Our first evidenced creative is a game. Yes. You heard it right. Designed for closed office spaces: **Just play tag!**

What if your office is a playground? The game runs the entire day and each day has multiple winners. And the gameplay is simple.

Never get tagged by corona.
If you get tagged, you are IT!
That is,
You touch high contact surfaces,
You are IT!

You should immediately untag yourself.

Sanitize your hands with sanitiser.
Go wash your hands.
Stay at 6ft distance from the other,
Even in conference rooms.
Reduce surface area contact with
Doors and handrails.

Are you untagged at the end of the day?
If you are, you win.
One day at a time.

Enjoy this game of tag to fight corona. Download the entire game deck here<>. Just print them out on a simple A4 sheet, cut them where needed, and strategically stick them as shown! We are in this together. And why not have some fun while we fight it together!? Afterall, using fun theory such as this, the piano staircase encouraged more than 66% of commuters into using the staircase! Not just that. Tag stickers are suggested to be pasted at the point of action. Thereby hoping to nudge you towards untagging. A full circle.

**For Feedback and customisations**

Do reach out to us at consciousbengaluru@gmail.com and sriyer89@gmail.com to share your feedback on behavioural changes with these interventions at your workplace. At the moment all creatives are available only in English. Reach out to us if you need them in other languages. We will do our best to get back to you sooner, in your preferred language. Meanwhile, stay safe, cope well.
From when in conference rooms, to when we touch switchboards, staircase railing and doors. There are many hotspots in our office where we may get tagged. This image gives you a glimpse where you could tag and untag yourself.
Hug?
No.
Handshake?
No.
Go traditional?
YES!

Namaste.
Namaskaram.
Vanakkam.
Swagatam.
Welcome.
NAMASTE

TO FIGHT CORONA
Why use your fingers when you can use your key!? It has lower surface area and you may not bring them to your face. But remember to sanitize your key after!
Got tagged at the door? (Yes, elbow edging is also tagging). Sanitize! Sanitize! Sanitize! Splash that alcohol gel on your palm and elbow!

Else you may regret unintentionally touching your face.
It is ok to seek support. We need them. But as you reaching the landing, sanitize or wash your hands. Better to put n the effort now that regret later. Your family is awaiting you, safe and healthy.
Forgot to use your keys for the love of a see-saw? It is ok. But you need to win EVERYDAY. So immediately untag yourselves. There is both alcohol and water, awaiting help you untag.
When you have people around you:

1. REMEMBER TO DAB

"I use a kerchief. I close my mouth and nose with my palms." Why dab you ask? Oh it is to protect others around you. We owe it to our colleagues, neighbours and family. Dabbing blocks cough particles from spreading. But palms don’t block. They spread to up to 8 feet. And kerchief and tissues percolate into your hands with which you touch surfaces. Yuck!

1. REMEMBER TO PROTECT YOUR BUBBLE

Corona spreads. Stay in your bubble. Conference rooms may push you to nestle. Spread your hands. End to end is YOUR BUBBLE. Protect it.
Ring-a-Ring-a-Roses
Pocket full of posies

**HOLD YOUR HANDS**
And we all fall down

CONFERENCE ROOM
ELBOW SNEEZE AND

DAB

ACHOO!
Workstations are a good space to a reminder. We are habituated to hug and handshake. Habituated to not dab. So when there is a need to change, it is good to set reminders. To strengthen the neural connections for the change.
UNTAG YOURSELF
by taking part in this 20 sec challenge
ELBOW SNEEZE AND
DAB
NAMASTE
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CONSCIOUS
BENGALURU
The safe heaven of this game - the washroom. Where we can untag ourselves. But you are not untagged, and you won’t win the day if you do not wash your hands for **20 SECONDS**. Because the soap molecules need so much time to works its magic. So, how can we ensure 20 second hand wash?

Just read out the rhymes we have made for you. Read not so fast. And follow the hand wash instructions and you tune into the rhymes. Twenty seconds of music, and you are untagged!
1. Johnny Johnny?
2. Yes Pappa?
3. Washing hands?
4. Yes Pappa!
5. Between your fingers?
6. Yes Pappa!
7. Behind your knuckles?
8. Yes Pappa!
9. For 20 seconds?
10. Yes Pappa!
11. Show me your hands?
12. Ha Ha Ha!
All the best guys! Win one day at a time. Stay safe!