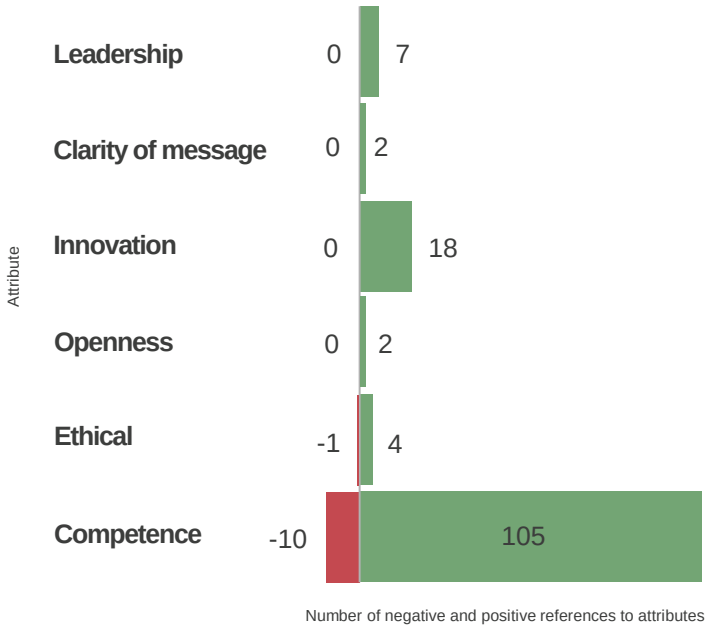
SINOPHARM

	Country	% of all coverage featuring positive trust attributes	No. of NEGATIVE trust attributes in coverage	No. of POSITIVE trust attributes in coverage
	Portugal	67%	0	2
	Hong Kong	60%	1	6
	France	46%	0	6
	Italy	38%	0	3
	Singapore	33%	0	6
	Saudi Arabia	31%	0	4
	United Arab Emirates	27%	0	7
	United States Of America	26%	2	10
	United Kingdom	24%	2	8
	Spain	17%	0	1
	Malaysia	10%	0	1
	Germany	0%	0	0

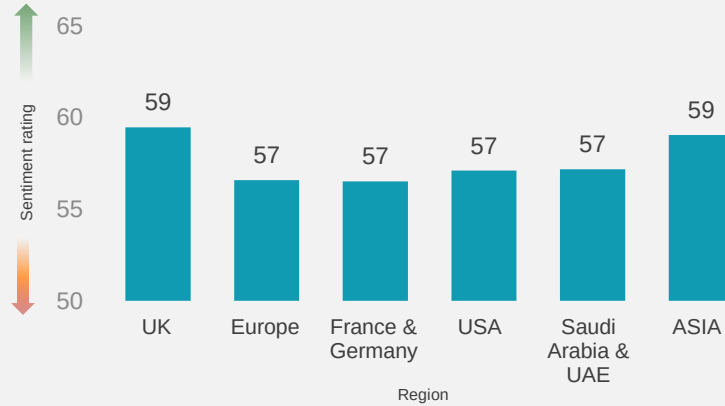
MANUFACTURER

JOHNSON & JOHNSON

J&J ranked highly for trust attributes across the global media landscape.

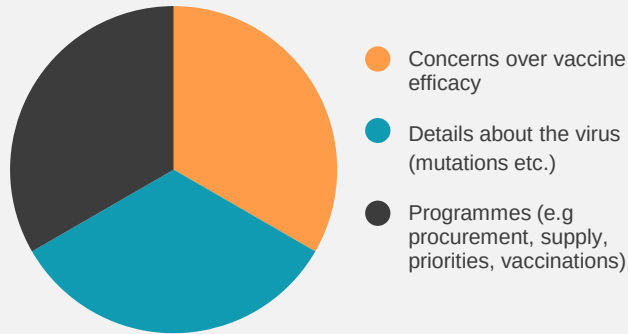


REGIONAL SENTIMENT



LEADERSHIP

Johnson & Johnson's CEO shared the spotlight with Chief Scientific Officer Paul Stoffels. Stoffels was the company's most quoted leader commenting on the efficacy of the single-shot vaccine and its distribution following approval. Johnson &



#2
93%
TRUST SCORE

Johnson and Johnson was evenly positioned across global media, slightly more positive in the UK & Asia.



Johnson's CEO Alex Gorsky was quoted commenting on the objective of the vaccine long-term and how it will be effective in dealing with new strains in the future.

Johnson & Johnson's CEO Alex Gorsky was frequently quoted commenting on the effectiveness of the vaccine long-term, especially in dealing with new future strains.

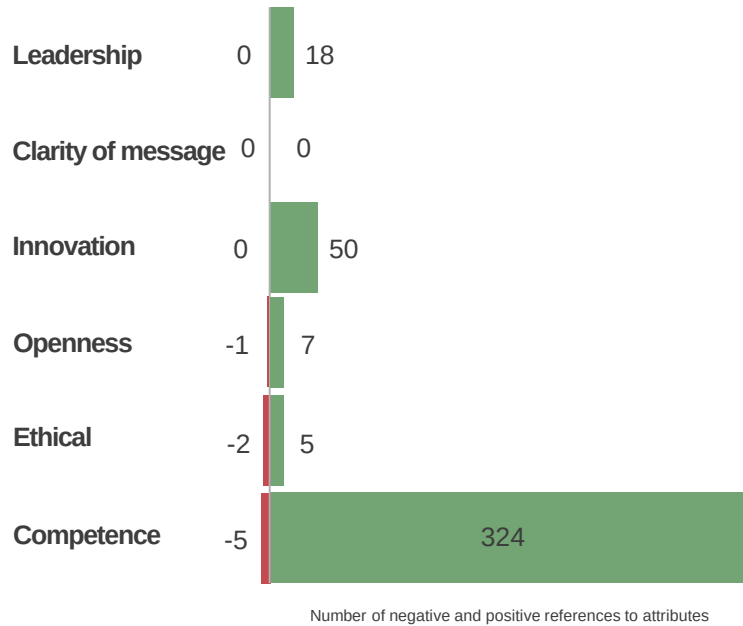
JOHNSON & JOHNSON

	Country	% of all coverage featuring positive trust attributes	No. of NEGATIVE trust attributes in coverage	No. of POSITIVE trust attributes in coverage
	Hong Kong	67%	0	2
	Saudi Arabia	60%	0	3
	United Arab Emirates	47%	0	7
	Malaysia	39%	0	9
	United Kingdom	38%	0	34
	France	30%	0	9
	Spain	29%	0	7
	United States Of America	27%	10	54
	Portugal	25%	0	4
	Italy	16%	0	5
	Singapore	13%	1	4
	Germany	0%	0	0

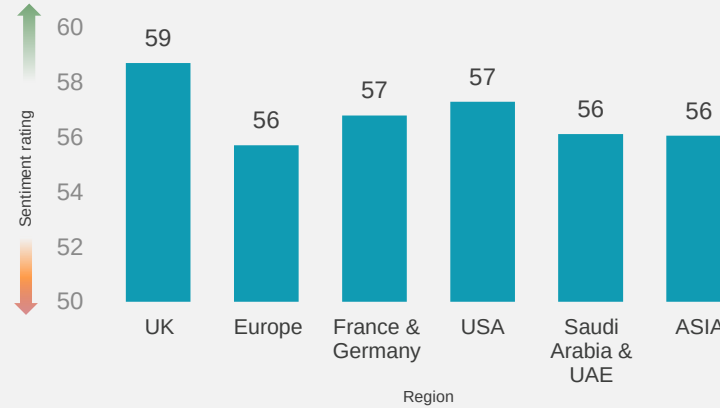
MANUFACTURER

MODERNA

Moderna ranked highest among vaccine manufacturers for trust attributes, with nearly all mentions of trust attributes being positive.



REGIONAL SENTIMENT



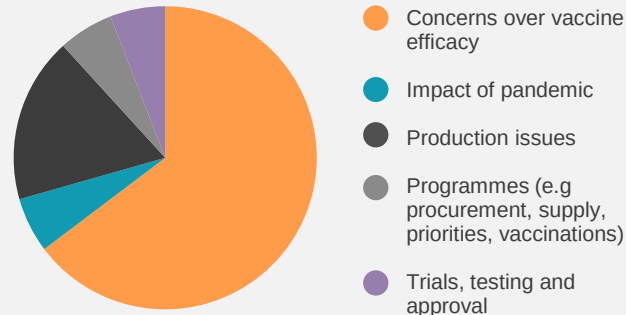
UK press was most positive towards Moderna across the regions and was most likely to feature a Moderna spokesperson.



LEADERSHIP

Stéphane Bancel, Moderna CEO, was the most quoted senior leader of a vaccine manufacturer. He was primarily quoted in December and January, as the company's vaccine was approved and hundreds of millions of doses were purchased by the US

government. His quotes emphasized the efficacy of the vaccine on new variants, called out the role that Moderna has played in the global crisis, and expressed confidence in his team's ability to meet demand.



Stéphane Bancel focused his commentary on concerns over vaccine efficacy and was most prolifically quoted in UK media.

#1
98%
TRUST SCORE

MODERNA

	Country	% of all coverage featuring positive trust attributes	No. of NEGATIVE trust attributes in coverage	No. of POSITIVE trust attributes in coverage
	Spain	45%	0	47
	Singapore	38%	1	41
	France	36%	0	32
	Malaysia	32%	0	12
	Saudi Arabia	32%	0	6
	United Kingdom	32%	2	65
	Italy	30%	0	31
	Germany	29%	2	14
	United Arab Emirates	29%	0	10
	United States Of America	29%	3	133
	Hong Kong	26%	0	5
	Portugal	26%	0	11

TRUST IN COVID-19 VACCINES

METHODOLOGY



METHODOLOGY

About this report

This report examines how the mainstream media across 12 distinct countries portrayed the adoption and roll-out of COVID-19 vaccines in the critical four-month period between December 2020 and April 2021. It looks to identify factors which may have contributed towards public trust and willingness to participate in the vaccine program. In addition, it looks at the media performance of the main vaccine manufacturers, comparing and contrasting the topics and issues that drove their coverage.

To do this, CARMA International sourced thousands of clips before selecting a representative sample of 4,000 which were then human reviewed, researched and coded. The research and analysis coding covered a range of topics and criteria including sentiment, vaccine manufacturer, trust attributes, commentators and influencers, and the use of emotive language within headlines. The time period covered by the insight data is December 1 2020 to March 31 2021.

CARMA's 'Favorability Rating' is based on CARMA's proprietary methodology for assessing the favorability of an article (in this case towards the notion of 'COVID vaccines are safe and desirable'). To gauge the potential impact of media coverage, results were compared to publicly accessible market research data, including public opinion surveys and Google search trends, to place them in context of the real-world impact of communication.

CONTENT

- Online content, sourced via CARMA's proprietary technology which crawls websites across the globe capturing news as it happens
- Top tier outlets (approx. 15-20 titles per market) identified by CARMA's global team of media experts based on reach as well as influence and trust within each market
- Countries included for coding, some of which are grouped into regions for analysis:
 - USA
 - UK
 - France
 - Germany
 - Spain
 - Portugal
 - Italy
 - UAE
 - Saudi Arabia
 - Malaysia
 - Singapore
 - Hong Kong
- Where 'Europe' is referenced, it relates to the grouping of coverage from Italy, Spain, France, Portugal and Germany.
- Where 'Asia' is referenced, it relates to grouping of coverage from Hong Kong, Malaysia and Singapore.

Monitor
what matters.

Measure what's
meaningful.

Demonstrate
the value of PR.

CARMA is the world's most experienced media intelligence service provider. Established in 1984, CARMA has grown today to work with over 3,500 brands and organizations across the world.

We help our clients use media intelligence to navigate and understand the disrupted media landscape, operate strategically, and demonstrate success with industry-leading media monitoring and communications evaluation programs. CARMA blends expert technologies, powering real-time data insights, with a global team of experienced PR measurement consultants.

With 450+ staff across five continents, CARMA's unparalleled experience, expertise and client service makes it the first-choice media intelligence provider for any organization looking to understand the media and refine and prove the value of their public relations.

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Alternatively, complete this [contact form](#) and one of our media intelligence experts will be in touch

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