

# ANNOVERA

## UN-APOLOGIZE

**Jay Chiat Awards 2023**  
**Healthcare Strategy**

# SUMMARY

Annovera is a birth control ring that goes in your vagina. Problem is... the world and de facto, women don't love their vaginas. Why? Because since the dawn of time, culture has tried every stereotype in the book to disempower women through their bodies. Bitchy = period. Promiscuous = loose. Uptight = needs sex. This shame paralyzes women from having direct conversations about their reproductive health.

So, we did what no one else had the vagina to do. Annovera, with its unapologetic spokeswoman Whitney Cummings, empowered women to “Un-Apologize” on behalf of their vaginas.

**Our campaign shattered benchmarks and helped Annovera grow prescriptions by 28%.**



# BACKGROUND AND BUSINESS CHALLENGE

# MEET ANNOVERA

Despite women being on birth control for an average of 30 years,<sup>1</sup> the category offers little choice. Women are typically forced to choose between the hassle of taking a pill every day or an IUD that requires a painful procedure (don't Google those horror stories).

In an industry that promises “control” - women feel very little of it. Annovera introduced a new kind of birth control. It is an annual, reversible, procedure-free birth control ring that gives women full control over their contraception, one year at a time.



<sup>1</sup>Source: Special tabulations of data from Finer LB and Zolna MR, Declines in unintended pregnancy in the United States, 2008–2011, New England Journal of Medicine, 2016, 374(9):843–852

## A START UP WITH A START UP BUDGET

Launched in 2020, Annovera had little to no awareness compared to big pharma birth control brands - and a fraction of their budget. By 2022, the category ad spend skyrocketed 130% higher than the year prior.<sup>2</sup> Ours declined. We were working with \$5M. Not only new to the party, we were working with less.

## A PRODUCT THAT GOES IN YOUR VAGINA

There's no way around it. This is a vaginal ring that must be inserted and removed by the user. Doesn't sound "ick" to us, but we don't speak for every person with a uterus. The truth is, the world, and de facto, women, still have a complicated relationship with vaginas. While they're arguably the most incredible organ in the human body, they aren't treated like one. Almost 40%<sup>3</sup> of women are unhappy with their vaginas. And we still censor our language around them with proxies like hoo-ha, cooch, and va-jay-jay.

<sup>2</sup>MediaRadar Ad Tracker, 2022

<sup>3</sup>Refinery29 survey, "We Asked 3,670 Women About Their Vaginas – Here's What They Told Us", March 2019

# PROBLEM

**Annovera is a product no one knows about, that goes in a place no one wants to touch.**

(Culturally and physically)

**HUMAN TRUTH**

# SINCE THE DAWN OF TIME, SOCIETY HAS TRIED EVERY STEREOTYPE IN THE BOOK TO DISEMPOWER WOMEN THROUGH THEIR VAGINAS

**Let's start from the beginning.** The etymology of the body part comes from a Latin term - pudendum. Translation: the part to be ashamed of. There is no equivalent word for male genitals. Shocker. The word vagina literally translates to “a sheath” (or knife covering) suggesting that this organ's primary function is to house a penis.

**Ok let's keep going.** Almost every culture has their version of the “vagina dentata” (vagina with teeth). This folklore dates back to Greek mythology rooted in the implication that the female body has hidden, dangerous, mystical powers and that a man who has sex with a woman may risk castration.

**History lessons are fun, but let's bring this to modern times.** The behavioral stereotypes that follow women are all rooted in the vagina. Controlling = pussy-whipped. Bitchy = PMSing. Emotional = On period. Too ambitious = slept her way to the top. Promiscuous = loose. Uptight = not getting enough sex... Shall I go on?



# WOMEN SACRIFICE MORE TO BIRTH CONTROL THAN THEY SHOULD

If a woman spends 30 years of her life preventing pregnancy, that's 360 pharmacy visits or 11,000 pills or 120 shots or experience "the most painful procedure of her entire life." The journey is also riddled with trial and error. Women try 3-5 birth control options before finding the right one for them.<sup>2</sup> More times than not, they simply settle on one out of sheer frustration: nearly two fifths of women chose their current method mostly because they didn't like any other available options.<sup>3</sup>

To put it simply, the birth control experience is mentally, emotionally, and physically draining - full of sacrifices just to live the life she wants.

Not only do they pour their energy into avoiding pregnancy, but society continues to judge their reproductive choices. They're expected to work like they have no kids, and parent like they have no job. Stay at home moms are considered unfulfilled and childless women are incomplete. Having a vagina is full of contradictions.

And well, women are over it. The category doesn't listen to them and the world still pulls them down. Annovera understood that in order to serve women better, we should adapt to them and not the other way around.

<sup>2</sup>Data analysis from the 2006–2010 National Survey of Family Growth

<sup>3</sup>Guttmacher Institute, 2004

A HARSH REALITY BECAME  
OUR RALLYING INSIGHT:

**Women can't love their  
vaginas when society has  
constantly made them a  
source of shame.**

Which made us realize the only solution to Annovera's product barriers was to be the brand that encouraged women to reclaim their bodies. Big or small, cultural or anatomical, it was finally time for birth control to get on women's level. We did what no one else had the vagina to do. We took back the shame.



**STRATEGIC IDEA**  
**FREEING OURSELVES FROM  
VAGINA STEREOTYPES FREES  
US FROM THEIR SHAME**

**CREATIVE IDEA**



UN-APOLOGIZE

**Annovera**<sup>®</sup>  
(segesterone acetate and  
ethinyl estradiol vaginal system)  
Delivers 0.15 mg/0.013 mg per day

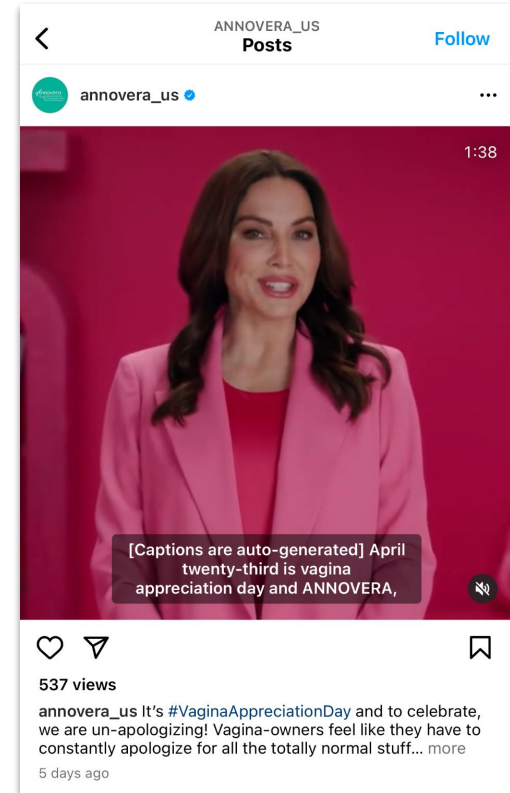
The text "UN-APOLOGIZE" is rendered in a bold, white, outlined font with a slight shadow effect, set against a dark pink background. The letters are thick and blocky, with the 'A' and 'O's having a unique, rounded shape. The overall aesthetic is modern and assertive.

UN-APOLOGIZE

"I Un-Apologize" became our campaign's rallying cry led by our unapologetic Annovera user, comedian and spokeswoman, Whitney Cummings. She empowered women to leave outdated cultural and physical stigmas behind with an "un-apology" on behalf of their vaginas. Like asking for extended foreplay, saying "no" to a second date, or rationalizing why they don't have kids. The message was clear. Women should spend less time explaining their reproductive choices and more time being their most authentic selves.

April 23rd (A.K.A. Vagina Appreciation Day. Yes, it's a real thing), was our campaign appetizer. To celebrate the holiday, Whitney Cummings declared that our vaginas are amazing and we should never have to apologize for them. She gave women the space to un-apologize for smaller vaginal embarrassments that follow them throughout their reproductive years like period stains, tampon strings, and cramps. It attempted to remove the physical shame women place on their bodies.

This activation included videos and carousels across social channels only and laid the foundation for our bigger budget brand campaign in the summer.





In June, we launched Annovera's new brand campaign under the same "I Un-Apologize" creative platform. For this installment, Whitney gave women the stage to retract bigger cultural stigmas rooted in the female experience. "I un-apologize to my parents for not giving them grandchildren." "I un-apologize for looking hot at work." "For not picking my kids up from school." It also illuminated the compromises women put up with in their birth control options. For not wanting to take a birth control pill every single day. Or for not wanting a metal rod to pierce and expand in their cervix.

This work ran on Hulu, YouTube, Meta, Snapchat, and TikTok. We surrounded it with an ecosystem of bespoke social, digital and display assets that reached women where they were, contextually - with a message that met them where they were at, mentally.

**This one-two punch was not only culturally provocative but helped Annovera achieve its goals.**





# RESULTS

# OUR CAMPAIGN CONTRIBUTED TO STRONG BUSINESS, BRAND, AND MEDIA RESULTS

## Prescriptions Grew

Total Q2'22 Annovera prescriptions grew **+28%** compared to Q2'21

## Brand Metrics Lifted

**72%** increase in unaided awareness  
**53%** increase in consideration  
**55%** increase in favorability

## Media Outperformed Industry Benchmarks

Meta CTR: **+84%**  
Meta CPM: **80x more efficient**  
TikTok CTR: **+253%**  
Snapchat CTR: **+384%**  
Search terms increased: **50%**

**WE HOPE YOU LOVED  
OUR CASE.**

**IF NOT, WE  
UN-APOLOGIZE.**

**Annovera**<sup>®</sup>  
(segesterone acetate and  
ethinyl estradiol vaginal system)  
Delivers 0.15 mg/0.013 mg per day



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