

<b>MISSION</b>	<b>BEAT COVID-19</b>			
<b>ACTION</b>	<b>Stay alert</b>		<b>Control the virus</b>	
<b>PRODUCT</b>	<b>NHS symptom checker</b>	<b>NHS swabs</b>	<b>NHS Covid-19 app</b>	<b>NHS trace</b>
<b>CALL TO ACTION</b>	"Check your symptoms"	"Get a Test"	"Download the app"	"Warn your friends"
<b>BENEFITS</b>	Spot it early	Know for sure	Help the collective effort	Stop the spread
<b>COMMS LINE</b>	"Check your symptoms to get on top of the virus"	"Know for sure so you can take the right measures"	"Use the app so we can all defeat this virus together"	"Warn your friends to take the virus out of circulation"