



WHO DO YOU TRUST?

38%* of us are hesitant to be COVID vaccinated because we “don’t know enough” about the medically approved vaccines. But that doesn’t mean you’d punch a horse. It may just mean you’ve lost context about who to trust.

With official information chopping and changing, a straight out ‘get vaccinated’ message would likely be met with immunity. Instead, *Who Do You Trust?* targets the vaccine fence sitters by putting context back into the conversation and directing their trust towards a single source of truth - their GP.

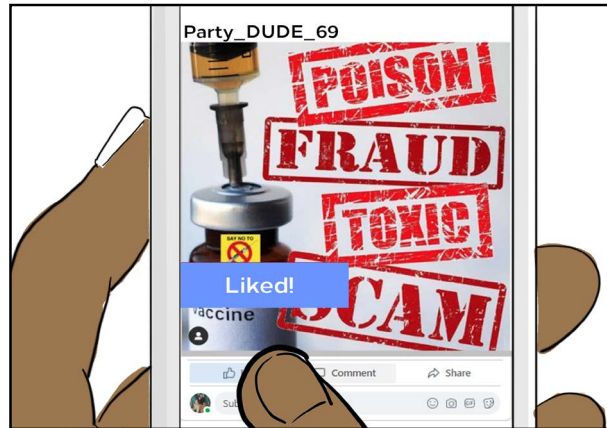
One execution is presented below representing a bigger ‘campaign idea’ that could be executed across platforms and channels. Alternate or additional executions would show a diversity of misinformation sources and talent to truly reflect the 38%. This could include a radio shock jock, comedian, social influencer or chef.

*Fairfax poll, 2021 ‘Almost one-third of adult Australians say they’re unlikely to get COVID vaccination: survey’ [available here](#).

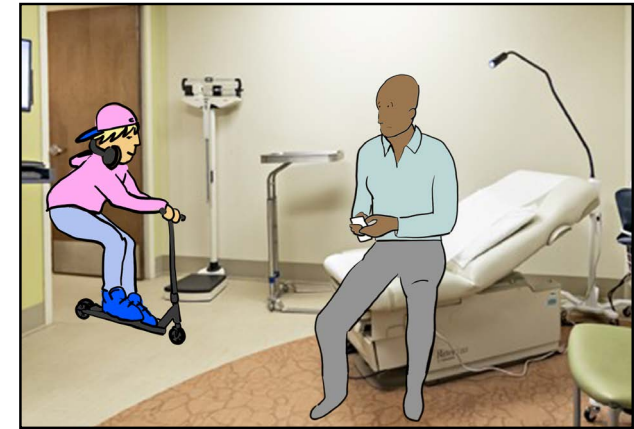
WHO DO YOU TRUST - EXECUTION 1 - 15s



A middle aged patient sits waiting on a bed in a GP's office.



On their smartphone they like an anti-vax meme.



Suddenly a teenager bursts into the room on a scooter.



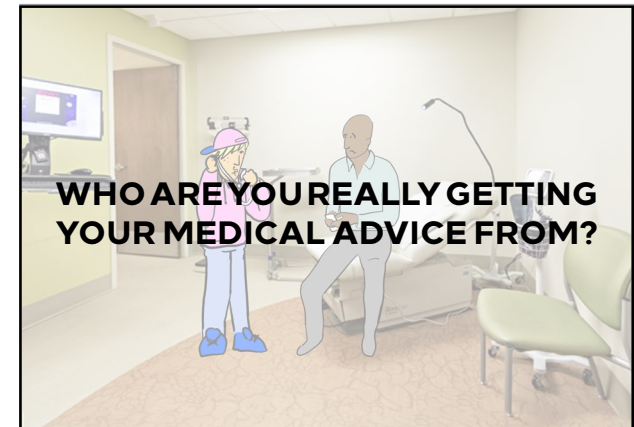
He swaps his scooter for a stethoscope.

'Sup, I'm Party_dude_69. Appreciate the like on my post bruh!'



The teenager places the end of the stethoscope onto the patients forehead. The patient looks uncomfortable.

'So what's up bruh? You like sick or som'in?'



The teenager makes immature sounds into the stethoscope. The image blurs and Title 1 Fades up.

Crossfade to Title 2:
TALK TO YOUR GP ABOUT COVID VACCINATION.

FLOODLIGHT



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