



DON'T WASTE YOUR SPERM

Jamshop has created a cheeky DM piece to complement their existing national print and online campaign in an effort to recruit sperm donors for Repromed, Australia's leading infertility clinic. Unsuspecting potential candidates received the popular men's magazine FHM, only to discover that some pages appeared stuck together. Blokes were lured into pulling the sticky pages apart, revealing a full page pic of an attractive lingerie model and a message saying 'Don't waste your sperm'. An interactive website linking back to Repromed challenged the men to see if they had the 'goods' to become an eligible sperm donor.

