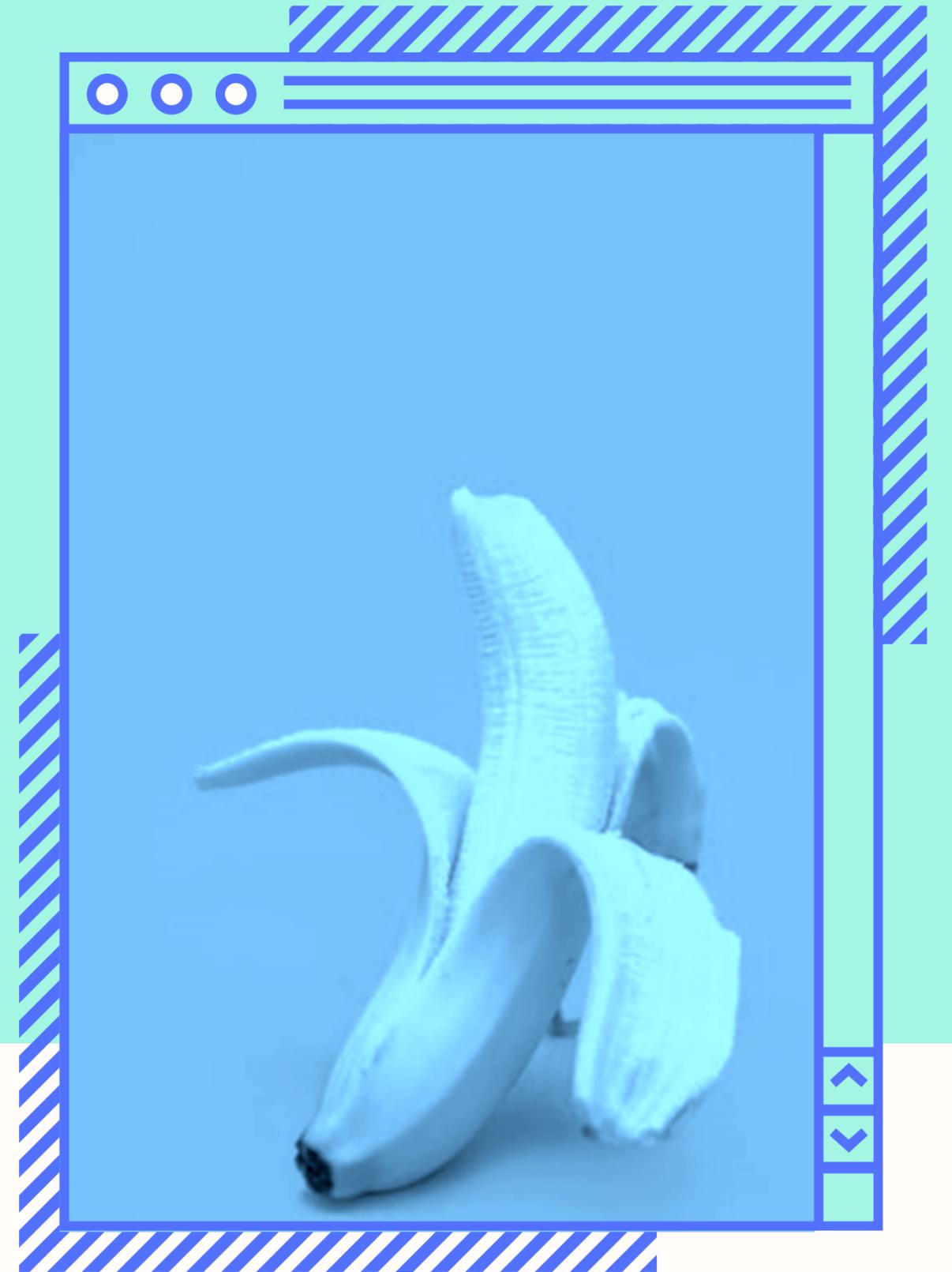


# You Can't Ask That!

Ruby Muller & Calin Barker



# CHALLENGE

Young guys are facing a growing crisis of confidence in getting up close and personal.

# THE BRIEF

LYNX has a new mission that will underpin the future positioning of the brand. This brief is the opportunity to kick off this new mission with a BANG! and start a conversation.

So let's get guys ready to move closer by breaking down...

# The Barriers of Attraction

While LYNX has no issue with awareness, it does have an issue with wider endorsement & perception.

Public survey found that for guys under 24

**7/9** SAID THEY ARE VERY FAMILIAR WITH LYNX

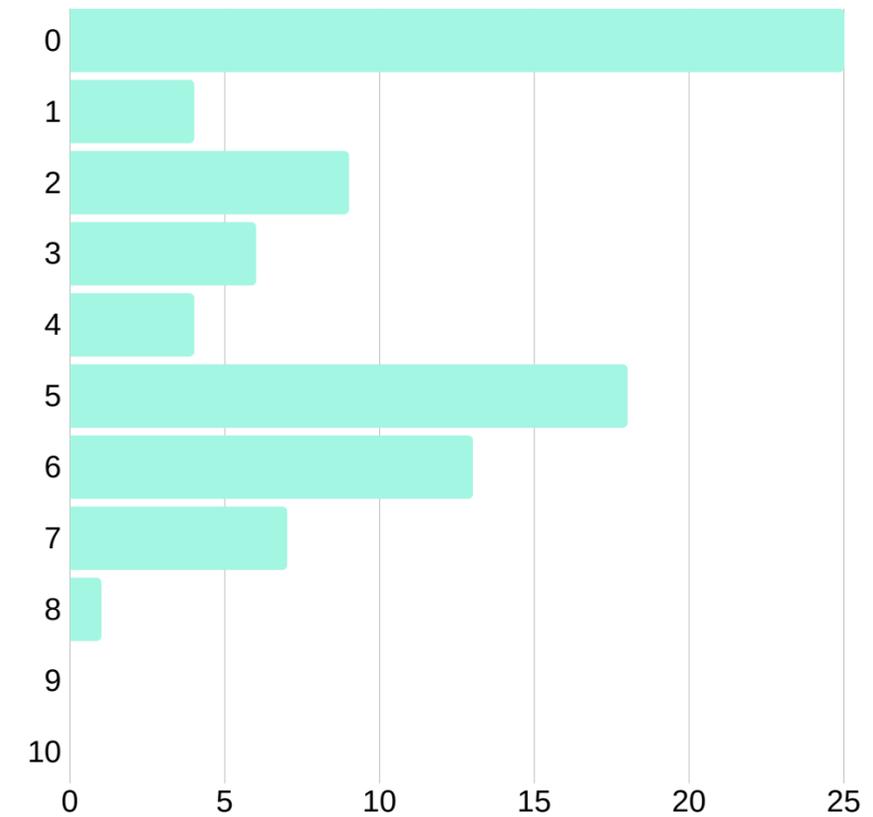
**2/3** SAID THEY HAD USED LYNX IN THE LAST MONTH

**&** ON AVERAGE RATED LYNX 2ND AS THEIR PREFERENCE AMONGST COMPETITORS

(n respondents = 25)

Likelihood to recommend lynx to a friend who wants to feel confident out

on a date for all respondents was low



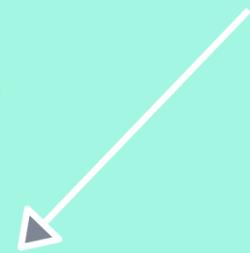
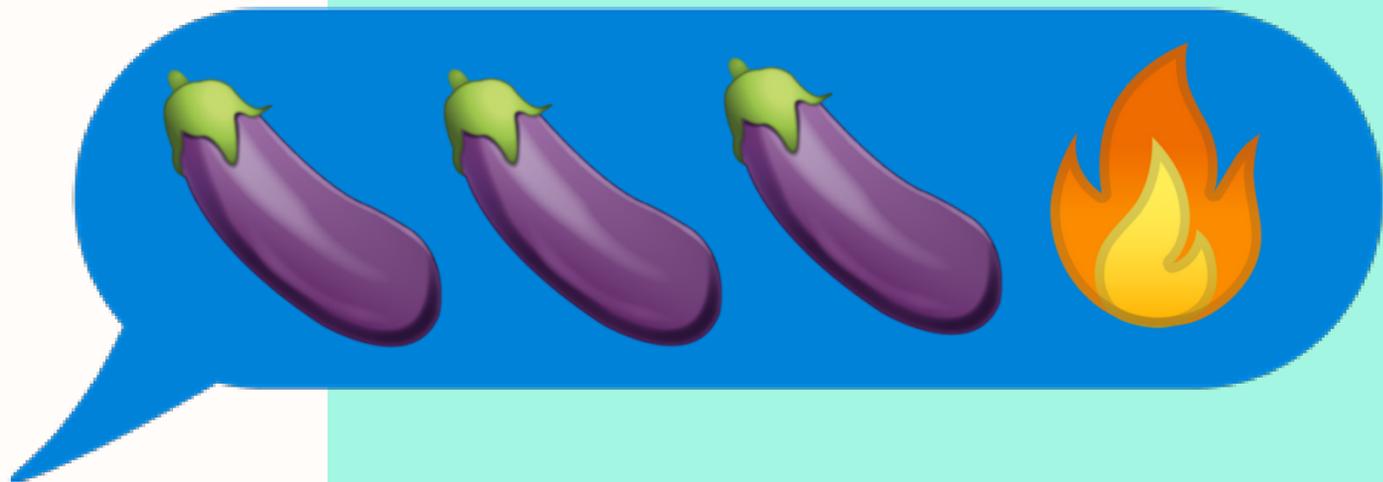
# THE INSIGHT

Gen Zs are curious and accepting, who believe positive change comes from talking about issues with people from diverse backgrounds and they love to lead the conversation.

But...

the guys and girls feel a bit hesitant to start the conversation when it comes to S - E - X

Oh, and that today's complex sexual landscape is really, really tough to unpack...  
(...really!)



YOU  
CAN'T  
ASK  
THAT!



**Ambition:**  
Empowering Gen Z to ask  
each other the questions  
that you definitely  
should not ask in  
public...by asking them

**Barrier:**

Sex can be weird. And with Gen Z at the forefront of sexual  
fluidity it's more confusing than ever.

**Solution:**

Lynx will start the conversation around sex - getting the  
most awkward part over and done with - letting Gen Z take  
care of the rest.

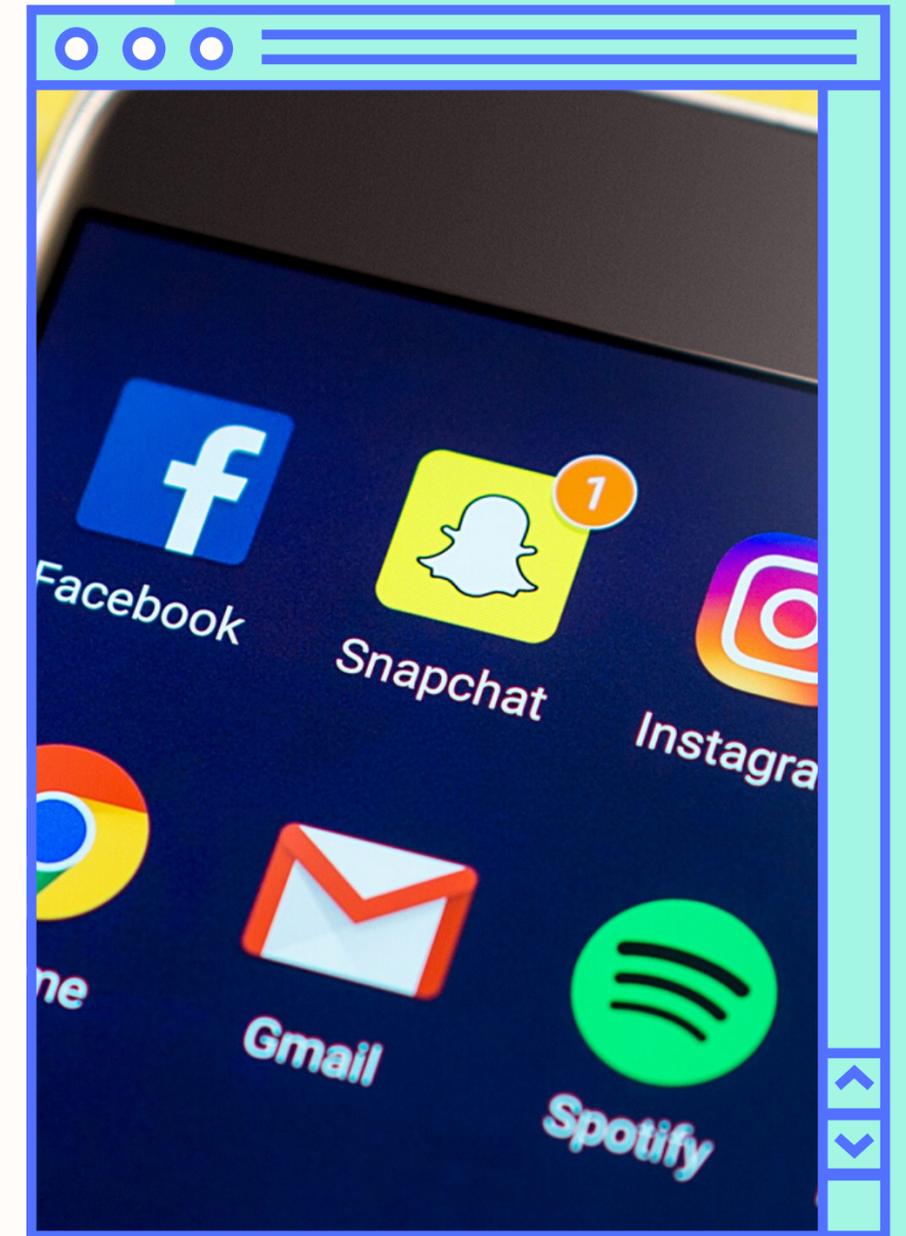
# SNAP AND CHAT - A LIVE SEX-ED THREAD

## HOW IT WORKS

Through a micro-site embedded within the Snapchat App Lynx will start the conversation with a provocative sex question, users can jump on, send a snap reply and ask their sex question.

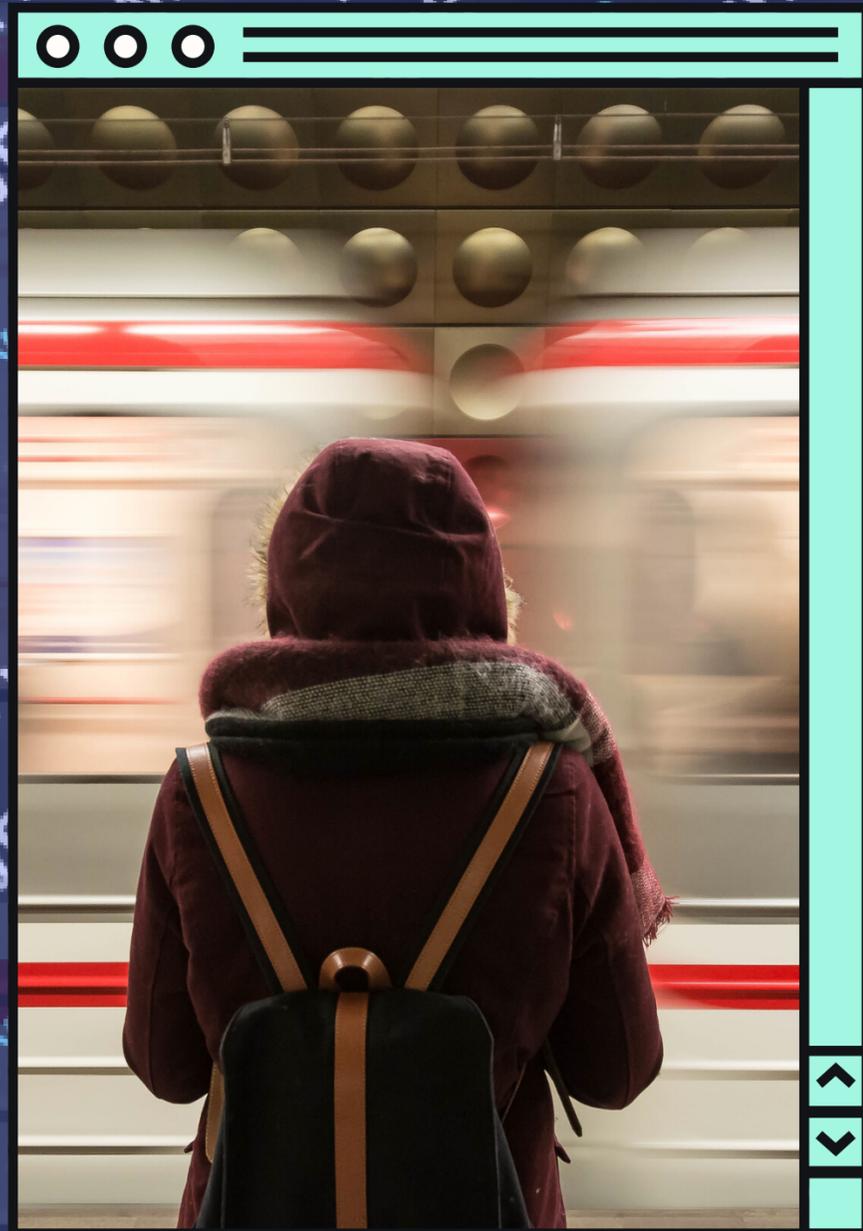
But there's a catch - to ask a question you must also answer one! Creating a social feedback loop that gives users the chance to ask and answer every sex question they've been too embarrassed to ask - promoted weekly throughout the campaign through Snapchat's paid explore feature.

Because the only wrong answer - is no answer.



SNAPCHAT IS THE #1  
SOCIAL APP FOR  
AUSSIE GEN ZS

# WE'LL WRAP IT...



We'll take the JCDecaux Transit network and we'll wrap it - covering trams, buses and trains with some sexy 🤪 questions to invite people to join the conversation.

Through the behemoth that is the JCDecaux network we'll reach Gen Z on the way to school, to a date, or whatever the heck kids are doing these days.

Snapchat QR codes found on the creative can be scanned through the app to open up the question and answer micro-site - blending their online life with their real one.

# AND FINALLY COVER UP TO EXPOSE SOME TRUTHS

Promotional Lynx cans hit the shelves -  
literally wrapped in the most asked sex  
questions from real guys and gals.

When you purchase a can, you **unpack the toughest questions**.  
When you use the product, you'll find the answer on the inside  
of the lid. **Proving Lynx has all the answers**. With an array of  
questions & answers on cans, we will drive repeat and bulk  
purchase of the product and encourage people to explore the  
full range.

Working with existing charity partner Promundo

will ensure all answers are proper woke.





## PAID - 60%

Lynx wraps it - a mix of Transit Wraps and Outdoor to start with a BANG!  
+ Brand uplift study

HALF

of TA  
(boys 14-24)  
will see Lynx

## EARNED - 30%

through Snap & Chat, we'll have the people talking about Lynx and sexual confidence (they go hand in hand!)

1M

active users  
(Men who snap)

## OWNED - 10%

Wrapped Lynx promo cans hit the shelves, continuing the conversation

8.8M

potential POS  
retail impacts

## Measures of success +

## Rollout

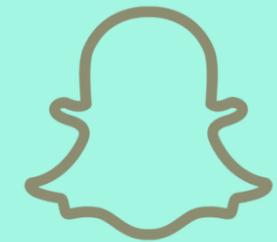


FIN

Our wrapped cans hit the shelves in October



The conversation starts on Snapchat - amplified across Lynx socials



Late July launch in transit 00H to coincide with the start of Term 3 for Aussie High schoolers



START



ROY MORGAN SINGLE SOURCE (AUSTRALIA), JANUARY 2005 - DECEMBER 2013, LATEST 12 MONTHS TO DECEMBER 2013  
N= 14,006. BASE: GROCERY BUYERS 14+



From the playboys to the  
gay boys.

Go and slay, boys.

LIZZO

