

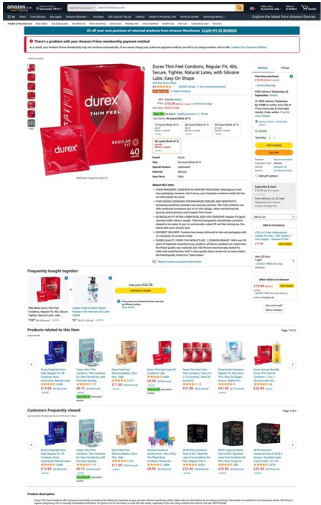
ROXI NEWHAM-BLAKE

ART DIRECTOR + DESIGNER

DIGITAL: eCOMMERCE + SOCIAL + Ai

DUREX

Amazon A+ & B+ Modules



'Tis the season for getting

It's time to get wet

Get the toy you really want

Get closer this Xmas

Get the gift of OOOOOH this Xmas

It's time to get wet

amazon.co.uk

Health & Personal Care

£5 off your next purchase of returned products from Amazon Warehouse. CLAIM MY £5 REWARD

Back to results

Durex Thin Feel Condoms, Regular Fit, 40s, Secure, Tighter, Natural Latex, with Silicone Lube, Easy On Shape

Visit the Durex Store

4.6 ★★★★★ 29,400 ratings | 36 answered questions

#1 Best Seller in Male Condoms

RRP: £20.99

Price: £16.99 (€0.42 / count) ✓prime One-Day

You Save: £3.01 (15%)

Save 5% on any 4 qualifying items | Terms

12 Count (Pack of 1)	20 Count (Pack of 1)	30 Count (Pack of 1)
£4.87 (€0.41 / count)	£9.21 (€0.46 / count)	£13.99 (€0.47 / count)
prime	prime	prime

40 count (Pack of 1)
£16.99 (€0.42 / count)
prime

Brand: Durex

Size: 40 count (Pack of 1)

Special feature: Lubricated

Material: Silicone

Item form: Plain

Delivery: Pickup

One-time purchase: £16.99 (€0.42 / count)

FREE delivery Tomorrow, 22 September. Details

Or FREE delivery Tomorrow by 13:00 on orders over £20 of Prime Same-day & Overnight items. Order within 5 hrs 29 mins. Details

Deliver to Kerry - Sevenoaks TN13 1

In stock

Quantity: 1

Add to Basket

Buy Now

Payment: Secure transaction

Dispatches from: Amazon

Sold by: Penguin UK

See Returns Policy

❑ Add gift options

durex

'Tis the season for getting

It's time to get wet

Get the toy you really want

Get the real feel this Xmas

THIN. FOR MORE SENSITIVITY

EASY-ON™

WIDTH

LUBE

THICKNESS

DISCREET DELIVERY

We understand that buying condoms and other sexual well-being products can be embarrassing for some. All Durex deliveries show up in discreet boxes with no indication of what's inside. This can be sure that you'll receive your condoms with your absolute privacy in mind.

DUREX

Amazon Brand Store Header Images





'Tis the season for giving getting

For centuries, Christmas has been seen as a season for merriment, spending time with family, and of course, giving to others.

But here at Durex, we believe that Christmas is a time for **GETTING**.

From buying that toy you've always wanted to try or experimenting with new spine-tingling lubes and condoms, it's time to put a mind-blowing orgasm at the top of your Christmas wish list. (Sorry, Santa.)

Get naughty, make love under the mistletoe and scream ho-ch-oh from the rooftops with our tantalising range of products. Whether you're going solo or spreading the joy with a partner, however, you're celebrating this Xmas (or whoever with), make time for **PLEASURE**.

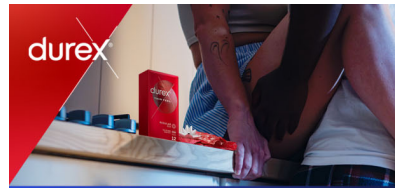
[VISIT OUR WEBSITE TO GET MORE](#)



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durex



Get what you really want this Xmas...

Forget the joy, it's time to spread passion & pleasure this Xmas. Unwrap the gift of connection & intimacy with Durex products that are sure to **GET YOU WHAT YOU WANT.**

THE GIFT OF SAFETY AND SENSATION



Make your nights merrier with Durex's range of premium condoms. From textured to flavored, these little gems ensure safety while enhancing pleasure.

SMOOTH SAIL INTO ECSTASY



Slide into the season of love with Durex lubricants. Whether it's the silky touch of silicone or the tantalizing tingling of warming lubes, these are the secrets to a sizzling holiday season.

UNLEASH THE JOY



Elevate your partner's or solo play with Durex's discreet and powerful vibrators. They're like Santa's little helpers, delivering waves of pleasure... and perfect for Saucy Secret Santa gift.

So, spice up your life, spread the love, and unwrap the pleasure of giving and receiving this Xmas with Durex... after all, it's more fun being on the naughty list.

[VISIT OUR WEBSITE TO GET MORE](#)



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DUREX

Display Video

Conceptualisation, Art Direction + Design

:: Roxi

MGD :: Dylan Timmes



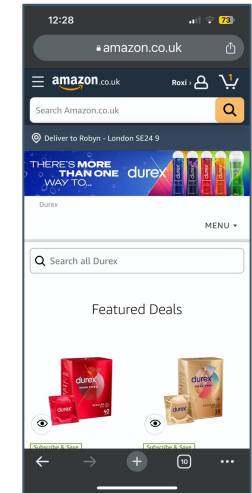
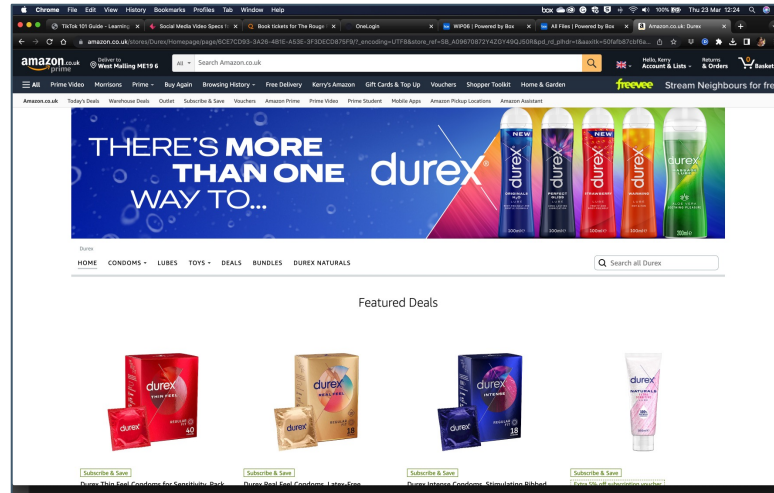
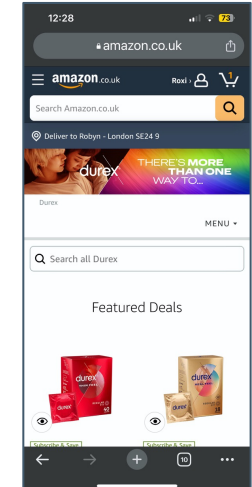
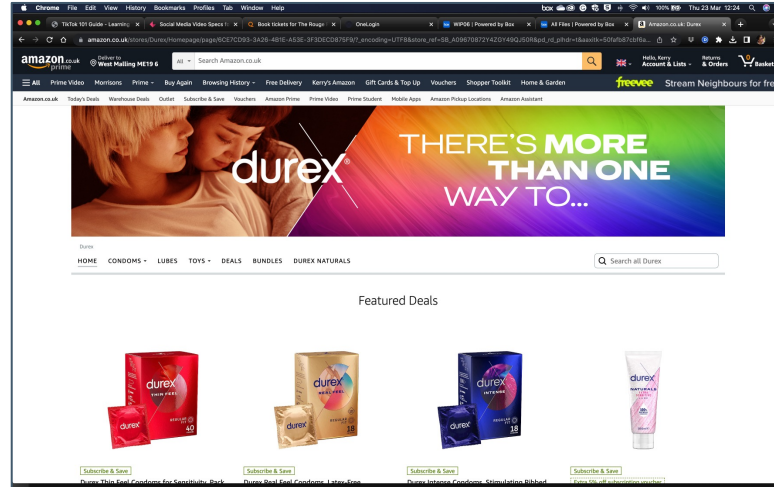
DUREX

PRIDE CAMPAIGN :: ASEAN :: 2023

ART DIRECTION & DESIGN

DUREX

Amazon Brand Store Header Images

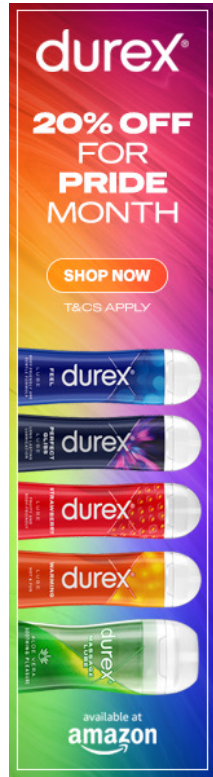


DUREX

Amazon A+ & B+ Modules



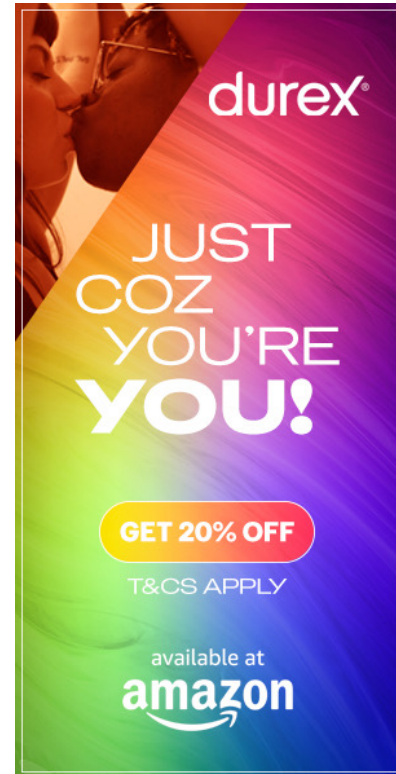
DUREX
Display Banners



160 x 600



300 x 250



300 x 600



1456 x 180



640 x 100



728 x 90



320 x 50



600 x 500



DUREX

#COMETOGETHER
WORLD CUP 2022 CAMPAIGN :: GLOBAL

ART DIRECTION & DESIGN

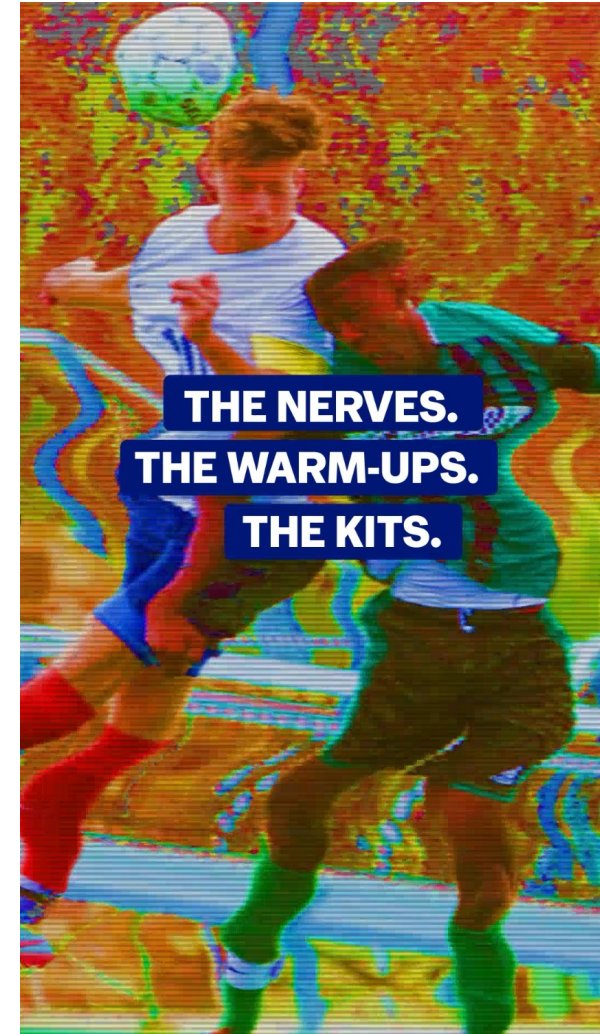
DUREX

Tik Tok & Meta Videos for the
2023 Football World Cup Campaign

Art Direction + Design :: Roxi
MGD :: Kyle Govender



01



02

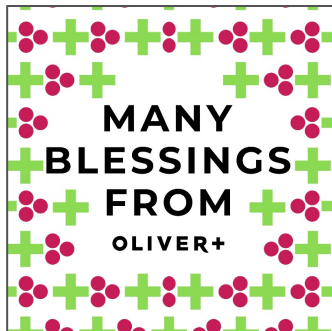
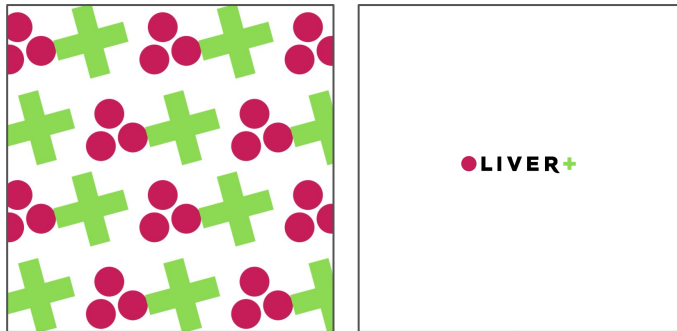
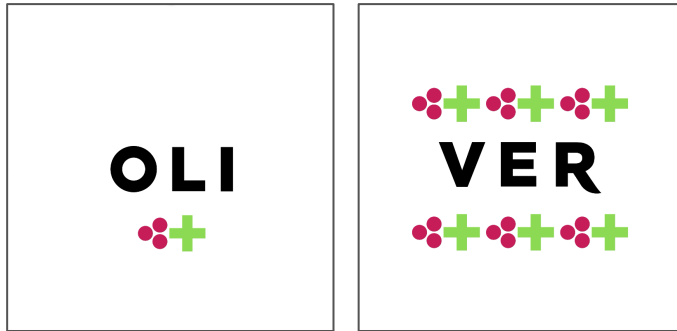
PROACTIVE

Although time didn't always allow for it, I would try and work on pro-active ideas.

OLIVER+

Digital Christmas Card

*Art Direction + Design :: Roxi
MGD :: Laura Wright*



VANISH

Valentine's Day 6" Teaser

*Art Direction, Design + Motion :: Roxi
(playing around in Adobe Express)*

DUREX

UEFA Champions League Social Post

Art Direction + Design :: Roxi



ACTION AID

Post Card Campaign

Copy :: Lorna de Reuck
Art Direction + Design :: Roxi

Gift Weird. Feel Wonderful

Our key proposition is inspired by the idiom ***One man's rubbish***

is another mans treasure which we have adapted to ***One man's weird is another mans wonderful.***

This concept underscores the idea that what might seem like an unusual or quirky gift to one person can be incredibly valuable and life-changing to someone else.

Emotional Appeal

By framing the giving process in a light-hearted, quirky WEIRD & WACKY way, we make the act of donation enjoyable and memorable. This approach ensures that the campaign stands out and resonates with a broad audience.

Execution

Each postcard will feature a unique weird/ wonderful design conveying the message. For example:

Occasion: Birthday

- ***Piglet: We're hamming it up because it's YOUR BIRTHDAY!***
- ***Goats: Have a happy birthday, you ol' GOAT!***
- ***Seed kit: Growing old? Happy Birthday!***
- ***Water: Drinks on you!***

Occasion: Valentine's Day

- ***Bee kit You're my honey! Happy Valentine's Day***
- ***Piglet: Don't go bacon my heart!***
- ***School stationery/ materials: I'm happy you're my type...***
- ***Water or water tank: You make my heart overflow.***

Occasion: Christmas

- ***Bees: Wishing you a hive of holiday cheer!***
- ***Goats: Fa-la-la-la-la, la-la-la-maaa!***
- ***Blanket: Fleece Navidad!***

ACTION AID

Post Card Campaign

Copy :: Lorna de Reuck

Art Direction + Design :: Roxi

**Images generated with Adobe Firefly*



DIRECTION A

ACTION AID

Post Card Campaign

Copy :: Lorna de Reuck

Art Direction + Design :: Roxi

**Images generated with Adobe Firefly*



feel
wonderful

scan to see your gift in action



Change lives. **Our good.**
actionaid



feel
wonderful

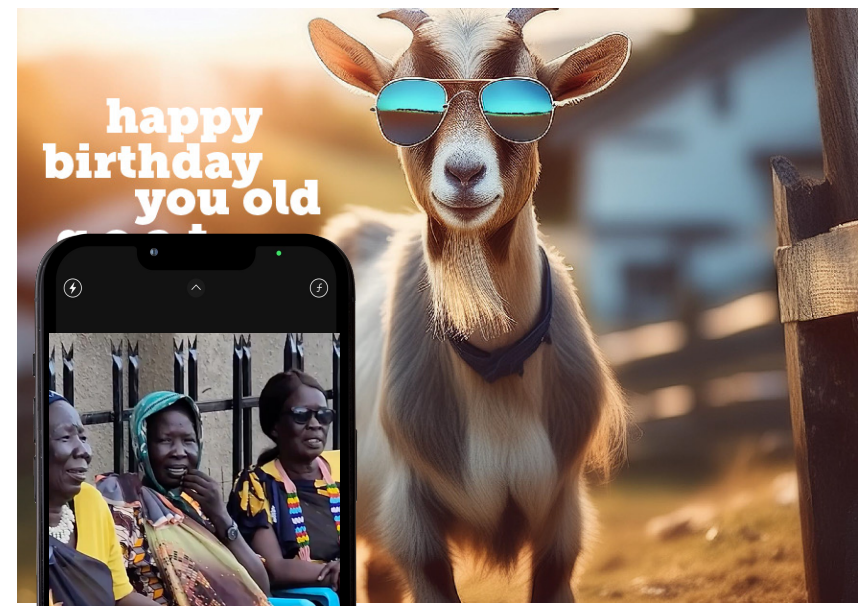
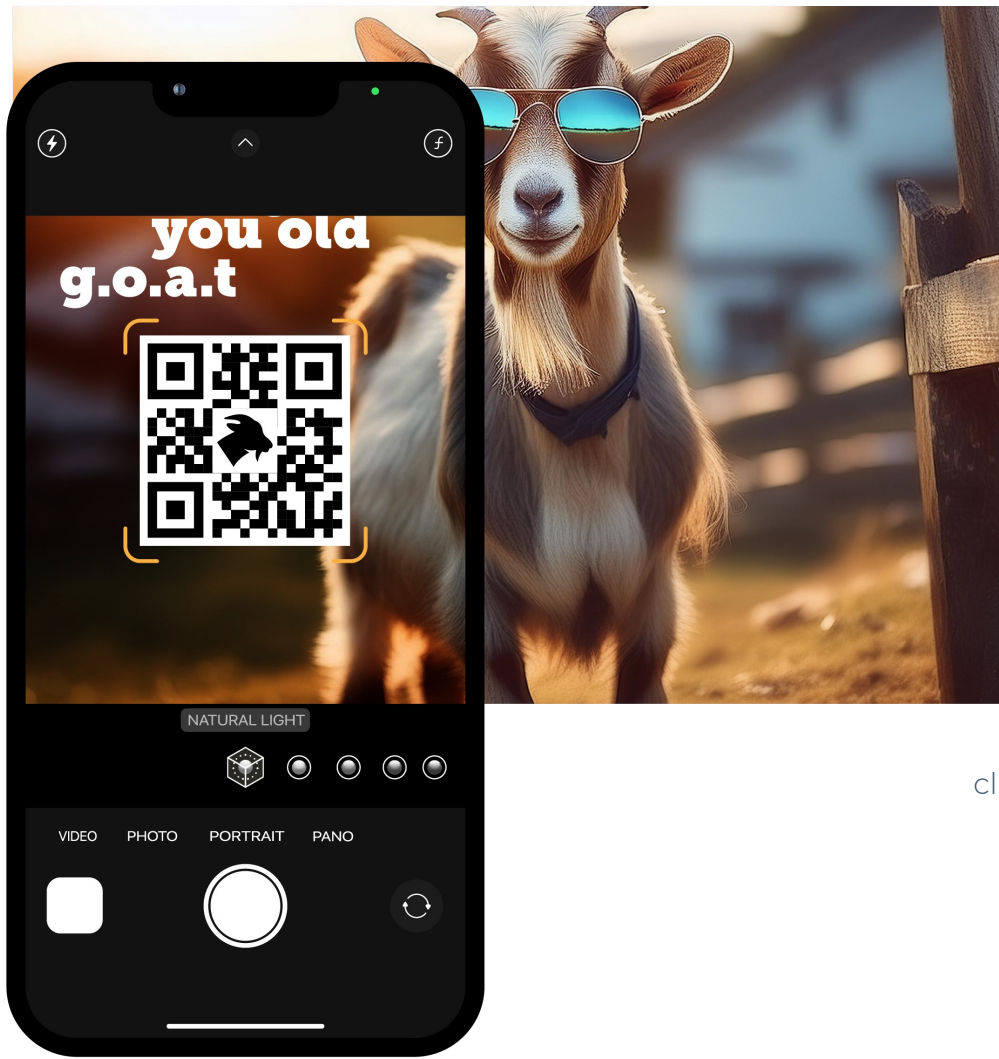
scan to see your gift in action



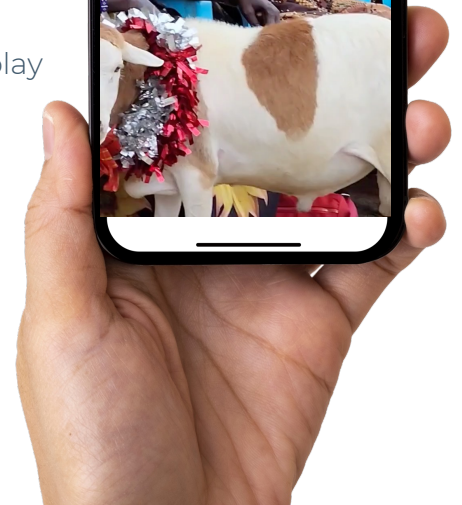
Change lives. **Our good.**
actionaid



DIRECTION B



click to play



Ai + PENCIL

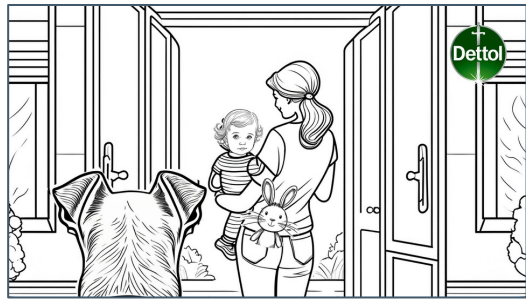
This section focusses on how I started integrating Ai into my daily work... from the early days of Adobe Firefly to where I currently am with Pencil Pro.

I have attended all the required training modules to date and have acquired a Silver Pencil Pro (Full Content Pathway) Medal.

DETTOL

Laundry Sanitiser Storyboards

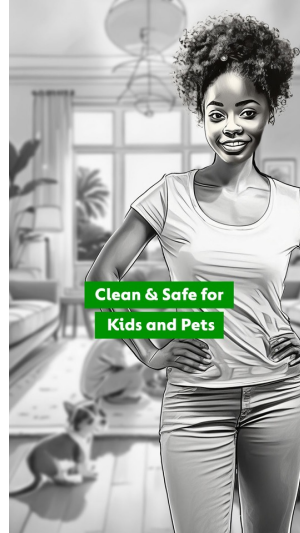
Ai Generated using Firefly + Photoshop



DETTOL

Laundry Sanitiser Storyboards

Ai Generated using Firefly + Photoshop



DUREX

Pencil Mock Brief

We were asked to create 2 x social media assets for the brand for Halloween focusing on any of their products.

Ai Generated using Pencil + Photoshop + After Effects

Copy :: Lorna de Reuck

Art Direction + Design :: Roxi

MGD :: Laura Wright

01 LUBES :: STATIC POSTS

- I used **Image Generation** to generate the background for lube. The thinking was that the lube was like a magic potion (I was quite pleased with the result)
- I then added the image to my assets under the product *Durex Feel*
- Finally, I used **Chat to Ads** to create a static ad for Insta
- I also exported the background image to create storyboards for an Insta Reel in order to provide our MGD with a Photoshop file



DUREX

Pencil Mock Brief

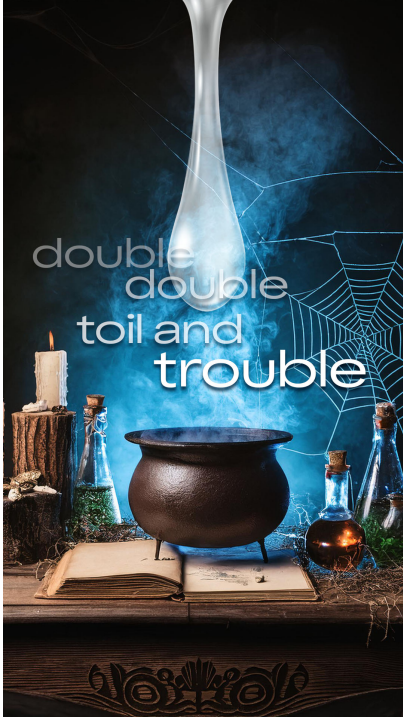
Pencil + Photoshop + After Effects

Copy :: Lorna de Reuck

Art Direction + Design :: Roxi

MGD :: Laura Wright

01 LUBES :: STORYBOARD & STORY IMAGES



DUREX

Pencil Mock Brief

Pencil + Photoshop + After Effects

Copy :: Lorna de Reuck

Art Direction + Design :: Roxi

MGD :: Laura Wright

01 LUBES :: REEL



DUREX

Pencil Mock Brief

Pencil + Photoshop + After Effects

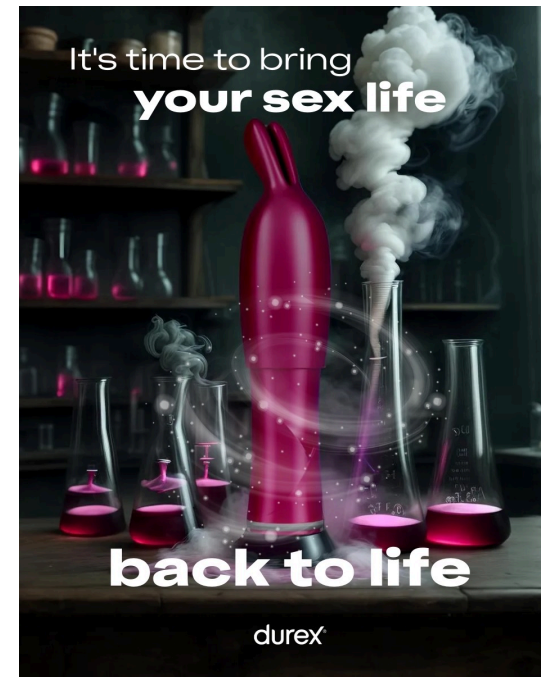
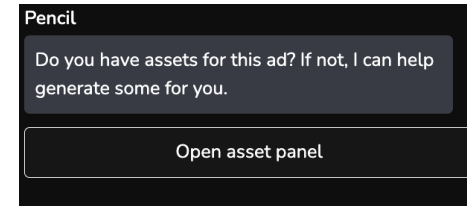
Copy :: Lorna de Reuck

Art Direction + Design :: Roxi

MGD :: Laura Wright

02 TOYS :: STATIC POSTS

- I used **Image Generation** to generate the background for toys
- Also using **Chat to Ads**, for Option 01, I opted to open the **Asset Panel** & upload the product thereby creating an image incorporating the toy
- For Option 02, I built the asset like I did for lubes



Option 01



Option 02

THANK YOU