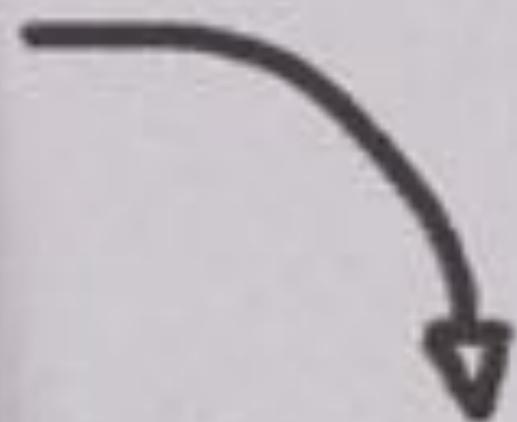
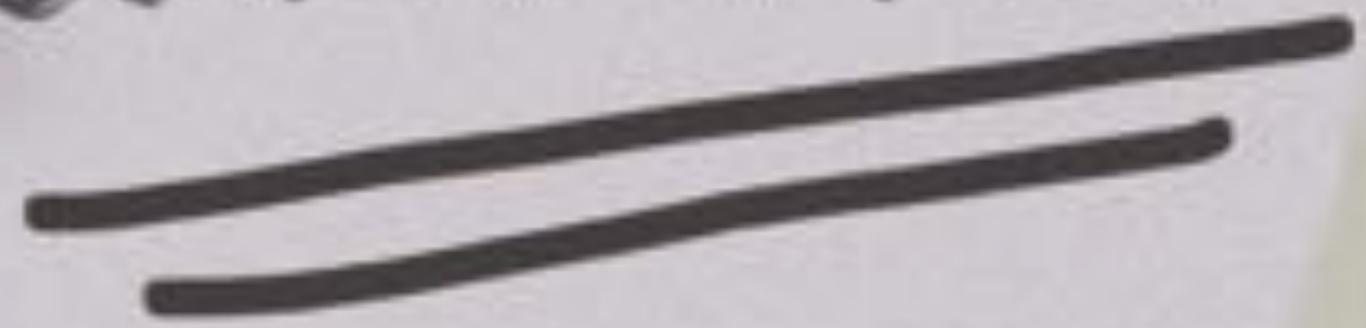


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WAKE UP!!
DO YOUR RESEARCH!

MINNATI

PROBLEM

Conspiracy theorists are causing massive damage and doubt around vaccination and unfortunately no matter how logical or well-reasoned you are with them, they just aren't gonna listen. But there is one thing that they will listen to.

IDEA!

To convince conspiracy theorists around the world that getting vaccinated is the right way to go, we'll go to the one thing they believe in more than anything. Conspiracies. In other words, we'll release a conspiracy that out-conspiracies their vaccine conspiracies.

HOW?

There are a lot of online forums and influencers in the conspiracy world. At the moment they are saying COVID is a hoax, vaccines are a government plot etc... But we'll start infiltrating these forums and planting our own conspiracy.

We'll do this by creating our own set of (fake) conspiracy influencers and using them to leak videos and theories into the forums and feeds of the conspiracy community.



FOR EXAMPLE

Meet Kev. He's a die-hard conspiracy theorist and is part of all the forums. (he's also an actor working for us). And here's what Kev thinks about the COVID vaccine, via his latest video blog post.

"Some truth here, sheeple. NASA introduced COVID to the world so we'd all be sick for longer. That way Big Pharma wins, they get all our money. THINK ABOUT IT! We're sick, we are scared, WE SPEND MORE ON "remedies". The vaccine isn't the problem people. The vaccine was created by the people, IT IS A CURE. But big Pharma and the government don't want us know that because then we don't spend on their drugs. THEY DONT WANT US CURED. The vaccine is the way out of big pharma."

THE TIP OF THE ICEBERG

But Kev and his blog pose is just the start. We will have our influencers pop up all over the web, holding up signs in the back of press conferences. We'll leak "photos" and "evidence" and get the world humming with anti-anti-vaccine sentiment.

Anywhere the conspiracy community is active. We will be too.