

+ WUNDERMAN  
THOMPSON

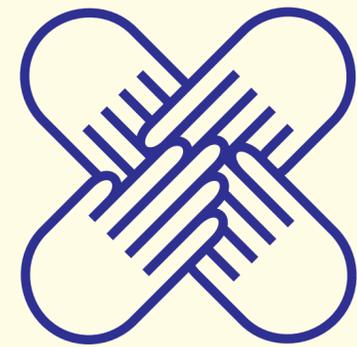
# Good AZ Gold **Challenge**



# Insight

People's concerns about the Covid-19 vaccine are often unfounded and self-centred – 'How will I be impacted, will I be inconvenienced, will I be safe... what does this all mean for me?'

In instances like this, people need a little help to consider the people around them and to get a different perspective.



Pop in for the  
**Covid-19 Vaccine**

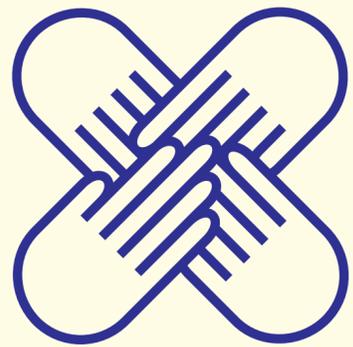


# Idea

When it comes to getting a Covid jab, no one's got more reason to be concerned than an inflatable person.

So we've created 'The Inflatables' – a set of inflatable characters that visually represent the spectrum of people's doubts, concerns and anxieties.

Because if the Inflatables can look beyond their immediate concerns, and appreciate the common good for getting the vaccine, everyone else can too.



Pop in for the  
Covid-19 Vaccine



# TVC BOARDS



We open outside a busy suburban GP. Cars are in the parking lot and people are walking in.



We quick cut to the inside where we see a number of people sitting in the waiting room to get their Covid-19 vaccine. We see a poster on a wall saying 'Get your Covid-19 vaccine here'.



As the camera passes a number of people, we begin to hear the voice over, delivered by a friendly male.

**MVO: Now that the AstraZeneca vaccine is everywhere, we wanted to get it... Even though we had some concerns...**



We continue to pan across the people in the waiting room, revealing a couple in their mid-forties - only they're both inflatable. They're resting upright in their seats, smiling ever so slightly.

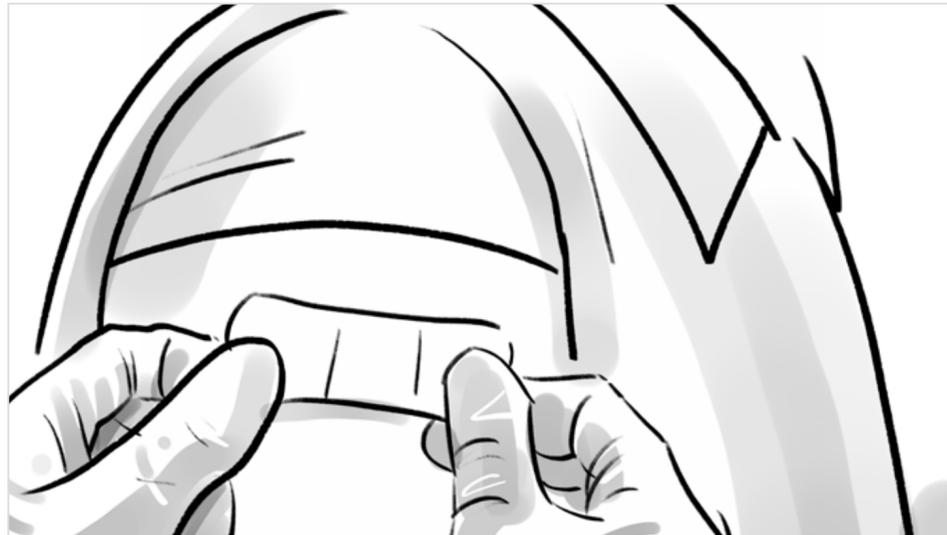


We then cut to them in a private room with the GP, who has a needle in her hand.



We see the needle go in... and out, and we hear a bit of air escape... Pssccchhhh

## TVC BOARDS



But then a band aid is placed over the hole, and the air stops escaping.

**It was a relief, and really easy. And we're feeling good, knowing we're not letting the side down.**



We then cut to see the couple sitting on the bus among other people, as they head home. They're both smiling as the end voice over plays over the vision.

**END VO: No matter who you are, the AstraZeneca vaccine is here to help and is the best way to protect the community. So pop in, get yours, and get on with enjoying life.**



**SUPER: Pop in for the Covid-19 vaccine.**

**For more information visit xxx**

# TVC SCRIPT

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# PRINT POSTERS



# DON'T LET THE SIDE DOWN.

The AstraZeneca vaccine is the best way to protect the community, and is now being rolled out across the country. So let's look after each other, our friends and family, and get on with enjoying life.

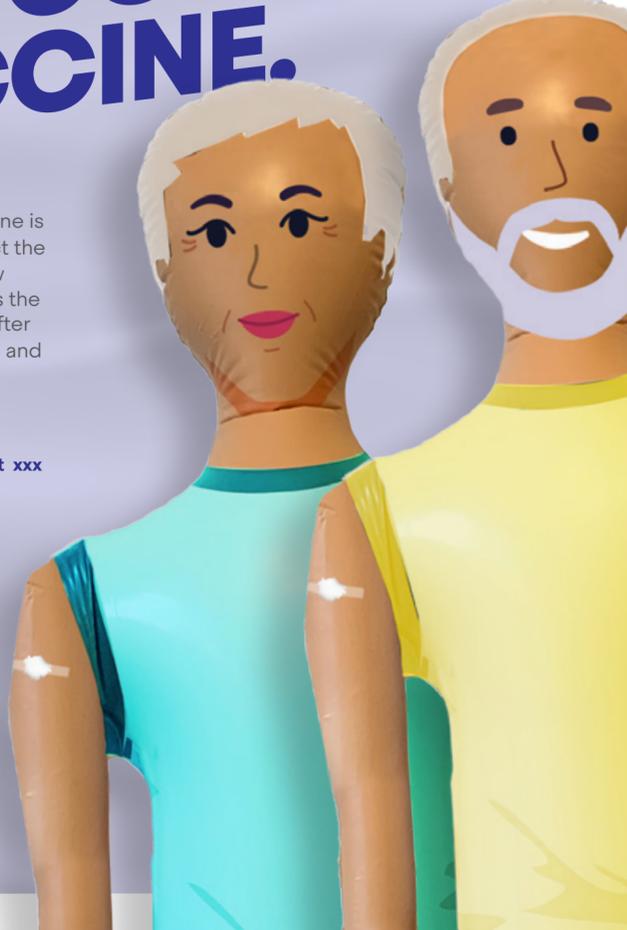


For more information visit [xxx](#)



# WE'RE PUMPED FOR THE COVID-19 VACCINE.

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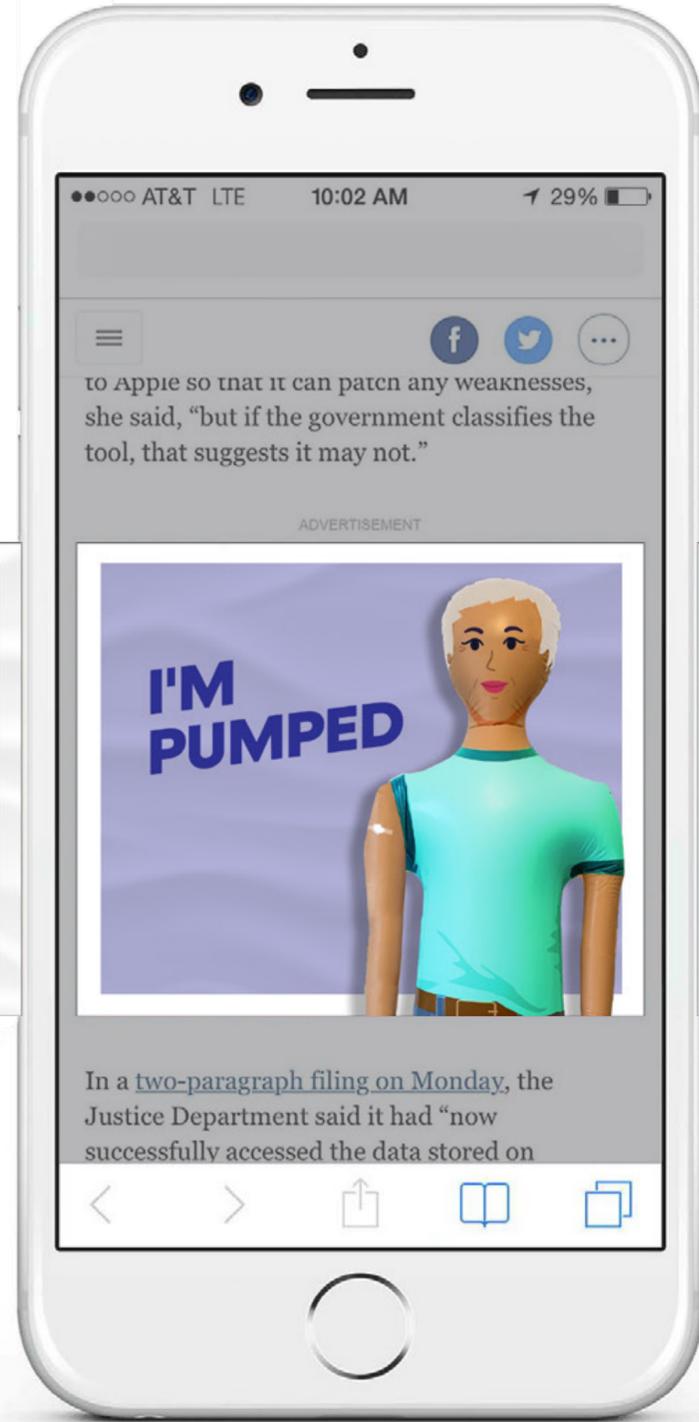
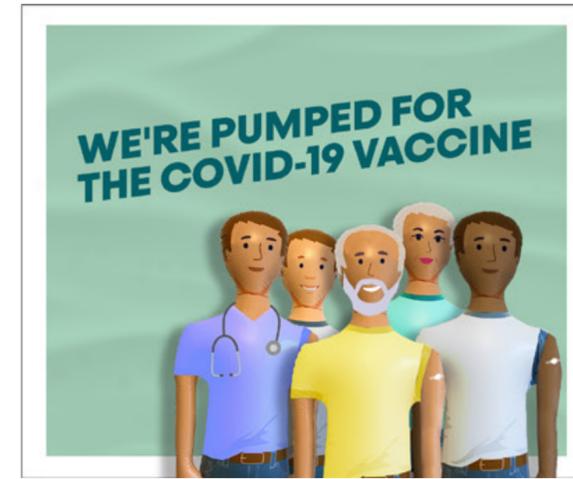
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# DIGITAL BANNERS



Group animates by jumping up and down.

## BAND-AID KITS

We'll create branded band-aid patch kits that can be distributed among GP clinics and medical centres who administer the Covid-19 vaccine.



Thank You