



Brief set by

The Case For Her
& Teen Vogue

Use branded content to challenge ideas around female pleasure and sexual wellness

Related Disciplines

Branded Content

Extra Prizes

Potential to have your work featured in Teen Vogue

Deadline

4 May 2020, 5pm GMT

The back story

“Sex education... often leaves out important information about our bodies and sexual and vaginal health. We’re expected to figure it out on our own, often through watching bad porn, googling, and experiences with partners that we wish we could erase from our memories.” [Devra Ferst, Teen Vogue](#)

Gender equality has been at the forefront of the media and public conversation for a long time. Some areas in this space have seen strides, but the subject of female sexual pleasure and wellness has been deprioritised in sex education, in health research and society as a whole. [The Orgasm Gap](#) is a physical reminder that the predominant socialised attitude does not place importance on female pleasure or sexual wellness.

This begins from a young age, from endless jokes about male masturbation featured in mainstream media down to male anatomy taking centre-stage in class graffiti, the female side of sexual pleasure rarely gets a look-in.

The Case For Her, an innovative funding collaborative that invests in early stage markets within female health, are teaming up with Teen Vogue to bring this topic to the forefront.

What’s the challenge?

The Case For Her want you to develop a branded content piece or series that will feature on one or more of Teen Vogue’s media channels, including their website, social and YouTube channels.

Your response should explore the female pleasure and sexual wellness space and seek to educate and challenge Teen Vogue’s audience about the issues surrounding it. You should strive to normalise girls’, women’s, and non-binary people’s journey to nurture, develop and explore their sexuality.

Who are we talking to?

The Teen Vogue audience is comprised of all genders and sexualities. The average reader is between 18 and 24, but your response should consider those aged 14+. They are invested in social justice and equality. They want to know not just what the problem is, but how it can be fixed. Some come to Teen Vogue to learn the basics on an issue, and others come to learn the next steps.

Things to think about

How to be part of Teen Vogue

Teen Vogue has always challenged industry expectations. They believe that young people aren’t just one dimensional, they have the capacity to care about fashion, beauty, and deep-seated societal issues, all at the same time. The publication’s core mission is to act

as “the young person’s guide to conquering (and saving) the world,” which includes arming them with key information on their bodies, health, and sexuality.

Research, research, research

Dig deep to uncover the best way to speak to, educate, and challenge your audience to make the future female empowered.

How to understand pleasure and wellness

Pleasure is a core reason why many of us have sex, making it a driving factor in all parts of our sexuality — from our preference of birth control to who we have sex with (see [Further Information](#) for more details).

Female sexual wellness can lead to improved quality of life, higher self-esteem and increased economic outcome. Having complete agency over our bodies empowers us in all aspects of life.

How to use branded content

Think beyond the expected. Yes, written content series and videos can be effective, but so can podcasts, quizzes and infographics.

The important stuff

Your response should include:

- an explanation of your concept, including your research and how and why your idea would work for your audience
- an example of your content. This can be a full-length article or a treatment for a film or photo series.
- The Case For Her as part of the conversation and direct people to their website to learn more.

Be mindful of consent, and include consent in any and all proposals (see [Further Information](#)).

Your response should **not** be crass or insensitive by using shock tactics to draw attention, or advocate for any illegal, unethical, or non-consensual acts.

What and How to Submit: Read [Preparing Your Entries](#) before you get started for full format guidelines.

Main (essential):

Either a presentation **video** (max. 2 min) OR **JPEG** slides (max. 8), showing your response.

Optional (judges may view this if they wish):

Prototypes or mockups as **Interactive** work (websites, apps, etc). If your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).