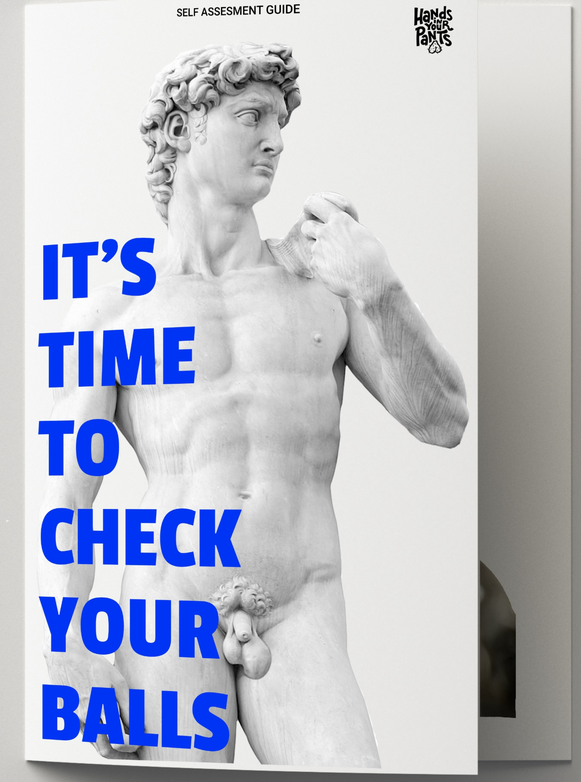
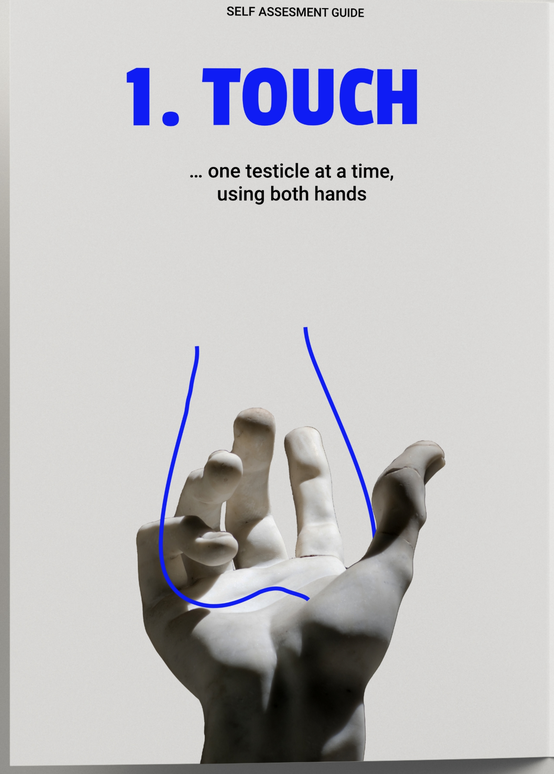
IT’S TIME TO CHECK YOUR BALLS

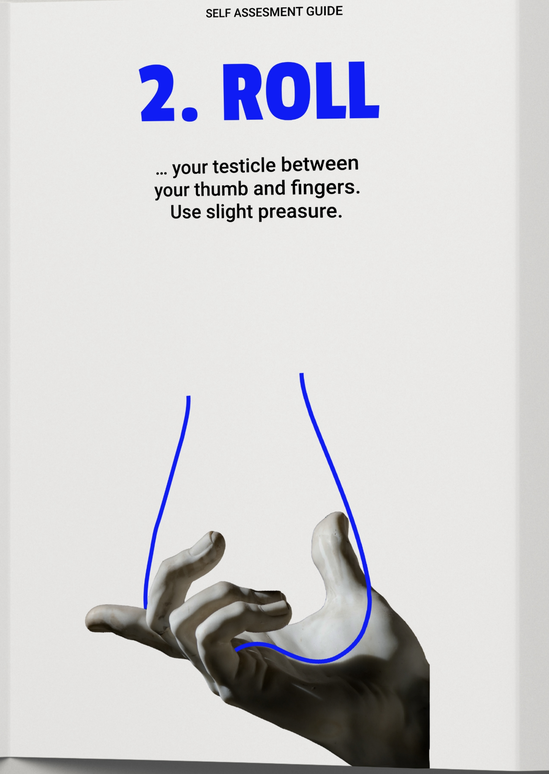
Testicular cancer is estimated to rise with 25% across Europe by 2025. With focus on this urgent and very tangible deadline, the campaign uses time an essential part in urging young men to get checked. ***It is now - it is time to check your balls.***

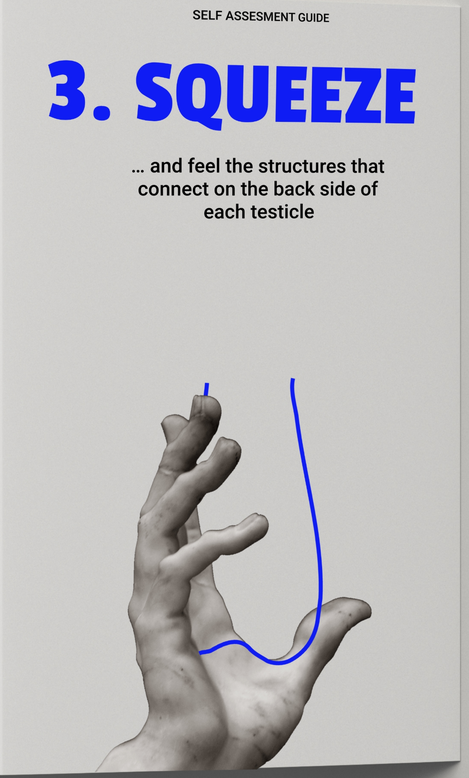
We are addressing young men with humor and strong, graphical language. Michelangelo’s David is showcased with an enlarge testicle, to destigmatize the condition and give an audiance-appropriate visual of the issue. David, the archetype of men, hasn’t checked his balls in over 500 years, and is now asking other men to do better.

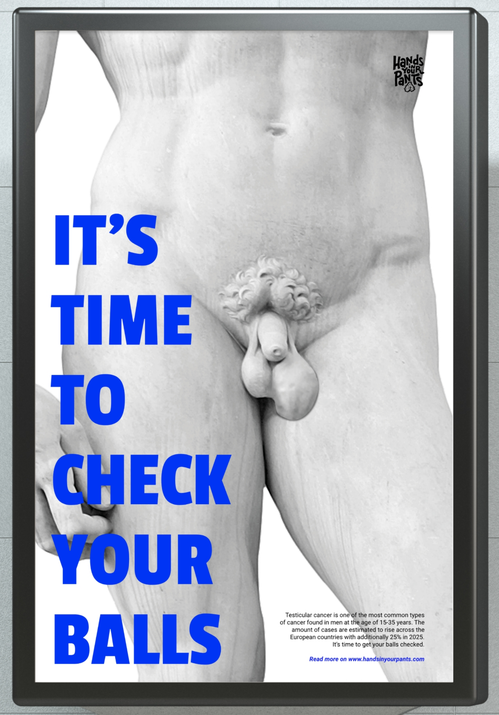
3-TRINS-GUIDE (SELF ASSESSMENT GUIDE)







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Testicular cancer is one of the most common types of cancer found in men at the age of 15-35 years. The amount of cases are estimated to rise across the European countries with additionally 25% in 2025. It's time to get your balls checked.
Read more on www.handsinyourpants.com

IT'S TIME TO CHECK YOUR BALLS
check your balls at least once a month
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TOUCH
ROLL
SQUEEZE
... at least once a month
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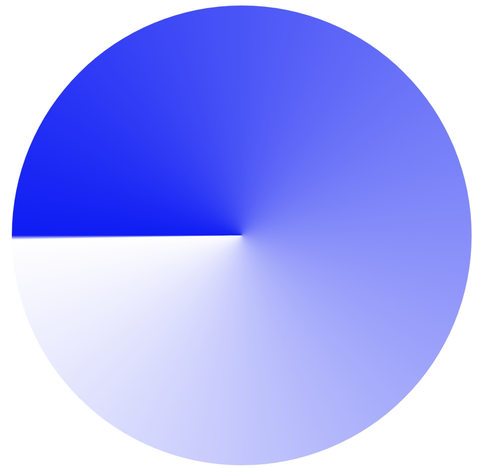
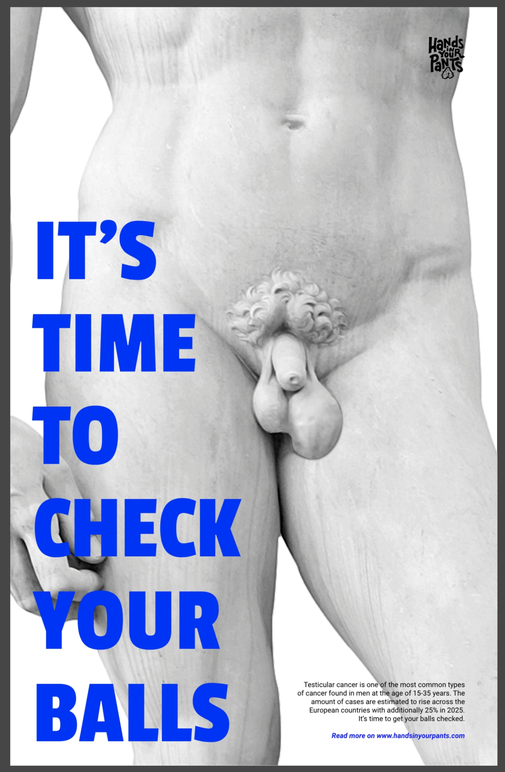
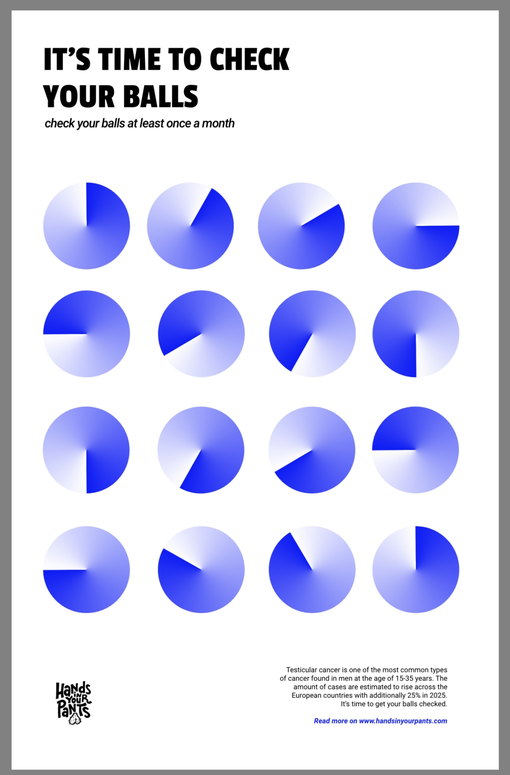
SOCIAL



POSTER DESIGN





We created the shower gel to adress the issue at the most appropriate time - when you are already naked and touching yourself. In the shower, the media space is limited, as most digital products does not function in water.
The shower gel features the 3 steps to self-assess, aiming to make the process of checking your balls as convenient as possible.