



**Brief set by**  
Durex

## Fight for diverse representation and empowerment in sex for disabled people

### Related Disciplines

Advertising  
Campaign

### Deadline

4 May 2020, 5pm GMT

### The back story

Durex aims to liberate good sex for everyone. They challenge sexual conventions, act as a leveller, a normaliser, and a reminder that what's in the media isn't what's real. They believe that good sex is what feels good for you, as long as it's consensual, and no one should tell you different.

However, Durex also recognise the problems in the sex space. They fight to fix them and believe good sex is about health, rights and enjoyment.

### What's the challenge?

There are more than [1 billion disabled people](#) in the world. That's roughly 15% of the world's population, a huge number. And more than [50% of them do not have any form of a regular sex life](#).

Disabled people have and enjoy sex, yet are often not seen as sexual beings, in some cases even being [excluded from sexual education at a young age](#), which further marginalises this community and excludes them from having a fulfilling sex life.

This is for many reasons:

- There's a misconception around the physical ability to have sex being key to enjoyment
- Sex can be narrowly defined as penetration (sometimes unavailable to disabled people)
- There's a lack of representation of disabled people (including neurodiversity) in sexual wellness advertising/dialogue.

Help Durex bridge this perceived gap between disability and sexuality with a campaign that empowers disabled people, and challenges people's preconceptions and stigmas.

This can be done through awareness or innovation, but the heart of your idea should focus on empowerment and champion the real, authentic human experience. The channels you use are up to you, but consider how your idea could work in multiple spaces.

### Who are we talking to?

Your campaign should speak to and empower people who are tired of being infantilised or fetishised - in short, denied their right to a fulfilling sex life. People with visible or invisible impairments. Teenagers navigating sex for the first time, young adults experimenting or grown-ups who know what they want.

But remember, empowerment doesn't just rest with the individual. You also need to challenge others' preconceptions. Think about how you can shift society's views on this topic.

### Things to think about

#### How to stand out

Steer away from stereotyped imagery

and usual category tropes. Be brave and ambitious in how you solve this problem.

### How to be real

Durex stands for real sex. No filters, no film sets, no faking. Sex that's open, honest, and fun.

For disabled people, Durex want to represent what real sex is: fun, happy, exciting, sexy, enjoyable. Not weird and different.

### How to join conversations

There's a lack of representation of disabled people in sexual wellness/advertising dialogue. Numerous campaigns and TV shows in recent years have featured and celebrated disabled people in other ways. But many have been problematic, from encouraging pity to reinforcing stereotypes. However, there have been some successes, such as [The Last Leg](#) which has done a huge amount of work in destigmatising disability and changing conversations in this space. Think about how your work could join these positive media conversations, and avoid the tropes of less successful messaging.

### How to be inclusive

Your campaign should have a broader impact than just the disabled community. It should open people's minds and change misconceptions.

See *Further Information* for some more dos and don'ts.

### The important stuff

Your solution must:

- Improve participation and representation of disabled people in the sex space
- Give a voice to a community that has been left out of the sex category
- Kick-start a positive conversation where there's mostly been silence.

**What and How to Submit:** Read *Preparing Your Entries* before you get started for full format guidelines.

### Main (essential):

Present your idea using either a presentation **video** (max. 2 min) OR **JPEG** slides (max. 8).

### 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).