

“Sex Fails” PSAs Get Message Across with Humor

We think you’ll smile at these [new video PSAs](#) from The National Campaign to Prevent Teen and Unplanned Pregnancy and the Ad Council. They’re part of a first-ever national multimedia public service campaign designed to reduce the rates of unplanned pregnancy among unmarried young adults in the U.S. Featuring a montage of relatable and funny “sex mishaps,” the television ads conclude with the line *“You didn’t give up on sex. Don’t give up on birth control either.”*

The three-year campaign drives sexually active women ages 18-29 to Bedsider.org, a comprehensive online and mobile program, to help them find the right birth control method for them and use it carefully and consistently in an effort to prevent unplanned pregnancy.

The multimedia PSA campaign launched in partnership with the Ad Council was created *pro bono* by ad agency Euro RSCG in New York and includes television, radio, print, web and non-traditional advertising, as well as an integrated social media program. The light-hearted ad campaign uses humor to communicate to young women about the importance of birth control.

“Bedsider and the accompanying PSA campaign are trying to ‘rebrand’ contraception as a positive part of life that promotes self-determination, education and achievement,” said Sarah Brown, CEO of The National Campaign. “Both bring fun and a light touch to an area that is too often hush-hush, serious and boring.”

At Bedsider, visitors can explore, compare, and contrast all available methods of contraception, set up birth control and appointment reminders, view videos of their peers discussing personal experiences, and view animated shorts that debunk myths about birth control. The strategy for Bedsider was developed by IDEO, an award-winning global innovation and design firm. To learn more, visit bedsider.org or thenationalcampaign.org.