# 3X Double Ender Packaging Brief

# Overall Objective

Sax Health Care would like to redesign it’s 3X range of adult toys starting with their 3X double ended dildo range of products.

This should help sell in to adult stores and encourage trial by consumers.

Ultimately the design will help create shelf presence and update the 3X brand.

# Background

Sax Health Care is a Sexual Health company that primarily sells condoms and lubricants for safe sex under the Sax brand. We also sell sex toys and lingerie to encourage a healthy sex life under the 3X brand. All products are value for money. We do not sell high end premium priced products like major competitors and are happy to appear as value for money products.

The 3X double ended dildos are described as Fun For Two rather than a dildo to lessen the fear for the purchasers. This description could be changed to be whatever is thought suitable.

These are sold in hang sell blister packs. The packaging will not change and design is only required for the cardboard insert – front and back

We would like an edgy new feel to attract attention / encourage purchase

Current packaging concepts (att 1 & 2) are old images of the popular lesbian couple concept.

Attachments 3 and 4 give a better idea of the different products out of their packaging.

# 3X Double Ended Dildo Range

1 Fun for Two

* Straight 13 inch transparent crystal jelly double ender
* Made from soft plastic
* 7 Colours – Transparent Black Pink Purple Blue Green & Cream
* RRP A$36

2 Tapered Fun for Two

* Tapered 15 inch soft but sturdy double ender
* Made from silicone
* 5 Colours – Black Pink Purple Green & Cream
* RRP A$59

**Blister Pack Insert Dimensions**

1 Fun for Two: L 375mm W 115mm

Donger covers front centre 35mm from top L 335mm w 50mm

2 Tapered Fun for Two L 470mm W 125mm

Donger Cover front centre 60mm from top L 400mm W 60mm

**Blister Pack Insert Suggested Copy**

1 Fun for Two:

Front of pack

### **3X ™ Fun For Two**

*In Lust We Trust*

**(Sexy pic across the face)**

***Both parties can be involved with this double pleasured donger***

***Contains natural lust***

## Back of Pack

### ***3X ™ Fun For Two***

Another sexy pic

***Share the fun with a friend!***

***Instructions for use & care:***

***Use with water base lubricant to reduce friction and increase pleasure***

***Cease use if you feel any burning or discomfort***

***Avoid switching ends between partners***

***Wash thoroughly after each use***

***Store in a cool, dry place away from direct sunlight***

***Warning: Please do not use this product if you have a medical condition such as weak heart***

***Sold As an Adult Novelty Only***

**Code** **FF1.02** in discrete position

***Manufactured in China for:***

***Sax Health Care***

***2/6B Railway Avenue***

***Oakleigh Victoria 3166***

***Australia***

***3X is an Australian brand manufactured under licence in China***

***Barcode 9328951 007109***

2 3X Tapered Fun for Two

Front of pack

### **3X ™ Tapered Fun For Two**

**(Sexy couple pic ? across the face)**

***Lean & Mean!***

***15 inches of good times!***

***Not All holes are equal!***

***Contains natural lust***

## Back of Pack

### ***3X ™ Tapered Fun For Two***

Another sexy pic

***Variety is the spice of life!***

***Instructions for use & care:***

***1 Use with water base lubricant to reduce friction and increase pleasure***

***2 Cease use if you feel any burning or discomfort***

***3 Avoid switching ends between partners***

***4 Wash thoroughly after each use***

***5 Store in a cool, dry place away from direct sunlight***

***Warning: Please do not use this product if you have a medical condition such as weak heart***

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**Code** **TF1.02** in discrete position

Bar code 9328951007130

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### ***www.saxhealthcare.com.au***

**What is Required**

Design for 2 Sides of the insert for both the straight and tapered Fun for Two

The designs for the two could use the same or different graphics

Each side could incorporate different sex ideas – girl girl, girl boy, boy boy or single or any sexy images to promote purchase

Some sort of crazy endorsements could also work

Placement of the copy and barcode is not essential as it will be finalised at a later stage

# Steps / Timing

Initial Concepts 18 November

Final concepts 25 November

Final Pack Designs December

Production June 2016

Product in-market September 2016

Hopefully these designs may be good for 3X posters if found to be suitable in Adult stores or Sex venues but it is not the main focus

Thanks & Regards

Greig Pollock

Sax Health Care

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