



Design bridge
and partners

Brief set by
Durex

In collaboration with
Design Bridge & Partners

Help Durex break down barriers to sexual freedom

Deadline
20 March 2024, 5pm GMT

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The backstory

"Sexual freedom is a human right. It means having the freedom to define, explore and experience your own sexuality as you want, without fear of repression or violence."
SheDecides, 2023.

As a brand, Durex exists to unleash the freedom to be your true sexual self.

The barriers that prevent sexual freedom can be complicated and often highly personal, but society and the world around us plays a huge role in increasing and often perpetuating those pressures; and that is something Durex wants to help change.

These barriers may be physical, emotional, functional or even cultural. Sex and the misinformation around it has never been more prevalent. So, what can Durex do as both a sexual protection **and** pleasure brand to break down barriers?

What's the challenge?

Develop an innovative service, product or campaign that solves your chosen barrier to sexual freedom.

Your response must consider how breaking down barriers will give your audience more confidence to find their true sexual self, free from the current pressures they might experience.

What you make is completely up to you, as long as it feels authentic to the Durex brand.

Who are we talking to?

Who you choose is up to you. They can be from anywhere in the world, but your solution should target those specifically affected by (or perpetrators of) your chosen barrier to sexual freedom.

Things to think about

Think broadly

Don't just choose an obvious barrier. Take your time to research issues around sexual freedom and what barriers exist for different audiences. Look at what already exists, where there are barriers, and why these barriers exist. Potential barriers could include:

- Lack of education, or the correct education
- Body confidence
- Embarrassment of purchasing products & toys
- Sex & ageing
- Talking about sex & sharing experiences

But you aren't limited to the above.

How to stay Durex

Whilst this brief is about solving real barriers, the solution still needs to stay relevant to Durex as a brand. Durex stands for real sex. No filters, no film sets, no faking. Sex that's open, honest, and fun.

Durex never judge. They position themselves as a sex positive liberator and ally to the sex that people want. Therefore your idea shouldn't frighten, bully or scaremonger.

And don't forget, there's more to Durex than just condoms. They also offer sexual pleasure products.

The important stuff

Develop an innovative solution that solves a real barrier to sexual freedom.

Whatever your response, you'll need to present:

Your **solution**. Clearly explain who your product, experience, service or campaign is for, the barrier(s) it addresses, and how it does this.

Your **creative process**. How you arrived at your solution and key insights from your research. You should be sure to include elements of your concept to bring it to life, e.g. through storyboards, prototypes, wireframes, illustrations or animatics.

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 solution.

Optional (judges may view this if they wish):

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).

Further information

SheDecides 2023
shedecides.com/sexual-freedom-september