



NETFLIX &BALLS

INDSIGHTS

Every man knows, that cosy time happens on the couch while fondlings the balls and watching television.

IDEA

“Netflix & Balls” is the time of the month dedicated to men and their balls. The goal? Get men to check themselves for testicular cancer - at least once a month. We want to catch them in the exact moment between them and their balls, so they’ll have no excuses.

SOLUTION

Once a month Netflix releases a special Movie exclusively for men between 15-35 years, with an Netflix subscription. The exclusive feature will be the first thing they’ll see on their Netflix homepage. They’ll also receive a notification and an email. The special movie is the perfect excuse to get some cosy Netflix & Ball time, and to get a reminder once a month of your manly duties. The special movie will only be available for 24 hours, so you need to take action the exact date. Netflix & Balls is your reminder of the monthly check-up on your balls, which you’ll touch anyway.