

Ever had an orgasm you regret?



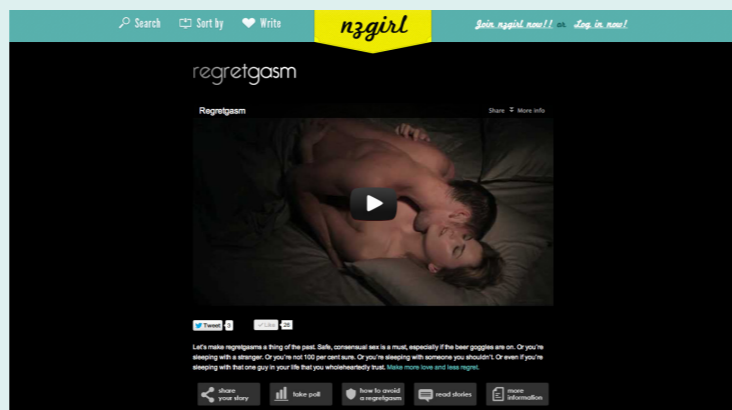
Introducing the 'Regretgasm' - an orgasm from unprotected, yet consensual sex that may later result in feelings of regret and sorrow, following contraction of a sexually transmitted disease, or an unexpected pregnancy. We don't want to be the Fun Police, nor are we making any judgment about who women have sex with (or how often). But safe, consensual sex is a must, especially if the beer goggles are on. Or you're sleeping with a stranger. Or you're not 100 per cent sure. Or you're sleeping with someone you shouldn't. Or even if you're sleeping with that one guy in your life that you wholeheartedly trust. Put simply, we want to raise awareness that might serve as a well-timed reminder to keep safe. We want to make regretgasm a thing of the past, and for Kiwi women to make more love and less regret.

Scan your phone to hear her moan
nzgirl.co.nz/regretgasm

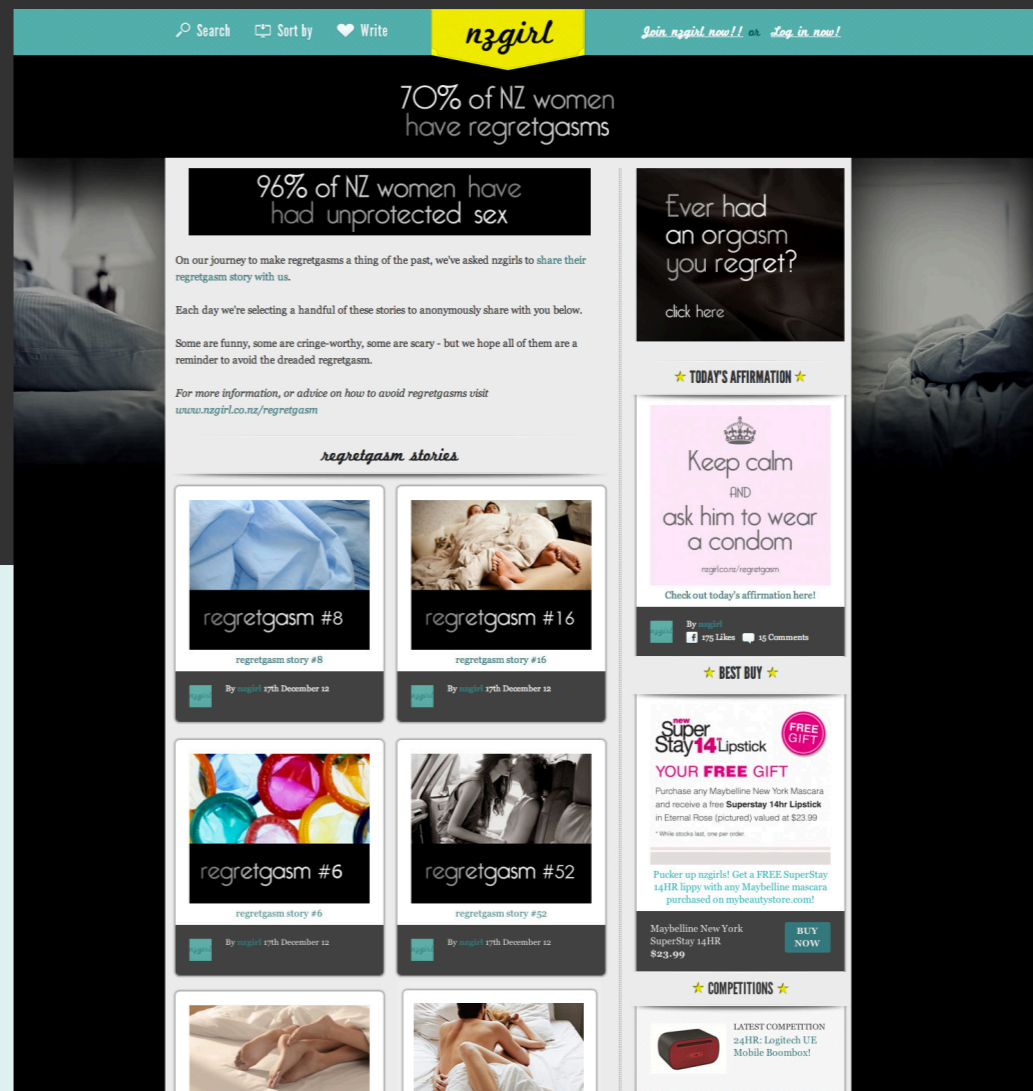
AO POSTER



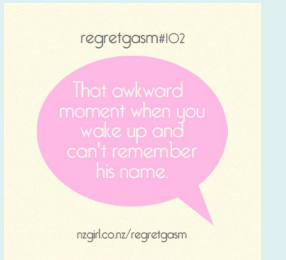
BILLBOARD



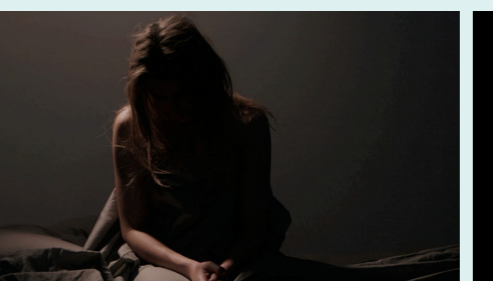
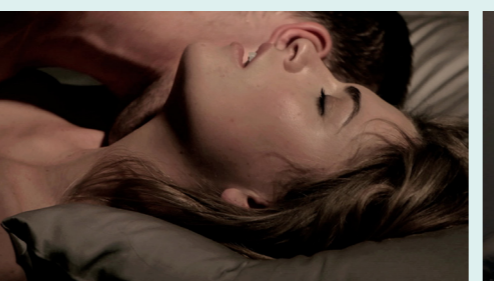
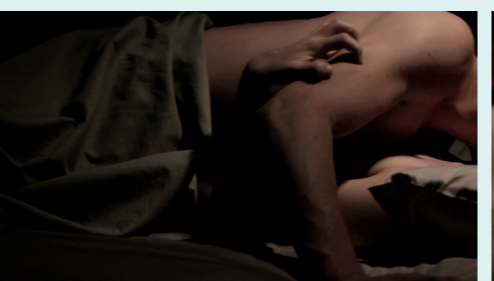
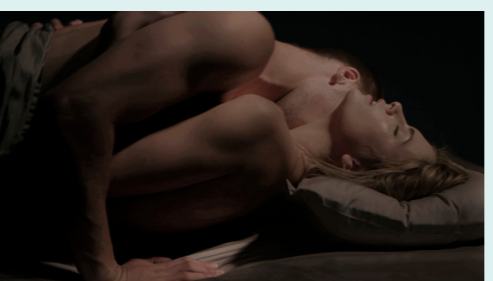
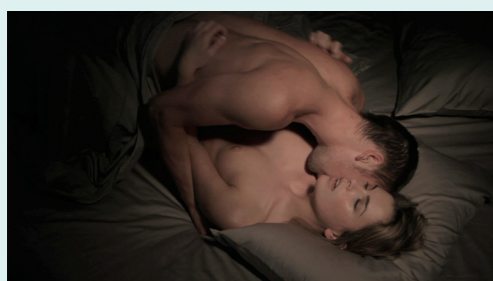
REGRETGASM LANDING PAGE



REGRETGASM STORIES PAGE



AFFIRMATIONS



VIDEO FOOTAGE

A beautifully shot video (made within a closed set) tells the story of a young woman's regretgasm. OOH posters allowed people to 'swipe your phone to hear her moan'. Activated via a QR code it directs people to the auto-play video.