



ASTRAZENECA AUSTRALIA

The problem

How can we snap many Aussies out of their entitled first world attitudes and get them to step up and take one (or two shots of AstraZeneca) for the team?

The idea

Say it like it is ... unfiltered.

With Western Sydney copping it worse than anyone at the moment – and let's face it, because of a bureaucratic balls-up, who better to have a voice and lead us out of this mess than our salt of the earth lower socio anti-hero's Shazza and Dazza.

I doubt it would get on the telly but it would make a great social series.



Script Ideation 1

Simple message

Fucken A

A for Astra 'fucken' Zeneca Straya

What are yas fucken waiting for?

Get it up ya!

And help get us out this shit hole situation.

AZ AZ AZ - Oi Oi Oi

Script Ideation 2

Targeted message

Yoos rich cunts are used to stickin all sorts of shit in ya... And suckin it out too.

Injections in ya face.

Fat from your fat ass.

We'll get off your fat ass and do something for your country.

Stop bleaching your arseholes and get AstraZeneca you arseholes.

AZ AZ AZ - Oi Oi Oi

Script Ideation 3

Targeted message

Mate!!

What are ya waitin for?

Get your AstraZeneca.

Or what? Who are ya?

One of those wankers that only drinks craft beer?

Or eats the stupid bloody fancy burgers at Maccas?

Look dickhead, beggars can't be choosers.

This is what we've got and it might not be that top shelf shit but it gets the job done.

Be a bloody legend and help get us out of this mess.

AZ AZ AZ - Oi Oi Oi

THANKS