

Hvordan får vi unge mænd i alderen 15 - 37 år til at tjekke sig selv for testikel kraft en gang om måneden?

Jo ser du, vi tager dem med bukserne nede - bogstavelig talt. På offentlige toiletter og i de private båse hvor de allerede befinder sig, når de skal slå en streg.

Her italesætter vi emnet og opfordrer målgruppen til at tjekke dem selv for testikelkræft, ved brug af et genkendeligt og humoristisk billedsprog som målgruppen allerede kender.

Vi har skabt et designkoncept baseret og inspireret af de offentlige toiletbåses lumre tekstbeskeder og sjofle tegninger af kønsdele. Vi har også brugt de hvide klinker fra toiletterne, som danner et grid og rød tråd i vores designkoncept.

#f3851a



#000000

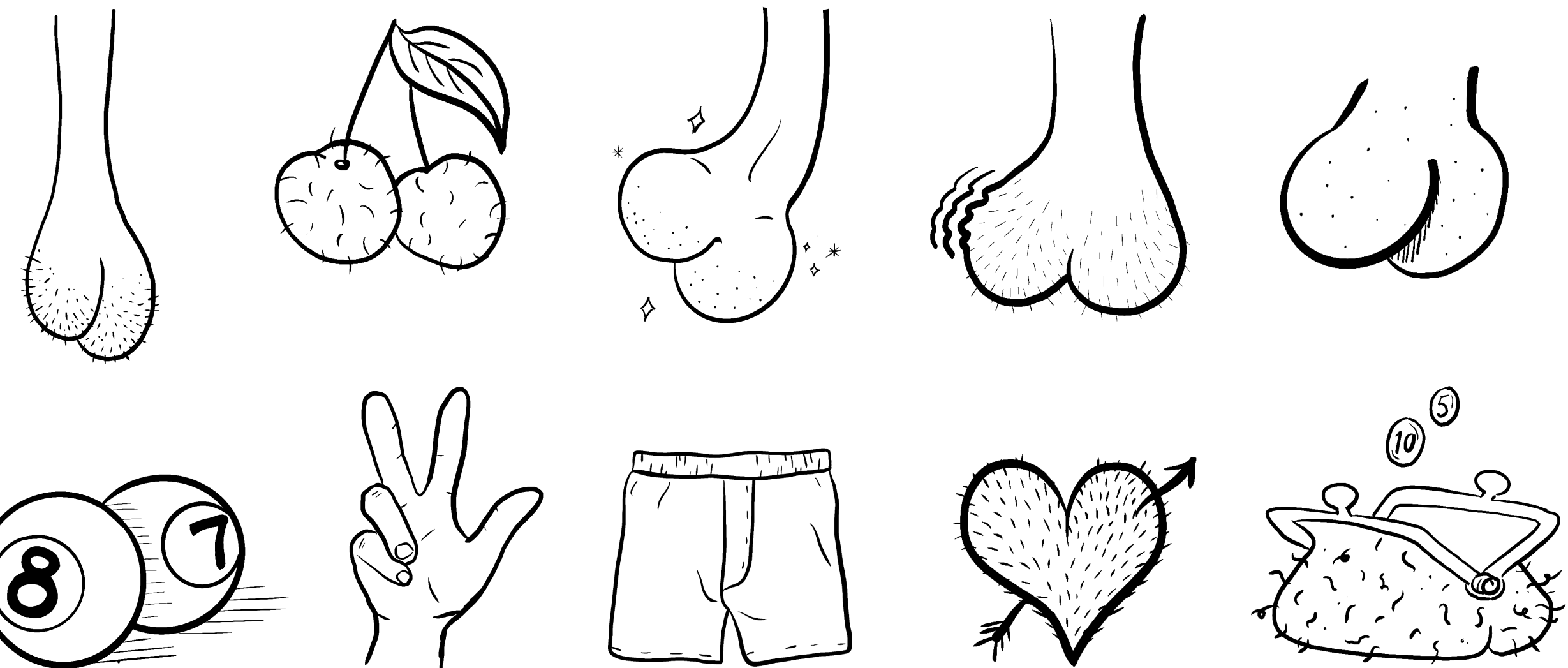
#ffffff

Roboto Regular

Roboto Medium

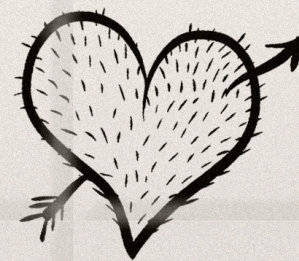
Roboto Bold

**COPAL STD SOLID
HANDWRITTEN**

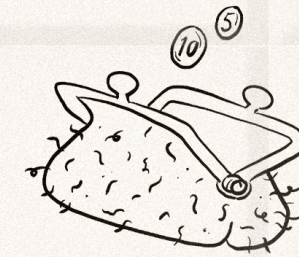




**CHECK YO SELF
BEFORE YOU
WRECK YO SELF**



Are you between 15 - 35 and have at least one hand?
Great, then you might want to consider checking your nuts
once a month. We don't wanna freak you out, but testicular
cancer is the most common cancer in men your age group.



**GRAB
YOUR
BALLS**



Are you between 15 - 35 and have at least one hand?
Great, then you might want to consider checking your nuts
once a month. We don't wanna freak you out, but testicular
cancer is the most common cancer in men your age group.

Hand soap

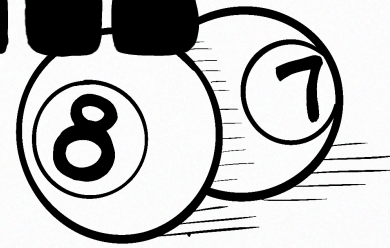


Toilet paper



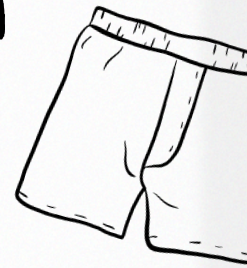


GRAB YOUR BALLS

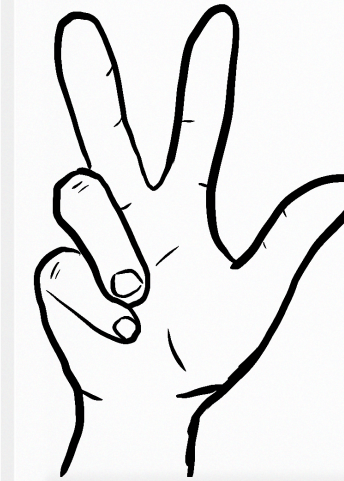


1.

HANDGUN TO THE MANPLUM

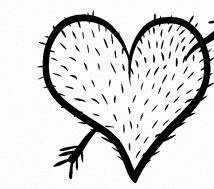


Check one testicle at a time with your thumb-, middle- and index finger.



3.
2.
1.

CHECK YO SELF
BEFORE YOU
WRECK YO SELF



A little quality time with your wrinkly bean bag can save your life.

GRAB YOUR BALLS



2.

ROLL AND SQUEEZE



But be gentle please

Great work cowboy! Notice the size, shape and feel of your nuts. They should feel soft and move freely inside the sack. Check 'em once a month!



3.

IS SOMETHING LUMPY?



Or not quite right

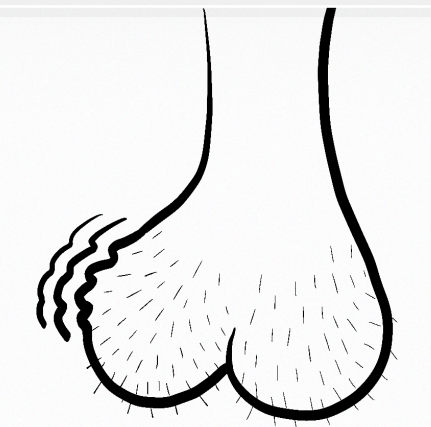
Call the doctor allright! Don't panic, could be nothing but it's important that you go get it checked.



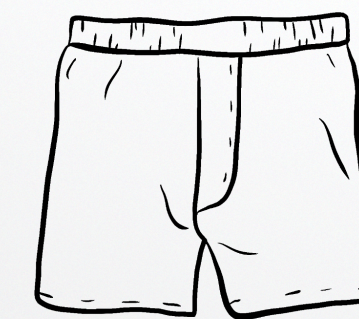
1. HANDGUN TO THE MANPLUM



2. ROLL AND SQUEEZE



3. IS SOMETHING LUMPY?



?

Did you know that testicular cancer is the most common cancer in men between 15 - 35.