

It's a winner!



Lemon Zest was up to the task when it was given a concept and design brief to tackle the dangers of unprotected sex.

They were given the project by the Ashton, Wigan and Leigh PCT who wanted to reduce the number of cases of Sexually Transmitted Infections in the community.

The PCT particularly wanted to target the young, male football and rugby fans as they attended Wigan Athletic, Leigh Centurions or Wigan Warriors matches.

Lemon Zest came up with the strapline for the campaign 'Playing at Home or Away' – and continued the sporting terminology concept across the whole campaign.

They designed and produced a small x2 pack of condoms that contained overall safe sex messages and urged the target audience to 'Get Your Kit On While You Play'.

The condom packets also came complete with 'The Rules of the Game' which spelled out to users how and when a condom should be used.

A clever design concept which saw a football designed up as a sperm with the message 'It's Loose – Don't Score An Own Goal' supported the campaign to promote safe sex. Similarly, a rugby ball was designed up as a sperm with the message 'It's Loose – Don't Knock On.'

The client loved the concept – and the condom packs became collectors' items among the fans!

Team Colours

The condom packs created for the campaign were designed up to match the team colours of the supporters at which they were aimed. The packs also contained web address and contact details of STI clinics. Posters and desk top dispensers were also created to support the campaign.

Satisfaction guaranteed!

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Full-time score!

Lemon Zest was approached by Ashton, Wigan and Leigh PCT to deliver a concept and design for the campaign, and within two weeks the condom packs, and supporting material, were ready for distribution to fans on match day.

