

CAMPAIGN: Teen Pregnancy



Zebra Strategies is renowned in the industry as a leader in difficult and/or sensitive research. Although any adult would agree teen pregnancy is not the ideal circumstance for young adults, statistics show that a record number of teens are sexually active yet relatively uninformed about sexual health. The goal with this campaign was to deal with the reality of teen sex head-on—and to leave the target audience feeling empowered and in control of their choices, yet well aware of the possible consequences.

Zebra Strategies interviewed a wide range of New York City teens as background research for this campaign—an approach that many other firms might have found disagreeable.