

# Communication Arts

## Bedsider.org “Funny Fails” PSA

The National Campaign to Prevent Teen and Unplanned Pregnancy and the Ad Council debuted this national multimedia public service campaign to reduce the rates of unplanned pregnancy among young, unmarried women in the US.

The three-year campaign helps young women find the right birth control method and teaches them to use it carefully and consistently in an effort to prevent unplanned pregnancy. Created pro bono, by ad agency Euro RSCG New York and production company Epoch Films, the campaign includes radio, print, web, an integrated social media program and this television ad. The lighthearted spot uses humor to communicate the importance of birth control.

With the possible exception of Wilt Chamberlain, nobody is born an expert lovmaker. It's a rather demanding sport that requires endurance, flexibility, teamwork, creativity and, in certain venues, stealthiness. Depicting this relateably was the way to sending a non-preachy message about avoiding unplanned pregnancy. Featuring a montage of relatable and funny “sex mishaps,” it concludes with the line “You didn't give up on sex. Don't give up on birth control.”



