

GET YOUR VAX RIGHT

COVID-19 FACTS

Digital

We will create a bot that targets common keywords and accounts on Facebook, Instagram and Twitter used by anti-vaxxers. Our rival account will then comment on their misinformed post with the vax facts they need.

Film

We will use well known influencers to dramatise the vaccine fiction and spit the vax facts. Each will target a different piece of misinformation and urge Aussies to go get vaxxed.

“5G Drama”

We see Celeste Barber crouched beneath her dining table wearing a tinfoil hat. She looks at the air around her in concern. There is tinfoil around her arms, where the vaccine would go. She yells defiantly to the air – ‘YOU WON’T GET IN ME 5G!’

We freeze frame on her face. The super appears –

SUPER: VAX FICTION – VACCINES HAVE 5G MICROCHIPS.

Next we see Celeste Barber get her vaccine at the doctor. Absolutely no fuss. She turns to camera and says –

CELESTE: Get your vax right Australia. You know that COVID-19 vaccines bloody well don’t connect you to the internet – that would be much too convenient. They only do the important job of saving lives.

SUPER: VAX FACT – VACCINES SAVE LIVES.

END FRAME: Get your vax right at vaxfacts.com.au

Misinformation is the big killer in Australia. It’s stopping people from getting the life-saving vaccines that they need. We need to make sure that people get their facts right so that they go out and get vaxxed as soon as possible.

