



COVID-19 PSA CAMPAIGN

The Premise

As the government prepares to lift the stay-at-home order and gradually allow businesses to resume operations, it is critical that a strong communication campaign is launched to the general public, to reinforce the behaviours required to curb the spread of COVID -19.

The Premise

We believe that the campaign needs to ‘rally’ the population, be inclusive and nationalistic in its approach, and communicate that every citizen plays a role in ensuring that TT beats COVID-19.

Approach

The aim of this campaign is to reframe the use of the word ‘**essential**’ from meaning just a few but to include everyone because we are all *essential* to winning the fight against COVID-19.

Message

I am essential.

You are essential.

We are all essential.

Do the essential.

Design Strategy

The visual style of the campaign is minimalistic cutting to the basics of visual communication.

A clean and easily read typeface, the deliberate non-use of imagery that allows the message to stand on its own and the colour palette is strongly nationalistic.

**| we are all
essential**

to beat COVID-19.

**let's each do
our part.**

#TTBEATCOVID19

**| we are all
essential**

to beat COVID-19.

**let's each do
our part.**

#TTBEATCOVID19

**| do the
essential**

wear a mask

when you go out.

#TTBEATCOVID19

positive

**| do the
essential**

wear a mask

don't cause the spread.

#TTBEATCOVID19

negative

**| do the
essential**

**wash your
hands**

20 seconds is all it takes.

#TTBEATCOVID19

positive

**| do the
essential**

**wash your
hands**

don't cause the spread.

#TTBEATCOVID19

negative

**| do the
essential**

**cover coughs
& sneezes**

use your elbow or tissue.

#TTBEATCOVID19

positive

**| do the
essential**

**cover coughs
& sneezes**

don't cause the spread.

#TTBEATCOVID19

negative

| do the essential

**avoid touching
your face**

to reduce your chance
of getting infected.

#TTBEATCOVID19

positive

| do the essential

**sanitize hard
surfaces**

that are touched often
(countertops, door knobs, mobile devices).

#TTBEATCOVID19

positive

**| do the
essential**

**keep your
distance**

safe space = 6 feet.

#TTBEATCOVID19

positive

**| do the
essential**

**keep your
distance**

stay away from people
with flu like symptoms.

#TTBEATCOVID19

negative

**| do the
essential**

**keep your
distance**

don't cause the spread.

#TTBEATCOVID19

negative

**| you are
essential**

**to your loved ones
& community.**

stay home if unwell
or high risk.

#TTBEATCOVID19

positive

**| you are
essential**

**to your loved ones
& community.**

stay home if unwell
or high risk.

#TTBEATCOVID19

negative

Español

| todos somos esenciales

para vencer el COVID-19.

**hagamos cada uno
nuestra parte**

#TTBEATCOVID19

| todos somos esenciales

para vencer el COVID-19.

**hagamos cada uno
nuestra parte**

#TTBEATCOVID19

**| haz lo
esencial**

**utiliza
mascarilla**
cuando salgas a la calle.

#TTBEATCOVID19

positive

**| haz lo
esencial**

usa mascarilla
para no propagar el Covid-19.

#TTBEATCOVID19

negative

**| haz lo
esencial**

**mantén tu
distancia**

con otros, por lo
menos 6 pies.

#TTBEATCOVID19

positive

**| haz lo
esencial**

**manteniendo
tu distancia**

evitaremos la propagación
del Covid-19

#TTBEATCOVID19

negative

**| haz lo
esencial**

**mantén tu
distancia**

y aléjate de las personas
con posibles síntomas
de infección.

#TTBEATCOVID19

negative

**| haz lo
esencial**

**lávate las
manos**

por lo menos, durante
20 segundos.

#TTBEATCOVID19

positive

**| haz lo
esencial**

**lavando tus
manos**

no causa la propagación
del Covid-19.

#TTBEATCOVID19

negative

**| haz lo
esencial**

**cubre con tu
codo o pañuelo**

cuando estornudes y
tengas tos.

#TTBEATCOVID19

positive

**| haz lo
esencial**

**cubriendo
estornudos
y tos**

para no propagar el Covid-19

#TTBEATCOVID19

negative

| haz lo esencial

**evita tocarte
la cara**

para reducir el riesgo de
infectarte con el Covid-19.

#TTBEATCOVID19

positive

| haz lo esencial

**mantén
desinfectando**

todas las superficies que
frecuentemente tocas
(mostradores, manijas de puertas,
teléfonos celulares).

#TTBEATCOVID19

positive

| **tú eres esencial**

**para tus seres
queridos y tu
comunidad.**

quédate en casa si te
sientes mal o creas estar
en riesgo de haber
sido contagiado.

#TTBEATCOVID19

positive

| **tú eres esencial**

**para tus seres
queridos y tu
comunidad.**

quédate en casa si te
sientes mal o creas estar
en riesgo de haber
sido contagiado.

#TTBEATCOVID19

negative

Applications

**| we are all
essential**

to beat COVID-19.

**let's each do
our part.**

#TTBEATCOVID19



**| do the
essential**

**keep your
distance**
safe space = 6 feet.

#TTBEATCOVID19

**| you are
essential**
to beat COVID-19.

**| do the
essential**
wear a mask
when you go out.

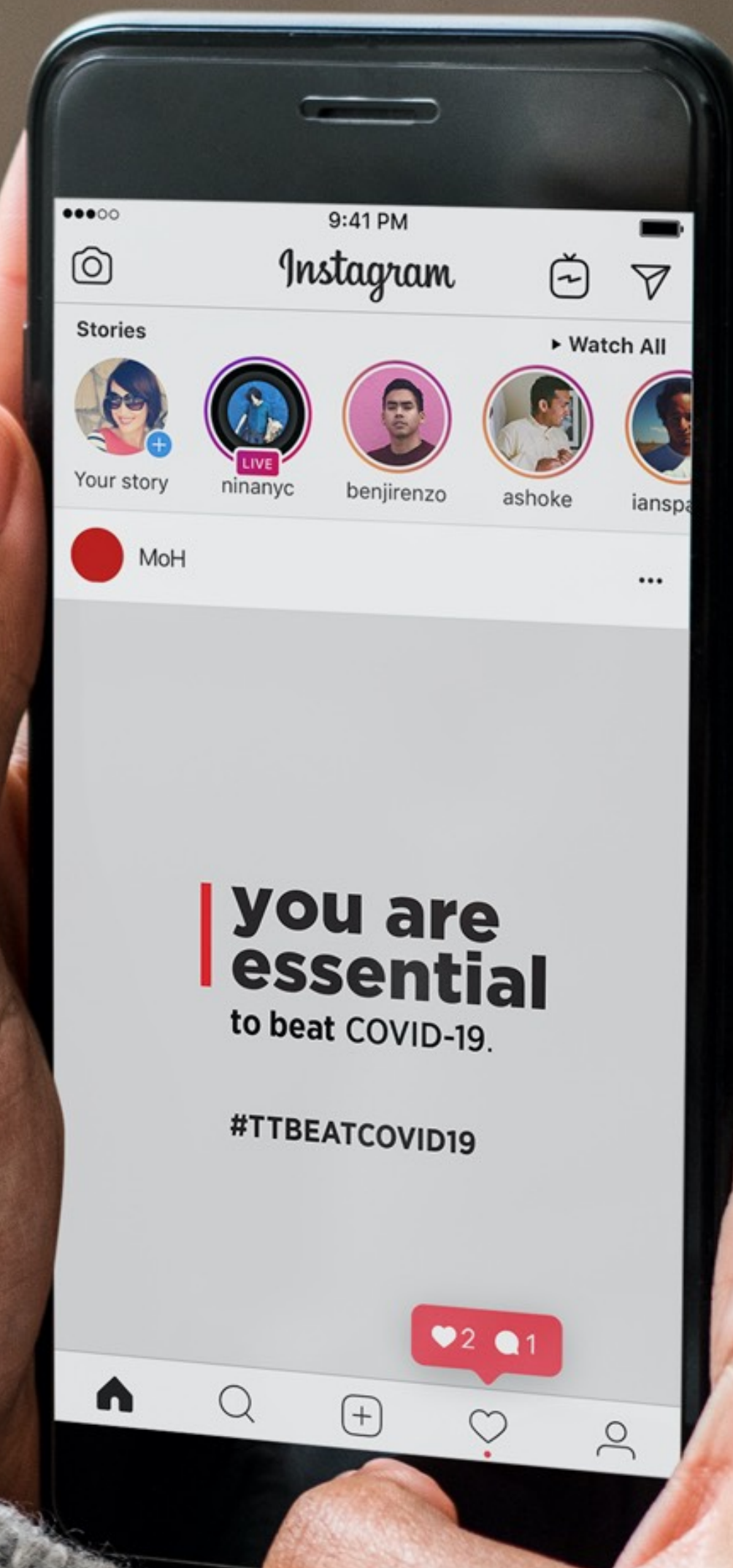
#TTBEATCOVID19

**you are
essential**

**to your loved ones
& community.**

**stay home if unwell
or high risk.**

#TTBEATCOVID19



**you are
essential**
to beat COVID-19.

#TTBEATCOVID19

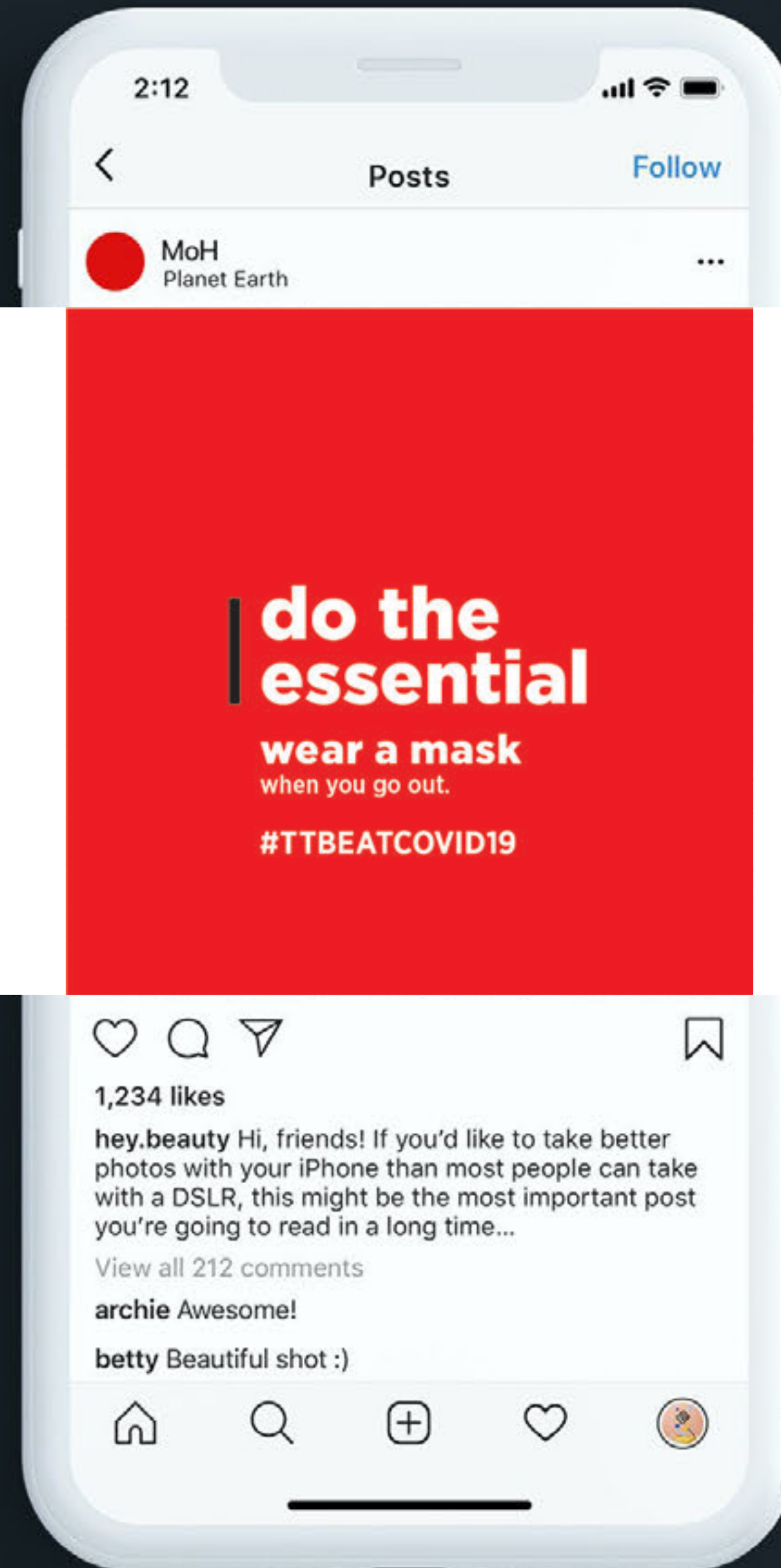
**do the
essential**

wear a mask
when you go out.

#TTBEATCOVID19

**we are all
essential**
to beat COVID-19.

#TTBEATCOVID19







**i am
essential**
to beat COVID-19.

#TTBEATCOVID19

**| we are all
essential**

to beat COVID-19.

let's each do our part.

#TTBEATCOVID19

caps! Creative &
Production
Studio