

XXX: Adult content

fact

More than 80% of danish men between the age of 18 and 35 watch porn every single week*.

Problem

You always remember the most important stuff at the wrong time.

Let's say a man stumble across a Hands-in-Your-Pants-ad, while he's sitting at the office. Chances are that ball-checking will cross his mind next time, while talking handball-tournaments with his in-laws **aka not the time to bring out the ball sack.**

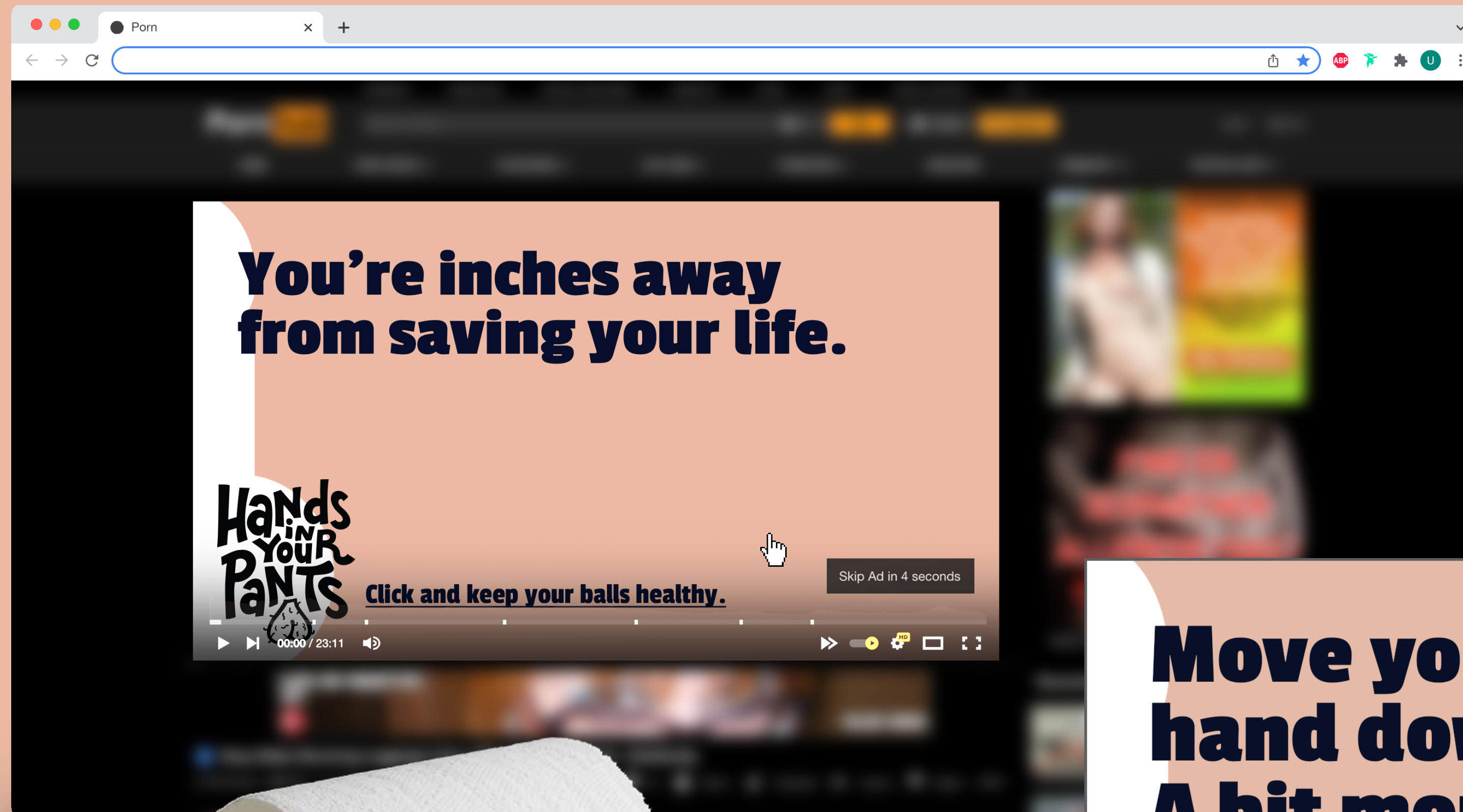
Solution

We get men's attention, when they already have their balls right at their fingertips, so to speak.

We advertise at porn websites. We get our message out, right when they're undisturbed and have the privacy to check their balls for irregularities.



*<https://www.berlingske.dk/videnskab/forskning-det-ved-vi-om-maend-og-deres-forbrug-af-porno>



While you're at it

...you might want to consider checking your nuts. That's the message. Point blank. Men browsing at porn websites usually have the balls in close proximity*. And we want to catch them right at that moment. We hijack the jack-off moment through bumper- and display ads on sexier corners of the internet. To let them know that they're just one click away from a healthy ball sack.

Right place at the right time, isn't that the saying?

**Move your hand down...
A bit more...
Thaat's it!**



**Click and keep
your balls healthy.**

**Your future
is in your
hands.
Literally.**



**Click and keep
your balls healthy.**



* we couldn't find any real data supporting this belief, so let's just call it an insight ;)