

## THE ROLE OF MUSIC IN PUBLIC HEALTH SERVICES COMMUNICATIONS: a case study on vaccination against covid-19 in Brazil

O PAPEL DA MÚSICA EM COMUNICAÇÕES DE SERVIÇOS PÚBLICOS DE SAÚDE: um estudo de caso sobre a vacinação contra o covid-19 no Brasil

EL PAPEL DE LA MÚSICA EN LAS COMUNICACIONES DE LOS SERVICIOS DE SALUD PÚBLICA: un estudio de caso sobre la vacunación contra el covid-19 en Brasil

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### ABSTRACT:

This study aimed to examine the role of music in public service communications directed at health vaccination COVID-19 in Brazil in the perception of advertising receptors. Content analysis of cultural texts from official social networks and manifestations of society and semi-structured interviews with residents of each region of the country were carried out. Music was highlighted as an effective tool for advertising public health services, influencing Brazilians of different ages, facilitating the transmission of the message, fighting fear and misinformation.

**KEYWORDS:** Public health; Government publicity; Music advertising; Vaccination; Covid-19.

## Introduction

On March 11, 2020, WHO announced that COVID-19 had become a pandemic (PAHO, 2020). The pace of the world has changed and provided the molds of a crisis that can bring economic impacts greater than the crisis of 29 (GASQUE et al., 2020). The mental health of the world population, essential for the effectiveness of prevention methods (SILVA, SANTOS, 2020), was shaken during this period. In Latin America, inequalities have intensified and, despite the launch of short-term emergency policies, the possibility of recovery in these countries is fragile. In some countries, the worsening of external debt, dependency and vulnerability persists. Others, such as Brazil and Mexico, have been destabilized by the lack of coordination in actions (MONTENEGRO et al., 2020).

In view of this, the observation of the slow progress of vaccination around the world (ILO, 2021), and the fear that accompanied people in the period (ROUBICEK, 2021), changes need to be installed. In this context, taking into consideration the impact of

music in promoting transformations (FERNANDES, TASSO, FERNANDES, 2014; SANTOS; MOREIRA, 2014; RENNER, 2018; MATTOS, SANTOS, 2020), the main objective of this research is to analyze the role of music in the communications of public health services aimed at vaccination against COVID-19 in Brazil in the perception of advertising recipients. The secondary objective is to analyze the marketing tools used by the federal government in the vaccination campaign against COVID-19 in Brazil. Following the recommendations of Yin (2001), these questions were asked to be answered at the end of the research:

1. Was the song present only in secondary format, for setting in public communication aiming at vaccination against COVID-19 in Brazil?
2. Didn't music play a significant role in public communication aimed at vaccination against COVID-19 in Brazil?
3. Did the music impact the population and unite it, and could it influence vaccination?
4. Has the adaptation of the song's lyrics making direct reference to vaccination increased the impact of the song on vaccination against COVID-19 in Brazil?

Musical constructions have influenced Brazilian history and daily life. Their power in society's reflection and action, through its rhythms, lyrics and messages, becomes perceptible when events, that they scrutinize and their results, are observed. Convocations, mobilizations, methanoias, changes (SABRA, 2018). Santos and Moreira (2014) reiterate its importance when saying that "the strong presence and influence of music in society, from the beginnings of humanity to the present day, is undeniable" (p. 108). The ability of music to influence people in their behavior, through emotions, can bring the transformation sought for the well-being of society (SANTOS, MOREIRA, 2014). It attracts the attention of the citizen-consumer and conveys its message, even when he does not like the music used (FERNANDES, TASSO, FERNANDES, 2014).

Ferreira et al. (2012), Coutinho da Silva and Mazzon (2016) speak of the need to use social marketing in the Brazilian public sector to contribute to solving problems faced in the area, from planning to control of public policies. There is recognition of this need and application in Brazil in the state of Alagoas, using social marketing on social networks, for transparency, combating fake news and bringing people closer, due to social distance, with great participatory return (LIMA, et al, 2021 ). Also as a form of resistance to the propaganda made by the president of the country against public health, denying the seriousness of the pandemic, its virus and exaltation of scientifically unproven medicines (SANTOS, 2020).

In this perspective, we seek to bring a study to fill gaps in the theoretical scope, bringing advances to the area of social marketing integrated with music and its application. Knowing about the impact of music integrated to the foundations of Marketing by society, and using it in favor of the Public Administration, one can collaborate, for example, to bring society and the State closer together, optimize efforts, producing powerful legacies for the population in their health. Then, using musical productions as an instrument for public service publicity, in the case of COVID-19 in Brazil, due to its influence and positive stimulus, it can be considered an improvement in the search for the quality of life of the individual in society, aiming vaccination, in this context, in the country.

## **Theoretical Reference**

### **Integrated social marketing**

Integrated social marketing is the union between tools from the private sphere and different areas of knowledge for the benefit of the consumer, the citizen. This combination has been underused in the public sector due to the hesitation in absorbing products with an essentially business bias - because of their originally profitable purpose, as highlighted by Ferreira et al. (2012). However, for the maintenance of citizens' rights, for access to the best service (BRASIL, 1988, art. 37), this prejudice needs to be abandoned and private management resources, such as a marketing tool, must be adapted and incorporated (FERREIRA et al. ., 2012).

After all, social marketing is configured as an adequate approach to health promotion, through the promotion and prevention in a more optimized way, "since it works from the perspective of health rather than disease" (p. 174). This point is attractive in view of the current Brazilian economic situation and the situation in the health sector. The adoption of this method implies an improvement in the quality of services that have been ineffective, a possible exit of the dissatisfaction of the target audience, due to their change in behavior. It is, therefore, "an investment that will allow managers to help the population more efficiently and effectively to change habits or lifestyles that compromise well-being" (COUTINHO DA SILVA and MAZZON, 2016, p. 165).

### **Citizen as a consumer of advertising campaigns**

In Brazil, where there is a lack of mediation (political, legislative, regulatory) between advertising campaign producers and consumers, this provoked dissatisfaction - mentioned before - has generated a reaction from consumer-receivers on social networks. Such a position of recipient-citizens requires greater care from suppliers

(PIEDRAS, 2011). Ramazzotti, Stefano and Morozini (2020) observe that citizens are “more aware and participative, involved with their community, seeking local improvement, thus contributing to development” (p. 22). Consequently, studying their behavior and decisions regarding advertising work is important to define how to act and stimulate the citizen in a precise and coherent way.

And, even though it is not easy, it is necessary to cover the variety of niches involved in the health area (SCHWARTZ, 2015). Individual preferences interfere in decision making and advertising can be instrumental in instigating and persuading. The “consumer is attracted to advertising; advertising can influence consumer behavior” (p. 56), and, in this way, this is achieved by the organization that sought it, thus achieving goals. This was seen in an impact survey of a car advertisement, when it was found that an adverse condition influenced purchase decisions. The musical piece caused irritation due to the way the sound was used, but, even so, it attracted attention to the commercial that highlighted the characteristics of the item (FERNANDES; TASSO; FERNANDES, 2014).

This eccentric situation is repeated in Grencho (2010), in contrast to Coutinho da Silva and Mazzon (2016). These condemn the use of negative images in educational works, but Grencho (2010) points out that there is greater notoriety in productions with negative emotional appeals. When presenting a public advertisement about tourism and one for the reduction of accidents on the roads, he realized that the advertising work created to change or induce behaviors that uses emotional resources is more remembered by citizens. When this is aggravated by the negative effects of a certain positioning or behavior, the result is high. This is one of the necessary points for the citizen to remember the message prepared to lead him/her in a change of attitude and for the campaign to be successful. However, this still does not occur without the work being perceived by the subject as highly effective. As noted, perceived effectiveness is not equal to effective effectiveness, since groups can be reached, but not the target audience sought (GRENCHO, 2010).

### **Use of sound stimulus in marketing**

Sound backgrounds in political campaigns, musical effects in children's advertisements, ambient sound in stores. Sound stimuli, strategically used in marketing, have been increasingly present today, with persuasive potential over people (RENNER, 2018). The jingle, according to Mattos and Santos (2020), as an audio tool, is present in the history of advertising in Brazil, “eternalizing moments” (p. 14). And this interaction between sound and musically stimulated mental images generate experiences that

promote empathy between customer and brand, which, consequently, result in remembering and an attitude of observance (FLÓREZ, 2020).

Considering the uses and impacts of sound stimuli, Santos and Moreira (2014) were able to visualize the manifestation of emotional triggers when administering an advertisement in the health area by means of a focus group. It was possible to observe a certain assimilation and conservation of the message transmitted, by the selected sample. The piece consisted of images of healthy people, of different ages, in activity, literate music, with lines like "Life is so simple", and right at the end. Despite the reported challenges to reach people, who, over time, have become more critical of the information they receive, it was seen that music favors closer contact with the consumer both by physical and psychological effects, in movements following the rhythmic arrangement, reported mental imagery and recalling good memories, respectively.

Rey (2019) highlights that popular music, accompanied by a sound logo, can create a sound identity, and, as it is sung, it helps more in memorizing the past message. In his experiment, telephone advertising was used, with diversity in terms of music, narrative and sound logo (Table 1). Comparing the different versions and after analysis of variance and logistic regression, it was found that without locution and sonorous logo at the end of the song, that is, without music support, there was no significant difference between this song being only instrumental or an international original music. Adding to the overall results, it is noteworthy that the groups exposed to the original musical versions of the commercial - music and voiceover -, with or without a sound logo, achieved the best identification with the brand. It was found, therefore, that popular music, both instrumental (background) and sung (foreground) helped in the notoriety and resulted in the memorization of the message, with a statistically significant brand recall due to the presence of a sound logo (68.4% of the sample ), and, consequently, the creation of a sound identity in potential users (REY, 2019).

**Table 1.** Results of sound experiments

Author	Year	Objective	Empirical Part	Results
SANTOS; MOREIRA	2014	Observe the musical effect in the advertising speech in the memory, as it is an emotional factor of approximation and persuasion of the consumer.	Music video advertisement with logo in focus group, using a semi-structured questionnaire.	Songs emotionally influence and persuade to generate potential attitudes.
RENNER	2018	Check the impact of musical congruence in musical advertisements.	Musical audio-advertisements with variances between plan, voiceover and logo, using a semi-structured questionnaire before and after exposure to playlists.	Congruent songs or not, they do not impact differently on the memorization of transmitted information.
REY	2019	Check the effect of the music advertising in notoriety of the message.	Musical video advertisements with variances between plan, voiceover and sound logo, using structured questionnaires.	Popular music with a sonorous logo produces greater notoriety, memorization and attitude.

Source: Prepared by the author based on SANTOS and MOREIRA (2014), RENNER (2018) and REY (2019).

## Methodology

This research was structured as a single case study (Yin, 2001) and was carried out in 3 stages: (1) identification and analysis of public government documents about the vaccination campaign, (2) survey and analysis of the impact of publications with the use of pro-vaccination music, (3) semi-structured interview with residents from different regions of Brazil about pro-vaccination music publicity. They take place in an exploratory way, aiming to group knowledge in order to systematize the content. A posteriori, the research becomes explanatory, aiming to clarify how musical manifestations occur in vaccination campaigns for the Brazilian population, in order to increase its use.

In step 1, public documents from the Brazilian government were gathered in publications that provide information on the vaccination campaign against COVID-19. They present data, as guidelines, in a movement to promote vaccination against the virus for society, encouraging their adherence. In step 2, productions that use music as an instrument for pro-vaccination advertising in combating COVID-19 are analyzed. They bring elements related to vaccination against the virus and use music in the foreground or background to promote it to society, encouraging its adherence. Both stages were conducted between February 2020, as it is the month of registration of the first case in Brazil, and March 2021.

For stage 3, subjects from the Brazilian population from different regions were selected, forming a convenience sample, in view of the restriction of access to people provided by the pandemic, to obtain an overview of the Brazilian opinion on the pro-vaccination musical publicity in combating the disease, by selecting residents from the North, Northeast, Midwest, Southeast and South regions of Brazil (Table 2). They are characterized by: age from 18 years old, active users on social networks such as Instagram and Youtube, had access to some promotional material for vaccination against COVID-19, on television or the internet and residents of one of the 5 regions of Brazil.

**Table 2.** Selected Subjects

<b>Interviewee</b>	<b>Age</b>	<b>Region of Brazil</b>	<b>Profile</b>
1	25	Midwest	Woman
2	35	Northeast	Woman
3	24	Southeast	Woman
4	22	South	Woman
5	19	Midwest	Man
6	21	North	Man
7	20	Southeast	Woman

Source: Prepared by the author

Steps 1 and 2 were performed by manual collection on Instagram social network pages. The first refers to the pages of the Ministry of Health (MINISTÉRIO DA SAÚDE, 2021a) and the Federal Government (GOVERNO DO BRASIL, 2021) and the second with the help of key hashtags in the application's search tool ("#hitdavacina", "#vacinabutantan", "#zégotinha", "#BumBumTanTan", "#campanhadevacinação", "#coronovac"). In step 3, based on the bibliographic findings and results of the first two steps, semi-structured online interviews (see questions in Table 3) were carried out, via audio through the multiplatform message application WhatsApp. This is because it offers greater accessibility, taking into account connection problems, and because the structure allows audio without time limit. Before the interview, the script was tested and, during the actual conduct of the interviews, videos of the Federal Government Vaccination Campaign (MINISTÉRIO DA SAÚDE, 2021b) and of the Mc (Master of Ceremony) Fiotti (CANAL KONDZILLA, 2021) were used for setting in the context sought in the interview. Data from the stages were treated through content analysis and at each stage the data

were pre-analyzed to be organized, categorized, interpreted and confronted with existing findings.

**Table 3.** Interview script

Author	Premise	Question
Results of the first two steps.	It is important to know prior knowledge about the campaign.	What do you know about the national Covid-19 vaccination campaign?
Results of the first two steps.	It is important to know which communication tools reached the target audience.	What other forms of communication have you seen regarding the vaccine?
Results of the first two steps.	Most forms of communication are not concerned with accessibility.	Did you notice any form of accessibility in these publications?
Results of the first two steps.	Fake news is a big influencer nowadays.	Have you had contact with any of the shared fake news? Which are? Did you end up sharing them?
Results of the first two steps.	It is important to know the prior contact with the communication.	Have you ever watched these videos before?
Results of the first two steps.	It is important to know the perception of the receiver on the content.	What would you like to highlight about your content?
Results of the first two steps.	Reliability of content transmitted via music.	Based on the information conveyed in the song about the vaccine, do you trust what was broadcast?
COUTINHO DA SILVA & MAZZON (2016); GRENCHO (2010)	The incorrect transmission of the benefits of the change contributes to non-adherence.	It is understood that these videos properly convey the benefits of joining the vaccination campaign?
FLÓREZ (2020)	The interaction between sound and image encourages remembrance and an attitude of observance.	Do you believe that music contributed to help your memory?
REY (2019)	Popular music with a sound logo can create a sound identity. Sung or not, it helps memorize the message.	In your opinion, did the music impact the population and united them in support of the vaccine and could it influence the vaccination?
SANTOS; MOREIRA (2014)	The music reaches the memory to be an emotional factor approach and consumer persuasion.	Based on the information provided, are you convinced to adhere to vaccination against COVID-19?

Source: Prepared by the author based on COUTINHO DA SILVA AND MAZZON (2016), GRENCHO (2010), FLÓREZ (2020), REY (2019) and SANTOS and MOREIRA (2014).

### The case

Coronavirus had a new agent discovered in China, with cases registered on December 31, 2019. Officially named SARS-CoV-2 had its first case record in Brazil on February 26, 2020, in São Paulo (OLIVEIRA, BORGES, BEDINELLI, 2021). The whole of Brazil had to face the syndrome and, at the same time, listen to statements by the President of the Republic, Jair Bolsonaro, who underestimated the impacts of the new Coronavirus pandemic. He used terms like hysteria and fantasy when talking about the reaction of the population and the press. Freshness and "mimimi", referring to isolation.

When the moment showed signs of an increase in the curve, it was called the 'end of pandemic'. He said that the destructive power of the virus was overstated, that Brazilians are not subject to the infection, and he contested the effectiveness of the Coronavac vaccine, already approved by Anvisa (National Health Surveillance Agency). The newspaper Folha de São Paulo called this posture "confronting the protection measures" (ARCANJO, 2021), which reflects the impact of the actions.

Such positions and political speeches that used economic and ideological issues, brought scientifically unproven opinions, discredited the word of health authorities and shook adherence to validated recommendations in the area, began to be fought with WhatsApp audios, photos and short videos produced by Brazilian scientists and artists. The effort was to convince the population, in a simple and direct way, bypassing the lack of government initiative, to get vaccinated. We even used Zé Gotinha, a character present in the Brazilian imagination, to attract attention to the messages transmitted (BETIM, 2021).

Based on this proposal, the depreciation of immunizing agents, encouraged by the president, was dealt with musical remedy in return. Several musical initiatives by institutions, social movements and individuals, followed by the government (MINISTÉRIO DA SAÚDE, 2021b), were carried out. Among these, videos by artists were published highlighting the importance of getting vaccinated and the recognition of the Butantan Institute in the tests of the Chinese Sinovac vaccine in Brazil. The Bahia Symphony Orchestra created a new version of the funk "Bum bum tam tam" with pro-vaccination lyrics and Mc Fiotti himself recorded a new clip with lyrics adapted from his song on the premises of the Institute (BETIM, 2021). All this while,

## **Results Analysis**

### **Path of the vaccination campaign: incentive to research and vaccination**

The Ministry of Health organized its social media accounts to disseminate information through advertisements. This was seen in the Ministry profile on the Instagram social network, where it was joined with different tools and knowledge in order to reach the citizen, as Ferreira et al. (2012) advise. Since February 2, 2020, before registering a case on Brazilian soil, it has published data referring to Coronavirus, fighting *fake news* that pointed to remedies and solutions, calling on the population to share the truth.

Thus, using Private Marketing techniques in integrated social marketing (COUTINHO DA SILVA and MAZZON, 2016), even without the Covid-19 vaccine, the population was instructed to be vaccinated against the flu, to eliminate flu diagnosis,

follow prevention recommendations. It also transmitted this discourse regarding research and specialization, opening public calls for proposals for methods of prevention and control, diagnosis, treatment and vaccines, and offering courses for health professionals.

Trying to convey the idea that it would be in line with international pro-research and vaccination movements, seeking vaccines in several laboratories, the Ministry of Health exposed on the internet an image of encouraging vaccination, always clarifying headlines, with a type of post model to combat fake news. However, it is worth to emphasize, based on the exposed by the media and analysis of the responses to Covid-19 in Brazil, disparities were seen in these records. The speech disseminated by the government's official Instagram pages is not supported by the government's practice. Arcanjo (2021) points this out by citing statements by the president of the republic underestimating the impacts of the pandemic, which certainly did not encourage the population to adhere to vaccination.

In the eyes of the Ministry of Health and Government's Instagram page, everything pointed to overcome the moment, get back to normal, but it is worth noting that Interviewee 6 emphasized that "Brazil has never stopped". Those who needed to work to survive found a "knack" and continued. It was found that while some people updated themselves on social networks, others used the television, others the radio, and also sound cars, as the interviewees reported. The arrival of the data to the citizen was the crucial factor to help and encourage prevention, in accepting the guidelines.

After much selfless work by specialists, scientific research, efforts, agreements and international and national partnerships, portrayed even by the Ministry of Health publications on its Instagram, vaccines were discovered, approved and widely displayed on the official pages, always emphasizing equality and proportional distribution of vaccines throughout Brazil, based on the SUS (Unique Health Service) National Immunization Plan. All interviewees had this information fixed in their memory, due to exposure to the Government Vaccination Campaign, which was highlighted when asked. Some even mentioned this government direction several times in the interview, even without encouragement. According to Coutinho da Silva and Mazzon (2016), it is in this part of the promotion that it is possible to transmit the benefits, lead people to change, convert realities and indicators. However, the positive points of the importance of adherence to vaccination were not clear in the advertising pieces most broadcast on the networks, according to the results of Step 2, for the majority of the interviewees. Interviewee 1 believes that the side effects of the vaccine should be transmitted in order to reassure, pointing out the normal reactions to the vaccine. "My grandmother took it

and the next day she was feeling very bad; she started to get really scared," she said. It also reiterates that it should be an awareness campaign. Interviewees 4 and 5 agree that there should be more scientific disclosure to the population about vaccination. The last one adds that many were lost with so much information, sources, new nomenclatures.

### **Contact with different audiences by choosing the music**

The Ministry of Health's page sought to reach different audiences through its advertising piece formats. Standardized images for easy location of information, informative videos. However, being in the foreground or background, in audiovisual productions was the music. Unlike the Federal Government's Instagram page, where there were muted videos, sound effects were present in most Ministry posts.

"Music is magic", said Interviewee 6. Other interviewees pointed out, due to their exposure to the videos at the beginning of the interview, that the choice of music also directs and segments the target of information. "The proposal, despite being the same, to inform about the importance of the vaccine, was passed in a different way.", said Interviewee 1. According to Interviewee 4, the formality of the Government Vaccination Campaign video attracts older people, who probably watch television. This one also emphasizes that the music is "very focused on the working class". On the other hand, these two interviewees agree that the second video, from Mc Fioti's funk parody, is more jovial. Interviewee 4 reiterates that the video, on the premises of the Butantan Institute, was apparently made to be shared on the networks and propagate the idea. And that's exactly what happened, as seen in Step 2 of the research.

In addition to reposting clippings of the parody video, as many of the interviewees had their first contact with the video, several Brazilians made their versions for the parody, with the music in the foreground, dancing and celebrating the vaccination, dressing up a lab coat with the dance team, with crochet doll by Zé Gotinha, or re-recording the song playing various instruments, singing and editing. Mc Fioti's pro-vaccination parody, which claims to have been inspired by the Bahia Symphonic Orchestra's initiative, reached various categories and ages through social networks, provoking congratulations, including from the governor of São Paulo, João Doria, who called the musician.

Other Brazilians went further and made their hit to promote vaccination. Manoel Gomes, better known as the singer of "Caneta Azul", only with a home video, voice in the foreground and simple lyrics left a message for the population to be vaccinated and brought with him followers doing their dubbing versions with the audio of his video.

Others worked more carefully in their production and created complete lyrics in the country music rhythm of Brazilian music, with the participation of family and co-workers from the vaccination station.

Some interviewees liked the music of both videos, others liked the first piece more, others the second. "It's more interactive, right, because it's funk, a parody, something that stays in the mind", said Interviewee 7, regarding the second song. Interviewee 5 says that "the first gives a better view", while the second is "a meme, a funk". Thus, it is essential to study the consumer, their behavior and reactions to contact with advertising elements, such as music, to effectively encourage them to change, because, even though it is not easy, it is necessary to cover the population equally, mainly because it is a constitutional right (BRASIL, 1988; SCHWARTZ, 2015).

In this context, there is also the transmission of information through music to audiences with different reactions. While some interviewees and followers of the Ministry of Health and the Federal Government's pages were satisfied with the benefits and actions indicated, the projections made of vaccination for everyone, for example, in musical pieces, others called it illusion and even "total irony" (Interviewee 6). Interviewee 7 adds that "the best way for Brazilians is to be realistic". This singular paradox also exists between the works of Grencho (2010) and Coutinho da Silva and Mazzon (2016). While the first points to the need to show the negative consequences of refusing to change to educate, the second brings that negative emotional appeals do not educate, frighten, do not contribute to adherence to change.

### **Union of the nation?**

Besides "We are one Brazil. We are one nation" (freely translated from Portuguese) being sung by the chorus of advertisements from the Ministry of Health and the Federal Government, to be a slogan and motto for government actions, this was a frequent request from the population in the advertisements. With phrases like "Together we'll take care of each other", video pieces and images brought patriotic elements. This is visible from the choice of green, yellow, blue and white colors for the pieces, choice of cultural rhythms, images of Brazil, Brazilians in their miscegenation, showing different faces, bodies and accents, to the Brazilian flag being carried in the wind and speeches in pronouncements.

Such calling strategy was perceived and raised by the interviewees. Interviewee 1 points out that "a more social discourse, for the good of all" was included in the lyrics of the vaccination campaign song. Interviewee 6 points out that "in both videos there is an

exaltation of national values, in the first, of the Brazilian people, in the second, of a Brazilian Institute". However, in contrast to this message strongly conveyed by the analyzed Government, Ministry of Health and pro-vaccination manifestations, at least three contesting factors must be observed.

First, the discredit of the government and the public sector for interviewees. Interviewee 6 highlights that it is difficult for him, "as an individual, to trust this type of propagation", regardless of the government figure, he says that it is "something invasive". He concludes that "devoting some trust to these entities, for me, it's complicated to say the least. Relying on vaccines, on state proposals, even more loaded with propaganda, for me is something to always have a back foot". Thus, it is seen that the skepticism of the citizen customer in the government supplier interferes with the convincing process. It should be added that this respondent, who has already contracted Covid-19, is still not convinced to get vaccinated.

Second, despite the transmission of the idea of equality in the distribution of vaccines and their application to the population, skepticism in advertising, due to Brazilian social inequality, worsens the client's attitude towards adherence to change, caused by procedures in advertising. Interviewee 2 brings her distrust due to "all the problems we have". Interviewee 4 reiterates this position, stating "what leaves me on the back foot is the equal distribution of these vaccines in all regions." This emphasizes that certain regions of the country do not even have access to basic health, child vaccination already standardized.

Another factor that does not support the desired union of the nation is the non-inclusion of blind and deaf people, for example, in most publications from the period analyzed. In view of Government and Ministry of Health publications that conveyed information about vaccination, musically or not, less than half contained accessibility tools, such as the use of "#pracegover" (described by Interviewee 1 as "accessibility initiative in which describe the image in the photo"), Libras interpreter, caption (which even helps in the complete understanding of the message, according to Interviewee 4), narration. The popular demonstrations analyzed in Step 2 of the research do not use these tools and few interviewees came across with those inclusive materials. Interviewee 4 adds that she had contact with advertisements by students and teachers, but "unfortunately, there was no attempt to include deaf and blind people, etc". Schwartz (2015) points out that it is not an easy job, but necessary if the desire is to reach everyone equally.

Given what has been exposed, it is possible to infer that the media discourse of a

united nation is not considered coherent with what is seen in the practices of the Federal Government. Additionally, it was clear that interviewees who are skeptical about the vaccine continue to be distrustful. Some do not attribute it to the government, but others directly declare that it is "complicated" to trust.

### **Direct interaction with the population**

Updates on vaccination reached the population in a variety of ways. It was raised by interviewees that social networks, such as Instagram, adapted during the period of the pandemic. A specific tab was created to bring updates about Covid-19, such as questions regarding vaccination. According to other interviewees, newspapers, television and radio were also propagators of information about the vaccine against Coronavirus and spreading the idea of collectivity, as reported by Respondent 2. The vaccine is "as much to immunize yourself as to think about the next one", he said.

However, initiatives from Brazilians dominated the internet, acting strongly, with what they had in their hands, as propagators of information about Covid-19 and its vaccination. With some memes, simpler videos, others more edited and even musical, health professionals, artists, teachers, academic leagues and students in the health area, health institutions, among other citizens, on their own initiative, disseminated information and sought to fight fake news about the vaccine, for example, as highlighted by Interviewees. They used what they had in their hands, cell phones, internet, social networks, messaging apps, word of mouth, to, according to Interviewee 3, point out "people to get the vaccine. They were saying how important the vaccine is."

This evidences what Ramazzotti, Stefano and Morozini (2020) say about citizens being more participative and aware, concerned and involved with society in search of change. This paves the way for development and transformation, however, "unfortunately, we can't trust anything we read on the internet", as interviewed 4 said on the subject. Many took advantage of the atypical moment and camouflaged fake news in the midst of serious news, and, along with these, they were shared, reaching and worrying many Brazilians. Interviewees remembered, amidst laughs of disbelief, and resumed some of them, such as the "vaccine will turn you an alligator", "that the vaccine was causing thrombosis", that the "virus had been made in the laboratory, in China, that China had planned everything " (Interviewee 1), that smokers had greater immunity (Interviewee 6), that the "vaccine could cause serious illnesses, such as cancer" (Interviewee 7), or even about using Chloroquine and Ivermectin for prevention and that, remembered with a voice of indignation by Interviewee 4 that "nurses were pretending

they were giving vaccines”.

In fact, several websites that pretend to be serious, according to Interviewee 4, “spread wrong news; sometimes the intention is good, but it doesn't match reality”. As Piedras (2011) declares, Brazil lacks political, legislative and regulatory mediation for the relationship between content producers and their consumers. And so, in this environment of absence, after false news is planted in the minds of individuals in an unknown and uncertain context “no matter how much you say it doesn't work, which has been proven not to be effective, the person continues buying Ivermectin”, as vents Interviewee 4.

This provoked dissatisfaction and disorientation among citizens was evidently perceived by the government, which oriented its Instagram page of the Ministry of Health to combat fake news, a position of caution defended by Piedras (2011). Since the beginning of the pandemic, it has been citing through photos of videos, screenshots of messages sent in messaging apps, photo of posts, photo of recipes, false information and denouncing them, bringing clarifications. With this purpose in mind, a direct channel was created for the population to question the veracity of news before sharing it, on the WhatsApp messaging app, where citizens talked to a specialized government team. It was in this standardized format of publication that, with the title “Ministry of Health informs”, the population was informed that the headline, saying that the then Minister Eduardo Pazuello would have called the charge for the vaccine, an anxiety, it was out of context, that the Minister had not prohibited any servant from talking about Coronavac and that the schedule circulated in the messaging apps it was fake.

The immediate interaction through the songs published on social networks was approved by the people who interacted with the videos by commenting and editing versions and by the majority of the interviewees, with a high-reaching report and impact on population change, in favor of adherence to vaccination. This strengthens the vaccination idea and engages more people in the vaccination process, because they look at it with different eyes, through music. Interviewee 1 points out that “the funk one for sure” generated interaction and results. “I saw a lot of movement in the week that this song was released, so I believe that, yes, it favored the campaign”, she adds. Interviewee 4 supports this view and highlights that “if people see a funkeiro supporting the vaccination campaign; people are influenced by it”.

However, there were interviewees who did not agree with the form of interaction of the pieces exposed at the beginning of Step 3. Respondent 7 points out that he did not find the government campaign interactive, nor true, for propagating “something as

if we live in an organized country and that already we had an estimate of when everyone will be vaccinated, and that's not real." The latter emphasizes that it was an attempt at fantasy interaction and that "the best way for the Brazilian is to be realistic" in the interaction, stating that the parody was more realistic. Interviewee 6 says that it is very profound to say that there was an interaction, especially in the video recorded on Butantan Institute. This Interviewee even questioned what the visual meaning of this piece would be.

### **Music as a reminder of important information**

Although all the interviewees had not previously contacted the entire pieces to which they were exposed at the beginning of Step 3, some of them watched clippings of the video clip of the Parody Remix Bubutantan at the time of its release, due to the high sharing and creation of memes on social networks, everyone had a good memory of the elements brought in in the music, in the video, in the main message conveyed in each of the videos. The memory of this important information is what designates the success or failure of a campaign, according to Grencho (2010), and they were present throughout the course of the interviews in the minds of the interviewees, showing in their responses. Like others, Respondent 7, for example, he pointed out several times that the jingle (referring to the Government's Vaccination Campaign) reports that Brazil is moving towards vaccinating everyone. According to Mattos and Santos (2020), this information was 'eternalized' for him, due to the effective investment in bringing language closer to the feelings stimulated by music, which reverberated in consumer desires.

This conversation between music and images, both transmitted and mentally generated, provide identification between the citizen-customer and the supplier, according to Flórez (2020), and is transformed into remembrance and submission to change. This dialogue that results in change was also perceived in the responses of some interviewees. When they referred to the Vaccination Campaign video, the image of Brazilians being strong, in various situations, even in adversity, in different environments, was reported, together with the idea that the vaccine has arrived, everyone will be vaccinated and are ready to that. Interviewee 4 reiterates that it is well reinforced "in the music, even in the images, that this vaccine will reach different regions, even in the regions with the most difficult access, which would be, for example, the riverside dwellers in northern Brazil".

All interviewees were able to summarize the points of the main message of the musical pieces, even though they paid attention to the music. Rey (2019) corroborates

this result of Step 3, by arguing that popular music, together with a sound identification, can create a connection and help memorize the message when sung. This was verified in the interviewees' response referring to the slogan sung "We are a Brazil. We are one nation" and to its idea in many different ways, even without quoting it literally at the moment.

Not only the music, but the repetition of the songs and information in them was also a factor brought up by the interviewees. These pointed out that this contributed to the memorization of important information, as verified by the answers. Interviewee 1 reports that she remembers more of the information he repeats in the 'chorus' of funk. She points out that "the way the words were arranged in the musical rhythm did influence the issue of memorization". Interviewee 3 says that this musical organization helped in the music of the Vaccination Campaign, because "they mix the information with the musical rhythm". She goes on to say that "when you put a song in the campaign, it's easier for people to memorize what they want to convey." Interviewee 4 points out that "music helps a lot in memorization. It's something that we keep repeating in our minds". Interviewee 6 says that "the music excerpts will definitely stay in our minds". It is important to highlight that not always through empathy with a musical advertisement the individual memorizes the information and adheres to the change. As it is brought up in Fernandes, Tasso and Fernandes (2014), where car sales increased after a musical advertisement that caused irritation in the public, but attracted them to the product's attributes. This happened with Interviewee 2, who says that the songs of the pieces contributed to its memorization, although "I didn't like the second one, in any case it did contribute to memorizing".

The memory of the information, then, is also verified after contact with the music, being used in the change, in the adhesion to the suggested transformation. Many interactions on Instagram pages with the parody recorded at Instituto Butantan happened with the use of music being sung or played in the foreground by people going to get vaccinated, celebrating vaccination, celebrating having been vaccinated with health workers or family members. This connects the song in an emotional aspect in the memory of approximation and persuasion of others at the moment of adhesion. Conviction is gradual, through contact with information. Not all interviewees are yet convinced to get vaccinated. They say they are not convinced to adhere to vaccination because of the information provided.

#### **Music as an element of fighting fear**

"Messages are not targeted with content, they are targeted with fear." This

response from Respondent 6, regarding the advertising campaigns spread during the pandemic period, reflected the sentiment of many Brazilians, verified through restless inquiries in the comments on Instagram pages from the Ministry of Health and the Federal Government. The messages did not present a clear future, but, as highlighted by the interviewees, they only guided them to protect themselves, "take care so that you do not reach other people, always putting guilt and fear in the speaker's speeches", adds Interviewee 6.

Most interviewees report that it is for the scientific basis that they trust the content brought by the pieces to which they were exposed in Step 3, for the connection with competent bodies and for having a technical basis, highlighted by the music. The music of most Ministry of Health publications on its Instagram page had this well-being propagation function. Its information was often influenced by electronic music in the background, or by background music that simulated combat amidst government actions in combating Covid-19. Renner (2018) states that strategically using sound stimuli in marketing enhances the persuasive effect on people, guiding them to change, even if it is fear.

Santos and Moreira (2014) visualized a positive effect provoked in their research subjects through music written in a video with healthy people. Interviewees reported similar benefits attached to the music and its lyrics. Interviewee 6 argues that the pieces exposed in Step 3 present a different climate about the disease for the population. Interviewee 3 points out that the advertisement for the Vaccination Campaign says that there will be a vaccine for everyone, so as not to lose hope. Interviewee 2 indicates that the parody video informs that the vaccine will bring peace, cure. Interviewee 6 completes saying that both videos seek to convey a positive message, of confidence in the treatments. "It is an attempt to alleviate this dense feeling of fear, of hopelessness that the population finds in the face of this pandemic", he reiterates. Interviewee 6 also states that information spreads faster out of fear, but music leaves the message prettier, being spread by an artist, captivates people and influences them, even emotionally. It is noteworthy that it was possible to observe a certain break in the negative atmosphere of the context during the interview, due to the aspiration of the desirable future atmosphere provided by the change. Most of the interviewees, regarding the atmosphere of fear, from what was reported, described memory images and a direction for a positive scenario for those who adhere to the change (SANTOS; MOREIRA, 2014). Even a break with existing facts, as Interviewee 6 takes up again, when pointing out that music can serve to "correct some government failures", obscuring insecurity, for moments of security and hope for adherence to vaccines.

## Final Considerations

The main objective was to analyze the role of music in public health services communications aimed at vaccination against COVID-19 in Brazil in the perception of advertising recipients, and the research results brought applications for music in public social marketing. Music proved to be effective in bringing together different ages, summarized and fixed the idea that sought to be transmitted in the memory of citizens, while still addressing their fears. The role of music went beyond the transmission of the message and persuasion of citizens in communications in the case of vaccination against COVID-19, giving the information more humanity and interaction.

Taking into account the secondary objective, which was to analyze the marketing tools used by the federal government in the vaccination campaign against COVID-19 in Brazil, it was seen that literate music was little used, with more emphasis on background music. However, its use together with patriotic colors, standardized posts, with specific places for information, the use of links to find out more information, posts in combat against fake news, among others, brought feedback and dialogue with the population. It is noteworthy that all these forms of communication, published on the government's official Instagram pages, are undermined by others that contradict them, such as pronouncements, delays in the purchase of vaccines, chloroquine exaltation.

Using the content analysis technique, it was possible to answer the questions generated at the beginning of the research. Thus, in response to the first question, it was seen that the music took place not only in a secondary format for setting in public communication aiming at vaccination against COVID-19 in Brazil, but also in the foreground, with songs written for vaccination, sonic brand identity, spreading the message and contributing to adherence to vaccination. Responding to the second, it was seen that music played a significant role in public communication aimed at vaccination against COVID-19 in Brazil, and this statement was verified in the content analysis of the first two stages, observing the active way in which music was used by government publications, as well as in the third stage, by interviewees' responses bringing that with "a song in the campaign it is easier for people to memorize what they want to convey" (Interviewee 3). The answer to the third question was obtained in step 3, where it was stated that the music impacted the population and brought them together, possibly influencing vaccination. To answer the fourth question, it was seen that the adaptation of music making direct reference to vaccination increased the impact of music on vaccination against COVID-19 in Brazil, as it already uses a known and memorized rhythm, facilitating the transmission process, according to the interviewees.

According to the research results, the importance of this work for the academy is evidenced, as it emphasizes applications of music, together with Social Marketing, accentuating individual reactions in the face of the pandemic in the Brazilian population. Combating fear through music, access to different ages through the choice of music, transmission facilitated by the summary of the message, memorization through repetition were important evidences of the use of music. Likewise, it is worth highlighting the importance of bringing tools for the inclusion of groups, such as the blind, deaf, or others with a disability, in the transmission of information, which is often left out in the analyzed materials.

To advance the research agenda on the application of public social marketing integrated to music, it is recommended to carry out research in the field, to identify the most attractive musical style for Brazilians, which would therefore more easily attract them to the message.. Also, analyze changes in the public's perception and inclination to change, by replicating Step 3, with the pieces written at different paces and more repetition in the lyrics. Including, apply a questionnaire to verify differences in perception, persuasion and adherence to change through the message in a wider range of age groups, for greater understanding of the impact of music on the population, for social well-being. New research using the case study format with a focus on the COVID-19 vaccination campaign should be done, due to developments during the year 2021,

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**RESUMO:**

O presente estudo teve como objetivo principal analisar o papel da música nas comunicações de serviços públicos de saúde direcionadas à vacinação contra o COVID-19 no Brasil na percepção dos receptores da publicidade. Realizou-se análise de conteúdo de textos culturais de redes sociais oficiais e manifestações da sociedade e entrevistas semiestruturadas com moradores de cada região do país. Destacou-se a música como instrumento eficaz para publicidade de serviços públicos de saúde, influenciando brasileiros de diversas idades, facilitando a transmissão da mensagem, combatendo o medo e a desinformação.

**PALAVRAS-CHAVES:** Saúde Pública; Publicidade governamental; Publicidade musical; Vacinação; Covid-19.

**RESUMEN:**

El objetivo principal de este estudio fue analizar el papel de la música en comunicaciones de los servicios de salud pública destinadas a la vacunación contra COVID-19 en Brasil en la percepción de los destinatarios de publicidad. Se realizaron análisis de contenido de textos culturales de las redes sociales oficiales y manifestaciones de la sociedad y entrevistas semiestructuradas con residentes de cada región del país. La música se destacó como una herramienta eficaz para publicitar los servicios de salud pública, influir en los brasileños de diferentes edades, facilitar la transmisión del mensaje, combatir el miedo y la desinformación.

**PALABRAS-CLAVES:** Salud pública, Publicidad gubernamental; Publicidad musical; Inmunización; Covid-19.