



REB Submission for Content

//Paid Content

Keywords:

1. covid
2. covid symptoms
3. covid tracker
4. covid treatment
5. sore throat
6. paxlovid
7. covid study
8. covid positive
9. positive covid test
10. covid research

Headlines:

1. "Join Our COVID-19 Study"
2. "Seeking COVID-19 Participants"
3. "Participate in At-Home Study"
4. "At-Home COVID-19 Study"
5. "COVID Treatment Research"
6. "Fight COVID with Us"
7. "Get Involved: Join Our Trial"
8. "Help Us Beat COVID"
9. "Join the Fight Against COVID"
10. "COVID-19 Research Study"
11. "Be a COVID Treatment Pioneer"
12. "Research Participants Needed"
13. "Vitalabs Clinic COVID Research"
14. "COVID Study. Get Compensated"

Description (for Facebook/Instagram):

1. "Get compensated up to \$120 for joining our COVID-19 treatment trial."
2. "Be compensated for your participation in our COVID-19 study."
3. "Join now and get compensated up to \$120 for your time."
4. "Participate and get compensated in our COVID research trial."
5. "Get compensated for helping us fight COVID-19. Enroll today."
6. "Be rewarded for your contribution. Get compensated up to \$120."
7. "Earn up to \$120 by participating in our COVID-19 treatment study."
8. "Don't miss out on compensation. Join our COVID research now."
9. "Join us and get compensated up to \$120. Enroll today."
10. "Your time is valuable. Get compensated in our COVID-19 study."

//Paid Content

Primary Text (Generic)

1. "Seeking COVID-positive individuals for a groundbreaking treatment study. Enroll today!"
2. "If you've tested positive for COVID, join our study to make a real difference. Learn more."
3. "If you're COVID positive you may be eligible to take part in a treatment study."
4. "Get access to personalized COVID-19 care while getting compensated. Contact Vitalabs."
5. "Help shape the future of COVID treatment and receive compensation. Contact Vitalabs."
6. "We're on a mission to find safe and effective COVID treatments. Contact Vitalabs Now!"
7. "Be part of our research to combat long-COVID. Find out how you can help."
8. "Join our COVID-19 study and receive compensation for your participation. Contact Vitalabs."
9. "Help Vitalabs prevent post-COVID conditions and improve recovery. Join our research now."
10. "Your participation can shape the future of COVID treatment. Get started today."
11. "Join a \$10 million research initiative to fight COVID-19. Learn more about our study."
12. "Vitalabs is partnering with organizations to evaluate COVID treatments. Join our study."
13. "Become a part of our COVID treatment trial and get compensated up to \$120. Enroll now."
14. "Are you COVID-19 Positive? Participate in our study and get compensated up to \$120."
15. "Vitalabs is seeking COVID positive participants to join an at-home treatment study."
16. "Join our research for safe and effective treatments with up to \$120 in compensation."
17. "Make a difference by enrolling in our COVID-19 study. Compensation provided."
18. "If you're COVID positive, join our treatment study and receive up to \$120 in compensation."
19. "Join our COVID-19 study. Get access to personalized COVID-19 care and be compensated up to \$120."

Primary Text (From the comfort of your own home)

1. "Seeking COVID-positive individuals to join an at-home treatment study. Enroll now and get compensated"
2. "If you're COVID-19 positive, join a study from the comfort of your home. Sign up and get compensated."
3. "Get compensated to combat COVID-19 from the comfort of your home. Sign up Today."
4. "Join our at-home COVID-19 study and receive up to \$120 compensation for your time."
5. "Your participation can shape the future of COVID treatment, all from the comfort of your home. Sign up Now!"
6. "Join an at-home COVID-19 treatment study and get compensated. Contact Vitalabs Now!"

Primary Text (For People Over 50 Years)

1. "Aged 50+ and COVID-positive? Join our study for individuals like you to get personalized COVID-19 care, and earn up to \$120 in compensation. Enroll today."
2. "If you're 50+ and have contracted COVID-19, join our COVID-19 study, receive \$30 for each follow-up, and help shape the future of treatment. Sign up now."

Primary Text (For People with Hypertension)

1. "If you have hypertension and are COVID-19 positive, your participation can make a difference. Join us to explore safe and effective treatments while receiving compensation. Enroll today."
2. "Hypertension and COVID-19 creates unique challenges. Join our study for personalized COVID-19 care, compensation, and a chance to help others. Sign up today."

//Paid Content

Primary Text (For People with Diabetes)

1. "Diabetes and COVID-19 can be a challenging combination. If you have diabetes, join our study to get personalized COVID-19 care, and earn compensation. Enroll now."
2. "Diabetes and COVID-19 can create complications. Join our study to get personalized COVID-19 care, compensation, and a chance to help others. Sign up today."

Primary Text (For People with Asthma)

1. "Asthma can complicate COVID-19. If you have asthma, join our COVID-19 treatment study. Compensation provided."
2. "Managing asthma alongside COVID-19 is tough. Join our study for to get personalized COVID-19 care, compensation, and a chance to help others. Sign up today."

Primary Text (For People with Chronic Obstructive Pulmonary Disease)

1. "COPD and COVID-19 can be a dangerous mix. Get access to personalized COVID-19 care and receive up to \$120 in compensation. Enroll now."
2. "COPD and COVID-19 creates unique challenges. Join our study and receive \$30 for each follow-up, and help contribute to long-COVID prevention research. Sign up now."

Primary Text (For People with Cancer)

1. "Dealing with cancer and COVID-19? Join our COVID-19 study for cancer patients. Protect your health, receive compensation, and make a difference. Enroll today."
2. "Cancer and COVID-19 create unique challenges. Join our study and receive \$30 for each follow-up, and help contribute to long-COVID prevention research. Sign up now."

Primary Text (For People with Ischemic Heart Disease)

1. "Ischemic heart disease and COVID-19 pose risks. Join our study to get access to personalized COVID-19 care, and earn up to \$120 compensation. Enroll today."
2. "Heart disease and COVID-19 creates unique challenges. Join our study and receive \$30 for each follow-up, and help contribute to long-COVID prevention research. Sign up now."

Call to Actions

- Sign up
- Enroll
- Contact us

URL

Vitalabs.clinic/covid-19

Channels

- Facebook
- Instagram
- Reddit
- Twitter
- Google

//Landing Page Content/Message Boards/Job Boards (e.g. Kijiji)

Join Our COVID-19 Treatment Trial!

Vitalabs is currently seeking participants who have tested positive for COVID-19 to join a groundbreaking COVID-19 treatment study.

Who Can Participate?

- Tested positive for COVID-19 with symptoms starting within the last 5 days
- Aged 18-49 with one or more chronic conditions
- Aged 50+ regardless of health status

How is the Study Performed?

1. After determining if you are eligible, you will be asked to take a COVID medication approved by Health Canada or follow public health advice for COVID.
2. You will be required to complete an online diary for 2 weeks (14 days) from the signup date.
3. Virtual follow-up appointments will occur on Days 21, 28, and 90, with one final check-in during week 36.

Will I Be Compensated?

Yes! You will receive \$30 after every virtual appointment, starting from enrollment, for a maximum payout of \$120 for 4 completed appointments.

About the Study

- Our goal is to identify safe, effective, affordable, and evidence-based medications to benefit the community.
- Help prevent post-COVID conditions or long-COVID, allowing people to have fewer symptoms and recover faster.
- Open to adults aged 18-49 with one or more chronic conditions and those aged 50+ regardless of health status, as long as they have tested positive for COVID-19 with symptoms starting within the last five days.
- Directly influence standards of care for COVID-19 infection in community settings in Canada and around the world.
- Supported by \$10 million in grants from the Canadian Institutes of Health Research, Health Canada, and the Public Health Agency of Canada.
- Collaborating with 30+ partner organizations, engaging diverse populations across Canada to evaluate the clinical and cost-effectiveness of medications for COVID-19.

To secure your spot in our COVID-19 Treatment Trial and be part of a vital research effort, contact us today!

//Organic Content (Facebook/Instagram)

1. Join Vitalabs in the fight against COVID-19! We're looking for participants to take part in a groundbreaking Treatment Trial. If you've tested positive and meet the criteria, learn how you can get involved today. #COVID19TreatmentTrial #VolunteersNeeded

2. Help Vitalabs shape the future of COVID-19 care. Learn about our research study and how you can contribute to this vital effort. Your experience can make a difference. #COVID19Research #ParticipantsNeeded

3. Have you recently tested positive for COVID-19? Join our Treatment Trial and receive compensation for your participation. Vitalabs is committed to finding safe and effective medications to benefit the community. Find out how you can get involved. #ClinicalTrial #COVIDTreatments

4. Your health matters! If you've tested positive for COVID-19 and meet the criteria, you can participate in our study and receive up to \$120 compensation for your time. Learn more about Vitalabs, our research, and how you can be part of it. #COVID19Research #ResearchOpportunity

5. Be part of a research effort supported by \$10 million in grants to improve COVID-19 care. Join our study and make a meaningful impact. Find out more about how you can participate. #ResearchOpportunity #COVID19Study

6. Vitalabs is collaborating with 30+ partner organizations to evaluate the clinical and cost-effectiveness of medications for COVID-19. Your participation can directly influence care standards. Learn more about our research and sign up today. #ParticipantsNeeded #COVID19Research

7. Your COVID-19 journey can help prevent post-COVID conditions and allow people to recover faster. Join our Treatment Trial and be a part of the solution. Find out how to get involved. #COVID19Research #ParticipantsNeeded

8. If you've recently tested positive for COVID-19, Vitalabs wants to hear from you. Share your journey with us, influence care standards, and be compensated up to \$120 for your time. Find out more about our COVID-19 Treatment Trial. #COVID19Research #ResearchImpact

9. Participants Needed!

Who are we looking for? Adults aged 18-49 with one or more chronic conditions or anyone over 50 who are COVID-19 positive.

What's the study about? Finding safe, effective medications for COVID-19.

Will I be compensated? Yes, compensation up to \$120 for your time.

How do I get involved? Contact Vitalabs.

#COVID19TreatmentTrial #ClinicalStudy

10. Vitalabs is dedicated to improving COVID-19 treatment and finding safe, effective medications. Be part of this journey with us. Find out how you can get involved in our research study. #COVID19Research #ParticipantsNeeded

11. COVID-19 Positive? Join our Treatment Trial, follow public health advice, complete an online diary, and get compensated for your time. Your participation can make a difference. Learn more about our research and sign up today. #COVIDResearch #ParticipantsNeeded #Vitalabs

12. Have you recently tested positive for COVID-19? Your experience can directly impact care standards. Join our study, influence the future of care, and earn \$120 for 4 visits. Sign up now to share your valuable insights. #COVID19Research #Vitalabs

//Organic Content (Facebook/Instagram)

13. COVID-19 positive participants needed. Your experience can shape the future of COVID care. Join our COVID-19 Treatment Trial and help improve treatment options. Learn more about our research and how you can participate. #BetterTreatment #COVID19Research #Vitalabs

14. If you're COVID-19 positive, don't miss the chance to make a difference in COVID-19 treatment. Join our study, follow public health advice, complete an online diary, and get compensated for your time. Your experience can have a lasting impact. Find out how to get involved. #ParticipantsNeeded #COVIDResearch

15. Vitalabs is seeking COVID-19 positive participants! Share your journey with us and get compensated up to \$120. Join our COVID-19 Treatment Trial now to contribute to our research. Learn more about the opportunity. #ResearchOpportunity #COVID19Research

16. Vitalabs is committed to finding safe and effective COVID-19 medications. Be a part of this mission! Find out how you can join our research study and make a meaningful impact. #ResearchOpportunity #COVID19Research

17. COVID-19 positive? You could be eligible to join a COVID-19 treatment trial and be compensated for your time. Discover how you can participate and help make a difference in the fight against COVID. #COVID19Research #Vitalabs

18. Be part of a mission to improve COVID-19 treatment. Join our study and learn how you can get involved in our COVID-19 Treatment Trial. Your participation can directly influence care standards. #COVID19 #ResearchOpportunity

19. Help us prevent long-COVID conditions and recover faster. Join a COVID-19 Treatment Trial from the comfort of your own home and make a meaningful impact. #COVID19 #HealthResearch

20. COVID-19 positive? Vitalabs is seeking participants to join a COVID-19 Treatment Trial. Contribute to the fight against the virus and get compensated. Find out how you can be a part of our research study. #COVID19 #ClinicalTrial

21. Are you COVID-19 positive? Join our study and help improve treatment options. Your participation can make a real difference. Learn more about our COVID-19 Treatment Trial. #COVID19 #ResearchImpact #Vitalabs

22. If you're COVID-19 positive, join our COVID-19 Treatment Trial and get compensated up to \$120. Help shape the future of COVID care and get compensated for your time. Sign up today to participate. #MakeAnImpact #COVID19TreatmentTrial

23. COVID-19 positive? Join a study seeking to help to improve COVID treatment care from the comfort of your own home. Compensation of up to \$120 available to eligible participants. Learn more. #COVID19Research #VolunteersNeeded

24.. (Condition Specific)

a. Are you aged 18-49 with a chronic condition such as hypertension or heart disease and have recently tested positive for COVID-19? You might be eligible to participate in our study. Find out more and be a part of something important.

#COVIDResearch #VolunteersNeeded

b. Are you aged 18-49 with a chronic condition such as asthma or COPD and have recently tested positive for COVID-19? You might be eligible to participate in our study. Find out more and be a part of something important. #COVIDResearch

#VolunteersNeeded

c. Are you aged 18-49 with a chronic condition such as diabetes and have recently tested positive for COVID-19? You might be eligible to participate in our study. Find out more and be a part of something important. #COVIDResearch

#VolunteersNeeded

d. Are you 50 years of age or older and have recently tested positive for COVID-19? You might be eligible to participate in our study. Find out more and be a part of something important. #COVIDResearch #VolunteersNeeded

//Paid Images

1:1 ratio

1080 x 1080 pixels

Asthma



//Paid Images

1:1 ratio

1080 x 1080 pixels

Cancer



//Paid Images

1:1 ratio

1080 x 1080 pixels

Chronic Obstructive Pulmonary Disease



//Paid Images

1:1 ratio

1080 x 1080 pixels

Diabetes



//Paid Images

1:1 ratio

1080 x 1080 pixels

Generic

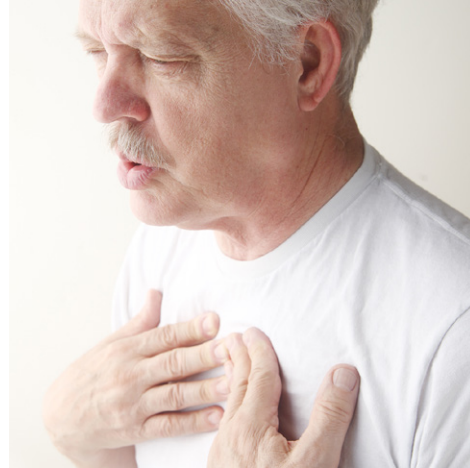


//Paid Images

1:1 ratio

1080 x 1080 pixels

Heart Disease



//Paid Images

1:1 ratio

1080 x 1080 pixels

Hypertension



//Paid Images

1:1 ratio

1080 x 1080 pixels

Over 50



//Organic Images (Facebook/Instagram)

1:1 ratio

1080 x 1080 pixels



Participants Needed!

1-888-718-5998
Vitalabs Clinic



Participants Needed!

1-888-718-5998
Vitalabs Clinic



Participants Needed!

1-888-718-5998
Vitalabs Clinic



Participants Needed!

1-888-718-5998
Vitalabs Clinic



Participants Needed!

1-888-718-5998
Vitalabs Clinic



Participants Needed!

1-888-718-5998
Vitalabs Clinic



Participants Needed!

1-888-718-5998
Vitalabs Clinic



Participants Needed!

1-888-718-5998
Vitalabs Clinic



Participants Needed!

1-888-718-5998
Vitalabs Clinic



//Organic Images (Facebook/Instagram)

1:1 ratio

1080 x 1080 pixels



Participants Needed!

1-888-718-5998
Vitalabs Clinic



Participants Needed!

1-888-718-5998
Vitalabs Clinic



Participants Needed!

1-888-718-5998
Vitalabs Clinic



Participants Needed!

1-888-718-5998
Vitalabs Clinic





10m




18+

//Postcard

5" x 7"

FRONT



 **1-888-718-5998**
Vitalabs.Clinic/COVID-19

Sign Up Now!

Are You COVID-19 Positive?



Join an at-home COVID-19 Treatment Study

Get compensated \$120 for your time

Qualifications

- Tested positive for COVID-19 with symptoms starting within the last 5 days
- Aged 18-49 with one or more chronic conditions
- Aged 50+ regardless of health status

Sign Up Now!
1-888-718-5998
Vitalabs.Clinic/COVID-19



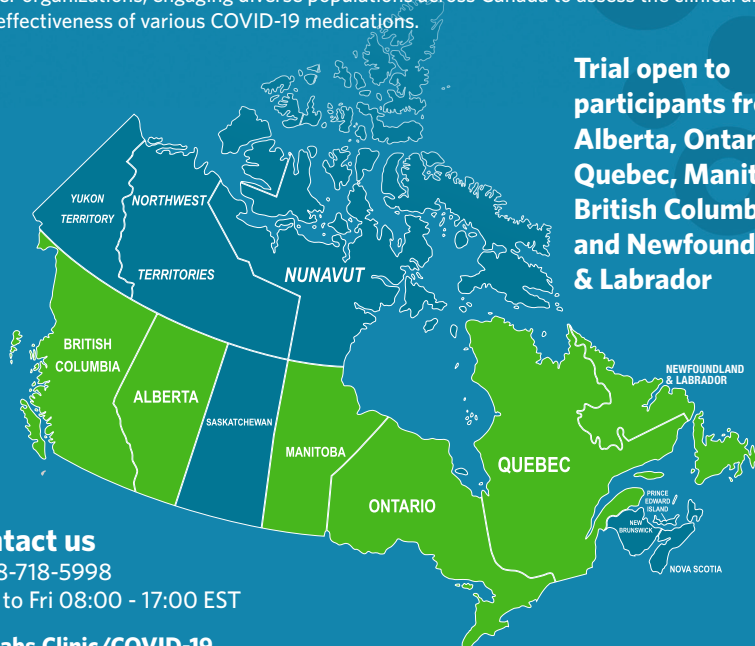
BACK



About the Study:

The primary goal of this study is to identify affordable, evidence-based medications that ensure safety and effectiveness for the community's benefit. The focus is on mitigating post-COVID conditions and facilitating faster recoveries, leading to milder symptoms for individuals. The study is open to adults aged 18-49 with one or more chronic conditions, as well as those aged 50 and above, regardless of their health status, as long as they've tested positive for COVID-19 with symptoms emerging within the past five days. The study seeks to directly influence global standards of care for COVID-19 treatment in community settings, generously supported by \$10 million in grants from renowned institutions like the Canadian Institutes of Health Research, Health Canada, and the Public Health Agency of Canada. Collaboration extends to over 30 partner organizations, engaging diverse populations across Canada to assess the clinical and cost-effectiveness of various COVID-19 medications.

Trial open to participants from Alberta, Ontario, Quebec, Manitoba, British Columbia, and Newfoundland & Labrador



Contact us

1-888-718-5998
Mon to Fri 08:00 - 17:00 EST

Vitalabs.Clinic/COVID-19

7 St. Thomas St.
Toronto, ON
M5S 2B7





1-888-718-5998

Vitalabs.Clinic/COVID-19

Sign Up Now!

Are You COVID-19 Positive?

Join an at-home COVID-19 Treatment Study

Get compensated \$120 for your time

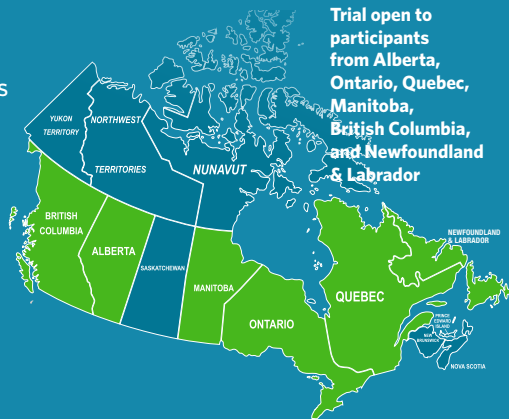
Qualifications

- Tested positive for COVID-19 with symptoms starting within the last 5 days
- Aged 18-49 with one or more chronic conditions
- Aged 50+ regardless of health status

Sign Up Now!

1-888-718-5998

Vitalabs.Clinic/COVID-19



Contact us

1-888-718-5998
Mon to Fri 08:00 - 17:00 EST

Vitalabs.Clinic/COVID-19

7 St. Thomas St.
Toronto, ON M5S 2B7

