

Creative Rationale

In Kenya, sex talk is a no no go zone. How do you then urge people to use condoms regardless of flavor, size, studs or price?

By 'naturalizing the conversation''



SEX IS NATURAL. PLEASE DO IT RESPONSIBLY. USE A CONDOM.





SEX IS NATURAL. PLEASE DO IT RESPONSIBLY. USE A CONDOM.





SEX IS NATURAL. PLEASE DO IT RESPONSIBLY, USE A CONDOM.





SEX IS NATURAL. PLEASE DO IT RESPONSIBLY. USE A CONDOM.





SEX IS NATURAL. PLEASE DO IT RESPONSIBLY. USE A CONDOM.

