

## Social

**AVOID CROWDED PLACES**



**AVOID CLOSED SPACES  
WITH POOR VENTILATION**



**WASH HANDS REGULARLY FOR  
AT LEAST 20 SECONDS**



**WEAR A FACE COVERING  
IN INDOOR SPACES**



**AVOID CLOSE CONTACT SETTINGS,  
SUCH AS FACE-TO-FACE  
CONVERSATIONS**



1:1 STATIC SOCIAL POSTS

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**WE ALL  
MUST DO IT  
TO GET  
THROUGH IT**



**STAY SAFE**



**SAVE LIVES**

1:1 SOCIAL VIDEO

TV



DON'T PASS IT ON 30s TV



# Radio

30s **SCRIPT**

*SFX: low-key chatting and laughter*

VO: You're in a room with friends.

One of them has coronavirus.

But which one?

You can't see it.

They might not have symptoms.

But the virus is in the air.

So now you could have it.

*SFX: Silence*

VO: You'll bring it home without knowing.

And make someone you love very sick.

Your Mum. Dad. Or granny.

So please, limit your contact with others.

We all must do it to get through it.

Learn more at [nidirect.gov.uk/coronavirus](https://nidirect.gov.uk/coronavirus)

OOH



**DON'T SPREAD  
CORONAVIRUS**  
**LIMIT YOUR CONTACT  
WITH OTHERS**

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<b>KEEP DISTANCE</b>	<b>WEAR FACE COVERING</b>	<b>WASH HANDS</b>

[nidirect.gov.uk/coronavirus](https://nidirect.gov.uk/coronavirus)

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48 SHEET

Digital OOH



DIGITAL 6 SHEETS



Press



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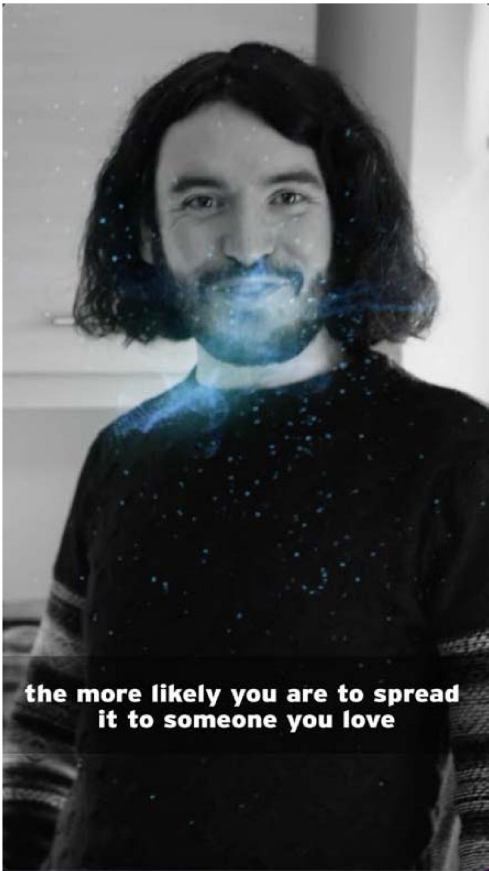
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Social



Spotify



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LIMIT YOUR CONTACT  
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Learn More

SPOTIFY ADS

WE ALL MUST DO IT  
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