

## With friends like The Flu ...

This concept supports the overarching theme of taking back your way of life through personification of the flu. The flu represents an “unwanted visitor” in each of these layouts and is portrayed as an annoying obstacle that can prevent people of all demographics from enjoying special events. With a faux social media presence, the flu takes on a life of its own with complementary images. The call-to-action focuses on how the vaccine can stop the flu from interrupting life’s special moments.

# With friends like The Flu ...

Don't friend The Flu

## Supporting copy:

Text message:

I'm excited about the party tonight!

Hi Lori, it's The Flu. Put the party dress away - I'm heading over shortly.

Get your vaccine and keep your plans.

## Don't friend The Flu

**GET YOUR VACCINE AND KEEP YOUR PLANS.**



# With friends like The Flu ...

Don't flu around

## Supporting copy:

The Flu is not your friend.

Get your vaccine. Don't miss out.

# Don't flu around

**The Flu is not your friend.**

## GET YOUR VACCINE.

**Don't miss out.**



# With friends like The Flu ...

Spoiler alert...

## Supporting copy:

You never know when The Flu will show up.

Get your flu vaccine. Don't miss out.

## Spoiler alert ...

You never know when  
The Flu will show up.

## GET YOUR FLU VACCINE.

Don't miss out.



# With friends like The Flu ...

Don't let The Flu find you

## Supporting copy:

Keep your plans. Get your flu vaccine.

# Don't let The Flu find you

**KEEP YOUR PLANS.  
GET YOUR FLU VACCINE.**



With friends like The Flu ...

Unfollow The Flu

**Supporting copy:**

Get your vaccine. Get on with your life.

# Unfollow The Flu

## GET YOUR VACCINE.

Get on with your life.



# With friends like The Flu ...

Email

The Flu is not your friend

**Supporting copy:**

Don't flu around - get your vaccine

Molorum as se nosam andant quam, nimolup tatorio dolupta eiundis sundae.



## The Flu is not your friend

Don't flu around - get your vaccine



Hello!

I'm planning my week-long visit soon and wanted you to give you a list of my demands before I share a room with you:

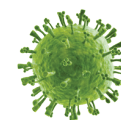
- Comfy bed
- Lots of herbal tea
- Extra soft tissues
- Netflix

Oh, and before I forget, that wedding you're invited to? It's definitely a no-go so you can RSVP that you won't be attending.

If you have any other plans, be sure to cancel those too.

Can't wait to visit!

Best,



The Flu  
flu@virus.com | fluvirus.com

**GET YOUR FLU VACCINE**

# With friends like The Flu ...

The Flu's social media pages

