

# TOUCH

VACCINE AD INITIATIVE

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## **Starting point**

*The pandemic has introduced distance to those we hold close. Lockdowns mean we can't see our families and friends and can no longer touch.*

## **Insight and Inspiration**

*It's our physical moments that can often be the most human.*





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## Big Idea Statement:

Throw your arms around me – The Hunter's and Collector's classic gets a COVID-19 update.

## Describe the core idea:

### Music video

We recreate the music video for Hunter's and Collector's Throw Your Arms Around Me, featuring all the moments people missed sharing with one- another, that they can now do once vaccinated.

We see that each and every arm in the piece has a vaccine band-aid to further emphasise the opportunities once we're all vaccinated.

