



CHALLENGE

There are 1 billion disabled people in the world. Consider the population of China. 1 billion people and 50% of them don't have a regular sex life. The lack of sex education and representation in sexual wellness advertising further excludes people with disabilities a fulfilling sex life.

It's time to liberate good sex for everyone.



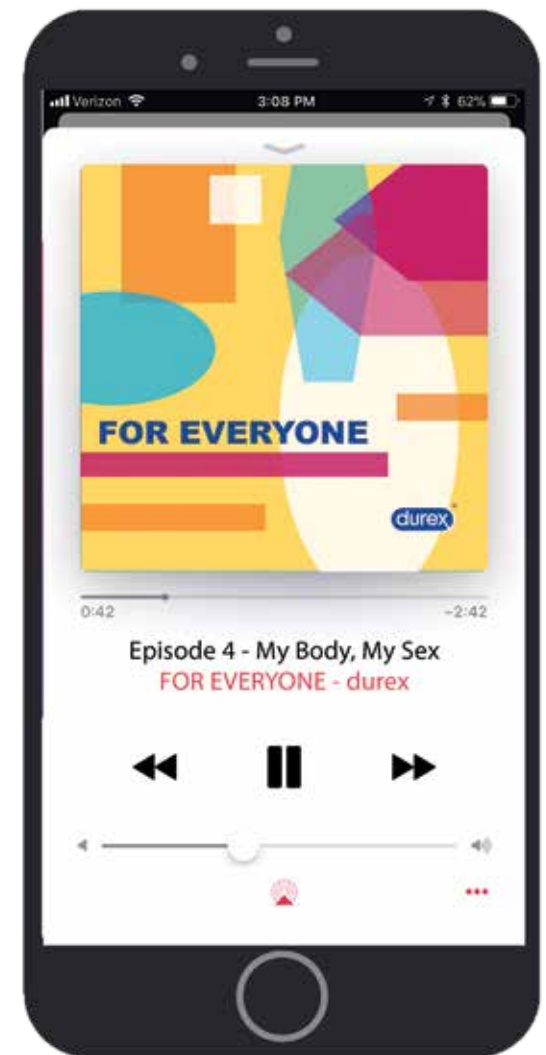
MISSION

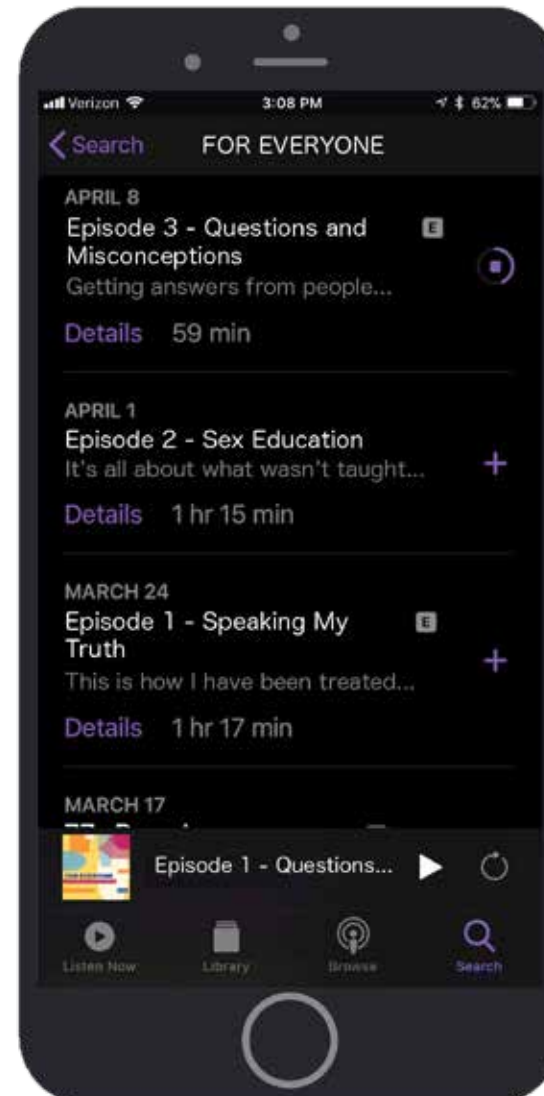
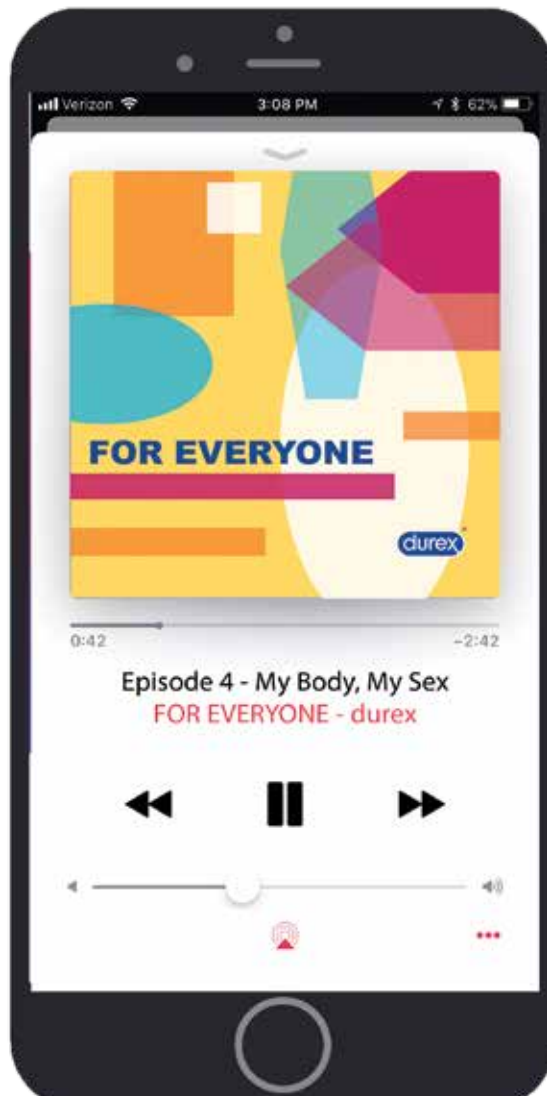
Durex will help bridge this perceived gap between disability and sexuality, empowering people, and challenge existing preconceptions and stigmas.



IDEA

FOR EVERYONE is a podcast launching in spring 2021 that focuses on true-life stories from people with disabilities that are open, and honest and represent what real sex is: exciting, fun, and sexy.







SOLUTION

To challenge people's preconceptions about sexuality and disability, **FOR EVERYONE** will speak to and empower people who are tired of being infantilized or fetishized.



To normalize sex (and the safe practice of it) for all. We'll share the fun, the funny, and the raw, in hopes that folks without disabilities become larger advocates for us all.

STRATEGY

By connecting and offering segments to the audience from This American Life, Savage Lovecast, Disability After Dark, and more, empathy and love will win out, as more people learn and understand the additional challenges that those with disabilities face.

THIS AMERICAN **LIFE**

