

LYNX **MATES**



PROBLEM

Before the start to seek out romantic relationships, young guys need to be comfortable and confident within themselves. However, they feel paralysed between their **need for vulnerable conversations** and the **pressure to conform to traditional measures of masculinity**.

INSIGHT

They already have the supportive network they need within their existing male relationships – they just don't know it yet!

IDEA

We're going to get the young guys of Australia to talk more often, and more openly by giving away free mobile data with every purchase of a LYNX 'MatesPack'.



EXECUTION

To access their free mobile data, mates will have to split the pack and follow instructions to submit an anonymous rating on their mate. Only once they have done that will they be able to access their free shared data. These ratings will then be used as our creative, helping us bring light to the value of healthy male relationships.

**ZACK THINKS
JAMIE MIGHT
LOOK TOUGH, BUT
WHEN HE SINGS?
ANGELS CRY. A
TRUE ARTISTE.**

Made for sharing.



**DAD THINKS
DAVID IS VERY
SMART BUT
NEEDS TO GET
OFF HIS DAMN
PHONE!!**

SWIPE UP



**BEFORE THEY EVEN
CONSIDER ROMANTIC
RELATIONSHIPS,
YOUNG GUYS NEED
TO BE COMFORTABLE
WITHIN
THEMSELVES**

2/3 of males said that growing up, they were told a **'real man' behaves in a certain way.**

However, the 'real man' of yesterday does not translate to the adolescents of today.

HAVING GROWN UP IN A WORLD OF RAPID SOCIAL CHANGE, YOUNG GUYS NO LONGER ALIGN WITH THE IDEA OF A 'REAL MAN'

We can see a clear difference between how young men **perceive the pressures** of manhood and their **personal agreement** with them.

60% of men were taught that 'to not fight back when pushed is to show weakness'



81% disagree with this statement

56% of men said they have been told that 'real men don't say no to sex'



76% disagree with this statement

47% of men have been told that 'a gay guy is not a real man'



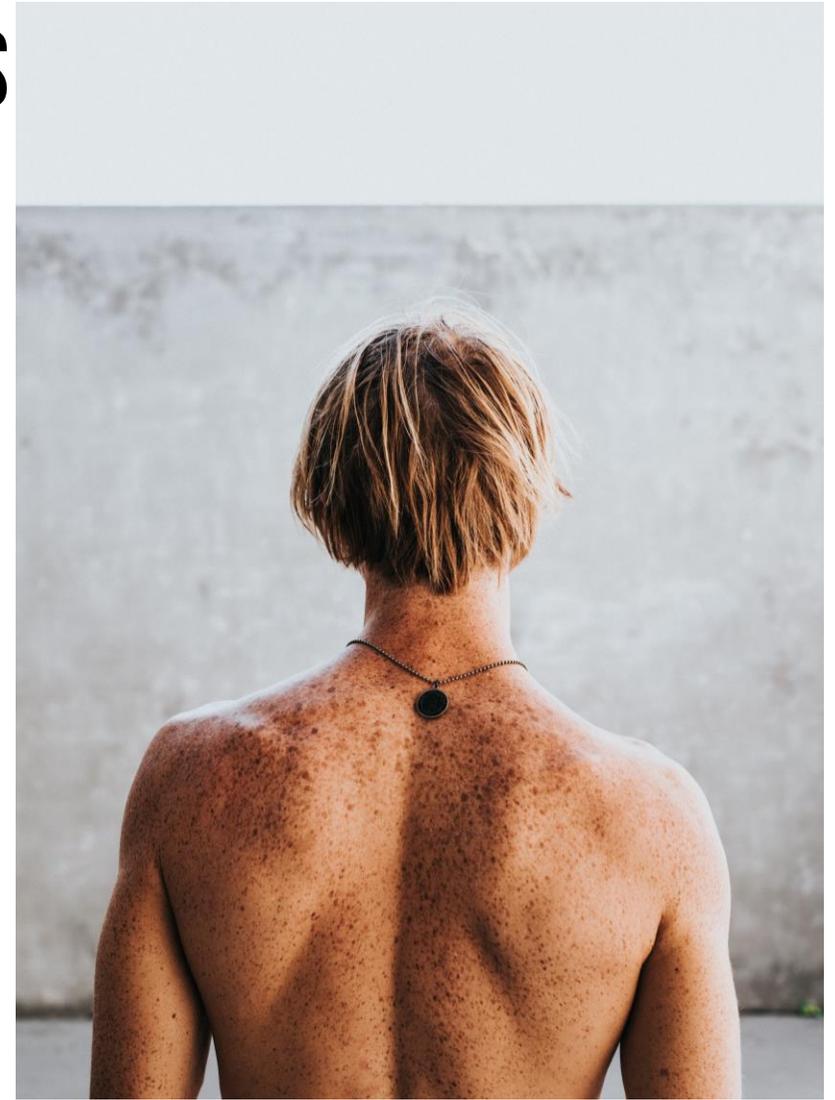
72% disagree with this statement

72% OF YOUNG GUYS LOOK TO THEIR MATES TO GAUGE ACCEPTABLE BEHAVIOUR.

And whilst the majority **reject** the idea of a 'real man', they aren't being vocal about it, as it's easier to belong than to be different.

This continued silence leads to a vicious cycle where guys aren't validating each other's differences. This results in them having **low confidence** to show **vulnerability** and **be themselves**.

How can they be, what they can't see?





**YOUNG GUYS FEEL PARALYSED BETWEEN
THEIR DESIRE TO FEEL BOTH ACCEPTED
AND HEARD, BUT DON'T REALISE THAT
THEY HAVE THE POWER TO VALIDATE
BOTH OF THESE NEEDS THROUGH CLOSE
MALE FRIENDSHIPS**

PROBLEM

Young guys feel paralysed between their need for vulnerable conversations and the pressure to conform to traditional measures of masculinity

INSIGHT

They already have the supportive network they need within their existing male relationships – they just don't know it yet!

GET

Young Aussie guys

THAT

Don't agree with society's definition of 'being a man' but remain silent to avoid social rejection

TO

Break the cycle of silence and let their guard down around their mates

BY:

Bringing out the **best in male**

friendships to boost their

confidence as they start to figure

out who they really are.

HOW WILL WE DO IT?

We need to get young guys talking **more often, and more openly** with their mates. So, we'll give away **free mobile data** with every purchase of a LYNX 'MatesPack'.



INTRODUCING, LYNX MATES RATES. WHY PAY FOR YOUR DATA WHEN YOU CAN GET 'MATES RATES'?



SO HOW DO YOU GET 'MATES' RATES'?

First point of call: Sharing is caring. Be a good mate and gift one bottle from your MatesPack to a friend!

But how can you tell if they've done that?

Only once each friend has submitted their 'Mate Rating' via the LYNX website using the on-pack QR code, they will both be able to unlock their free data

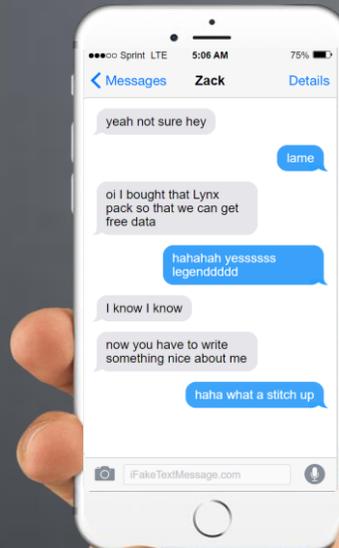
Where does their rating of each other go?

It's going public, baby! We want to build each other up (while talking a tiny bit of smack) to get young guys thinking about how valuable their mates are

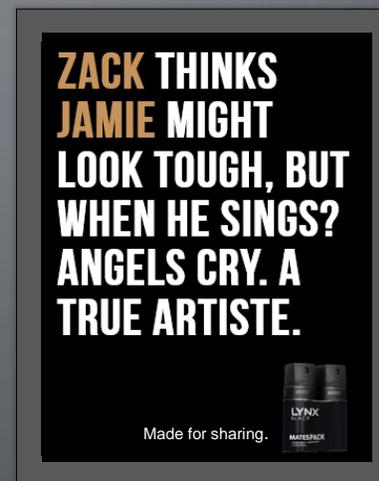
We'll activate messaging around out MatesPack first



Through mass reach channels to entice them with our offer



Using their Mate Ratings as a way to shine light on positive male friendships via media



Eventually extending this to all male relationship across generations



WHY DOES **LYNX** **MATES** WORK?



**It's low effort yet
high reward for the
target audience**



**User-generated
creative gives our
audience a sense
of ownership over
the brand**



**It gets people to
buy the product
from the outset**



**Establishes the role the
LYNX can play in the
positive development
of young men**