#bringlifebacktolife Creative Brief & Entry Guide

About #bringlifebacktolife

The #bringlifebacktolife is an awareness campaign that serves to:

**Inspire**
The primary objective is to instill the right feelings for people of the need to get back to normal (end state) and get there quickly (urgency is critical)

#bringlifebacktolife promotes vaccination as the tool to put an end to the pandemic, inviting the public to get the Sinopharm vaccine which is being given free across 200 plus vaccination centers throughout the UAE.

[http://www.bringlifebacktolife.ae/](http://www.bringlifebacktolife.ae/)

**Inform**
Educate about the notion of vaccination (an important tool) to get to normal.

**Validate**
Build confidence through shared experiences, role modeling, & create a national collective spirit to get maximum % of population vaccinated by end of Q1

The #bringlifebacktolife is an awareness campaign that serves to:

This is a joint initiative between MEPRA, APCO Worldwide and G42 Healthcare.

**The Challenge:**

1. To encourage the population to take the COVID-19 vaccine as part of the National Vaccination Programme.
2. Create conversation around key barriers to taking the vaccine and addressing them

**Core Narrative / Brand Essence**

THERE IS A LOT AT STAKE AND NOT A MOMENT TO LOSE

One way or another, the global COVID-19 pandemic stripped each of us of life as we knew it.

For the first time in our lives, we had to stay away from our loved ones, our community, our work, and our social inter-connectedness. We now appreciate the little experiences we took for granted... A hug. A handshake. A kiss on the forehead. A vacation. A pilgrimage.

The pandemic affected our livelihoods, our happiness and peace of mind. But there is a silver lining and we are moving ahead with measured optimism. We need to continue to follow social distancing and safety protocols, but with the arrival of the vaccine, together, and only together can we bring life back to life!
Insights

We believe that the maximum number of people are pushed to take the vaccines because:

1. Everyone around them is taking it.
2. They believe it will help them become less vulnerable & reduce the risk for themselves and for their family and friends.
3. They know it is the fastest way to ensure we move forward in the new normal to restoring a semblance of 'normalcy' to life.

Creative Starting Point

Call to actions for your content

- Take that first step (the vaccine) to mark our return to the normal we knew.
- Spread the word among your friends and family via #bringlifebacktolife and book your appointment to take the vaccine today.

Campaign assets: [http://www.bringlifebacktolife.ae/](http://www.bringlifebacktolife.ae/) #bringlifebacktolife

Download #bringlifebacktolife logo suite at mepra.org/bringlifebacktolife

Content for submission:

**Part 1: Content Creation**

Create one to three pieces of creative content for social media, which meets the creative brief and drives home the importance and urgency of taking the vaccine. This can range from either one or a series of up to three short videos, TikTok clips, or branded posts to be used across one platform or across many platforms. The content submission should not exceed three pieces.

**Part 2: Campaign Evaluation**

- Submit your campaign evaluation. Explain in your own words & through content how you have identified the target audience, the creative rationale and the expected impact if the content was promoted through paid media channels.
- The judges are evaluating the content based on shareability of content:
  - Get #bringlifebacktolife trending & increase reach through the new hashtag
  - Ensure greater visibility for #bringlifebacktolife – this is a key metric for the success of the campaign
  - Maximum views/shares/engagement for the creative content.
Entry guidelines:

1. You may enter as an individual or as a team of up to four students. This competition is only open to currently enrolled students at UAE based universities.

2. Register your details and submit your piece of creative content by COB 15th February at mepra.org/bringlifebacktolife for conditional approval, to ensure it meets minimum requirements before entering the campaign phase.

3. Qualifying entrants will then begin the campaign phase. The content will need to be posted and promoted on your personal platforms from 20th February - 27th February. You will need to demonstrate impact and engagement through likes, shares and comments. You may encourage followers to share the content with the #bringlifebacktolife hashtag for maximum impact.

4. Submit your campaign results by COB 2nd March for final review by our judging panel. Only results gathered within the campaign phase period should be included for evaluation.

5. The winning individual or team will be announced on 10th March 2021.

To ensure your piece of creative content qualifies, it must comply with the mandates below:

- The Campaign messaging shouldn’t be derogatory to any:
  - Race
  - Religion
  - People of any specific region

- No use of any vulgar language or use of obscene or insensitive images.

- Campaign communication shouldn’t mention any country or government or region other than UAE.

- Campaign communication shouldn’t mention or promote any offers, schemes or policies related to vaccination in any way or form.

- The campaign shouldn’t disregard governments efforts for vaccination.

- Messaging should not involve use of government logos or those of private entities involved in the trial and subsequent roll out of vaccination.

- Campaign communication shouldn’t include any false claims, unofficial comments, unverified statistics and reports pertaining to vaccine results or vaccine’s medical benefits.

### Evaluation Criteria

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<th>SCORING CRITERIA</th>
<th>SCORE WEIGHTING</th>
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<tr>
<td>Overall idea and concept (simplicity, relevance, informative, innovative, inspirational)</td>
<td>35%</td>
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<tr>
<td>Campaign effectiveness including views, shares, engagement for content shared on entrant’s platform(s).</td>
<td>35%</td>
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<tr>
<td>Creative execution, composition, design and visual appeal</td>
<td>20%</td>
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<td>Overall presentation (explanation of rationale, target audience, identification, explaining expected impact</td>
<td>10%</td>
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One individual or team will be chosen and their content will be promoted on www.bringlifebacktolife.com and included as part of the UAE National Vaccination Program.

The winning individual or individuals will receive an Etihad Airways Travel Voucher worth AED 5,000 each.
Terms & Conditions of Entry: G42 Healthcare, APCO Worldwide & MEPRA #BLBTL Competition

1. Each team shall be composed of a minimum of 1 participant up to a maximum of 4 participants (the Participants).

2. Participants warrant that any and all Content posted by them in the context of the Competition comply with the following:
   a. Any and all person(s) depicted in the Content has irrevocably consented, or the irrevocable consent has been provided by their parent/guardian where required, to their image being uploaded, shared and used as per these Terms.
   b. Content shall not contain, use or incorporate any material that contradicts cultural, religious or political values, ethics and morals, or which otherwise violates public order or local laws.
   c. The Content shall not contain, use or incorporate any material that infringes the copyright, other intellectual property rights, or any other rights of any third party, including any right of confidentiality or privacy.
   d. The Content shall not show any defamatory content or constitute obscenity, or expose the Company or its customers to disrepute.

3. Participants agree that no money is payable to them and no promise has been given to them in exchange for participating in the Competition.

4. 1 winning team will be selected (The Winning Team) to win a travel voucher worth 5,000 AED per Participant in the Winning Team (the Prize)

5. Prizes are not refundable, nor can they be exchanged or transferred to another individual. We reserve the right to substitute prizes of equal or greater value at any time at our sole discretion, without prior notice.

6. All expenses or costs incurred by Participants, as the case may be, are the sole responsibility of the Participant.

7. We reserve the right, at our sole discretion, subject to prior notice and without any liability to any person, to amend or cancel the Competition.

8. We reserve the right, at any time, to disqualify the Winning Team if it is found to have attempted to undermine the operation of the Competition by fraud or deceit; or has otherwise violated these Terms. In such a situation, the Winning Team undertakes to immediately return its Prize.

9. We shall not be liable for any claim, damage, loss, injury or disappointment of any nature and kind whatsoever suffered by any participant entering this Competition as a result of participation in the Competition, including the retrieval and/or use of any Prize.

10. Participants confirm and warrant that the use, reproduction, broadcasting of the Content by G42 Healthcare and its designees, including its licensees and affiliates, will not violate any third party’s rights, public order or local laws.

11. In posting the Content as part of this Competition, Participants grant to G42 Healthcare an exclusive, royalty-free, worldwide and transferable license to use, reproduce, publish, distribute, display and otherwise exploit, amend and/or adapt such Content (together with or without the Participant Instagram handle) for marketing and promotion purposes of the Competition and/or G42 Healthcare as well as for the vaccine campaign, in any country whatsoever, for the entire duration of protection of the rights in such Content. This includes the right for G42 Healthcare to repost onto its social media accounts and websites any such Content.

12. Participants warrant that G42 Healthcare and its successors may exercise their rights regarding the Content without identifying the Participant as the individual responsible for creating such Content and that G42 Healthcare may edit or otherwise modify the Content for formatting purposes as it deems fit in its absolute discretion.

13. Participants agree to the collection of their name, Instagram handle, email address, residential address and phone number (Data) for internal use for the purpose of running the Competition. In addition, Data may be used to inform and update Participants on new launches, events, promotions, products and services from G42 Healthcare. These updates may be sent to Participants via private Instagram message, email, sms and phone call. Participants have the right to opt-out from these at any time by contacting the G42 Healthcare.

14. Participants acknowledge and warrant that all Data provided are true and accurate.

15. The Terms shall be governed by the laws of Abu Dhabi and the Federal laws of the United Arab Emirate as applied in Abu Dhabi, and any dispute arising out of or in connection with your participation in this Promotion shall be submit to the exclusive jurisdiction of the Dubai courts, United Arab Emirates.