

A photograph of a family of four - a father, a mother, and two young children - smiling warmly from above. They appear to be looking down at a child who is lying in bed below them, resting their head on a white pillow. The child has a red heart-shaped thermometer貼ed to their forehead. The scene conveys a sense of love and care.

Core.

Flu.

Tone. Loving, care and joyous teamwork.

We want to deliver an upbeat, light-hearted campaign that can feel both **modern and intimate**. Films where we can see the eye-catching visuals, but where the focus is at the heart of our stories, in the simplicity and warmth of the **family ties we will portray**. We want to put the stress on the team work that families put in everyday. And how every member rolls up their sleeves for the other with **JOY, RESPECT and LOVE**.

These are films about caring for one another and we want to portray this in a way that is, more than anything, **RELATABLE**. With genuine characters and natural performances. Warm and cute, but not overly quaint. Affectionate, of course, but **FUN** and **ENERGETIC**. We want to get those truly slice-of-life scenes where everyone can spot a bit of their own vernacular, and thus associate a visit to the CVS clinic with a fun family trip to **take care of their loved ones**.