

THE PROBLEM

Many Australians are willing to get vaccinated, but many are holding out for Pfizer - a decision that's slowing down our progress and keeping us from the things we love.

REASONS A-Z

We'll show people how all the benefits of getting vaccinated with AstraZeneca outweigh the cost of waiting for Pfizer.



Reasons A-Z

This idea is media agnostic. From social, to OOH to animated online videos, we'll use typography to promote one of the reasons to get an AstraZeneca vaccine, paired with each letter of the alphabet.

A few pictured here include:
the **D**ancefloor opening up again
Travelling to new places
Kissing and hugging safely again

Our full list of reasons includes staying out of **H**ospital, getting ahead of the Pfizer **Q**ue, reviving our **N**ightlife, attending **U**niversity and school in-person again, swapping **V**irtual events for real ones, avoid **S**preading the virus to family and friends, **X**mas plans that don't get cancelled, and spending much less time on **Z**oom.

