



LET'S TALK ABOUT SEX

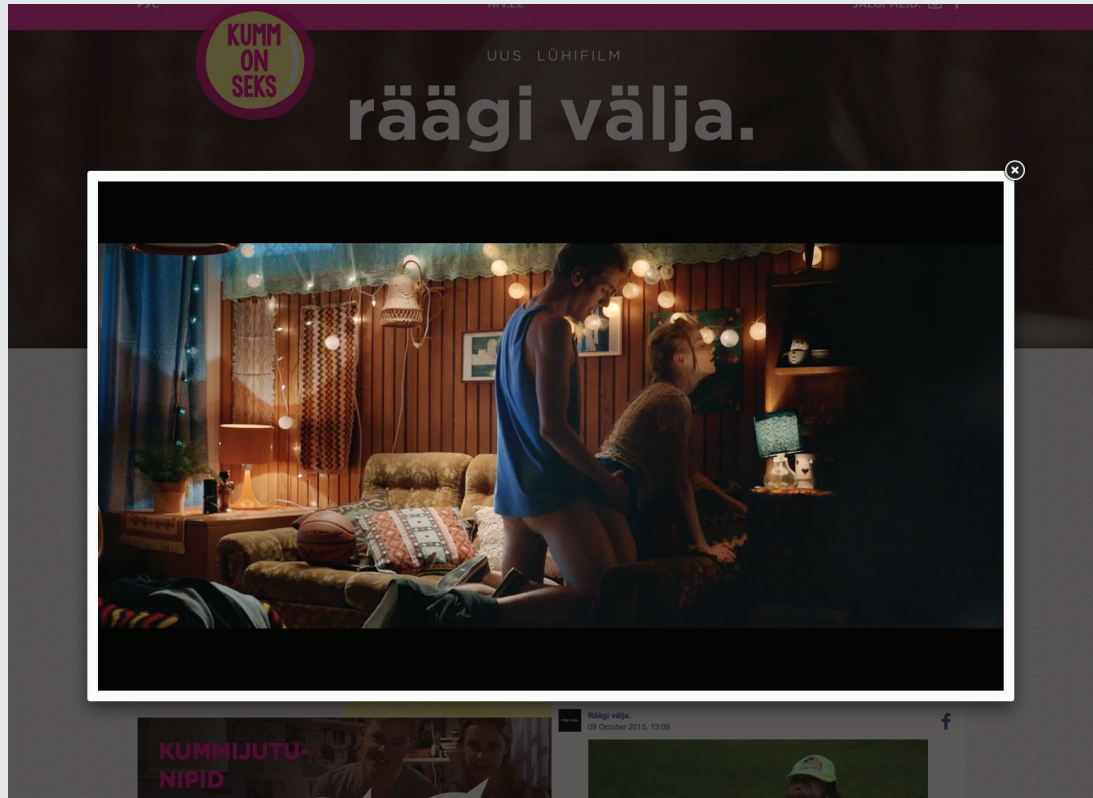


PROBLEM

Young people are not always prone to talking about safe sex. For years, the National Institute for Health Development has encouraged young people with various campaigns but has received outrage for doing so from certain representatives of society.

TASK

How to tell Estonian and Russian youth that talking about sex is OK. The challenge was also to find a solution for how to reach young people without mass media in order not to irritate conservative citizens.



SOLUTION

We hired film gurus Rain Tolk and Andres Maimik to write and direct short film called "Speak Out". During a summer gathering for young people, topics such as HIV testing, what happens if a condom breaks, and other embarrassing issues were addressed through subtle humour.

We didn't try to attract Russian youth with subtitles but made the same film with Russian actors! The script was modified by the local literary genius P.I. Filimonov.

The campaign began with teasers. The Estonian and Russian Facebook pages of the film offered hints about a mysterious new youth film...

- The future web premiere of the film was announced
- by the campaign web page,
- posters in Estonian and Russian schools,
- mobile trailers in Ida-Viru County,
- video banners, LCD screens and trailers in cinema

Two days before the web premiere, a premiere for the press took place in Coca-Cola Plaza.

RESULTS

The film was viewed over 20,000 times on the web

There was also an interactive version of the film that teachers used as study material at lessons. Aktuaalne Kaamera took part in one such lesson. The film and the topic of safe sex has reached TV shows, news portals and newspapers.