

**Since 2020, Female ADHD diagnosis
has more than doubled.**



**Female ADHD related hashtags have more than
16 billion views on Tiktok.**

TIME

**ADHD manifests differently in women compared to
men, often presenting as unintentional splurging.**



National Library of Medicine



Challenge:

Come up with a way to show how ASB can step up when it counts.

Insight:

Impulse spending is a symptom of Female ADHD because of the dopamine rush it delivers to the brain.

Idea:

ASB helps counter impulse spending by putting in another step before payment that delivers an alternative form of dopamine.

ASB \$plurge \$topper

When you have an official diagnosis of Female ADHD, ASB starts working with you to reduce its effects on your spending.

Using machine learning based behavioural modeling, ASB identifies your individual ADHD-driven impulse spending, and steps in with some generated support during moments of financial vulnerability.

Is it just me or is ADHD wanting to spend \$347 on Amazon Books again?

For your security, we need you to confirm your identity.

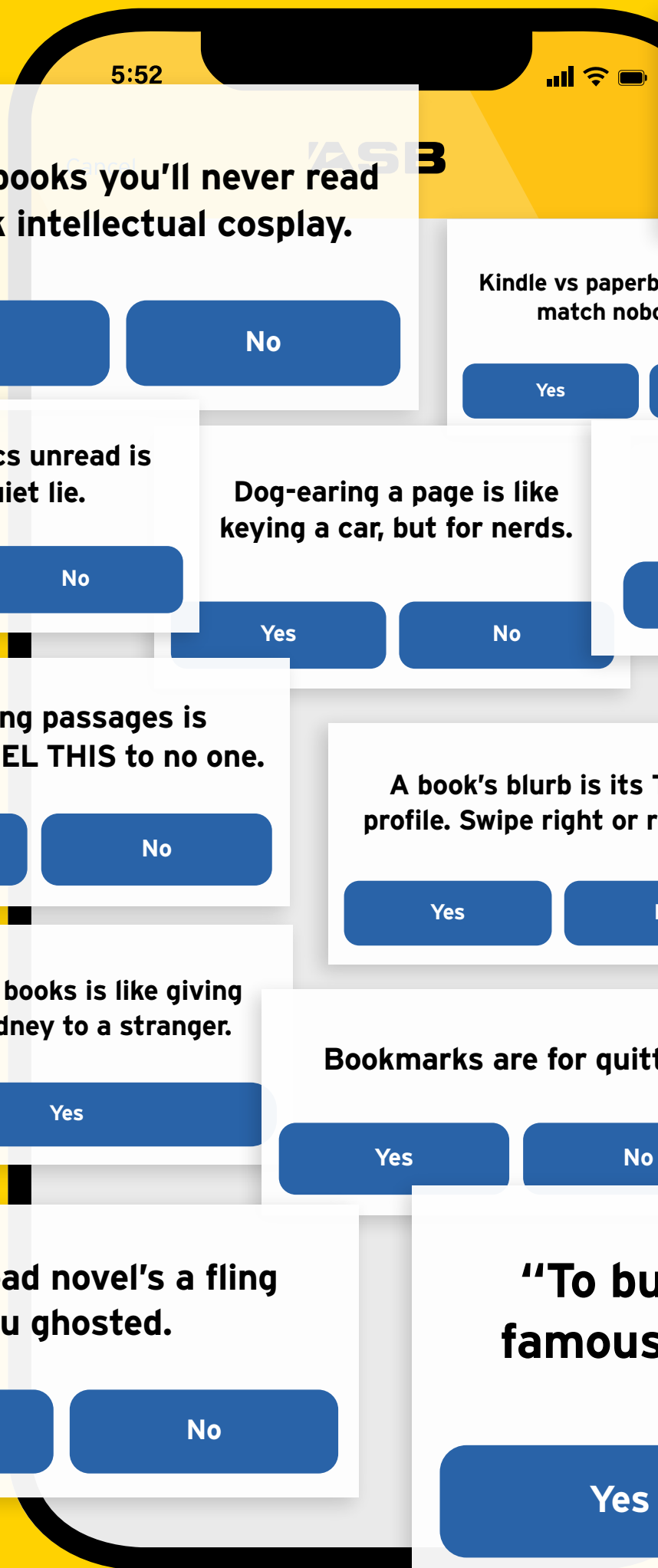
To ensure no one has performed provisional hypnosis on you, we've designed a number of questions that only you can answer when you're not in a trance.

Open the ASB mobile app and select **Start**.

Then, return to this page and select **Complete**.

Complete

Place your order



Buying books you'll never read is peak intellectual cosplay.

Yes

No

'Shelves of Staring Books' is a popular horror piece by Stephen King.

Yes

No

Kindle vs paperbacks is a cage match nobody wins.

Yes

No

A shelf of classics unread is our ego's quiet lie.

Yes

No

Dog-earing a page is like keying a car, but for nerds.

Yes

No

Do bookworms really live underground?

No, don't be stupid.

Underlining passages is shouting I FEEL THIS to no one.

Yes

No

A book's blurb is its Tinder profile. Swipe right or regret it.

Yes

No

Coffee stains are tattoos some paperbacks can only dream of.

Yes

No

Lending books is like giving your kidney to a stranger.

Yes

Bookmarks are for quitters.

Yes

No

A half-read novel's a fling you ghosted.

Yes

No

"To buy or not to buy" is a famous line by Shakespeare.

Yes

No

Rather than the expected questions, a series of jokes related to what they're splurging on appear in quick succession. "Because when a punch line hits home, your heart rate rises and your brain releases 'feel good' neurotransmitters: dopamine, serotonin, and an array of endorphins."

— Harvard Medical School

> Purchase Cancelled



I haven't got hands.
But if I did, I'd pat you on the back.

Like the other 67% of female ADHD comrades who have resisted their impulse buying today, we're winning this battle together. Because sometimes you have to take a step backward to step ahead.

Closure

[Learn more about ADHD impulse spending](#)

Temu

 - \$379.89

CARD 0283 WOOLWORTHS - \$7.00

NZ/100 HALSEYH
STREE



Female ADHD can result in
impulse spending.

[Learn more](#)

Cityfit
CityFit
OK .99

Women are 10 times more likely to be under-diagnosed. So, by using existing ADHD-spending data collected, ASB will be able to detect atypical purchasing patterns and signs of impulse spending among those that may have undiagnosed ADHD.



Temu

SAT 09 AUG 2025

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will be launched to coincide with the system change where General Practitioners will be able to diagnose ADHD from February 2026, which removes the current requirement for a very financially prohibitive specialist recommendation.

ONE STEP > AHEAD