# Safe Sex Logo Brief – Sax Retail Condom Packs

# Overall Objective

We would like to develop eye catching graffiti design of safe sex slogans on suitable background. These will hopefully be used on Sax condom packs incorporating current pack copy, colours and Sax logo.

The graffiti illustration with words and background will be taken by an in-house designer and adapted to current packs to include legal mandatories on the back & front of pack

This should help sell in to adult stores and encourage trial by consumers. One mandatory is that the graffiti should be legible from a distance and therefore will not be the classic intense design

Ultimately the design will help create shelf presence of the Sax brand & clearly identify with safer sex customers

# Background

Sax condoms have only 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. It is easier to stay with the 12 packs for the time being to make the change easier. Initial packs required for design are Bigger Fit 12, Tighter Fit 12, Super Max 12, and Mini 12 condoms

We would like an edgy new feel to attract attention.

Original packaging concepts (att 1) were stayed and neutral. 2nd phase (att 2) was a slightly sexy development of the popular couples concepts. We think that bringing the idea of safe sex messages with a graffiti approach on the front of packs may work well. Sax copy strategy (att 3) has been included for reference.

# Sax condom Range

There are 8 different retail pack graffiti designs required

There are no strict PMS reference but packs are colour coded. Colours:

Green

Red

Blue

Orange

Strawberry

Black

Gold

Platinum

**Pack dimensions**

L 120mm W 60mm D 30mm

**What is Required**

At least 2 but preferably 5 safe sex messages written in a graffiti style on the same or various backgrounds eg – brick walls, planks, buses, trains, seats, schools, chimneys, stations, signs, roads, paths. The initial 5 colour backgrounds will be red, black, green, blue & platinum

It will be one slogan or safe sex word per pack and the background will likely wrap around the pack (eg faded blue bricks). Pack copy and the Sax logo will be added over this by the in-house designer

**Possible safe sex slogans on the Pack**

Current safe sex slogans (May be too many words to be legible on current packs):

No glove No Love

Safe is Sexy

Safe Sex Great Sex

For every passionate rhythm

Too good to be true

If its not on its not on

Cover your monkey

Be sure to condomize

Be Sweeter Wrap your Peter

Flag your Pole

Wrap that Gator

One / Two word alternatives (That may be best for presence on the pack):

Trust

Respect

Future Thought

Life & Death

Erection selection

Insurance cover

Sax hero

# Steps / Timing

Initial Concepts 28 January

Final concepts Wk 1 February

Final Pack Designs Wk 1 March

Production June 2015

Product in-market August 2015

These graffiti designs may also be used for safer sex posters if found to be suitable in venues but it is not the main focus

Thanks & Regards

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Sax Health Care

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