



11 August 2021



Reference: OIA-2020/21-0674

Dear 

Official Information Act request relating to Ka kite COVID vaccine advert

Thank you for your Official Information Act 1982 (the Act) request received on 16 June 2021. You requested:

- *“All advice, briefings, reports, memos, and emails received regarding Covid-19 vaccine advertisements, including Ka Kite, COVID (<https://www.youtube.com/watch?v=TclQATtAkS0>), between 1 March and 16 June 2021*
- *Cost breakdown of the advertisements (including, but not limited to: total cost, production costs, and specific cost of Ka Kite, COVID video)*
- *How much money has been set aside specifically for Covid-19 vaccine advertisements?”*

The time frame for responding to your request was extended under section 15A of the Act by 20 working days because consultations to be undertaken before a decision could be made on the request. Following this extension, I am now in a position to respond.

I am releasing to you under the Act:

- A copy of the Vaccine Campaign Agency Brief
- A copy of the UAC-19 2021 campaign strategy
- A copy of the UAC-19 Vaccine Campaign Update

In regard to your request for all email correspondence regarding COVID-19 Vaccine advertisements, I have decided to refuse this part of your request under section 18(f) of the Act, as the information requested cannot be made available without substantial collation or research.

The total production cost of the Possibilities television advertisement (Ka Kite COVID) is \$821,764.27 for the material produced & used.

I am withholding the breakdown of production costs of this advertisement under section 9(2)(b)(ii) of the Act as the withholding of the information is necessary to protect information where the making available of that information would be likely to would be likely unreasonably to prejudice the commercial position of the person who supplied or who is the subject of the information.

In making my decision, I have taken the public interest considerations in section 9(1) of the Act into account.

You have the right to ask the Ombudsman to investigate and review my decision under section 28(3) of the Act.

This response will be published on the Department of the Prime Minister and Cabinet's website during our regular publication cycle. Typically, information is released monthly, or as otherwise determined. Your personal information including name and contact details will be removed for publication.

Yours sincerely



Cheryl Barnes
Deputy Chief Executive, COVID-19 Group

Vaccine Campaign Agency Brief

1. Background

The strategy and creative development has been underway for a revised Vaccine campaign response, talking to all of New Zealand and builds on an initial brief provided in December for vaccine related work. This brief is to create, produce and deliver a sustained campaign from April through to the end of 2021.

2. Audience

Everyone in Aotearoa (over the age of 16) who is eligible to be vaccinated against COVID-19.

Specific groups and key audiences will also be addressed by work streams within the campaign.

3. What we know (data/insights)

We have a range of insights and data based on the experience of overseas jurisdictions who are further along their vaccination programmes in New Zealand.

We also have a range of research relating to New Zealanders' views on vaccination (most notably the regular Horizon general population reports on public attitudes and sentiments towards COVID-19 vaccination).

This is supported by research for Maori and Pasifika that our partners in Te Puni Kokiri and Ministry for Pacific Peoples are using to inform their more tailored campaigns.

Operational data about the real time uptake of the vaccine will continue to be supplied as the vaccination programme rolls out.

In addition to information about people's sentiment towards vaccinations, we have research about the Unite against COVID-19 and Ministry of Health brands. This data demonstrates the levels of public trust and confidence in both brands.

These reports will be provided to the agency

What we know:

As with the common understanding of behaviour change programmes, a focus on the positive lens of behaviour change (acceptance rather than hesitance) has been seen to be most effective in overseas jurisdictions.

In New Zealand, the idea of getting vaccinated for the benefits of others (whanau, community and friends) resonates more strongly than a sense of doing it to protect yourself.

There is a desire across cohorts for more information about the vaccine. This correlates with the highest level of concern around the vaccine being about the safety aspects - the speed at which it was developed, the long term effects and side effects.

4. Objective of the campaign

The objective of the campaign is to drive vaccine uptake.

Specifically, we want everyone who can have a vaccine in New Zealand to get both doses by the end of 2021.

5. Key messages

- The stronger our immunity, the greater our possibilities
- The Pfizer/BioNTech vaccine is safe and effective
- The vaccine is free and there is enough for everyone in Aotearoa
- Everyone in Aotearoa (over the age of 16) is eligible for the vaccine

6. Call to action

Get vaccinated.

The purpose of the campaign is to say to everyone in New Zealand who is eligible “GET YOUR COVID-19 VACCINE”.

Our ability to say this directly to cohorts within New Zealand and to have this immediately fulfilled is linked to the operational roll out of the vaccination. So in effect we will build up to this action.

- We'll do this by using time appropriate actions such as:
- Find out what group you're in
- Help your whanau get vaccinated
- It's your turn to get vaccinated
- Book your vaccine now.

The call to action will evolve as the vaccine roll out evolves and operational elements of the programme come online. For example, once the booking tool is available for a critical mass, the call to action may evolve to be 'Book your COVID-19 vaccine now at xxx.govt.nz'.

7. Mandatories

An integrated campaign across all channels - a balance of both information and behaviour change activity 'hearts and minds' activity, which must be in-market sequentially.

Must reflect the insight from research in the campaign: In New Zealand, the idea of getting vaccinated for the benefits of others (whanau, community, friends) resonates more strongly than a sense of doing it to protect yourself.

This must be supported by an approach to information provision that is timely, transparent and clear.

It is critical that this campaign needs to move away from 'meeting the crisis' (2020) to 'exiting the pandemic' (2021 and beyond).

This campaign will be in market with other UAC messaging and campaigns so needs to be complementary

Our tone needs to reflect:

- Confidence
- A sense of wairua - a building energy that binds us together and fizzes with possibility
- Realness - we are informed, empowered to make the right choices for ourselves and our whanau, we have access to the expert information, and the stories we hear resonate for our communities
- Tonely we need to ensure this has a forward thinking feel. A new 2021 tone (not a repeat of what we saw in 2020).

8. Considerations

Pace and breadth of campaign. We are also constrained by the short timeframe we have to reach the goal of everyone vaccinated (ie. 9 more months).

Alignment to other vaccine related campaigns:

- Te Puni Kokiri led campaign
- Ministry for Pacific Peoples campaign
- Other Unite against Covid-19 campaign

DHB's creating their own work for local regions.

Campaign to be delivered through standard media channels as well as UAC channels.

9. Dependencies

Creation of a vaccine communications and engagement team comprising of DPMC and MOH team members so the campaign is strongly aligned to this broader work as well as the operational roll out.

Evolution of existing Unite against COVID-19 brand to allow for a distinct but connected vaccine campaign workstream.

Ability to work at pace to deliver and be in market with very short lead times, to role out the main campaign.

Baseline information layer through both Health and Unite against COVID-19 website and social channels in place prior to emotive executions.

Research and insights workstream agreed and in place to supply inputs to the campaign and allow the info layer to continue to be iterated.

10. Timeframe

This brief is for work through to the end of June 2021

Phase one - a foundation layer to address the limited volume of audience focused explanatory information in place by mid-late April.

Phase two - the introduction of future opportunities/possibilities messaging from Wednesday 21 April.

Phase three - main campaign commences end April.

11. Scope

Notes for approach to scope activity and inform budget

Given the pivot from 2020 tone to a 2021 tone and messaging - we require a creative execution that acts as an 'emotive switch'. This will take the form of a TVC and illustrative storytelling around the future opportunities.

The overall launch budget will need to be weighted in order to successfully establish the positive future focused piece as the backbone of the entire campaign.

The additional requirement to inform specific groups in G3 including those who are over 65 (and less adept online) sees early inclusion of press and radio into the inform layer.

Our pre-June activity should also be aligned the operational roll out of groups 2 and 3.

Propose consistent and multi-channel activity in all paid channels, including paid social activity.

11. Budget

This budget is through to the end of June 2021

Creative strategy and production - \$3,100,000

Media - \$7,400,000

Cost Code

169-112 – Please note VACCINE on the invoice

UAC-19 2021 campaign strategy

**Unite
against
COVID-19**

Role of UAC-19 public engagement:

Navigate New Zealanders through COVID-19 by enabling them to act in a way that will minimise the impacts of COVID-19 and drive vaccine uptake.

2020	2021
Meeting the crisis	Exiting the pandemic
Approach: “go hard, go early”	Approach: “strength in numbers”
Goal: flatten the curve - elimination	Goal: open up New Zealand to a future of greater possibilities
Actions: Alert level compliance + voluntary public health measure adherence	Actions: Vaccine uptake + voluntary public health measure adherence including alert level compliance

To achieve increased voluntary participation and uptake of the vaccine we need a new narrative for 2021.

We need to change New Zealanders’ relationship with the future.



Overall proposition:

The stronger our immunity, the greater our possibilities

The stronger

We're active participants, pushing forwards, building the reality we want. We'll seize every chance to strengthen New Zealand's immunity.

our

None of us are in this alone. We have strength in numbers. A strength that benefits us all.

immunity,

The idea that we have a communal immune system as a country, made up of every single one of us working together.

the greater our possibilities

With the strength of 5 million, we'll create more freedom, more options and more possibilities for all of us.

Priority behaviours

1. Getting vaccinated
2. QR code scanning & Bluetooth
3. Stay home if you're sick
4. Masks on public transport

How we position these behaviours in 2021:

All of our behaviours strengthen New Zealand's 'immunity' against the virus, so each workstream will continuously reinforce this overall 2021 positioning. The benefits unlocked by these strengthening interventions would be tailored to suit the motivations of target audiences.

From (2020)	To (2021)
Strong focus on awareness and understanding	Maintenance of awareness and understanding, with added focus on persuading less active audiences
The details of the plan	The benefits unlocked by the plan
Your health	New Zealand's 'immunity'
Focus on impacts of health risks	Focus on how this benefits life in New Zealand
Focus on protection/safeguarding	Focus on opening up the future
Reducing risk	Strengthening
Encouraging adherence to advice	Empowering people to act
Protect your loved ones by staying home	Protect your loved ones by getting vaccinated



The stronger our immunity, the greater our possibilities

Our immunity starts with our community.

Because when it comes to the virus, we have strength in numbers.

When all 5 million of us work together, we're powerful.

No virus can take-on an immune system made-up of every single one of us.

Every action we each choose to take.

Every vaccine had, mask worn and QR code scanned.

Every Bluetooth button switched 'on', or sick-day taken.

They all boost our communal immunity against the virus.

And the stronger our immunity is, the greater our possibilities become too.

We can unlock the possibility of getting our freedoms back.

Of our family, whānau, communities and businesses thriving again.

Of a future that benefits and nurtures us all.

It's there, this possible future.

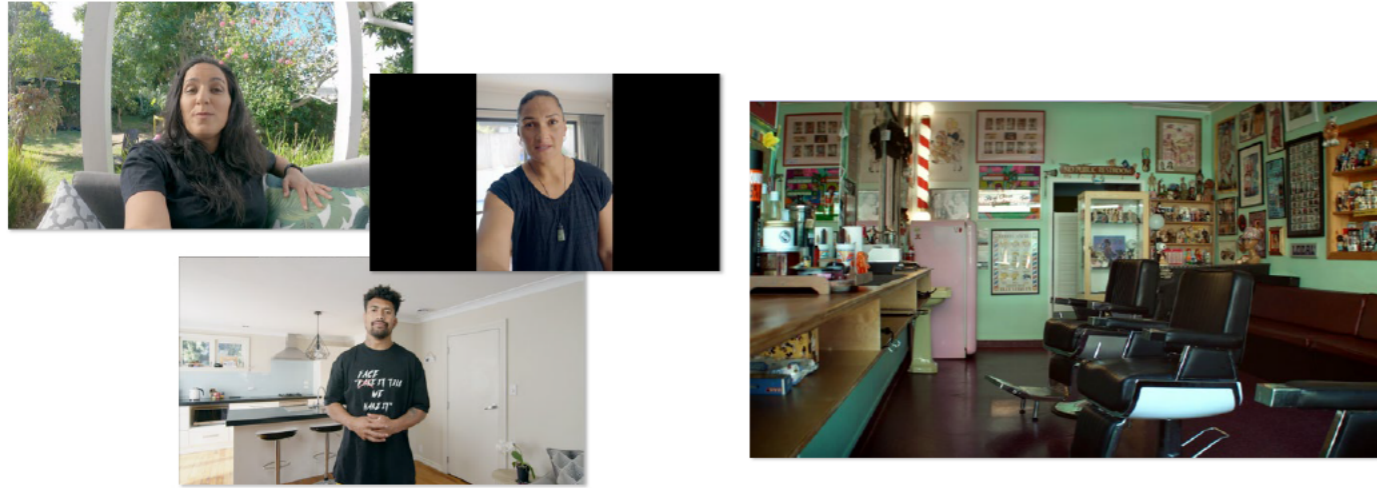
With the strength of an immune system made up of 5 million people,

we can, and will, create more freedom, more options, and more possibilities for everyone.

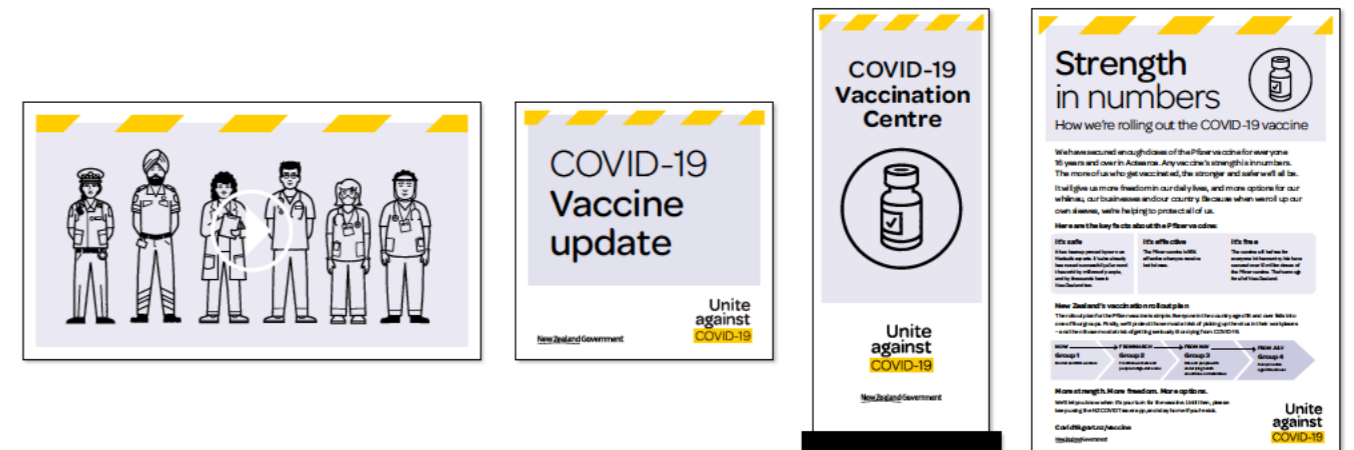
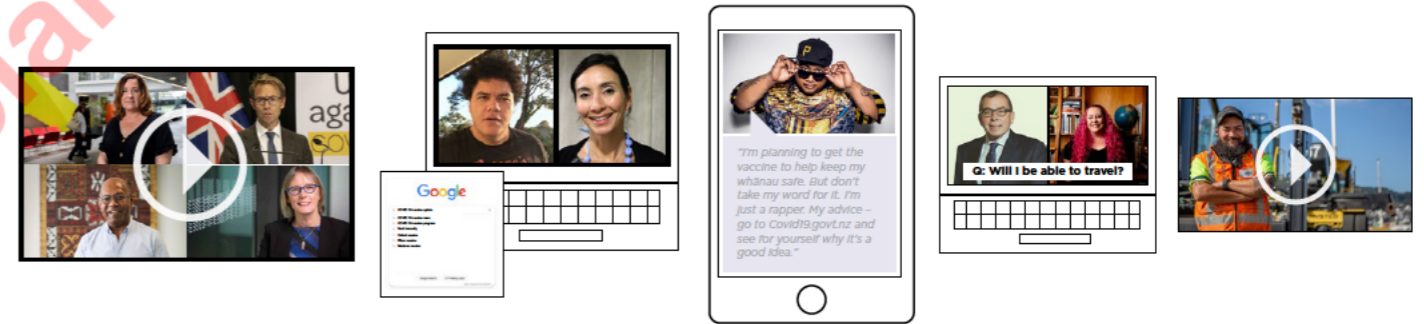
The stronger our immunity, the greater our possibilities.



2020



2021



The stronger our immunity, the greater our possibilities

Call to action

Overall messaging

Choose the win.

Vaccination

Get ready for your turn

It's your turn, get vaccinated.

Contact tracing

Scan with the NZ COVID Tracer app.

Make sure Bluetooth is turned on in the app.

Isolation when sick and testing

Stay home if you are sick.

Call your doctor or Healthline to get a test.

Face coverings

Always wear a face covering on public transport.

Supporting messages

We're active participants, pushing forwards, building the reality we want.

We'll seize every chance to strengthen New Zealand's immunity.

Choose the win.

Acceptance

New Zealanders are getting behind the vaccine, uptake is strong.

Safe and effective

The Pfizer vaccine is safe and effective. It has been approved by our own Medsafe experts and has a 95% success rate when you receive both doses.

Free and enough for everyone

The vaccine is free and available to everyone aged 16 and over. When it is your turn, make sure you get both doses.

Scanning means we can track contacts fast - reducing the risk of further lockdowns.

Staying home and getting tested limits the risk of COVID-19 spreading.

A face covering can stop the spread of unidentified cases of COVID-19, and means we avoid outbreaks or the need to implement protective restrictions.

Framing

The more of us that act, the greater our resilience against the virus.

None of us are in this alone. We have strength in numbers. A strength that benefits us all.

We have a communal immune system as a country, made up of every single one of us working together.

With the strength of 5 million, we'll create more freedom, more options and more possibilities for all of us.

The more of us who get vaccinated, the stronger and safer we'll all be.

When enough of us are immunised against COVID-19, we will have the certainty and safety that can deliver more freedom, more options and more possibilities for all of us.

The more of us that scan and enable Bluetooth, the more swiftly and effectively we can track down cases in the community and avoid outbreaks or the need to implement protective restrictions.

Staying home, or isolating where you are when sick, stops the spread of unidentified cases of COVID-19, and means we avoid outbreaks or the need to implement protective restrictions.

A face covering can stop the spread of unidentified cases of COVID-19, and means we avoid outbreaks or the need to implement protective restrictions.

Public transport is a higher risk situation due to the time people spend in close proximity to other people they don't know.

High level 2021 campaign plan (vaccine focus)

April May June July August September October November December

Our plan

Role: People are aware of and buy into the plan.

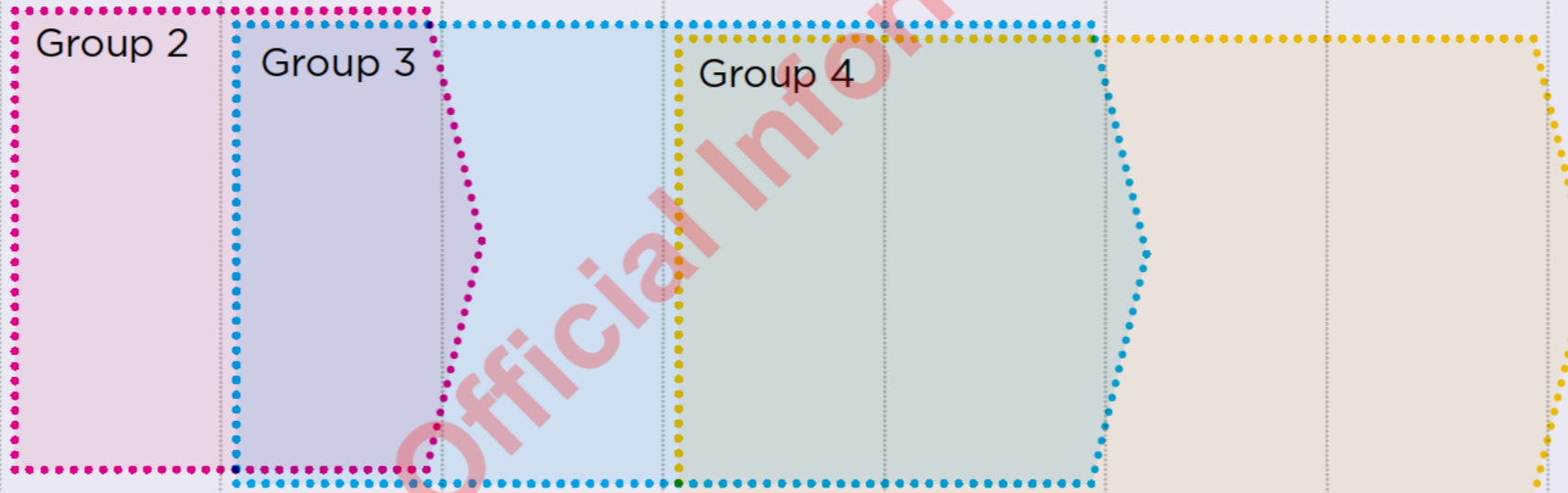
Jobs: Share the collective goal, the Government's game plan for 2021 and light the path ahead.



Your part

Role: People are informed about the vaccine, willing to use the vaccine and are supported to use it when their time comes.

Jobs: Tell people how and when to get their vaccines; provide clarity about vaccines (e.g. myth busting); role model people getting the vaccine, and encourage influencers getting vaccines to show their support.



Benefits unlocked

Role: People see the progress being made.

Jobs: Demonstrate the benefits unlocked as each group is completed (e.g. safer at work, able to be close to elderly, business confidence), share milestones of vaccines administered.



2021 Campaign launch (vaccine focus)

Our plan

A call to New Zealand to commit to strengthen our immunity.

Format: Emotional video, mass media (TV, digital)

Sharing New Zealand's game plan for 2021.

Format: Nationwide mailout, website

Treaty partnership in action.

Format: Māori mobilisation communications campaign by Māori for Māori



Your part

All material tailored for Māori and other specific audiences, including Pacific peoples, CALD, youth, elderly.

Guide Group 2 to get vaccinated

Format: Radio including iwi & CALD stations, targeted maildrop, social, digital (linking to booking system)

Encourage whānau & close community to support those in Group 2

Format: Social, Church Network, radio

Encourage employers & workplaces to support those in Group 2 - including getting key businesses on board as leaders

Format: Direct channels, business news channels, collateral

Use well-known, relatable influencers to encourage Group 2 to get vaccinated

Format: Social, media events, community papers, radio

Responsive FAQ & myth-busting

Format: Social, community-management, radio interviews



Benefits unlocked

Promotion of benefits unlocked, tailored to audiences:

- Strengthened border
- Positive impacts on MIQ workers' whānau & life
- Safer workplaces
- Re-connected community groups

Celebration of milestones (# vaccines administered, # workplaces)

Formats: Video content for social, digital, magazine features



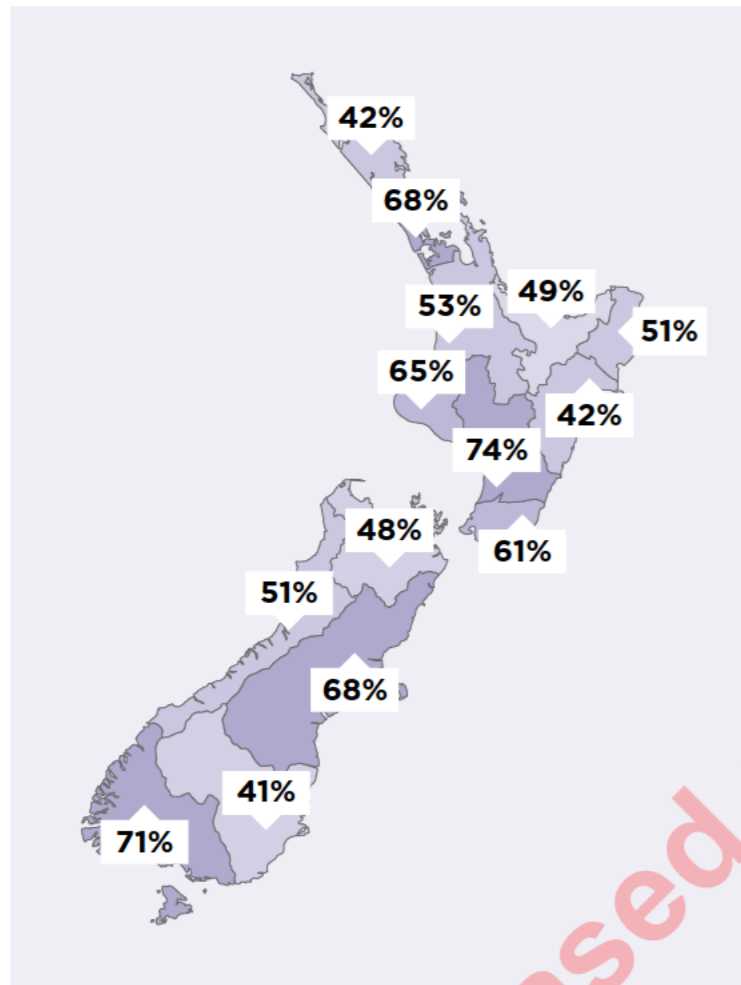
Creative direction

Acceptance

These are some ways we will weave this approach through the campaign.

Core thought = Strength in numbers

Real-time data



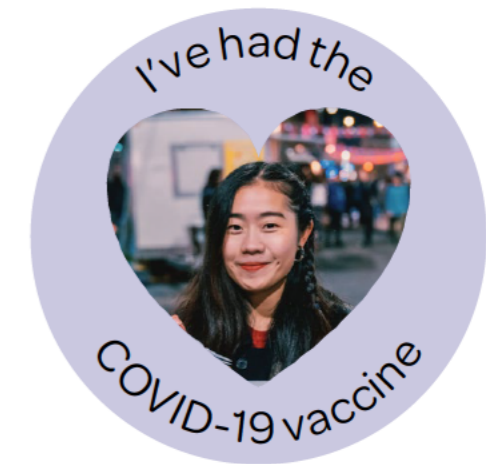
Vaccine collateral




Influencers



Social profile overlays





The stronger our immunity, the greater our possibilities

Creative approach

It's been a long fight against Covid. We've been through a lot, followed a lot of instructions, and achieved a lot. And now we're in for the second half of the game. A pivot point where we go from fighting to winning. This is the moment that we choose whether we'll stay in this reality or move beyond it. Reflecting both sides of this moment in the work – past and future – gives us the perspective and motivation we'll need to get back up and amped again.



In this video, we see all kinds of Kiwis...

Hey Covid

A kid shouts

You were a real egg in 2020

Says a rugby player zipping up his travel bag

And we see you making plans for '21, '22, and the rest of ever

A couple add, pointing to camera from the counter of their family restaurant

But guess what. We've been making plans too

Says the leader of a kapa haka group, who are practicing together

Cos we're over fighting

Shouts someone with their mask on

And we're ready to win

We see a lawn bowls team gearing up

Yup, we're going to plan our big fat wedding

Say two excited men

I'm going to go see mum

Says a Pasifika man holding up his phone. We see his elderly mum looking excited on Facetime

We're going to come here every day, all year long!

Scream a class of excited children

I'm going to pass this kava bowl to my mate here, and he's going to pass it to him, and all the way round

We see a circle of men laughing

I'm going to the library, and the playground, and then straight to the other playground!

A child with a feeding tube shouts with excitement

Hey Covid, check this out

A man shares a hongi with the first person in a big line of manuhiri

That's right. Cos do you know what this is? The metaphorical door to freedom

We see a nurse opening the door to a vax centre

Catch you later Covid

We see a kid being tough to camera

Ka kite a never

Says someone, then sticks on their 'I've been vaxxed' sticker

We're getting immunity

Say the couple from the café again, looking amped

And we're taking back our possibilities

We see the teacher from the classroom

We finish on the rugby player calling the final sound of the haka, and the crowd cheers

We end with these words:

**Choose the win
Unite against COVID-19**



Press example

It's time for **Group 2** to get the vaccine



Our immunity starts with our community. We're on-time and on-track to successfully vaccinate people in Group 1. It's now time for people in Group 2 to get the vaccine too. This includes health and care-home workers, and those in high-risk areas.

How to get the vaccine

Getting vaccinated is easy if you follow three simple steps:

1. Visit [Covid19.govt.nz/Groups](https://www.covid19.govt.nz/groups)
2. Use the tool to find out if you are in Group 2
3. Wait for your local health service to get in touch with you to book your appointment.

Tell your friends and whānau

Do you have friends or whānau that you think might fall into Group 2? Or do you know someone that might need help finding out? Our strength is in numbers, so, please either send them, to, or take them through, the page at [Covid19.govt.nz/groups](https://www.covid19.govt.nz/groups)

The more of us that get the vaccine, the stronger we'll all be

When it comes to vaccines, the more of us that get it, the safer we'll all be from COVID-19 – and the more possibilities it will unlock.

These possibilities include reduced, or even no travel restrictions, more security for family, whānau and community, and more certainty for businesses.

Taking action helps us all

It's not just the vaccinations that can help us take on COVID-19 and unlock a future full of possibilities. We're an immune system made up of 5 million people, where all our choices count. Every time we each wear a mask, scan a QR code, switch Bluetooth 'on', or stay home when we're sick, we're contributing to our communal immunity against the virus.

*The stronger our immunity,
the greater our possibilities*

Find out more at [Covid19.govt.nz](https://www.covid19.govt.nz)

[New Zealand Government](https://www.covid19.govt.nz)

Unite
against
COVID-19

Influencers

Here's some scenarios detailing how our goal/positioning could work with influencers:

Ask me anything

In live, AMA situations, we might have science or health experts leading the discussion on Facebook chat and other similar mediums, and existing platforms such as Parenting Place.

We could shape this conversation by dividing the discussion up into three simple topics:

1. Strengthening our immunity together

Strength in numbers and what this means. Why every action gives us more immunity.

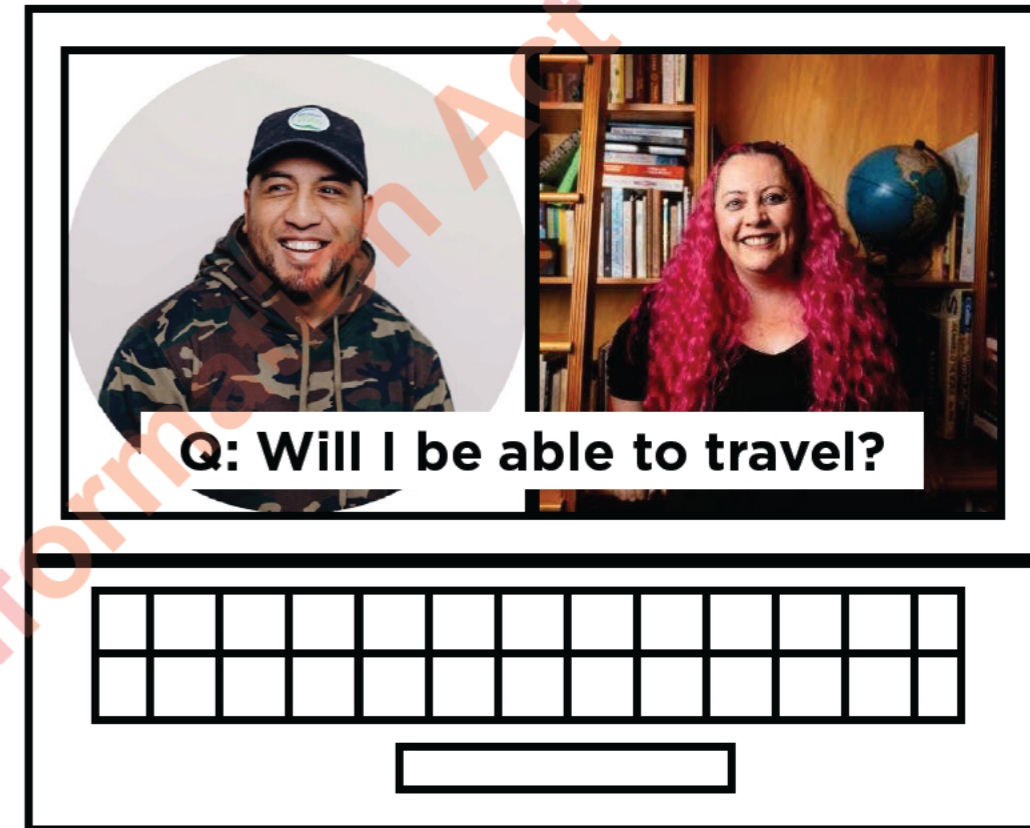
2. The possibilities the vaccine unlocks

The freedoms and possibilities that it could unlock for the country, such as seeing friends and family overseas, and having more certainty for businesses.

3. General questions about the vaccine

Anything else that doesn't fall under the previous two topics, such as technical questions about groupings etc.

People can ask anything under these three topic headers. This helps us to set up the overarching goal for the country, and the benefits it might unlock, before we open the floor to wider questions.



Influencer plus expert

Asking the right questions

In situations where we have the opportunity to create content in advance, we could use our 'influencer plus expert' format to explore key questions that people might want to ask when they are getting their vaccination.

This could include basic myth-busting, like:

What's a normal reaction like?

(Will there be anything? The sweats? Is it normal to feel a bit odd straight afterwards?)

What do I need to know to be prepared?

(Family history or medical records? List of any existing medications? Any previous complications with vaccines?)

How long should I wait before my second dose?



Josh Thomson chats to Dr Michelle Dickinson about the top 3 things they should ask when they're getting their vaccination.

Benefits unlocked

This is where we get to showcase the benefits and gains being made by us getting the vaccine.

Older whānau getting their freedom back

We could showcase older members of our community, and show their renewed feeling of confidence venturing out in the world now, thanks to having had the vaccine.



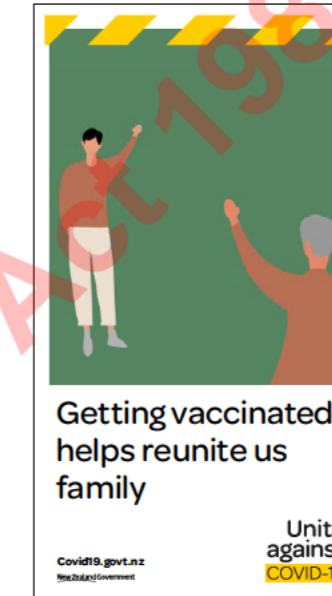
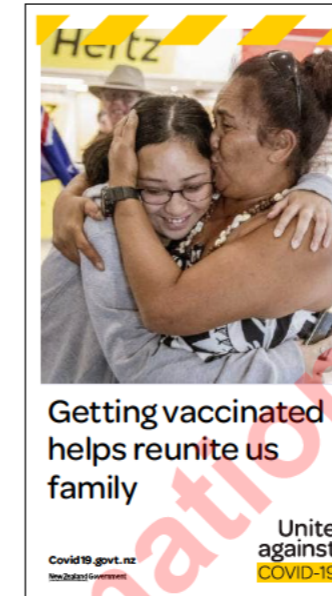
Reuniting safely with loved ones

We could show people with family in places like the Cook Islands, and how, once they've had the vaccine they now feel far better about returning back to visit their families.



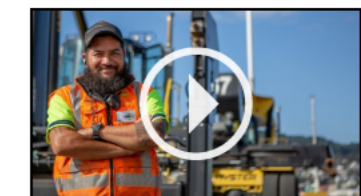
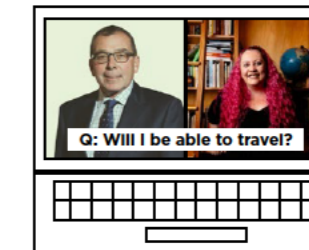
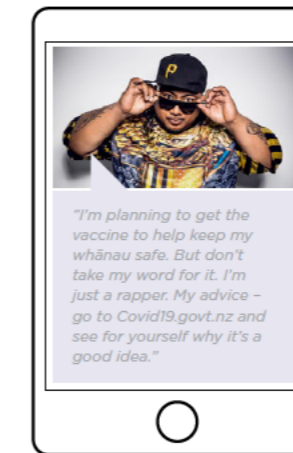
The possibilities for all of Aotearoa

Humanity-led communications.



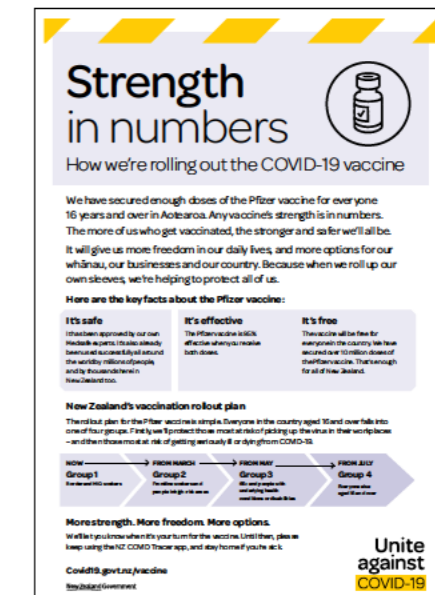
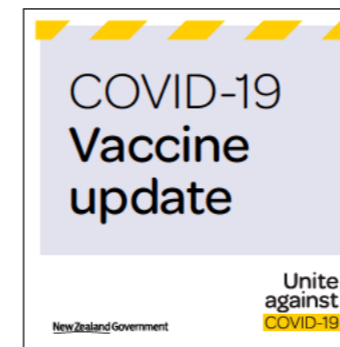
Breaking down the facts and people's questions

Using different combinations of real NZers and experts.



Information and practical messaging

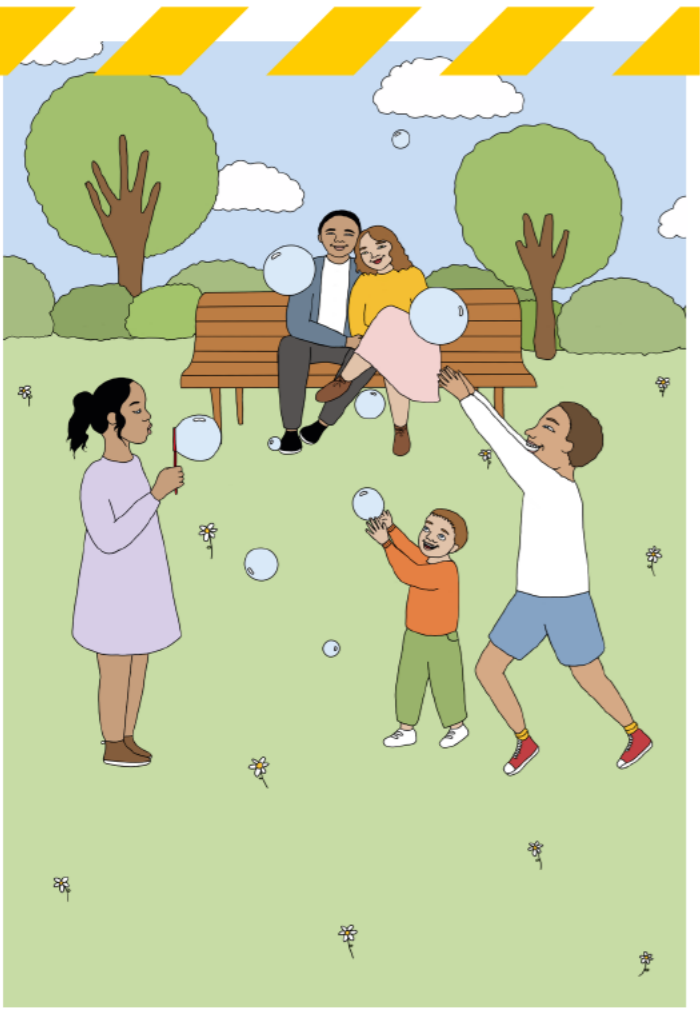
To guide our vaccine groups through the process and giving updates.



UAC-19 Vaccine Campaign Update

Unite
against
COVID-19

DL Flyer



Your COVID-19 vaccination

Everything you need to know

New Zealand Government

Unite against COVID-19

How the vaccine works

The COVID-19 vaccine works by teaching your body to fight the virus, and protects you from getting sick. **The vaccine cannot give you COVID-19.**

You will need two doses of the vaccine, at least 21 days apart. To ensure you have the best protection, make sure you get both doses.

Is the vaccine safe?

All COVID-19 vaccines must meet internationally agreed standards for safety and efficacy.

Medsafe (New Zealand's medicines safety authority) only grants consent for vaccines to be used in New Zealand once they are satisfied that they are safe and effective.


There have been no shortcuts in granting approval for our COVID-19 vaccine (the Pfizer/BioNTech vaccine).

What health information do I need to share?

If you have had an allergic reaction to any vaccine or injection in the past, please tell your vaccinator.

If you are taking any medications or have a bleeding disorder, talk to your health provider first.

If you are pregnant, talk to your midwife or doctor.



Getting your vaccination:

- A healthcare worker will do a health check with you and answer your questions.
- You will need to agree to be vaccinated. Remember you can ask questions at any time.
- A fully-trained healthcare worker will then give you the vaccine in your upper arm.
- You need to stay for at least 20 minutes so a healthcare worker can look out for you and make sure you are ok.
- Once the healthcare worker is confident that you're fine and you are feeling okay, you can leave and carry on with your day.

Potential side-effects

Some mild side-effects, such as muscle aches, pain at the injection site or headaches, are common. They are actually a sign that your body's immune system is learning to fight the virus. They don't last long and won't stop you from having a second dose or going about your daily life.

After your vaccination:

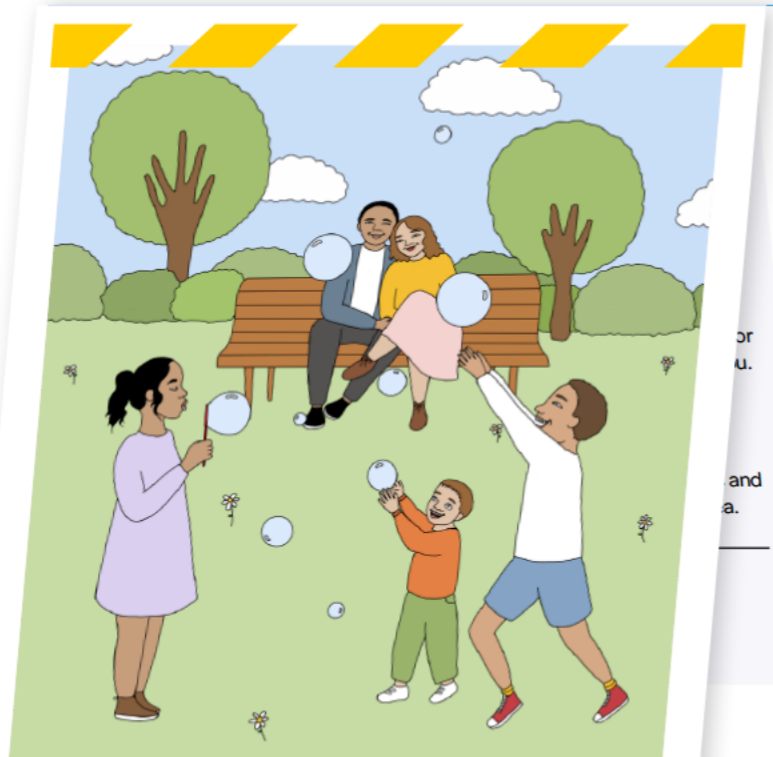
- You will be asked to get your second dose of the vaccine at least 21 days later.
- This is important because you will get your best protection against COVID-19 after two doses.
- If you feel unwell or are worried about any side-effects, speak with your trusted health professional.

And still continue to:

- Stay home if you are sick and contact Healthline about getting a test.
- Use the NZ COVID Tracer app and turn 'on' Bluetooth tracing.
- Wear a face covering on all public transport and domestic flights.

When you get vaccinated you're not just protecting yourself. You're also doing your bit by reducing the risk of passing on COVID-19 to your whānau, friends and community.

The COVID-19 vaccine is free, and available to everyone aged 16 years and over in Aotearoa.



Our COVID-19 vaccination plan

New Zealand Government

Unite against COVID-19

Our plan

We have secured enough of the vaccine for everyone, and it's free

We've secured enough Pfizer vaccine for everyone in New Zealand aged 16 and over, to get the two doses they need to be protected. Getting the vaccine is free for everyone, regardless of your residency or citizenship status.

How the vaccine works

The vaccine works by teaching your immune system to recognise and fight off the virus. It doesn't contain the virus, or anything that can affect your DNA. This means the vaccine can't give you the disease.

How we know it's safe

Medsafe (New Zealand's medicines safety authority) only grants consent for a vaccine to be used in New Zealand once they are satisfied it's safe and effective to use.

All COVID-19 vaccines will go through the same safety steps, and must meet the same robust standards. There have been no shortcuts in granting approval.

How the rollout works

We're rolling out the vaccine in stages. We've created four groups that everyone in the country aged 16 and over will fall under.

Groups 1 and 2 - We started by protecting those most at risk of catching COVID-19 or most at risk if they do get it, including: Border, MIG and high-risk frontline workers; those living in long-term residential care, and older Māori and Pacific people being cared for by whānau, and those at high risk living in Counties Manukau DHB area. This reduces the risk of future outbreaks and lockdowns.

Group 3 - Next, we'll vaccinate other people most at risk of getting seriously sick.

Group 4 - Finally, we'll protect everyone else in Aotearoa aged 16 and over.

Your plan



1. Find out what group you're in

Go to [Covid19.govt.nz](https://www.covid19.govt.nz) to find out which group you are in. People at greater risk will get the vaccine first.



2. Your appointment

Groups 1 and 2 - before June 2021
Groups 1 and 2 will be invited by their local health provider or employer. There's no need to call anyone. We'll contact you.



3. Be prepared

Your first vaccination
Once you have your booking, note the time of your first vaccination here:

Remember to share any existing health conditions you have or medications that you take with your vaccinator.



Your second vaccination
After you've had your first vaccination, make sure your second dose is booked. Note your second appointment time here:

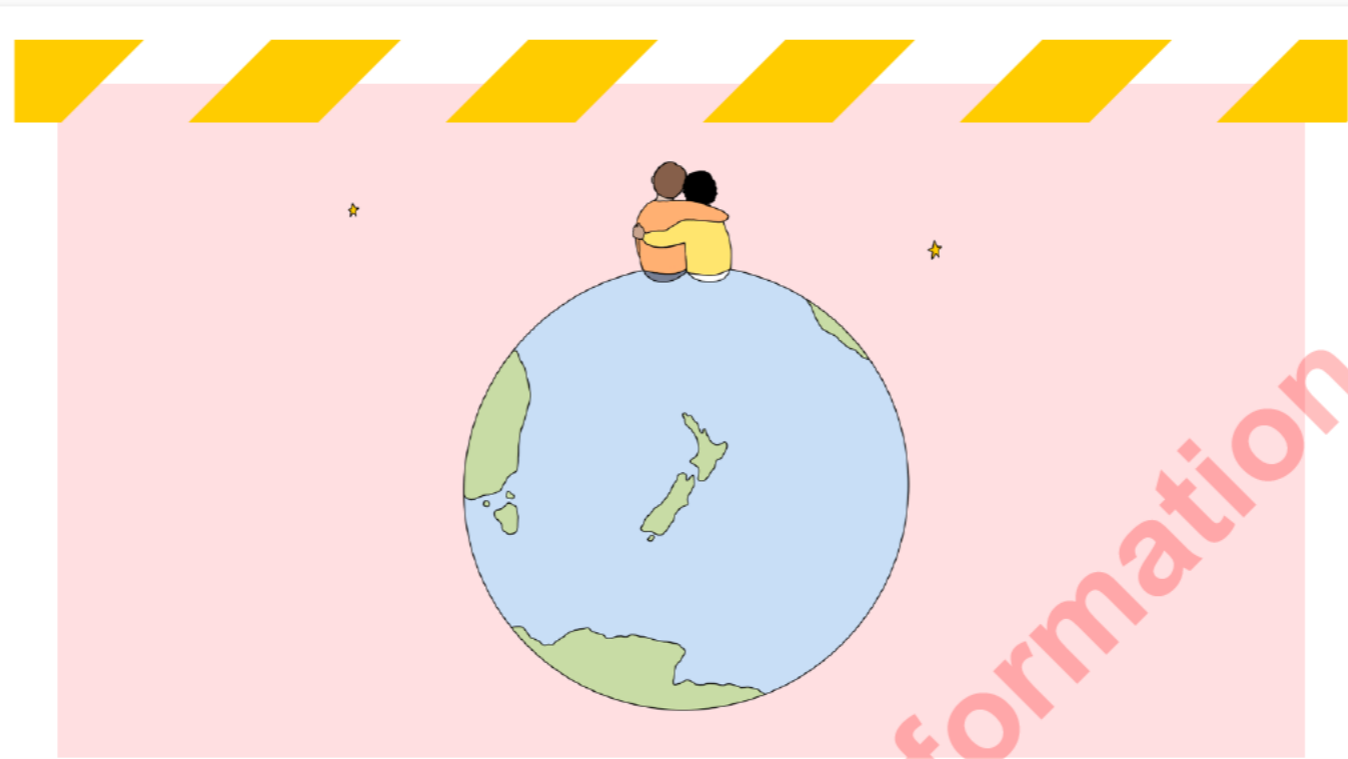
Covid19.govt.nz/translations

Kōre he utu o te kano ārai i a Kōwhiri-19, ā, e wātea ana ki ngā tāngata katoa o Aotearoa. Rapua āheataea ai e koe te whiwhi i te kano ārai māte.	COVID-19 백신은 뉴질랜드에서 누구나 무료로 접종받을 수 있습니다. 언제 백신 접종을 받을 수 있는지 알아보십시오.	Ang mga bakuna labansa COVID-19 ay libre at makukuha ng lahat sa New Zealand. Alaminkung kailan ka maaaring bakunahan.
لقاحات COVID-19 مجانية ومتاحة للجميع في نيوزيلندا. متى يمكنك الحصول على اللقاح. E rāwanga tutaki-kore te au vairākau pānuru COVID-19, e te wai nei notekatoatoa i roto i Aotearoa. Kimi'a 'ā'ae koe e patia'ia eiki te vairākau-pānuru.	Nāhāi fāi toto'g'e tauvāi hūki COVID-19 tī maeke ka moua oti he tau tagata i Niu Silān. Kumuku mi ke loa koe a fe ka maeke ia koe ke moua e hūki.	မိဘမိဘ COVID-19 ဖိုက်ရှင်ကုန်ကုသမှုကို လက်ခံရရှိနိုင်ပါသည်။ ဘာအချိန်မှာ ဘာအချိန်က ဖိုက်ရှင်ကုန်ကုသမှုကို ခံယူနိုင်မည်ကို သိရှိရပါမည်။
واكسن های کووید-19 برای همه افراد در نیوزیلند رایگان و در دسترس است از زمان واکسن زدن خود مطلع شوید	Vāi ne COVID-19 kat tōg'e ra mā sē ofrōg'u se te 'ne famori'e Niu Silān. Sgħior ne sū hes ta 'se la pō la teak'e vgi ta.	Ko ngāshī hūhu māku'i COVID-19 'oku ta'et'otong'ia pea 'oku 'at'ā'atū i he tolo'ā'ha kōoa pā i Niu Silā. 'I'o'ī'a e tāimite ke ala mā'u'utu ai hao hūhu māku'i.
Na ioua ni COVID-19 era sega ni saumi qai valakar au bakivēl ira kece na vakati iotoko i Niu Silān. Mo kila na guna o rawa ni cula kina.	E maua fua tuipūpū o le COVID-19 mā e maua motagata uma i totonu o Niu Silā. Sali pōo afea e mafai ai ona fai iou tuipūpū.	新冠疫苗在紐西蘭免費提供給所有人。了解您何時可以接種疫苗。Te suli pūpū o te COVID-19 ese togī kae avāna mo so se tino i Niu Silā. Salasala ke loa ne koe me mafea e fai iou tausu ki pūpū.
न्यूज़िलैंड में COVID-19 के टीके मुफ्त और सभी के लिए उपलब्ध हैं। पता करें कि आपको टीका (वैकसिन) कब लग सकता है।	Tāhāāāāā COVID-19 wāa bilāash oo wāxāna loo hēi karaa qōf wāba oo ku nool New Zealand. Ogo w māka aad hēi kartid tāhāāā.	COVID-19 ဝိနည်းကုသမှု မှတ်ပေးပေးပါသည်။ သင့်ကိုယ်တိုင် သို့မဟုတ် သင့်ရဲ့ ဝန်ထမ်းများကို သိရှိရပါမည်။
E aiki kaboaki te iti n totoko i bu kin te COVID-19 ao e taurao i bu kia aomata ni kabanelāon Nu tiran. Ka kaea bwan ningai ae ko na kona ni itinaki lai n te itin totoko.	Las vacunas contra la COVID-19 son gratuitas y están disponibles para todos los que se encuentren en Nueva Zelanda. Averigua cuándo puedes vacunarte.	Vacc xin COVID-19 được cung cấp miễn phí cho tất cả mọi người đang có mặt ở New Zealand. Tìm hiểu khi nào thì bạn có thể được chích ngừa.

You can also find information in New Zealand Sign Language, Braille, Easy Read and Large Print and Audio at www.covid19.govt.nz/alternate-formats

Covid19.govt.nz
New Zealand Government

Unite against COVID-19



With the vaccine, it's all possible

Our immunity against COVID-19 is incredibly important.
Because it brings more possibilities for us all.

Possibilities like keeping our way of life intact; our kids being able to learn without worrying about interruptions; or being able to plan gatherings with whānau, or team trips away, without fear of them getting cancelled.

Immunity can bring us all this, as well as more certainty in our jobs, and more confidence in our businesses. With the strength of an immune system made up of all of us, together we can, and will, create more freedom, more options, and more possibilities for everyone.

The COVID-19 vaccine is a triumph of modern science

Creating the COVID-19 vaccines took a global effort. The world united to take on the challenge, with medical professionals and scientists from across the planet working thousands of hours to bring it to us quickly and safely.

Our Pfizer vaccine works by teaching your immune system to fight off the virus. Once you've had both doses of the vaccine it has been shown to be up to 95% effective at stopping

you from catching COVID-19. It also greatly reduces symptoms if you do catch COVID-19 – making it far less likely that you'll fall seriously ill, or pass it on to others.

Along with our existing actions like scanning QR codes with Bluetooth turned 'on', and staying home when you're sick, getting the vaccine is the best way to protect Aotearoa against COVID-19.

Find out which vaccination group you're in, and what you need to know, at [Covid19.govt.nz/myvaccine](https://www.covid19.govt.nz/myvaccine)

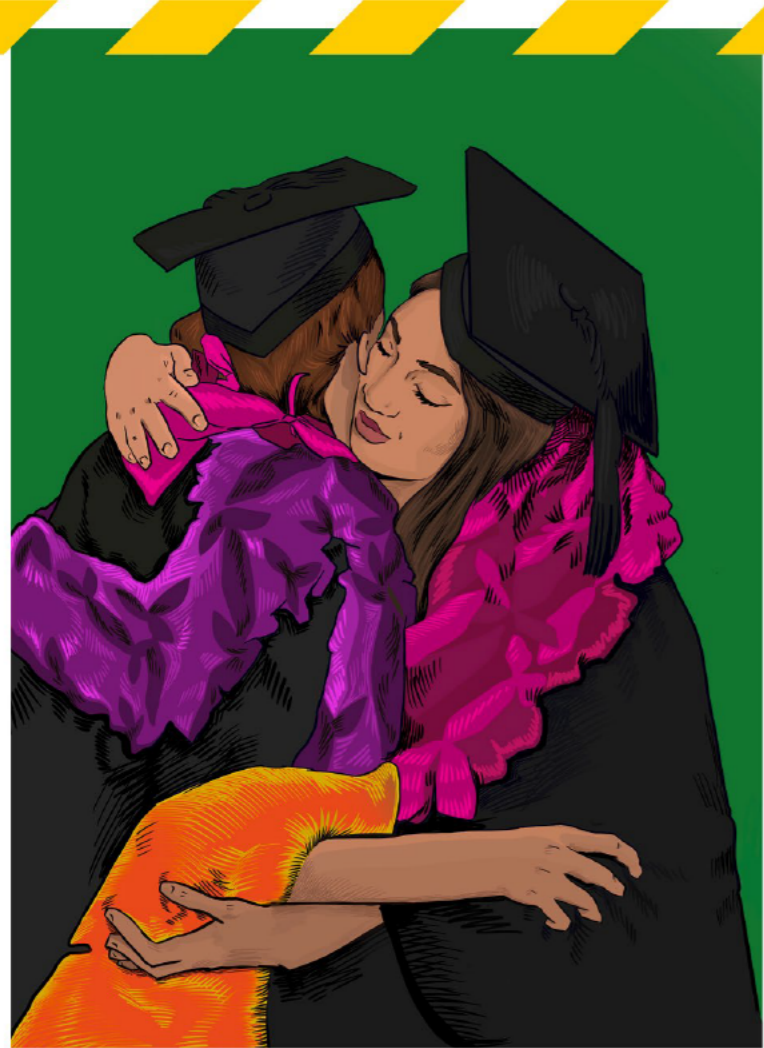
*The stronger our immunity,
the greater our possibilities.*

[Covid19.govt.nz/vaccines](https://www.covid19.govt.nz/vaccines)

New Zealand Government

**Unite
against
COVID-19**

Possibilities Launch OOH



The vaccine keeps us together

Covid19.govt.nz
New Zealand Government

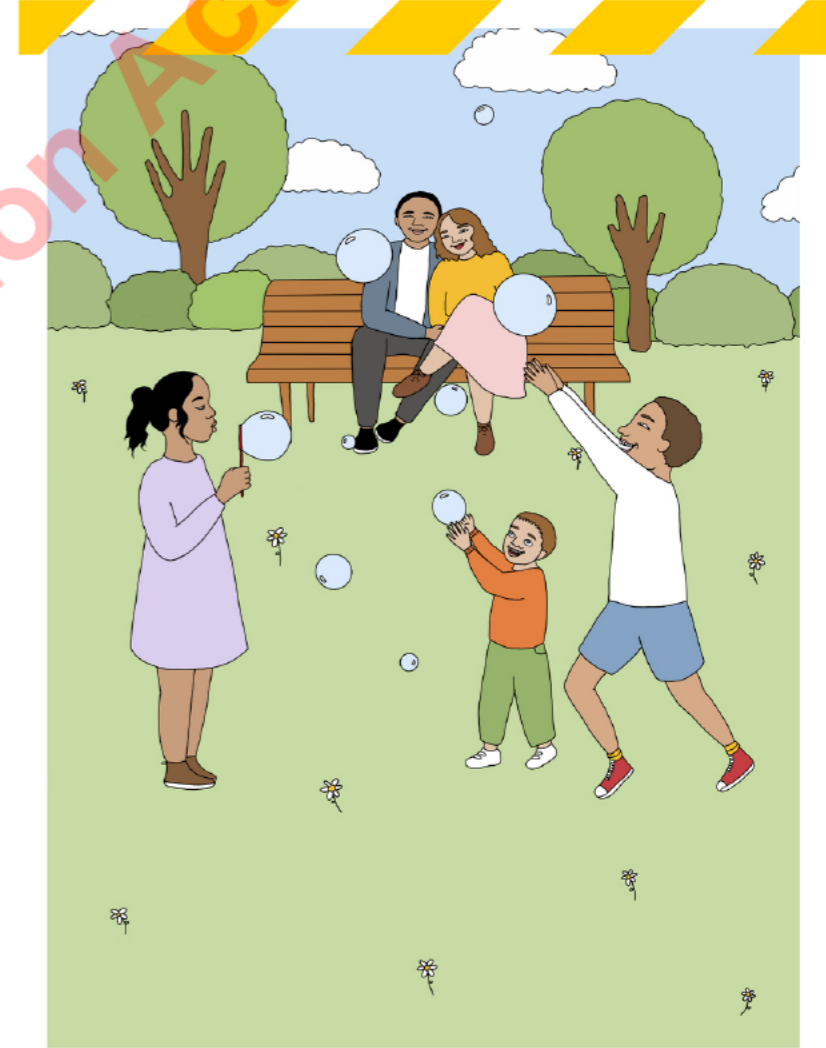
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The vaccine keeps us together

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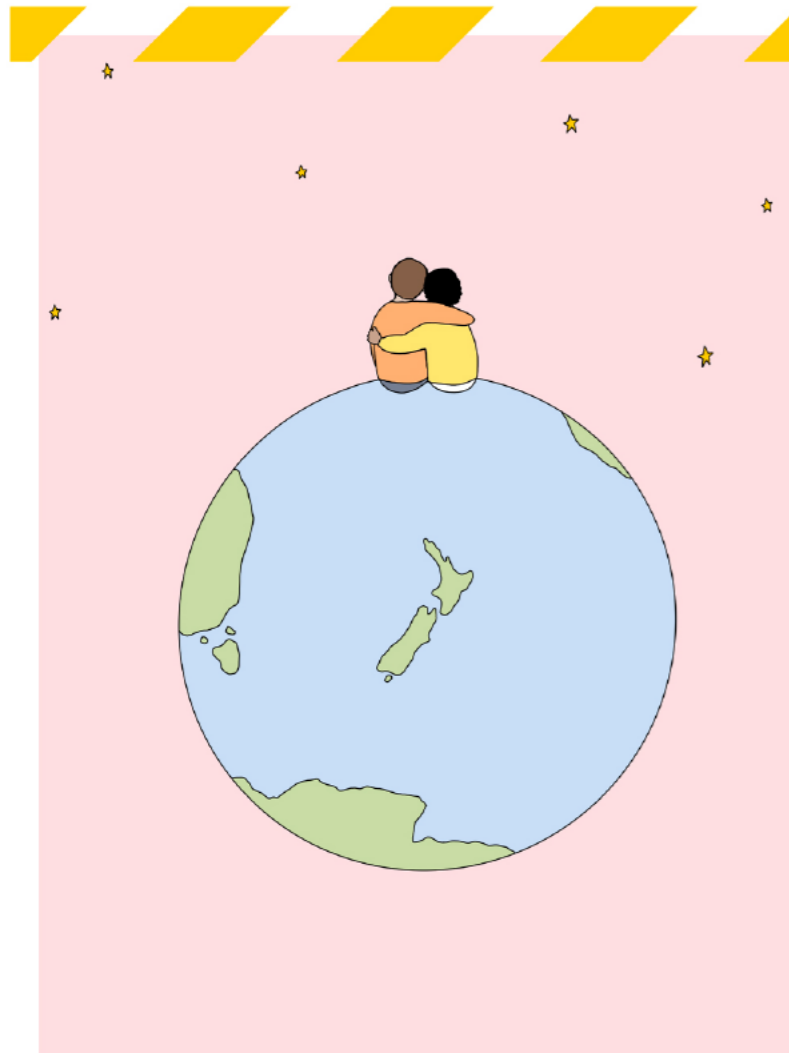


The vaccine keeps us together

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Stronger immunity
Greater possibilities

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Stronger immunity
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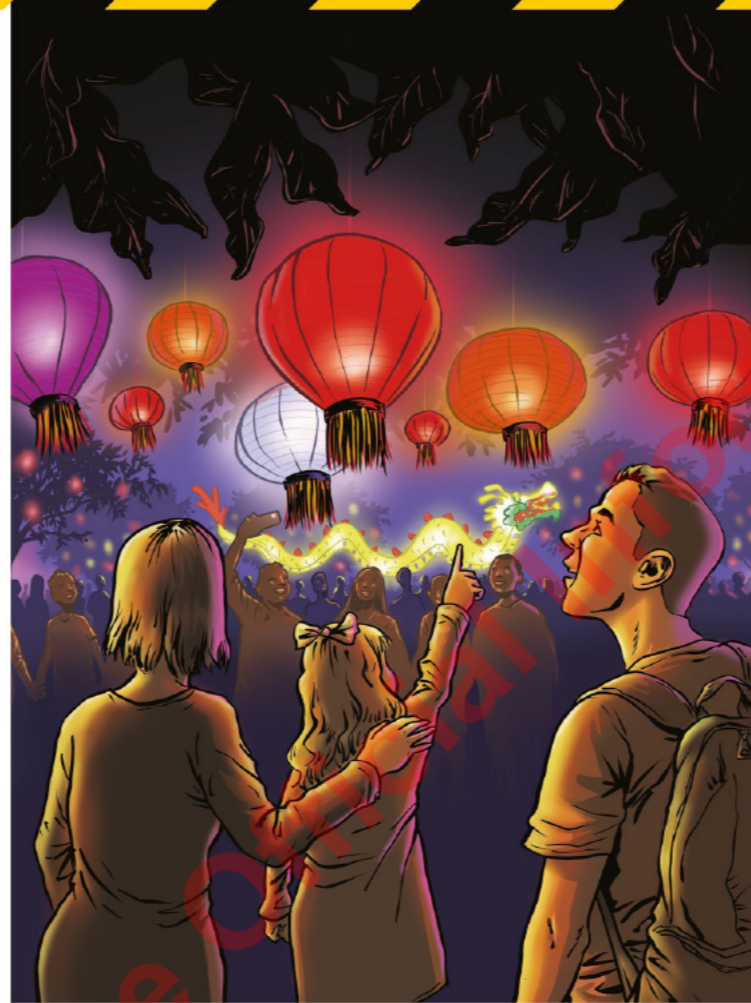
Possibilities Launch OOH



The vaccine helps protect us all

Covid19.govt.nz
New Zealand Government

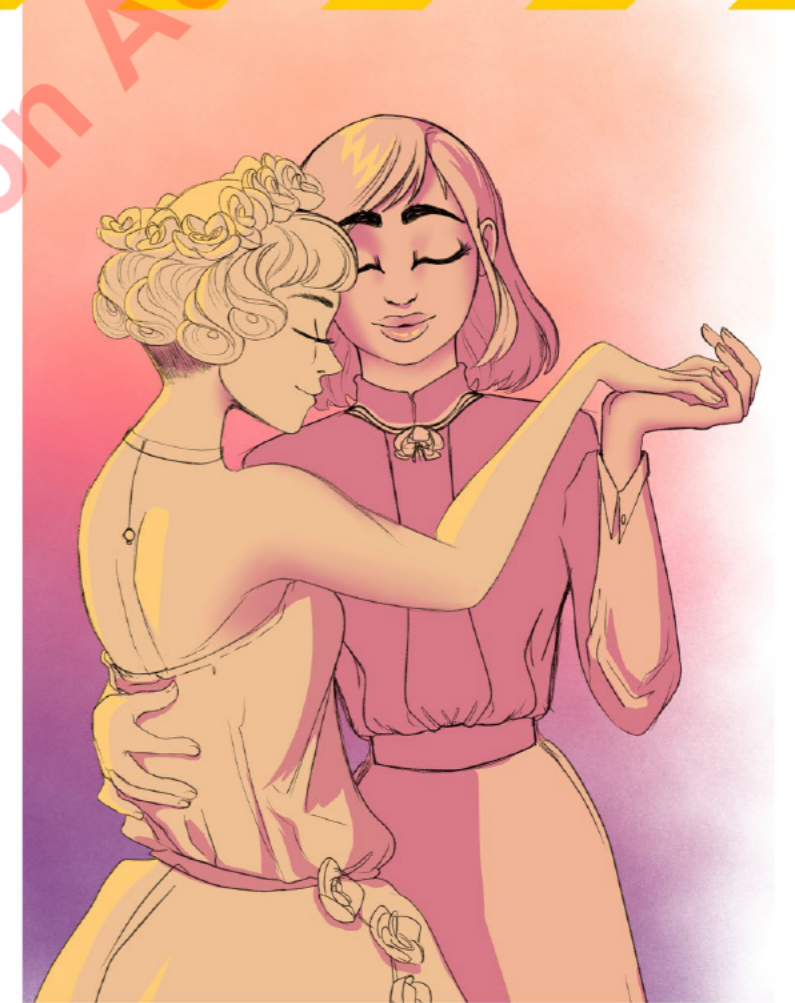
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The vaccine helps protect us all

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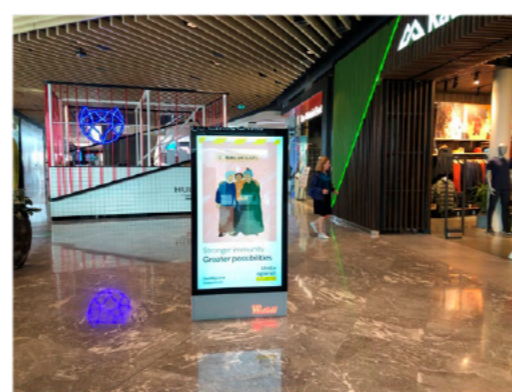


The vaccine helps protect us all

Covid19.govt.nz
New Zealand Government

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COVID-19

Possibilities Launch OOH - In Market



What you need to know about the vaccination rollout



Here's some useful information about our COVID-19 vaccination rollout that everyone should be up to speed with:

The COVID-19 vaccination rollout is well underway

We started by protecting those most at risk of catching COVID-19 (or most at risk if they get it), including border, MIQ and high-risk frontline workers; those living in long-term residential care; older Māori and Pacific people being cared for by whānau; and those at high-risk living in Counties Manukau DHB area. This reduces the risk of future outbreaks and lockdowns.

Next we'll vaccinate other people most at risk of getting seriously sick. Finally we'll protect everyone else in Aotearoa aged 16 and over.

Find out which vaccination group you and your whānau are in at Covid19.govt.nz/myvaccine

There is enough vaccine for everyone aged 16 and over in Aotearoa.

It's free and no one will miss out.

Our rollout plan means we have enough of the vaccine for everyone. We also want to get the vaccine out to as many people as possible, as quickly as possible – without any needless delays. This involves overlapping the rollout between our groups. In other words, we will start on the next group in line, before we have completely finished vaccinating the previous group.

Built-in flexibility

Sometimes, if we have some left-over vaccines in any given area, we may offer them to people in other groups so that they don't get wasted. Like all medicine, each vaccine batch has an expiry date, and we need to use up extra stock whenever we can. This won't lead to anyone missing their turn.

How the vaccine works

The Pfizer vaccine has been proven to be up to 95% effective after two doses. That means, out of 100 people, as many as 95 will be fully protected against the virus.

In rare cases, people may still be able to catch COVID-19 after getting the vaccine, as it can take a few weeks for your body's immune system to build up its defences.

That's why we need to keep all the other safety precautions going too

From scanning with the NZ COVID Tracer App to washing hands, all our health precautions matter.

Our best defence

Remember, people who are vaccinated, are far less likely to become seriously ill, even if they do catch the virus. Getting the vaccine remains the best way to protect Aotearoa against COVID-19.

The more people who are vaccinated, the greater our protection as a community.

The stronger our immunity, the greater our possibilities.

Find out more at Covid19.govt.nz

[New Zealand](https://www.govt.nz) Government

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AV YouTube: Info layer

1.



When do you get vaccinated?

2.




First, see what vaccination group you are in at:
[Covid19.govt.nz/myvaccine](https://www.covid19.govt.nz/myvaccine)

3.




If you are in Group 2 you will be contacted directly by your employer or health provider to book your appointment.

4.



How and when this happens may differ between regions.

5.




If you're in **Groups 3 or 4**, we'll let you know when it's your turn.

6.

The vaccine is free for everyone aged 16 or over, and no-one will miss out.


AV YouTube: Info layer

1.



How effective is the vaccine?

2.




The Pfizer vaccine is proven to be up to **95%** effective after two doses.

3.



Out of 100 people, as many as 95 will be **fully protected** against the virus.

4.




In rare cases, people may be able to catch the disease after getting the vaccine, as it can take a few weeks for your body's immune system to **build up** its defences.

5.



That's why we need to keep the other **safety precautions** going too. From scanning with the **NZ COVID Tracer** app to washing hands, they all matter.


6.



Remember, people who are vaccinated, are **far less likely** to fall seriously ill if they catch COVID-19.


AV YouTube: Info layer

1.




What happens when you get the vaccine?

2.




You'll be asked to provide your details, and give consent.

3.




A fully-trained vaccinator will give you the vaccine in your upper arm.

4.




You'll need to stay for 20 minutes.

5.



Some mild side-effects are common, and are a sign your body's learning to fight the virus.

6.



Make sure you check your second appointment is booked.

7.



Be sure to make a note so you know when and where it's happening.

Radio scripts

Mike Tracey - Tracey's Orchard 45'':

[Mike]

Tracey's Orchard is all about serving the locals.

We sell our produce at farmers markets, people come from all around, but with COVID-19, it's made things difficult.

At alert level 2 the market couldn't go ahead, Fruit just goes to waste, that hurts financially.

But also, it's a shame to see our hard work going down the drain.

It makes it harder to keep people on in the orchard, And they miss out on work as well, and that income.

When everyone gets the COVID-19 vaccine it'll make the difference.

The alert levels will be more stable, and it'll be less likely that the farmers markets would close.

It'll be brilliant for us and all the people we employ and serve.

[Moana]

For orchard owners like Mike Tracey, the stronger our immunity, the greater the possibilities.

Find out more at COVID19.govt.nz/vaccine

Scott Falconer - The Exercise Studio 45'':

[Scott]

So the Exercise Studio is a small community gym.

We have an active ageing program which incorporates a lot of seniors, focusing on strength and balance.

During alert level 2 our older members are a little bit more hesitant to come to the Studio.

They know that they're in the high-risk categories, so they want to make sure that they're safe.

The COVID-19 Vaccine will give our staff protection, It'll give members protection, extra piece of mind and confidence visiting us

Because we're already meeting the protocols, but I think having that extra layer of protection will be really important.

It'll encourage people to keep using the Studio, which'll be great for business.

[Moana]

For gym owners like Scott Falconer, the stronger our immunity, the greater the possibilities.

Find out more at COVID19.govt.nz/vaccines

Influencers

Influencer plus expert

Asking the right questions

In situations where we have the opportunity to create content in advance, we are using an 'influencer plus expert' format to explore key questions that people might want to ask when they are getting their vaccination.

This will include basic myth-busting, like:

What's a normal reaction like?

(Will there be anything? The sweats? Is it normal to feel a bit odd straight afterwards?)

What do I need to know to be prepared?

(Family history or medical records? List of any existing medications? Any previous complications with vaccines?)

How long should I wait before my second dose?

Confirmed influencer pairings



Helen Petousis-Harris



Jennifer Ward-Lealand



Siouxsie Wiles



Bic Runga



Dr. Api



Emma Espiner