

Bozak Creative Brief: Packaging

What are we doing?

Updating Bozak packaging

Why are we doing it?

New-to-powder men need help understanding how to use Bozak.

Who are we talking to?

15-to-30 year olds with balls who have purchased Bozak.

What is the single most important thing to communicate?

Getting comfortable with your balls isn't complicated.

Why is this the single most important thing?

- Bozak is easy to apply: 1) Sprinkle Bozak on your hand, 2) Rub it where you want it, 3) Go about your business
- When to use it: After you shower, before you workout, anytime you're going to sweat, anytime you want
- Why use it: It makes you more comfortable because of the cooling sensation, friction reduction, sweat control and odor elimination

What are the creative mandatories?

- Quickly communicate how to use Bozak.

What is the tone?

- **Empowering:** All a man truly owns is his balls and his word. The Bozak brand supports men taking charge of not just their grooming habits, but also their destinies.
- **Witty:** Balls are inherently funny. Humor is ok, but for Bozak, it's not slapstick or low brow. The comedy associated with the brand should be sophisticated and intelligent.
- **Rebellious:** Bozak challenges the status quo. The brand is about telling both big-name drugstore brands and the discomfort that comes from simply having balls and sweating like a human to shove it.
- **Unapologetic:** The sweat and stink and chafing that men experience is just a fact of life. The Bozak brand doesn't try to cover that up. The brand tells it like it is. Men can and should take care of themselves and their balls. It makes life better. Nuff said.
- **Inclusive:** Bozak is for men from all walks of life. There is no boys' club or status required to reap the benefits Bozak provides.
- **Masculine:** The product is for men and should speak to men, but being masculine encompasses the male experience beyond bro tropes and chauvinist stereotypes.

Key recommendations:

- Update the bottle design to include a quick description of how to use Bozak. Iconography and as few words as possible will help make those instructions easy to understand.
- Also consider addressing the "half full" bottle to educate users on how the powder settles.
- Shift the current branding of "original" and "light". Bozak's cooling sensation is a core differentiator and should be central to the Bozak experience. We recommend:
 - **Original:** No changes to the current name & formulation

- **Hypoallergenic:** Currently called “light”, changing to “sensitive” provides an indication of why there’s a different formula and the benefits it offers. This is less mentholated. Other thought starters: Sensitive, Menthol-free
- **Black:** A new formulation that amps up the menthol and takes the Bozak experience to the next level. Other thought starters: Ice, Arctic
- **Create a sample size packet.** Trial will be an incredibly useful way to introduce people to Bozak and get them to purchase. If they receive a large amount of product and they like it, they aren’t incentivized to purchase until they run out, which could take up to a year. Give ‘em a taste, not a ton.