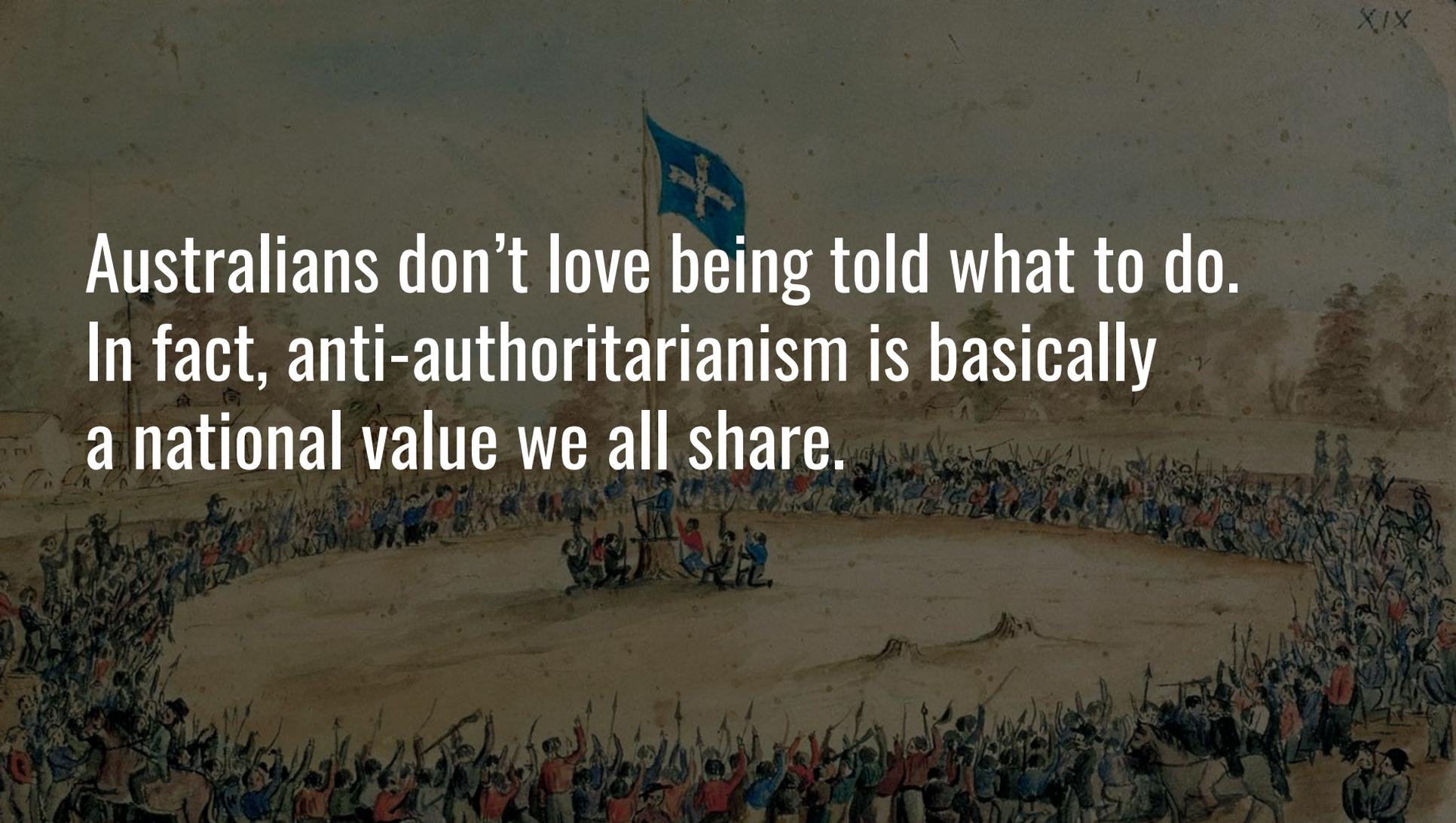




# GOOD AZ GOLD ADLAND CHALLENGE

ERIC FRANKEN | ABBIE DUBIN-RHODIN | IRNIN KHAN

Australians don't love being told what to do.  
In fact, anti-authoritarianism is basically  
a national value we all share.



A crowd of people at a sporting event, with text overlaid. The background is a blurred crowd of spectators. In the foreground, a woman in a blue jacket looks upwards, and a woman in a yellow shirt has her hands on her face. A man in a black cap is visible on the left.

**But we share something else.  
A fierce competitiveness on the world stage.  
And we hate knowing our rivals are better or  
have it better than us.**

# That competitiveness has served us well at the Olympics...

Medal Table		TOKYO 2020				
RANK	COUNTRY					
1	 China	32	21	16	69	▼
2	 United States	25	30	22	77	▼
3	 Japan	20	7	12	39	▼
4	 Australia	15	4	17	36	▼
5	 Great Britain	14	18	15	47	▼
6	 ROC	13	21	18	52	▼
7	 Germany	8	8	16	32	▼
8	 France	6	10	9	25	▼
9	 Italy	6	9	15	30	▼
10	 Netherlands	6	8	8	22	▼

# ...while the authoritarian approach has failed to move the (vax) needle

## Covid-19 in Australia

Active cases \*

▲ increasing  
▼ decreasing

NSW	3280▲	QLD	82▲	WA	10▼
VIC	124▼	NT	7▲	SA	24▼
TAS	0	ACT	0		

Vaccinations

**16.1%** fully vaccinated  
**17.6%** only one dose  
**37/38** ranked in OECD

Guardian graphic | Sources: covidlive.com.au, Our World in Data. \* Active cases includes both cases in hotel quarantine and locally-acquired cases. % fully vaccinated is using the total Australian population. OECD ranking is for % fully vaccinated. Updated: August 4, 2021



Let's shift our message from **commanding to competitive**, generating motivation through our deeply held international rivalries.

THE CONCEPT

**‘THE WHOLE WORLD IS HAVING A JAB’**

# OUR CAMPAIGN HAS TWO JOBS TO DO

## Seed Envy

Let's face it, the world is lapping us right now. And it feels like shit. Let's harness the hallmark feeling of 2020-2021 – a heady combo of anger-envy-frustration – to get people frothing for an AZ.

## Drive Sign-Ups

The current sign-up process is nightmare fuel. The appointments aren't there, or Dose 1 is and Dose 2 is missing, the illegal WhatsApp link you used is invalid, the eligibility changes somehow in the hour you've been searching.

We'll work with appointment aggregators like [COVIDQUEUE.com](https://www.covidqueue.com) and [FINDAPHARMACY](https://www.findapharmacy.com) and [HOTDOC](https://www.hotdoc.com) to help people get a clear view of avails so they can back that vax up quickly and painlessly.

A hand holding a black remote control in front of a blurred television screen. The text is overlaid on the image.

**WE'LL LAUNCH OUR CAMPAIGN WHERE EVERYONE  
LIVES THESE DAYS... ON THEIR SCREENS**

**WITH A HERO 60S FILM DESIGNED TO SEED  
MAXIMUM ENVY**

*Note: Although the following script appears to be a 'global spot', locations and talent will all be sourced locally.*

THE WHOLE WORLD IS  
HAVING A JAB

TVC // 60”

Open on three friendly New Zealanders on a camping trip. They're peacefully skipping rocks across a river. Holding back a laugh, one of them turns to the others.

**Kiwi:** So, ah, how about those aussies, ey?

Cut to two insanely muscular Californian bodybuilders pumping iron at 'Muscle Beach'.

**American:** Bro, they can't hit the gym. Like, not even for a quick pump.

Cut to two stuffy, upper-class Brits in the fancy seats at the Opera.

**Brit:** They've closed their glorious theatres. How uncivilised.

Cut to a huge Italian family gathering. Nonna puts down a bowl of pasta and squeezes the cheeks of a young child.

**Nonna:** Spoken in Italian, subtitled in English: **They can't even see their family. Their family! Mary, give them strength.**

Cut to two German backpackers with terribly braided hair travelling through the Greek isles.

**German:** I've heard travel isn't a thing there.

Cut to a Greek Orthodox Priest preparing for mass. He turns to his assistant.

**Priest:** Spoken in Greek, subtitled in English: **Some haven't been to church in weeks. Others haven't been in years!**

Cut to a friendly group of Chinese men playing mah-jong.

THE WHOLE WORLD IS  
HAVING A JAB

TVC // 60”

**Mahjong 1:** Spoken in Mandarin, subtitled in English: **Many of them can't even work.**

**Mahjong 2:** Spoken in Mandarin, subtitled in English: **What do you care? You never work!**

Cut to a beauty salon in the American South. A big-haired lady getting her nails done speaks to her friends.

**Texan:** **Y'all hear they can't even get their hair and nails did?**

Cut to a Japanese man singing his heart out to himself in a karaoke room.

**Singer:** **AUSTRALIA CAN NOTTA GO OUUUUUT!**

Cut to a table of impeccably cool Scandinavians at an experimental restaurant. One of them lifts a glass dome off a plate, releasing blue smoke everywhere.

**Dane:** Spoken in Danish, subtitled in English: **And they can't go to restaurants. How do they even eat?**

Fade to black for the line to pay off everything we've just seen.

**SUPER:** **THE WHOLE WORLD IS HAVING A JAB**

We resolve on a well-known Australian (think a Hemsworth, Jackman type) getting the vaccine.

**Celeb:** **It's time we did, too..and shut the world up.**

**SUPER:** **BOOK YOUR ASTRAZENCA VACCINE TODAY**

**LOGO + ALL THAT GOOD STUFF**

Tension

**Aussies are a bit sus on the AZ vaccine, but watching the world pass us by is creating a deep well of envy**

Strategy

**Harness Australia's global competitiveness to accelerate AZ job uptakes  
(because the lecturing and finger wagging is doing fuck all)**

Idea

**The whole world is having a job**

Role of Comms

**Seed Envy**

**Drive Sign-Ups**

Channel

**Screens**

**Audio**

**Influence**

**Social**

**OOH QR Codes**

**Second screening digi ads**

Video content across OLV and social will borrow from the TV spot, featuring snippets from other parts of the world having a job at Aussies for not getting a job.

Our audio content will take the form of sledging, with people from other countries heckling Aussies about what they're missing.

We'll enlist Australian expats overseas to generate content about being vaccinated and encouraging us to catch up - using this content to generate PR headlines.

Across all relevant formats, we'll prompt people with scenes of our global mates who have had a job and let them know getting theirs is just a click, swipe, or QR code scan away.

Knowing the difficulty of navigating the current government sites, we'll aim to partner with upstart aggregators like COVIDQUEUE.com and FINDAPHARMACY.com.au and HotDoc to lessen the load and give visibility to all the appointments in state run hubs, pharmacies, and GPs.