# Sax Condom Range Extension -

**Ultra Sweet Flavoured Condoms**

# Overall Objective

After the moderately successful relaunch of Sax condoms in a new pack design we would like you to develop eye catching range addition incorporating current pack copy, colours and Sax logo.

This will be available in a pack of 12 condoms and bulk pack 144 with equal quantities of grape, strawberry, orange and apple flavours. These flavours will stand out from what is currently available on the market in that they taste and smell delicious! The name ‘Ultra Sweet’ is preferred only since it has synergy with the Ultra Thin condom. Also thought about ‘Super Sweet’ and ‘Ultra Flavoured’ but open to change if you have a better name

The flavoured condom itself will be the colour of the relevant fruit: Grape-purple, Strawberry-red, Orange-orange and Apple-green.

The range extension should help sell in to adult stores and encourage trial by consumers.

# Background

Sax condoms have mainly had success in Australian brothels, government and sexual health bodies in the bulk packs. In the retail market our only success is in the adult stores and we would like to capitalise on this. The Sax latex condom range has the widest variety of sizes on the Australian market (46mm to 64mm nominal width) and does not have any abrasive ribs or dots. The colour splashes used on all the packs were sourced from Shutterstock.

Original Sax condom packaging concepts were stayed and neutral. 2nd phase was a slightly sexy development of the popular couples concepts. The current colour splash design (att 1) incorporates safe sex messages plus a range identification down the side. This was launched last October. A PDF of artwork for Regular 12s is attached for reference

# Sax condom Range

Retail packs are 6 colour printed and are colour coded

12s Pack

Extra Tighter Fit Condoms 46mm – New Line Purple Pack

Tighter Fit 49mm – Red Pack

Regular 53mm – Blue Pack

Ultra Thin 53mm – Orange Pack

Ultra Sweet 53mm – To be launched in November 2016 – Pack colours TBC

Bigger Fit 56mm – Black Pack

Max Fit 60mm – Gold Pack

Super Max 64mm – New Line Platinum Pack

24s Pack

Regular 53mm – Blue Pack

144s Packs

All current packs come in clip lock bags with black & white inserts. A PDF of the insert for regular 144s attached for your reference (Att 3)

New Ultra Sweet 144s will come in a recycled cardboard box and possibly be in only 2 colours to save printing costs

**Pricing Strategy**

Sax condoms are generally the most competitively priced condoms on the market because all our approaches especially with the bulk lines minimise cost to help affordability.

New Ultra Sweet 12s and 144s will be a premium priced condom in light of the extra cost for the sweetener and packaging. They will be priced at the same level as Max Fit (Retail $9.95 for a pack of 12 and $45 for a box of 144)

**Pack dimensions Bar code**

Ultra Sweet 12s L 120mm W 60mm D 30mm 9328951003125

Ultra Sweet 144s L 226mm W 176mm D 62mm 9328951003446

**What is Required**

Overall we would like an edgy feel for the new Ultra Sweet 12 and 144 packs that cashes in on the current design layout to attract attention.

With reference to the design of the current range of condoms come up with a new design that fits in and complements the range. This would also include what may be a rainbow of colours and conveys that these are new and delicious / scented / flavoured and great looking premium condoms. The final design is likely to be slightly altered by our current designer if required before finally printing

**Additional copy to be included on the Pack**

144s pack:

Include instructions for use as per current insert (attachment 3)

Both packs:

‘Pack made from recycled cardboard’

‘Contains grape, strawberry, orange and apple flavoured condoms’

3 New icons and copy from attachment 4 –

‘Contains natural rubber latex’

‘Do not reuse’

‘Consult instructions for use’

# Steps / Timing

Initial Concept 25 April

Final concepts Wk 1 May

Production September

Product in-market November 2016

# Budget

$300 ?

Thanks & Regards

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