



STELLA MCCARTNEY

X

NETFLIX SERIES

# SEX EDUCATION

Explore in this case study

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**Team Involved**

**Entrant details**  
Organisation  
Contact Number

**ACNE**  
07515007734

**Entry details**

Project Title  
Produced By  
Produced For  
Release Date

Toilet, Teeth, Tits  
**ACNE**  
Stella McCartney and Netflix's Sex Education  
2021-10-01

# Synopsis

Breast cancer is the most common type of cancer in younger people, accounting for 30% of all incidences in 18–39-year-olds. However, most do not consider themselves to be at risk. Furthermore, during lockdown, Breast Cancezr Now estimates that nearly one million British women missed mammograms due to screening programmes being paused.

Stella McCartney Cares Pink Foundation, a platform dedicated to the prevention and early detection and treatment of breast cancer, needed their seventh Breast Cancer Awareness (BCA) month campaign to get the conversation going amongst young people.

And that's where Netflix's Sex Education came in. Because if there's one show known for tackling awkward topics with ease and is popular with young people, it's Sex Education. ACNE created the Triple T (Toilet, Teeth, Tits) routine set in Sex Education's world, featuring familiar cast members. It was a campaign that used humour to dispel myths about the disease whilst inspiring young people to integrate daily self-checking into their lives through a catchy message anchored in a hero 2-minute film.

Alongside the film were GIFs, stills, influencer content, a Times Square billboard and official Triple T merchandise from Stella McCartney. Stella even made a cameo in the film.



# Innovation



Although young people are up for facing difficult topics such as body image and gender equality, breast cancer remains one that most ignore - not helped by cancer communications which are deadly serious, making the topic feel almost untouchable. We had to change this and land a culturally relevant campaign that sparked conversation around BCA at scale by introducing Sex Education and its meaningful narrative to the globe in partnership with the Stella McCartney Cares Foundation.

The objective was to create conversational buzz, but we went one step further to ensure action was also incorporated into the campaign by educating our target audience (18-39-year-old men and women) as to how to check themselves. We reframed the well-trodden issue by removing the drama about cancer and injecting humour into it through a 2-minute hero film that saw the cast of Sex Education discuss the topic and demonstrate the routine.

The film even featured Stella McCartney as a star of an outdated VHS show in a Moordale High classroom, with views that reflected the common myths and misconceptions about breast cancer, only to be dismissed by various members of the cast.

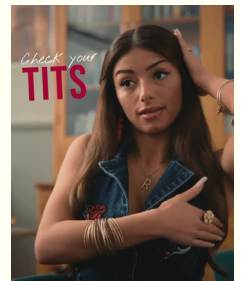
Stella McCartney previously said that “**humour makes the messaging easier to digest**” and with Sex Education famously known for breaking down barriers by talking about awkward subjects in an entertaining way which would reach our target audience, we had two brands who were happy to go against cancer communication conventions.

The campaign was also taken into the physical world. The Stella McCartney brand exclusively produced and designed limited- edition ‘Toilet, Teeth Tits’ t-shirts - donating one free Louise Listening post-mastectomy bra for every t-shirt purchased. The design complemented the film’s humour with two heat-activated handprints on the chest to serve as a cheeky reminder to check your breasts.

ACNE's strategic consultants spoke to the target audience to ascertain a greater understanding as to what it was about breast cancer that needed to be challenged for our target audience. Within 48-hours the results were back with a resounding feeling of fear attached to it, meaning people were less likely to think about it, let alone talk about it, reflecting a need to de-dramatise it.

We took inspiration from government messages anchored in three-part slogans which had proved successful in getting people to listen and mirrored this by sprinkling it with Sex Education's dry wit, allowing us to inject the necessary humour to create: 'Toilet, Teeth, Tits'. A catchy self-examination routine with a meaningful message that would not only get people talking about BCA, but also partake in an action to 'Check Your Tits'.

The routine was demonstrated in a two-minute hero film by the cast members of Sex Education's Moordale High, familiar faces that our target audience could relate to when talking about the subject. They were well-positioned to remove the fear of breast cancer by engaging in an open conversation around the topic, and with Stella McCartney making an appearance, it meant the two brands could be seamlessly tied together.



Whilst we had the creative freedom to develop this concept, we also wanted to make sure the script was in line with how the characters normally speak and interact. To ensure we were staying true to each of the cast's characters, we worked with the showrunners and scriptwriters to develop the perfect script.

The main challenge was running a shoot during the pandemic. Previously we would have been on set ensuring everything was running according to plan. But given circumstances, the best solution was for us to sit on Zoom with the Netflix client on set where they acted as a runner between the cast on shoot and us.

The campaign launched on social media on 01/10/2021 to mark the beginning of BCA month with Stella McCartney, Netflix UK & Ireland and Sex Education posting the film on their social accounts alongside Sex Education cast members who chose to share the film. The campaign continued to be shared on social media throughout October and included Instagram accounts of Charlize Theron and Kylie Minogue.



There was a dedicated web page on Stella McCartney's website and it was also teased during fashion week at the end of September. Alongside the hero 2-minute hero film and influencer content, GIFs were also created to further encourage the campaign to be shared.

# Impact

We reached 13.1 million people, earned 185 global media placements, saw 3 million impressions for the earned media placement in New York’s Times Square, and had over 2.6 million views of the film. The content was also shared by the likes of Charlize Theron and Kylie Minogue.

This was Stella McCartney’s seventh BCA campaign and ACNE’s first, and through its reach, our campaign became number one for engagement ever received on Stella McCartney’s Instagram page demonstrating the success of Triple T in communicating the important messaging of BCA.

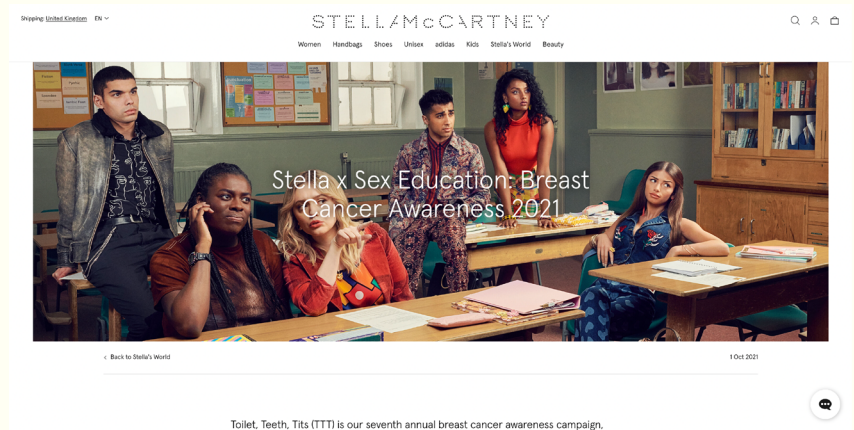
Many of the audience viewing it on social media thought it was a missing scene from the show and we were able to capitalise from the conversation around the launch of Sex Education S3. It sparked wide conversation on social media, with people sharing their own breast cancer stories and tagging in friends and family to take note. It landed even more cultural relevance through relevant influencers and credible fashion press support. The limited addition t-shirts even sold out.



Press sentiment was incredibly positive with publications applauding the collaboration, such as Vogue UK calling it a “match made in heaven” and there was global reach of press pickup including high-quality placements in the UK (The Telegraph), Italy (Vogue Italy), Japan (Frontrow), Spain (La Vanguardia), and the US (Women’s Wear Daily).

# Additional Information & Links

Dedicated web page on Stella McCartney's website:  
<https://www.stellamccartney.com/gb/en/stellas-world/sex-education-breast-cancer-awareness-2021.html>



Some examples of press:

[Vogue UK Campaign](#)  
[La Vanguardia](#)



## The Telegraph

The film is as entertaining as the Netflix show itself, but also, in a very meta way, it serves as an educational video for young people IRL (to the unenlightened, that's Gen-Z speak for 'in real life') who are less likely to be aware of the importance of daily checks. It will certainly be more effective than the kind of instructional video McCartney's cameo is based upon.

"Nearly 80 percent of women find their breast abnormalities on their own, and because of lockdown, over a million British women missed their mammograms last year so it's never been more important for us all to remember to visit our doctors and perform self-checks regularly," McCartney tells the *Telegraph*.



Twitter handle/s of the agency or organisation that created the work @acnelondon

Twitter handle/s of the client or organisation the work was created for @StellaMcCartney @sexeducation @NetflixUK



## STYLIST

Stella McCartney has tapped the stars of Sex Education for her latest Breast Cancer Awareness campaign

As part of her annual Breast Cancer Awareness campaign, the queen of green has recruited the stars of Netflix's buzziest show to draw attention to the cause.



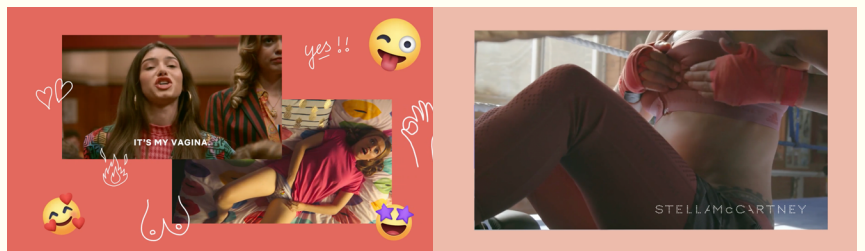
Stella McCartney i ekipa serije 'Sex Education' snimili genijalnu kampanju o važnosti samopregleda dojki koju morate pogledati!

Disparanca i glavni crti serije ne daju se na neki način podijeliti sa velikim brojem sličnosti.





Campaign hero film



Case study film

# Team Involved

ACNE



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Film Editor  
ACNE Film



Edward Lever  
Film Online  
ACNE Film

Both teams from ACNE in London and Stockholm worked on this campaign utilising skills from creative direction, design, script writing, production and editing.

Log in to [bima.awardsplatform.com](http://bima.awardsplatform.com) to see complete entry attachments.