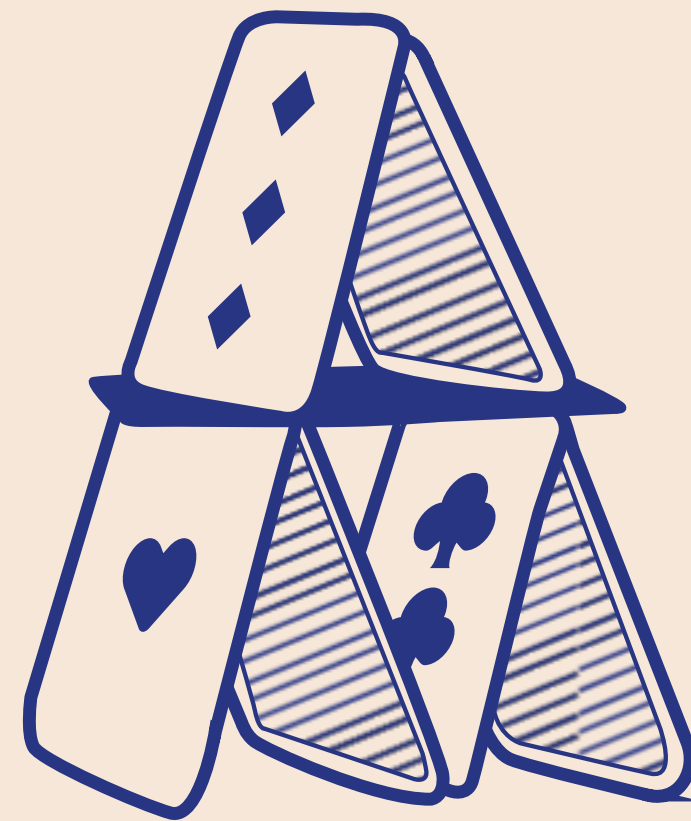


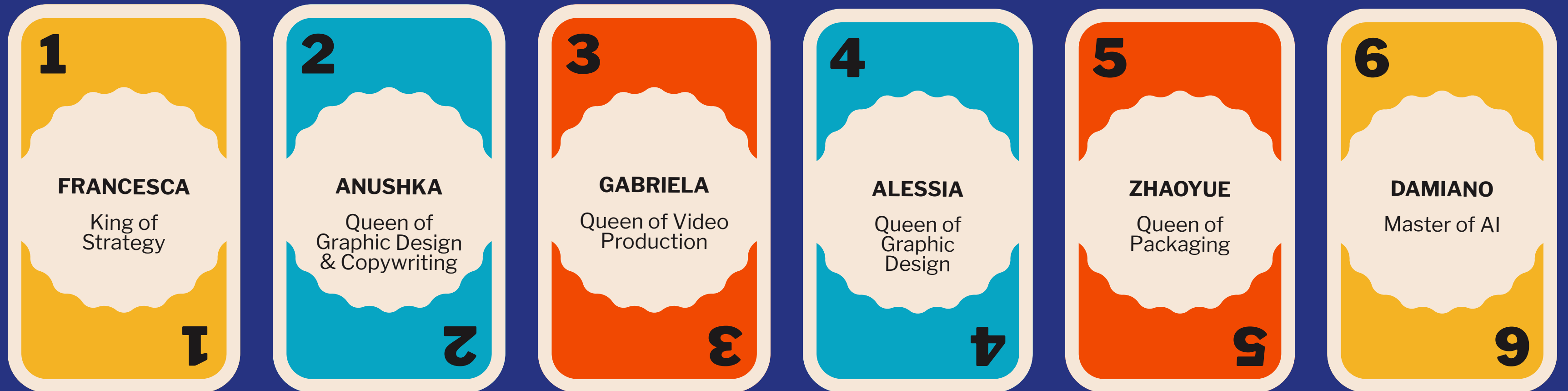


We aren't just an agency.
We're a stacked hand, built to play bold.



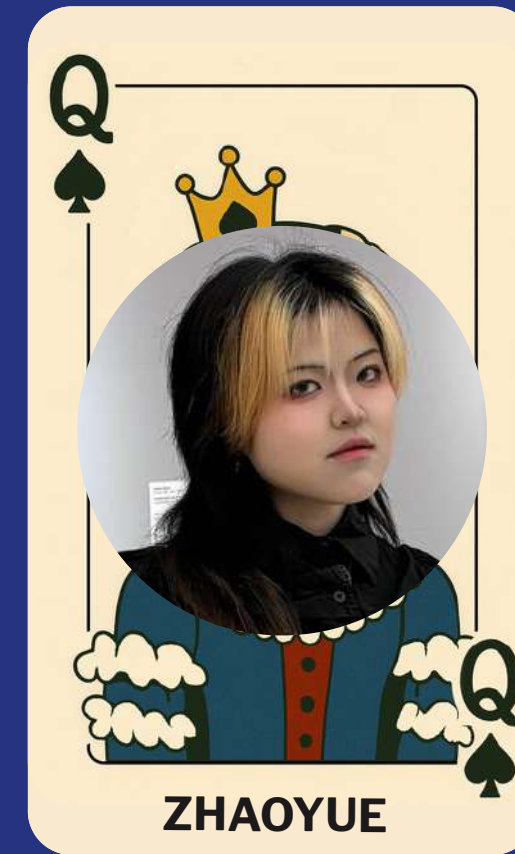


Introducing the people you'll be betting on...





About us



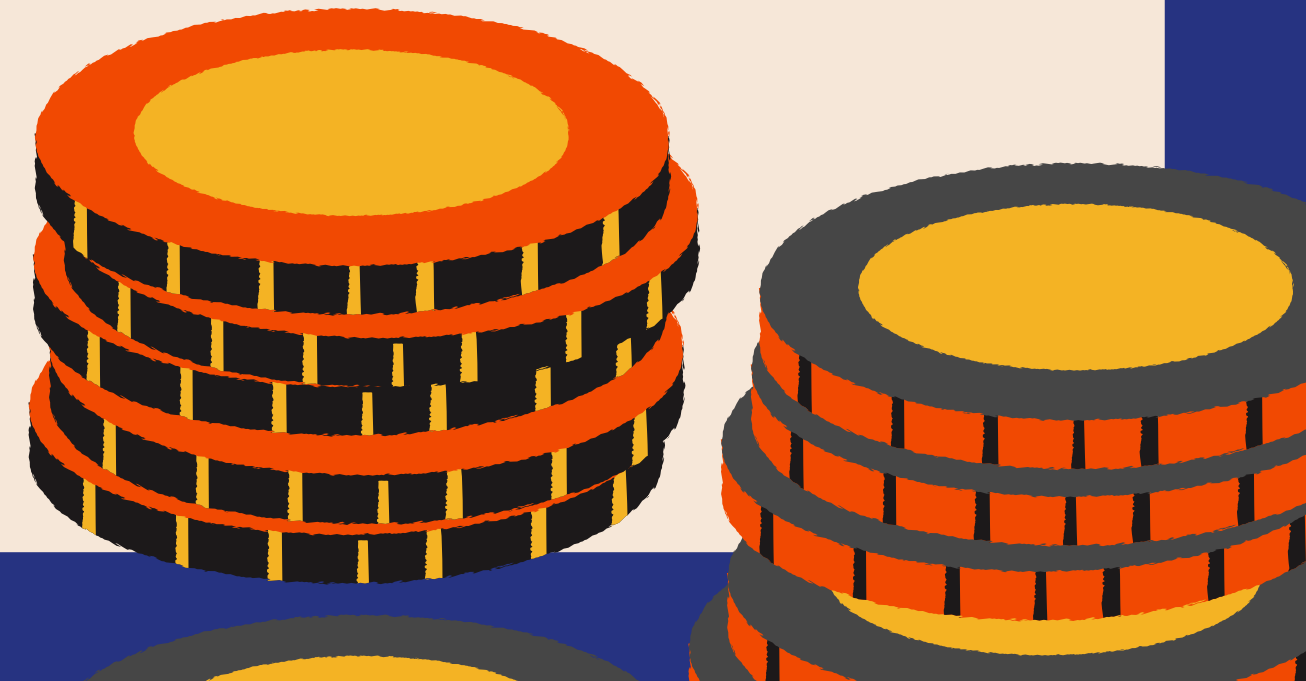


Together, we don't just play the game...

We deal it.

We flip it.

We raise it.



**WHY ARE
WE HERE?**



SAILA[®]

Cracking the code!



LET'S
PLAY



WHERE WERE WE?

- 1. RECAP**
- 2. MARKET**
- 3. OPPORTUNITIES**
- 4. PERSONAS**
- 5. CREATIVES**

REVISED PROPOSAL

- 5. CONCEPT**
- 6. CREATIVES**
- 8. STRATEGY**
- 9. SUMMARY**



WHERE WERE WE ?



RECAP

What is our focus?



Our relaunch plan consists of
a new positioning.
All sharpened to stand out.

**Brand Promise
and Attributes**

Tone of Voice

**Brand
Personality**





Freshness





Freshness



Nostalgia





Freshness

Simplicity



Nostalgia



Freshness

Simplicity



Nostalgia

“Sexy”

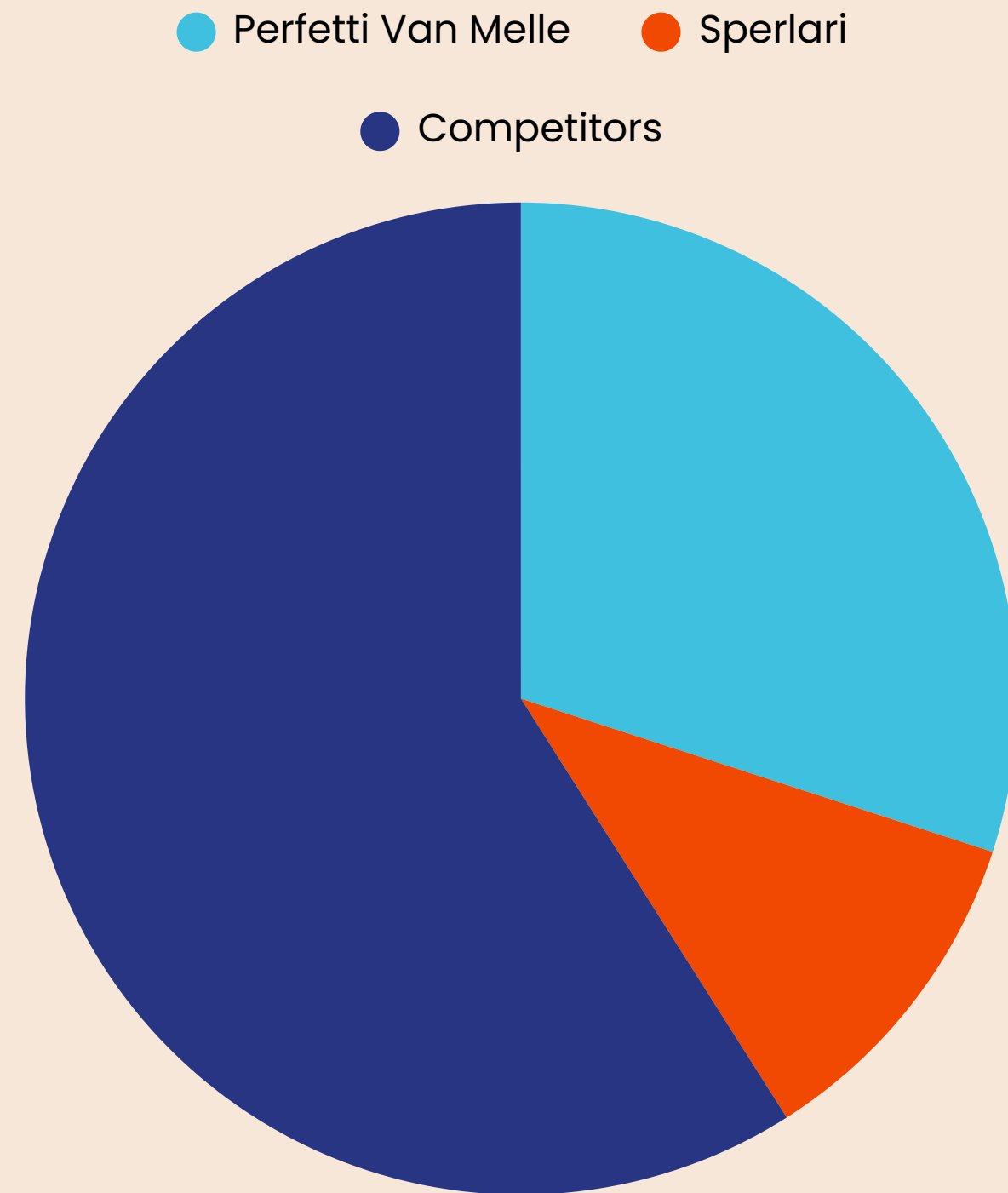




MARKET

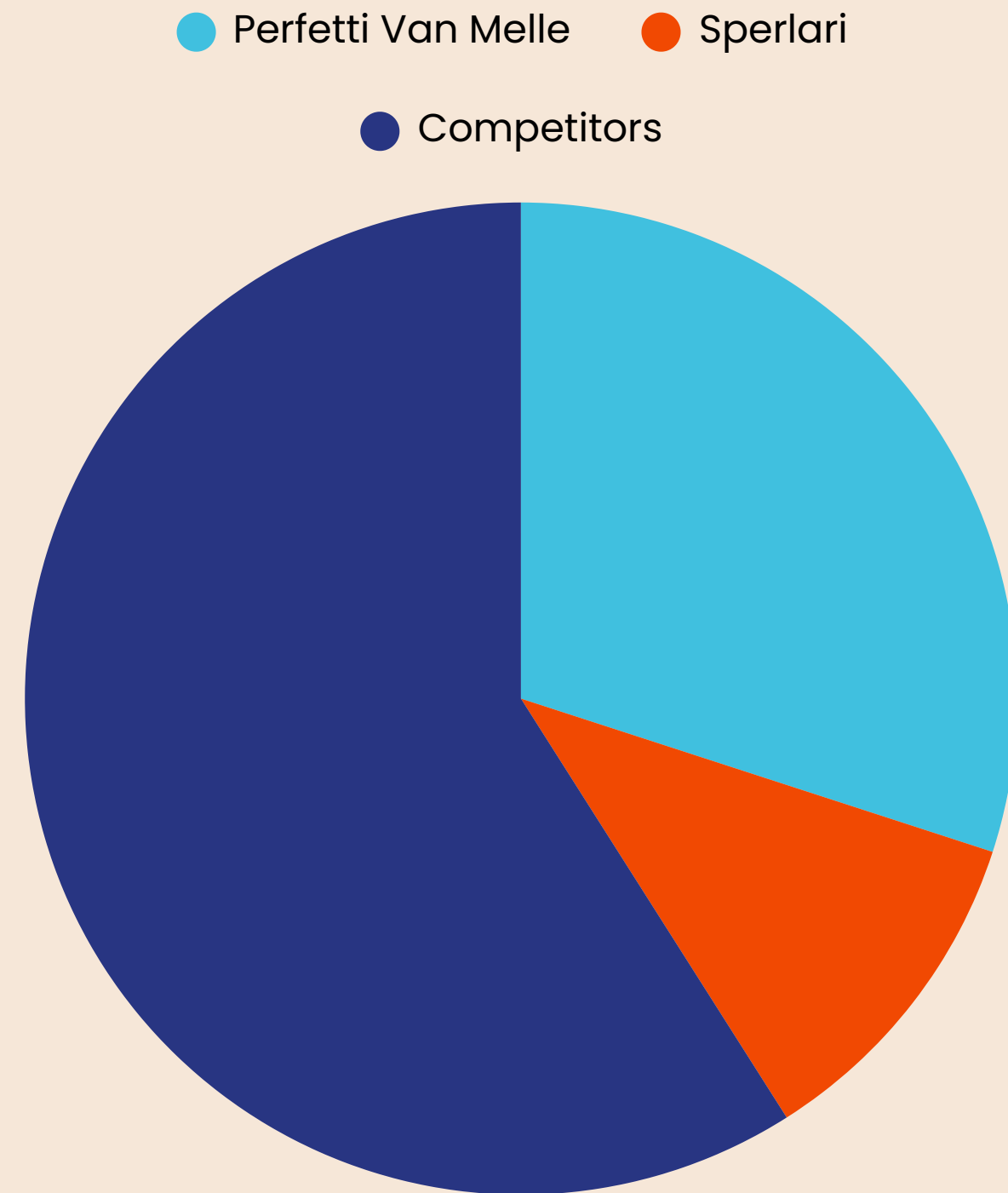
We only need to know two main datas

1_Recap > Market > Positioning



Perfetti Van Melle holds **most** of Italy's sugar confectionery market, with strong global growth.

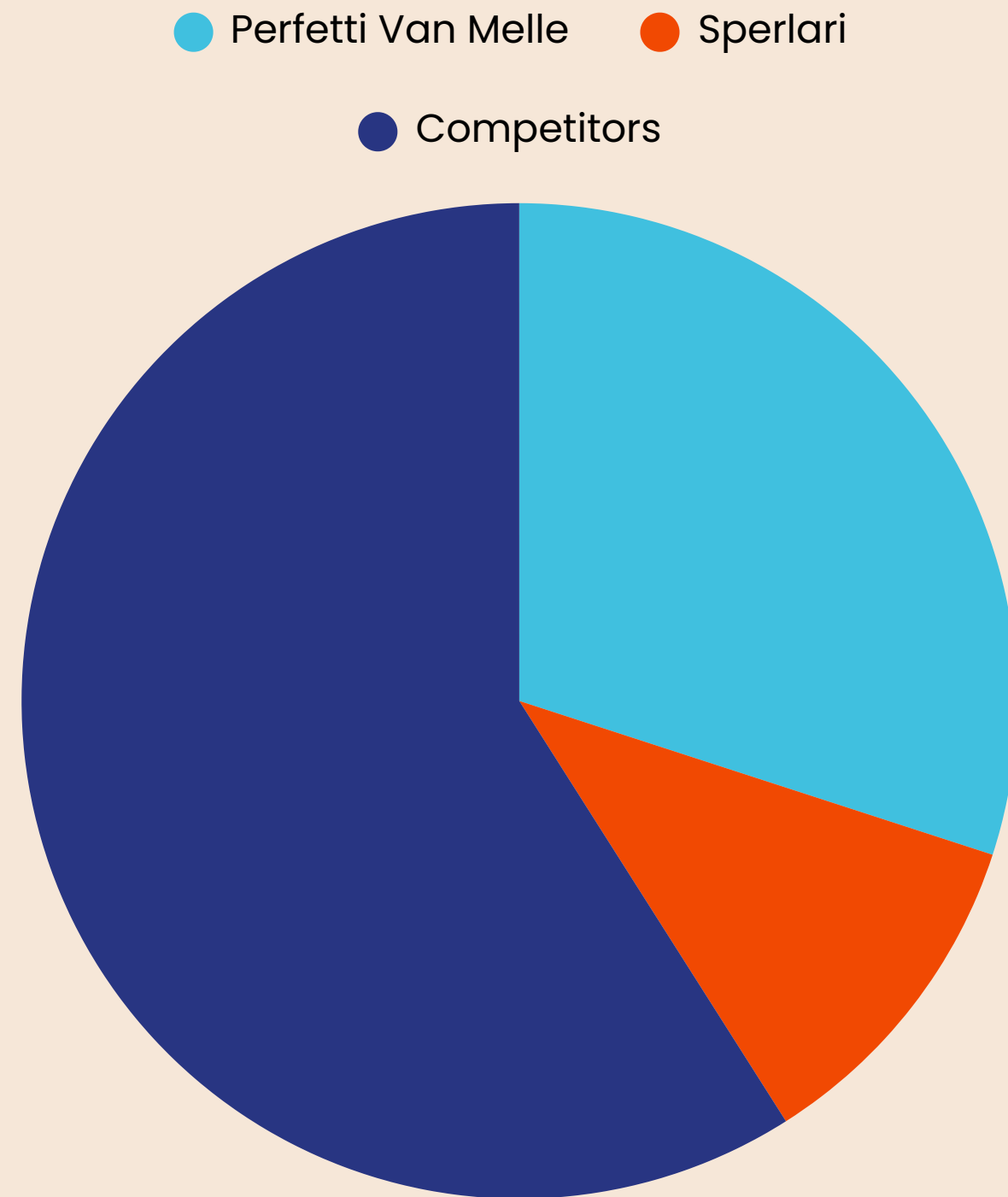
1_Recap > Market > Positioning



Perfetti Van Melle holds **most** of Italy's sugar confectionery market, with strong global growth.



Saila belongs to Italy's 2nd confectionery group, commanding 11% of the market



Perfetti Van Melle holds most of Italy's sugar confectionery market, with strong global growth.



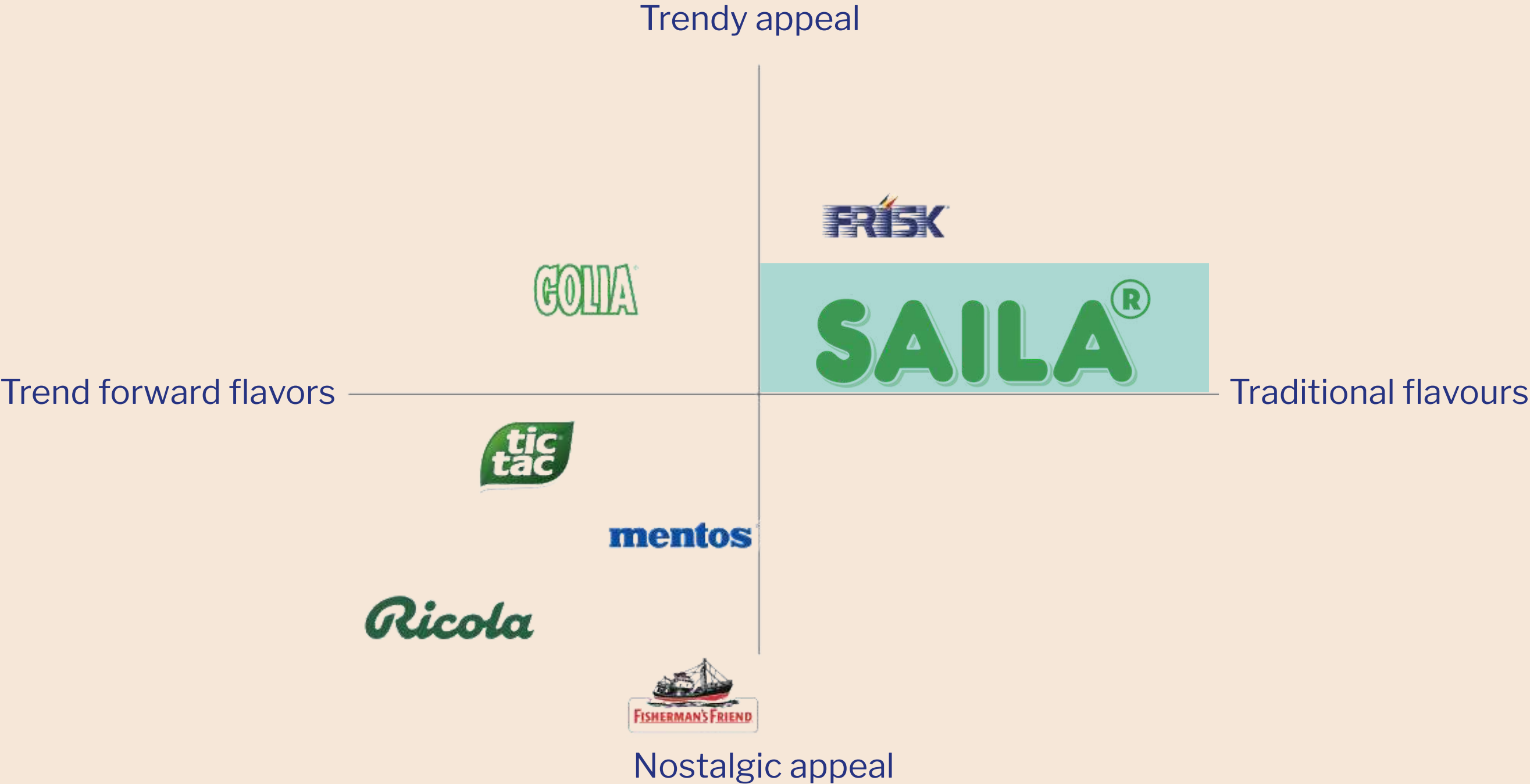
Saila belongs to Italy's 2nd confectionery group, commanding 11% of the market



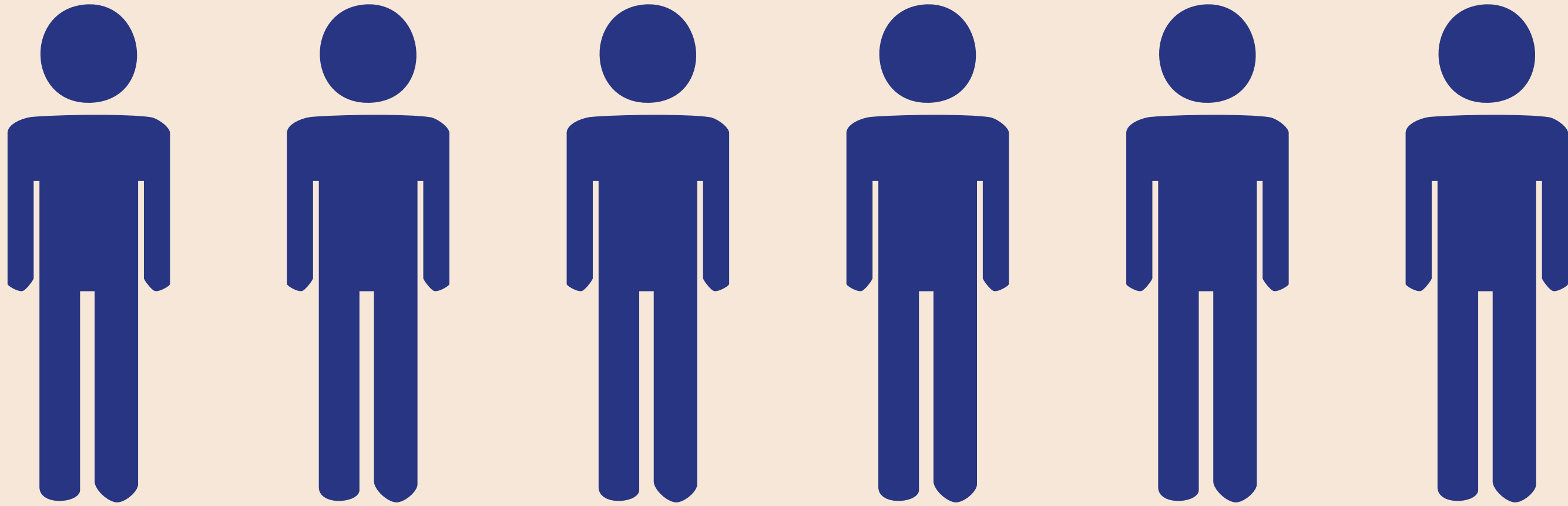
This positioning gives us the confidence to invest, innovate, and reach new audiences.



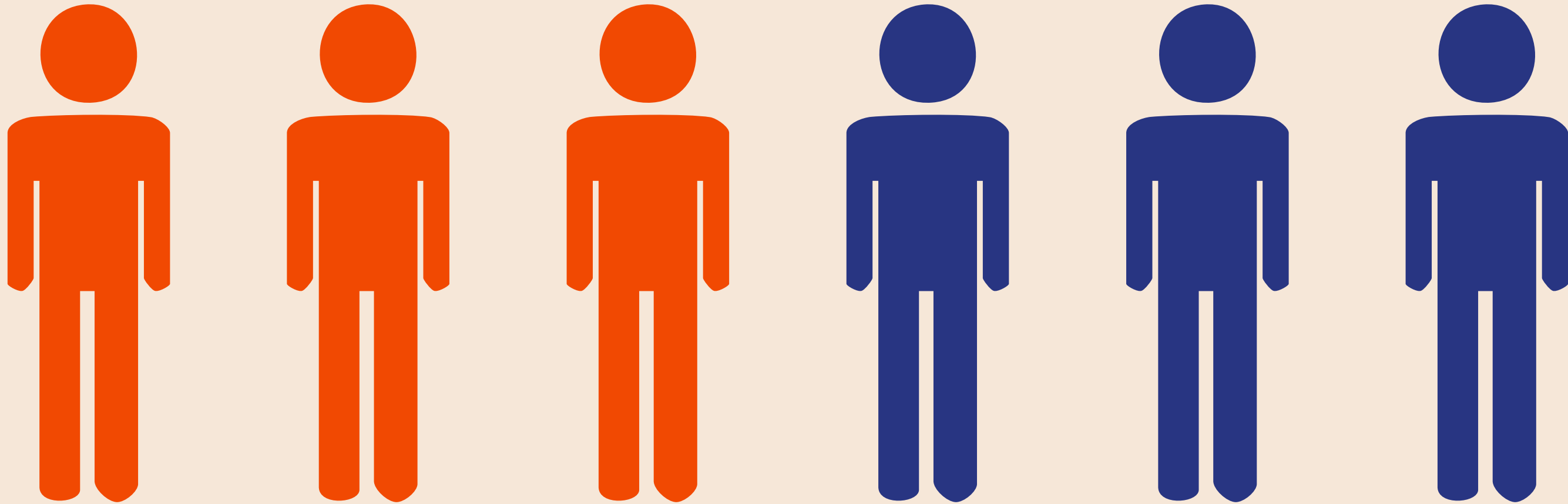
Where *they* play



Where we *aim to play*



50% of our audience is under 35, and they're not looking for candy, they're looking for ***character***.



That's exactly who Saila is ready to speak to.



OPPORTUNITIES

We see potential where
others see problems.

CHALLENGE

**Declining brand
awareness**

SOLUTION





DECLINING BRAND AWARENESS

Distribution

Distinction

CHALLENGE

**Declining brand
awareness**



SOLUTION

**Refresh the
identity**





REFRESH THE IDENTITY

Redefinition

Recognition



CHALLENGE

Declining brand awareness

Narrow market resonance



SOLUTION

Refresh the identity



NARROW MARKET RESONANCE

Current image feels outdated

**Need for gender & personality
diversification**



CHALLENGE

Declining brand awareness



SOLUTION

Refresh the identity

Narrow market resonance



Reach wider appeal



REACH WIDER APPEAL

Update Saila's sexy personality

**Modern look to attract diverse
personalities**



CHALLENGE

Declining brand awareness



SOLUTION

Refresh the identity

Narrow market resonance



Reach wider appeal

Target demographic



TARGET DEMOGRAPHIC

Longtime audience is aging

Brand less known to younger consumers



CHALLENGE

Declining brand awareness



SOLUTION

Refresh the identity

Narrow market resonance



Reach wider appeal

Target demographic



Brand realignment



BRAND REALIGNMENT

Introduce Saila to a new generation 25+

**Updated messaging and visuals that
resonate with life stages and interests**



PERSONAS

“Saila, meet your new customers.”

“Customers, meet your new favorite **ally**.”



**The Marketing
Sensitive**

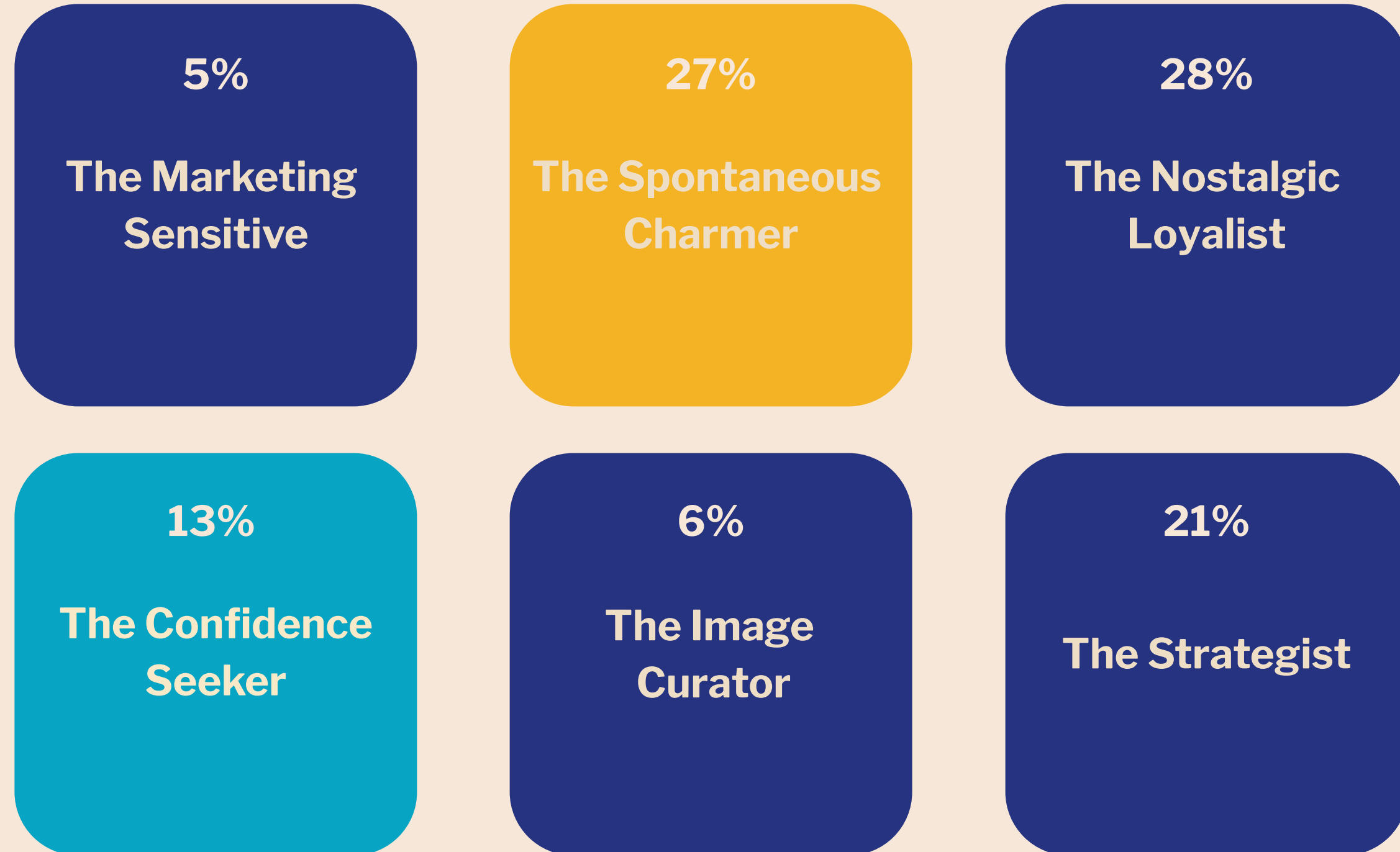
**The Spontaneous
Charmer**

**The Nostalgic
Loyalist**

**The Confidence
Seeker**

**The Image
Curator**

The Strategist





The spontaneous charmer

NAME
Giulia

PRONOUNS
She/Her

AGE
28

PROFESSION
Social Media marketing specialist

EDUCATION
Bachelor degree in communication design

LOVEMARKS

BOTTEGA VENETA



Lifestyle.

Values confidence, irony, and sex appeal.

Preferences

She wants to make an impression wherever she goes.



The confidence seeker

NAME

Luca

PRONOUNS

He/Him

AGE

26

PROFESSION

Finance junior manager

EDUCATION

Bachelor degree in
economics studies

LOVEMARKS

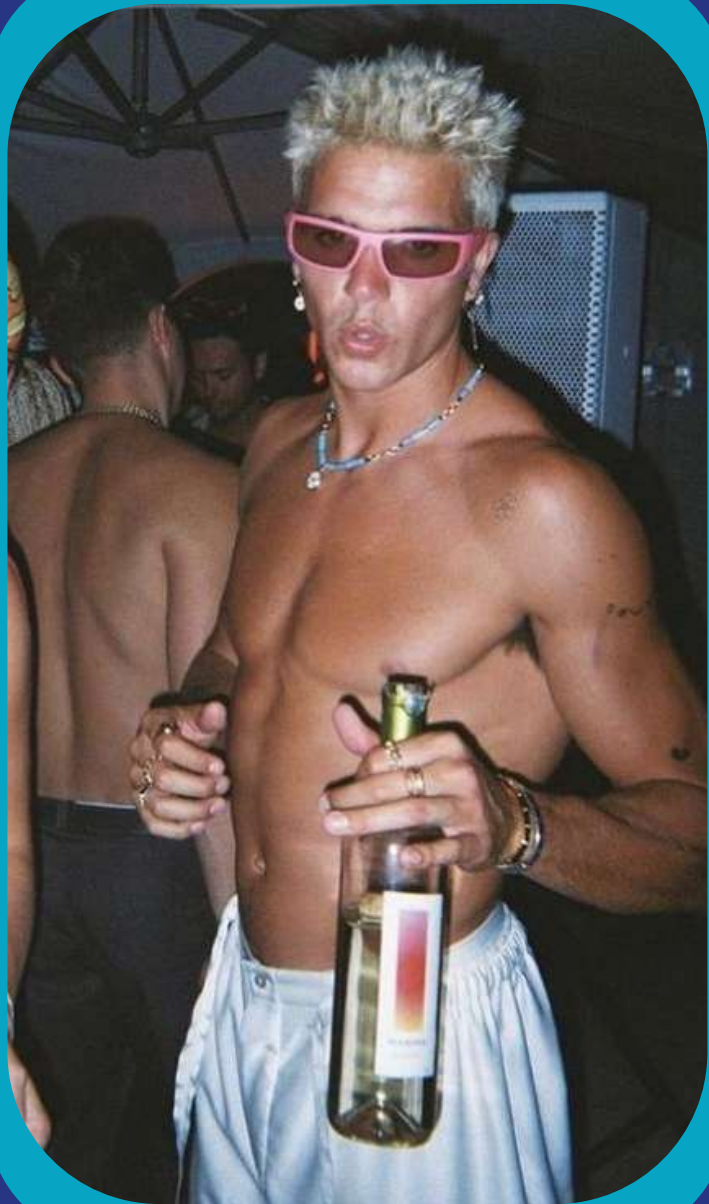


Lifestyle.

Confidence, party animal,
occasionally a serious worker.

Preferences

Driven by functionality but reacts to
bold packaging.





CREATIVES

Fatal Attraction



**ATTRARRE È
UN ISTINTO**

NATURALE



LA CARAMELLINA CHE AMMICCA.



**ATTRARRE È
UN ISTINTO**

NATURALE



LA CARAMELLINA CHE AMMICCA.



**ATTRARRE È
UN ISTINTO**

NATURALE



LA CARAMELLINA CHE AMMICCA.



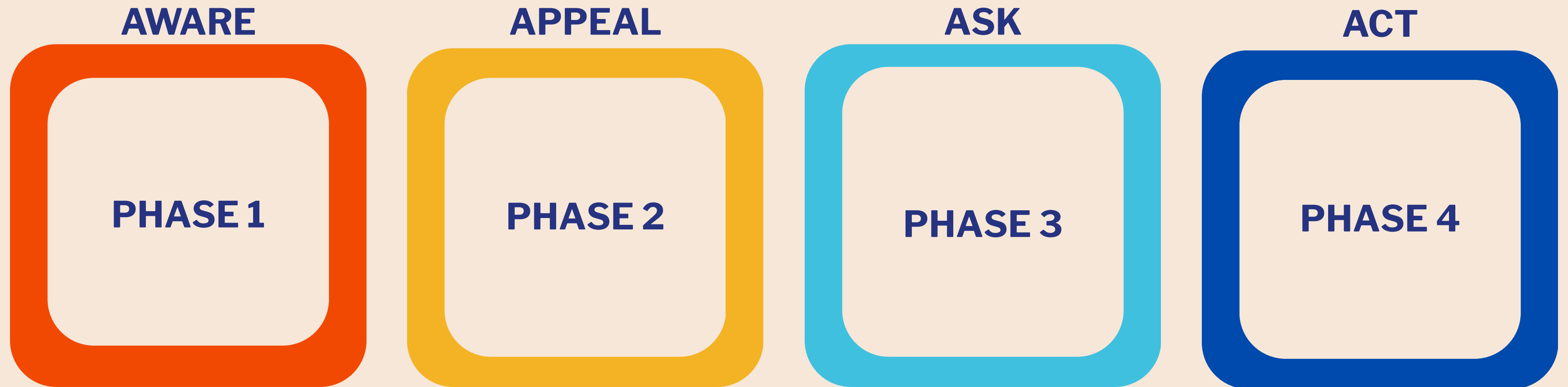


REVISED PROPOSAL



STRATEGY

Starting in **Summer!**



AWARE

JUL

AUG

SEP

OCT

NOV

DEC

JAN

OFFLINE

OOH

GUERRILLA

VENDING
MACHINES

PRODUCT
RELEASE

POP-UP

ONLINE

ADV

SOCIAL

COLLAB

UGC

EVENT

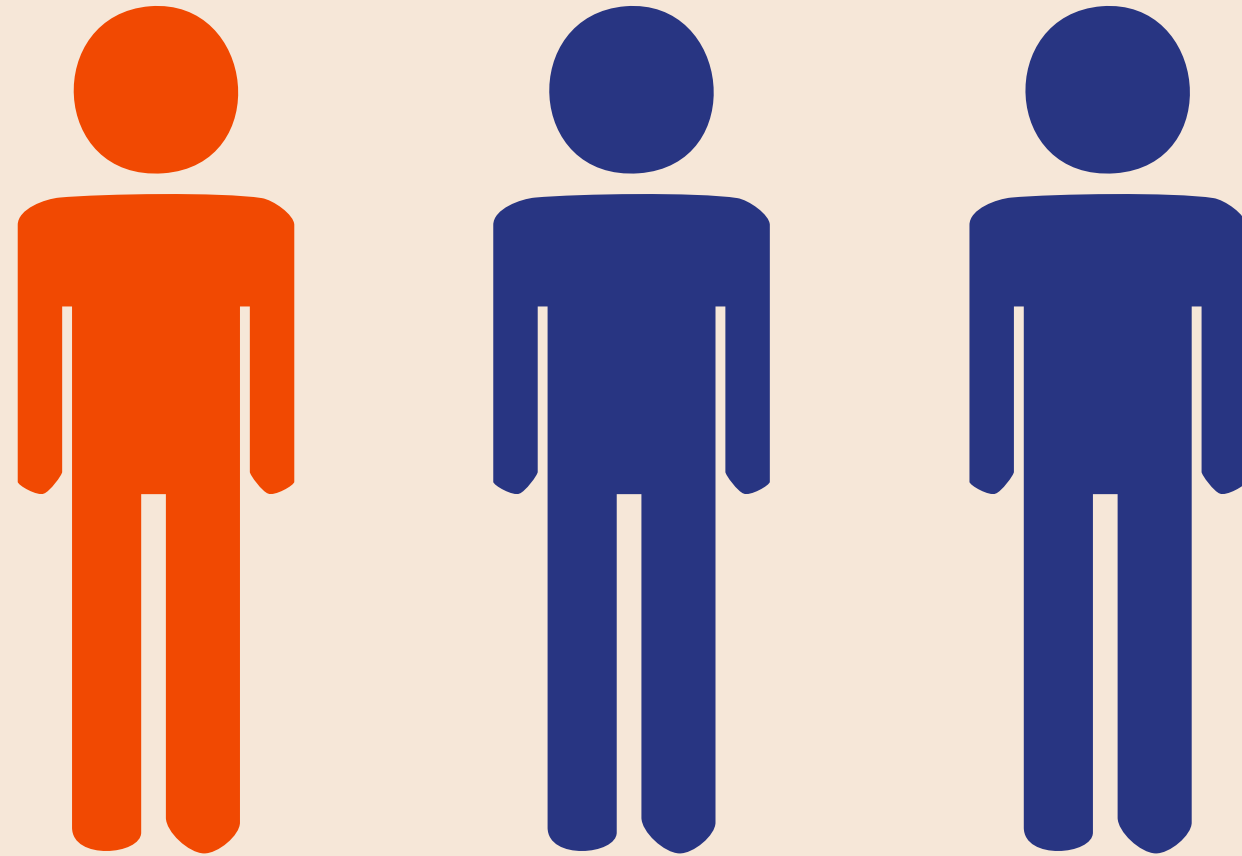
We studied our **target market behaviour.**



Palermo
Cagliari
Napoli

1 out of 3 people of the 25+ generation
chooses these three cities during the
summer holiday in Italy.

Based on a sample of 100.000.



1 out of 3 people of the 25+ generation chooses these three cities during the summer holiday in Italy.



Based on a sample of 100.000.

WHY SUMMER ?

Because it's when people buy
condoms more than usual.

WHY SUMMER ?

Because it's when people buy **condoms** more than usual.

WHY THESE LOCATIONS ?

Top 3 visited cities during summer
by young people.

WHY SUMMER ?

Because it's when people buy **condoms** more than usual.

WHY THESE LOCATIONS ?

Top 3 visited cities during summer by young people.

WHAT ARE THE BENEFITS?

We can **leverage the awareness** for our target **in a relevant way** for them

ARE YOU STILL ASKING
WHY SUMMER?

ARE YOU STILL ASKING **WHY SUMMER?**

July and August are the most relevant months in the year in **condoms usage** with a **23% peak performance.**
(35% more than the average)

BUT...

WHY CONDOMS?

Because of our
CREATIVE PROPOSAL

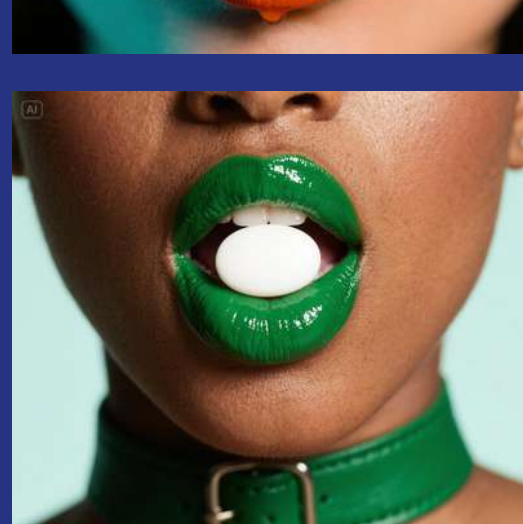
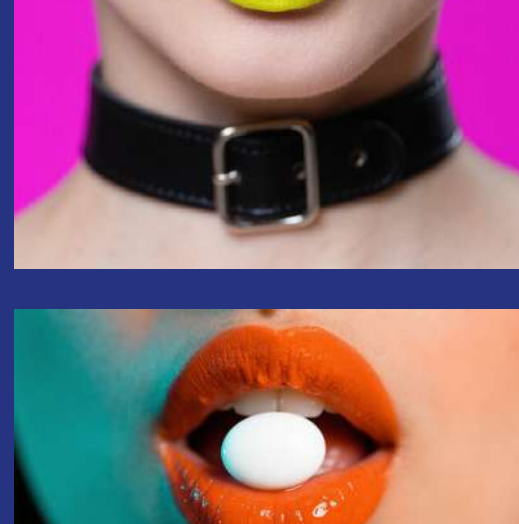
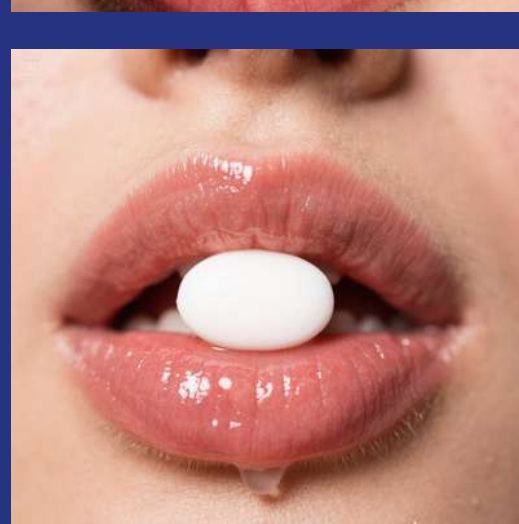
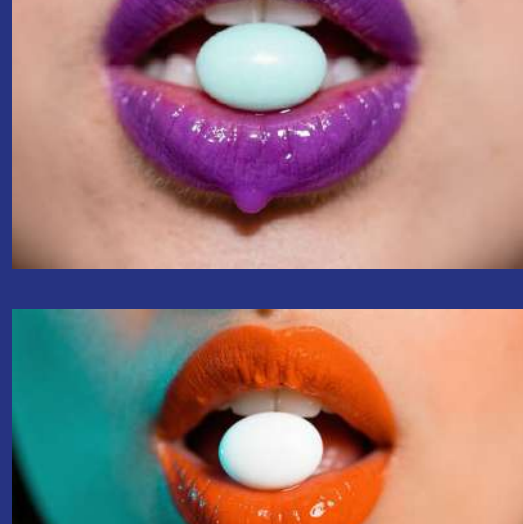
An abstract graphic design on a dark blue background. It features two overlapping, rounded, irregular shapes: a large orange one on the left and a blue one on the right. A white, multi-pointed starburst shape is positioned in the center, overlapping both the orange and blue shapes. Inside the starburst, the text "IF YOU KNOW YOU KNOW..." is written in a bold, black, sans-serif font, slanted upwards from left to right.

**IF YOU KNOW
YOU KNOW...**



**IF YOU KNOW
YOU KNOW...**

Because there'll be no need to explain it further





INSIGHT

Fresh breath is the **missing link** between primal instincts and confident connection.



**“Senti come
spicca”**

It speaks to the
way it **sparks**.

It's about feeling a shift, a spark, a
bold difference you can't ignore.

**“Guarda come
ammicca”**

It speaks to the
way it **flirts**.

Subtle charm like a knowing glance
or a quiet tease, it flirts through
freshness. It winks.

**“Scopri come
stuzzica”**

It speaks to the
way it **teases**.

Seductive freshness of Saila. It
hints at something more, an allure
that's not obvious, but felt.
A tease that lingers, inviting
curiosity and sparking attraction.



STATICS



1733



Qualcosa di
GROSSO
sta arrivando

SAILA
senti come spicca.



Qualcosa di
BAGNATO
sta arrivando

SAILA
senti come spicca.



Qualcosa di
POSSENTE
sta arrivando

SAILA
senti come spicca.



WHERE ARE PEOPLE BUYING CONDOMS FROM?



**Club
Vending
Machine**



**Outdoor
Vending
Machine**





Vieni a scoprire
qualcosa di
GROSSO



SAILA





PACKAGING

2_Revised Proposal > Phase 1 Packaging > Plastic



2_Revised Proposal > Phase 1 Packaging > Cardboard



2_Revised Proposal > Phase 1 Packaging > Cardboard



2_Revised Proposal > Phase 1 Packaging > Tin



2_Revised Proposal > Phase 1 Packaging > Tin



2_Revised Proposal > Phase 1 Packaging > Tin







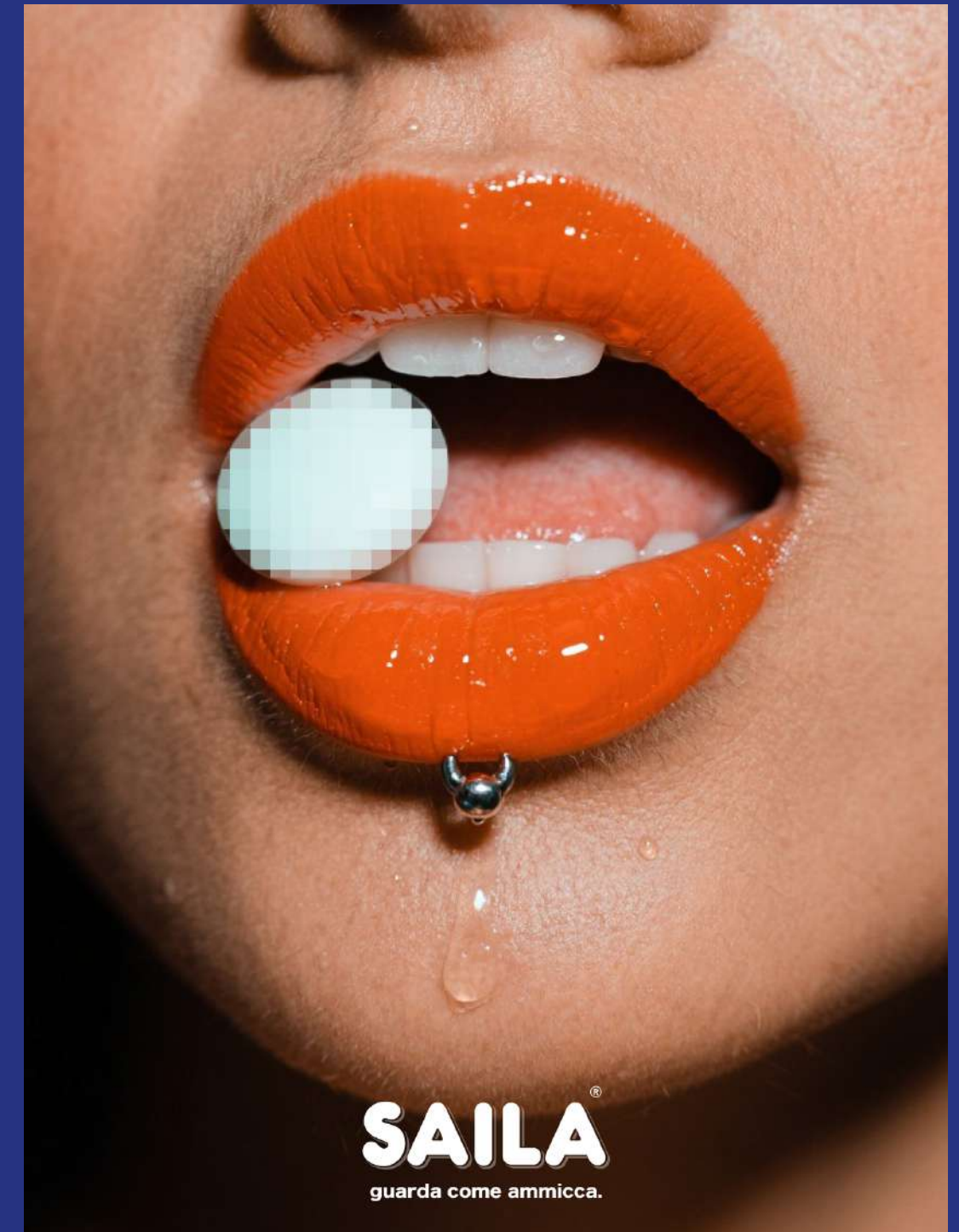
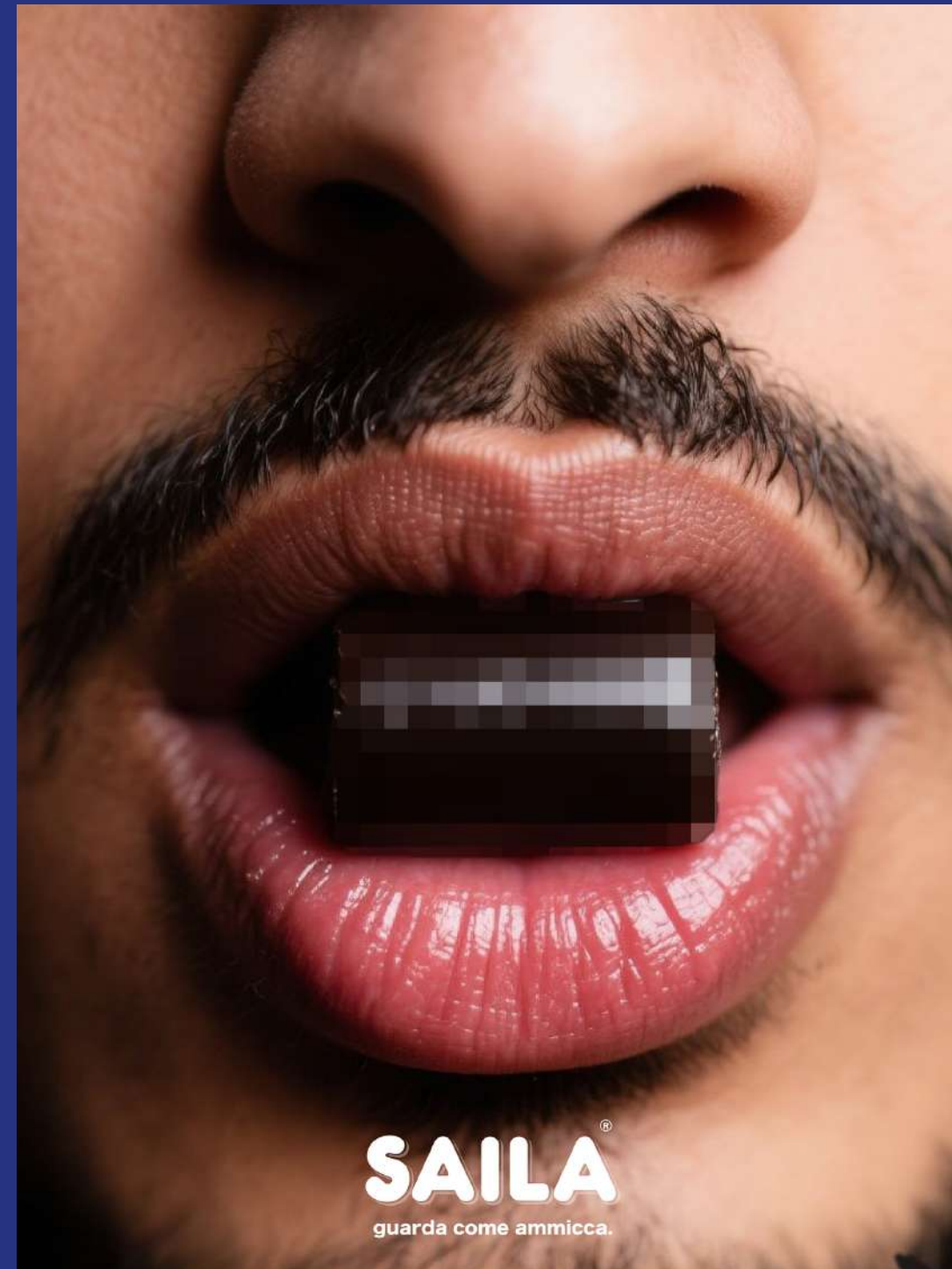
STAND PROPOSAL



2_Revised Proposal > Phase 1> Packaging > Cardboard Standee



2_Revised Proposal > Phase 1 > Statics > Set 2





2_Revised Proposal > Phase 1 > Statics > Set 2 variant



chi
sa,
sa.



SAILA
scopri come stuzzica.



chi
sa,
sa.



SAILA
scopri come stuzzica.



chi
sa,
sa.



SAILA
scopri come stuzzica.





SAILA
scopri come stuzzica.

↓
WC



↑
Schilderung
Schilderung

..., wäre Dating
h auch so
kompliziert.



frankly.

↓ 21 - 34





senti
come
spicca.

Qualcosa di
POSSENTE
sta arrivando



LUN
GO.

SAILA[®]

DU
RO.

senti
come
spicca.

Qualcosa di
POSSENTE
sta arrivando



LUN
GO.

SAILA[®]

DU
RO.

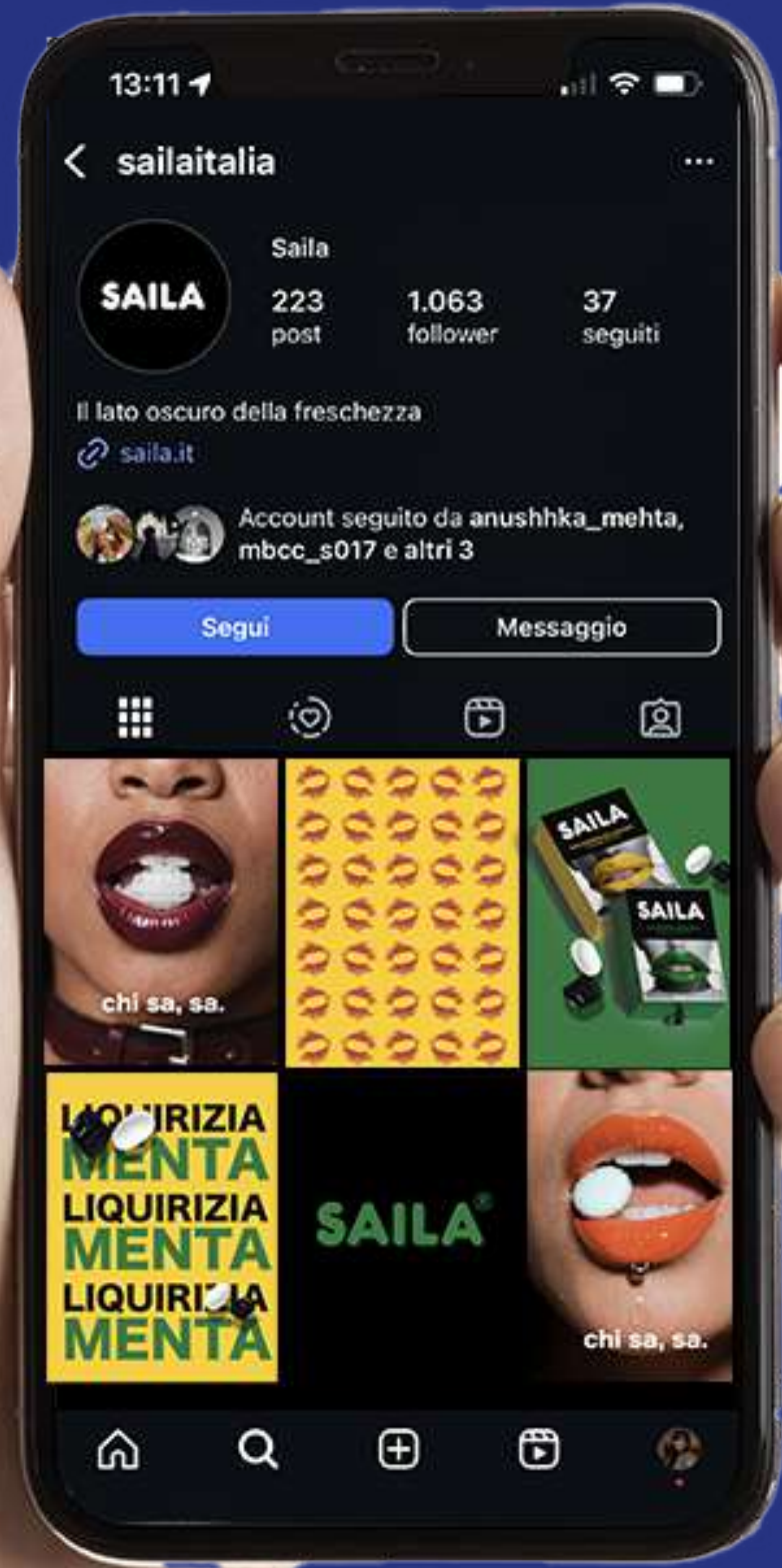


Qualcosa di
GROSSO
sta arrivando





2_Revised Proposal > Phase 1 > Social > Set 2 variant

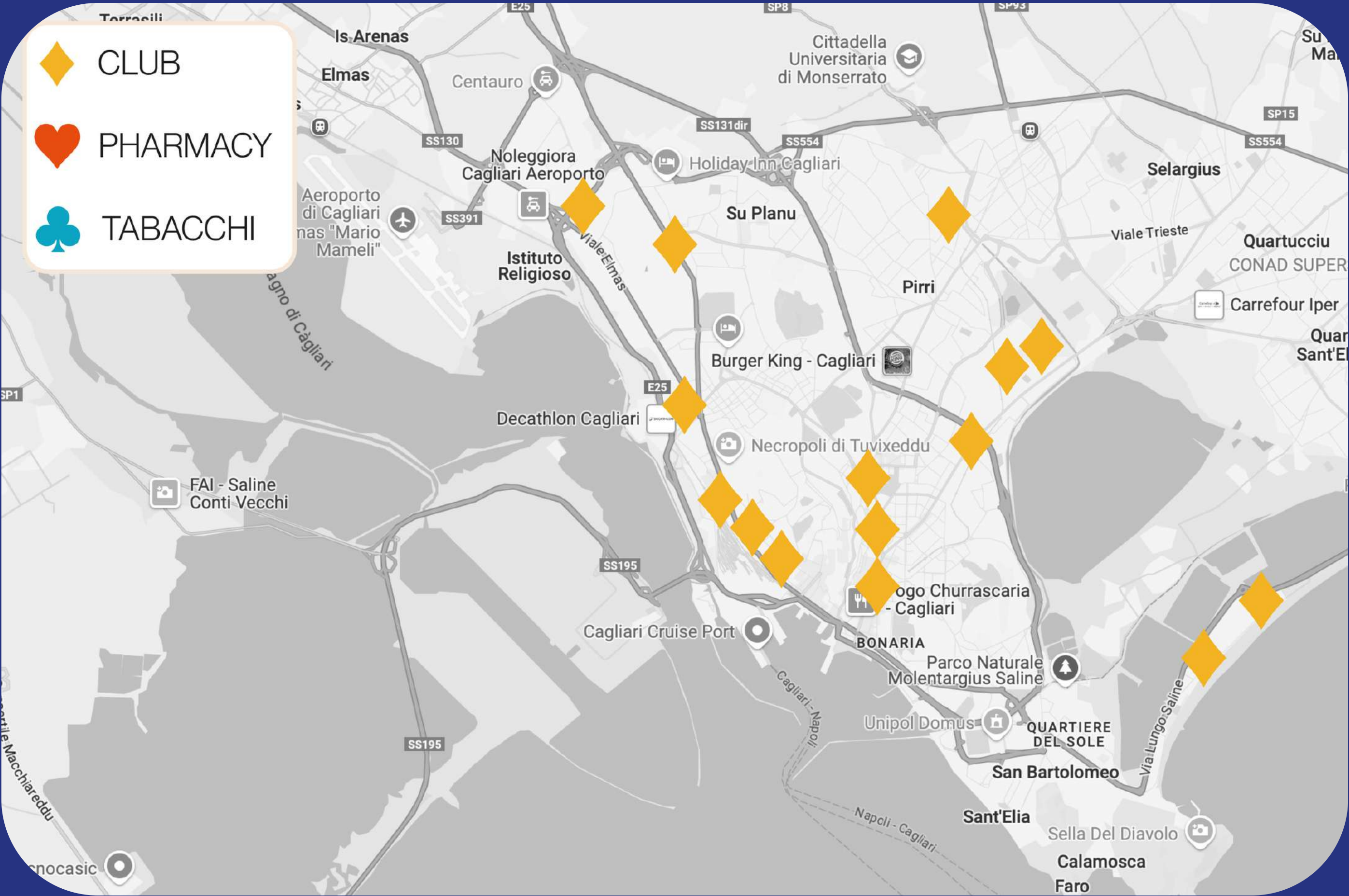


**WHERE ARE
WE PLACING
THEM?**

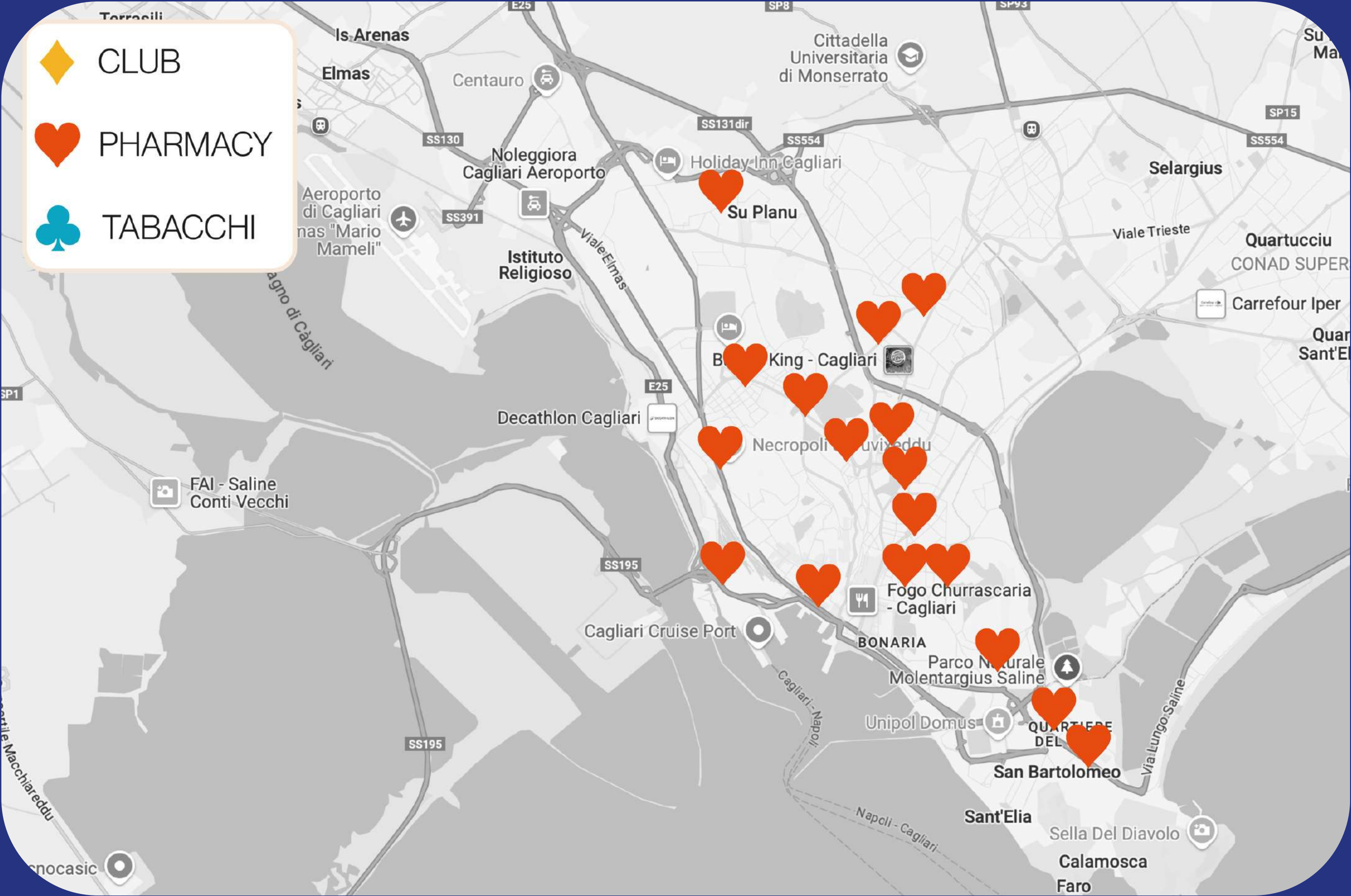
2_Revised Proposal > Phase 1> Vending Machines > Placement



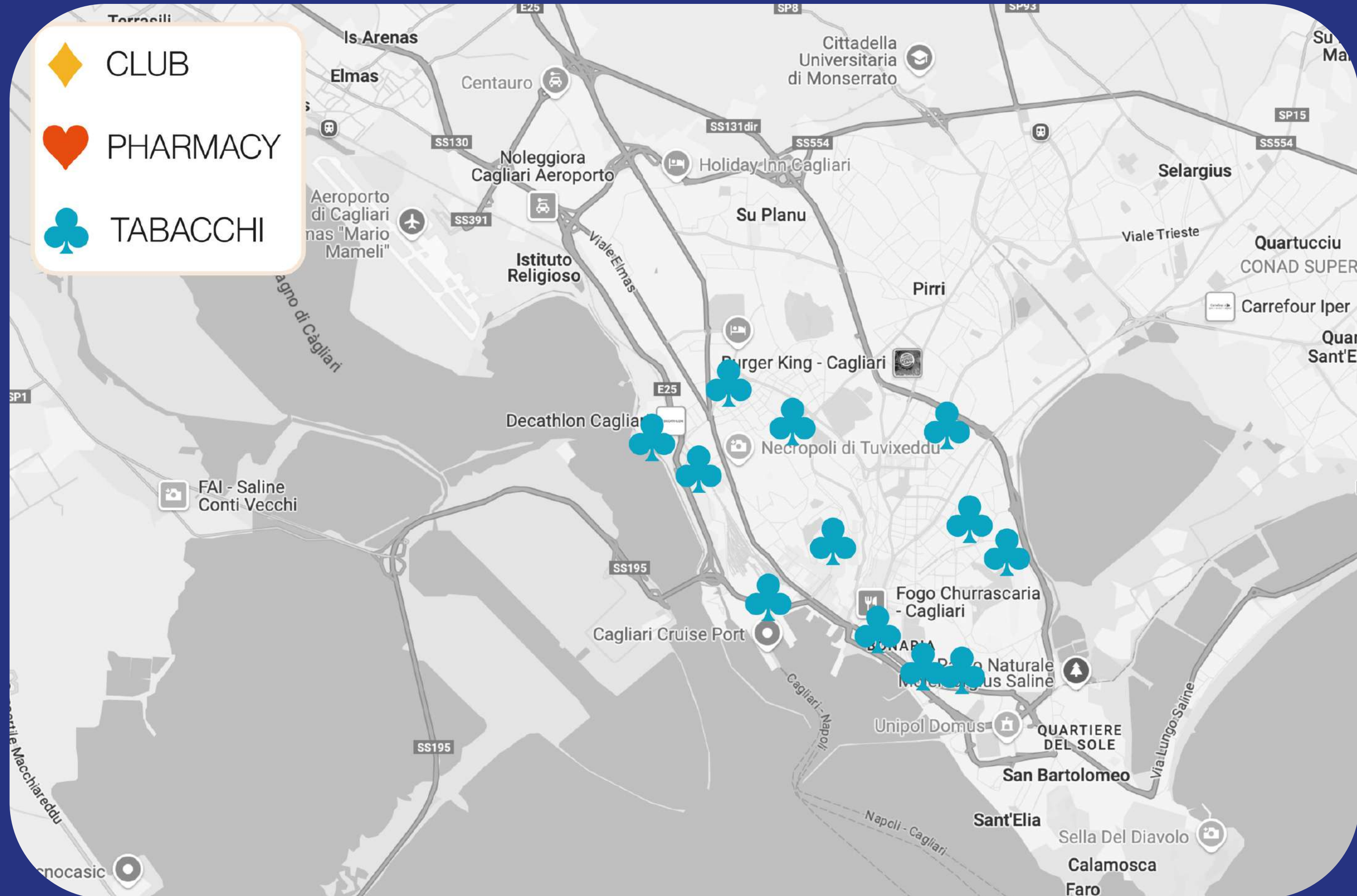
2_Revised Proposal > Phase 1> Vending Machines > Placement



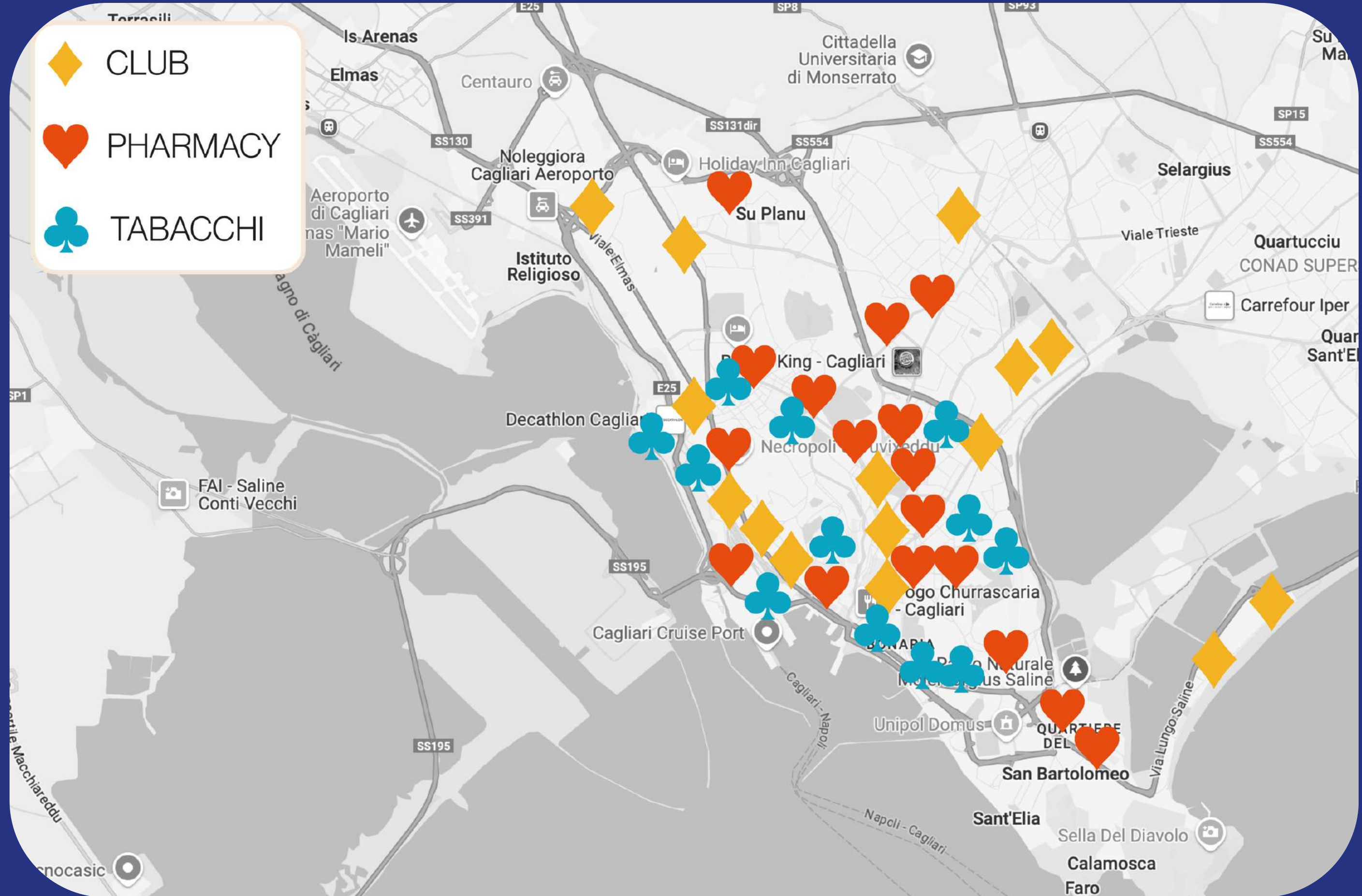
2_Revised Proposal > Phase 1> Vending Machines > Placement



2_Revised Proposal > Phase 1> Vending Machines > Placement

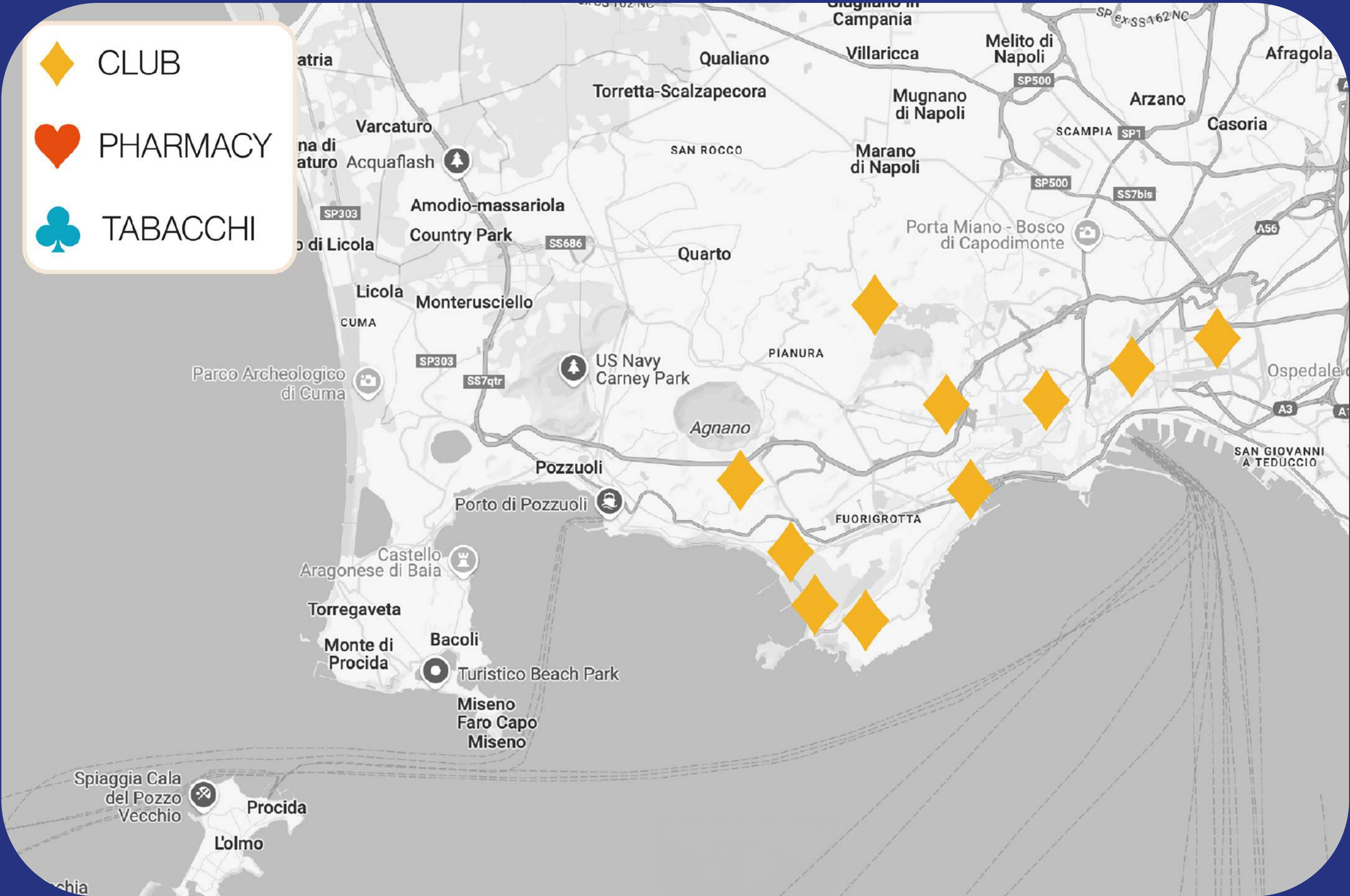


2_Revised Proposal > Phase 1> Vending Machines > Placement

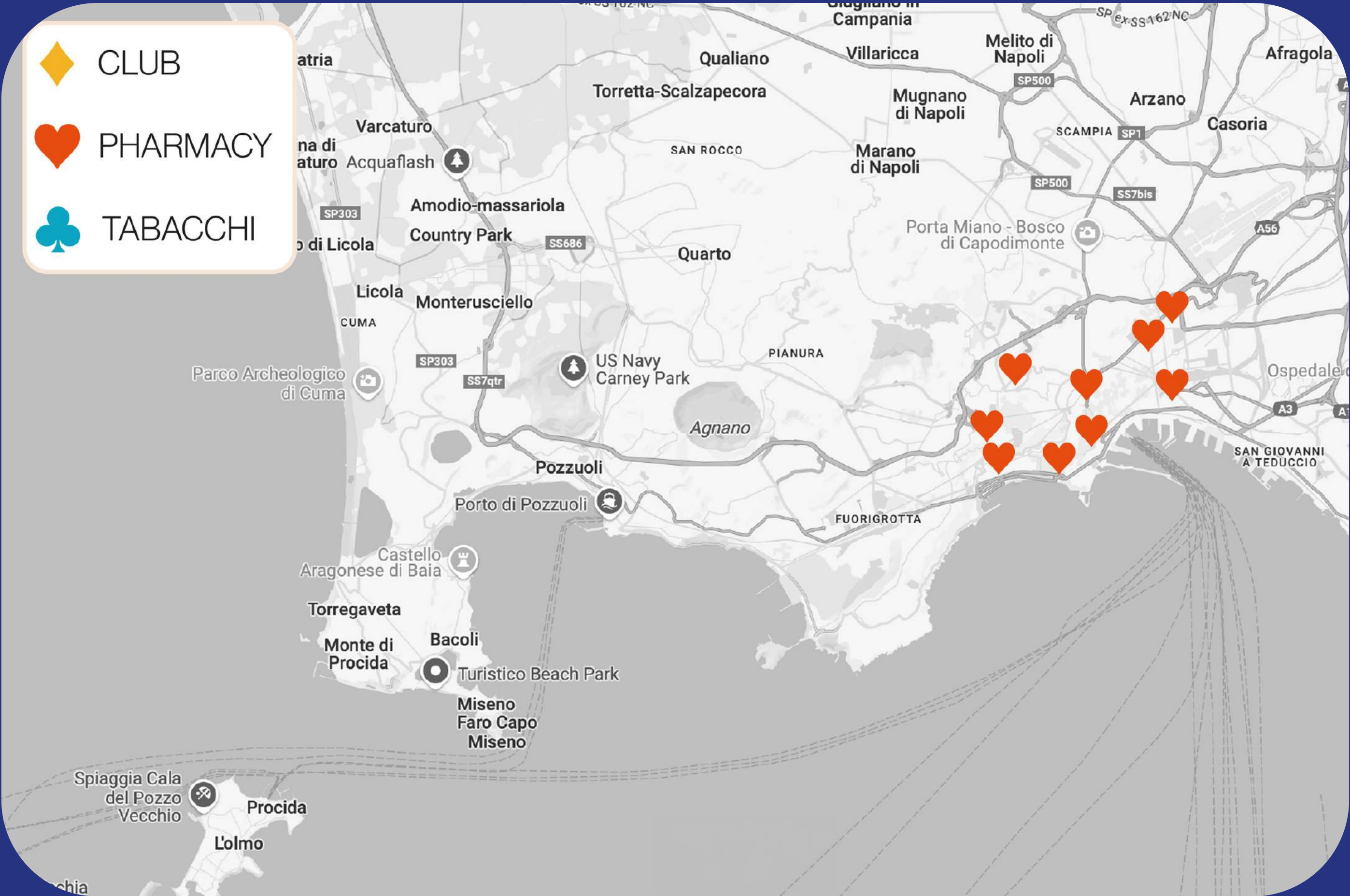




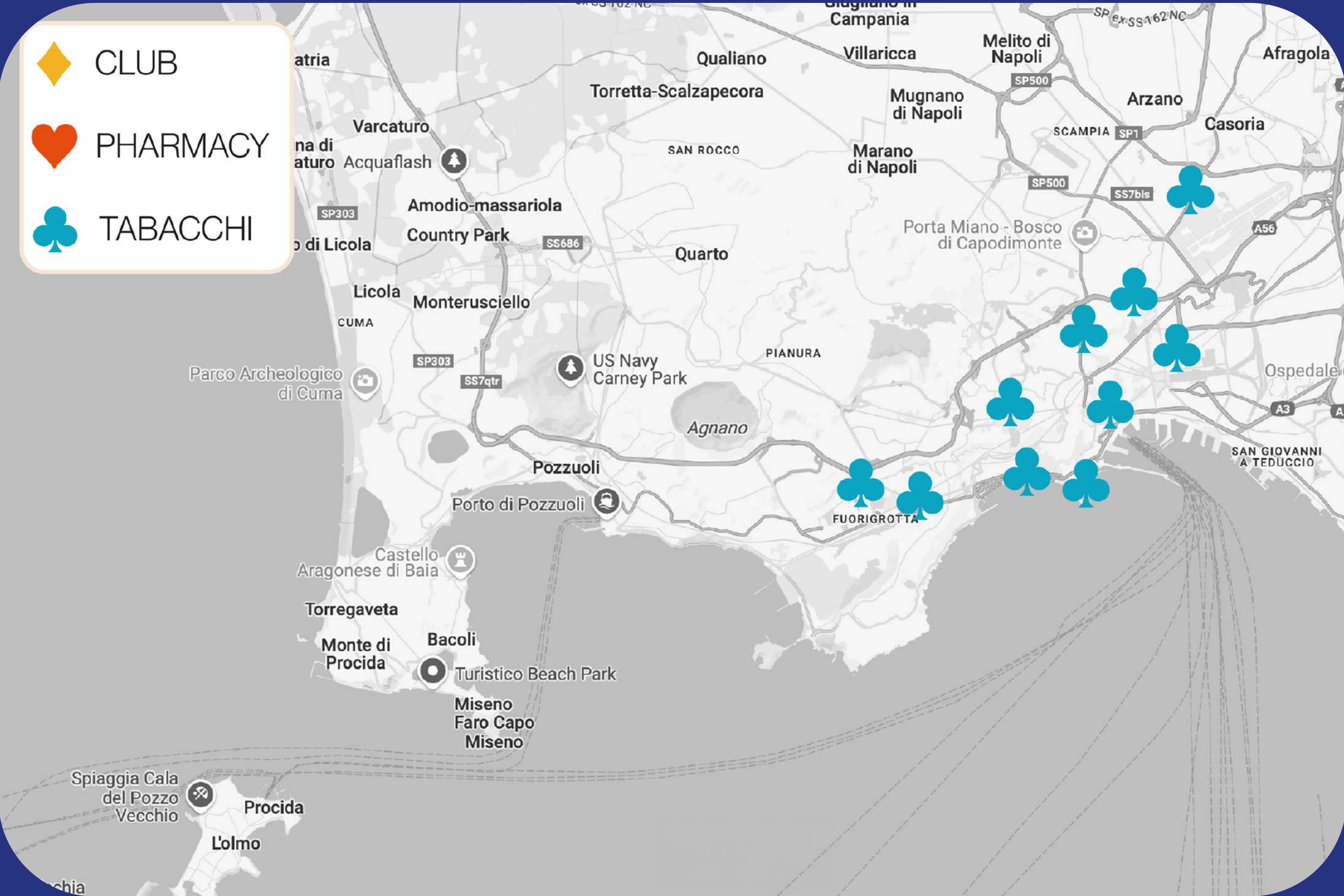
2_Revised Proposal > Phase 1> Vending Machines > Placement



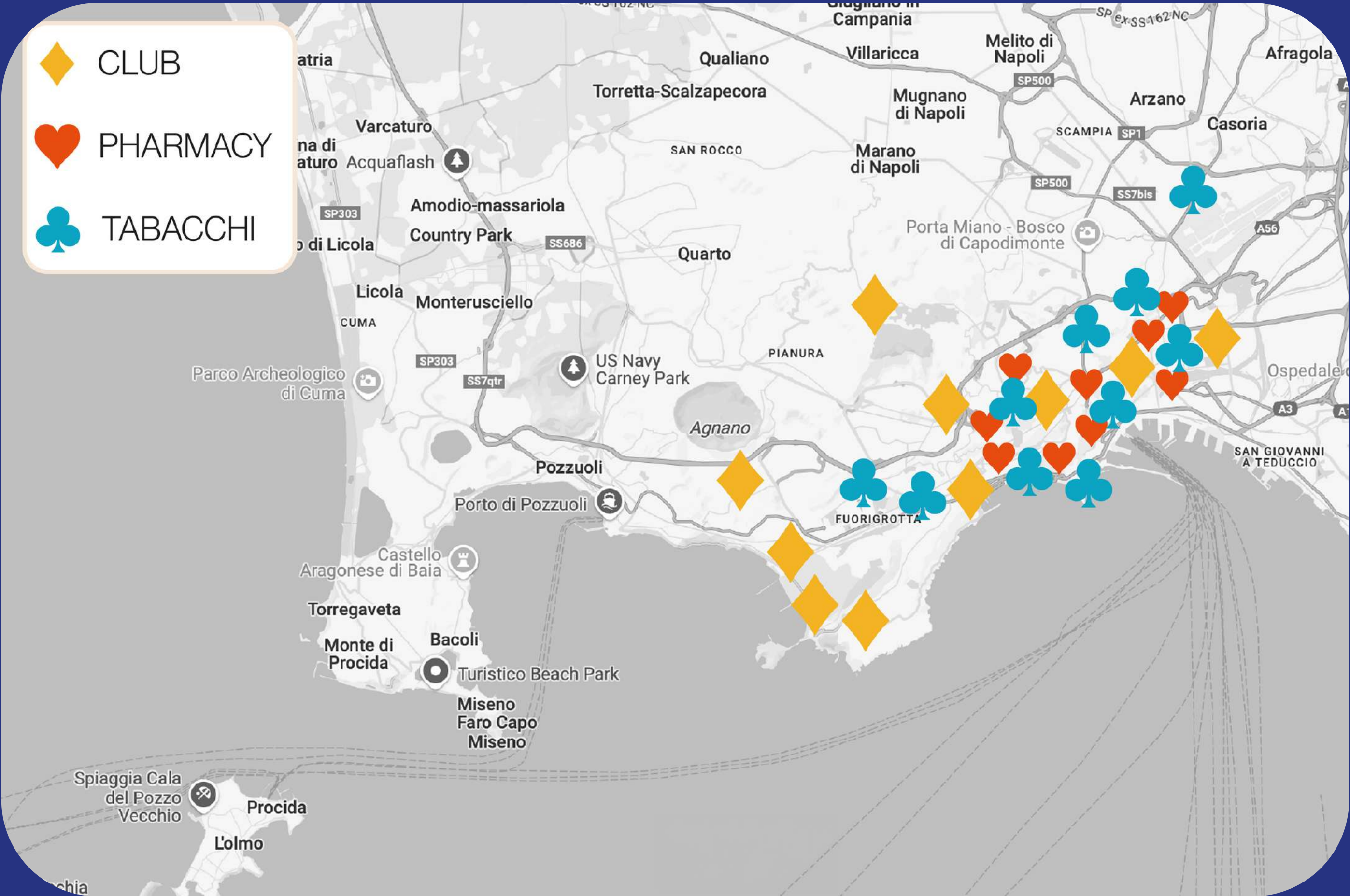
2_Revised Proposal > Phase 1> Vending Machines > Placement



2_Revised Proposal > Phase 1> Vending Machines > Placement



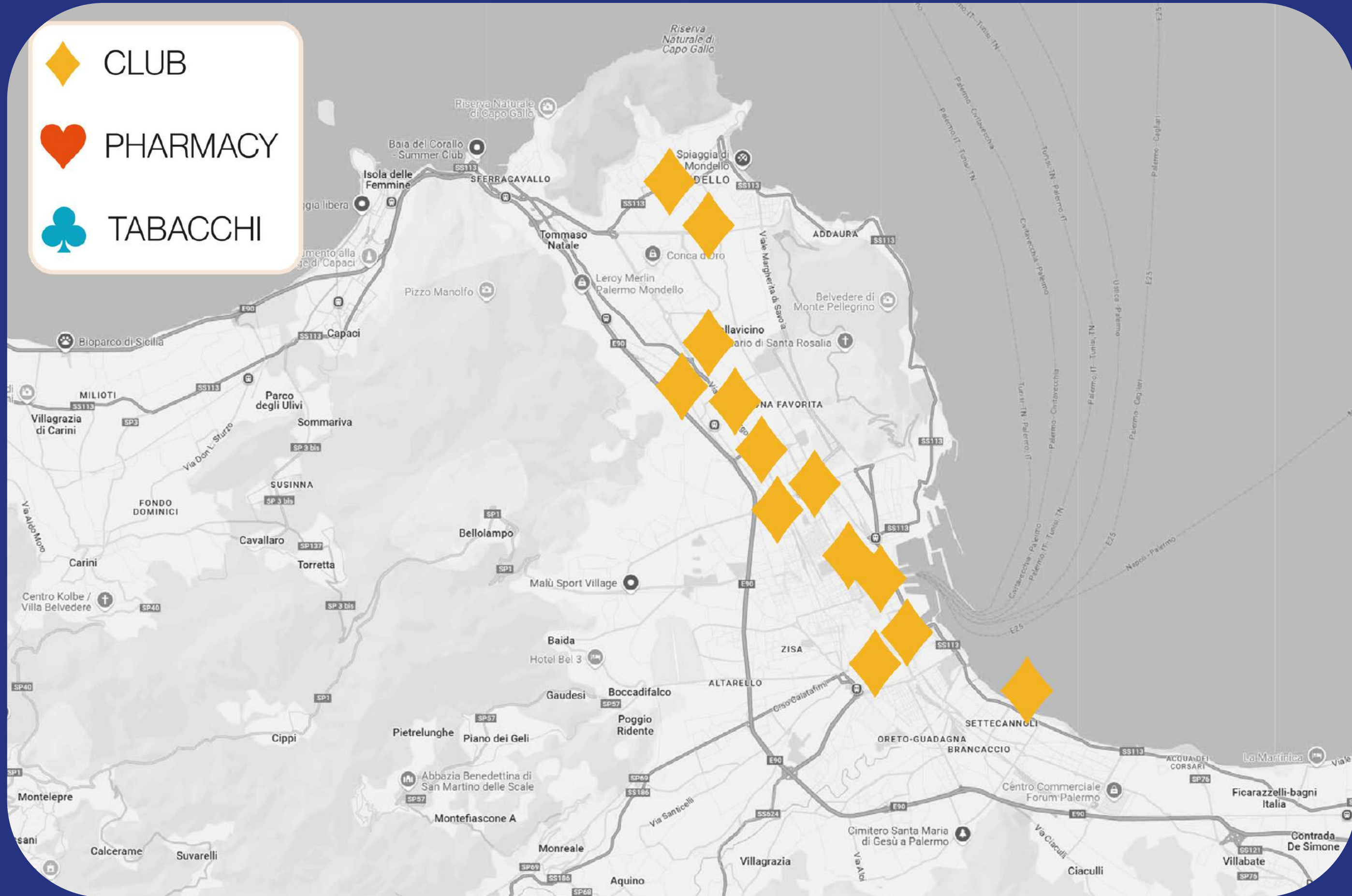
2_Revised Proposal > Phase 1> Vending Machines > Placement



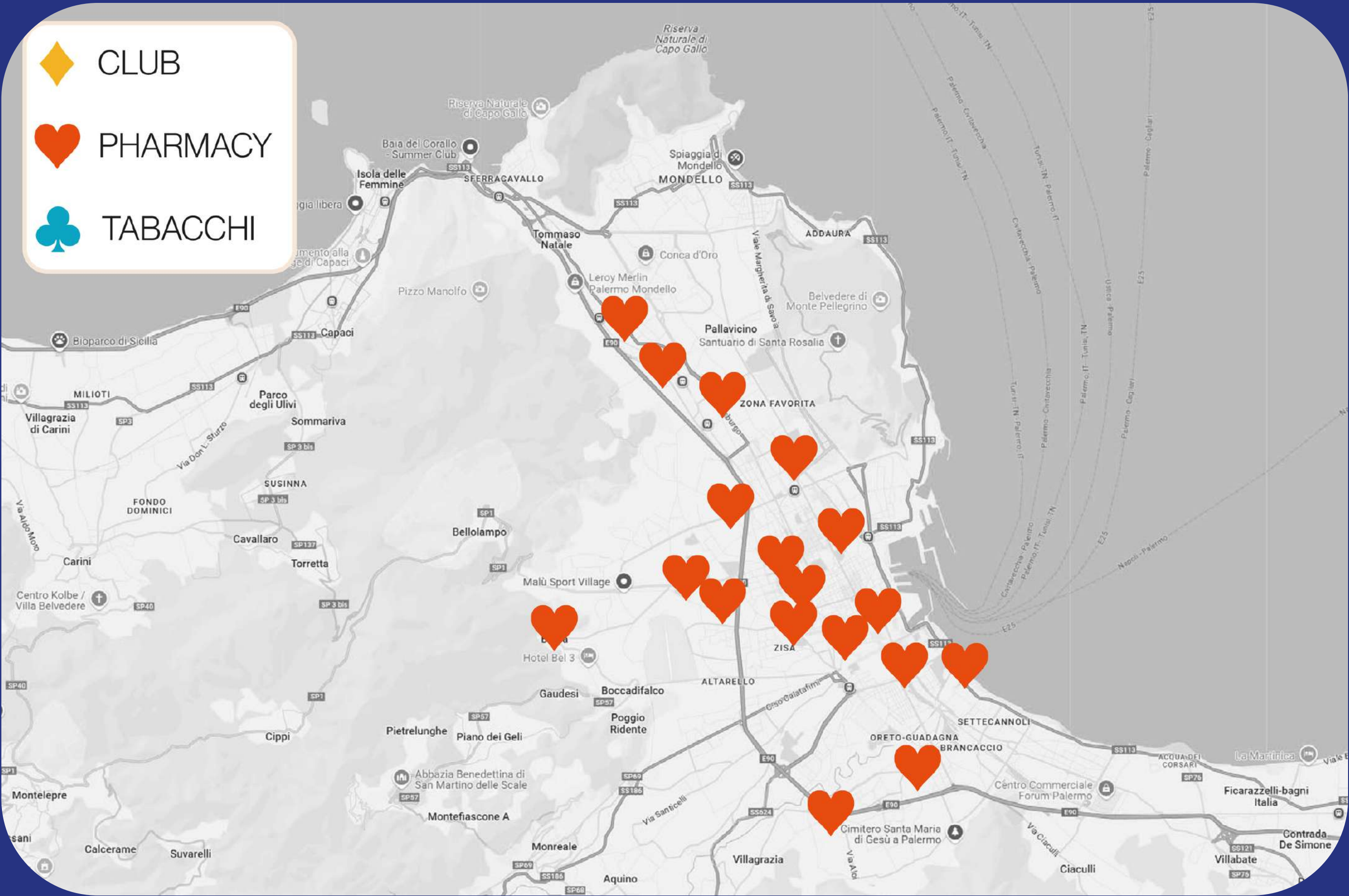
2_Revised Proposal > Phase 1> Vending Machines > Placement



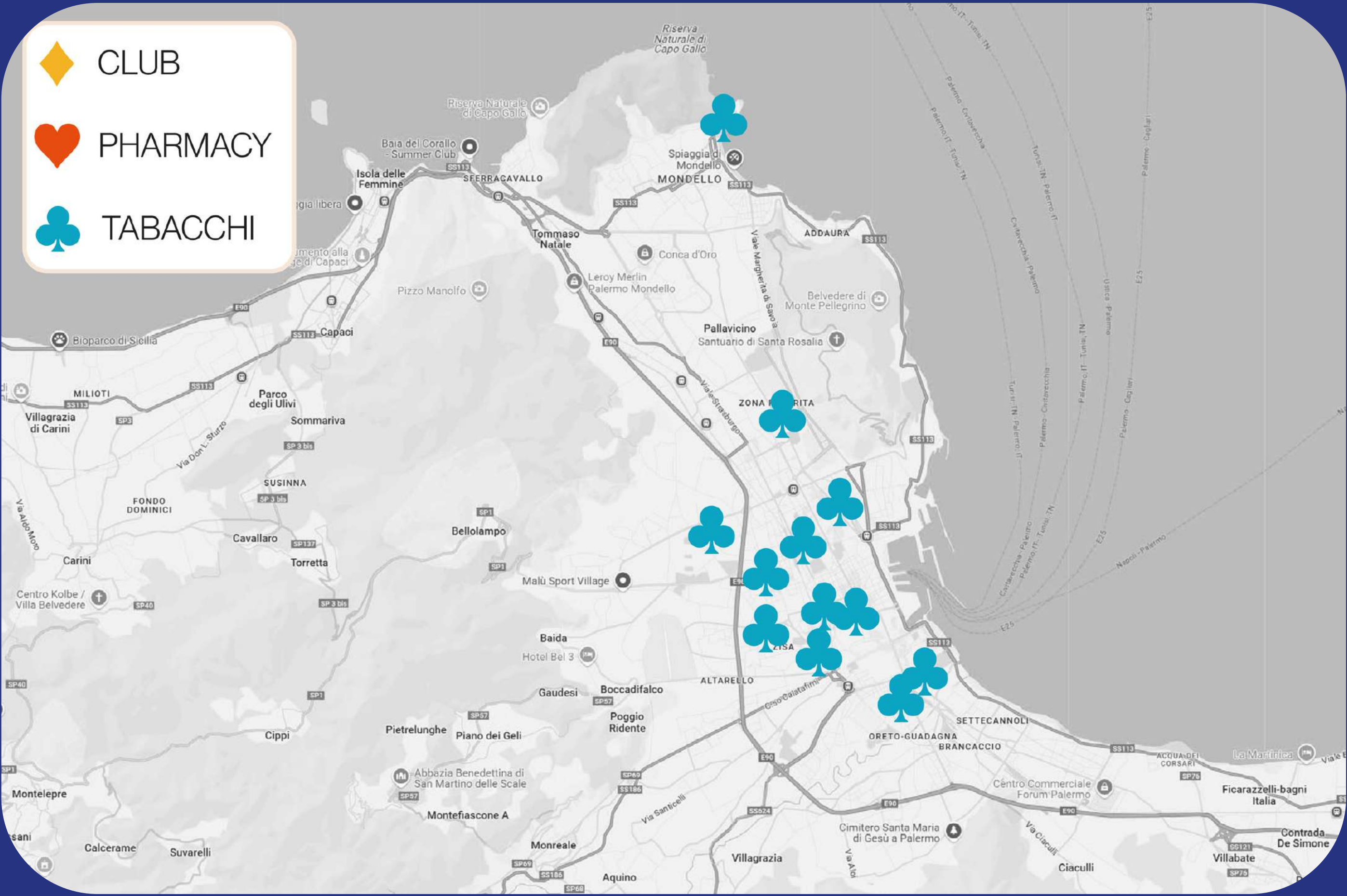
2_Revised Proposal > Phase 1> Vending Machines > Placement



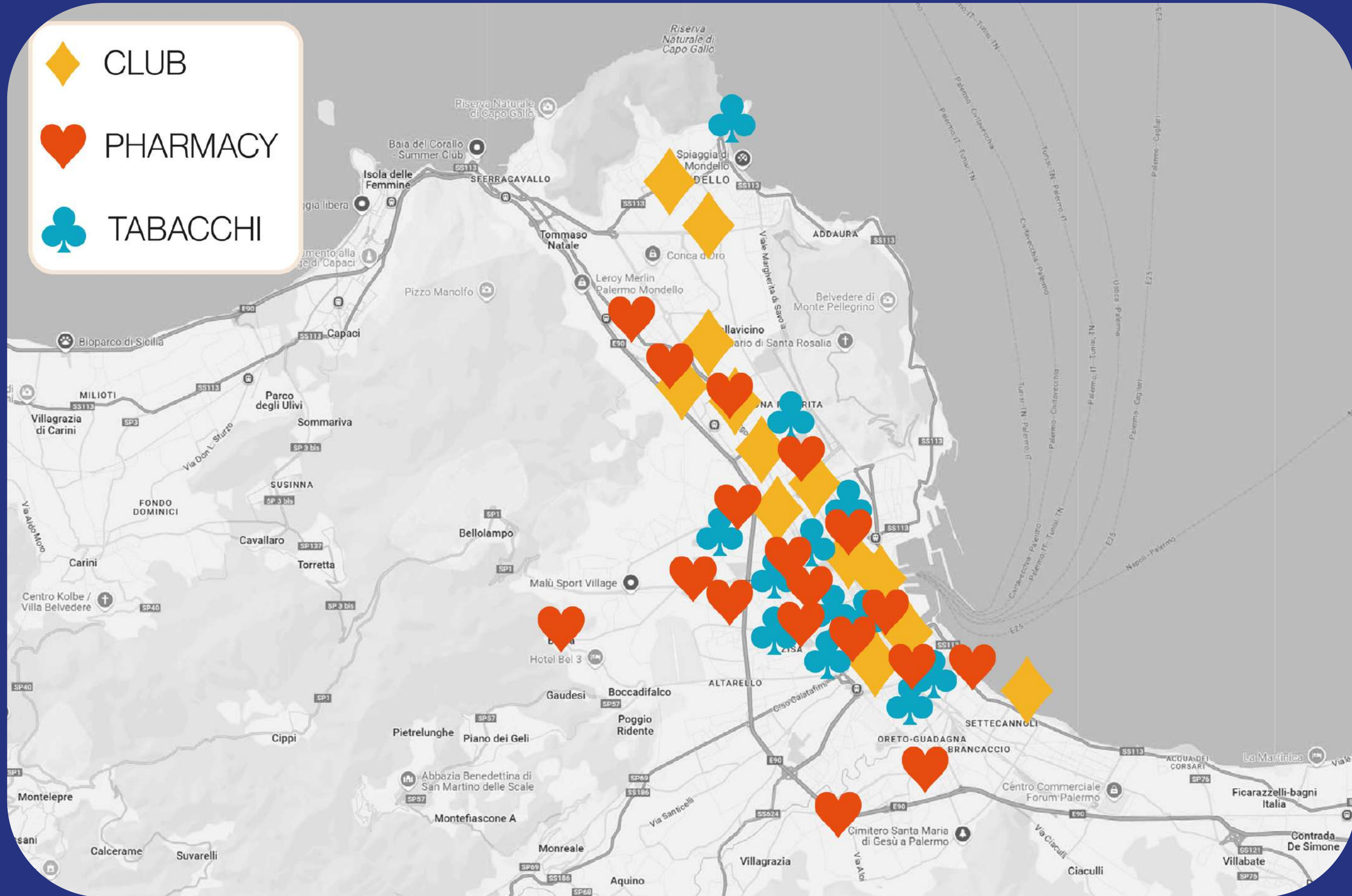
2_Revised Proposal > Phase 1> Vending Machines > Placement



2_Revised Proposal > Phase 1> Vending Machines > Placement



2_Revised Proposal > Phase 1> Vending Machines > Placement



		APPEAL						
		JUL	AUG	SEP	OCT	NOV	DEC	JAN
OFFLINE	OOH							
	GUERRILLA							
	VENDING MACHINES							
	PRODUCT RELEASE							
	POP-UP							
ONLINE	ADV							
	SOCIAL							
	COLLAB							
	UGC							
	EVENT							



COLLABORATION





+



=





+



=



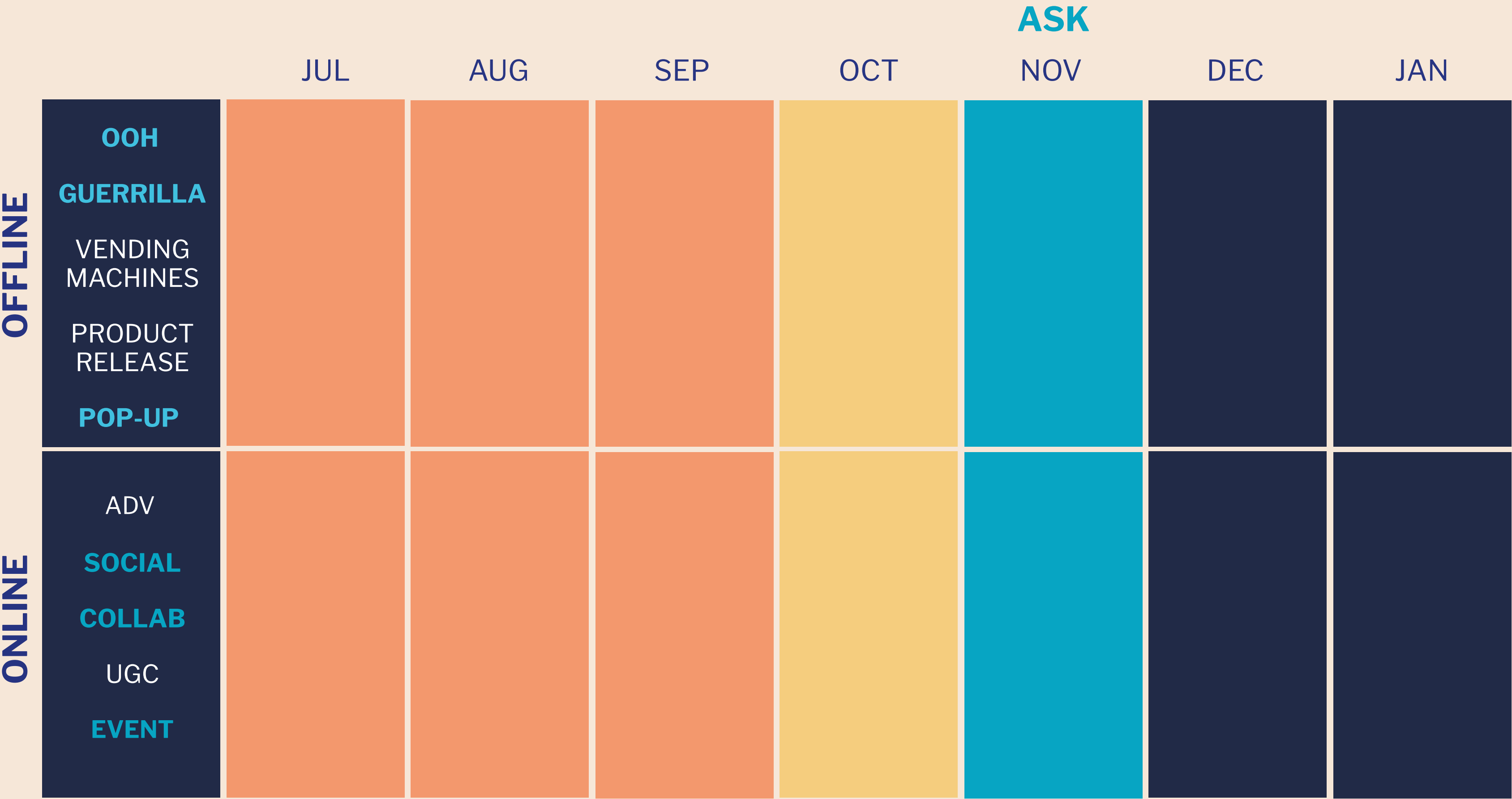




**Outdoor
Vending
Machine**



2_Revised Proposal > Phase 3





POP UP EVENT



POP UP EVENT

Concept

“E tu, che cosa sai?”



POP UP EVENT

Concept

“E tu, che cosa sai?”

Insight

Use it and use it together.



POP UP EVENT

Concept

“E tu, che cosa sai?”

Insight

Use it and use it together.

Execution

- Limited-edition **SAILA x Durex** flavored condoms.
- Pop-up booth
- **Meet and Greet**
- **Vending Machines**



A doctor in psychosexology
with ~300k TikTok followers. ←

LET'S GET PHYSICAL
Talk & Greet
Tei Giunta

Livio Ricciardi
15 Ottobre
2025

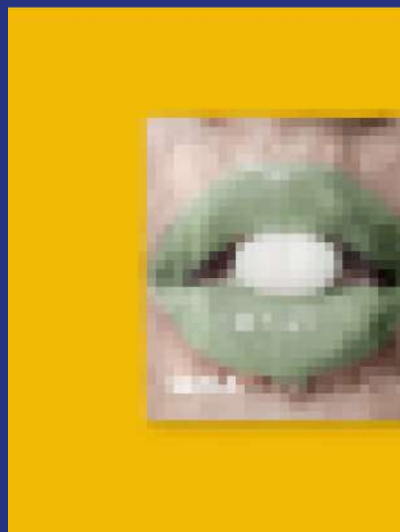
Daniele Rossi
@sessuologia
Milano
Arco della Pace

SAILA x durex®

→ Known as Italy's first
"sexfluencer," she's a sex blogger
and consultant focused on
normalizing pleasure and consent.

→ One of Italy's most followed
psychologists and sexologists.

2_Revised Proposal > Phase 3 > Collab Pop Up > Social



SAILA
♥
DUREX



ACT

JUL

AUG

SEP

OCT

NOV

DEC

JAN

OFFLINE

OOH
GUERRILLA
VENDING
MACHINES
PRODUCT
RELEASE
POP-UP

ONLINE

ADV WEB
SOCIAL
COLLAB
UGC
EVENT



VIDEO SPOT



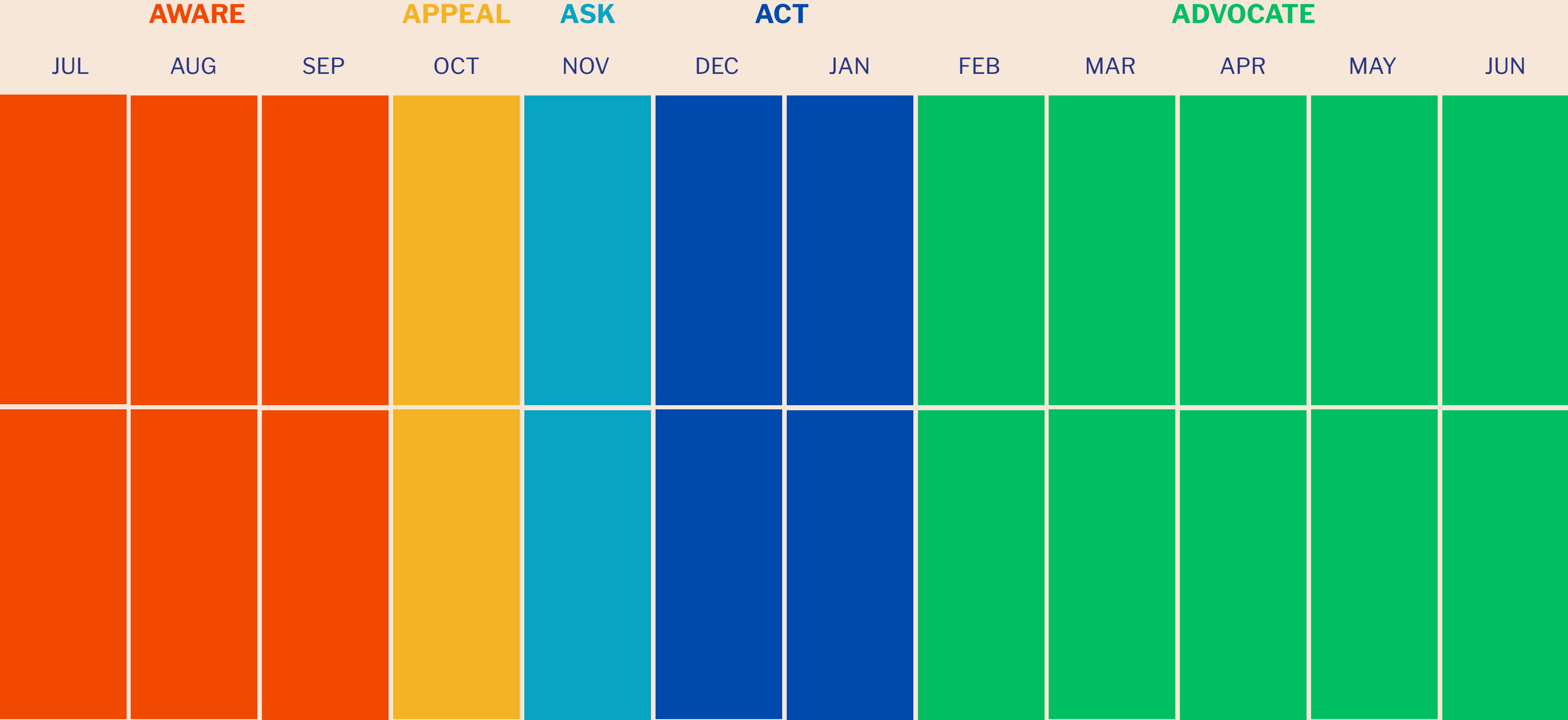


RADIO SPOT

2_Revised Proposal > Phase 4 > Radio Spot



2_Revised Proposal > All Phases





HOW WILL WE KNOW IF
IT'S GOING TO WORK?



OUR KPIs

tied to **the funnel phases...**



AWARE

APPEAL

ASK

ACT

ADVOCATE

Campaign tactics

OOH, Guerrilla, ADV,
Social, UGC, (Jul–Sept)

KPIs to track

- Impressions / reach
- Share of voice
- Brand recall

Why it matters

Measure visibility and
brand exposure

tied to **the funnel phases...**



AWARE APPEAL ASK ACT ADVOCATE

Campaign tactics

Social, UGC, Sales,
OOH, Collab, ADV
(Oct)

KPIs to track

- Engagement rate
- Avg. time on social pages
- Video Views
- Profit

Why it matters

Gauge interest,
aesthetics, content
stickiness

tied to **the funnel phases...**



AWARE

APPEAL

ASK

ACT

ADVOCATE

Campaign tactics

OOH, Guerrilla, Social,
Collab, Pop-Up, Event,
(Nov)

KPIs to track

- UGC volume
- Click-through rate
- Email sign-ups

Why it matters

Moves curious users
into interaction mode

tied to **the funnel phases...**



AWARE **APPEAL** **ASK** **ACT** **ADVOCATE**

Campaign tactics

Social, Collab, Event
(Nov–Dec)

KPIs to track

- Units sold
- Conversion rate
- Cost per acquisition

Why it matters

Shows effectiveness
of offline/retail
engagement

tied to **the funnel phases...**



AWARE

APPEAL

ASK

ACT

ADVOCATE

Campaign tactics

Social reposts, return
buyers, loyalty

KPIs to track

- Repeat purchase rate
- User reviews
- Brand advocacy metrics

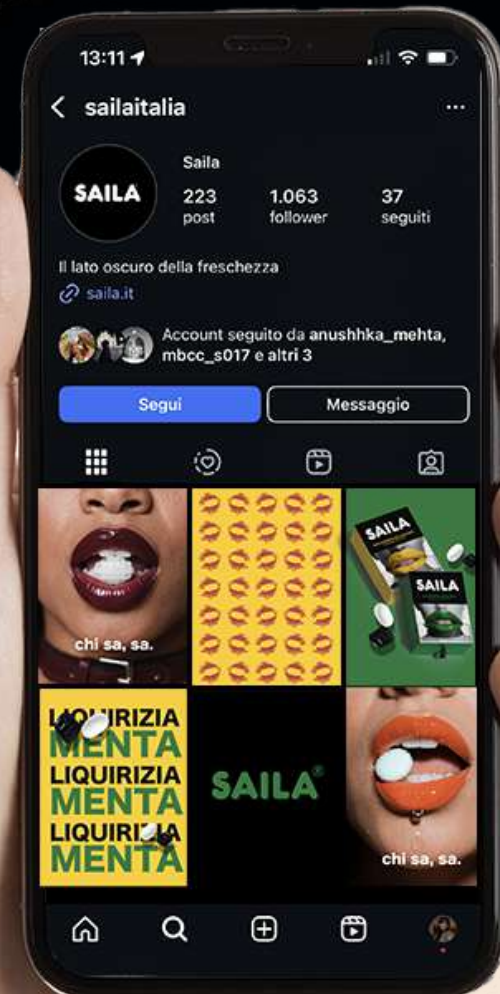
Why it matters

Tracks long-term
brand attachment and
referrals

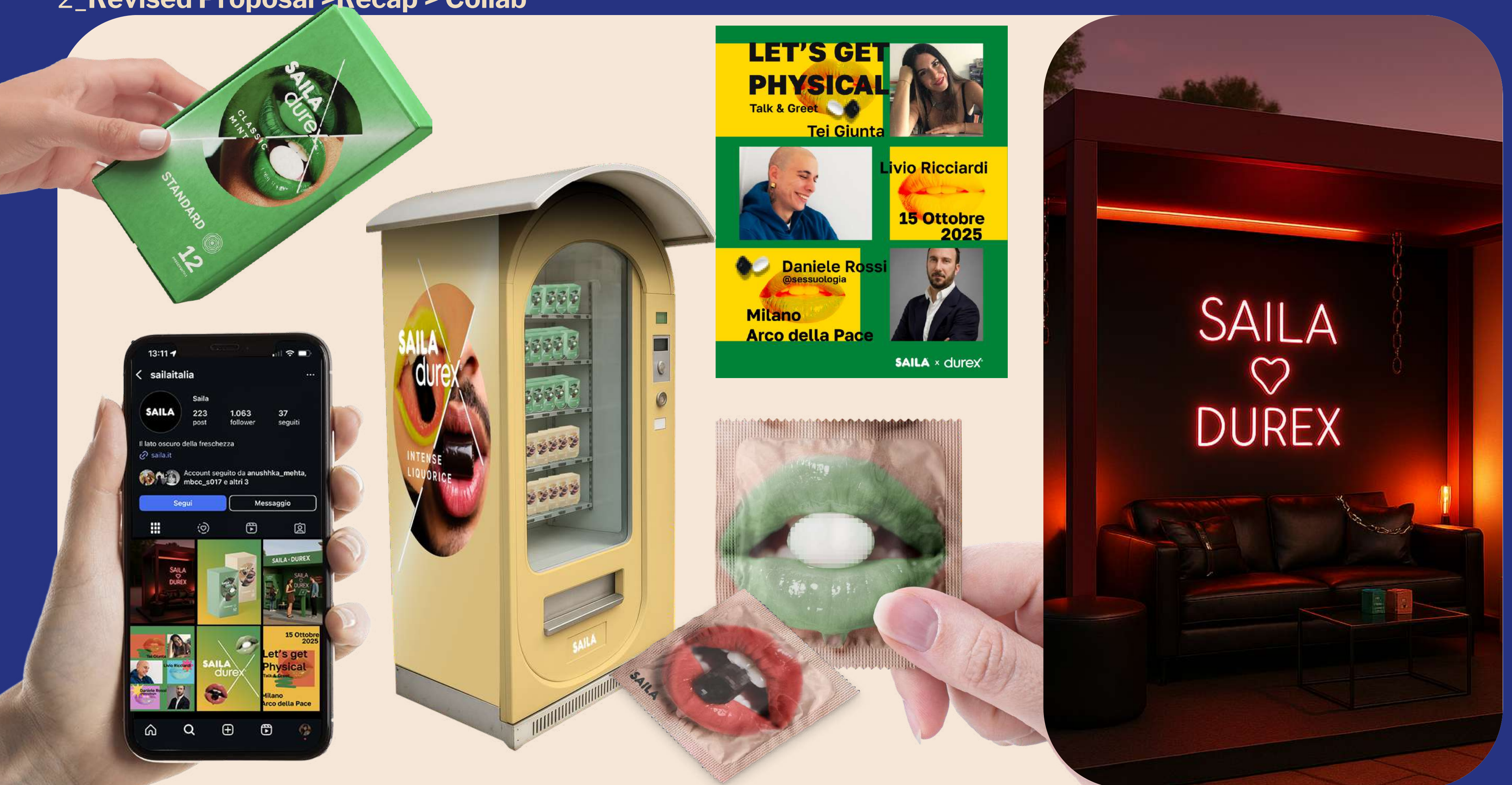


RECAP

2_Revised Proposal >Recap > Statics, Packaging & Vending Machines



2_Revised Proposal >Recap > Collab



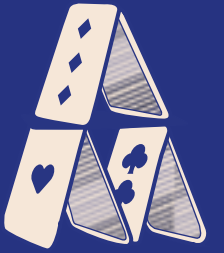


**Again, if you know,
you know.**



Again, if you know,
you know.

If you don't, **we are sure**
you will feel it.

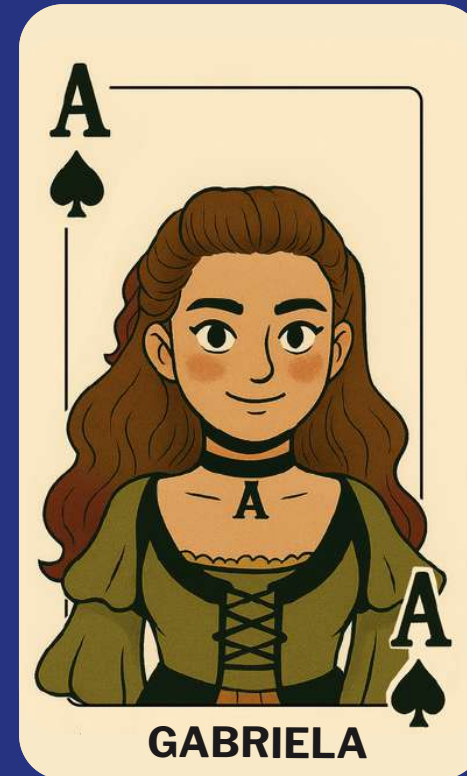


francescateofili01@
gmail.com

work.anushkamehta
@gmail.com



ANUSHKA



gabrielamunoz277
@gmail.com

Bertoni.alessia2001
@gmail.com



ALESSIA



wdd20010312
@gmail.com

ZHAOYUE



JOKER

DAMIANO

info@evolvedsgn.com



**We don't
change Saila.
We let it speak
louder.**

