We report a large-scale study designed to assess whether a pro-vaccine message from Donald Trump would induce Americans to get COVID-19 vaccines. Our study involved presenting a 27-second advertisement to millions of U.S. YouTube users in October 2021. Results indicate that the campaign increased the number of vaccines by 103 in the average treated county. Spread across 1,083 treated counties, the total effect of the campaign was an estimated increase of 111,116 vaccines. The campaign was cost-effective: with an overall budget of about $100,000, the cost to obtain an additional vaccine was slightly less than $1.