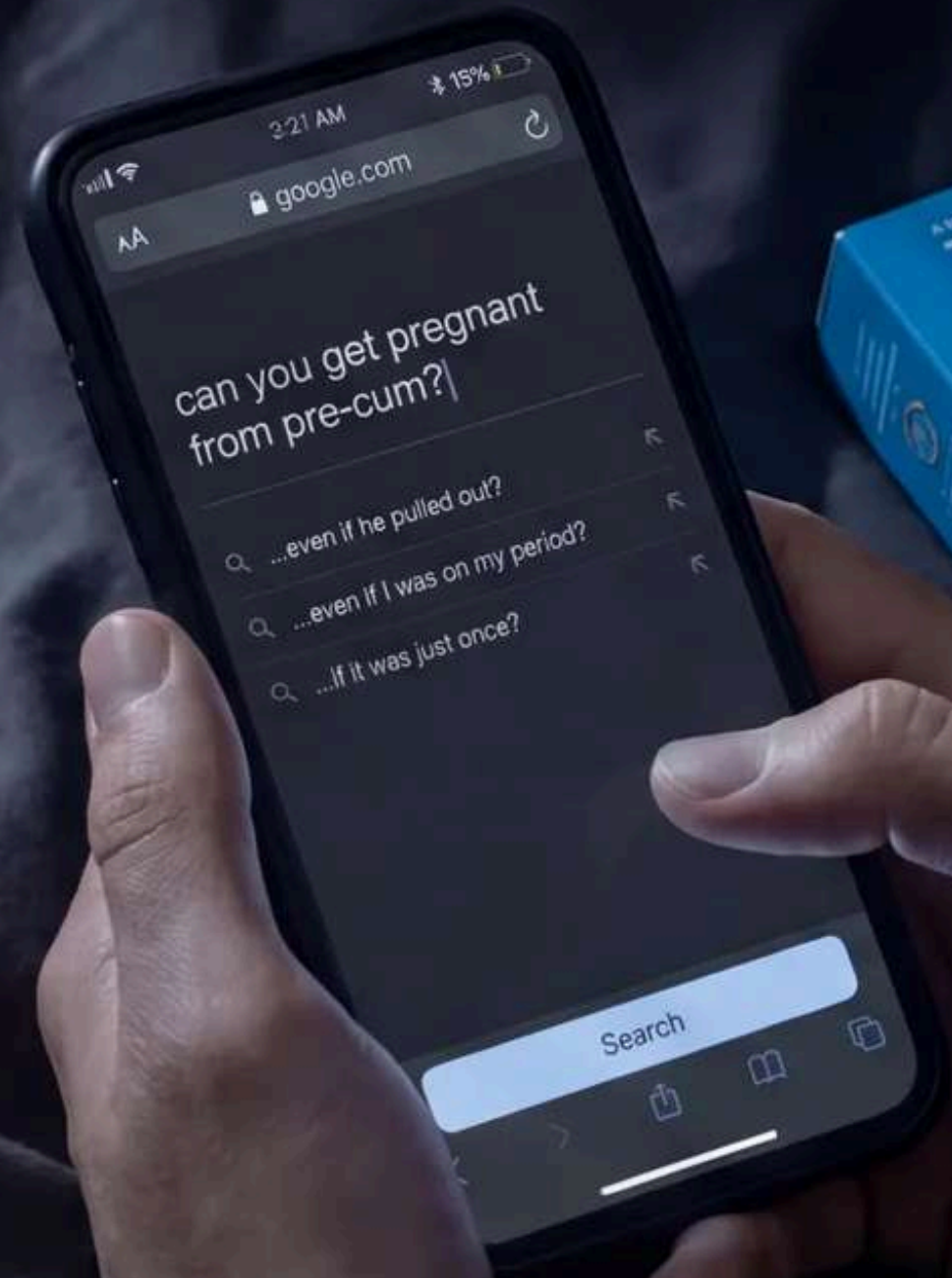




TURNING 2AM ANXIETY INTO PUBLIC CLARITY

LATE NIGHT SEARCHES



A CONCEPTUAL CAMPAIGN



TROJAN

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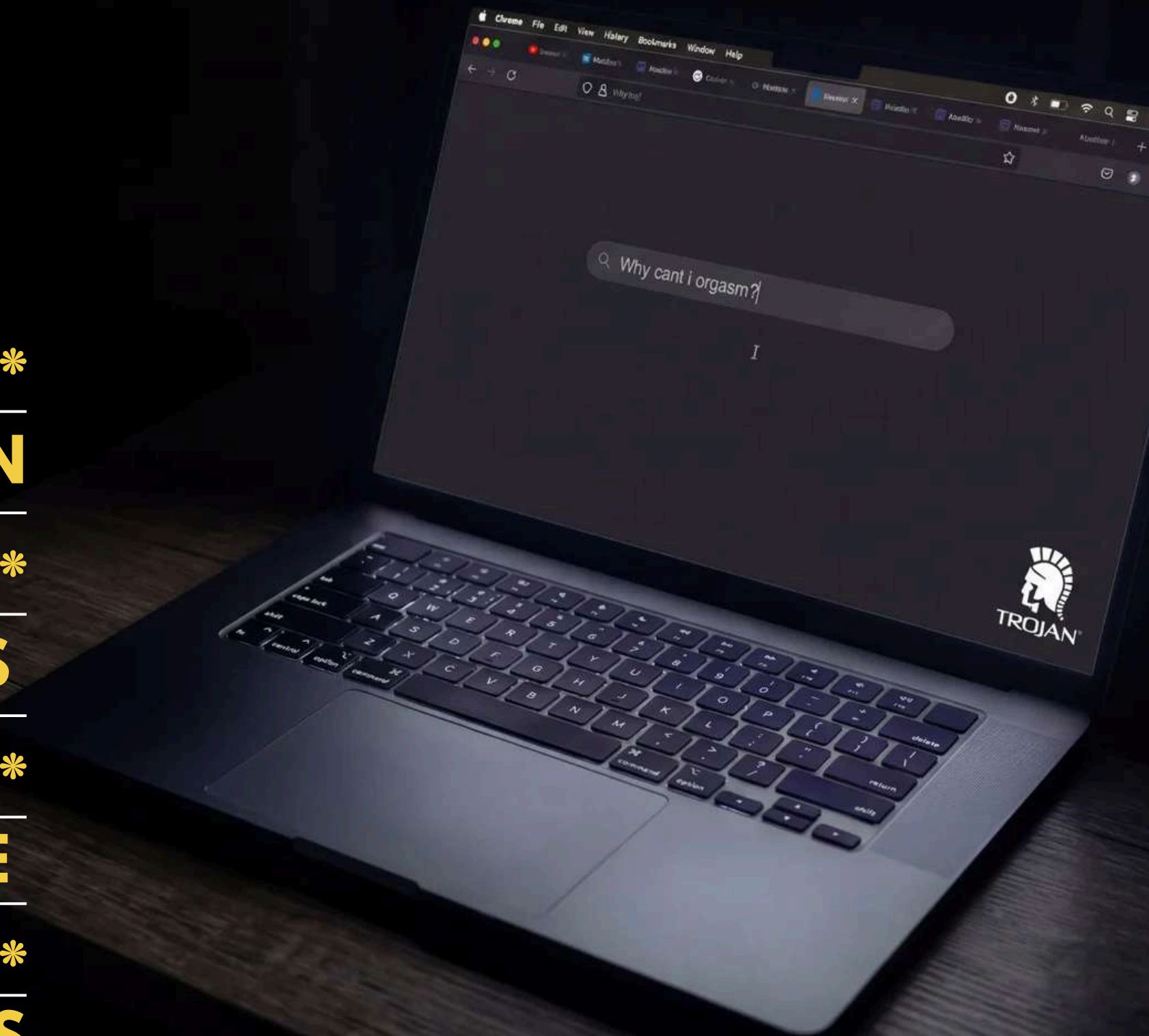
WEBSITE



PACKAGING



WHY IT WINS





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THE PROBLEM

CONDOMS ARE ONE OF THE HARDEST PRODUCTS TO ADVERTISE

- Sexual health marketing is restricted, regulated, and culturally sensitive
- Explicit creative limits media access
- Public support for condom awareness campaigns is inconsistent
- Sex education in the U.S. is uneven and often outdated
- When formal education fails, search engines become the teacher
- Most condom brands have low emotional connection**



At 2AM, uncertainty turns into anonymous Google searches

YET NO BRAND OWNS THAT MOMENT, BUT TROJAN CAN







(See Appendix for more visuals)



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THE SOLUTION

BUILD THE CATEGORY'S FIRST BEHAVIOR-LED SEX EDUCATION BRAND PLATFORM

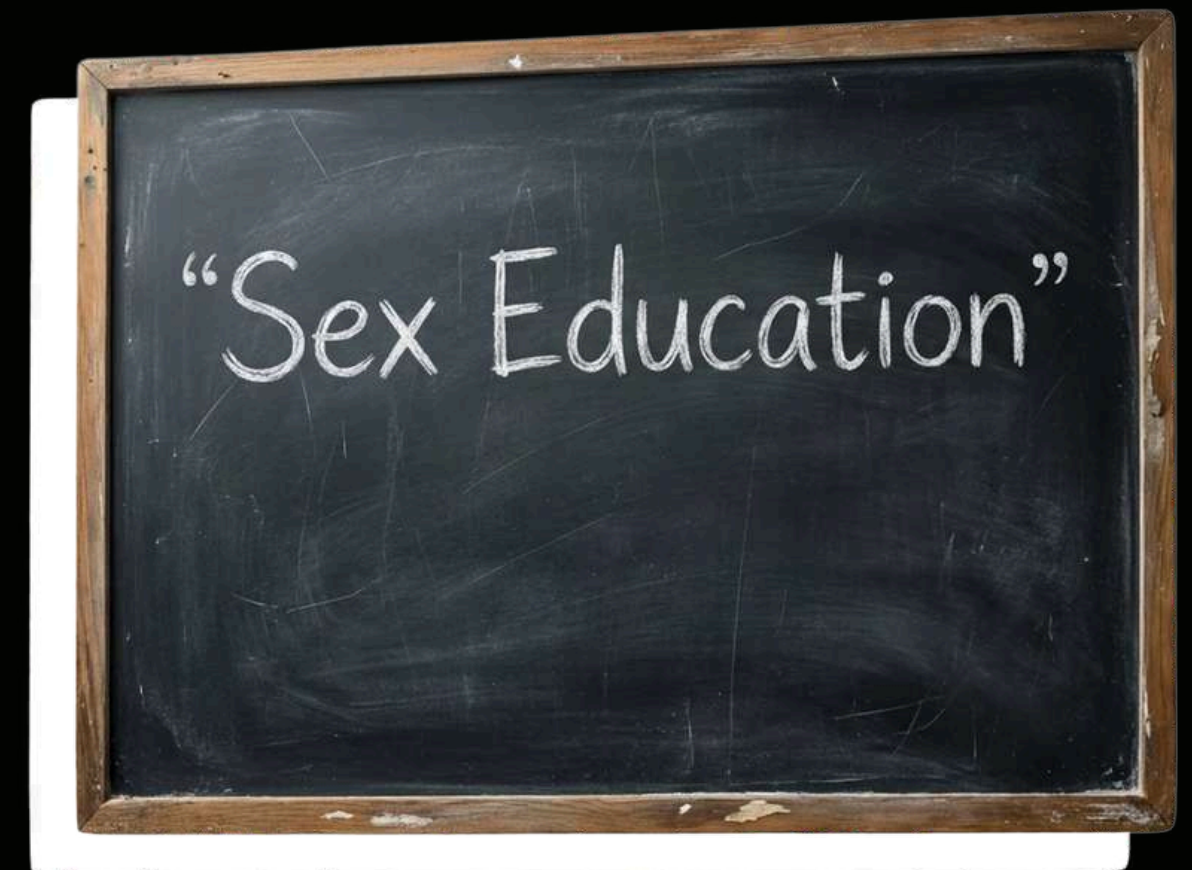
-  Start where people already are: **late at night searching for answer**
-  Instead of pushing product, **lead with guidance**
-  Instead of selling protection, **support understanding**
-  **Build emotional connection with consumers**

Why Trojan?

- The brand already stands for tested, reliable protection
- Condoms are prevention — and prevention starts with information
- **Trust and guidance extends to trust in products**

This platform reframes condom marketing as cultural responsibility

**POSITION TROJAN AS THE BRAND THAT DOESN'T JUST SELL PROTECTION —
BUT HELPS LEAD MODERN SEX EDUCATION**





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THE SYSTEM

A BEHAVIOR-DRIVEN EDUCATION SYSTEM BUILT ON REAL SEARCH DATA

1. IDENTIFY

Aggregated, anonymous search data reveals real questions people are asking

2. NORMALIZE

The question appears publicly — without shame, without stigma

3. CONTEXTUALIZE

Experts unpack the topic through long-form conversation in the podcast

4. VERIFY

A dedicated website platform provides medically reviewed answers and sources

5. REINFORCE

At the point of purchase and point of use, clarity returns

From private doubt
→ **to public visibility**
→ **to expert understanding**
→ **to informed action**



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CITY BILLBOARD NETWORK

THE QUESTIONS APPEAR WHERE DECISIONS HAPPEN

Placements:

- Nightlife districts (bars, clubs, late-night foot traffic)
- Subway platforms (high dwell time environments)
- Landmark screens (high-visibility urban media)
- Public restrooms (private reflection in public space)

Execution:

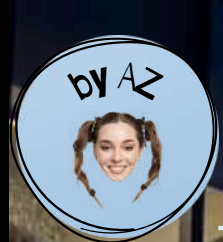
- **Digital where available**
- Static placements where required
- Geo-targeted by city
- Each placement includes:
 - Real search query
 - – Annual search volume
 - – **QR code to LateNightSearches.com**

Every Monday at 9PM, placements update with the week's Data Drop

HIGH-DWELL PLACEMENTS TURN PASSIVE ATTENTION INTO ACTIVE SCANNING



(See Appendix for more visuals)




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Incognito 1:58 AM

how safe is pulling out?

3,200,000 searches last year

You deserve to know before.





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PODCAST

LATE NIGHT SEARCHES

A WEEKLY EXPERT-LED CONVERSATION

Each episode focuses on one real search query

Example:

"2:17 AM — Why I can't finish? with Shan Boodram"

Format:

- 20–30 minutes
- Evidence-based
- Calm, stigma-free tone

Potential guests:

- Licensed sexologist
- OB-GYN
- Public health researcher
- Sexual health educator



For example Shan Boodram

Shan Boodram is a Canadian sexologist, author, and relationship educator who teaches about dating, intimacy, and modern love through books, podcasts, and media.



LONG-FORM AUDIO BUILDS TRUST FASTER THAN ADS BECAUSE IT GIVES CONTEXT, NOT SLOGAN



TROJAN

Incognito 2:17 AM

Spotify x +

spotify.com

Home Search

Your Library + →

Playlists Downloaded

Recents

Trojan 3 recordings

1.53 hour

Trojan Trojan 3 recordings

Trojan

Late Night Searches

2:17 AM — Why I can't finish? with Shan Boodram?

Trojan Boodram

Play Shuffle Download

#	Title	Duration
1	2:17 AM — Why I can't finish? with Shan Boodram?	32:14

2:04 2:20

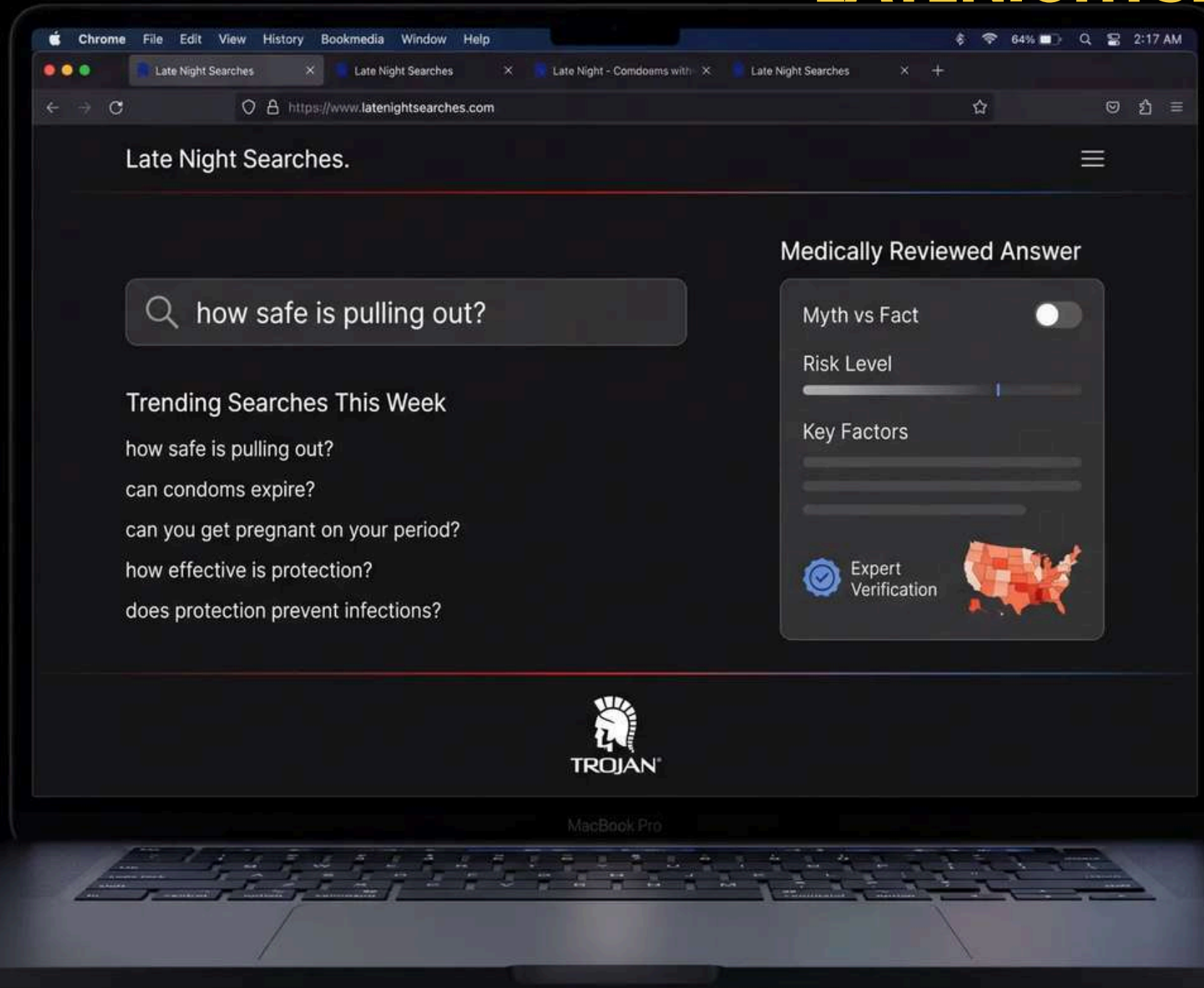
MacBook Pro



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WEBSITE

LATENIGHTSEARCHES.COM



Visitors can:

- Search or post their question
- See weekly trending queries
- Access medically reviewed answers
- Toggle myth vs fact
- Verify expert sources

Medical references:

- CDC
- Planned Parenthood
- American Sexual Health Association

**CREDIBLE SOURCES + MEDICALLY REVIEWED
STRUCTURE TURNS CURIOSITY INTO CONFIDENCE**

(See Appendix for more visuals)



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PACKAGING EVOLUTION

- 🍌 No major packaging redesign
- 🍌 Cost-efficient cellophane overlay
- 🍌 Investment goes into marketing, not materials

On packaging:

KNOW BEFORE YOU DECIDE

Subtle QR code:

Scan for this week's answer

Packaging becomes a bridge to other touchpoints





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INSIDE THE BOX

THE FINAL TOUCHPOINT

Inside every box:
A minimal insert card

Front:

You searched. We answered.

Back:

- This week's most searched question
- Short evidence-based clarification
- QR code for full explanation



THE MOMENT BEFORE USE IS THE HIGHEST-INTENT MOMENT TO REINFORCE A SAFER CHOICE



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You searched.
We answered.

This week's most searched question:
What are early signs of STIs?
Early signs may include unusual discharge, irritation, sores, or pain during urination. Some infections show no symptoms at all. Testing is the only way to be sure.



to learn more.



TROJAN



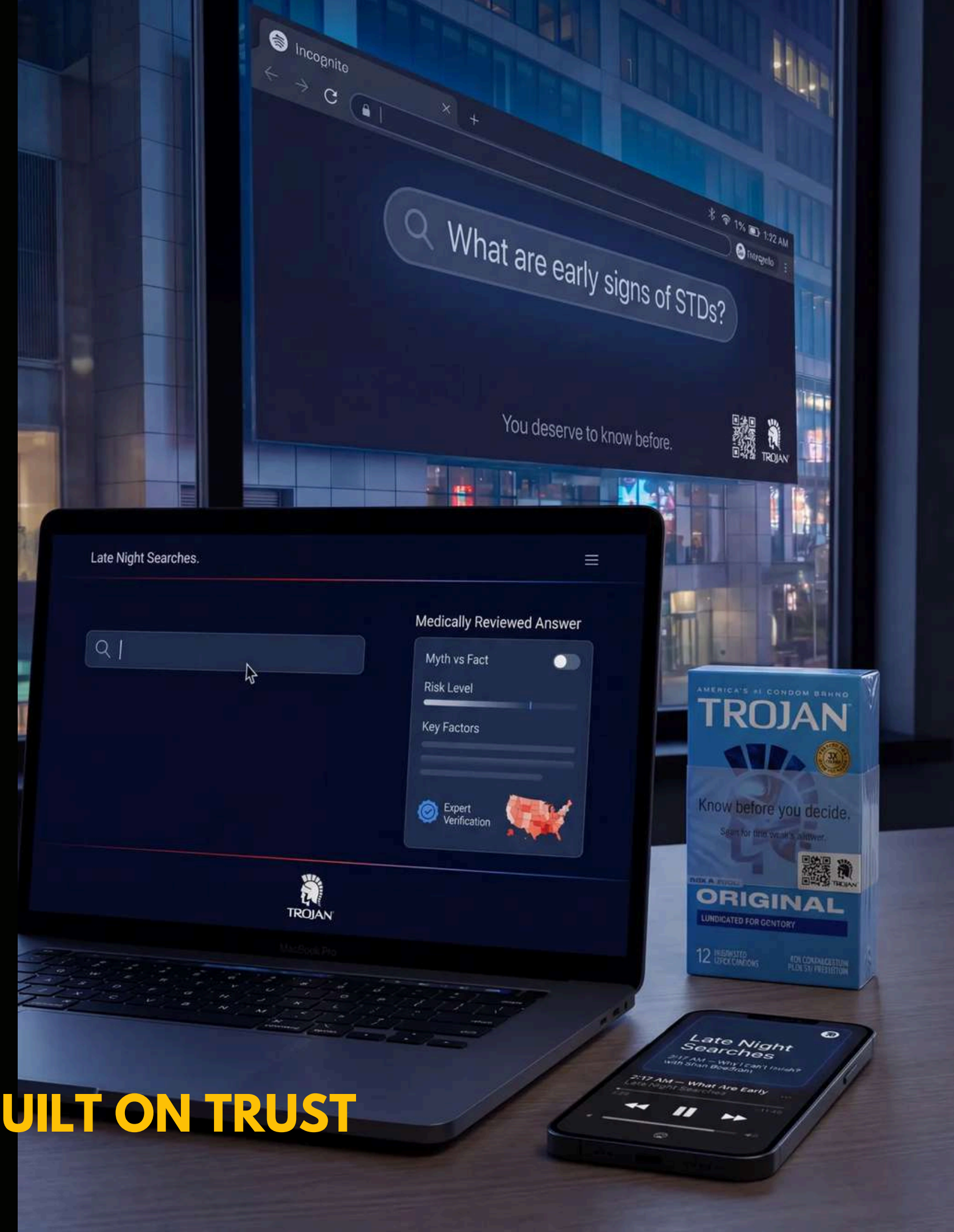
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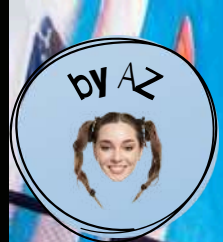
WHY IT WINS

- 🍌 Built on real search behavior
- 🍌 Reaches people before risky decisions
- 🍌 Turns stigma into open conversation
- 🍌 Builds emotional trust with the brand
- 🍌 **Positions Trojan as a leader in sex education**
- 🍌 Works within advertising restrictions

Proof of demand: **more than 20 millions** of sexual health searches happen every year, and the same questions repeat weekly

MORE INFORMED CHOICES
MORE CONSISTENT PROTECTION BEHAVIOR
A STRONGER TROJAN BRAND RELATIONSHIP BUILT ON TRUST





APPENDIX

Incognito

← → ↻ 🔒 🔌 📶 14% 🔋 1:42 AM

Incognito

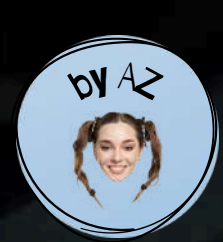
🔍 how effective are condoms?
1,800,000 searches last year

You deserve to know before.

QR CODE TROJAN

SEE MORE CONCEPTS ON [HTTPS://BYANAZ.VERCEL.APP/](https://byanaz.vercel.app/)

A CONCEPTUAL CAMPAIGN



APPENDIX

Incognito

can you get pregnant on your period?

2,800,000 searches last year

You deserve to know before.



SEE MORE CONCEPTS ON [HTTPS://BYANAZ.VERCEL.APP/](https://byanaz.vercel.app/)

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APPENDIX

Incognito x + 2:17

← → ↻ Incognito

Does birth control affect libido?

3,200,000 searches last year

You deserve to know before. TROJAN

SEE MORE CONCEPTS ON [HTTPS://BYANAZ.VERCEL.APP/](https://byanaz.vercel.app/)

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