

I AM THE
POWERFUL

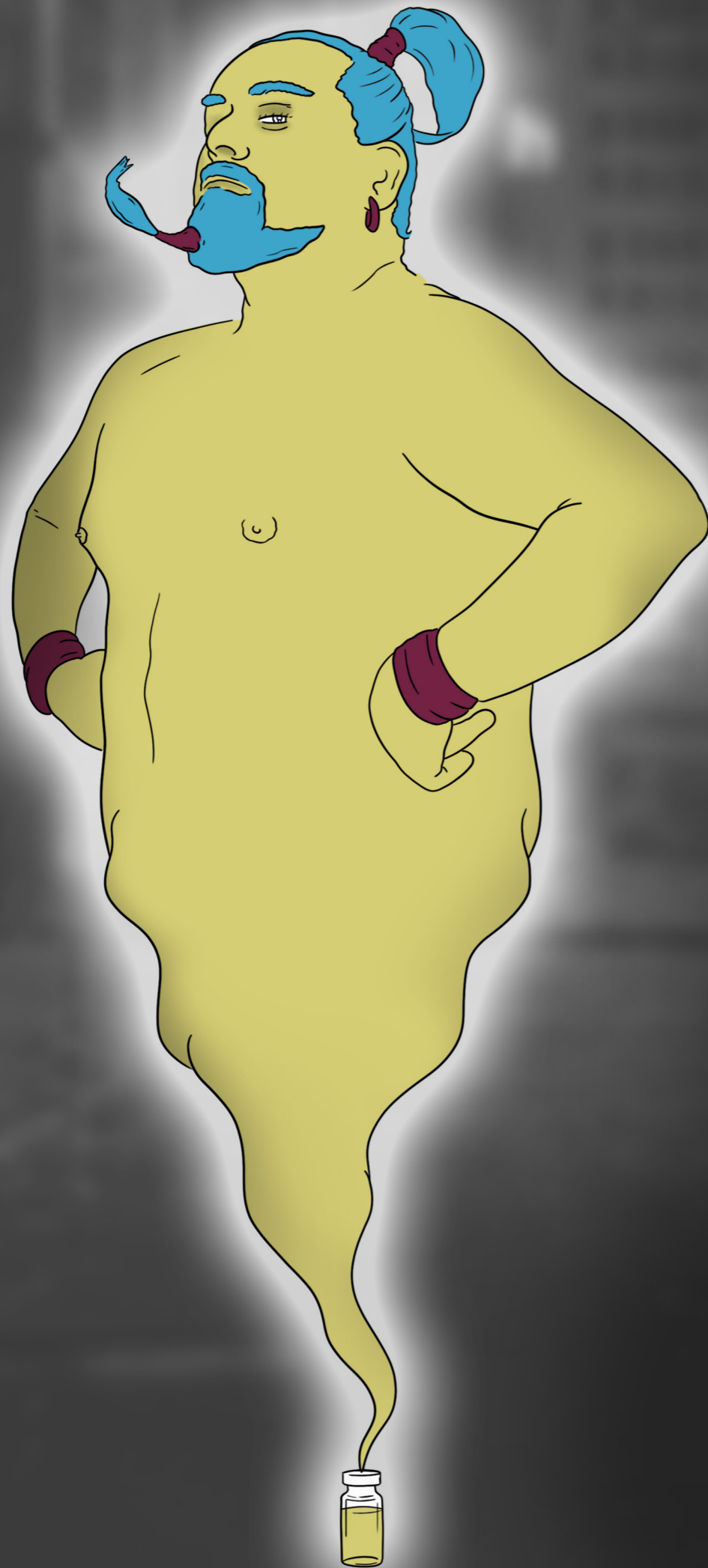
AZ

Insight:

The AstraZeneca vaccine is like a genie in a bottle.
Why? Because when the vaccine bottle is opened it has the ability to grant (most) modern day wishes – freedom, no more lockdowns, overseas holidays, cruises, seeing loved ones and eating at nice restaurants.

Idea:

We create the 'Powerful Az'. A tongue-in-cheek genie in a bottle who grants wishes made possible by a rollback in COVID related restrictions. Anything outside of this scope is a hard no.



TVC

We open on a couple walking through a dark alley.

We hear something bounce along the ground as it's kicked.

The woman picks up a small bottle as it comes to rest and inspects the label.

Woman: *'Oh it's one of those bloody vaccines! They can't give these away...'*

Suddenly, there's a puff of smoke and a yellow genie appears.

Genie: **'I am the powerful Az!' I grant thee 3 wishes'**

The couple look at one another.

Man: *I just want to take our kids on a holiday...*

Genie: **GRANTED!**

Woman: *I just want to have a dinner with all the family again!*

Genie: **GRANTED!**

Man: *Oh hang on, what about a sports car?*

The genie shakes his head, mutters 'idiots' and disappears back into the bottle.

Man: *Hello? Genie?*

The couple look at the vaccine bottle and give it a little shake.

VO: *The COVID-19 AstraZeneca vaccination. It's powerful Az!*