

Digital choice

Marie Stopes



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I'm 38, married, have a small child and rapidly greying hair, yet I was asked to review 'Be frisky, not risky', a microsite promoting safer sex to people who still have the energy to do it. What a way to make me feel old.

Marie Stopes International is a specialist in reproductive healthcare services. Its campaign microsite invites you to 'have fun with your friends by putting them in a frisky situation'.

In my day, that involved plying them with booze; persuading them that the new apple of their eye was attractive; and laughing at their embarrassment

every time they bumped into their attempted conquest over the next few months. The digital version of this former pastime should be fun.

I must ask a quick question: who is going to admit to their friends that they visited a site run by a clinic that, among other things, treats STIs? I wouldn't. And I never have. I even spoke to my colleague Steve Stretton about it. He has, and he wouldn't either.

On the site, you choose whether your friend likes men

or women, then cast them in a 'naughty' scene. It has all the necessary social media links, and is simple, easy to follow, and fun – rather like catching an STI.



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