The Moscow Times
30 YEARS
INDEPENDENT NEWS FROM RUSSIA

In Russian State TV Ad, Fortune Tellers Say Vaccination Is in Your Future

August 02, 2021



cottonbro / pexels

Miss Cleo will turn any skeptic into a believer.

That appears to be the logic behind a new pro-vaccine ad campaign aired on Russian state television as the country struggles to promote take-up despite the broad availability of free shots.

Embed:

> На федеральном канале ТВ3 запустили эпическую рекламу вакцинации: по сюжету люди приходят к гадалкам, чтобы узнать свое будущее и попросить помощи. Однако ясновидящие оказываются не в силах помочь — без вакцинации «будущее закрыто» pic.twitter.com/JIoTIslexL
>
> — Znak.com (@znak_com) August 2, 2021

According to the Znak.com news website, the commercial that aired on mystery, science fiction and fantasy broadcaster TV-3 depicts a fortune teller who can't see her customers' futures because it's "closed off," making her anti-vax clients fear for their lives.

"But we're able to protect ourselves, get vaccinated!" the voiceover reportedly says.

The PSA ends with the fortune tellers saying one's "fate will become clear" after getting vaccinated.

TV-3's spooky spot follows another macabre ad last month that featured the chief doctor of a Moscow hospital promising a "tour" of the ICU, or "the hospital's quietest hallway," for those who buy fake Covid jab certificates.

The certificates have become hot commodities amid compulsory vaccination mandates in several Russian regions.

Original url:
https://www.themoscowtimes.com/2021/08/02/in-russian-state-tv-ad-fortune-tellers-say-vaccination-is-in-your-future-a74676