

Australia was awarded a gold medal for their early efforts in terminating COVID-19, but when it comes to their vaccine roll-out we've been awarded the wooden spoon.

Australians are still hesitant to get the vaccine as they perceive their environment to be relatively safe. They also fear that vaccines, especially AZ pose a greater risk than the virus itself.





## Why current tactics ain't cutting it

Prior to COVID-19, the faceless body of the government possessed real authority. But ever since the pandemic hit, this once trusted source no longer has the same influence.

This might have something to do with their ever-changing medical advice, unclear political direction or murky health orders.

**We need to change our tactics...**

So where's the trust at?

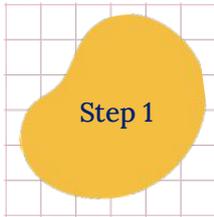
*From*

**BIG COMMS  
TACTICS**

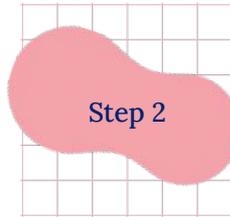
*To*

**GETTING SUPER  
PERSONAL**

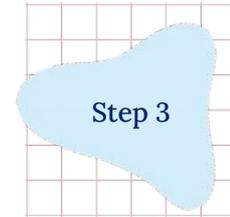
## This is all about **personal call-outs...** **...or a super neat influencer strategy**



Push politicians to one side and employ trusted faces. We're talking about well known, likeable and credible celebrities who have real influencer power and can deliver a clear message with their unique voice.



We need to work with genuine figures that people trust and care about. These figures can't just be traditional media faces, they need to be diverse and interesting – we don't want a repeat of Channel Nine's whitewashed attempt.



Addressing the nation en masse doesn't work. We need to build a sense of personal connection. Make people feel like they're almost having a trusted one on one conversation...



**So what do a celebrity and your average Joe have in common?**

**A name.**

**(If that celebrity is Joe Jonas)**



# Give Australia a good name

We will use celebrities to jolt people out of apathy when directly addressed by their name. By a celebrity with the very same one.

In other words, we'll get the most well known and loved Jessica to appeal to all the other Jessicas to get the job.

# Big name celebs with big time common names

It's not often a big time celebrity addresses people like you and me on a first name basis. So when they do, it's no doubt we will pay them attention.

We will get celebrities from a range of backgrounds and industries with common name will deliver a pro-vaccine message to their fellow Australians who share the same, common name.

We will target people with the most common names in Australia from each age group using a wide range of media channels to reach them directly.

## Example script with Jessica Mauboy

Hey Jessica,

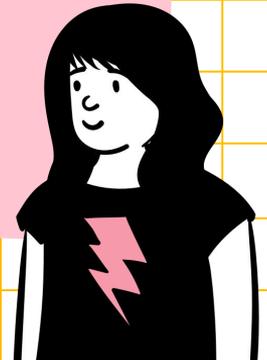
A certain someone told me that you haven't got your COVID-19 jab yet.

There is no reason to wait. Getting vaccinated is the only way we can fight off the virus.

So, do it for all the other Jessica's who can't get the vaccine.

And give Australia a good name.

From Jessica

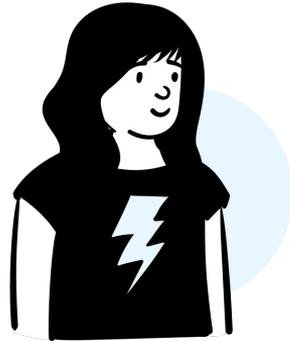


Top names for people in their 20s\*



**Nicholas**

Nick Kyrgios  
*Tennis player*



**Jessica**

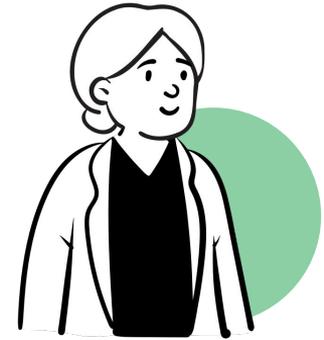
Jessica Mauboy  
*Musician*

Top names for people in their 70s\*



**Ian**

Ian Chappell  
*Former cricketer*



**Judith**

Judith Lucy  
*Comedian*

\*Reference [\*'Most popular baby names by age'\*](#)



Ian Chappell  
*Former cricketer*



Nick Kyrgios  
*Tennis player*

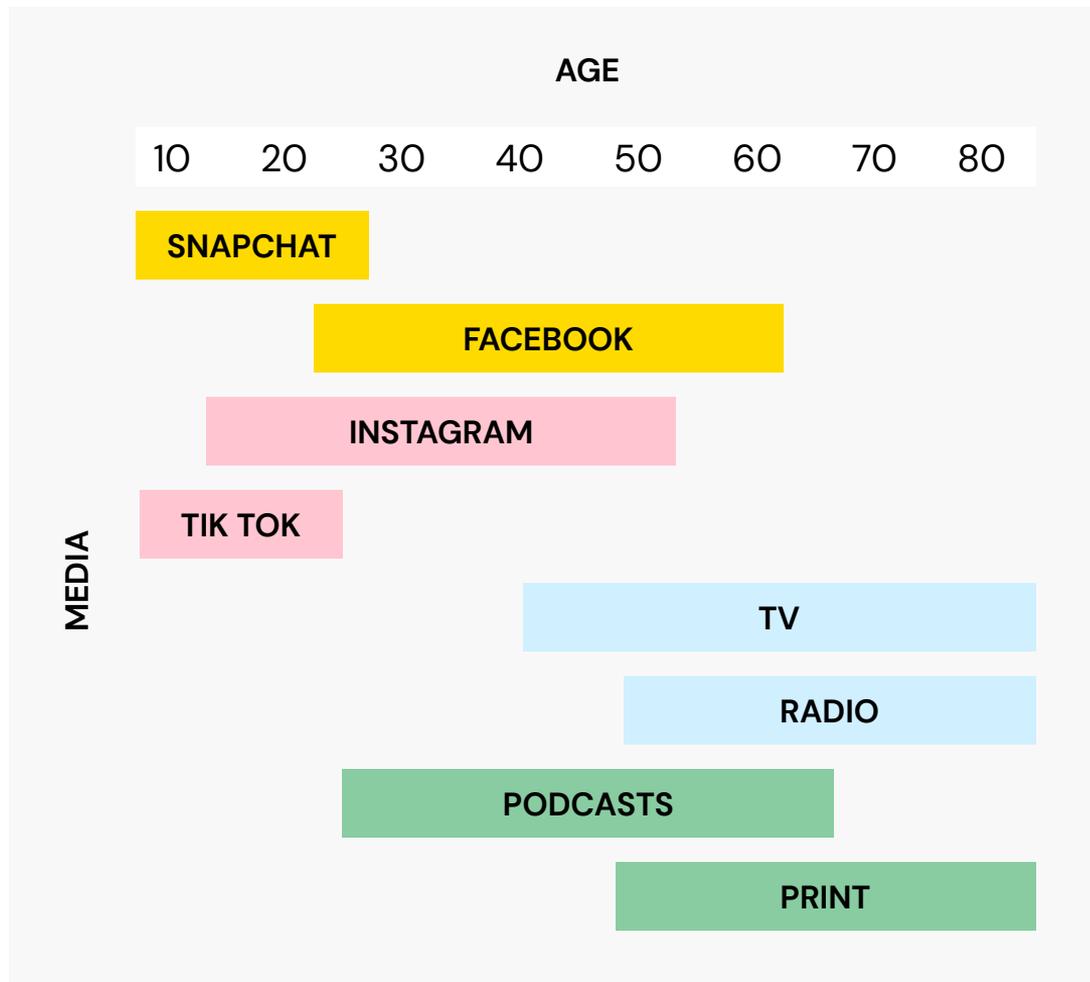
## Proof of concept

Using Cameo we organised for Nick Kyrgios and Ian Chappell to deliver a version of our script and it worked a treat.

## Media channels by age

For older demographics we will adopt a more traditional broadcast approach. We will run ads with celebrities that have the most common names for the 50-80 age bracket.

For a younger demographic we will adopt a super targeted, social media approach where we can target users by name, age and geographical location.





## Why this idea works

People love personalisation!

Consumers take notice of messages that are personalised to them. By offering consumers a personalised experience, the 'Share a Coke' campaign made people feel like they were creating memories with friends rather than promising the brand itself.

We hypothesise that 'Give Australia a Good Name' will do the same. Additionally, the idea will make people feel special, it leverages parasocial relationships, invites people to tag friends with the same name and gives them a stronger reason to get vaccinated... *"I guess if the cricketering legend Ian Chappell is personally telling to get vaccinated, I'll do it"*



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