



**Brief set by**  
Durex

**In collaboration with**  
Havas

## Help Durex champion a world of real sex for everyone

### Related Disciplines

Advertising  
Graphic Design  
Graphic Communication  
Integrated Campaigns  
Digital Marketing

### Deadline

20 March 2019, 5pm GMT

### The back story

In today's ever-changing sexual landscape, people are feeling more pressured and anxious than ever before when it comes to sex.

Durex is the liberator of good sex. They believe good sex is a human right.

They're on a mission to break the conventions. They're providing the products to liberate everyone to have the sex they want on their own terms.

And part of having good sex is having the right protection...

### What's the challenge?

Across all STIs, the highest rates of diagnoses are seen in 16 to 24 year olds\*. For example, 59% of people who got chlamydia or gonorrhoea in 2016 were in this age range.

Condoms\*\* are the only effective method of preventing the spread of STIs. How can you persuade young people to make carrying them a habit?

Your campaign must:

- galvanise 16 to 24 year olds across the world to stand up for their right to protect themselves
- make carrying, and using, a condom the norm. Just like making a cup of tea or brushing your teeth.

How can you help Durex be the challenger of sexual conventions that are holding people back from the sex they deserve?

### Who are we talking to?

16 to 24 year olds across the globe who don't consider carrying a condom part of their everyday habits.

### Things to think about

#### How to stand out

This is a hot topic that's been explored by numerous organisations. How can your idea stand head and shoulders above everything else? Steer away from stereotyped imagery and puns (eg. how could you create a beautiful, visually led campaign that works with alternative imagery?).

#### How to be real

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

#### How to liberate, not dictate

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

### How to tread carefully

This is a sensitive topic for some audiences, so bear this in mind.

### How to understand your audience

Do your research. Get to the heart of what may be affecting your target audience and how Durex can solve this. Don't just go with the obvious or the clichéd; find a unique and insightful angle (eg. innuendo and crass jokes won't inspire an audience to change their habits).

### The important stuff

Create a campaign across relevant channels.

Your project must refer directly to Durex condoms and tackle the issues around persuading young people to carry - and use - condoms.

**What to submit and how:** Read *Preparing Your Entries* before you get started for full format guidelines – we won't accept work that doesn't meet these specs.

#### 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); **physical** supporting material; if your mainpiece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is video, you can also submit **JPEGs** (max. 4).