

# The online ad that made the public raise their voice and say “14 pole ok”.



## The problem

In Estonia, the legal age of sexual consent is only 14.

For years, sexual predators have used this law to abuse 14-year-old children.

Attempts to change the law have repeatedly failed because of lack of consensus regarding the topic in society and between political parties.

Many people think 14 is ok

## Creative strategy

The only way to make people and political parties realise why 14 is not ok is to actually show a 14-year-old child in a dangerous situation because of the current law.

So we disguised an ad as a frightening tabloid news story and published it on one of Estonia's leading news portals on 17th march, 2021.

## Together, we finally got the wheels of social change and justice turning

The ad launched the hashtag #14poleokei and **ignited a public movement to raise the age of sexual consent.**

**March 22, 2021**

There was complete consensus among political parties and they decided to immediately draft a new bill to raise the age of sexual consent.

**April 30, 2021**

The Ministry of Justice completed the draft for the new bill and asked for Eesti Seksuaaltervise Liit's advice to finalise the draft.

**January 1, 2022**

**The bill will become the law.**

14 will no longer be okay in Estonia.

**Article read**  
200,000+ times  
(100% organic)

**10th most read story of all time** on Õhtuleht's news portal

**Article's image gallery clicked**  
147,550 times

**Social media engagements**  
160,000+

**Shared by** TV channels, radio shows, blogs, podcasts, news portals, content websites, influencers, celebrities and even law makers.