

WooHoo Your Way

Your Sim, Your Choice

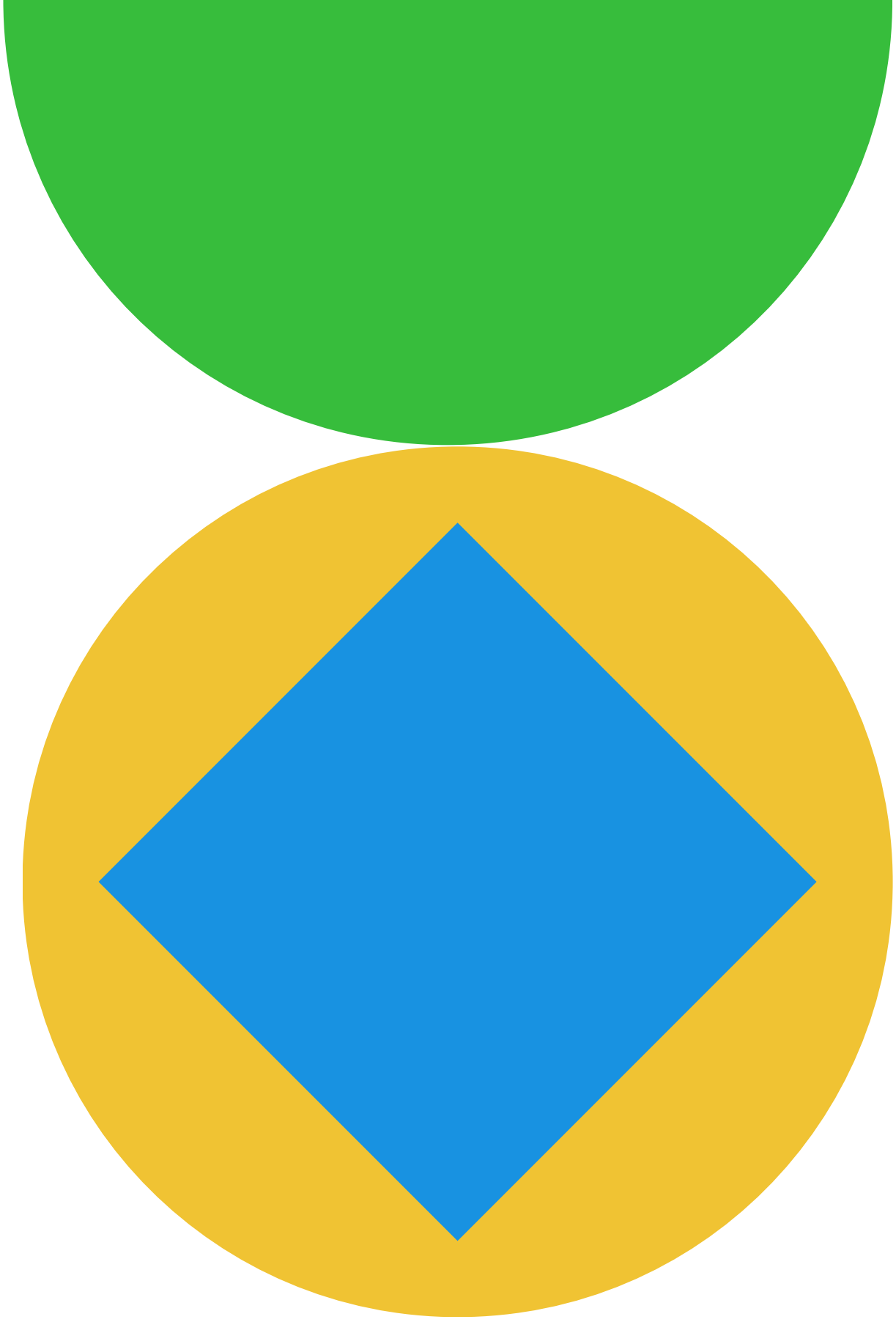




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Ask ?

A popular brand aims to launch a digital campaign targeting a gaming fandom to promote a new product, service, or collection.



Insight



Many people are not aware of the variety of birth control options available.

Idea



Partner The Sims 4 with Planned Parenthood to include a mod that expands birth control options beyond the pill and condom, along with educational tips and life-like in-game consequences/perks.

WOOHOO YOUR WAY



Fan Persona



06

The SafePlay Simmers

WOOHOO YOUR WAY



Fan Persona



07

Values

- Reproductive health education
- Open to conversations about birth control, family planning, and sexual health
- Likely supports reproductive freedom

Needs

- A safe, engaging way to learn about different birth control options.
- An inclusive + non-judgmental platform for exploring family planning.

Demographic

- Age: 15-30 y/o (Gen Z + Millennials)
- Gender: Female & Male
- Income: Middle-to-low

Interests

- Social issues and advocacy.
- Cozy games > Action-based games



Provides a safe and engaging platform to learn about different birth control options in an inclusive and non-judgmental environment for exploring family planning and safe WooHoo.

WooHoo Your Way 

NEW SKILL DAY
6:00 AM to 2:00 AM

Happy
Steamy Exchange ?

19

60

WooHoo Settings

WooHoo in Shower

Try for Baby

WooHoo Your Way

Romance...

Try for Baby in Shower

WooHoo

Whisper Seductively

HAPPY

Sun. 5:13 PM

Gameplay icons

WooHoo Settings

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More Choices...

Purchase Voidcritter Booster Pack...

 Purchase Gifts...

 Purchase Seeds...

 Purchase Medicine...

Order...

 Purchase Oversized Crop Seeds...

Visit Doctor to Start Birth Control (\$150)

 Purchase Fireworks...

 Order WooHoo Protection...



HAPPY





Birth Control Options 



Go to Tanning Salon (\$200)

Go to the Wonderful Store





PURCHASE WONDERFUL ITEMS...

	Name ▲	Cost:	Buy
	Condoms	\$4	 0 
	Condoms Box	\$30	 0 
	Birth Control Patch Box	\$30	 0 
	Wonderful Birth Control Pills Box	\$140	 0 
	Emergency Contraception Pills	\$25	 0 

Available Funds:

Total Items: 0

Condoms

Birth Control Options

Birth Control Options

Withdrawal/ Pull-Out

More...

Pill

Spermicides

Gel (Phexxi)

Turn On

Ring

Birth Control Options



Work day ends at 6:00 PM

Examine and Give Medicine 3/3

Swab a Patient for Sample 0/1

Scan a Patient in the X-Ray Machine 0/1

MORE EXAMS & TESTS NEEDED...

The examination of Vivian Gandhi yielded interesting results. Jordan needs to continue to run more examinations and tests in order to render a diagnosis for optimal treatment.

Jordan Gioman

13

Birth Control Options

DOCTOR - GENERAL PRACTITIONER

Enable Follow Messages: **On**

\$135/hour
Vacation available: 5 days
At work until 6:00 PM
8:00 AM - 6:00 PM
S M T W T F S

Promotion Requirements:

Ideal Mood: **Focused**
Performance: **Good**

Promotion Tasks:

Perform Surgery on 3 Patients 1/3



Work day ends at 6:00 PM

Examine and Give Medicine 3/3

Swab a Patient for Sample 0/1

Scan a Patient in the X-Ray Machine 0/1

MORE EXAMS & TESTS NEEDED...

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Jordan Gioman

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Educational Info

More Choices...

Diaphragm

Tubal Ligation

IUD

Cervical Cap

Birth Control Shot

Implant

Perscription Methods

Order WooHoo Protection...

DIAPHRAGM

A diaphragm is a soft, dome-shaped barrier that your Sim places over their cervix before WooHoo to block sperm from reaching the egg—think of it as a VIP bouncer for your Sim's reproductive health! It's hormone-free, reusable for up to two years, and easily portable, making it perfect for Sims who prefer a non-hormonal option. To use it effectively (88% with proper use), your Sim will need to pair it with spermicide, and they'll need to visit the doctor to ensure the right fit—yes, Sims have cervix sizes too!

Perks:
Hormone-free, keeping your Sim's personality traits intact.

View Images

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Birth Control Shot

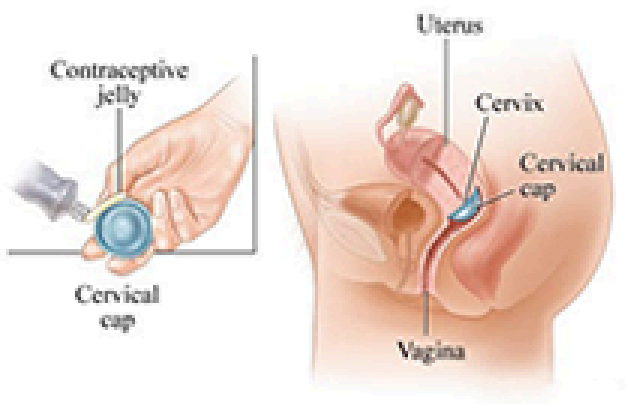
Methods

Options

Selection...

DIAPHRAGM

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FINE

\$2,539

Sim character portrait and status icons.

Consequences

Tense +3

Feeling Anxious
(From GAD)
Your Sim is feeling anxious, like something might go wrong at any moment.



Remember Last Time's WooHoo?

"Remember Last Time's WooHoo?"
Your Sim has been feeling a bit off lately, and it's making them wonder about that last WooHoo. Skipping protection may have added some unexpected stakes. Could it be more than just a random mood swing?

Take Pregnancy Test

Discuss Last WooHoo With Partner

Visit Clinic for Advice

More Information

PAUSED

Socials



 **r/PlannedParenthood** · Promoted

I made a mod/cc!

New birth control with zero side effects just dropped!
(Well, no side effects for you, just your Sim.)
Explore family planning options with our new mod, now available on [r/Sims 4](#).
#WooHooResponsibly.



52 158 Share

 **r/Sims4** · Promoted

News

WooHoo wisely with the new [r/PlannedParenthood](#) mod. Explore and learn about different birth control options while planning your Sim family. Learn more at [plannedparenthood.com](#). #WooHooResponsibly.



52 158 Share



Socials



WOOHOO YOUR WAY

 **thesims** · Follow







146,934 likes

thesims What to do when you woohoo??
Explore all birth control options with @plannedparenthood's new mod, available now! ... more

View all 16 comments

 Add a comment...

6 days ago

 **planned parenthood** · Follow







146,934 likes

planned parenthood Say "sul sul" 🙌 to our new @thesims mod! Explore birth control options from the comfort of your device. All of the fun, none of the side effects, only on The Sims 4. ... more

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Socials



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Charmelien

@Charmelien · 12.4K subscribers · 139 videos

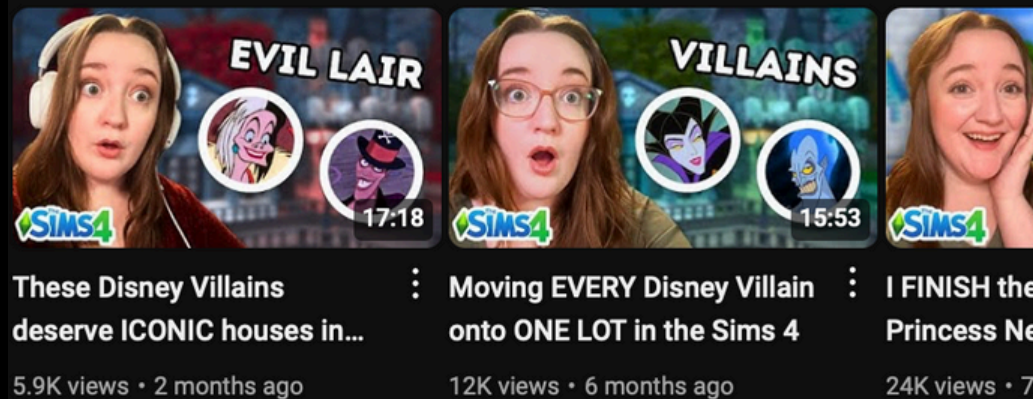
I drink tea and play the Sims ...more

charmelian-shop.fourthwall.com and 4 more links

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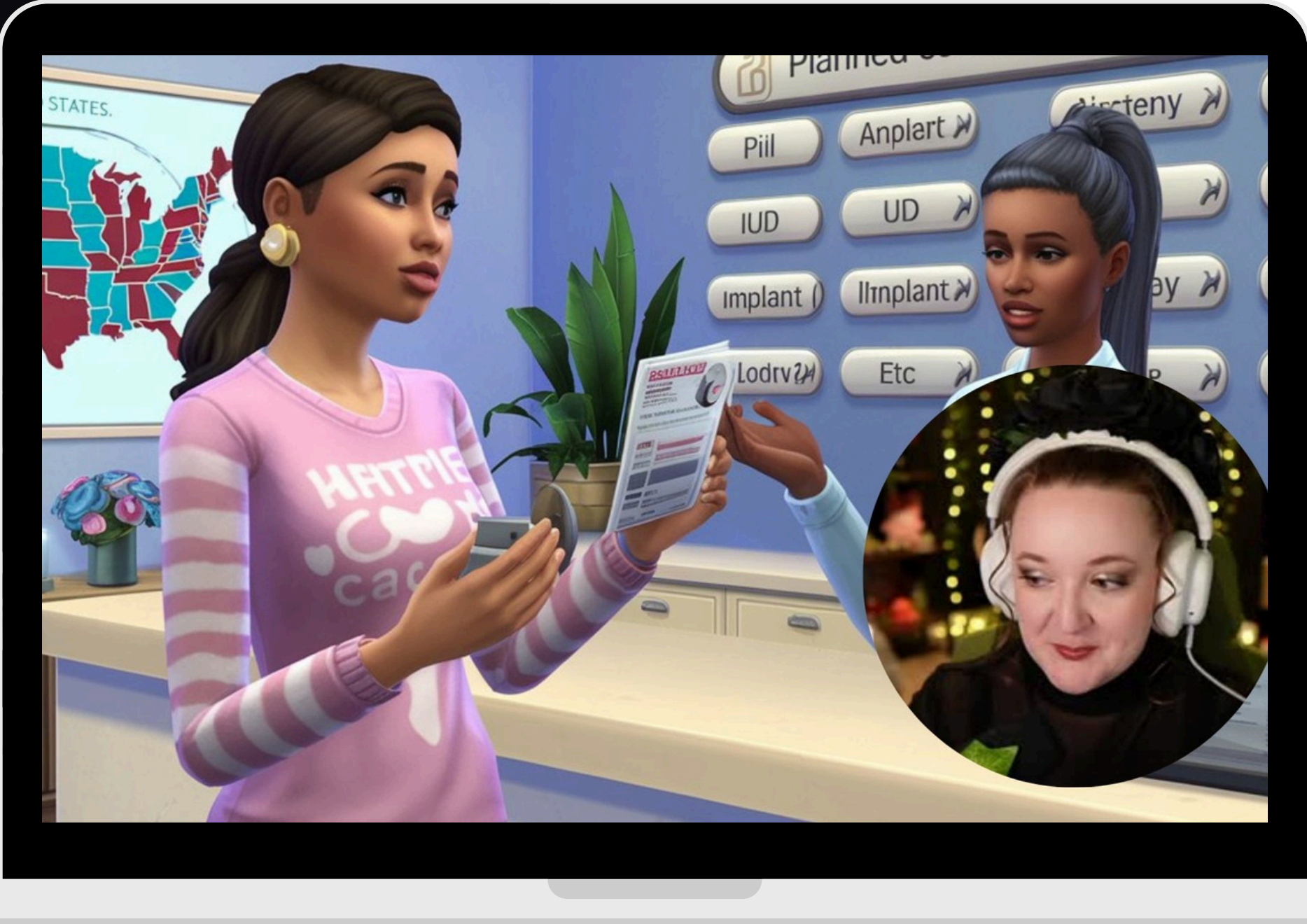
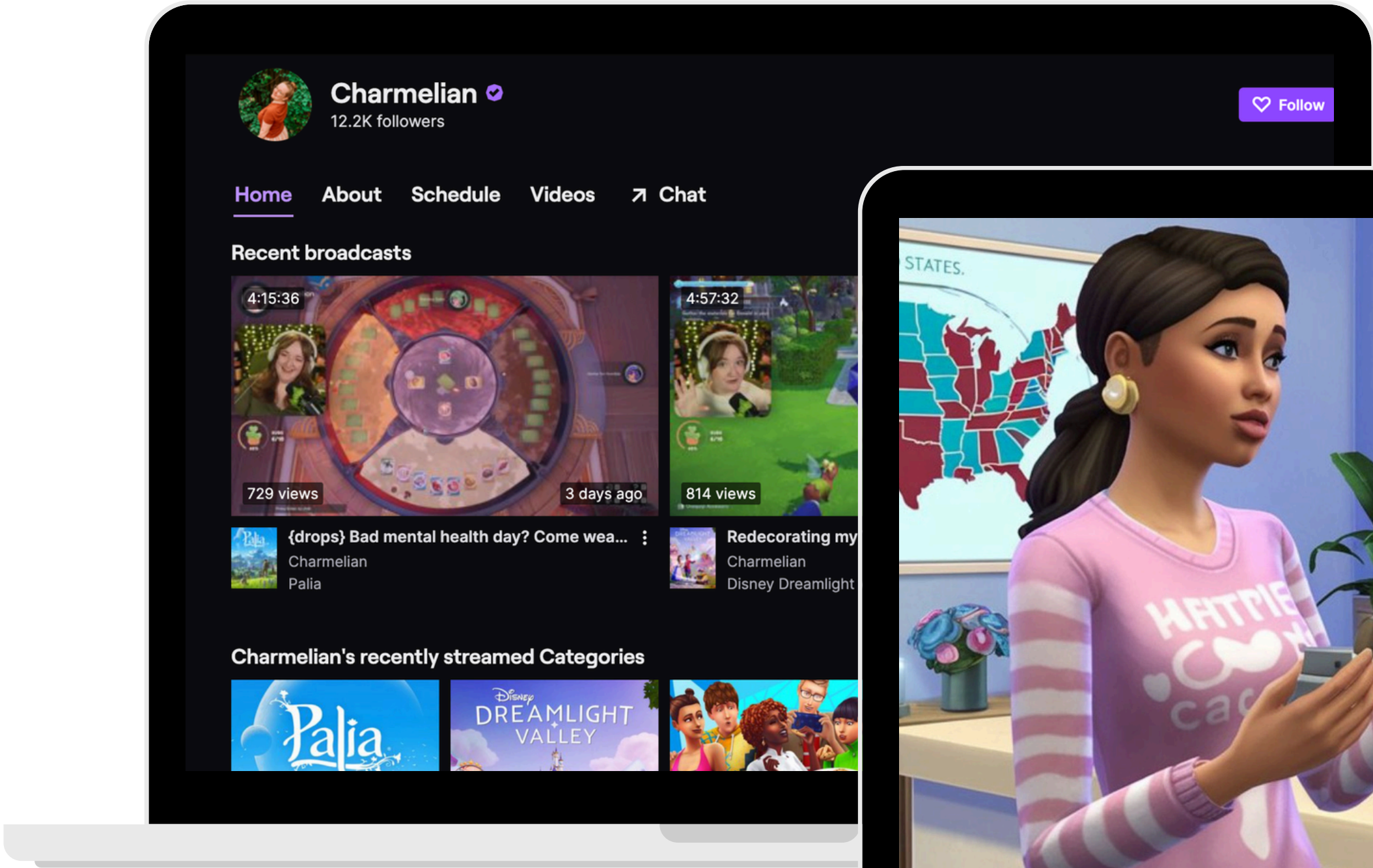


YouTube



WOOHOO YOUR WAY





twitch

‘WooHoo Your Way’ brings empowerment and education to The Sims 4 in a way that feels both authentic and engaging. By expanding birth control options with life-like consequences, players have the tools to shape their Sim’s story with confidence and control.

Together, Planned Parenthood and The Sims 4 are creating a space where every Sim—and player—can WooHoo their way, responsibly and informed.



WOOHOO YOUR WAY

THANK YOU!