

Good AZ Gold

Lucky you're with AZ

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PROBLEM

As one of Australia's biggest insurers, AAMI wants to help Aussies catch the old travel bug - not the Covid one - to flex their travel insurance offering.

BUT WAIT...

Australians aren't getting vaccinated with the AZ because there is no real sense of urgency - meaning we've got a National travel hold keeping us from the things, places and people we love.

The AAMI logo is displayed in a bold, red, sans-serif font. The letters are thick and blocky, with a slight shadow effect. The 'A' and 'M' are particularly prominent.

WHAT WE KNOW

People have come to accept the way that life is now, and although we all have frustrations with a yo-yoing lockdown system, we're lagging behind because we've forgotten what freedom feels like.

IDEA

Let's tap into travel as a core pillar of Australian culture to demonstrate how Covid-19 has torn us apart from the rest of the country and world - with the AZ being the jab that brings us back together.

AAMI

HOW?

With the greatest international love story of our time.

AAMI



TVC

The AAMI logo is rendered in a bold, red, sans-serif font. The letters are thick and closely spaced, with a slight shadow effect that gives them a three-dimensional appearance. The 'A' and 'M' are particularly prominent due to their size and the way they connect to the other letters.

THE AD: Not knowing that Covid would tear them apart, Ketut has travelled back to Bali to visit family and has left Rhonda and the two kids stranded in NSW.

With their relationship hanging by a thread, we see the pair trying to connect over a patchy Zoom Call.

It's clear the couple have let themselves go during lockdown, with both sporting their best Peter Alexander PJ's. Their once raw sexual energy now expressed through flippant emojis and lagging connection.

The internet glitches and freezes on Ketut's face, leaving the phone call unresolved. Rhonda peers over to an image of her and Ketut from happier times.

TITLE: Get the jab to jet and we'll take care of the rest.
SINGING: **Lucky - you're with A-Z.**

TVC VISUALS

**Meanwhile in
lockdown...**

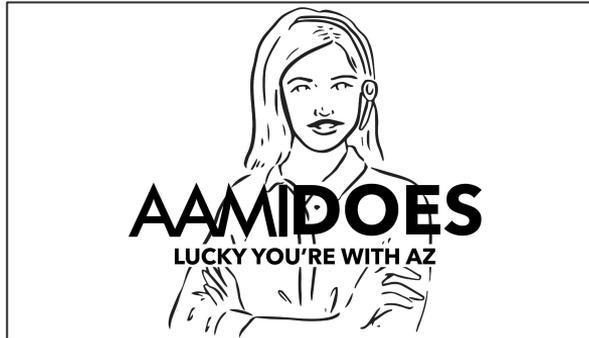
1. What feels like the beginnings of a classic AAMI ad...



2. We see a botchy Zoom call with Rhonda and Ketut



3. We pan across - to better times, surrounded by empty comfort food.



4. Get the jab to jet and we'll take care of the rest.
Lucky you're with AZ.

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RADIO

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We hear two voices converse over a patchy phone call.

Ketut: You look so hot today Ronfidufiodgsuu j

RHONDA: Sorry what?

Ketut: Like a sunn - aazzzzz

RHONDA: Ohhh you're so nau -

SFX: Phone goes scratchy and cuts out.

RHONDA: Hello? Ketut?

VO: Get the jab to jet and we'll take care of the rest.

SINGING: Lucky - you're with A-Z.

SUCCESS?

Leveraging the iconic love duo, we'll use nostalgia to remind everyday Aussies of the freedom of the past, positioning the jab as the ultimate life insurance - lucky you're with AZ.

Cheers

