
Good AZ Gold

Brodie & Nick



A jab back at the fear mongers

Insight: Fear and misinformation spread by online grifters and *'health gurus'* is breeding vaccine hesitancy across Australia.

Idea: Let's use Australia's love of taking the piss out of tall poppies as the tool to disarm anti-vaxx influencers and break their algorithm-powered spell over Aussies.



Emergency Skeptics

Series of TVC / Digital Pre-rolls



Emergency Skeptics

TVC SCRIPT 1: THE SHED FIRE



//FARM PROPERTY - OUTDOORS

We see a middle aged fire running across his property up to the farmhouse. He looks panicked and we soon see why. Behind him a shed is ablaze. He yells for his son in the house.

FARMER

Scotty! Grab a fire extinguisher mate! Shed's on fire!

Seemingly out of nowhere, a lean and fit man who looks strikingly like Pete Evans appears on the in frame. He's holding a green smoothie.

DIET INFLUENCER

(laughing, shaking head) And why do you think that will put it out?

FARMER

What? Who are you?

DIET INFLUENCER

This fire is a hoax, mate. Just wait and see what happens.

FARMER

What! I'm not waiting around watching the bloody house go with it!



DIET INFLUENCER

Do your own research! Experts say fire extinguishers kill more people than they save.

FARMER

There's no way that's true, what experts?!
You've got bone broth for brains mate – Scotty!

DIET INFLUENCER

Report.

FARMER

What?

DIET INFLUENCER

Report! I'm reporting you.

FARMER

Uh- reporting me to who?

He screams out to nobody in particular.

DIET INFLUENCER

HATE SPEECH!



V.O

Don't let misinformation stop you from taking action in an emergency.

The AstraZeneca vaccine is a safe, effective way to shield you from the dangers of COVID and fast-track a healthy and open Australia. Today.

Speak to your GP and get the facts.

ON-SCREEN:

AstraZeneca: SAFE A.Z.

Emergency Skeptics

**TVC SCRIPT 2: THE ALLERGIC
REACTION**



//MUSIC VENUE COAT CHECK DESK - INDOORS

We open at a busy music venue foyer, a band can be heard in the other room. A woman is frantically pushing her way to the front of the coat check line.

WOMAN

Sorry! Sorry! My friend has collapsed! She's having an allergic reaction! Her EpiPen is in her backpack. It's up there – green bag, top left!

Seemingly out of nowhere, a white guy with dreadlocks straight out of Byron Bay slides into frame wearing white linen yoga clothing.

BYRON HEALTH GURU

Take a deep breath. Namaste. Don't poison your friend with those unnatural, foreign chemicals. Can you even name what ingredients are in there? No.

WOMAN

Wha- ARE YOU KIDDING ME? It's from her doctor! This is urgent!



BYRON HEALTH GURU (recoiling from the yelling)

You need to take responsibility for this negative energy! Align your aura

He makes a yoga pose before continuing

Your friend must trust her own immune system.

WOMAN (exasperated)

She's literally unconscious.

BYRON HEALTH GURU

Then she needs to WAKE UP. As should you – Namaste.

WOMAN

Listen, I don't have time–

BYRON HEALTH GURU

Sheeple.

WOMAN

What?

He starts making sheep noises directly at her face, motioning for everyone around them to join in. People nearby just look confused and appalled.

BYRON HEALTH GURU

BAAAA



V.O

Don't let misinformation stop you from taking action in an emergency.

The AstraZeneca vaccine is a safe, effective way to shield you from the dangers of COVID and fast-track a healthy and open Australia. Today.

Speak to your GP and get the facts.

ON-SCREEN:

AstraZeneca: SAFE A.Z.

Emergency Skeptics

TVC SCRIPT 3: THE CHOKE



//PUB BISTRO INTERIOR - INDOORS

We open at a pub bistro restaurant. An older woman is runs out of the restroom looking very distressed.

OLDER WOMAN

My husband is choking on a piece of steak. Can anyone help?!

A younger woman stands up at her table.

YOUNG WOMAN

I can! I know First Aid.

*Leaping across the bar, knocking beers off a nearby table, a stocky man wearing a camo hat and t-shirt that reads **EXPOSE THE TRUTH** forcefully puts himself between the two women and yells into a megaphone.*

CONSPIRACY THEORIST

Do NOT trust her!

OLDER WOMAN

What? I need her help!

CONSPIRACY THEORIST

First Aid is one of the SATANIC tools that the cabal of deep state “*SCIENTISTS*” use to unleash mind-control on an unwitting population!



YOUNG WOMAN

I think you're confused, my dude. I learnt it at school.

CONSPIRACY THEORIST

The only school I acknowledge is the school of hard knocks.

YOUNG WOMAN

Yes, hard knocks. That's how you dislodge food from the throat.

OLDER WOMAN

Get away, idiot! My husband can't breathe.

He grabs a server nearby who is wearing a mask and aggressively points to his face.

CONSPIRACY THEORIST

Well, these "masks" mean no one can breathe!

He tears his shirt off and scream.

FREEDOOOMMMM!



V.O

Don't let misinformation stop you from taking action in an emergency.

The AstraZeneca vaccine is a safe, effective way to shield you from the dangers of COVID and fast-track a healthy and open Australia. Today.

Speak to your GP and get the facts.

ON-SCREEN:

AstraZeneca: SAFE A.Z.



Cheers!

