



**AWARD  
SCHOOL**

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## CREATIVE BRIEF

**Brief Number:** 4

**Topic:** TVC / Cinema

30 second film ad

**Client:** Australian Government

**Product:** Childhood vaccination programs

**Target audience:** Parents of children between 6 months and 4 years old

**Key insight:** The long-term benefits of vaccines are hidden because they work. But the consequences of not vaccinating might see your child never grow up.

**Proposition:** **Let your child have a future**

**Reasons to believe:**

- All childhood diseases we vaccinate against can cause serious illness or death
- All vaccines available in Australia have been thoroughly tested for safety and effectiveness and are continually monitored
- Skipping or delaying vaccinations puts your child and those around you at risk of contracting serious illnesses

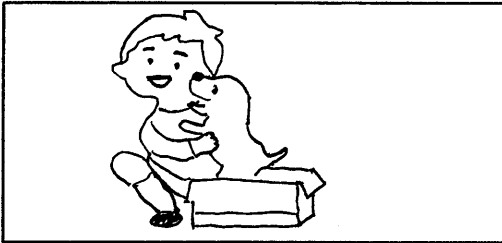


AWARD

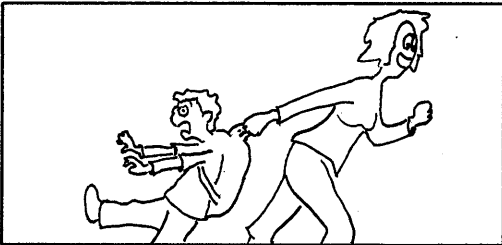


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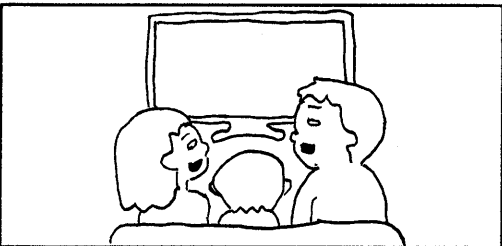
# MOMENTS



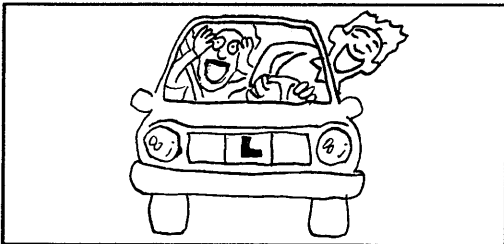
Female VO: What is a moment? A second? A minute? An hour?



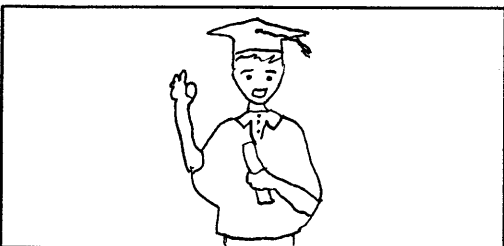
Our existence is made up of moments. From the moment we're born to the moment we die.



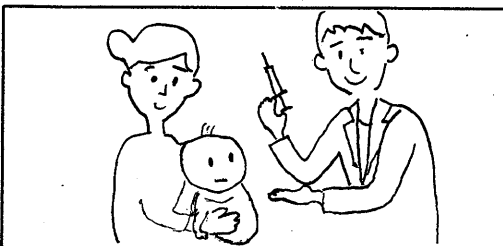
Moments (although seemingly insignificant at times),



form the words on the pages of the story that we call life -



and we want that story to last forever.



Childhood vaccination can prevent serious illness or even death. One moment of your lives today could add a million to theirs tomorrow.