

Can You Benefit from Creative Strategic Thinking and Flawless Strategy Execution?
Want to know more about this transformational brand-building approach?
Please see contact information.

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Thinking Small Helped Durex® Think Big Against Goliath-Sized Brands.

Challenge

Several goliath-sized CPG companies throw their weight around the Relationship Care category – companies such as Church & Dwight and Johnson & Johnson with brands like Trojan™ K-Y™ to name just a few. Traditional measured competitive media weight exceeding \$50M posed a challenge for smaller competitors like Durex in large media markets like the USA and Canada. A broad consumer target definition for consumers shopping the Relationship Care category only made the challenge that much bigger.

Solution

Durex devised a strategy of employing traditional and non-traditional tactics to outmaneuver its larger brand adversaries. With several tightly targeted campaign platforms that provided coverage against a broad consumer target, Durex was able to

reach young, single adults as well as older couples in relationships. Traditional media, online advertising, social networking, experiential marketing, and sampling all worked together to form a cohesive brand message across multiple product segments and a wide range of consumers that was not diluted by going toe-to-toe with the Goliath brands in traditional mediums.

Results

Double-digit sales growth was delivered for the brand in North America. Hand-to-hand sampling generated more than 1,000,000 user experiences. Site traffic and experiential marketing provided high levels of brand engagement with consumers. Significant downloadable promotional offers signified high interest in trial once exposed to our programs and messaging.