

'Get back to what you love': Google COVID-19 vaccine ad garners 6.3 million views, emotional response

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Credit: Unsplash/CC0 Public Domain

Google is encouraging the public to "get back to what you love" with a video that ends with the search phrase: "COVID vaccine near me."

The minute-long video chronicles [search](#) terms throughout the COVID-19 pandemic and illustrates how those terms may be changing as a result of vaccinations, allowing the world to transition from virtual events to in-person gatherings.

The ad begins with a litany of search terms from earlier in the pandemic, such as "quarantine," "social distancing," "lockdown" and "restrictions de voyage" (travel restrictions) in a French search.

Then "sweat pants" transforms to simply "pants" and a scheduled "virtual happy hour" shifts to a real "happy hour" calendar notice. A Google Maps theater location changes from "temporarily closed" to "open." The music becomes increasingly upbeat before landing on a final set of keystrokes to spell out: "COVID vaccine near me."

"While there's still uncertainty ahead, the vaccine gives us reason for hope," Google says in the video's description. "As the vaccine becomes more available, you may have questions. Search 'COVID vaccine' to get the facts." The ad also encourages viewers to visit the website of the Centers for Disease Control and Prevention.

While Google actually published the "Get back to what you love" video on YouTube in late March, it's gaining traction after airing during the NCAA Final Four games over the weekend, according to 9to5Google, a publication that covers Google-related news that is unaffiliated with the company.

Google's clip, which had garnered more than 6.3 million views as of Monday morning, is prompting an [emotional response](#) from viewers, some of whom are "seeing the light at the end of the tunnel," as Twitter user Stefano Maggi wrote.

Jiya Jaisingh echoed Maggi's sentiment: "This is what we all want—to hug, to celebrate, to cheer. To live. Google nailed it," Jaisingh wrote on Twitter.

And Abiye Ibiebele, another Twitter user and [resident physician](#), according to his Twitter bio, commended Google and recommended that people get vaccinated. "?@Google? does it again! Make sure to get vaccinated when you have the chance to!"

As of Monday morning, the CDC reported that more than 61 million people in the U.S., or almost 19% of the population, are now fully vaccinated, and 106 million, or 32%, have received at least one dose.

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