

FOR IMMEDIATE RELEASE

Numan's latest ad features a country-singing canary - and a serious message about erectile dysfunction

LONDON, July 28, 2025

[Numan](#), the UK's leading digital health platform, has launched a new TV campaign that reframes erectile dysfunction (ED) as more than just a bedroom issue.

Instead, the campaign - titled '*The Canary*' - leans into the surreal and the humorous to usurp expectations and deliver a serious message about men's health. ED is often an early warning sign of deeper health problems - it can indicate conditions such as heart disease, high cholesterol, type 2 diabetes and low testosterone [1].

The spot opens like a classic fragrance ad: a young couple move through a tastefully lit house, the mood romantic and chemistry palpable. Except, just as they look like they're going to get more intimate, the tone flips. A canary emerges from the man's open fly and starts crooning out a warning. '*Your erectile dysfunction's got something to say*' it sings to a country-style tune before explaining the many underlying health issues that ED can signal.

When the canary finishes its song, it is then symbolically pushed out by a hand that emerges from the man's trousers holding a phone displaying Numan's ED medication. The point is to show how taking control of your health can be quick, simple and stigma-free - even with issues that many men may find embarrassing.

Sokratis Papafloratos, CEO & Founder of Numan, said:

"Humour is a powerful way to drive awareness. It makes messages stick and gets people talking. With this campaign, we wanted to use humour in an unexpected way to strip away the taboo and highlight that erectile dysfunction isn't always just about performance. It can be a symptom of something worth investigating and not just medicating. By reframing the conversation around ED as a 'canary in the coalmine', we're encouraging men to take their health seriously and to take action early."

It is the second Numan ad to be directed by Steve Ayson, whose past work includes the acclaimed 'Mom Song' from Old Spice. The ad was originally developed by Numan's in-house creative studio in collaboration with creative duo, Sam Hughes and Michaela Panesse. Early iterations of the canary's song were developed using generative AI, before being passed on to the production team and brought to life by String and Tins and professional vocalist, Dom Sky.

The campaign - which goes live this week across TV and digital - challenges the stigma around ED and opens the door for honest conversations between men, and couples. It leads with a 30s post-watershed film, with a pre-watershed version to follow along with digital marketing, paid social, and PR activity.

Crucially, it's not just about sexual performance, says Numan - it's about what erectile dysfunction might be telling you about your overall health.

Credits:

Client: Numan

Title: The Canary

Date: July 2025

Production Company: MJZ

Client (Numan)

Creative Direction: Numan Studios

Senior Creatives: Sam Hughes & Michaela Pannese

Brand Director: James Kennedy

Senior Brand Lead: Hazal Karabulut

Senior Producer: Amos Usiskin

Senior Post Producer : Pranav Arya @ Execute

Design Director: Tom Myers

Production Company (MJZ)

Director: Steve Ayson

Producer: Alicia Richards

Director of Photography: Monika Lenczewska

1st Assistant Director: Shakir Hafoudh

Production Manager: Daniel Gay

Production Designer: Jiri Matura

Costume Designer: Dagmar Stefflova

Hair & Makeup: Andrea McDonaIdova

Casting Director: Kate & Lou & Ro

Location Manager: N/A

Post-Production (Quarry, String and Tins, UPP)

Editor: Ben Campbell

Post Producer: Dilia Knobel

Grade: Emiliano Serantoni
Sound Design: String and Tins
VFX: UPP
Artist: Dom Sky
Music Composition: String and Tins
Voiceover: Cherie Lunghi

- ENDS -

Notes to Editors

For further information, media enquiries or to request interviews, please contact the Numan press office at press@numan.com or numan@thephagroup.com.

Imagery is available for download [here](#).

Resources

1. Li Luyu et al. 'Does erectile dysfunction predict cardiovascular risk? A cross-sectional study of clinical characteristics in patients with erectile dysfunction combined with coronary heart disease', Frontiers in Cardiovascular Medicine, Vol.11, 2024.
Accessed:
<https://www.frontiersin.org/journals/cardiovascular-medicine/articles/10.3389/fcvm.2024.1341819>

About Numan

Numan is a UK-based healthtech company dedicated to helping people live healthier, happier, and longer lives through personalised, integrated care on a single digital platform. Numan provides clinical guidance, medication, behavioural health coaching, diagnostics, and supplements - empowering individuals to take control of their health.

Driven by a team of leading healthcare specialists, Numan is committed to revolutionising the way we address health concerns - having already provided life changing treatment to thousands for conditions that are commonly undertreated, mistreated, and misunderstood, including obesity management, testosterone deficiency, sexual performance, and diagnostics.

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