



D&AD Student Awards 2008

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CREATE A STYLISH AND HIGHLY DESIRABLE NEW 3D DESIGN FOR REXONA DEODORANT

Product Design

Rexona

Sponsored by Unilever



Unilever

The brief

Create a stylish and highly desirable new 3D design for Rexona deodorant that transforms the brand into a 'handbag must have'.

Key insight

Although crucial to everyday life, many portable beauty or hygiene products fail women on a daily basis by offering designs that don't reflect with real user needs. 'Handbag must haves' are relied upon as part of a woman's everyday survival kit. These products provide an emotional promise ensuring women always feel prepared ('just in case!').

Key drivers

The design should be:

- An entirely new 3D concept which reflects Rexona's brand essence, "It Won't Let you Down"
- Significantly reduced in size when compared to any other deodorant in the market, to enable discreet usage (this does not mean simply resizing an existing product!)
- Practical, portable and reflecting a premium price band
- Compelling at the point of purchase and desirable to use; engaging to women by challenging typically clinical or unsubtle deodorant designs

Mandatory requirements

- Your final presentation must show clear insight into both the brand and the needs of the user
- The Rexona tick is the only branded communication required – how it is used is up to you (available from the D&AD URL below)
- Any associated elements to the physical form (packaging, marketing/communications, brand language etc.) are welcome and may even 'sell' your design better, but are not essential

Brand values

Rexona for Women continues to build on these core strengths:

- An unblinking confidence in providing sweat and odour protection
- Perceived market leadership

Target audience

Rexona for women is targeted at all age groups but the core customer is between 25 and 35 years old. She isn't happy to be in the background, is open to challenges, resourceful and views her deodorant as a 'grooming' tool that helps to provide her with the confidence she needs to live her life to the full.

Considerations

Women feel a heightened sense of confidence once they have gone through a 'freshening up' ritual, no matter how quick it is. Think about, for example, how and why women (re)apply lipstick, perfume or just go into the bathroom to brush their hair, and how a branded product's 'promise' is delivered or experienced.

Aside from its look, the design's ergonomics (weight, feeling in-hand and even the feel of the spray) through to the lifespan of each item are important considerations in creating a successful 'promise'. Spend some time understanding the brand as well as the market in general, including the success of other portable products outside the deodorant category (such as mouthwash and toothpaste).

Women expect more than ever from today's consumer products. Here are just some of the reasons why:

- Mobility and travel patterns are changing
- Changes in traditional working patterns (i.e. being out of the home more) and the length of the working day
- The increasing size of handbags (women are 'taking it all along with them') versus the latest fashion trend towards smaller bags (what does this mean for women's needs when out at night, straight after work)
- More women's 'do-it-all in a day' existence – staying out for longer and doing more over a 24 hour day

Background

Rexona was created in 1900 and has been offering women incredible protection ever since. Known as Rexona in Europe and Latin America, Sure in the UK, Rexene in Asia, Sheen in South Africa and Degree in the USA, it is the biggest deodorant brand in the world, meaning that in 29 countries the product holds the biggest volume and value share in the market.

Further information

- www.unilever.com
- www.handbag.com
- www.dandad.org/studentawards08

Deliverables

Work mounted on no more than four A2 or A3 lightweight boards plus optional 3D models.

Brief set by

Lucy Denny, Unilever.