

**LET'S
TALK
ABOUT
SEX**

#TurnItOn

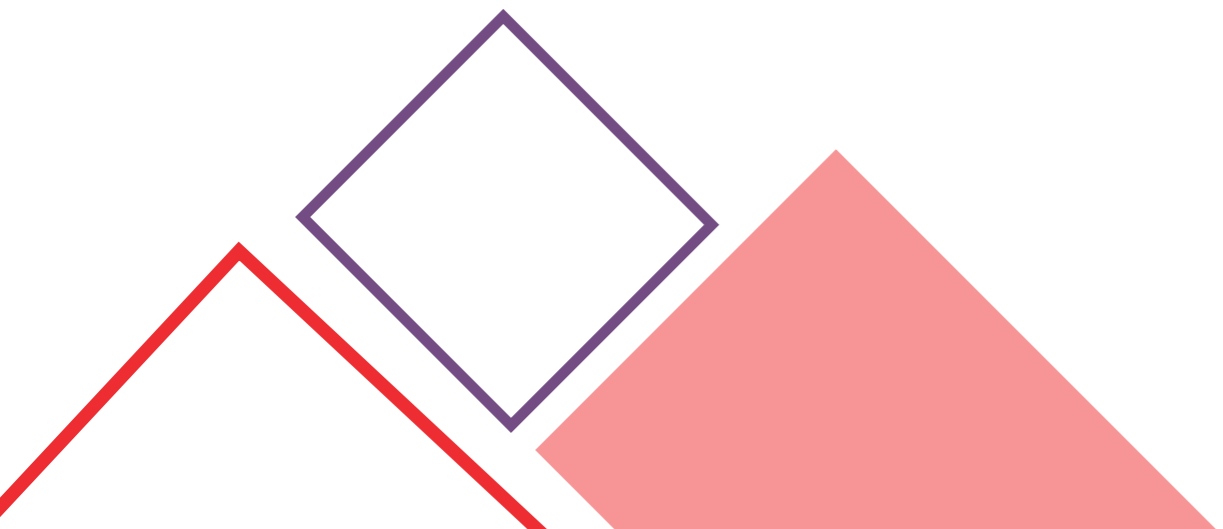
A COVID-19 Virtual Sex Campaign

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Rationale

The COVID-19 pandemic has transformed many aspects of daily life, from the way we work and study to how we interact with one another. More than half of young adults are not strictly adhering to the lockdown rules. This campaign aims to engage with young people aged 18-24 in order to motivate them to follow the lockdown rules. More specifically, this campaign aims to reduce the instances that the lockdown is breached for sexual gratification.

Sexual activities, which include kissing and touching, have been shown to transmit COVID-19. According to a recent study by the dating app Bumble, 71% of users said that their sexual needs were not being met during lockdown. Many people are now turning to riskier behaviours in order to fulfil their sexual needs, such as breaching lockdown rules with sexual partners either outdoors or within their homes. A study conducted in South Yorkshire found that one in five young people have breached lockdown rules to have sex, and these figures are thought to be similar across the UK.

With no viable alternative, sex is one of the largest motivators for young people to breach lockdown rules.

As young people have been shown to have a strong motivation in theory to adhere to lockdown rules but may not do so in practice, this campaign aims to promote sex alternatives rather than punish young people for their sexual activity. As such, this campaign aims to promote methods of virtual sex as a new 'safe sex' campaign, recognising that young people will continue to have sexual needs. The campaign will direct them towards COVID safe practises, such as engaging in consensual sexual activity via online platforms. To reach and catch the attention of the target audience, a social media campaign will be launched with a budget of £500,000. The ads will feature stars from the hit Netflix series Sex Education, a show with massive popularity among the target audience. The stars from Sex Education will each suggest alternative methods for sexual gratification such as:

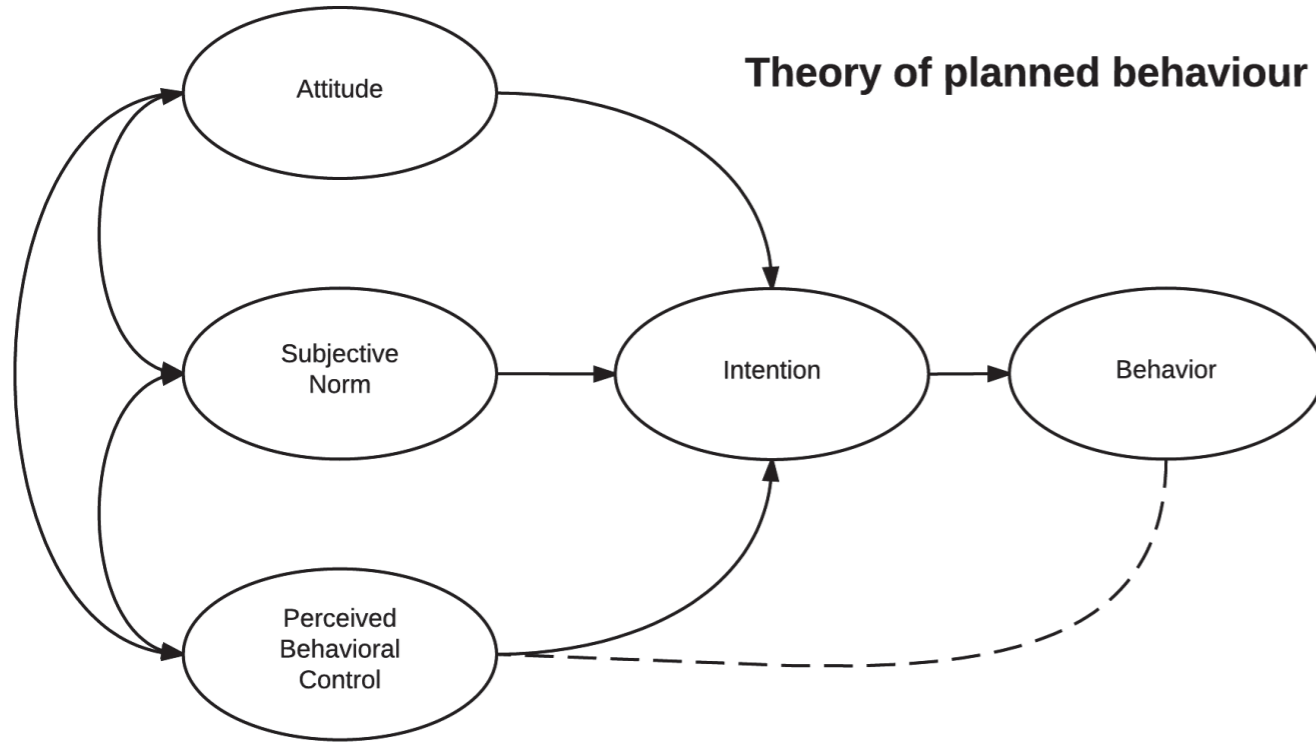
- » Zoom sex;
- » Sexting;
- » Porn;
- » Sex toys.





By engaging young people in a positive and open dialogue about sexual activity, feelings that may lead to lying about close contacts, such as shame and guilt, can be counteracted. As a result, the campaign will act on a dual level - to promote safe sexual practises and to encourage young people to be open about close contacts. This campaign will reduce the spread of the virus as they can then self isolate when contacted by Test and Trace.

Our campaign seeks to change attitudes towards virtual sex in accordance with the theory of planned behaviour (below). This objective will be achieved by creating a new norm (subjective norm): that virtual sex is widely-practised and mainstream. For many people, the mental barriers to engaging in virtual sex are higher than the risks of having sex in-person during lockdown. Therefore, our objective is to lower the mental barriers to using alternatives by showing how virtual sex is the 'new normal.' In turn, it will stop young people breaking lockdown to engage in in-person sexual activity.



Key messages

- » Sexual activity is not a legitimate reason to breach COVID-19 lockdown restrictions.
- » There is a range of safe, fun and normal alternatives.
- » These alternatives include zoom sex, sexting, porn and sex toys.
- » These alternatives are widely practised and a great way to maintain your sex life during lockdown.

Social media posts

There will be four weekly themes throughout the campaign.

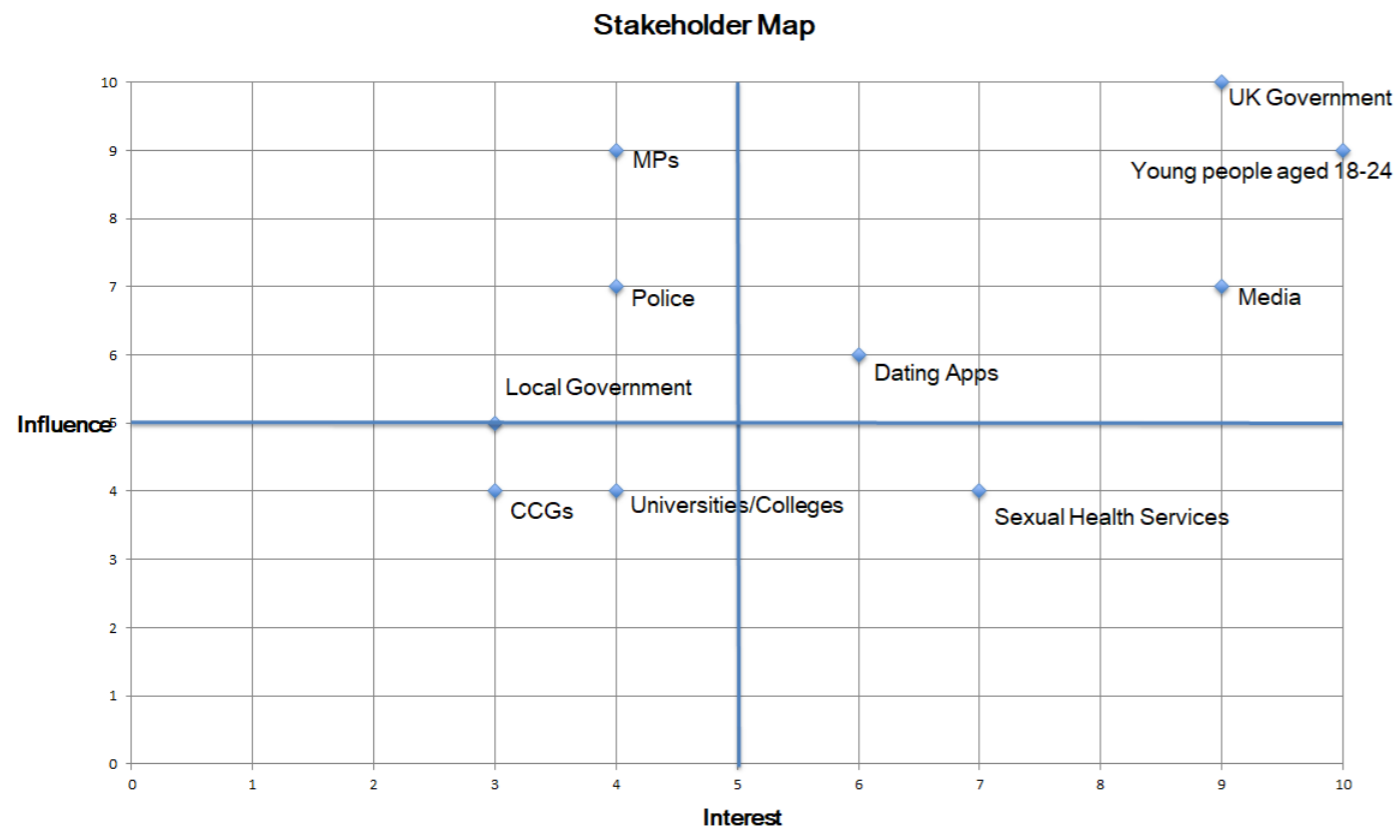
- » **Week 1** - porn;
- » **Week 2** - sexting;
- » **Week 3** - zoom;
- » **Week 4** - sex toys.

Further details can be found in the Communications Plan.





Stakeholders



This campaign focuses specifically on single or casually dating young people aged 18-24 who are likely to engage in riskier sexual practices than long-term partners who may be living together.

According to the Government's 'SPI-B: Increasing adherence to COVID-19 preventative behaviours among young people' report, there are several key considerations to address when engaging young people with lockdown measures.

- » Young people should be provided with alternative incentives to encourage isolation.
- » Young people's wellbeing may affect their ability to adhere to lockdown rules.
- » Communication interventions should be appropriate and accessible.
- » Communications campaigns should draw upon social norms of effective adherence.
- » Communications should be delivered by trusted, non-governmental sources.
- » Social media campaigns should use young people's voices.
- » Interventions should enable positive behaviours.

Experian Mosaic Segmentation data also shows that the most effective way of engaging with people in this age group is over social media, instead of traditional forms of media such as newspaper advertising.

From the stakeholder map, we can see that key stakeholders are young people, the UK Government and media as these groups are of high interest and high influence. These stakeholders need to be managed closely and kept engaged and informed throughout the campaign. However, a range of other stakeholders will need to be kept informed, such as sexual health services, MPs and Police. Ongoing monitoring of these stakeholders throughout the campaign will ensure that all stakeholders are engaged with the process and reduces any adverse risks associated with a lack of engagement with these stakeholders.



Key risks

- » **Issues of consent - ensuring that sexual activity is still consensual when conducted online.**
 - This can be managed by consulting with sexual health services to ensure that the messages fit within their guidelines and with ongoing monitoring and evaluation of the reception of these messages through the evaluation survey.
- » **Rise in lockdown breaches.**
 - Though this campaign aims to reduce the instances of lockdown breaches for sexual activity, it may end up that people do not follow this. Working with the Police to monitor breaches of this type may help to adapt the campaign, though it must be noted that this is likely to be a correlation rather than a causation.
- » **Undermine the seriousness of lockdown/reputational damage.**
 - This campaign aims to take a lighthearted approach to lockdown adherence in order to encourage compliance, though there is a risk it may undermine the seriousness of lockdown. In order to mitigate this, monitoring attitudes towards lockdown will help to adapt the campaign and consultation with stakeholders in the UK Government will also ensure that messaging is aligned.
- » **Rise in revenge porn.**
 - As this campaign aims at encouraging virtual sex, there is a risk that some features of technology (e.g., screenshotting) may be abused and used to share non-consensual images. Working with Police and sexual health services (such as Rape Crisis) will help to ensure that this risk is mitigated by providing clear guidelines for consensual virtual sex.





Communications Plan

Communications/Engagement Plan

Project name:	#turniton			
Project Background:	The COVID-19 pandemic has transformed many aspects of daily life, from the way we work and study to the ways in which we interact with one another. More than half of young adults are not strictly adhering to lockdown rules. This campaign aims to engage with young people aged 18-24 in order to motivate them to follow lockdown rules. More specifically, this campaign will aim to reduce the instances of lockdown breaking related to sexual activity.			
Comms objectives/ measures:	<ol style="list-style-type: none"> 1. Reduce COVID-19 lockdown breaches amongst the target audience 2. Increase the target audience's awareness of alternatives to 'in-person' sexual activity 3. Engage target audience with information on virtual and alternative sexual practises 			
Key Messages:	<ol style="list-style-type: none"> 1. Sexual activity is not a legitimate reason to breach COVID-19 lockdown restrictions. 2. There is a range of safe, fun and normal alternatives. 3. These alternatives include zoom sex, sexting, porn and sex toys. 4. These alternatives are widely practised and a great way to maintain your sex life during lockdown. 			
Message	Description of image	Message originator	Week	Media
Maintaining your sex life might be tricky during lockdown. If you're struggling not being able to meet people, there's a whole load of virtual alternatives from sexting to porn to zoom to sex toys. For the next month, we'll show you how to make the most of your sex life during lockdown - virtually.	Banana: 6/10 people have tried some form of virtual sex during the lockdown. Why not give it a go?	Whole cast of Sex Education	1	Social Media: » Twitter, Facebook, Instagram, Snapchat, TikTok Dating sites: » Tinder, Grindr, Bumble
This year we're making porn the norm - coming soon to a screen near you!	Papaya: Make porn the norm	Asa Butterfield	1	Social Media: » Twitter, Facebook, Instagram, Snapchat, TikTok Dating sites: » Tinder, Grindr, Bumble
Instead of asking people to come inside, why not ask them to come, inside? Sexting can help you keep that chemistry going from the comfort of your own home.	Pomegranate: Come inside	Ncuti Gatwa	2	Social Media: » Twitter, Facebook, Instagram, Snapchat, TikTok Dating sites: » Tinder, Grindr, Bumble
Stay at Home. Have Virtual Sex. Save Lives.	Content generated during photo-shoot with cast	Cast of Sex Education	2	Social Media: » Twitter, Facebook, Instagram, Snapchat, TikTok Dating sites: » Tinder, Grindr, Bumble
71% of people say they aren't having their sexual needs met. If you're feeling fruity, why not take it virtual?	Feeling fruity?	Cast of Sex Education	3	Social Media: » Twitter, Facebook, Instagram, Snapchat, TikTok
Zoom isn't just for meetings - whether it's a date night or a sex party, there's something for everyone.	Pear image: You.Me.Zoom.Now.	Cast of Sex Education	3	Social Media: » Twitter, Facebook, Instagram, Snapchat, TikTok
Want to keep your sex life COVID free? Sex toys are a great way to enjoy yourself either alone or with a partner virtually!	No Joy? Try a toy!	Gillian Anderson	4	Social Media: » Twitter, Facebook, Instagram, Snapchat, TikTok
Sexting, zoom, porn or toys - which one will you choose?	What's your pleasure?	Cast of Sex Education	4	Social Media: » Twitter, Facebook, Instagram, Snapchat, TikTok
Evaluation	Percentage of respondents who report having broken lockdown restrictions to have sex with someone outside of their household. Percentage of respondents who respond positively to having tried a sexual alternative. Number of times the hashtag 'turniton' is used during the month after our campaign.			



Budget

The campaign budget consists of three components: the campaign management (£15,000, 3%), the visual content production (£101,950, 20.3%), and the distribution channels (£383,050, 76.61%). The chart presents a detailed breakdown of the budget. This breakdown includes the items (what is being purchased), the rationale (the purpose that the item serves), notes (specific details on the item), start and end date (the period that the item is in use), and cost (the total cost of the item).

This budget provides funds for hiring three campaign managers. The campaign managers are responsible for creating the ads in the first two weeks, running the ads in the later four weeks and evaluating the performance of the ads in the subsequent week. The budget provides the funds for all necessary costs of the visual content creation. In the four weeks that the ads will run for, the campaign managers are responsible for uploading the ads and tracking the ads' success rate. The success rate can be determined by the cost per click speed. Some distribution channels will be more appropriate for the weeks focused on Zoom and sexting and have, therefore, been allocated a two week run time. Other distribution channels are effective for all four weeks of the campaign and have the budget to match this extended time. Distribution channels have been matched to the target audience. For instance, dating apps aimed explicitly at couples seeking long-term relationships (such as OkCupid and Match.com) are omitted. By providing each distribution channel with an equal amount of funds, this experimental campaign can determine which distribution channel proves the most effective by its cost per click rate. This data will prove valuable if the campaign is extended.



Item	Rationale	Notes	Start date	End date	Cost (£)
Campaign team	Campaign management	3 employees £5,000 pp 7-week contract	Start	End	£15,000
Sex education stars	Visual content production	5 stars £20,000 per star	Pre-launch	N/A	£100,000
Make-up crew	Visual content production	For sex education stars	Pre-launch	N/A	£450
Photographer + location	Visual content production	2-hour booking £300 per hour	Pre-launch	N/A	£600
Photography props	Visual content production	Sex toys, fruit, technology props	Pre-launch	N/A	£250
Graphic designer	Visual content production	Design text onto photos	Pre-launch	N/A	£450
Twitter ads	Distribution channel	£0.20 per click 348,235 clicks £2,487 per day	Week 1	Week 4	£69,647
Facebook ads	Distribution channel	£0.97 per click 71,801 clicks £2,487 per day	Week 1	Week 4	£69,647
Instagram ads	Distribution channel	£0.97 per click 71,801 clicks £2,487 per day	Week 1	Week 4	£69,647
Snapchat	Distribution channel	£0.97 per click 71,801 clicks £2,487 per day	Week 1	Week 4	£69,646
Tik Tok	Distribution channel	£0.97 per click 71,801 clicks £2,487 per day	Week 1	Week 2	£34,822
Tinder	Distribution channel	£3.50 per 1000 ads 121,877,000 ads £2,487 per day	Week 1	Week 2	£34,822
Grindr	Distribution channel	£0.25 per click cost 139,288 clicks £2,487 per day	Week 1	Week 2	£34,822
Bumble	Distribution channel	£3.50 per 1000 ads 121,877,000 ads £2,487 per day	Week 1	Week 2	£34,822
Survey	Incentivise campaign evaluation	(See evaluation framework)	Post-campaign	N/A	£200



Evaluation Survey

Overview:

This survey aims to measure the effectiveness and attitude towards the #turniton campaign. In this survey, demographic questions are collected at the start of the campaign. The following questions aim to measure the effect of the campaign by measuring if virtual sex practices have increased during the campaign period. The last part of the survey measures attitudes towards the campaign. The survey will be available as an online format (e.g. made on SurveyMonkey) and will be distributed via university student unions and as a link embedded in the social media posts of the campaign.

Introduction:

Thank you for taking part in our virtual sex survey. This survey will take approximately 5 minutes. Your anonymity and the confidentiality of your answers is guaranteed. Please answer the following questions to the best of your ability. By participating in this survey, you will automatically be entered to receive a £200 Amazon voucher.

Questions:

1. Please provide us with your email address or phone number. Your contacts details will be used strictly for contacting you in case you win the £200 Amazon voucher. Your contact details will be erased from our system after the prize draw.
 - a. [space to enter contact details]

Demographic questions

2. What is your age?
 - a. [space to enter age]
3. What gender do you identify with?
 - a. Male
 - b. Female
 - c. Other
4. What town/city do you live in?
 - a. [space to enter town/city]

Lockdown questions

5. Have you broken lockdown to engage in sexual activities in the past month?
 - a. Yes
 - b. No
6. If yes, has the frequency of your in-person sexual activity:
 - a. Increased in the past month
 - b. Decreased in the past month
 - c. Remained the same

Virtual sex questions

7. Which of the following forms of virtual sex have you engaged within the past month? (Select all that apply)
 - a. Sexting
 - b. Sending nude photos
 - c. Video calling



- d. Other [space to write]
- e. None: I have not engaged in virtual sex [if selected skip to question 10]

8. Which medium do you use for virtual sex?

- a. Snapchat
- b. Messenger
- c. Whatsapp
- d. Telegram
- e. Dating app
- f. Zoom
- g. Other [space to write]
- h. None

9. Has your use of virtual sex increased in the past month?

- a. Yes
- b. No
- c. I don't know

Porn questions

10. Has your viewing of porn increased in the past month?

- a. Yes
- b. No
- c. I don't watch porn

Sex toy questions

11. Has your use of sex toys increased in the past month?

- a. Yes
- b. No
- c. I don't use sex toys

#turniton campaign

12. Have you seen the #turniton campaign? [image of the campaign next to question]

- a. Yes
- b. No
- c. I don't know

13. Has the #turniton campaign influenced your decision to engage more in safe sex practices (e.g., virtual sex/sex toys/porn)?

- a. Yes, I have engaged more in safe sex practices
- b. No, I have not engaged more in safe sex practices
- c. I don't know

14. What is your attitude towards the campaign?

- a. [Space to enter text]

15. Do you have any suggestions for improving the #turniton campaign?

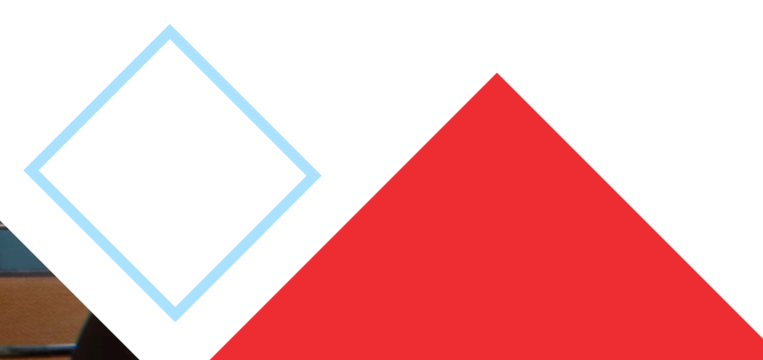
- a. [space to enter text]



Evaluation and Monitoring Rubric

The evaluation and monitoring rubric uses data from the survey to track the sexual activity of respondents. 'Statement' refers to what is being measured. Indicator is the measurement (which can be tracked for progress). Data source is where the measurement is sourced from. Baseline is the starting measurement. Target is the ideal measurement the campaign aims to achieve. Frequency is the number of times the data source has been administered.

Statement	Indicator	Data Source	Baseline	Target	Frequency
Lockdown breaches amongst the target audience	Percentage of respondents who report to have broken lockdown restrictions to have sex with someone outside of their household	Survey	TBD	TBD	Survey sent out in the month leading up to the campaign. Survey sent out during campaign. Survey sent out for the month following campaign.
Target audience is more aware of alternatives to 'in-person' sexual activity	Percentage of respondents who respond positively to having tried a virtual sexual alternative	Survey	TBD	TBD	(as above)
Target audience engages with information on alternative sexual practices	Number of times the hashtag '#turniton' is used during the month after our campaign.	Hashtag analysis/ social media analysis	TBD	TBD	Social media analysed daily.



Assets

