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Adjective

Definition: wearing no clothes; naked

## THE PROBLEM

# Let's talk about sex.

It's a thing that surrounds us day to day, even if we don't want to admit it to ourselves. And if from time to time it might seem tricky and confusing to us adults;

**just image how teens perceive it!**



## THE PROBLEM

There's immense societal pressure among the youth to conform to sexual stereotypes.

There are brand-sanctioned, flawless body types still plastered all over social media.

Unspoken deadlines for when to have sex, how to have sex and with whom to have sex with.

**All this muddies the waters.**

**2020 represents a dawn of a new time, and it seems there is more direct and indirect focus on this theme than ever.**



**THE INSIGHT**

**As Finns, we're a culture  
that doesn't shy away from  
nudity and directness. It's in  
our blood and in our saunas.**

**In the age of sledgehammers  
a scalpel just won't cut it.**

This is why we need to talk to the young about sex in a  
direct, judgment-free and realistic manner.



THE INSIGHT

So how old were  
**you** the first time  
you saw porn?



**THE INSIGHT**

**Be real.  
How did it make  
you feel?**



THE INSIGHT

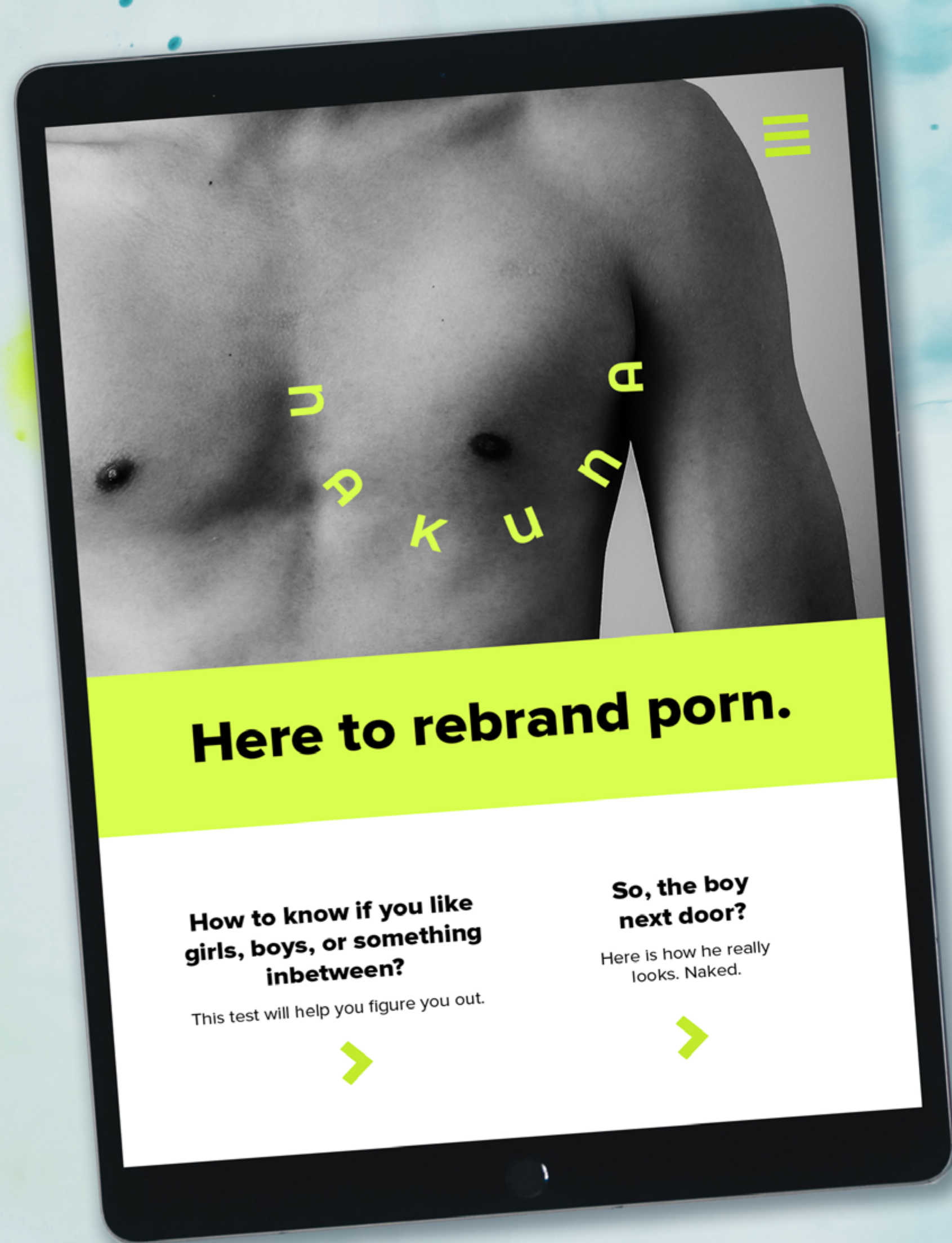
**We're going to show  
sex for what it really is.**

Respect, equality and openness define the Finnish way of thinking.  
This is exactly what makes us qualified to talk about this.





THE IDEA



Here to rebrand porn.

How to know if you like girls, boys, or something inbetween?

This test will help you figure you out.



So, the boy next door?

Here is how he really looks. Naked.



Our our

We're all sexy. Just look.

F\*ck yourself! And here's how.

Here to rebrand porn.

Orgasm. What the f\*ck is it?

How to lick & blow, a complete guide.

Where, When, how?



## THE IDEA

Introducing a completely unique, crowdfunded **real porn magazine** and media that doesn't oversexualize, overpromise or oversell the concept of sex and sexuality.

**It's revolutionary, yet ordinary, spectacular yet mundane in a way no other publication dares to be.**



## THE IDEA

In other words:

**We're  
rebranding  
porn.**



## THE IDEA

Not only that, it's also especially **targeted for the kids in junior high schools** around the country, but can also be ordered worldwide or read online.

Gone are the days of awkward health education with their dusty platitudes, in are the actual era-appropriate experiences, influencers, phenomena and **real talk**.

**Together we will create an omnichannel media that will alleviate the fears and worries around sex and nudity while defusing taboos and encouraging responsible self-exploration.**



**So how are  
we **doing it?****



## CAMPAIGN MECHANICS

We will **start off on Kickstarter** having first secured the influencers and content creators suited for our project. Majority of our content from the articles to the images are produced pro bono, so the money we gather will be directly used for the printing and technical costs.

**Getting people onboard with a conspicuous concept such as this is rather simple with our connections and supporting organizations such as RFSU, Seta and Amnesty.**

What will be done:

**Online magazine**

**Print magazine**

**Social media awareness campaign**



## CHANNELS

**The magazine's role is to serve as a strong symbol for this whole crowdfunded campaign.**

This is so that we can distribute something tangible that will make a more profound impact than social media or an online article alone.

**The campaign is born online, and will live on through the power of the internet.**

**NAKUNA is always omnichannel and well-targeted.**



## CHANNELS

This will be a yearly campaign so that we can really push it as a phenomenon.

The launch will be supported with social media teasers and support from our collaborator organizations. Each launch will be a notable multi-channel campaign, that's visible on\*:



### Instagram

A clear choice for our media mix. Full of potential and like-minded collaborators, on both micro and macro levels.

Examples

**RFSU**

**Himocast**

**Kaisa Merelä**

**Pyhimys**

**Helly Luv**



### Snapchat

Still a valid channel for reaching our target audience.

There's a selection of great influencers and organizations that suit our needs such as

**Seksikäs Suklaa**

**YLE Kioski**

**Antti Tuisku**

**Sanni**

**Johanna Puhakka**



### TikTok

On TikTok there are many big Finnish stars, that have a huge global fanbase.

Examples of influencers with shared interests:

**@jesusguised** (74k)

**@justrelatable** (126k)

**@sariaalto** (1.5 m)

**@jennifererica** (4.8 m)

(\*Channels selected based on our set primary audience demographic)





## PR & GOING WORLDWIDE

Through our editor-in-chief, content creators and collaborating influencers we will cast a wide net of inherent PR value. This will in turn be the spark we need to **blow up the discussion around our theme on a national and international level.**

A publication such as NAKUNA would serve a vital purpose especially in markets such as the US, **where people sometimes don't even see each other naked until marriage** due to our cultural differences, the lack of sauna etc.



**Just think about the prospect of Finland exporting responsible porn for the rest of the world.**



**It's inevitable not everyone will  
love NAKUNA, but absolutely  
nobody can deny it's effect.**

**Let's make  
some porn.**

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