## It takes balls

It's time to give your balls a helping hand, don't you think?

You see, getting into the habit of tugging the twins once a month is a great idea in order to discover cancer at an early stage.

The thought of testicular cancer can be quite scary though, and this might prevent testicle owners from getting down and dirty. This is why we have created a friendly, non-intrusive and optimistic campaign identity for Hands in your Pants.

Centered around the two jovial characters, "Handy and Ballsy", the campaign is equal parts informative and informal.

The campaign employs the terrifically testicular typeface, Chee. A font that provides a unique and activistic look, while creating cohesion across all touchpoints.

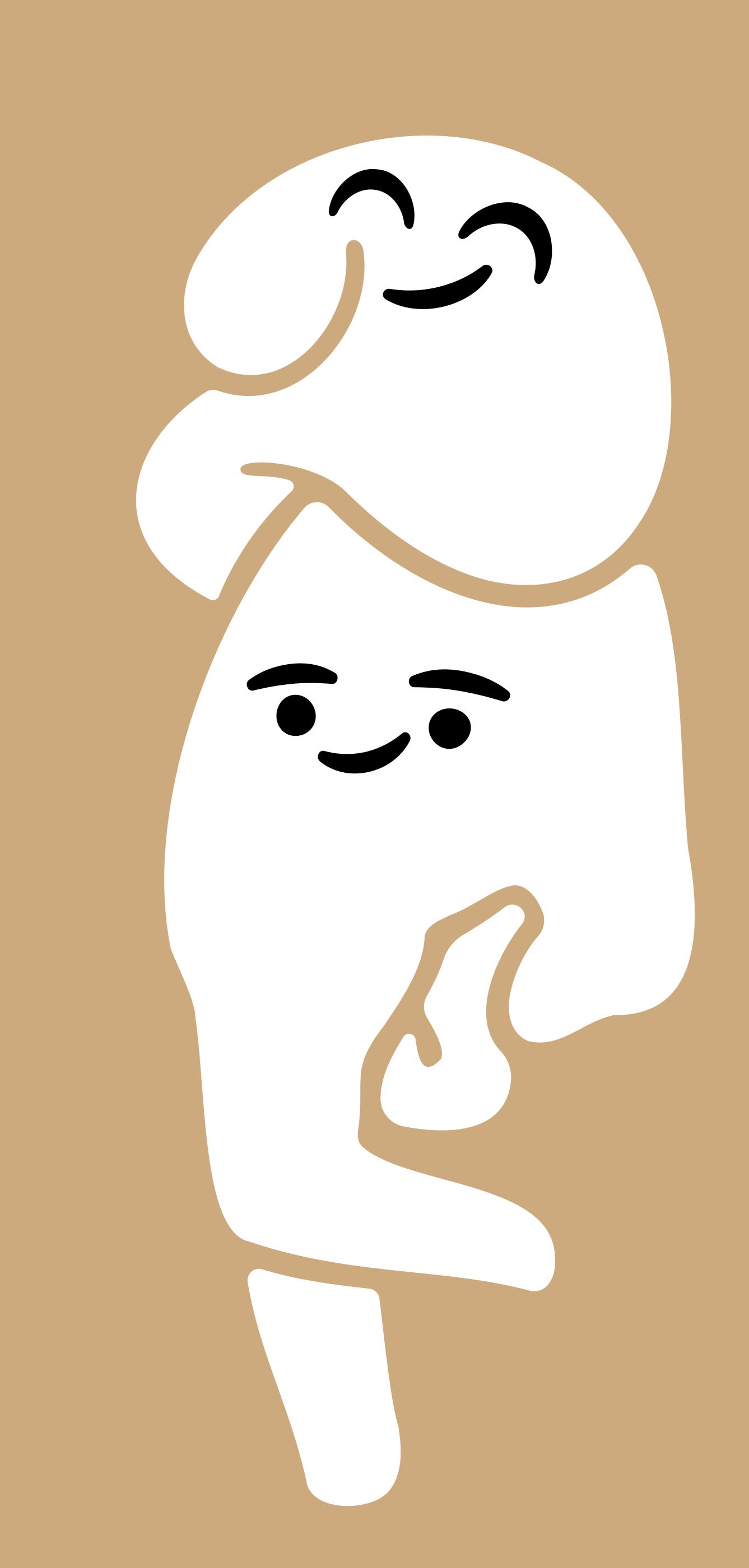
The overall result is a campaign that is sure to put a smile on your face and your hand down your pants.









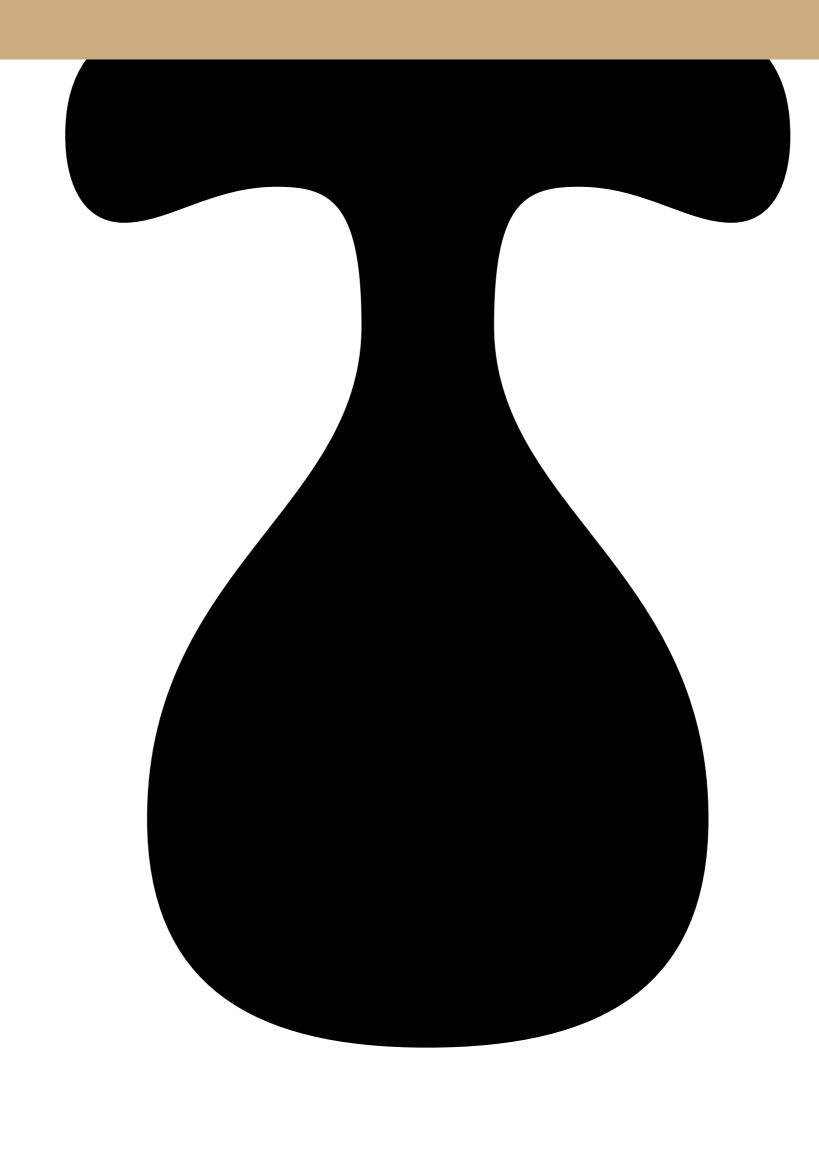


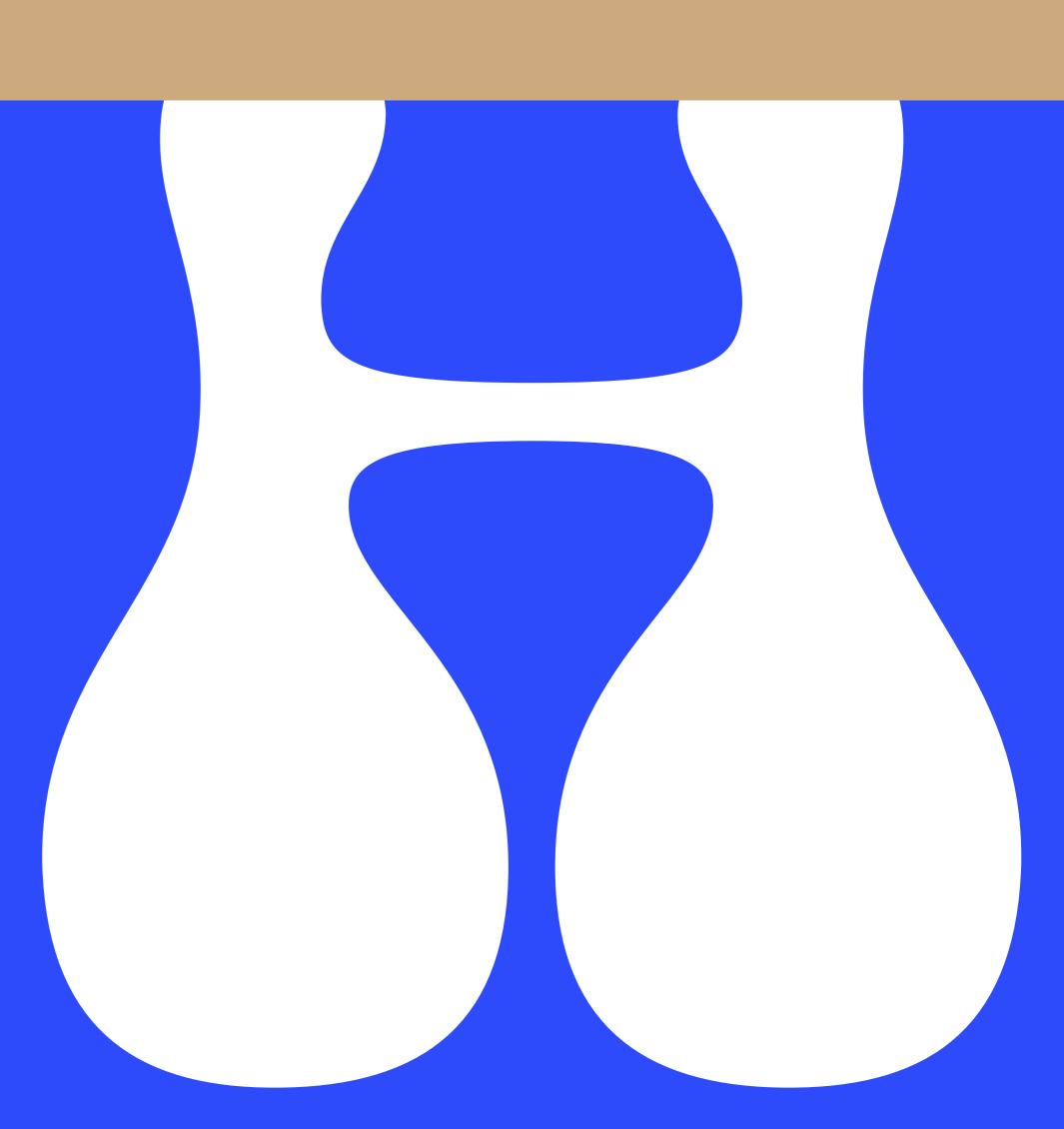
Campaign Mascots "Handy & Ballsy"

#FAE1AF

#2D4BFA

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Campaign **Typeface** 

Campaign Typeface



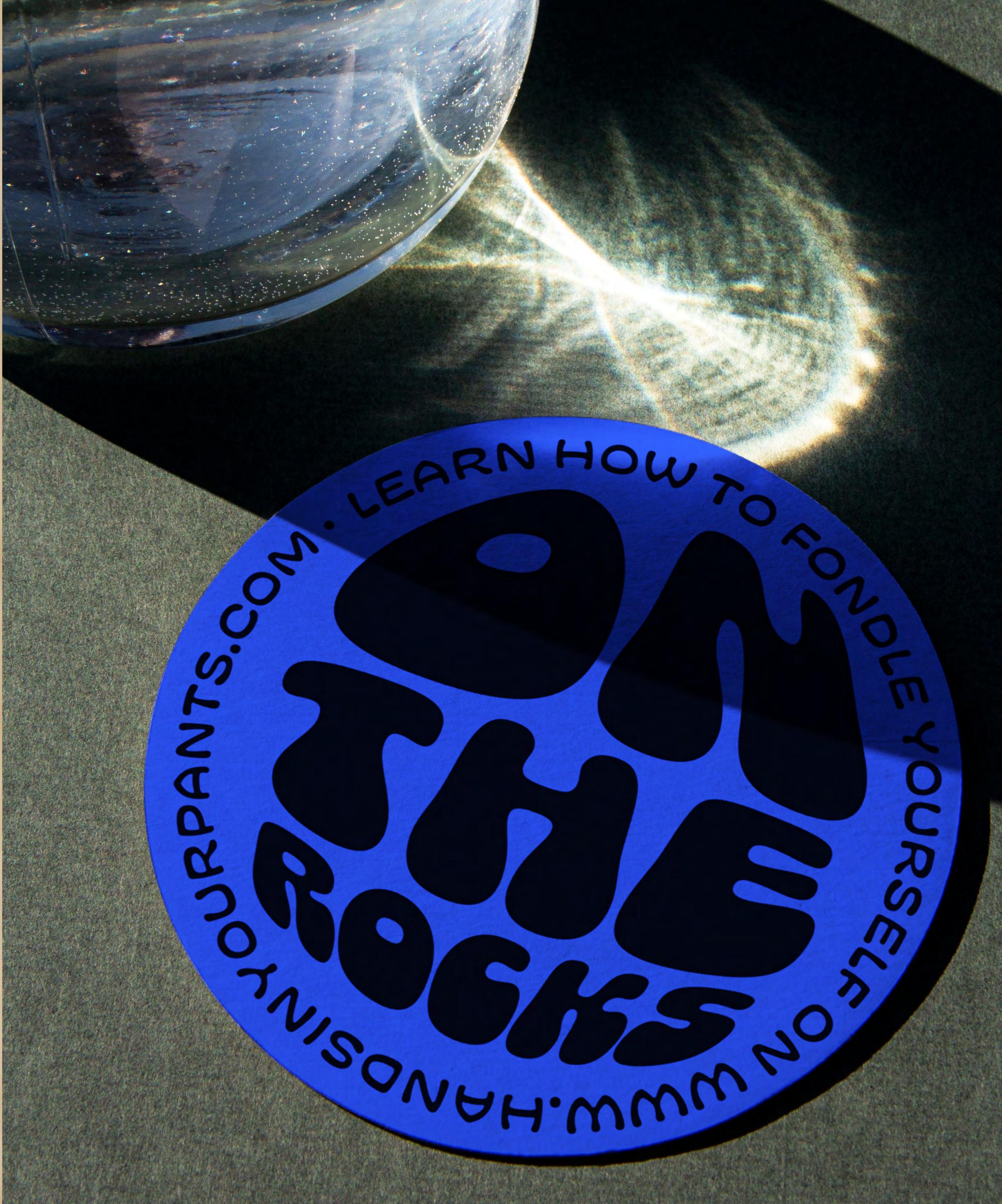




## HAMAS FAYOURIS

A LITTLE QUALITY TIME WITH YOUR WRINKLY BEAN BAG CAN SAVE YOUR LIFE. LEARN MORE ON WWW.HANDSINYOURPANTS.COM







Hand, meet Balls

IT'S TIME FOR YOUR HANDS AND
BALLS TO GET BETTER ACQUAINTED.
CHECK ONE TESTICLE AT A TIME WITH
YOUR THUMB, MIDDLE AND INDEX FINGER.



ROLLAND SQHEEZE

DONT GO NUTS, BE GENTLE. NOTICE THE SIZE, SHAPE AND FEEL OF YOUR BALLS. THEY SHOULD FEEL SOFT AND MOVE FREELY INSIDE THE SACK. CHECK 'EM ONCE A MONTH.



DON'T PANIS

...IN CASE YOU THINK FOUND SOMETHING.
IT COULD BE NOTHING, BUT IT'S IMPORTANT
THAT YOU CALL YOUR DOCTOR NONETHELESS
TO SET UP AN APPOINTMENT ASAP.

