

“Bouquet #2”

DSHS-Immunizations

TV/0:30

FX

Playful, childlike music in background.

Babies of all different backgrounds, girls and boys, are playing on a white backdrop with giant building blocks. Close-ups of children playing.

Cut to images of children sitting on blocks with the following numbers: “2, 4, 6, 12, 15-18”

Visual of building blocks spelling out “Vaccines” comes together and becomes logo. Tagline appears beneath along with phone #, website and DSHS logo.

AUDIO

Female VO (warm, friendly, off-camera):

Each vaccine your children get builds their immunity. Staying on schedule is important.

Your babies should receive vaccines at 2, 4, and 6 months, as well as 12, and 15 to 18 months of age.

A few minutes of your time can make a lifetime of difference for your child. So make sure your children get all their vaccines on time every time.

And help build your child’s health.