# Copy Strategy - SAX condom range

Main Channels of Distribution

Adult Stores

Internet

Sex Venues

Target Market

Primary - Heterosexual males 20 - 30

Secondary - Sex workers, Gay Men all other sexually active people

Primary Target Market Needs

* Safety / familiarity with the brand
* Protection - Mainly against STDs
* Something current and maybe different from what’s readily available at grocery

Target Market Barriers to Usage

* Interference with the love making process
* Embarrassed to purchase

Copy Objective

Make the target market aware of the new Sax range of sizes and stimulate trial / purchase

Key Benefit

Sax is the happening and great value brand for the new millennium

Reason Why

* The best protection against STDs / STIs – other than HIV become more important especially Syphilis and Chlamydia
* A non-invasive form of contraception - that is 98% effective when used correctly

Brand Personality

* Helpful, trustworthy, contemporary, energetic

Presentation Style

* Positive and confident perhaps provocative
* New age / advanced / proactive/ enjoyable / sexy