

“Bouquet #3”

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. They're trying to build a tower.

Camera pans slowly across individual blocks that they've assembled vertically, spelling out “DTaP. Shot of kids sitting on blocks that number “15” and “18”.

The kids look pleased sitting around their tower proudly.

Visual of kids spelling out “Vaccines” with help of parents out of frame. The visual 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. One of the most important vaccines protects your child against Diphtheria, Tetanus and Pertussis, all potentially deadly diseases.

Between 15 and 18 months of age, the 4th dose of the DTaP vaccine should be given to your child. Without each vaccine, your child's health cannot stay strong.

Mark your calendars. Stay on schedule. Build your child's health.