

Over 100 million views



No 1 share of social voice



WOMB STORIES

1,5 billion reach in the UK



Increase in market share:

UK 8.1%
Rus 14.1%

TELLING THE VISCERAL WOMBSTORIES SOCIETY IS TOO ASHAMED TO HEAR

Wombstories has broken every convention to break new ground for women's health.

It dares to go where no one has before, showing the complex stories society is too ashamed to hear, and creating an entire new universe of wombworlde - finally acknowledging the potency of women's relationships with their wombs. It's dynamited silence, and been the catalyst that's encouraged millions of conversations. It's created a new language for pain that helps diagnosis for overlooked conditions, earning the praise of doctors.

It's pioneered new methods of data collection, using emotional listening and metaphorical linguistics. And broken the advertising dogma of simplicity by embracing complexity and all its messy truths.

The campaign has been an exploding cultural bomb.

100 million views. Shared in 132 Countries. No 1 share of social voice (UK). 200% increase in social followers (UK). Twitter trending topic. Market share up 8.1% in the UK, 14.1% in Russia, and 9.9% in Denmark.

Wombstories has been good for the brand. But it has been transformative for women. And for their health and wellbeing.



DISMANTLES CENTURIES OF SILENCE AND SHAME
The Telegraph

Nikki Baughan
BFI film critic

Nails the female experience better than Hollywood has done in over a century

Eternal mother
@eternal_mother

I'm here crying. I hid my period from my own mother for 3 years I was so ashamed. "Women's problems" weren't discussed in our house. I feel like I've been waiting for this ad my whole life.



Theadenoproject

Never seen such a powerful visual representation of how endo feels. Struggled with this monster for years. 🙌🙌🙌

