

# Copywriting Brief



## GENERAL INFORMATION

**Founded in 1915**

**Mision:** We want everyone to get the most out of every sexual experience, while being safe of course!

**Vision:** Durability, reliability, and excellence

**Main product:** Male condom

**Target market:** 18-31, male slightly higher than female, want to prevent STDs and unwanted pregnancy

**Area:** US and Europe

**Competitors:** No global competitor, but there are local competitors like SaferSex or Trojan

## BRAND IMAGE

**Unique Selling Point:** Trusted, has passed good quality control (10x better than the standard passing point)

**Psycho graphic portrait:** fun, simple, open minded, highly connected, easily influenced, urban culture

## PROJECT OVERVIEW

**Problem:** Only 19% of people aged 15-44 always use condom during sex

**Goal:** To spread awareness to increase sales

**Core message:** Reminding young people to use Durex to prevent unwanted pregnancy

**Specifications:** Simple, witty, print ads

