

Huge Media Help Secure Planning for Controversial Advert

Huge Media & Project Period have teamed up to deliver an outlandish advert to raise awareness of poverty for women buying sanitary products.

LIVERPOOL, MERSEYSIDE, UNITED KINGDOM, November 27, 2018 /EINPresswire.com/ -- For the last few weeks, outdoor advertising agency [Huge Media](#) Advertising Ltd has been working with Transport for London (TfL) and [thisisourperiod.org](#) for a new campaign to help end period poverty. The campaign is set over 1 month and is looking to raise awareness for tampon poverty in the UK. From today, you'll now be able to see a taxi around the streets of London with used tampons on the side.



What is Tampon Poverty?

Tampon poverty is the inability for women to easily afford sanitary ware. Not just unable to buy, but leaving you short on money or having to make a choice between another essential item. The effects are far and wide with the following being true.

- 1 in 10 girls aged between 14 – 21 cannot afford sanitary ware.
- 15 percent of all women find it a struggle to buy sanitary ware.
- Girls in Leeds actually resorted to using socks as a replacement due to affordability.

The Fight

Campaigners have fought long and hard to end period poverty. Scotland fought hard enough to become the first country worldwide to give tampons away for free. The aim of [Project Period](#) is to reduce the cost of tampons or try and get them to the most needy for free. Part of their plan is to raise awareness to people that don't realise it's a problem. I myself, didn't realise how much of a problem it was until I done a little more research.

A main part of raising awareness will be putting the taxi on the streets of London during December. This is the busiest month for taxis, shoppers and tourists looking to grab a slice of Christmas spirit in the capital of the UK.

#TamponTaxi

In order to help the organisation raise the awareness they need, it requires the help of YOU. If

you manage to see the cab on your daily routine all we're asking you to do is to post it to your social media platforms. If you use the #TamponTaxi when posting, we can help spread this message far and wide for all to see.

Transport for London took a lot of negotiating before allowing an advert of this nature. It's always their view that the professional nature of the taxi trade be kept intact. This helps give people the feeling of safety inside their cabs 24 hours a day 7 days a week. However, upon hearing the facts around Period Poverty, they were more than happy to help raise awareness.

How Huge Media Helped

After being turned down by a couple of different companies, Project Period turned to Huge Media for help. They were more than happy to assist having a taxi wrapped with their hard hitting message and getting it on the streets. Working with TfL they managed to have the taxi advert approved and is on the streets TODAY!

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This press release can be viewed online at: <http://www.einpresswire.com>

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