

When This Condom Brand Dares, It Leads to the Truth About Intimacy and Trust

Get closer ... if you dare. In this highly entertaining, mostly SFW campaign, a bunch of twenty-somethings answer questions and tackle various challenges based on common relationship themes such as trust and intimacy. Developed by German agency +Knauss, and shot in crisp black-and-white, documentary-style, by youth culture maven Danielle Levitt, these “Dare to be Closer”...

<https://www.adweek.com/brand-marketing/when-this-condom-brand-dares-it-leads-to-the-truth-about-intimacy-and-trust/>