

# **The Works**

Part of Capgemini

# Idea 1

# Young men are falling behind when it comes to vaccination rates.

<https://www.smh.com.au/politics/federal/freedom-from-lockdowns-in-november-hinges-on-the-nation-s-young-men-20210801-p58eu5.html>

# The COVID Cup

## The job that starts a nation.

The first Tuesday in November is normally reserved for massive crowds getting trolled and gambling like maniacs. Probably not this year. So let's use this day to help turn the odds against COVID in our favour. And satisfy our country's love of a punt.

What do you need to do?

Simply be double dose vaxed (extra entry for AZ) by Tuesday November 2, 2021 and you'll go into the draw to win \$1M.

Bust out the fascinators and bad suits, then sit glued to a screen, because at 3pm on the first Tuesday this November, the COVID Cup will be run and won with one lucky jabbed-up punter scoring a million big ones.

And Australia winning a better future.

# STORYBOARD



VO: On the first Tuesday in November, every year, there's a race that stops a nation.



VO: Not this year. We've already stopped, we're not going anywhere.



VO: And there's only one way to get going again.



VO: You just need to be fully vaccinated by Tuesday Nov. 2 this year, and you could win a million bucks in the COVID Cup



VO: Broadcast live at 3pm on Cup Day, one vaxed-up punter will take home a cool mill. But the truth is, we all win.



VO: Tip the odds in Australia's favour. Get vaccinated and be part of the job that starts a nation.

# Idea 2

People do not understand the actual percentages when it comes to risk and the AstraZeneca jab.

<https://theconversation.com/concerned-about-the-latest-astrazeneca-news-these-3-graphics-help-you-make-sense-of-the-risk-162175>

# The A-Z Book of things more likely to happen than dying of blood clots from AstraZeneca.

The chance of getting a blood clot from AstraZeneca and then dying from it is 1 in 2,000,000\*. You're more likely to make out with a Hemsworth, or get slapped by seal, or get run over by a steamroller. This idea is about making these stats very clear to people, and bringing it to life with a campaign that involves us creating an A-Z picture book, as well as supporting online video and social.

Aa

is for



**ACDC making an  
indie folk album**

Mm

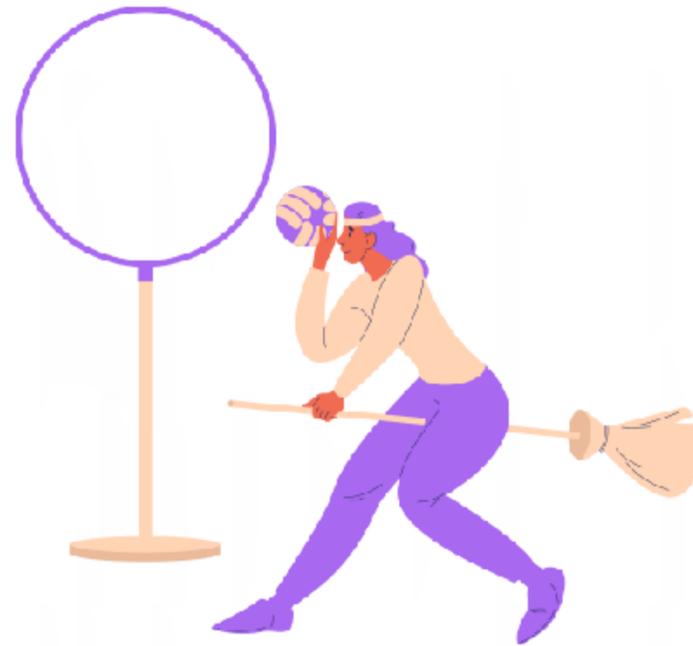
is for



**Musk actually being  
a lizard person**

**Qq**

is for



**Quidditch becoming  
an Olympic Sport**

# FULL ALPHABET

**A is for** ACDC making an indie folk album

**B is for** Budgy Smugglers being made from real budgies

**C is for** Coffee being banned in Melbourne

**D is for** Daryl forgetting the words to 'Horses'

**E is for** EDM Christmas Carols at the Domain

**F is for** .....

**G is for** Gender reveal party you're more likely to die at

**H is for** Hip Hop album of the year goes to Celine Dion

**I is for** Irwins becoming Australia's version of the Trumps

**J is for** Jay Z playing at your 30th

**K is for** Karen not being a Karen

**L is for** Logie, the one you steal off Alf from Home & Away

**M is for** Musk actually being a lizard person

**N is for** Nigerian prince who will transfer you \$6.6M

**O is for** OnlyFans making you rich

**P is for** Prime Minister not being a numpty

**Q is for** Quidditch becoming an Olympic sport

**R is for** Raptors coming to life in some sort of Jurassic Park scenario

**S is for** Steve apologising for that thing he did... Steve.

**T is for** Tony Hawk becoming a tax lawyer

**U is for** Universities offering free education

**V is for** V for Vendetta retroactively being awarded an Oscar

**W is for** Winning the Tour de France on a tricycle

**X is for** the spot where you'll find buried treasure

**Y is for** Yangtze River and you dog paddling down it

**Z is for** Zoo you buy with Matt Damon and Scarlett Johansson

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