

GNOMDOMS

CHALLENGE

During the New Year season, every brand buys attention. VIZIT had 0 ₺ media budget — so we needed a news hook that media and people would spread on their own.

INSIGHT

For decades, the condom category has framed masculinity through Large, XL and XXL sizes. But almost no one talks about the opposite problem — men for whom the standard size is too big. A taboo most brands would rather avoid.

STRATEGY

Turn the category’s biggest taboo into its most shareable story. Give media a safe, funny, holiday-friendly angle to discuss what brands usually avoid — and let the conversation spread itself.

IDEA

«Gnomik» — an experimental series of mini condoms up to 7 cm long. A real product launch, packaged as a New Year PR provocation

RESULTS

2 237 media and social mentions

PR Value: 59M ₺ / ~ \$590K

Brand Awareness +8% / Consideration +5%

0 ₺

media budget

65 900 000

total reach



2 237

media and social mentions



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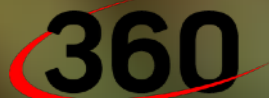
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