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# Good AZ Gold

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# Wildfire.



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**Insight:** Aussies are struggling to keep up with mixed messages from politicians they don't trust.\*

**Idea:** Let's call upon the people we trust the most in times of disaster – frontline firefighters – to amplify our call to arms and put the preventative impact of vaccination into perspective.

*\*89% of Aussies are confident that most politicians in Australia will lie if they feel the truth will hurt them politically.*



# Mood board



# Treatment

We open on a wide shot of a rural firefighter in his forties, wearing his scuffed gear. He's standing on an empty, dark theatre stage, lit by a single white stage light. He begins to speak.

*I've battled more wildfires than I ever care to count.*

The light's a projector. It starts playing footage of the 2019 fires behind him.

*I've collapsed with ash-soaked tears burning down my face, watching helplessly what happens once we've lost control.*



# Treatment

We close in on his face, the dancing shadow of the projector almost mimics the dirt and ash of someone coming out of a bushfire.

*I've seen it. Mate – I've breathed it.*

The camera tracks around him, leaving the screen behind, revealing the blackness surrounding him. Now behind him, he's silhouetted by the blinding light, speaking out to an inky void.

*People lose everything. Lives up in flames before your eyes.  
Communities hurt for decades after.*



# Treatment

Continuing to his left, the void beside him gives way to dirt and grass and we pull back around to his front, no longer in a theatre but in charred bushland with signs of regrowth.

*It hurts more when you know what could've stopped it. What would've happened if we'd made better choices while we still had the chance.*

He starts walking towards us while the camera pulls back.

*We can stop another disaster in its tracks. Save our loved ones. Save our mates. Save Aussies you'll never know the names of.*





# Treatment

Walking past people in pedestrian clothing. Tracking around him again, we see a cotton ball and medical tape revealed on his upper arm. He rolls down his sleeve.

*COVID is a wildfire that keeps reigniting. We can't battle it alone but, together, we can extinguish it.*

The camera keeps pulling back more we see he's passing a line with nurses and volunteers guiding people towards vaccine booths.

*Because when we pull together, arm to arm, we're bloody unstoppable.*





# Treatment

He continues speaking off-screen

*Roll up your sleeves Australia.*

A woman sits down and pulls up her sleeve to receive the AstraZeneca injection.

*We're putting out this wildfire for good.*

Onscreen super:

**Speak to your GP about getting  
the AstraZeneca vaccine today.**





# Cheers!

