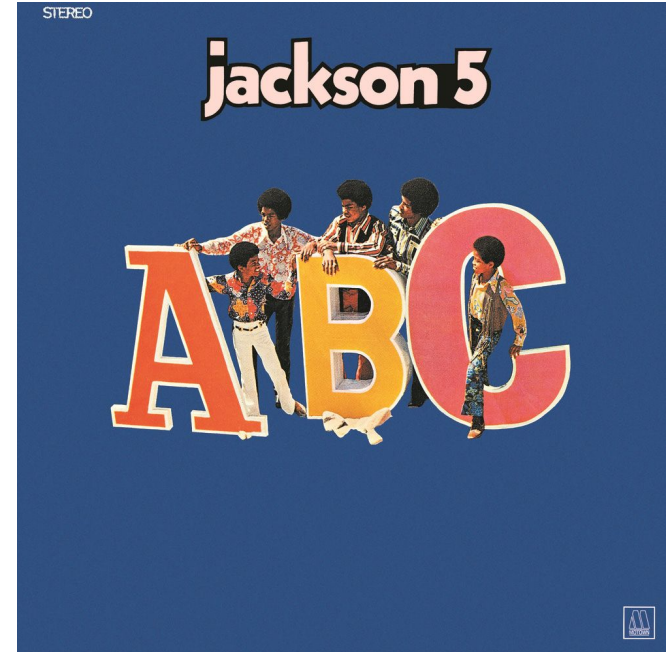

Good AZ Gold Submission

Nick Duron, Senior Creative. Digitas.

~~ABC~~ Astra Zee.

Let's lean on the infectious melody of the Jackson 5's timeless hit, [ABC](#), and create the first ever vaccination jingle: **Astra Zee**.



Astra Zee – Lyrics

[▶ Go on, sing along, you know you want to](#)

Now, now, now

I'm gonna teach you, (teach you, teach you)

How to beat lockdown (how to beat lockdown)

Sit yourself down, take a seat

All you gotta do is roll up your sleeve

Astra Zee, It's easy as

1, 2, free

Safe for you and me

Getting Astra Zee

1, 2, free

It starts with you and me!

Astra Zee – Bringing the idea to life

We'll use Spotify audience data to identify the most listened-to Australian artists amongst our target segment and re-record the classic as a collaboration – starting with a made-for-TV jingle, before being released as a single for organic discovery on streaming services and radio.



Cheers!

Nick Duron, Senior Creative. Digitas.
