

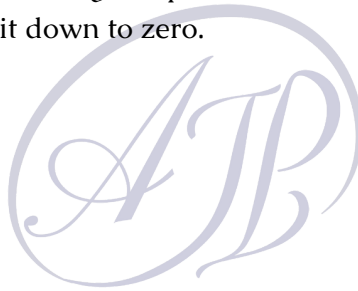
Happy Father's Day **(Durex)**

Campaign Requirements:

- Topical Marketing
- Topic: Father's Day
- Period: One day
- Medium: Social Media (No traditional media or press releases required)
- Type: Series of Ads – Different copy and visuals, but same outcome

Desired Brand Image:

- People must be confident that using our product will completely reduce risks of pregnancy, almost bringing it down to zero.
- Style and tone:
 - Friendly
 - Witty
 - Attacking



Target Audience:

- Demographics:
 - Newly married men, 26–30 years old
- Lifestyle:
 - Working class seeking pleasure and relaxation after a long, busy day at work
- Type of User:
 - Conformers & Innovators
- Relationship with Brand:
 - Sees the brand as a perfect, trustworthy, and reliable solution to their needs,
- Requirement:

- Seeking product to minimise risks of pregnancy (due to financial concerns, both the parents could be working, etc.), but with the same or similar level of pleasure

Mandatory Inclusions and Intentions:

- All advertisements must have:
 - Durex Logo/logomark (depending on the available space)
 - Colour palette – blue and white (brand shades)
 - Small copy
 - Simple visual – graphic, photograph, or animation
- Intentions of the campaign:
 - Extending Father's Day wishes
 - Indirect sales intentions
 - Generate relationships with new and potential users, strengthen relationship with existing users

Single-minded Proposition:

- For those not ready to celebrate Father's Day just yet
- Celebrate Father's Day by postponing it. We've got you covered
- Skip the dad bod, save the dad jokes.
- Keep Father's Day for the future.
- Plan a perfect Father's Day by planning ahead
- Because some things are better unwrapped. – Happy Father's Day
- Hashtags:
 - #HappyFathersDay
 - #ThinkBeforeYouPutItIn

Substantiation for Proposition:

- Research shows that when used correctly, out of 1 million Durex condoms sold
 - 118 complaints were registered about condom breakage/slippage.
 - 31 cases of pregnancy were reported.
 - 27 cases of STI transmission were recorded.

(Source: Summary of Safety and Clinical Performance for: NATURAL RUBBER LATEX CONDOMS WITH SILICONE LUBRICANT AND BENZOCAINE)

6.2 Pregnancy prevention and condom use

While pregnancy rates for those using condoms differs between studies, condoms have an inherent, albeit small, chance to break or slip, hence there is a low chance of clinical condom failure. Condoms, when used correctly, are found to have a 2% failure rate. This means that if 100 women were to use condoms (with no other form of contraception) for one year; 2 out of 100 women may become pregnant (WHO, 2018).

Over the last several years hundreds of millions of units of Durex NRL condoms with silicone lubricant and benzocaine have been shipped. During this time a number of incidents have been reported relating to condom breakage/slippage, pregnancy and STI contraction, a breakdown of which can be seen in table 2:

Table 2: Incidents reported per Durex condom sale

Incident reported	Number of reports	Ratio (per million)*
Condom breakage/slippage	118	0.150
Pregnancy	31	0.039
STI transmission	27	0.034

3* Ratios are calculated based upon sales figures and total number of reports received between Jan2017-Dec2022

Sample Ad:



Video Idea for Ultra-thin Condoms:

- Start with fear, move to pleasure
- The video starts with a dating couple in bed, enjoying for a few seconds; (cut to) girl, afraid and angry, – “What the hell, you’re not wearing a condom!” – pushes the guy away and almost starts crying
- Guy, puzzled and then smirks – tries to explain to her but she doesn’t listen; (cut to) him bringing the packet thrown away in the room that reads ‘Durex Ultrathin condom’.
- Girl, relaxed, pulls him back towards herself

