



Warm Up Your Balls

“Warm Up Your Balls” is a digital campaign made in collaboration between Hands in Your Pants and Pornhub, that aims to encourage young men to check their testicles before watching porn.

A short campaign video appears before the porn starts, catching men with their pants already down and ready for a check-up. In the ad, we get the men to “warm up” for fun by touching their balls first.

The campaign aims to approach the topic in a playful, engaging, and non-intimidating way. It removes the stigma around checking yourself, by associating it with pleasure rather than fright.

A collaboration with a data-driven company like Pornhub enables tracking the most popular porn videos among the target group, spreading the message to the right people, fast.

