

VIZIT

BEST BRAND IDENTITY
REFRESH / RE-DESIGN

INTRODUCTORY

VIZIT has been a well known brand in the contraceptive market since 1997. Today, it is among **the top three leaders** in terms of sales volume in the Russian Federation. The condoms are produced using German technologies in Malaysia: it is there that hevea grows (its sap is the basis of natural latex).

The brand runs provocative campaigns on social media, attracting the attention of the public and the press: events in esports, politics, and pop culture are often featured.



INTRODUCTORY

The company isn't afraid to experiment with its products, releasing unconventional lines or even knitted "covers."

VIZIT turns playing on the edge into its main marketing strategy, which regularly leads to both public resonance and commercial success.



GOALS AND OBJECTIVES

In 2014, we developed a memorable concept for the brand across the entire packaging line: the features of each SKU were illustrated with a pattern on a men's tie (for example, a ribbed or dotted texture). This was intended to emphasize that **a condom is just as important a men's accessory as a tie.**

The packaging performed well in the market and won awards at branding festivals, but, according to the client, it's now time to make some changes — and to start by “**moving away from jackets and towards a modern design**”...



GOALS AND OBJECTIVES

The client's marketing team decided to abandon the “**grow up with VIZIT**” concept and stepped up efforts with the younger target audience. This was supported by up to date statistics from marketplaces on buyer behaviour and target audience profiles. The importance of retaining the 18–25 year old audience (even those closer to 18) was emphasised — the brand already had a following and subscribers in public pages.

The client also pointed out that there were many brightly coloured packages on the market, but few meaningful ones. There have already been approaches to developing a new product line, but so far we've only been able to create packaging options where, if the logo was removed or covered up, it immediately became unclear that it was **VIZIT**.



RESEARCH AND ANALYTICS

We conducted an in-depth interview with the brand's ideologues. The agency's strategist implemented a desk study based on the customer reviews provided by the client. Based on the analysis, an insight was formulated for the heroes of the new packages:

- 1. Sex is a game! Sex is about manifestation and self—expression!**



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1. Sex is a game! Sex is about manifestation and self—expression!
2. What are you like today? **Bold, playful, thoughtful, gentle, passionate, romantic, brutal.**



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1. **Sex is a game! Sex is about manifestation and self—expression!**
2. **What are you like today? Bold, playful, thoughtful, gentle, passionate, romantic, brutal.**
3. **I am different with different people. I like to express myself and be expressive, to explore myself and my partner. In the morning, I can be a bunny, and in the evening, a tiger.**



SOLUTION

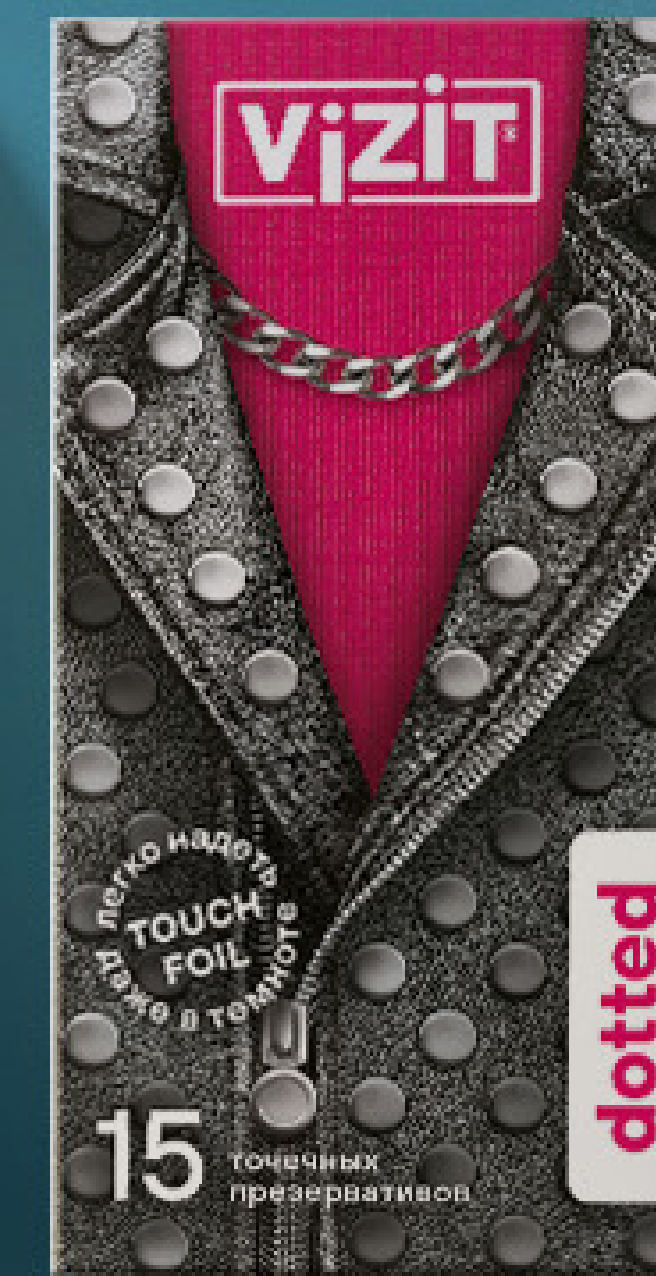
We took the current **VIZIT** visual platform as a basis, developed it, and updated it to meet the brand's new objectives. We updated the style, replacing the strict suits with creative and bold looks that support the idea that every person is unique, and that there's no need to be afraid to be noticeable, vibrant, or **anyone at all!**



SOLUTION

Each look reflects the characteristics of the SKU:

VIZIT RIBBED is showcased with a trendy down jacket,
VIZIT COLOR — a bold, creative look featuring a fur coat and pendants that reflect scents,
VIZIT LIGHT — a light, delicate look,
VIZIT CLASSIC — timeless classic with the image of a suit preserved,
VIZIT DOTTED — a rocker's vibe, you definitely won't get bored with it,
VIZIT LARGE, as befits a real “big boy,” is presented in the image of a superhero



classic

классические
презервативы



ribbed

ребристые
презервативы



light

ультратонкие
презервативы



large

большие
презервативы



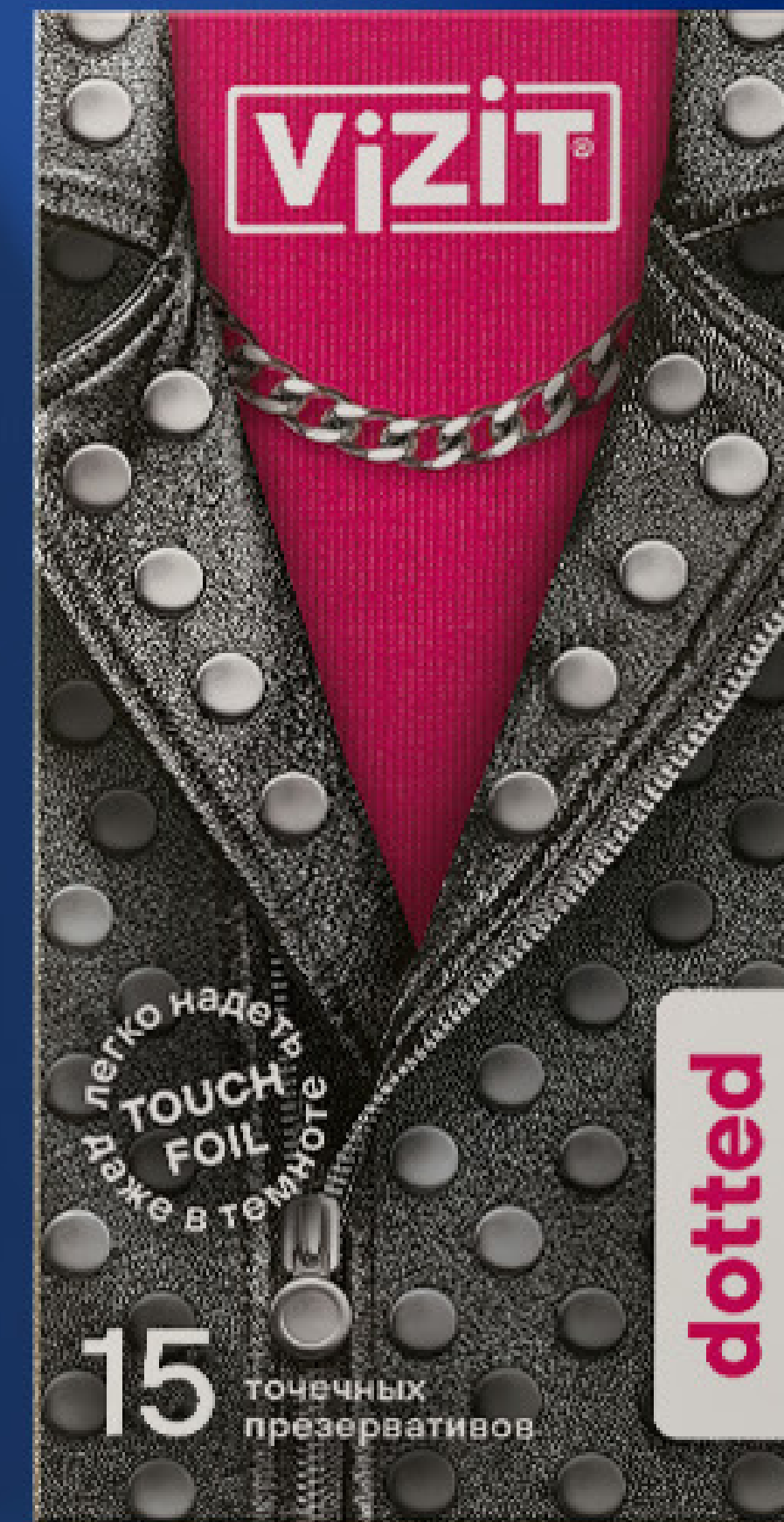
color

цветные
презервативы



dotted

точечные
презервативы



SOLUTION

The logo has been moved to the top of the packaging for better readability. A label with an important **USP** has appeared on the front side: tactile foil, which helps to put on the condom with the correct side without looking.



RESULT

According to VIZIT's art director, Stanislav Zhivoy:

VOZDUH faced a more challenging task than simply coming up with a new visual style. They needed to improve what already works excellently. To create a remix of a classic beloved by millions — not by destroying it, but by developing it.

And, in our view, the team succeeded.

Working together, we preserved the key idea but reimagined it — made it brighter, bolder, more modern, and added character and energy. The new design strengthened the differentiation of the product lines, became more emotional and noticeable on the shelf, while still maintaining the continuity and recognizability of the brand.

This solution allows us to retain the current audience and at the same time attract the attention of new ones — and that was precisely the main challenge of the project.





BEFORE



AFTER



THANK YOU
FOR YOUR ATTENTION!

