

LYNX

**YOUNG LIONS
COMPETITION**
AUSTRALIA



MEDIA

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THE CHALLENGE

Society has become #WOKE. Lynx is facing an identity crisis Unable to use a brand idea that had worked In the past, and unsure how to pivot without losing itself.

Until now... Lynx is Back with a new mission

Get guys ready to move closer by breaking down the barriers of attraction.

DETAILS

**Target Audience:
Gen Z Men 13 - 24**

**Budget:
\$1,000,000**

**Campaign Period:
"Always On" June - December 2020**

Target Audience

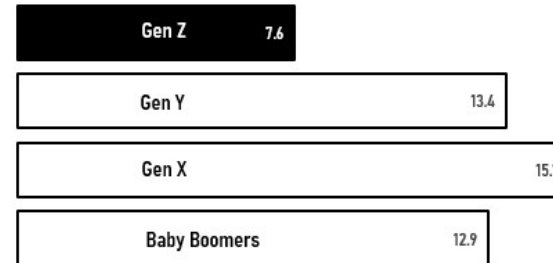
GEN Z + SEX & REALTIONSHIPS

Young Australians are having **LESS SEX** then other generations.

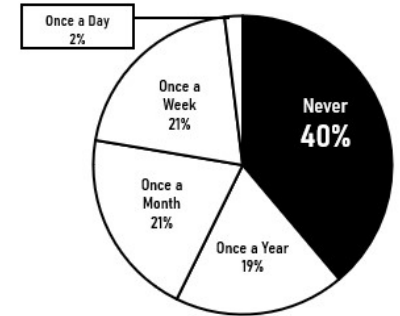
They are more interested in finding a **PARTNER** who shares their values and ideals, preferring to build a **DEEP REALTIONSHIP** before having sex.

They are less educated on sex. Everything they know about sex is self taught from porn, friends and media. They are craving **INFORMATION** about sex, however from less traditional sources.

Avg Number of Sexual Partners



Gen Z Sex frequency



85%

Want to be in a committed relationship

Avg Length of Relationship

4.2 Years

62%

Don't use traditional dating apps

16%

Never had Sex Ed classes in School

Sources: Skyn Sex & Intimacy Survey - Gen Z (18-22) & Millennials (23-38), 2019,2020
Pew Research Study, Online dating 2018 Statistics
Australia Talk Survey, ABC 2019

The Current Lynx Brand.

Lynx is positioned as a brand for the **SEXUALY CONFIDENT**. Promoting the idea of increasing the **NUMBER** of sexual partners



Represents the previous Generations **IDEALS** of the **PERFECT** sex Life

INSIGHT

When it comes to dating Young Males are valuing **QUALITY** in their relationships over the **QUANTITY**. They are wanting **DEEPER REALATIONSHIPS** however lack the knowledge on **HOW** to achieve this

STRATEGY

Reposition Lynx away from the brand that helps **“GET THE GIRL“** to the brand that helps men **“KEEP THE GIRL”** by providing them with support on **HOW** to build stronger romantic relationships.

INTRODUCING ..

LYNX
PLAYBOOK TO BECOMING THE
PERFECT BOYFRIEND

An Online portal aimed at helping young men impress their partners and deepen their relationships. This playbook will cover everything from relationship advice, safe sex education through to guides on how to plan the perfect date.

Content would include: Interviews, Articles, Memes, Comment Boards and Shopping Integrations.

All to help you become
THE PERFECT BOYFRIEND

MEDIA CHANNELS

CONTENT SERIES + ACTIVATION



- Be the hero sponsor of their sex + dating vertical and partner with them to create a video content series using the playbook as a source. Content to be hosted on playbook as well. Activity amplified will be on Facebook, Instagram and Twitter
- PTV will conduct a survey study of their audience to measure opinions on Lynx pre and post campaign.
- With their acquisition of Open Air Cinema, we would use them to create an activation whereby Lynx/PTV will create the perfect atmosphere for the "Perfect Date night" with a screening of one of the best romantic films. All guests will also receive a gift set which would include a sample of Lynx spray.
- MEASUREMENT: Reach, Page Views, Clicks, PTV Brand Survey results, Open Air Cinema tickets sold.

BRANDED CONDOMS



- Partner with SKYN to create a new line of "Lynx Perfect Boyfriend" condoms.
- Package will include a QR Code and Link through to the playbook directing to a page with safe sex advice and tips
- Distribute the product via Instore purchase, online within the playbook and activations.
- MEASUREMENT: Quantity of condoms sold, QR codes scans

MEDIA CHANNELS

SOCIAL MEDIA



- Partner with Tik Tok one of the biggest Social media channel for Gen Z with 1.4 Million active monthly users (TikTok, 2020)
- Launch a Branded hashtag campaign using #LynxPerfectBoyfriend. The campaign will challenge users to submit short funny videos of why they are the perfect boyfriend.
- Entries will be shared in the online playbook and winners will given tickets to Open Air Cinema activations and other prizes.
- Campaign will be backed by In feed and top view ads all directing through to the Playbook site.

MEASURMENT: No of UGC from hashttag , Reach, Clicks , TikTok Uplift Study

TARGETED DISPLAY + OLV ADS



- Using the Trade Desk DSP activate a programmatic display and online video campaign to target Gen Z Males
- Using behavioural and demographic data to target users in relationships who are in Market for restaurants, gifts, cinemas etc . Ads will link through to the shopping portal within the Lynx playbook whereby they can receive discounts on restaurants, gifts etc .
- Enable retargeting of people who have previously been exposed to an ad or visited the site to promote re-visits to playbook and increase daily web traffic.
- MEASUREMENT: Reach, Video Completions, Clicks

SUMMARY

THE CHALLENGE

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INSIGHT

Young Males value **QUALITY** in their relationships over the **QUANTITY**. They are wanting **DEEPER REALATIONSHIPS** however lack the knowledge on **HOW** to achieve this

THE IDEA

LYNX PLAYBOOK TO BECOMING THE PERFECT BOYFRIEND

An online guide aimed at helping Young Men become the **PERFECT BOYFRIEND**

STRATEGY

Reposition Lynx away from the brand that helps **“GET THE GIRL”** to the brand that helps men **“KEEP THE GIRL”** by providing them with support on **HOW** to build stronger romantic relationships.

MEDIA

- CONTENT SERIES WITH PEDESTRIAN
- OPEN AIR CINEMA ACTIVATION
- BRANDED CONDOMS
- SOCIAL MEDIA CHALLENGE WITH TIKTOK
- TARGETED DISPLAY + OLV ADS