

Dear All

Vaccination is in the news everywhere. People getting vaccinated, countries short of vaccination etc. Whenever behavior is key, marketers and incentives cannot be far behind. My learning note this week is on vaccine incentives:

1. America is fully on the path to normalcy like pre Covid levels. Nearly 60 % of Americans have taken at least one jab. California is going to do away with all covid restrictions in two-week's time. Santa Monica pier opened this week and there was a huge crowd there.
2. Restaurants are struggling to get workers back as many of them have left the cities because of high costs and low income.
3. Paris hosted the first rock show with proper testing before the show.
4. Before the vaccine was available, 25 % of Americans said they will not take a vaccine irrespective of what happens to them. Numbers were not this high but the same sentiment was true in Europe, Asia etc.
5. Whenever we have seen such dogma from consumers, society has offered incentives and these have worked over a hundred years. The Covid situation is no exception. I am signaling the innovations in incentives in this note.
6. Shake shack in New York is giving away one free crinkle cut fries to anyone who gets a vaccine till June 12.
7. New York City is giving one week of free public transport rides if you get your vaccine done in a NY city subway station. They are offering free tickets to NYC AQUARIUM, Lincoln Centre, NYC ferry.
8. United airlines in the US is asking all passengers who have taken two c=vaccines shots to enter a sweepstakes and lucky winners will get free flights for a year.
9. Krispy Kreme is giving free donuts if you vaccinate. They are giving one donut free per day for the whole year f you show your vaccination card.
10. Ledo Pizza from Annapolis is offering the first 10,000 vaccinated people who come to their outlet some free pizzas. Budweiser is doing the same for 10,000 people.
11. Ohio Governor Mike De Wine is offering vaccinated people a chance to win a \$1 mln lottery and full ride college sponsorships. Honk Kong is offering an apartment as a lottery for people who get vaccinated and enter their details!
12. Alabama residents who get vaccinated will get to take two laps around the famed racetrack in their own car.
13. The super bowl is giving away 50 free tickets to people who are vaccinated and who are willing to say why they got vaccinated.
14. McDonalds has tied up with the White House to promote We can Do This across all their cups, stores etc.
15. India is not far behind, here is an ad from Lalit Hotel for a cheaper room if you get vaccinated.

GET VACCINATED & REST WITH US!

Experience 1: **INR 3500 AI**

Inclusions:

Rates inclusive of room for 3-4 hrs |
Set menu meal inclusive

Experience 2: **INR 5000 AI / Night**

Inclusions:

Rates inclusive of room for over - night stay |
Set menu (Breakfast/ Lunch/ Dinner)

Terms and Conditions: Rates and room experience applicable on the day of vaccination | Rates applicable for single and double occupancy | Valid Vaccination Certificate required to avail the above experience.

Contact us : 90044 96910

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Some people see it as an irony that some countries have vaccine shortage and some are promoting massively to get people vaccinated with all kinds of offers. The offers are needed because lawmakers recognise that only a 100 % vaccinated city will be truly safe and all the marketing efforts are worth going for that goal.

Feedback welcome

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