

LINE, IVI put focus on importance of vaccination

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LINE to offer an Official Account to IVI to promote the importance of vaccines and vaccination



LINE Plus Corporation, the Korea-based subsidiary of LINE Corporation, has announced that it has signed a Memorandum of Understanding (MOU) with the International Vaccine Institute (IVI). Through this collaboration, LINE will leverage its reach as a global mobile platform to promote the use of vaccines and increase rates of immunization around the world, making a real impact on people's lives.

As a first initiative, LINE will provide an Official Account (OA) to IVI to help give LINE users better access to reliable information on infectious diseases and the usefulness of vaccines. The OA will be serviced in three languages – Indonesian, Thai, and English – and will start operating from April 24, in time for World Immunization Week (April 24-30), which promotes the use of vaccines to protect people of all ages against disease.

In addition to providing reliable, up-to-date information about the organization's vision and various programs that combat infectious diseases, IVI will engage local users in timely and relevant social media campaigns to promote access to vaccines and health equity. For World Immunization Week, IVI's OA will feature a video message from IVI Goodwill Ambassador Henry Lau explaining the role of vaccines in achieving the UN's global goals such as fighting poverty, promoting equality, and building safer communities.

Furthermore, a special animated sticker set for IVI, featuring LINE FRIENDS' BT21 characters in a series of health/medical-related settings, will be launched in the first half of the year. Revenue raised with the stickers will go toward funding IVI's immunization programs aimed at improving children's health, including those who live in Southeast Asia where some of LINE's core markets are included.