

CREATIVE BRIEF

The tampon tax — let's end it.

The Problem

Over 30 states in the U.S. currently tax menstrual products as “luxury” items rather than the necessities that they are. While legislation has been proposed in numerous states to ban the tax, efforts have stalled. To [#EndTheTamponTax](#) and work towards menstrual equity for all, we need increased public awareness and pressure on state legislators.

The Objective

Our goal is simple: to emphasize that tampons are necessities, not luxuries, and should therefore be exempt from hefty taxes.

The Approach

This campaign will run on two primary channels: outdoor media and social media.

OUTDOOR

Outdoor media will include bus shelter and billboard ads. Outdoor ads are to be sleek, easy to understand, and narrow in scope, prioritizing accessibility over depth of information to appeal to a wide range of audiences.

SOCIAL MEDIA

This campaign will primarily utilize Instagram for its social media component. Content should expound on information conveyed in outdoor media, digging deeper into the issue through the use of facts and diagrams while remaining bite-sized. Related issues such as menstrual equity should also be discussed.

