

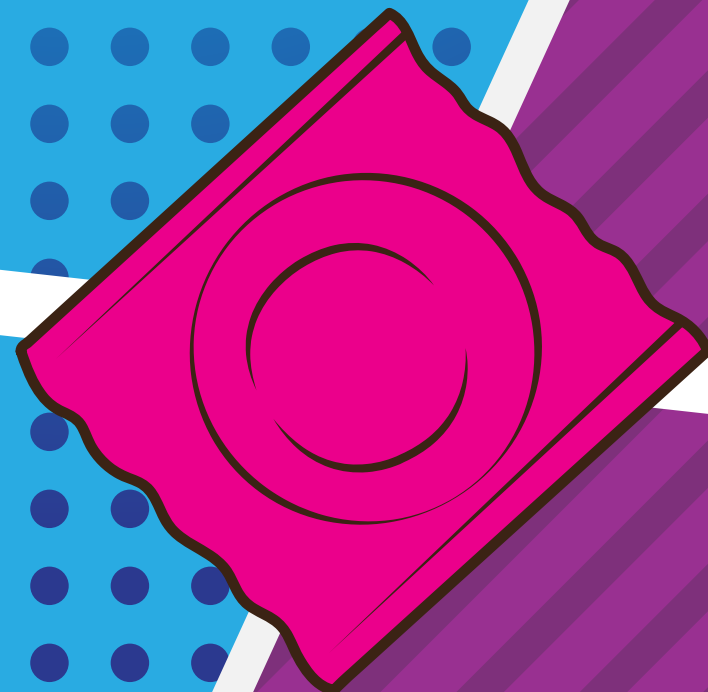
How to embark on a Digital Pleasure Journey



Come journey
with us and the
Treasure Your
Pleasure
Campaign

October 2023

*Treasure
your
Pleasure* 





Africa's
partner
in
Pleasure.

What was Treasure Your Pleasure ?

Treasure Your Pleasure was a bold, fun digital campaign

that created a space for young people in Africa to talk about sex freely, reducing shame whilst advocating for safer sex and the importance of pleasure. The campaign embraced all types of pleasure, gender expressions, and identities and all its messages were human rights-based and in line with the seven Pleasure Principles and pleasure based sexual health.

Evidence shows that a pleasure-based approach to sexual health results in more people having good sex that is pleasurable and safe, and celebrates the joy and well-being we feel when we can freely and safely explore the contours of our desire and sexuality. The Treasure Your Pleasure campaign aimed to support individuals to fully enjoy their sexuality, sex, and romantic lives and relationships and have a positive approach to their sexual health.

9,000,000

It worked ! We reached
9 million people !

Who is this note for?

This document is for anyone who wants to learn from our experience of running a pleasure forward sexual health digital campaign to improve sexual health and the conversations that surround this - you might be a social media whizz, running a youth friendly campaign or simply interested in how to put some pleasure in your sexual health work.

How did we learn these lessons ?

We conducted an evaluative research in 2023 that looked at the development and impact of the campaign as well as organizational change. We hope that these lessons and best practices can be used as a starting point to effectively run similar campaigns in the future.

Your Pleasure Journey

Treasure
your
pleasure

What we learnt in five clear steps

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Step 01

Get intimate
with your
audience

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Step 02

Appeal to them

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Step 03

Talk Sexy

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Step 04

Keep checking in



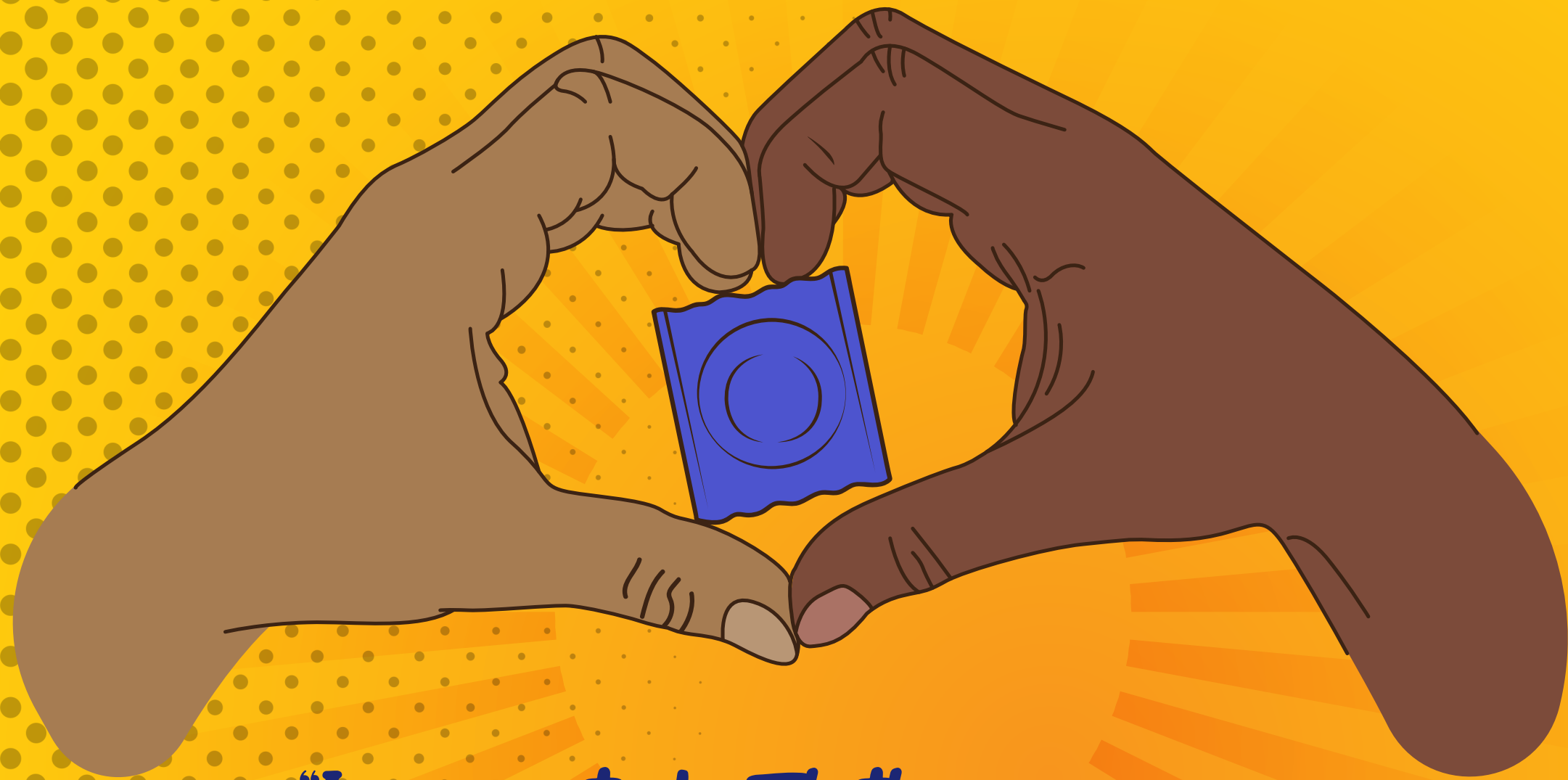
Be Pleasure Principled!

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“I connected with the campaign right away, since it was timely, relatable and what we had requested more information on.”

(Youth Action Movement representative West Africa.)

Step one: Get intimate with your audience

Ask your audience what will make them feel good

Co-creation with the target audience of a campaign is important to achieve ownership and relatability. In the case of Treasure Your Pleasure Campaign young people via the IPPF-AR Youth Action Movement (YAM) peer educators worked well to make content more relevant to the audiences we were reaching out to.

Also listen to feedback you get on your posts. The fact that the campaign was run on social media provided an advantage where we could interact with feedback from the target audience easily- see what people said below.

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Step Two: Appeal To Them

Tell your stories of pleasure

The use of storytelling through real life stories and short videos by young people on their experiences makes a difference: young people recommend that for more effective and relatable youth-centered campaigns, familiar faces telling their stories make it easier to connect as part of such a campaign.



"I enjoyed the campaign messages because they were short, relatable and strong."

(Quote from Youth Action Movement representative, East Africa.)

Social media - the friends with benefits and pain

Social media is a powerful and wide reaching tool but it can also be limiting due to social media guidelines and restrictions. The use of metaphors especially on a topic such as sex and pleasure is perfect to communicate the messages, however, this could also be a challenge for people who may not necessarily understand the meaning of the metaphors if it is not clear.

"We used metaphors to share our messages, for example a hand grabbing an orange to represent a hand grabbing buttocks. This takes a lot of intellectual intelligence to understand and therefore stands the risk of people not getting the message."

(TYP Campaign Content Developer.)

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Step three: Talk Sexy

Talk Sexy to your audience with love and positivity

The campaign's positive upbeat content was appreciated by audiences. Using a colorful retro comic book feel and mobilizing images of love, sexuality and relationships without the risk of becoming hyper-sexual worked well. It was more universal, diverse and appealing and the language was more modern. We sometimes used slang to connect with young people.

Get your words right

Navigating the languages, stigma and silence on sexuality across a continent is extremely challenging, more so than for other campaigns on non-stigmatised subjects, and requires interpretation and translation to ensure understanding without a need for decoding. This requires lots of preparation, ongoing feedback and adaptation. See this example in the next page.



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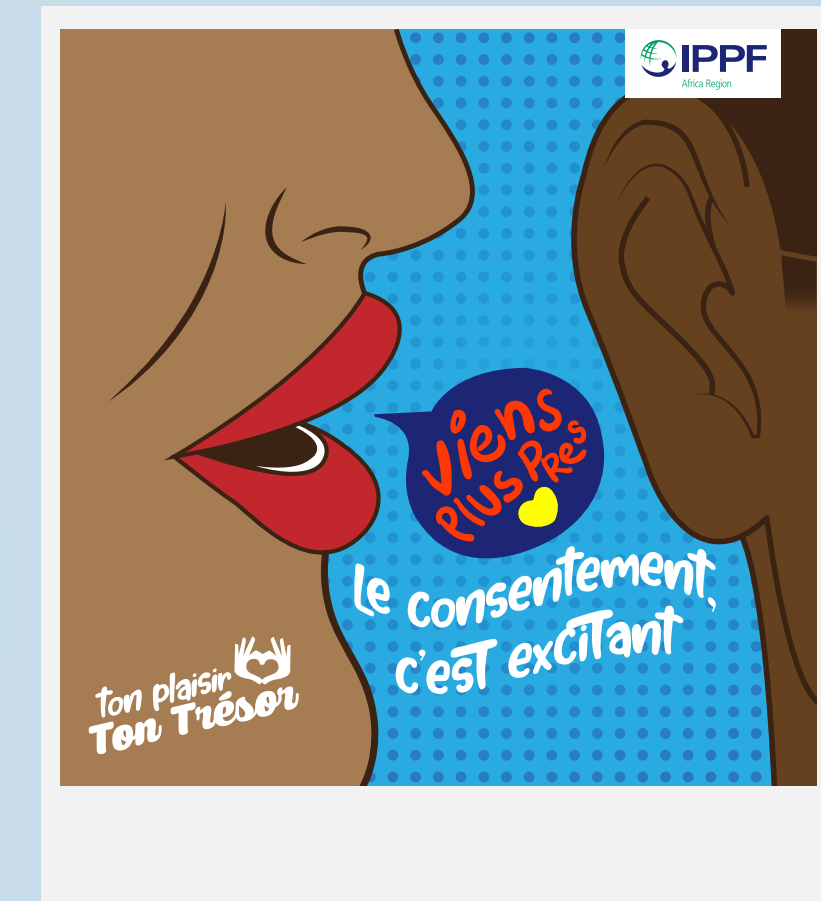


The above figures are visuals of the Treasure Your Pleasure quiz results in English and French and show how translation needs to be adapted from one language to another for the campaign to be linguistically sound and appealing.

In order to amplify content even more, co-creation with established and vetted social media influencers was crucial for a bigger social media impact. Have a balanced number of social media influencers from each region you are targeting who can use the language spoken for purposes of relatability, reaching more audiences and increasing impact. Our best performing content was on facebook and targeted to a french speaking audience. It bordered on 'relationship advice', and “lifestyle” the topic of consent performed well across all platforms. See example in the next page.



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Step four: Keep checking in

Find the right partners - and create a solid trusting intimate relationship.

We were clear on our boundaries, what we wanted, and what each partner brought to the campaign, whether it was the huge social media and service delivery platform of IPPF, the communications expertise of Nendo or The Pleasure Project on rights-based, pleasure-based sexual health.

Keep checking in with each other - and course correct as needed.

Preparation is key in developing any kind of content, therefore have your facts correct and conduct regular check-in meetings with the team to ensure you are on track and adjust course where needed, change content, manage censorship and record KPIs achievement.

“One of the things that worked the best in the campaign was the good communication among the core development team from the start.”
(TYP Campaign development partner.)

Take it slow and steady

Based on the reception of the campaign, especially the backlash on some of the content, it is advisable to break such a campaign in phases, to regroup, learn and prepare the people for the content around sex and pleasure.



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Treasure
your
pleasure

dirty mind
sexy
imagination



Step five: Be Pleasure Principled

Challenge censorship together - the bump and grind

Organizations working on sexual health, pleasure and sexual rights should work together to address the limitations that hinder honest conversations on sex and pleasure.

"I was surprised that lips are an issue and could not be used in a message because they are linked to sex."

(TYP Content Developer.)

Rights first and be pleasure principled

In case of a similar campaign on pleasure based Sex Education, consider using positive messaging based on human rights pleasure-based content and messages should always be rights-based, positive and based on the seven Pleasure Principles.

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Moving forward to the next pleasure journey

Frank, sex positive, pleasurable, honest and fun content can be shared with young people, different genders and sexual identities across a range of cultural and geographic contexts. A sex-positive and pleasure-based approach is possible, despite challenges in accessing content and ensuring diversity of sexual identity expression. The evidence from 'Treasure you Pleasure' shows that sexual pleasure needs to be incorporated in more sexual health campaigns and can be spoken about openly, but requires navigation of content creation, adaptation and social media censorship.

Check out some pleasure resources to support you more on your journey!

- [Treasure your pleasure landing page](#)
- [More evidence collected by The Pleasure Project](#)
- [The Pleasure Principles - an inspirational and fun guide to putting some pleasure into your sexual health](#)
- [IPPF endorses the Pleasure Principles](#)
- [Research that shows pleasure inclusive sexual health interventions improve sexual health](#)

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