

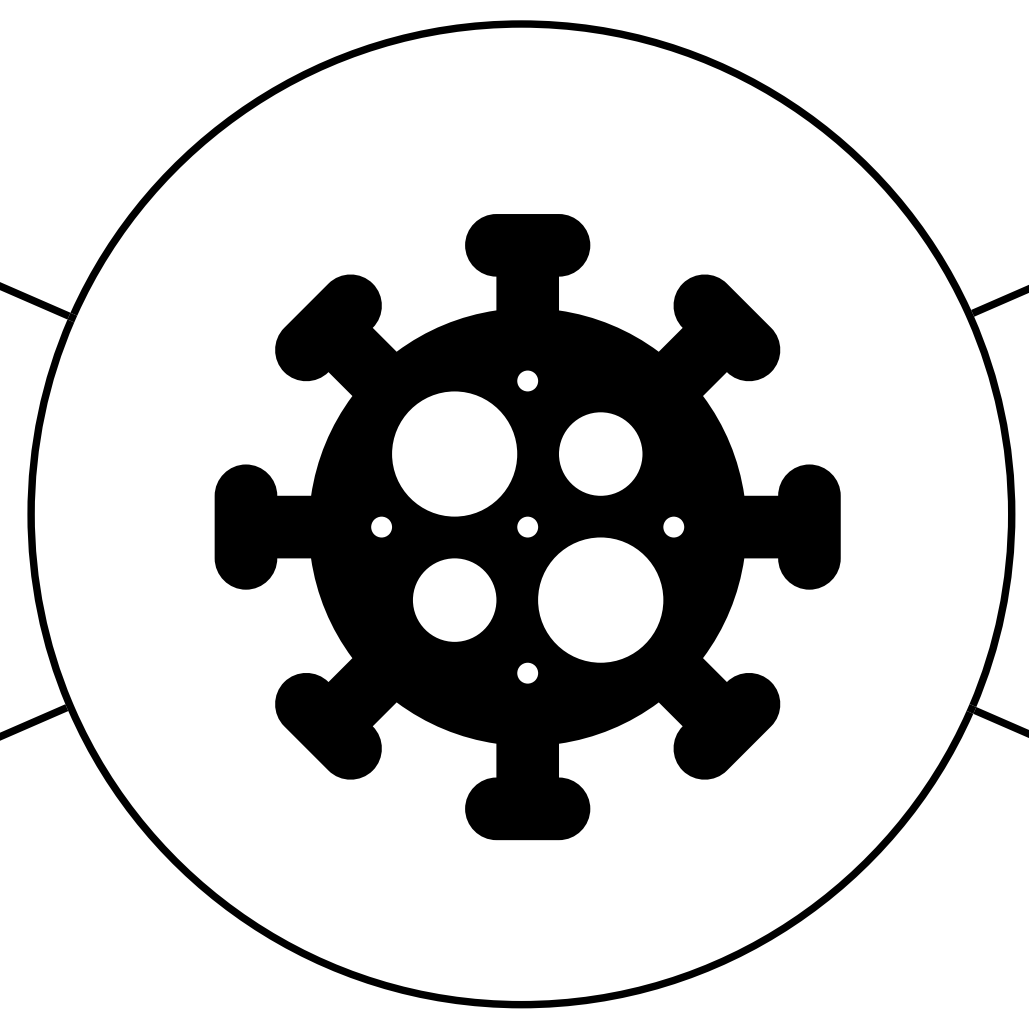
*What do they*  
**THINK AND FEEL?**  
what really counts  
major preoccupations  
worries & aspirations



**VACCINATION  
IS THE ONLY  
SOLUTION TO  
CONTROL THE  
PANDAMIC**

**AT THE STARTING  
SATGE COVID IS  
SPREAD SEVIOURLY  
BUT CONTINOUS  
LOCKDOWN  
CONTROL THE  
PANDAMIC BUT NOT  
COMPLETELY**

*What do they*  
**SEE?**  
environment  
friends  
what the market offers



*What do they*  
**SAY AND DO?**  
attitude in public  
appearance  
behavior towards others



**STAY HOME  
STAY  
SAFE WEAR  
MASK.**

**PEOPLE  
SHOULD  
PROTECT  
THEMSELVES  
FROM IT.**

*What do they*  
**HEAR?**  
what friends say  
what boss say  
what influencers say



**VIRUS IS  
SPREADING  
SO FAST.**

**LONELY  
EMOTIONALLY  
UNSTABLE.**

**WHEN I SEE A  
DELIVERY  
PERSON HAVING  
A PACKAGE  
WITHOUT MASK  
IT FEELS ME  
ANXIOUS.**

**THIS  
PANDAMIC  
HAS BROKEN  
THE BOND  
BETWEEN  
PEOPLE**

**PAIN**  
fears  
frustrations  
obstacles



**CHEST  
PAIN.  
HEARTACHE.**

**INSOMNIA  
THAT BEGAN  
BEFORE  
HEART  
ATTACK.**

**GAIN**  
"wants" / needs  
measures of success  
obstacles



**ENERGETIC.  
RELAXING**

**THEY WILL  
BE  
PHYSICALLY  
& MENTALLY  
STRONG.**