

# Young Lions Media Competition



## Background

Founded in the UK, Durex has devoted to sexual health services for 85 years and now is the leading brand of the industry. With wide range of products from condom to lubricants to sex toys, Durex views its mission as encouraging couples to enjoy safe and perfect sex.

## The Challenge

Sadly, there are 13 million cases of abortion reported each year in China; the number of unplanned pregnancy among teenagers is growing year by year. Young men's refusal to use condoms is the main cause of the tough problem. The fact is: penetration of condom in big cities such as Beijing, Shanghai and Guangzhou has reached 80%, while in middle-sized and small cities, the number is only 20%.

## Target Audience

Teenagers aged between 18 to 22.

## **Objectives**

Increase condom penetration; decrease unplanned pregnancy rate among Chinese young girls.

## **Tone of Voice**

Humorous and entertaining, or bold and straightforward.

## **Mission**

Create a public service advertising educating young couples with methods of avoiding unplanned pregnancy, encouraging them to use condoms and build a responsible attitude towards sex. Deliver the message that condom allows young couples to enjoy better sex experience. With condom, young women will be able to protect themselves and young men will have a strong sense of responsibility.