

What is the point of this?

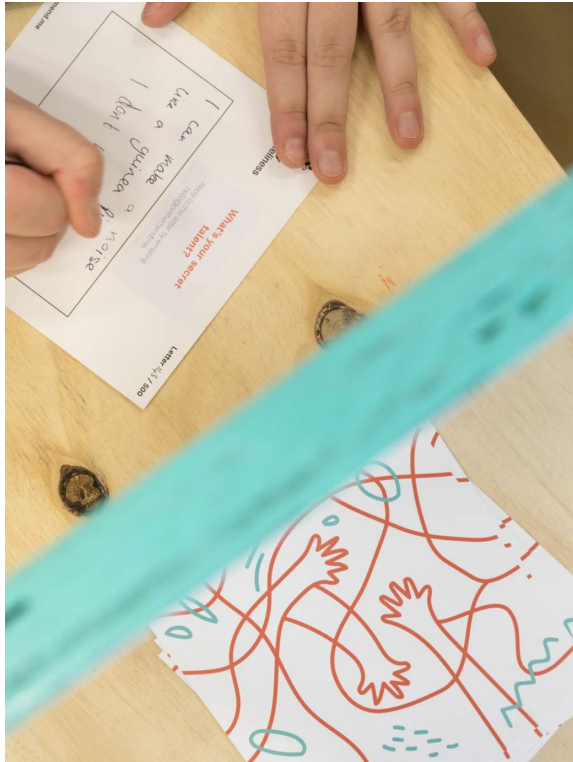
with Sophia Luu



**Let me take you
back to 2019...**



On the Mend



About Us

We are fed up with the design industry. Time and time again, it proves that visual thinking works. But it uses that power to sell stuff. To promote things, and not people.

We're one of the only creative studios in the UK to focus solely on health awareness.

Our bespoke events, workshops and artworks are designed to inform and educate people on the societal impacts on health and well-being. We provide a platform to empower those under-represented by the current healthcare system.

Good health is not the absence of illness. It is empowering people to live well.

"If good design can be used to sell cans of coke, then it can empower people to live well and healthy lives."


Previous Events

Common Ground
Blend Collective - March 19
The Affordable Art Fair - May 19

Art galleries are increasingly becoming places that people visit to improve their health and well-being.

We have a duty to make these spaces more welcoming and a place where more meaningful encounters can occur.

In this short but meaningful workshop, we invited the public to meet new people and find things they have in common with them. We will tie this into a knot rug, creating a literal common ground of shared experiences.



"My daughter is usually very nervous about meeting other children. This event, and the team leading it, made her feel confident enough to talk to others and make new friends."

- Parent attending the Affordable Art Fair





END

TAMPON
TAX

STOP

END
TAMPON
TAX

STOP
TAXING

PERIODS.

PERIOD.





D&AD New Blood Awards 2019

01

Using Awards to unlock doors

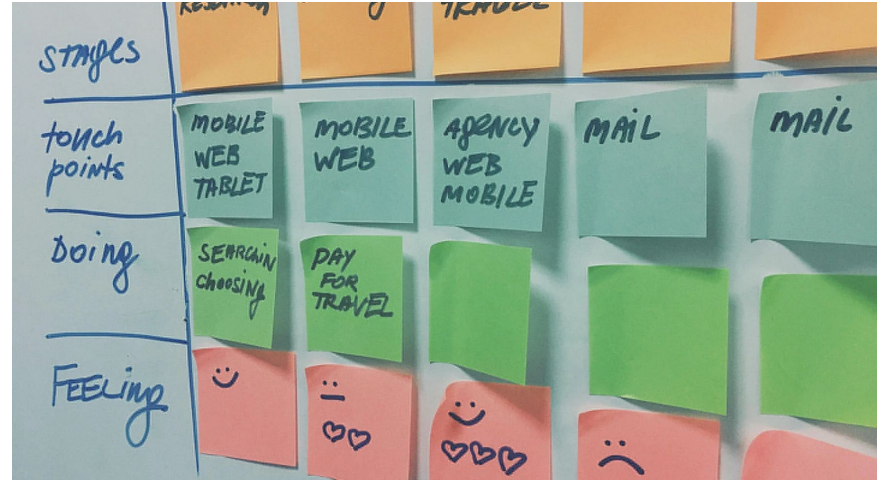
New Blood Academy



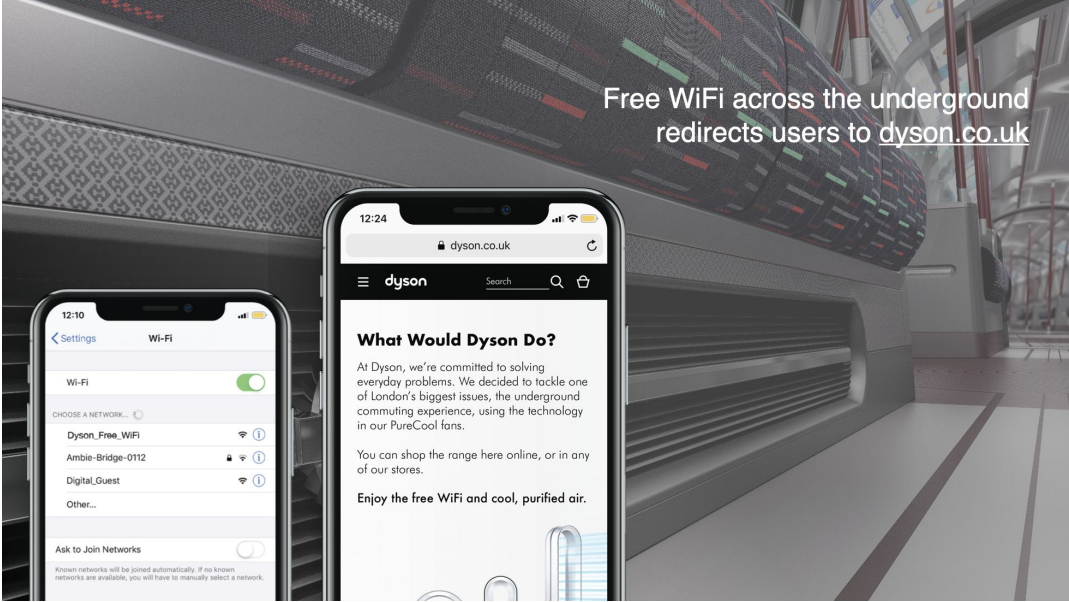
Exposure to clients and industry professionals



VMLY&R



Mentoring with Wunderman Thompson





McKinsey Design_

Brief set by
McKinsey Design &
The Case For Her

In collaboration with
Charlie Robertson*

**Change the way the world
thinks about menstruation
issues and undo the social
stigmas surrounding them.**

Related Disciplines
Open Brief
Design
Product & Service Innovations
Experience & Service Design

Extra Prizes
Potential internship with McKinsey
Design. A selection of entries may
also be showcased at Women
Deliver 2019, the world's largest
gathering on the health, rights and
wellbeing of women and girls.

Deadline
20 March 2019, 5pm GMT

*Sadly, Charlie Robertson passed away on October 1
2018, before the briefs were launched. You can read a
tribute to Charlie in the tutor pack.

The back story

Over 800 million of the world's population menstruate on any given day. Menstruation is a natural body function vital to sexual and reproductive health, yet many areas of the globe lack support in terms of education, water supply, sanitation and hygiene systems, pain relief methods, product design, availability and affordability.

The Case For Her is an innovative funding collaborative that invests in early stage markets within women's and girl's health, putting capital into underfunded areas such as menstruation, menopause and female sexual pleasure. They work with a range of companies on products, innovations in technology, education programmes and grassroots support.

What's the challenge?

Talking about menstruation is still largely a social and cultural taboo across the globe. Although menstruation is a normal, healthy part of life for menstruators, stigmas abound.

There are still many places where practices of ostracising menstruators are upheld, shaming girls and sometimes even excluding women and girls from taking part in everyday life.

This affects the health and emotional, physical, and mental well-being of women, girls, and menstruators who identify as male or non-gender binary. Menstrual health has a huge effect on gender equality and access to equal opportunities.

The Case For Her want you to develop an innovative service, product or campaign that:

- tackles menstruation issues and social stigmas
- is grounded in a solid research base
- shows fresh thinking and does not replicate what's been done before.

How will you do this? Through an innovative new product? A brand-new teaching tool? A national campaign to spark debate, discussion and education? What you create is entirely up to you.

Who are we talking to?

You need to select the relevant audience for your project. This could be a specific age range, region, or even an institution, for example. Aside from the usual challenge of being relevant, credible and distinctive, you should consider how your product, service or campaign initiative serves The Case For Her to have a global impact.

Things to think about

How to go beyond the obvious
This is an open brief. Think laterally.

How to uncover what counts

Research for this brief is vital. Look at what already exists, where there are issues, and why these issues exist.

How to create global impact

Yes, you need to be relevant, credible and distinctive. But how can your product, service or campaign initiative help The Case For Her change the world?

How to present your work

- Describe who your product, experience or service is for, the need(s) it addresses, and how it does this.
- Present elements of your concept to bring it to life, eg. through storyboards, prototypes, wireframes, illustrations or animations.
- Document and show your research, how you developed your ideas, your insights and your reasoning behind key decisions.

The important stuff

What this brief is not about:

- creating a solution to hide the existence of menstruation or to imply success is when you don't know that someone is menstruating. This would do nothing to combat the social taboos.
- being crass or insensitive by using shock tactics to draw attention.
- only focusing on extreme cases.

Consider citing instances of a small scale incident with global impact to highlight the issue of menstruation taboos.

Take a look at some of the partners who work with The Case For Her. See if there's potential for your project to fit in with what they're doing.

What to submit and how: Read *Preparing Your Entries* before you get started for full format guidelines - we won't accept work that doesn't meet these specs.

Main (essential):

Either a presentation **video** (max. 2 min) OR **JPEG** slides (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); **physical** supporting material, if your main piece is **JPEGS**, you can also submit **video** (max. 1 min total); if your main piece is video, you can also submit **JPEGS** (max. 4).



McKinsey Design_

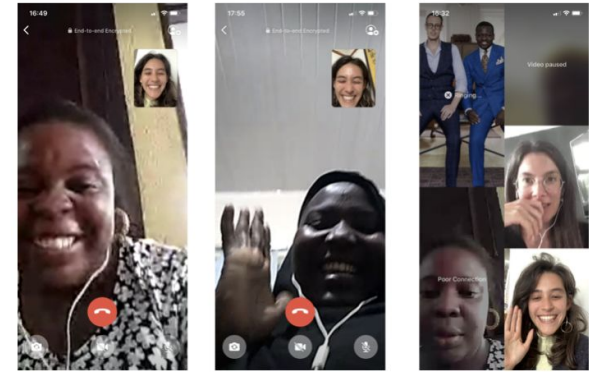
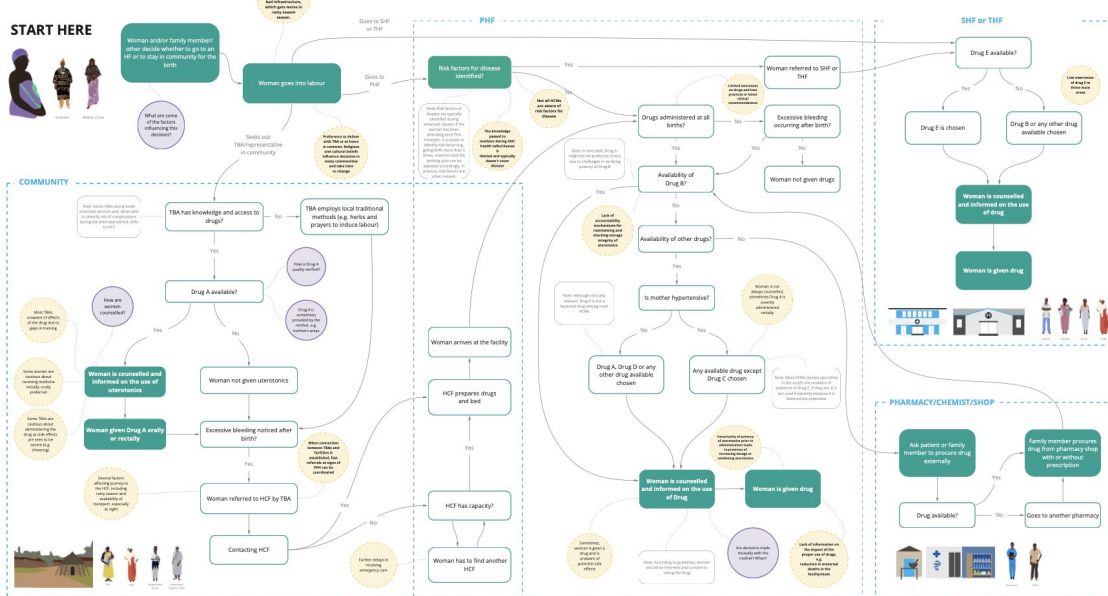
Brief set by
McKinsey Design &
The Case For Her

In collaboration with
Charlie Robertson*

Extra Prizes

Potential internship with McKinsey Design. A selection of entries may also be showcased at Women Deliver 2019, the world's largest gathering on the health, rights and wellbeing of women and girls.

McKinsey Design



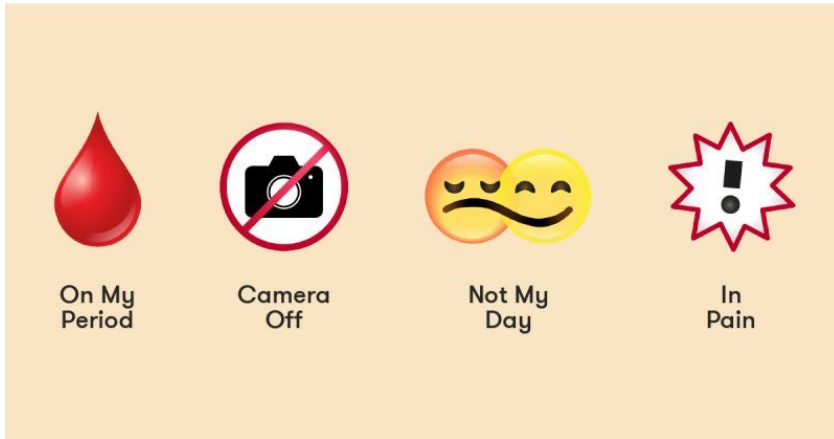
A conversation between Chantal Cox-George and Sophia Luu
 June 10, 2021 | Podcast

Share Print Save

Two colleagues talk about the ways race impacts their work experiences



Flo Campaign of the Week



Flo launches Slack emojis to tackle stigma around periods in the workplace

Share



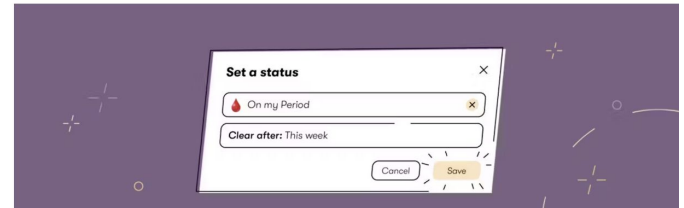
By Ellen Ormesher | Senior Reporter

MAY 26, 2021 | 3 MIN READ



Listen to article 1 min 38 sec

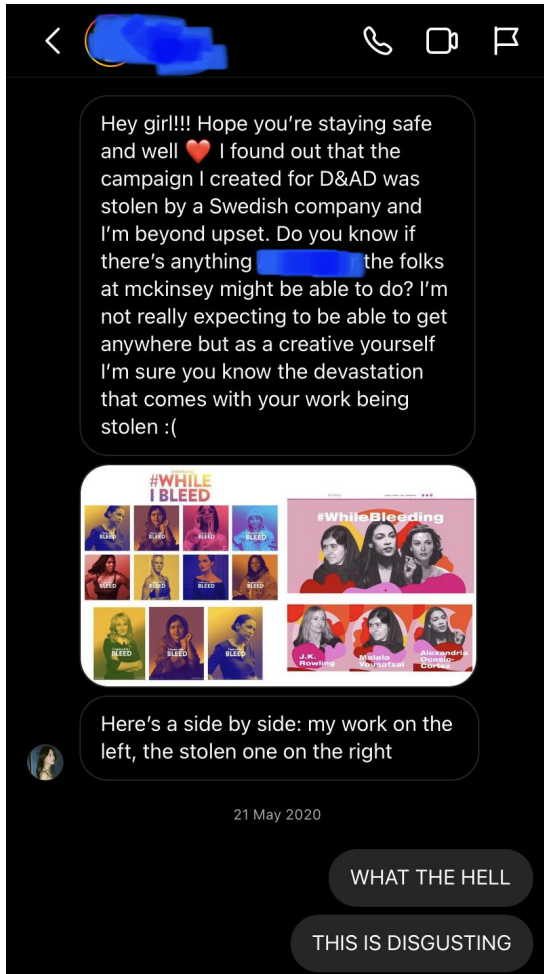
Health and period tracker app Flo has partnered with designer Sophia Luu to curate a set of four menstruation-related Slack emojis to better represent the experiences of people who menstruate while working.



02

Using awards to build the industry we want

**Be careful of the
downsides of
exposure**



New Blood Entry — #WhileIBleed

McKinsey Design & The Case For Her / 2019

As a team of two women, we were all too familiar of the taboos surrounding menstruation that both of us had mentioned it is usually within a negative and degrading context. Although recent advances by menstrual health companies and the media have been gradually breaking down this taboo, we wanted to launch a campaign that not only breaks the stigma surrounding periods, but encourages menstruators to take pride and celebrate their resilience. We wanted to create a campaign that not only normalizes periods, but incorporates them into everyday conversation — perhaps the only way to effectively break down taboo cross culturally. The #WhileIBleed campaign offers effective opportunities to incorporate menstruation into cultural conversations and creates safe solidarity amongst menstruators. Ultimately, it not only changes the perception of periods — but transforms cultural conversation around it.

Credits	
Creative Team	Haaret Ma Justina Hnatowicz
Tutor	Mel White
College	Syracuse University - The Newhouse School
Country	United States

***If you are struggling with copyright, there are some companies, including the Business Information Centre at the British library and the Queen Mary legal advice centre for the Arts**

**Be mindful of the
stories you use**



Make menstruation as normal as any other visit to the toilet



While toilet paper is considered a basic necessity, pads are added a "luxury tax" in countries all over the world, placing them in the category of jewellery and wine. It's not a luxury to bleed. Luckily, we can sell sanitary pads as toilet paper, simply by wrapping them on a roll.

So to end these stigmatizing laws, The Case For Her launches Pad Paper. We invite all major pad brands to roll their pads on cardboard tubes to remove the "luxury tax". But more importantly, we remove the stigma by as





adidas
MAKE WAVES WITH WAVES

Empowering black girls to swim



PROBLEM

Lack of funding and facilities for swimming in schools located across London's largest black communities means that 70% of black girls can't swim and as a result 5.5 times more black children die drowning than white children.

INSIGHT

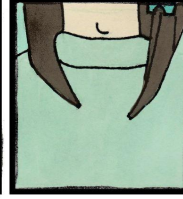
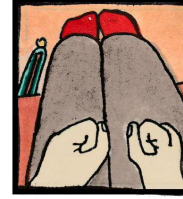
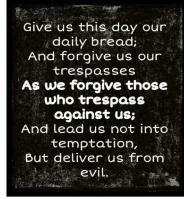
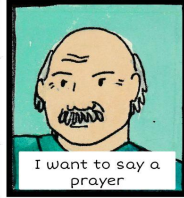
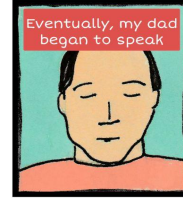
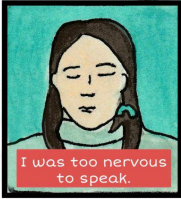
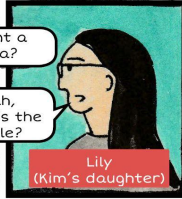
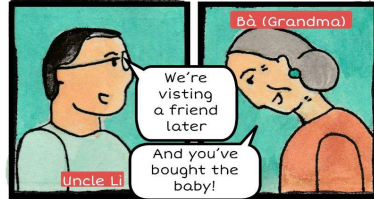
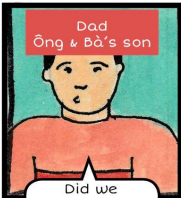
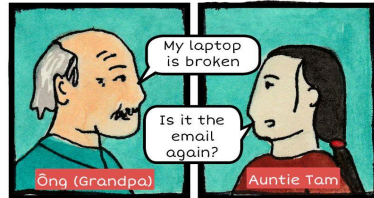
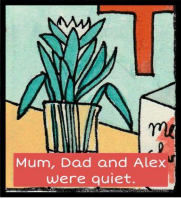
With social media today the pressure on teenage girls to look good all the time is extreme and for black girls, hair is a key feature of their appearance, identity and style. The damaging effects of chlorine on afro hair and time it takes to blow dry, braid, comb, straighten and style their hair, is stopping girls getting in the pool.

SOLUTION

Adidas will put on swimming lessons for young women of London's black community and also create a range of extra large wigs for all types of afro hair, addressing discrimination. Providing a way to protect their hair while swim carefree.



**Awards don't
define you. It is one
part of your
creative journey.**





Secrets Worth Sharing is a platform which encourages more approachable conversations on childhood sexual abuse.



There are cards for saying no, for a variety of reasons.

NOPE!
I don't want to talk about this right now.

NOPE!
This is not relevant to me.

NOPE!
I would like to talk about this, but at another time.

NOPE!
I need a moment to myself.

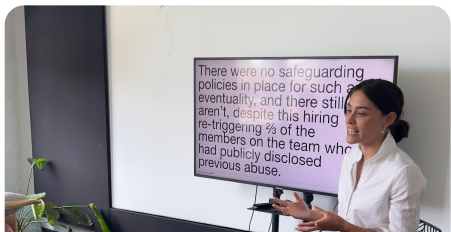
What would help you to have a better conversation about childhood sexual abuse?

A better understanding of how to make the other person feel comfortable and safe.

Who would you most like to talk to about child sexual abuse? Why?

Family friends who are parents.

Do's and Don'ts for talking about Childhood S*xual Ab*se



At the start of your creative career, awards can be a powerful stepping stone to getting paid work doing projects you care about...

... but be mindful of chasing awards at the expense of your other projects and values.

Do diligent research with the people your campaign is about. And use your award to challenge the industry you are going into.

03

Nailing your entry to win awards

**Pick a project
that excites you.**

(Not because you think it will win awards)



Get people to equate refurbished phones with giffgaff

LOGIN / REGISTER



Typoetry Activism

LOGIN / REGISTER



Connect to the true power of international networks

LOGIN / REGISTER



Create a design system that distinguishes new IMAX experiences and products

LOGIN / REGISTER



COMING SOON

LOGIN / REGISTER



Make Adobe the go-to tool for Gen Z creatives

LOGIN / REGISTER



Turn digital connection into meaningful IRL experiences

LOGIN / REGISTER



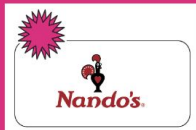
COMING SOON

LOGIN / REGISTER



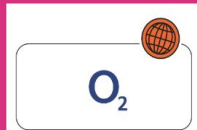
Show that Kraft Mac & Cheese is more than a kids food brand

LOGIN / REGISTER



Make Nando's loved by the next gen

LOGIN / REGISTER



Help o2 turn consumer pain points into love points

LOGIN / REGISTER



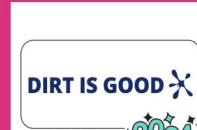
Create an inclusive future for the connected home

LOGIN / REGISTER



Bring Gen Z into the world of Coca-Cola

LOGIN / REGISTER



Let the world know it is time to Play On

LOGIN / REGISTER



Help Durex break down barriers to sexual freedom

LOGIN / REGISTER



Create a banner of hope for the planet

LOGIN / REGISTER



An icon is forever, not just for summer

LOGIN / REGISTER

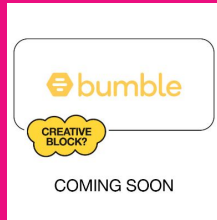


Create a festival event poster and visual suite

LOGIN / REGISTER

- Is there a brand here you have always wanted to work with?
- Does the brief focus on a cause that you care about?
- Are any of the partners your dream agency?
- Does the design challenge itself intrigue you?

Is there a brand here you have always wanted to work with?



Does the brief focus on a cause you care about?

durex®

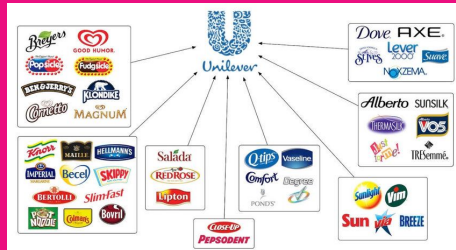
Design bridge
and partners

These barriers may be physical, emotional, functional or even cultural. Sex and the misinformation around it has never been more prevalent. So, what can Durex do as both a sexual protection **and** pleasure brand to break down barriers?

Are any of the partners your dream agency?

DIRT IS GOOD ✨

Brief set by
Dirt is Good, Unilever



Does the design challenge itself intrigue you?



What's the challenge?

Create symbols of hope, unity & action that could be a banner icon for the fossil fuel free movement with the potential to transcend language and capture people's imaginations by becoming part of the cultural zeitgeist.

**Make Stuff.
Early.**



The Blood Test

everybody bleeds





everybody bleeds

**Test your idea with
real people. Listen.**

(and make no assumptions!)

Receipt

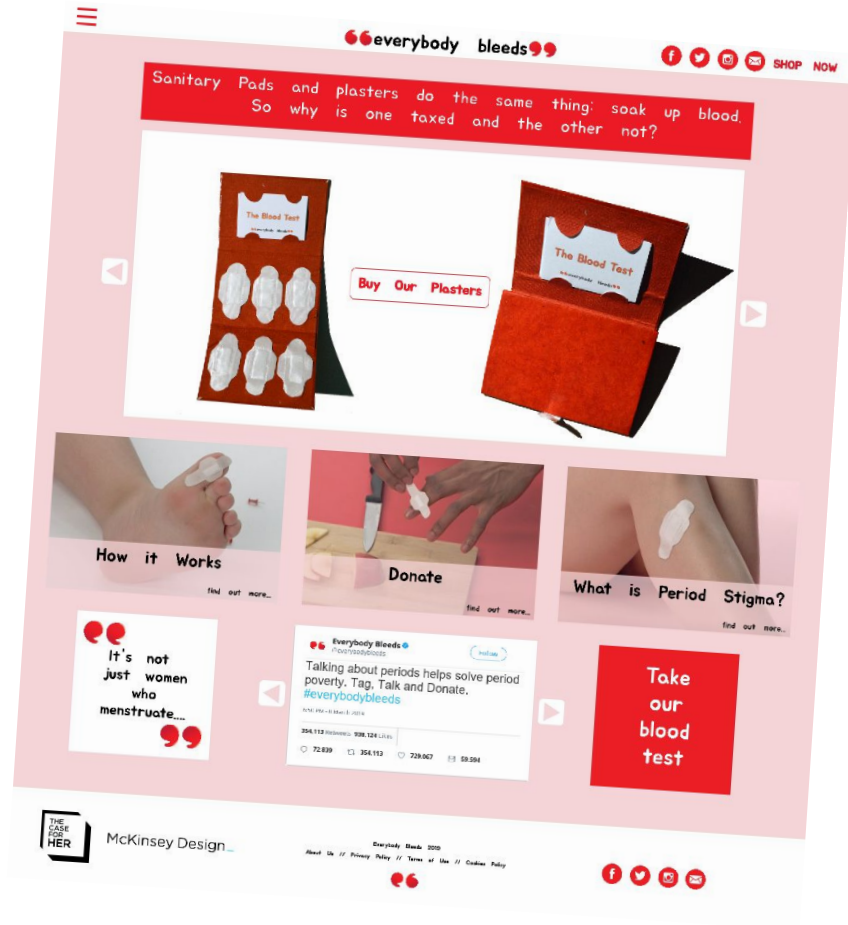
everybody bleeds
plasters £3.00

TOTAL £3.00

THANK YOU!



#everybodybleeds





**Test your idea with
real people. Listen.**

(and make no assumptions!)

Talking about periods
has become a gendered
construct, but blood
itself is gender neutral.

What I would do differently

1. Don't spend all your time on making new assets!
2. Push to make my campaign a reality - inside or outside of D&AD
3. Simplify the idea into one strong element.



Thank you!

sophialuu22@gmail.com
@secretsworthshaing_

