

A transcript for the measles campaign video 'It's easy as', including descriptions of audio and visual content.

Music:

Funky upbeat music with guitar, drums and horns plays in the background. It continues throughout the video.

Visual:

A young man strides toward us through an inner city area. He has short dark curly hair and wears a smart light grey suit and t-shirt. He looks into the distance and give a warm smile.

Audio:

It's easy as meeting up for a coffee.

Visual:

The young man in the smart grey suit walks toward a table outside a cafe. A woman with long dark hair and a black dress looks up from the table and smiles brightly. They clasp hands giving a quick hello.

A glimpse of a person with a tattooed arm delivers a coffee. They all smile.

Audio:

It's easy as catching ride.

Visual:

The young man in the grey suit, stands against a wall with a white picket fence perched on top. He scrolls on his phone, then lifts his gaze.

A wide shot of a steep residential street as a silver hatch back pulls up. The young man bends down to take a quick look, opens the door and gets in.

Audio:

Car door closes

Visual:

Close up of the back of the silver car as it drives off.

Audio:

It's easy as going to the movies.

Visual:

Close up of a hand holding out a ticket, another hand appears from the left and grasps it.

Wide shot. The young man in the grey suit grabs the ticket from an attendant behind the cinema bar. They share a nod as the attendant gestures where to go.

Audio:

A hearty laugh.

Visual:

The young man is now seated in a mostly empty, but warmly lit cinema. Looking up, he throws his head back, giving a big belly laugh.

Audio:

It's quick and easy as, to be protected against measles for life.

Visual:

With hands in his pockets, the young man in the grey suit and white t-shirt strolls down Cuba Street in Wellington. He then walks through a pharmacy door to the right.

He enters into a room with his hand outstretched. Someone greets him with a smile and they shake hands.

Audio:

If you're aged between 15 and 30 you may not be protected.

Visual:

Close up of two people in a consultation room. A quick zoom out as the young man in the white t-shirt sits, eyes focused ahead.

A person with styled short hair and a sweatshirt stands alongside. They smile warmly. They lift the sleeve of the t-shirt giving the impression of giving an injection.

They pull down the sleeve of the t-shirt and the two of them share a smile as if to say 'all done'.

Strolling out through the pharmacy exit, the young man in the grey suit gives us two thumbs up and a wink.

Audio:

If you aren't sure if you've been vaccinated? It's best you get it again.

Visual:

The words 'Not sure if you're immunised? It's best to get it again' appear in white font on a bright red background. The background has a handful of deep red circles that drift up the screen. Each circle is finely detailed with either a Māori kowhaiwhai pattern or a tapa flower design.

Audio:

Ask your doctor or pharmacist about getting a free measles immunisation.

Visual:

The words 'Ask your doctor or pharmacist about getting a FREE measles immunisation' appear in white font on a bright red background. The background has a handful of deep red

circles that drift up the screen. Each circle is finely detailed with either a Māori kowhaiwhai pattern or a tapa flower design.

Audio:

It's easy as.

Visual:

On the same red background, the words 'Its easy as' appear in bold white font. To the right the address 'www.rph.org.nz/'. Directly below this are the words 'PROTECT AGAINST MEASLES' in capital letters. In the bottom left hand corner are the logos for Hutt Valley DHB and Capital and Coast District Health Board.

End.