



**S T R A  
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# Ad Brief

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## What is the problem or opportunity?

STI's (sexually transmitted infections) are on the rise in Ireland. In 2019, the HSE recorded an increase in cases of gonorrhoea (88%), HIV (56%), and syphilis (90%) since 2013. Chlamydia also surged by 24% over the past five years, with new diagnoses rising from 6,246 in 2013 to 7,942 last year. The problem is the generation that are likely to be the most sexually active, those aged 18-24, are also those who are not getting tested. Research has shown that 4/5 (or 80%) of 18-24 year olds have no plans to get tested in 2020! Many STIs have no symptoms even though they cause serious health problems for the person infected both immediately and in the future (e.g. risks of infertility & cancer). Even worse, unknowingly having an STI means you're also passing it on to the people you have sex with, who in turn will suffer health problems as a result.

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## What tasks does this initiative need to accomplish?

Increase the number of 18-24 year olds in Ireland getting STI testing by encouraging them to apply online for an anonymous home testing kit. (You can create a fictitious name for this kit.)

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## Who are we targeting and what insight do we have to their lives?

18-24 year olds in Ireland who are sexually active but aren't getting tested for STIs. Research shows there are a number of reasons that prompt people to seek an STI test;

1. They're at a Transitional life or relationship moment (e.g. decide to commit to someone or decide to not wear condoms together).
2. They had unprotected Sex.
3. They're showing symptoms of infection.

But most people delay (or never do) seek testing. Research shows they're worried they might be judged by healthcare professionals, feeling uncomfortable and embarrassed showing up to their local GP or clinic- so they block it out. Or worse still, 27% admit to taking to Google (which is never a good idea) to self-diagnose. It's not that they're unaware of STIs, they're choosing to hide from the reality that they might be at risk, and they're potentially underestimating how big those risks they're taking are.

Anonymous at-home testing kits means people can get tested without stigma or fear of embarrassment - they just need to feel brave enough to order the kit online! We need to make them aware that these kits exist and encourage them to apply for one. Where public discourse is usually focused on the societal disadvantages of people (like trolls) being able to be anonymous online, we instead need to make a virtue of it!

**Get** → 18-24 year olds who are sexually active but don't get tested regularly.

**To** → Apply online for an anonymous home testing kit (Create a fictitious company name and url to direct them to).

**By** → Making a virtue of online anonymity to take action for their sexual health without risking judgement.

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## Deliverables & mandatories

Deliver a creative idea that solves this problem using two of the following:

30" TV Ad (script & storyboard)

60" Radio Ad (Script) • Social (using any social channels)

Digital (Video-on-demand or other)

Print (Outdoor & Press)

Experiential or Activation idea

Something entirely unexpected....

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## Resources

→ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2907522/>

→ <https://www.irishmirror.ie/news/irish-news/health-news/just-22-irish-adults-say-21477889>

→ <https://www.image.ie/life/stis-ireland-178276>