

# **MOSQUITO UNISEX**

## **CHALLENGE**

Pakendikeskus had a 20th anniversary party coming up so they asked us to come up with an idea for the invitations.

## **SOLUTION**

The party was planned to take place in the wild nature by the seaside, but in Estonia during the summer there are lots and lots of mosquitos flying around.

We decided to send an invitation in a form of a mosquito repellent - so it's like two in one. An invitation and a party saver. But usually the normal repellents have an unattractive package and they smell really bad.

We had no choice but to make our own Mosquito repellent that would look good and smell as good as it looks. Also we wanted to show that a simple product can be so much more if it has a beautiful package.

So we dug up a repellent recipe, mixed together some essential oils and designed a package. And voilà- Mosquito Unisex. A mosquito repellent that smells like squeeze of lemon breeze and looks like an expensive perfume. So now the guests got their invitations and had something classy to take along to the party.

## **RESULT**

Pakendikeskus sent invitations to 250 people and more than 200 came to the event. Almost 90% of the people who got the invitation later placed an order for different products sold in Pakendikeskus. Afterwards many clients, partners and friends have said some very good words about Mosquito Unisex and they wish that Mosquito Unisex would be soon available in retail stores.