

## **Executive Summary**

DASH Communications Co. is confident that our sales and promotion campaign for Durex consumer products will not only set Durex apart from the competitors, but also increase over all sales numbers on a very limited budget. Our executive plan includes a three step process that one, aim at increasing awareness of Durex Condoms among single males, age eighteen to thirty-four. Two, strive to highlight the diverse and brand-unique product innovations that focus on user pleasure. Three, increase trial purchases of new product rollouts.

DASH has fused an effective media plan that will attract single males ages 18-34. After researching this market segment, DASH has developed several media tactics specifically designed to adhere to the needs and desires of these single males. Our media budget focus is on cable television, magazine print ads and guerilla marketing tactics. In addition to standard print ads, we have created a commercial that is sure to stand out on selected cable television channels.

In an effort to promote Durex consumer products we have created and implemented five new strategies that are sure to increase awareness. Our first strategy includes hosting special events at strategic locations such as colleges and spring break vacation spots. Second, we are strategically placing vending machines to increase the availability of the product. Third, we are offering variety packs in discount retail stores and through the Durex website. Fourth, our social media program will promote and increase brand awareness among customers with the use of WOM. Last, our new *Package Protection Program* will help increase the availability of our product to our target market, giving them the option to use a subscription-style mail order program, in order to purchase our product at a discount.

In order to boost our public relations we have created a new and exciting campaign; *Get Yourself Tested*. This campaign partners with MTV to host a series of four concerts to increase awareness of sexually transmitted diseases among young people. Promotions for the concert will be conducted using MTV.com and Durex.com, as well as social media sites like Facebook and Twitter. All proceeds from ticket sales of the concert will be donated to the “It’s your Sex Life” foundation. We strive to promote favorable publicity and increase product awareness in Durex consumer products.

DASH has formulated a catchy new tag line for Durex consumer products: “The Difference is Everything, The Difference is Durex”. This tagline helps differentiate Durex from other condoms on the market by exemplifying our unique features. Then, the tag line attaches those unique factors to our brand name, which will leave an imprint on our target markets minds the next time they are in the need of our products.

In order to reach all of our sales and promotion objectives, we have set a total proposed budget of \$6,113,903. This includes all media, sales and, public relations plans that will be explained in further detail.

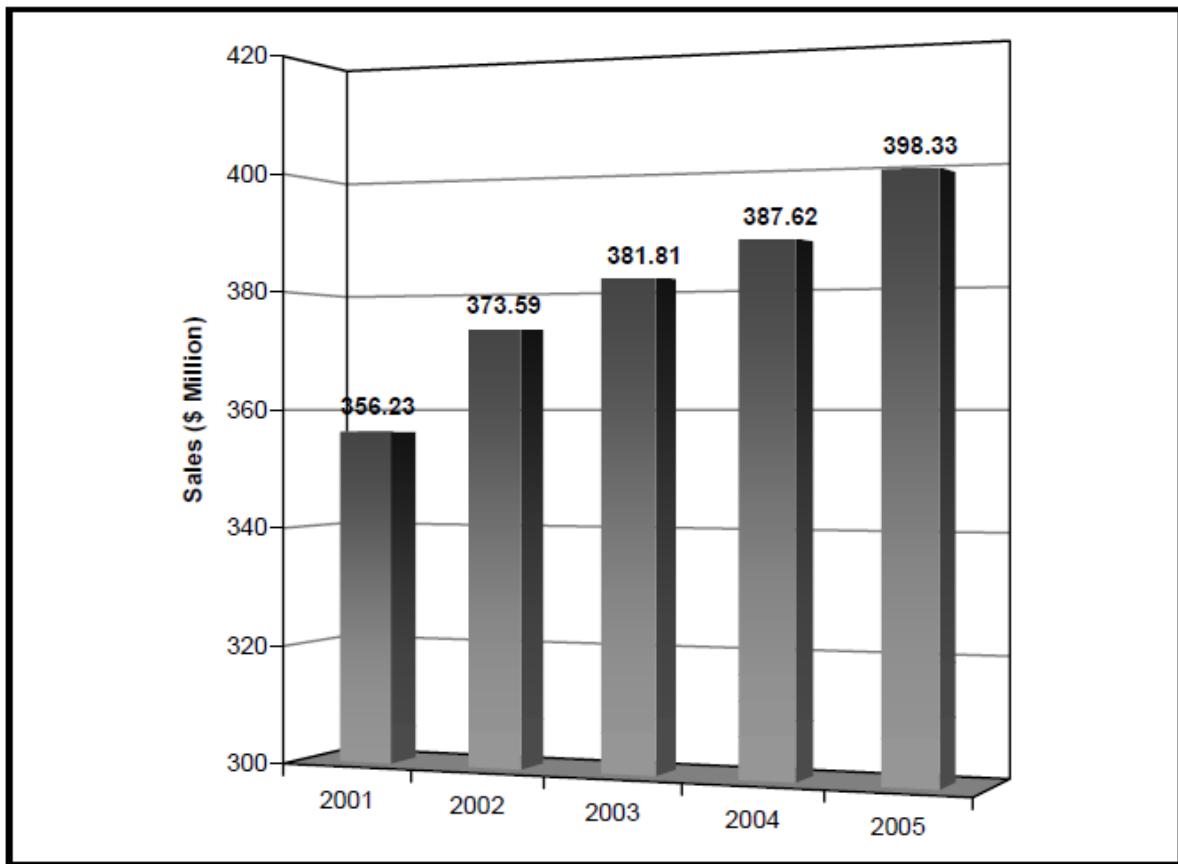
## **Situation Analysis:**

### **Industry Overview**

In the United States, the condom industry has seen steady, significant growth in the last ten years due to increased awareness of health benefits related to condom usage. Figure 1 details industry growth in dollars from 2001 to 2005.

**FIGURE 1**

**U.S. Retail Sales of Condoms, 2001-2005 (in million \$)**



Source: Packaged Facts

According to Market Share Reporter, there was an increase in sales dollars from the three major U.S. condom companies (Trojan, Durex, and Lifestyles) in 2006 and 2007 as well. Also, *USA Today* reported a 5% increase in overall condom sales in the fourth quarter of 2008, as well as a 6% increase in January of 2009. (Source: [http://www.usatoday.com/money/industries/retail/2009-02-11-cash-strapped-condoms\\_N.htm](http://www.usatoday.com/money/industries/retail/2009-02-11-cash-strapped-condoms_N.htm)

## Market Segmentation

Condoms are only one of many types of contraceptives available in the market today. In fact, in the United States, much of the market has been relinquished to the birth control pill (refer to Figure 2).

**FIGURE 2:**

### CONTRACEPTIVE METHOD CHOICE

Method use among U.S. women who practice contraception, 2006–08

Method	No. of users (in 000s)	% of users
Pill	10,700	28.0
Tubal sterilization	10,400	27.1
Male condom	6,200	16.1
Vasectomy	3,800	9.9
IUD	2,100	5.5
Withdrawal	2,000	5.2
Three-month injectable (Depo-Provera)	1,200	3.2
Vaginal ring (NuvaRing)	900	2.4
Implant (Implanon or Norplant), one-month injectable (Lunelle) or patch (Evra)	400	1.1
Periodic abstinence (calendar)	300	0.9
Other*	200	0.4
Periodic abstinence (natural family planning)	100	0.2
Diaphragm	†	†
<b>TOTAL</b>	<b>38,214</b>	<b>100.0</b>

\*Includes emergency contraception, female condom or vaginal pouch, foam, cervical cap, Today sponge, suppository or insert, jelly or cream (without diaphragm) and other methods. †Figure does not meet standards of reliability or precision.

Source: [http://www.guttmacher.org/pubs/fb\\_contr\\_use.html](http://www.guttmacher.org/pubs/fb_contr_use.html)

However, among these methods, condoms are the only option that can effectively prevent most types of sexually transmitted diseases. This represents a distinct competitive advantage. Also, this allows condom producers to market their product to homosexual males as well as heterosexuals.

It comes as no surprise that due to frequency of sexual activity, younger people are more likely to use condoms than older ones. This results in a large segment of the condoms market being composed of 18-34 year olds (refer to Figure 2).

**FIGURE 3****Demographic Characteristics Favoring Use of Condoms, 2005**

Basis	Category	Index
Age Group	18-24 years	211
	25-34 years	203
	35-44 years	118
Gender	Male	131
Race	Hispanic Origin	129
	African American	210
	Asian American	137
Region	Northeast	118
Education	College Graduate	137
	Graduate Degree	107
Household Income	\$60,000 to \$99,000	108
	\$100,000 or More	104
Marital Status	Not Married	156
Number of People in Household	Three-Four	124
	Five or More	133
Age of Children	Under 6 years	163
	6-11 years	113
Type of Residence	Own Condo or Co-Op.	108
	Rent	163

Source: Simmons Market Research Bureau, Fall 2005 Study of Media and Markets; Packaged Facts. This material is reprinted with permission.

There are three different materials available for condom production: latex, polyurethane, and lambskin. Below are some of the advantages and disadvantages for each

**Latex****Advantages**

- Inexpensive
- Widely available
- Offer reasonably good protection

**Disadvantages**

- Cause skin irritation
- Many people are allergic
- Can only be used with water-based lubricants

## Polyurethane

### Advantages

- Hypoallergenic
- Claimed to heighten sensation during intercourse
- Can be used with oil and water based lubricants

### Disadvantages

- More expensive
- Less flexible
- Require more lubrication

## Lambskin

### Advantages

- Hypoallergenic

### Disadvantages

- Very expensive
- Do not protect against sexually transmitted diseases

Since the majority of the condom market is young and does not have a high level of disposable income, latex condoms are the most feasible option. In addition to contraception and disease prevention, pleasure is a crucial selling point among these individuals. Accordingly, many latex condoms are now available that capitalize on this preference. Listed below are some of the products currently on the market.

## Trojan

- Twisted Pleasure: unique shape designed to maximize arousal
- Ecstasy: patented UltraSmooth lubricant, comfort shape, ribbed texture
- Fire and Ice: cooling and warming lubricants

## Durex

- Pleasure Curve: unique curved design
- Performax: climax control lubricant
- Pleasurmax: ribbed and dotted texture

## Lifestyles x2:

- lubricated with patented ExciteGel
- His & Her Pleasure: studded texture
- Warming Pleasure: warming lubricant

## Competitive Analysis

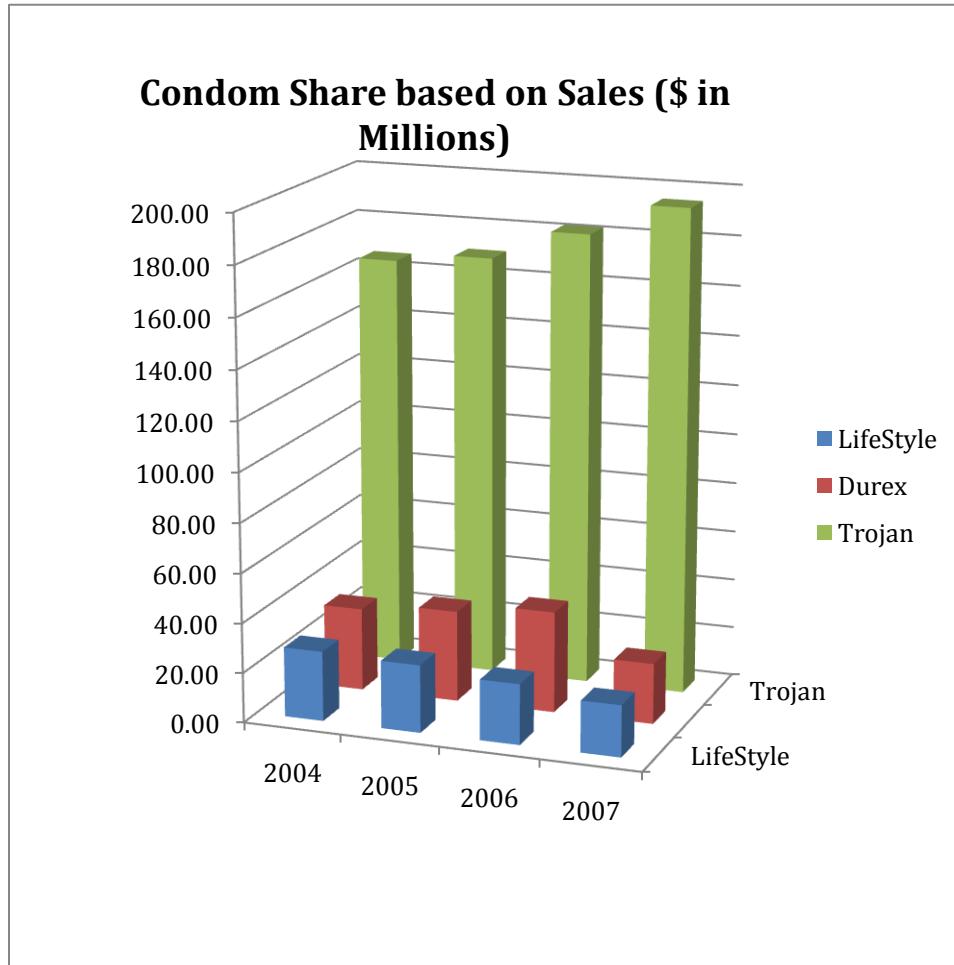
### Market Share

According to *Market Share Reporter* Durex's condoms sales domestically have decreased since 2006. Since 2004 Trojan has continued to make an impact on the condom market domestically with increased sales every year. (refer to Figure 3 and 4)

**FIGURE 4**

<b>Condom Sales (\$ in Millions)</b>			
	LifeStyle	Durex	Trojan
2004	28.09	33.34	166.09
2005	27.20	36.61	169.76
2006	24.30	40.70	182.00
2007	20.70	24.30	194.90

**FIGURE 5**



Source: Market share Reporter / Package Facts

## Comparison of Sales

Durex consumer products (Ssl Americas Inc.) major competitors are Church and Dwight Co. (Trojan) and Ansel Healthcare Products (Life styles). Trojan clearly leads the market with close to seventy percent of the market share. (refer to figure 5&6)

**FIGURE 5**

	Condom	Market Share Percentage			
	Other	LifeStyle	Durex	Trojan	
2004		2.9	12.8	14.3	70.0
2005		2.7	11.9	14.9	70.5
2006		2.7	9.6	16.0	71.7
2007		2.9	7.9	14.5	74.7
2008		3.4	8	14.3	74.3

**FIGURE 6**

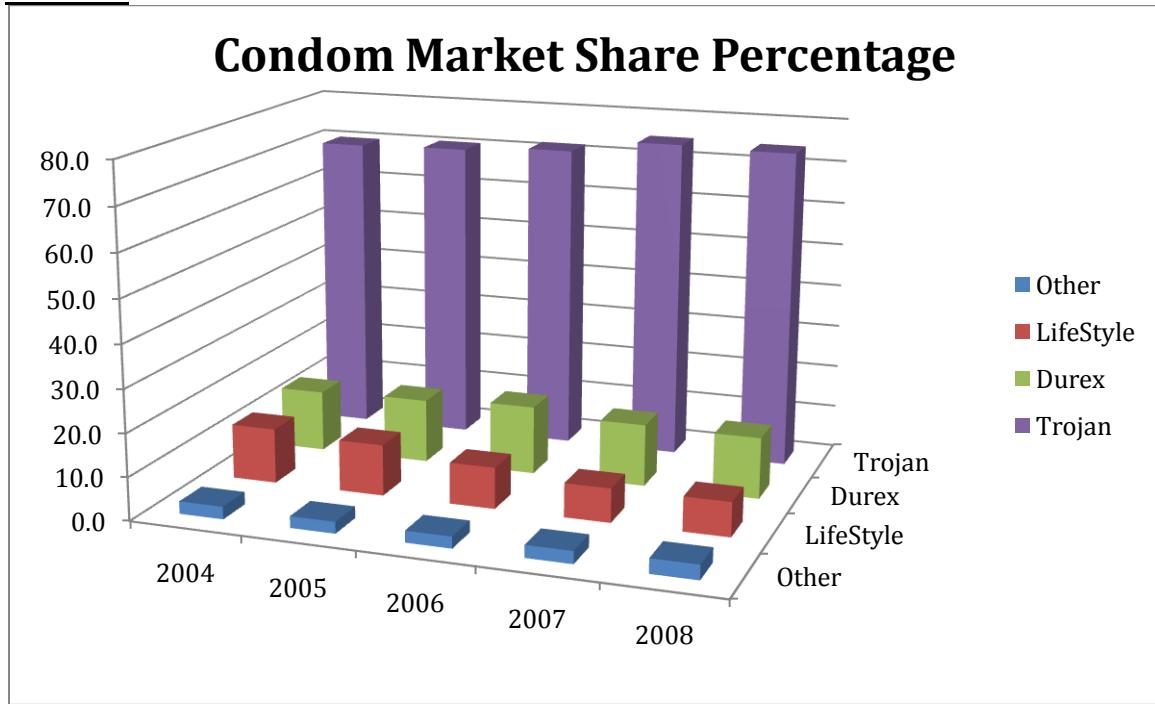
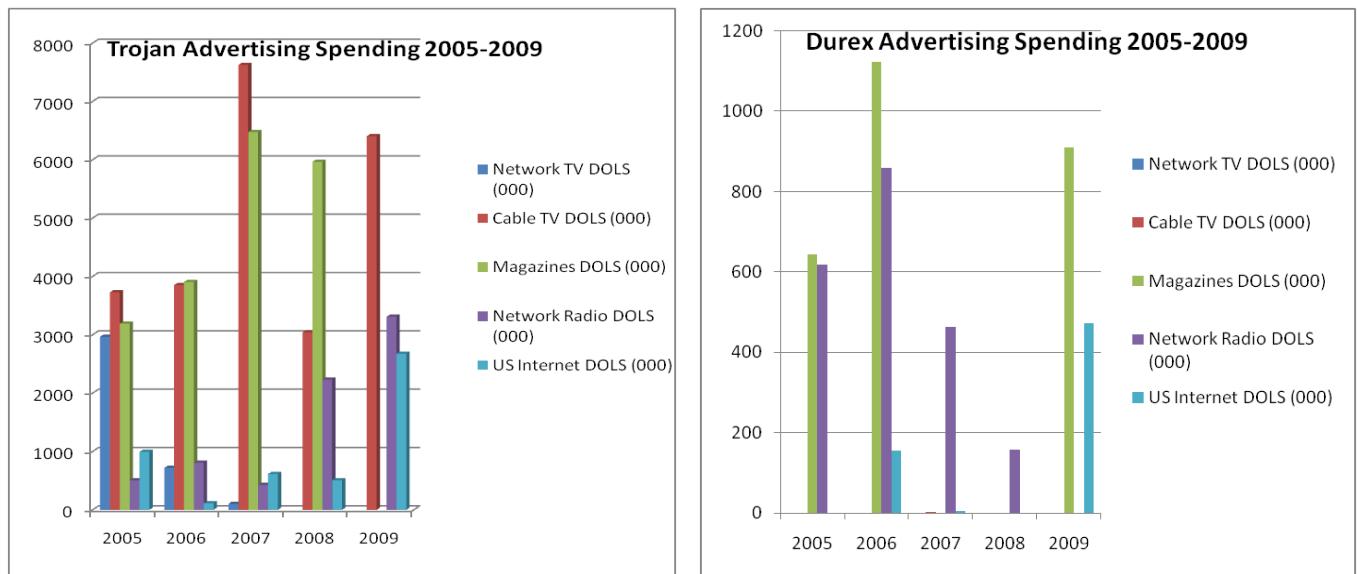


Figure 5&6 Sources: Market Share Reporter

Durex consumer products market share from 2004 to 2008 has stayed mostly constant at or around 14.5 percent of the condom market. Trojan continues to dominate and even increase their market share from 70 percent to 74.3 percent.

## Comparison of Media & Ad expenditures; Durex, Trojan, and Lifestyles:

Product	Time Period	Network TV	Cable TV	Magazines	Network Radio	US Internet
		DOLS (000)	DOLS (000)	DOLS (000)	DOLS (000)	DOLS (000)
Durex : Condoms Men	2005			642.9	617.1	
	2006			1123.6	859.8	154.4
	2007		1		462.2	4
	2008				158.1	
	2009			910.7		473.1
Lifestyles: Condoms Men	2005					318.6
	2006			93	11.3	
	2007			327.2		3.6
	2008			361.2		1
	2009			375.9		66.9
Trojan: Condoms Men	2005	2965.4	3727.2	3191	506.2	993
	2006	718.3	3852	3904.8	807.1	111.8
	2007	102.1	7623.5	6475.4	427.9	613.4
	2008		3042.4	5964	2230.4	506.5
	2009		6403.8		3309	2673.3



Source: Ad\$spender

According to *ad dollar spender* Durex has been spending a minimal amount on advertising in various media placements from 2005 to 2009.

## Competitive Selling points

### Durex

- Worldwide creditability
- A wide variety of condoms for consumers needs.
- Has a wealth of knowledge of technological innovation.

### Lifestyles

- Rigorous testing process.
- Low failure percentage

### Trojan

- Extremely well known product name domestically.
- 35 varieties for all consumers needs.
- Have a great understanding of the American consumers needs

## Durex Strengths and Weaknesses

### Strengths

- ***Innovation***
  - Numerous Product features
  - High level of Quality
  - 75 years of experience
- ***Distribution***
  - Available in many location and stores
- ***Public Relations***
  - Commitment to finding out what customers needs are.
- ***Research and Development***
  - Leading edge design and testing
- ***Vast resources to pool on R&D.***
  - Scientist and research specialist continually working to improve the final product.

### Weaknesses

- ***Advertising***
  - A lack of advertising budgets domestically.
- ***Public Relations***
  - Large efforts put on promotion of sexual health that which in turn may help competitors.
- ***Lack of brand awareness domestically.***
  - Durex does not use the resources necessary to increase awareness.
- ***Lack of product awareness.***
  - Durex does not use the needed resources to promote their products to insure consumers are aware of all they have to offer.

## Customer Analysis

### Target Market

From MRI+ it is evident that Durex's primary market consists of males whose ages range from 18-34. Many are high school graduates with a slight skew toward college students. Their occupation is primarily natural resources, construction and maintenance, with an annual income between \$20,000 and \$50,000.

### Demographics

- Slightly over 30% of condom users are between the ages 18-24
- African Americans dominate the market consumption for condoms with an index of 196.
- Marital status is never married at 207 while engaged males have an index of 157
- Those who have lived at their address for less than 1 year have an index of 174
- Parents with children less than 1 year old have an index of 169.

### Demographics

- Have lived in their home 1-4 years and their home value is \$100,000-199,999
- Asians have the second highest index number at 153.

### Lifestyle and Behaviors

- The typical condom user enjoys playing video games, playing sports, listening to music, and socializing.
- They take an interest in their appearance, because they have a strong interest in the opposite sex.
- These consumers typically watch Adult Swim, BETJ, MTV 2, TeenNick, and VH1 Soul.
- The magazines they typically read are *Black Enterprise, Ebony, ESPN the Magazine, Game Informer, GQ, Jet, Maxim Men's Fitness, Muscle and Fitness, Official Xbox Magazine, Penthouse, Playboy, and WWE Magazine*.

### Geographics

- Consumers from the Northeast showed a higher tendency (index of 118) for using condoms as compared to people from other regions, which may correspond in part to the greater concentration of major metropolitan areas in the Northeast.
- Condom usage is lowest in the Southwest (index of 86), which may reflect poor health infrastructure in some of the states, as well as the socio-economic factors that limit condom usage and curtail treatment of STDs.

## **Prizm Data**

### **Low-Rise Living** (Poor \$22,400, Age <35, Black, Hispanic)

- Economically challenged urban segment
- Young, ethnically diverse singles and single parents
- Home values are low—about half the national average
- Commercial base of Mom-and-Pop stores is struggling and in need of a renaissance

Low-Rise Living is a likely purchaser of condoms, because they have low incomes, and they do not feel that they are financially stable enough for an additional member of the family.

### **New Beginnings** (Downscale \$31,100, Age <35 White, Black, Hispanic)

- Magnet for adults in transition
- Twenty-something singles and couples just starting out on their career paths
- Ethnically diverse—nearly half its residents Hispanic, Asian or African-American
- Modest living standards typical of transient apartment dwellers

New Beginnings are likely to buy condoms because they are starting a new life and are not even considering settling down with kids any time soon. Also, since they come from various cultural backgrounds, they might be used to more stringent government control over birthrates

### **Mobility Blues** (Downscale \$28,900, Age <35, White, Black)

- Young singles and single parents
- Working-class neighborhoods in America's satellite cities
- Racially mixed
- Lower-income blue-collar jobs
- Excel in going to movies, playing basketball and shooting pool

Mobility Blues are likely purchasers of condoms because they are young and single. They enjoy exercising and socializing at places like bars, and clubs. Being around these social settings would make them more likely to meet the opposite sex.

### **Multi-Culti Mosaic** (LowerMid \$33,600, Age 25-44, Black, Hispanic, Asian)

- An immigrant gateway community
- Urban home for younger Hispanic, Asian and African-American singles and families
- Nearly a quarter of the residents foreign born
- Mecca for first-generation Americans who are striving to improve their lower-middle-class status

Multi-Culti Mosaic are likely purchasers of condoms because they are trying to come up in the world by improving their status. They retain many of their cultural values, and while they eventually want a family, they want to be safe now by protecting against diseases and accidental pregnancies.

## **VALS Segments**

Based on SRI's VALS Segments, condom users can be categorized as Believers or Survivors:

### **Believers:**

- Motivated by ideals
- Conservative, conventional people with concrete beliefs based on traditional, established codes: family, religion, community, and the nation
- Many express moral codes that have deep roots and literal interpretation
- Follow established routines, organized in large part around home, family, community, and social or religious organizations to which they belong
- Choose familiar products and established brands
- Generally loyal customers

### **Survivors:**

- Narrowly focused lives
- Have few resources with which to cope
- Often believe that the world is changing too quickly
- Comfortable with the familiar and are primarily concerned with safety and security
- Focus on meeting needs rather than fulfilling desires
- Do not show a strong primary motivation
- Cautious consumers.
- Represent a very modest market for most products and services
- Loyal to favorite brands, especially if they can purchase them at a discount.

## **Positioning Statement and Rationale**

Durex makes a wide selection of condoms that provide protection against pregnancy and STDs, while obtaining optimal comfort and pleasure.

- Durex is the number one distributor of latex condoms in the world.
- Durex already has a multitude of product lines within the latex condom market.

Theme: “The Difference is Everything, The Difference is Durex”

## **IMC Objectives**

- Rollout and develop recall of Durex's new slogan, “The Difference is (...), The Difference is Durex” to 40% among the target market by the end of the second quarter.
- Increase brand awareness
- Differentiating Durex brand condoms from other leaders in the market
- Increasing recall of Durex brands and product lines

## **Marketing Objectives**

- Increase sales by 10% by the end of the fourth quarter
- Increase total market share from 14% to 18% for domestic US sales by end of the fourth quarter
- Increase promotional spending by 50% by the end of the fourth quarter
- Develop brand loyalty for Durex

## **Media Plan**

### **Media Objectives**

#### **Target Market:**

The goal is to improve overall awareness of Durex Brand Condoms, as well as awareness of the different types of condoms Durex offers to males who are:

- Single
- Have either no children or a very young child
- Between 18-34 years of age
- Have incomes between \$20,000-\$50,000 per year

Campaign will be slightly skewed toward males who are in college, and who like to have fun, but who also want to protection against STDs and accidental pregnancies.

#### **Geographic Coverage:**

- The cable television advertisements, as well as magazine ads will be a national campaign.
- Additional advertising efforts will go towards guerilla marketing in densely populated urban areas. These guerilla tactics will be intended to shock the public into remembering the event and thus remembering Durex.

#### **Seasonal Coverage:**

- Magazine, television coverage, and our guerilla marketing campaign will run year round with an emphasis in Spring, and Fall. These are the times when school semesters are starting and people want to get out and meet people.

#### **Reach:**

- Because of Durex's limited advertising budget, we hope to reach 50% of our target market in 2011.

## **Media Strategies**

Use magazines, cable television, as well as guerilla marketing to increase awareness of our brand name and product diversity.

- Magazines-We chose to continue to focus on magazines that appeal to males who have an interest in spots, health and sex.
- Cable T.V.-We have decided to increase our allocated resources towards cable television, in hopes to reach our target audience on a large scale. We chose channels that appeal to our demographic using fear, humor, and sex appeal.
- Guerilla marketing- We chose to use guerilla marketing in hopes to create a lasting image of Durex in the target market's mind. We will use street art in densely populated urban areas to reach a large audience.

## **Media Mix**

**Magazines:**

### ESPN the Magazine

Condom users in 2009, who read this magazine showed an index of 223 out of a population of 14,621(MRI). It is targeted at males who show an interest in physical competition, and who want to be competitive in life. Therefore four 1-page ads will run appealing to males on a sexual level by making them feel they will perform better with Durex products.

### Men's Health

Men's Health readers in 2009 showed an index of 162 out of a sample population of 11,886. The magazine is targeted toward males who take an interest in their physical well-being. They want to look good and live healthy. Therefore we will run five 1pg ads that will appeal to the reader, by showing the health benefits of using Durex, as well as use sex appeal to stay in the reader's mind.

### Maxim Magazine

Readers of Maxim showed an index of 206 out of a sample population of 12,542. Readers of this magazine want to be entertained and aroused at the same time. Therefore we will run three 1pg ads that will appeal to the reader on a comical, as well as a sexual level. By showing humor appeal, the reader will more likely remember the Durex name. By using sex appeal, we will increase desire of the reader to use Durex.

### **Magazine Media Budget :**

Magazine	Frequency	Circulation	Cost per ad(\$)	241,756		Gross Imp
ESPN	4	2,048,000	208,000	\$101.56	8,192,000	832,000
Men's Health	5	1,869,000	158,825	\$84.97	9,345,000	794,125
Maxim	3	2,536	241,756	\$95.33	7,608,000	725,268
Total:	12					2,351,393

Marketer's Guide, 2009

### **Cable TV:**

Similar to the magazine campaign, will appeal to the target market on three levels: fear, humor, and sex. Therefore three different ads will run, each using one or more of these appeals to try to create a lasting image in the consumer's mind. We will utilize three T.V. stations who, according to MRI had the highest percentages in terms of condom users viewing their programs:

Adult Swim- Viewers want entertainment. The ad will use sex appeal to grab viewer attention and, humor to keep them watching. The commercials will be aired on shows like Aqua Teen Hunger Force, Robot Chicken, and Boondocks.

Bet- Viewers want entertainment and information. The ad will use sex appeal to grab viewer attention, as well as show them the benefits of using Durex for protection and pleasure.

Comedy Central – Viewers want entertainment and comedy. Therefore, the ad will appeal to target market humorously, while also showing them the benefits of using Durex. The commercials will be aired on any shows running during prime time such as The Daily Show, Colbert Report, and South Park.

All commercials will be aired year round with emphasis in Spring and Fall. All commercials will run during prime time, because this is the time when most of the target market is at home.

### **Cable Television Media Budget:**

Channel:	Time	Frequency	Ave. Cost Per Ad (\$)	Total Cost
Adult Swim	Prime Time	144	5,600	\$ 806,400
Bet	Prime Time	150	675	\$ 101,250
Comedy Central	Prime Time	144	3,440	\$ 495,360
Total:				\$1,403,010

### **Guerilla Marketing:**

Additional advertising expenses will go towards instilling brand image in the consumers mind by incorporating Durex into public displays of art. With the aid of Julian Beever (a chalk artist who draws images on the pavement that give the illusion of a three-dimensional image if viewed from the correct angle) there will be chalk art featuring the Durex logo on the pavement of 5 major U.S. cities:

- Los Angeles
- Austin
- New York
- Chicago
- Miami

The artwork will be placed in high traffic party areas, such as bar streets, in these cities ensuring a large population will see the art. Pictures of these artworks will also be released on the Internet, in hopes that brand recognition will increase due to viral viewing. We will offer Julian Beever \$10,000 per work of art, as well as all flight and living expenses

- 5 pieces of art at a rate of \$10,000 per piece equals \$50,000
- Flight and living expenses estimated at \$7,000

### **Media Budget :**

Media:	Cost
(\$)	
Magazines 2,351,393	
Cable Television 1,403,010	
Guerilla Marketing 59,500	
Total 3,813,903	

<b>Media Flow Chart</b>	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Expense
Magazine													
ESPN													\$832,000
Men's Health													\$794,125
Maxim													\$725,268
Cable TV													
Adult Swim													\$806,400
BET													\$101,250
Comedy Central													\$495,360
Guerilla Marketing													\$57,000
Total													\$3,813,903

### **Rationale**

- This budget shows a significant increase in advertising expenditures compared to the 2009 expense of \$1,383,800. (Ad\$pender)
- However, Durex is the world's leading condom brand according to sales, but they only spent 11.17% of what Trojan spent in 2009: \$12,386,100. (Ad\$pender)
- Now that the recession is coming to an end, Durex can comfortably increase its advertising expenses to a more competitive level.
- With this increased budget for Durex in 2011, they can gain a market share in the U.S. market.

## **Creative / Internet Strategy**

### **Targeted Audiences**

Adult Male 18-34, Not in School, Single with one or no children

*Skew to:*

Adult Male, College Students ages 18-24

### **Creative Objectives**

Adult Male 18-34, Not in School, Single with one or no children

- To differentiate brand from competitors in markets (define brand image)
- To form a relationship with consumers (Increase brand loyalty)
- To form the impression that Durex condoms will provide the best sexual experience as compared to other brands (Increase brand loyalty)
- To increase awareness about new “Package Protection” memberships (increase sales)
- To increase awareness about new Durex wallet card holders (Increase sales)

Adult Male, College Students ages 18-25

- Form a lifetime relation within a market that is emerging sexually (Increase brand loyalty)
- Capture market’s attention despite lower advertising budget and target’s general lack of attention (Increase sales)

### **Current Audience Perception**

“When I go into the store to buy condoms I really don’t care what brand I choose. As long as they are well-known and tested it doesn’t really matter. If there’s one that is on sale or something I go with that brand. I sometimes use brand “X”, so I’ll probably just go with those.”

## Promise or Claim

Durex brand condoms are *different*. They are more durable, better feeling, and will lead to increased performance because of these and other factors. We are there for our customers by offering convenience, bargains, and support outside of the purchase relationship.

## Desired Audience Perception

“I’ve heard about these Durex condoms. My friend said they feel great and actually helped him out with his lady. He said he’s tried the other brands too and says it really is the best. If they really work well it says on the box I can order online and save tons! “

## Creative Strategies

- Promote the fact that Durex is the world’s largest supplier of latex condoms
  - Trojan condoms consistently advertise they are America’s number one condom brand
- Create the impression that Durex condoms are unique among competitors concerning the following features:
  - Pleasure enhancement
  - Health protection
  - Lifestyle protection
- Drive consumers to Durex website
  - Increase product awareness
  - Increase sales through “Package Protection” program

## Creative Approach and Rationale

### **Promote the fact that Durex is the world’s largest supplier of latex condoms**

Create a consistent theme in all marketing that conveys the fact that Durex is the world’s number one condom brand.

Rationale:

Trojan condoms make it a note to advertise that they are America’s number one condom brand. Durex can combat this by taking their place as the largest supplier in the world.

**Create the impression that Durex condoms are unique among competitors concerning the following features:**

**Pleasure enchantment**

In any humorous advertising, this characteristic can be displayed by over the top visuals and sounds that would allude to Durex making consumers sex more sensual.

In non-humor ads, factual information about uniqueness of design or material should be mentioned.

Rationale:

Different lines of condoms that prolong, or in general, enhance the feeling during sex. Most every brand of condoms has a line that boasts prolonged and enhanced sexual pleasure. Durex<sup>©</sup> should strive to differentiate these lines to the target markets. Especially the adult males, 18-24, as during these times they are most likely newer to the act of sex and therefore usually less confident.

**Health protection**

Advertising should attempt to bring up concerns over health related issues and sex. Through coalitions with MTV and Advocates for Youth we can create and advertise the fact we care for them past the consumer-producer relationship.

Rationale:

HIV and AIDS have fallen below the radar as important issues, but they haven't stopped being one. In fact, it's an ever growing problem. By advertising Durex's efforts to help with these issues will form relationships with consumers for whom health was already a concern and with those who are now concerned because of generated awareness.

**Lifestyle protection**

Advertising should remind users that not using a condom has the obvious consequence of getting a woman pregnant and all the effects from that.

Rationale:

People within our target are very protective of their lifestyles. What makes them afraid to not wear a condom isn't the prevention of diseases so much as the prevention of children. Fear motivates like no other and presenting our target with realities of what having a kid actually means, along with our product lines to suit their individual needs, should prove effective.

## **Convenience**

Throughout any marketing, any opportunity to point out how Durex is more convenient should be highlighted. Our target markets really like convenience, as exemplified by their mobile phone, internet, computer driven world. This would be a way to offer a truly unique aspect

## **Drive consumers to Durex website**

### Increase product awareness

All advertising should have Durex.com predominantly featured somehow within the ads.

#### Rationale:

Durex.com is going to be continuously improved on as the social media aspect of it's marketing grows. It also has lots of information on the various product lines and other things we want our customers to know.

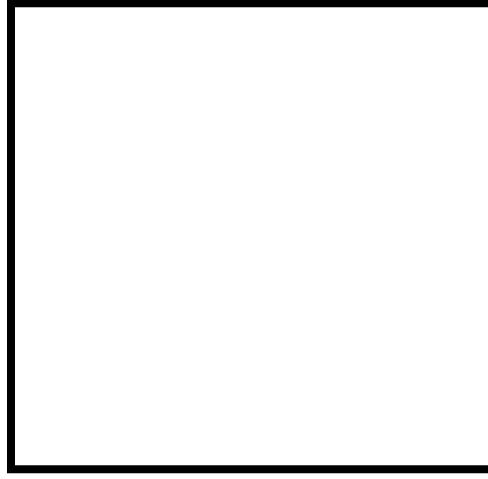
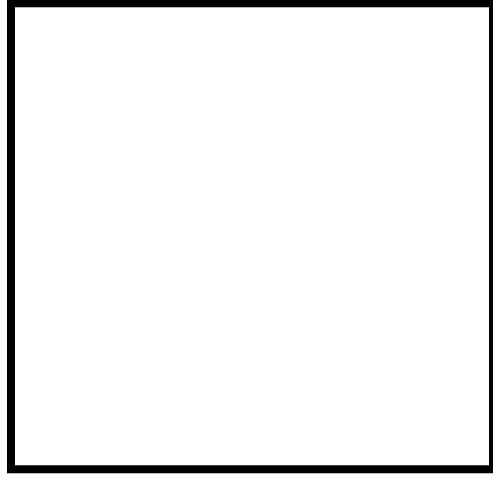
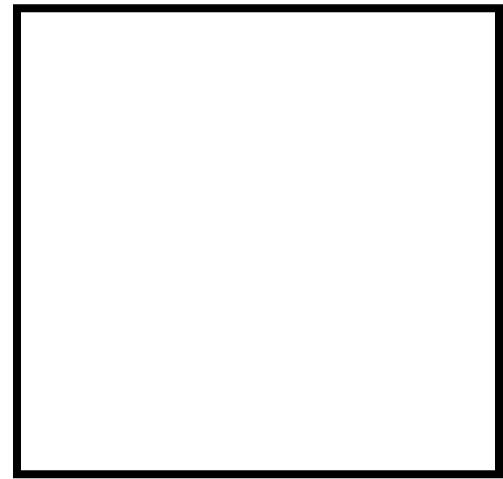
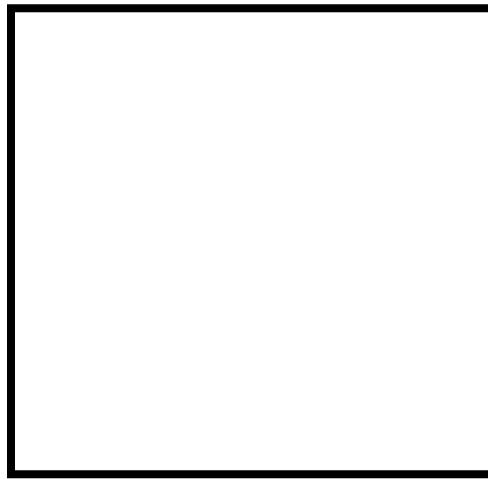
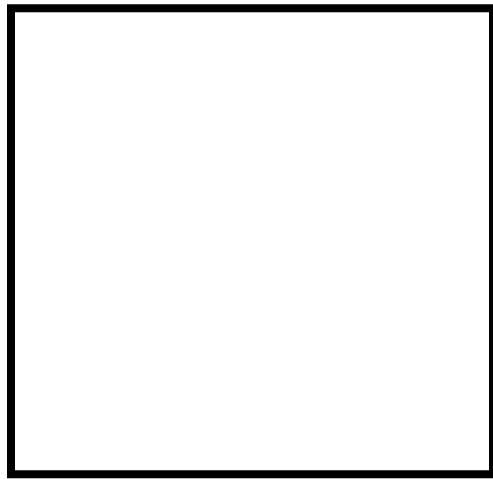
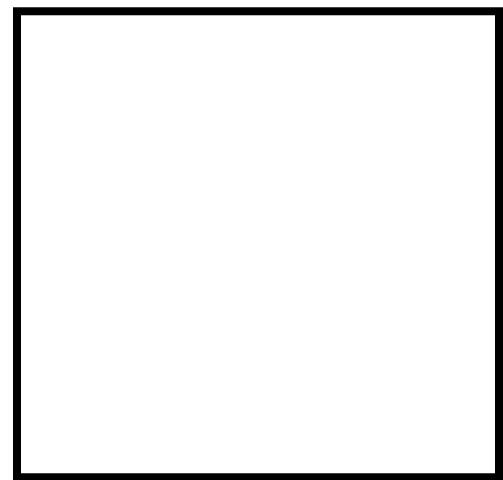
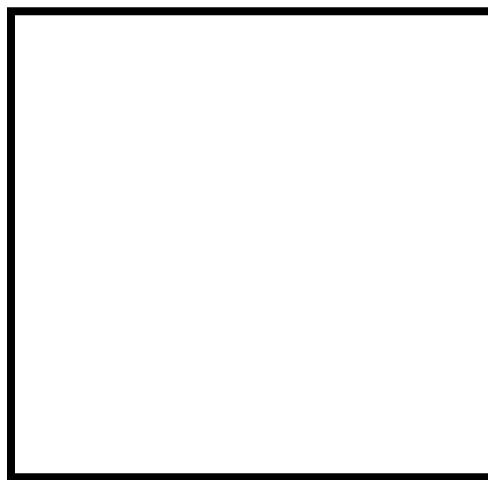
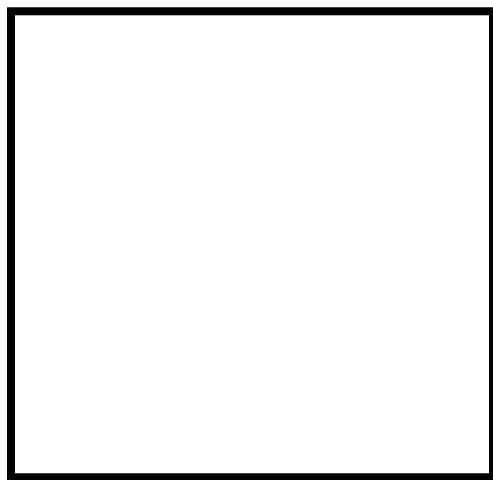
### Increase sales through “Package Protection” program

Advertising should mention Durex's rollout of it's “Package Protection” memberships, available online.

#### Rationale:

By attracting consumers to the concept of our condom memberships, Durex can begin to sell continuously to its customers. It also offers the convenience of not having to go to a store to buy condoms anymore.

## Television Commercial





## IS BUYING CODOMS BECOMING A HASSLE?

**Durex  
delivers.**

*Durex is different because we are convenient.*

Durex is making it easier than ever to never be without condoms again. Get Durex condoms delivered discreetly to your home. No matter where you are in your sex life, anyone can benefit from the convenience and deep discounts available at [Durex.com](http://Durex.com). Check out the website today for a special offer!



*The Difference is Everything, The Difference is Durex*

**durex**®.com



*"Because having a multipack of condoms is only useful if you get to use them..."*



*Durex is different because we boost your performance.*

Only a Durex multipack has the world's best selling condoms. That's because Durex is the best feeling, safest experience available. Just ask the gentleman in the bottom picture (if you get a chance!).



*The Difference is Everything, The Difference is Durex*

**durex**.com



*Sometimes,  
the gift is in how  
you wrap it*



*Durex is different because of the feel.  
Protect everything. Sacrifice nothing.*

Durex condoms are uniquely designed to fit more comfortable. They are also made of a special latex created to provide that safe, ultra sensual experience you deserve.



*The Difference is Everything, The Difference is Durex*

**durex**®.com

## **Sales Promotion Plan**

### **Sales Promotion Objectives**

- Increase brand awareness of Durex Condoms among single males age 18-34
- Highlight the diverse and brand-unique product innovations that focus on user pleasure
- Increase trial purchase of new product introductions

### **Sales Promotion Strategies**

VENDING MACHINES: Placed strategically, vending machines will be used to increase the availability of our product.

SPECIAL EVENTS: Colleges and Spring Break vacation spots will be targets for event hosting.

PACKAGE PROTECTION PROGRAM: A subscription-style mail order program will be implemented, offering customers condoms at a discount.

VARIETY PACKS: Variety packs containing the newest types of condoms will be sold at a discount in retail stores and through the Durex website.

SOCIAL MEDIA: Websites and blogs will be promoted to increase brand awareness among customers in our target demographic.

### **Sales Promotion Tactics**

#### ***Vending Machines***

- New, redesigned condom vending machines will accept payment using either cash or credit/debit card
- Test run in 200 bars and nightclubs in major metropolitan areas and college cities
- Standalone machines will be placed in common area near men and women's restrooms
- Machines will double as an advertising medium, with the Durex logo and slogan printed on the front

#### ***Special Events***

- During back-to-school time in the fall, booths will be set up at ten college campuses across the United States. These campuses include...

- University of Texas
- West Virginia University
- University of Wisconsin
- University of Miami
- East Carolina University
- Arizona State University
- Rollins College
- University of California-Santa Barbara

- Plymouth State University
- University of Iowa

\*These universities were selected based on Playboy's List of America's Top 10 Party Schools.

- In the booths, a promotional team consisting of an event manager and two young, attractive girls dressed in bikinis featuring Durex logos will pass out free samples of our products and encourage participants to sign up for our Package Protection Program.
- Members of all promotional teams will be recruited locally.
- On weekends during Spring Break months (March and April), the promotional teams will be deployed to bars and nightclubs in three stateside vacation spots
  - Panama Beach, Florida
  - Miami, Florida
  - South Padre Island, Texas

These cost-effective destinations are among the most popular vacation spots for college students.

#### ***Package Protection Program***

- Participants sign up using a credit/debit card or by authorizing a monthly Electronic Funds Transfer from a checking account.
- There are three levels of subscription: Player, Stud, and Don Juan.
  - Player: 10 basic latex condoms sent per month
  - Stud: 20 basic latex condoms per month, plus a free pack of specialty condoms
  - Don Juan: 30 latex condoms of any variety, plus a free additional product such as lubricant, a vibrating ring, or a wallet card
- Since the objective of membership is guaranteed revenue, condoms will be offered at a deep discount.
- Subscription can be cancelled at any time free of charge.

#### ***Variety Packs***

- Three new variety packs titled Basics, Flavors, and Textures, will be introduced.
- Flavors and Textures will contain a random assortment of three different variations corresponding to each category.
- Basics will always contain regular, ultra thin, and sensitive condoms.
- All variety packs will contain a total of twelve condoms, and all will be sold at a marginal discount.

#### ***Social Media***

- Currently established social media web pages for Durex include: Facebook, Twitter, and MySpace.
- A YouTube channel that features humorous Durex commercials will also be created. All of the above-listed social media web pages will link to the channel and vice versa.

## **Sales Promotion Budget**

Vending Machines: \$300,000

Special Events: \$800,000

**Total: \$1.1 Million**

# **Sales Promotion Flowchart**

## **Public Relations Plan**

### **Public Relations Objectives**

- Increase awareness of the health benefits associated with using Durex condoms
- Raise awareness of the proliferation of sexually transmitted infections among college students

### **Public Relations Strategies**

- Partner with MTV in the Get Yourself Tested campaign
- Donate proceeds and products to the Advocates for Youth foundation

### **Public Relations Tactics**

#### ***Get Yourself Tested Campaign***

- GYT is a currently existing cooperative effort between MTV's "It's Your Sex Life" campaign and the Center for Disease Control. It is aimed at increasing awareness of sexually transmitted diseases among young people
- Durex will partner with MTV to host a series of four concerts from June 19 to June 27, 2011, in recognition of Be > AIDS Week (and culminating in National HIV Testing Day).
- All proceeds from ticket sales will be donated to the "It's Your Sex Life
- Promotions for the concerts will be conducted using MTV and Durex's websites as well as social media websites such as Facebook and Twitter. Sweepstakes will be held offering tickets, VIP tickets, and backstage passes to the concerts as prizes.
- Additional promotion will take place during Durex's Spring Break events, encouraging participants to sign up to win tickets.

## *Advocates for Youth Foundation*

- A national marathon, titled the “Spring Fever Sprint”, will be held on March 20, 2012, to commemorate the first day of spring. All proceeds will be donated to the Advocates for Youth foundation.
  - Additionally, a yearly allotment of basic latex condoms will be donated to the foundation for use in its STD awareness workshops on college campuses throughout the United States.

## **Public Relations Budget**

Concerts: 4 Concerts  $\times$  \$200,000 each = \$800,000

Marathon: \$400,000

**Total: \$1.2 Million**

## **Public Relations Flowchart**

## IMC Flowchart

<u>Media</u>	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Expense
Magazines													
ESPN													\$832,000
Men's Health													\$794,125
Maxim													\$725,268
Cable TV													
Adult Swim													\$806,400
BET													\$101,250
Comedy Central													\$495,360
Guerilla Marketing													\$57,000
<b>Sales Promotion</b>													
Vending Machines													\$400,000
Special Events													\$700,000
Package Protection													N/A
Variety Packs													N/A
Social Media													N/A
<b>Public Relations</b>													
Concerts													\$800,000
Marathon													\$400,000
<b>TOTAL</b>													<b>\$6,113,903</b>

## Total Proposed Budget

### Media Budget

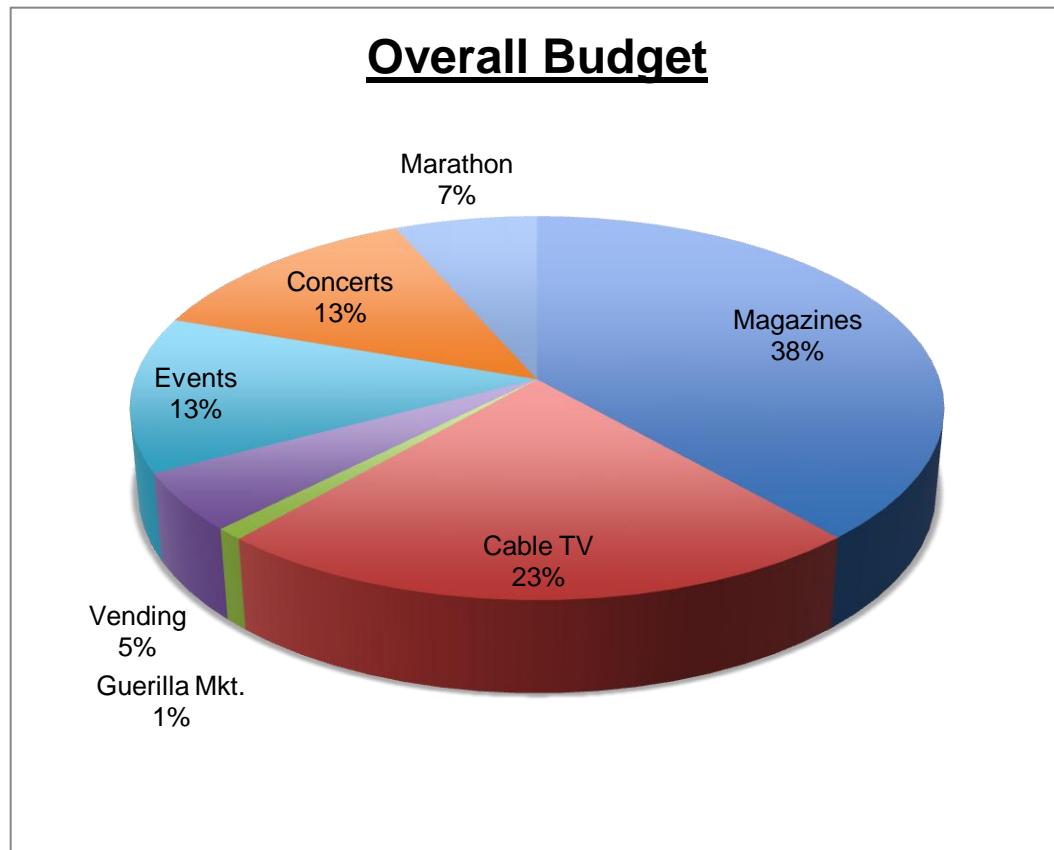
Magazines:	2,351,393
Cable TV:	1,403,010
Guerilla Mkt.:	59,500

### Sales Promotion Budget

Vending Machines:	300,000
Special Events:	800,000

### Public Relations Budget

Concerts:	800,000
Marathon:	400,000
<b>TOTAL:</b>	<b>\$6,113,903</b>



## **Budget Rationale**

In determining the budget for Durex's new media, sales promotion, and public relations ventures, several factors were considered. First, the previous year's media budget of 1.3 million as well as the continued yearly growth in Durex's media spending was used as the basis for the revised media budget.

The media spending of Trojan Condoms, our main competitor, was also considered. In past years, Trojan's budget has been nearly four times that of Durex. In order to compete with Trojan in the United States, Durex will have to increase its media spending to an amount comparable with that of Trojan.

All media were priced using ( orange media book ) . The figures for the sales promotion and public relations budgets are estimates based on the average costs of their individual components.

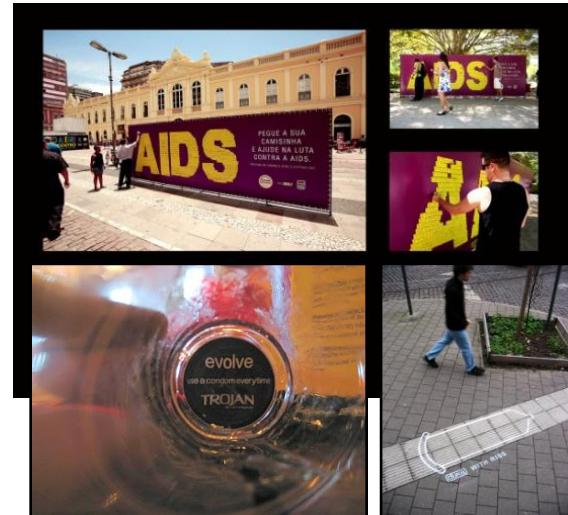
## Appendix

### Site Comparison

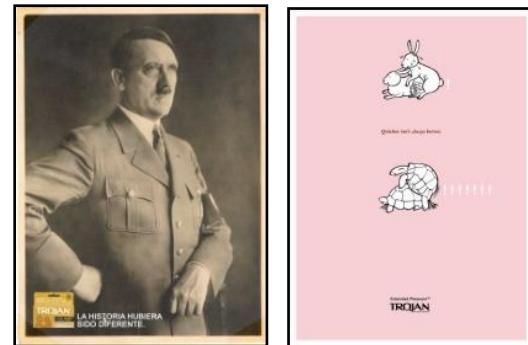
## Ads that try to create an impression of safety



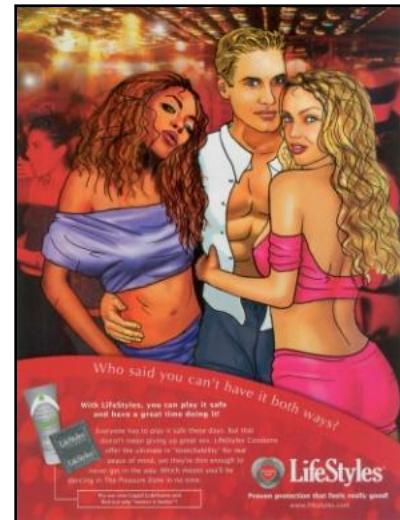
## Guerilla Marketing Ideas



## Trojan Ad Samples



## Lifestyles Ad Samples

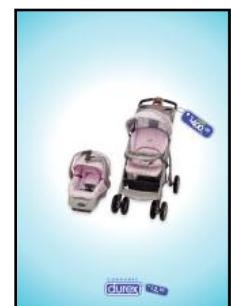


## Durex Ad Samples

"Scare" ads depicting results if they don't use



Ad for  
Pleasure  
Enhancing  
Condoms



Ads for XL  
Condoms



Ad for cause  
marketing



## **Work Cited**

“Advertising Budget for Top Three U.S. Condom Manufacturers.” Ad\$spender  
<http://adspender.kantarmedia.com/adspender/Pages/Home.aspx> 6.20.10

Durex Condoms. "Condom Homepage." <<http://www.durex.com/en-GB/Products/Condoms/pages/CondomHomepage.aspx>>

“Fall 2009 Product Personal Care” *Condoms Bought in Last 6 Months: Adults*  
<http://ureporter.mriplusonline.com/showreport.asp>(June 20,2010)

Guttmacher Institute. "Facts on Contraception Use in the United States." 3 June 2010.[http://www.guttmacher.org/pubs/fb\\_contr\\_use.html](http://www.guttmacher.org/pubs/fb_contr_use.html)

"IYSL >> It's Your Sex Life." July 2010.  
[http://www.itsyoursexlife.com/gytweek?utm\\_source=gytnow](http://www.itsyoursexlife.com/gytweek?utm_source=gytnow)>

Jones, Charisse. "Recession seems to put people in the mood for condoms." USA Today. 12 Feb 2009<[http://www.usatoday.com/money/industries/retail/2009-02-11-cash-strapped-condoms\\_N.htm](http://www.usatoday.com/money/industries/retail/2009-02-11-cash-strapped-condoms_N.htm)>

Lazich, Robert. Market Share Reporter. Vol.2006-2010

Lifestyles Condoms. "Condom and Pleasure Products."  
<http://www.lifestyles.com/products.php>>

“ Local Market Audience Analyst” *Prizm Reports*  
[http://www.claritas.com/SRDS/home?user\\_id=10237556%3BfJbigJz8\\_cWy&authtoken=rutiX7oSJ9njYBFuIB0kTYuJXJ4%3D](http://www.claritas.com/SRDS/home?user_id=10237556%3BfJbigJz8_cWy&authtoken=rutiX7oSJ9njYBFuIB0kTYuJXJ4%3D) (June 16, 2010)

“Mediaweek.” Marketer’s Guide to Media: Volume 32. 2009 ed.

Montuori, Don. “Condoms in the US”. Packaged Facts. July 2006  
[www.packagedfacts.com](http://www.packagedfacts.com)

Trojan Condoms. "Trojan Condoms - Products."  
<http://www.trojancondoms.com/Product/ProductList.aspx>>

Trojan Condoms. “The Controversy Over Trojan Condom Ad”  
[http://www.cnbc.com/id/19306576/The\\_Controversy\\_Over\\_Trojan\\_Condom\\_Ad](http://www.cnbc.com/id/19306576/The_Controversy_Over_Trojan_Condom_Ad)>