

# Desh Badlega

# Jab Mard Badlega

## About the campaign

A digital campaign promoting **male engagement in family planning, breaking myths, fostering shared responsibility, and empowering partnerships**—aligned with global observances like World Contraception Day, Vasectomy Day, and International Men's Day.

**27 million**  
views

**33 million**  
reach

**505,000**  
likes

## Our approach



Appealing to Rural and Urban Audiences



Pop Culture and Memes



Celebrity Messaging



Short-form videos

## What did we do?



Trending Audios x Thematic Reels



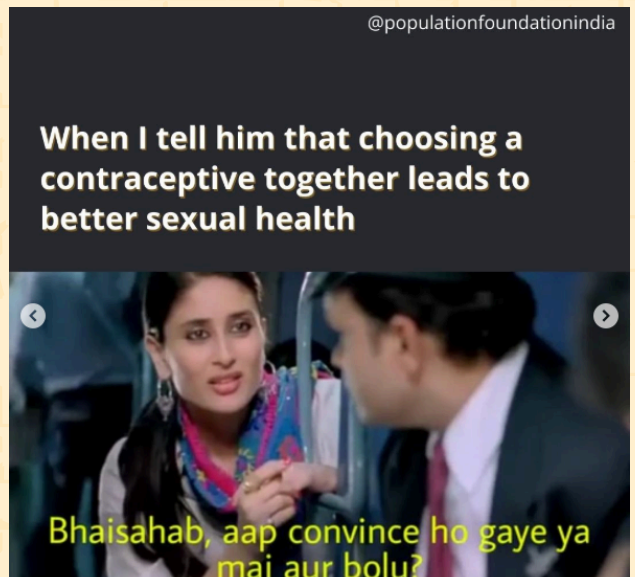
Celebrity Messaging



Issue-based Short Films



Influencer Collaboration



Memes

and much more...