

General Strategy

CONTENT

Women are always the protagonists

Feminist approach

Use of humour to speak openly about taboo subjects

Reference on issues related to female fertility, regardless of the decision to conceive

AESTHETIC

Cheerful colours, symbols of empowerment and vibrant imagery



Content Strategy

The four seasons of the menstrual cycle

One month organic educational cycle syncing campaign unfolding on Instagram and Facebook.

We'll align the menstrual cycle with the seasons:

Menstruation	Winter
Follicular Phase	Spring
Ovulation	Summer
Luteal Phase	Fall

