



Treatment for AstraZeneca
vaccination campaign.
4 August 2021

CHALLENGE

Create the best ad for the AstraZeneca vaccine to convince Australia to get vaccinated - quickly.

Complacency, confusion, scepticism and mis-information regarding vaccines - in particular AstraZeneca - has crept in, slowing progress.

Remembering to pack a mask everytime you leave the house. The checking in. The checking out. The sanitiser. The social distancing.

We are all getting tired of not being able to live our lives as we once did. We have a yearning to socialise, to see people in-real-life, our friends and families are becoming sorely missed. The ability to move freely, to travel, to explore are distant desires.

The screen simply is not enough.

SOLUTION

The only way out of this situation is vaccination.

This campaign is designed to inject a sense of urgency by motivating everyone to get vaccinated in order to regain the lifestyle they dearly miss.

Reminding people that this a minor price to pay for massive gains.

With Vaccines.
The Sky's the Limit.



“With Vaccines. The Sky’s the Limit.”

The only way for grandparents to play with their grandchildren, for school kids to have a kick about in the playground, for couples to enjoy a coffee watching the world go by, for mourners to respectfully say farewell, for families to celebrate the birth of a new baby, for everyone to simply get back to living - is to get vaccinated.

“**The Sky’s the Limit**” reminds us of all the things we will be able to regain with a simple jab in the arm - what better incentive to act now?!

“THE SKY’S THE LIMIT” - STORYBOARD



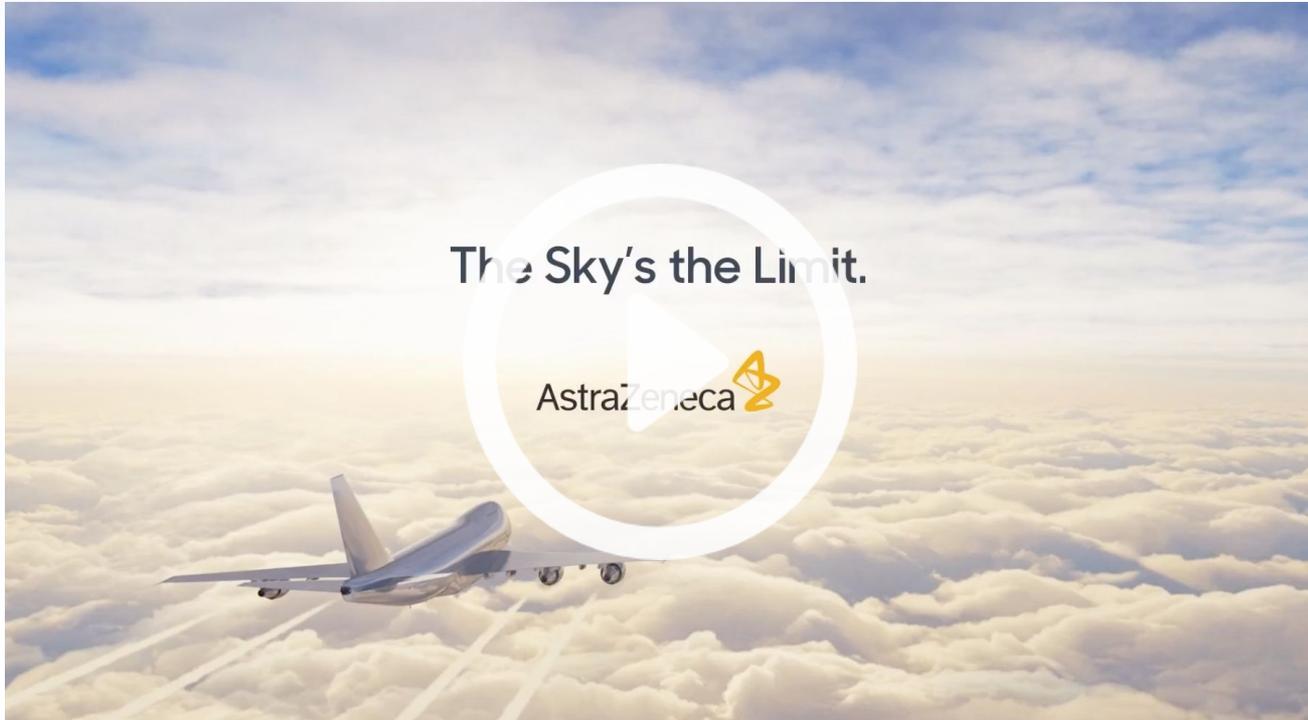
The film will capture a series of up-close and intimate moments enjoyed by individuals in a crowd. Young. Old. Rich. Poor. Male. Female. All will be seen enjoying themselves surrounded happily by others. Finally together again, living their lives as they have dearly craved. **“With Vaccines. The Sky’s the Limit”.**

The following mood video only scratches the surface - once filmed the key to the ad will be to portray a cross-section of non-stereotypical Australians.

The unboxable. The real. Bursting with wonderful, warm and surprising moments.

The music track "It's My Life" by TalkTalk is the driving energy of the film used for it's positivity and affirmative exclamation in an upbeat style - all whilst being tinged with a touch of melancholy and wishful longing.

“THE SKY’S THE LIMIT” - MOOD VIDEO



To get a sense - watch this mood video [HERE](#).

CONCLUSION

This is not an ad about vaccination.
This is an ad about getting our lives back.

The idea of the campaign is to highlight all that is rich and wonderful about our lives when we're connecting with others. How important it is to be able to do this again.

And how small the price is to get that life back:

A quick prick of a needle and **“the sky's the limit”**.

**p|| P2 Content
Creators**