

Durex: Redefining the number one condom brand

(For publication)

Category

1 Corporate/
Brand Identity

Sub Category

1.1 Design and
implementation costs
over £100,000

Client Company

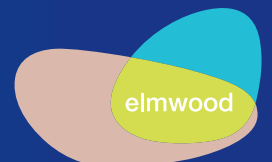
SSL International

Design Consultancy

Elmwood

Date

May 2009



**Cock rings in Tesco?
Vibrators in Boots?
Sex as a normalised, healthy
mainstream retail activity?**

**Yes, YES and
YEEEEESSSSSS.**

Executive summary

In 2005

Durex operated in a highly conservative retail environment, with restrictive display and advertising limitations – huge barriers to growth. The world's leading condom manufacturer, Durex appealed mainly to consumers aged 16–25. The challenge was to broaden the brand's appeal and create growth on a global scale.

Research showed that consumers wanted a trusted brand to help normalise sex products. We then identified people's sexual wellbeing as a new, ownable brand territory. Durex's Sexual Wellbeing Global Survey supported this by establishing the relationship between sexual and general wellbeing.

In 2006 our brief was...

- Evolve the brand to realise this global opportunity.
- Clarify the vision and move its focus from 'safe sex' to 'better sex'.
- Soften Durex's 'masculine' image, evolve the identity and give the products shelf stand-out.
- Modernise the core condom range, improve shelf stand-out at no extra cost.
- Expand the Play category.

2007-2009 The commercial results have been orgasmic!

Durex brand

+9.4%

In the first year, total Durex sales increased by 9.4%.

+7.3%

And in the second year, sales increased by a further 7.3%.

ROI in

5 days

The first year's additional sales meant that all the design had paid for itself in just five days.

Durex condoms



34.2%

Global condom share (value) increased from 32.5% to 34.2% (Nielsen 2009).



+12%

Condom sales value up 12% since new packs were introduced (September 2007 - March 2008).



No.1

Highest market share achieved in 16 countries.

Durex Play

Play has become a £40 million brand in two years.



+290%

Global Play sales increased a staggering 290% in 2007/2008.



No.1

Durex became number one for lubes in eight countries, number one in five, and is growing faster than the market itself.



No.1

Ring penetration is at an all-time high. Durex is the number one brand.

Project overview

Durability, reliability & excellence

Global competition



1. Outline of project brief

As the world's number one condom brand in 2005, opportunities for growth were limited. Durex needed a way of driving future growth and global sales. Our job was to make Durex more approachable, normalise the purchase of sex products and prompt reassessment of the brand.

Our brief:

- Re-articulate the brand story, and refocus the vision from 'safe sex' to 'better sex'
- Evolve the brand's identity and look-and-feel building on Durex's existing equity, and soften the 'men in white coats' image.
- Review key product ranges; create a stronger, more impactful condom range without increasing costs; expand the Play category.

2. Description

Durex embodied trust and 'safe sex'.

They had begun introducing lubricants and devices under the 'Play' sub-brand. The aim was to attract and retain wider audiences over a longer period of their lifetimes. No one brand was delivering 'sexual wellbeing' in a holistic manner and we knew Durex had the potential to do it.

3. Overview of market

When you're the world's number one, achieving more sales isn't straightforward – especially in a highly conservative, restrictive and competitive retail market. People wanted sex products from a trusted brand, but retailers were reluctant to stock the products.

The challenge:

- Convince retailers of the consumer need, and also to stock the products
- Position themselves as category experts and thought leaders
- Educate consumers and retailers about 'sexual wellbeing'
- Normalise sex products
- Compete globally despite strong local competition (and alongside the Mates relaunch).

4. Project launch date

August 2007

5. Size of design budget

£250,000

Project overview cont.



6. Outline of design solution

Rearticulating the brand

We used 'Sexual Wellbeing' to describe Durex's new brand territory. We based this on the belief that sex plays a fundamental role in our physical and emotional wellbeing, and that a healthy and rewarding sex life should be everyone's to enjoy.

To support the refocus from 'safe sex' to 'better sex', Durex conducted the world's largest 'Sexual Wellbeing Global Survey' to understand the role of sexual wellbeing in people's lives.

OLD



NEW



Evolving the identity

- Cold, hard masculine logo redrawn to improve impact.
- Friendlier, rounded lettering improves legibility.
- Soft vignette injects warmth, modernity and gender-neutrality.
- Outer keylines rationalised for white and coloured backgrounds.
- We 'plugged the hole' – not very appropriate for a brand in this sector!

Old Durex language

Non-vaginal use of condoms may increase the risk of them slipping or being damaged.

New Durex tone of voice

Take extra care if you're using condoms for anal or oral sex as they are more likely to be damaged or come off.

Tone of voice

The existing communication style was formal and distant. We created a warm, approachable and intelligent tone of voice to express the 'Knowledgeable Friend' personality, and trained the Durex team to communicate in this new tone of voice.

Project overview cont.

Brand guidelines



New



Old



Brand guidelines

This comprehensive book told the brand story, articulating the vision and brand guidelines – a reminder for rigorous brand management and global consistency.

Review key product ranges

1. Condoms

The challenge was to improve standout, visibility and quality perceptions while building on the equity of the existing range.

The refreshed range

- Master brand upweighted to pack centre.
- Circular brand-holding device, ownable Durex font and cleaner, brighter pack colours improve stand-out.
- Reduced number of colours and reviewed pack substrates to improve presentation and consistent print reproduction, without additional costs.
- Packs designed to accommodate three languages simultaneously.
- Tighter cellowrap to remove issues around 'fit'.
- Design and packaging substrates enable consistent reproduction and print at different print centres worldwide.

[See appendix for old and new ranges](#)

Project overview cont.



2. Durex Play

The challenge was to expand the Play sub-brand with new product development.

- Align the few existing Play products with the new branding.
- New products developed included Durex Play 'Mini Vibes' and rings.
- NPD targeted 'foreplay' and 'massage' introducing 'Massage Mousse', 'Ice', and a clitoral stimulating gel, Play 'O'.



Summary of results

Re-articulating the brand from 'safe sex' to 'better sex'

The results for Durex extend way beyond just the commercial. Durex is currently engaging with retailers in meaningful dialogue on the creation of a Sexual Wellbeing category and destination for sex related products in-store. Right now though, you can pick up a cock ring, vibrator or massage mousse along with your milk, bread and toothpaste. And we're hugely proud to have been involved.

Evolving the identity, and look-and-feel

Investment in the brand is clearly paying off.

- In the first year, (2007–2008) total Durex sales increased by 9.4%.
- These additional sales meant that all the design had paid for itself in just five days.
- The new branding continues to make an impact in its second year of introduction. In May 2009, it was announced that in the year to 31st March 2009, Durex sales increased by 7.3%.
- Gary Watts, SSL CEO, said: "We have again outperformed against our targets, not withstanding the challenge of the difficult consumer environment."
(Quoted in The Guardian, 18th May 2009: 'Demand for Products That Fit But Do Not Split Helps Profits Stay Firm.')

[See Appendix for full reported and advisory sales figures.](#)

+9.4%

Increase in annual sales (year 1).

ROI in
5 days

A further
+7.3%

Increase in annual sales (year 2).

Summary of results cont.

34.2%

Global condom share.

+12%

Increase in sales.

No. 1

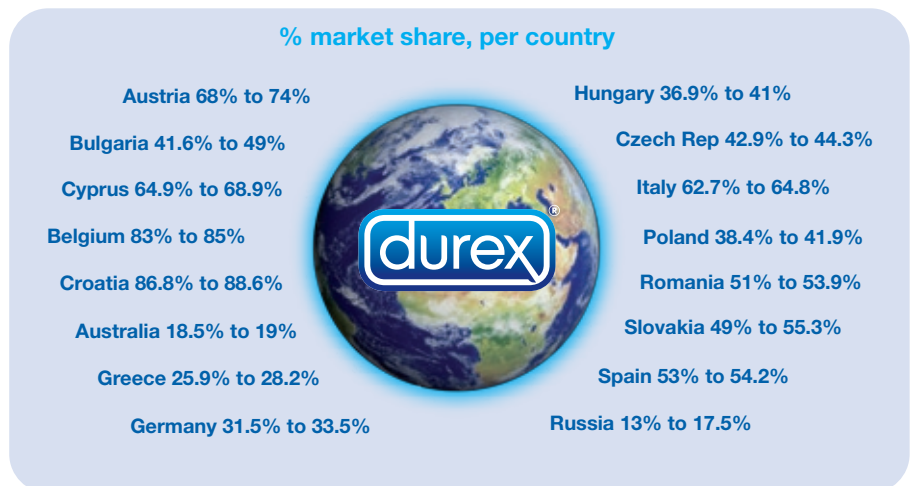
In 16 countries.

Review of key product ranges

Durex condoms

Our work on the condoms packaging resulted in a much stronger, more impactful and gender-neutral range – without any cost increases in packaging materials or printing.

- Global condom share (value) increased from 32.5% to 34.2%. (Nielsen 2009)
- Global condom sales value is up +12% since the new packs were introduced. (September 2007 - March 2008)
- Durex achieved highest market share in 16 countries.



Sept 2007 – March 2009

more cohesive
more impactful
more appealing

The consumer loves the new look and feel

Pre-launch consumer research tested the design in several key markets where the previous pack design already had a high approval rating. However, consumer response to the new design showed a significant improvement in appeal and these redesigns recorded the highest scores ever achieved.

- The new design improves impact of the brand.
- Aesthetically, the range is seen as more cohesive with the new design, and this perhaps is why, on-shelf, the brand as a whole is more impactful.
- As a whole, the new design is significantly preferred and this is also true in both Italy and the UK.
- The new design offers a number of improvements including looking more modern, and different to others.
- Non-Durex buyers in all markets view the packs as more appealing.

(Source: Durex Packmaster research Nov 2006)

Summary of results cont.

290%

Increase in sales.

No. 1

Ring brand.



Review of key product ranges

Durex Play

High profile retailers had been very reluctant to stock sex related products prior to Durex making the concept of Sexual Wellbeing more accessible. The new look and feel of the packaging has opened up the retail sector making these products more normal and accessible purchases.

Durex Play has seen great results, with Play product availability helping people get more enjoyment out of sex.

- Play sales up a staggering 290%.
- Play became number one for lubes in eight countries, number two in five, and is growing faster than the market itself.
- Ring penetration is at an all-time high.
- Durex is the no.1 brand.
- 20 million rings sold – that's 400 million minutes of vibrating pleasure.

Research Resources

Research used

- The Guardian, 18th May 2009: 'Demand for Products That Fit But Do Not Split Helps Profits Stay Firm'. Nielsen, 2009.
- SSL International Plc, Preliminary Results for Year Ended 31 March 2009 & Preliminary Results for Year Ended 31 March 2008.
- SSL International Plc, Durex Research Department.



Other influencing factors

Did advertising contribute significantly to sales?

11pm
Watershed for ads.

No - these strong sales were achieved despite the fact that, unlike most FMCG brands, Durex does not conduct huge above-the-line global ad campaigns, due to general advertising restrictions. Branded condoms are not advertised on UK television and the advertising of any related product has an 11pm watershed.

Was it because the new identity and packaging were launched with a big bang?

No
Globally co-ordinated relaunch.

No - Durex recognised that the realisation of the Sexual Wellbeing proposition was a long-term goal, and that the shift for the brand would be achieved gradually. The identity was to be seen as a natural brand evolution. Therefore, there was no globally coordinated relaunch.

The new condom packaging - the major vehicle for introducing the new identities - was gradually phased in around the world.

Appendix

New range



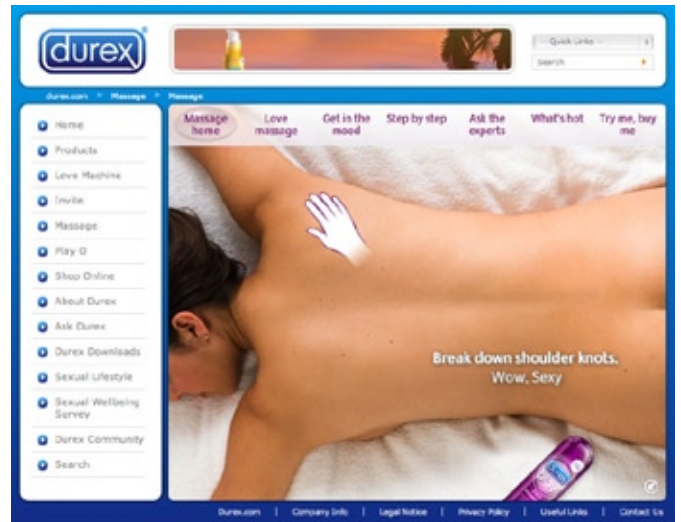
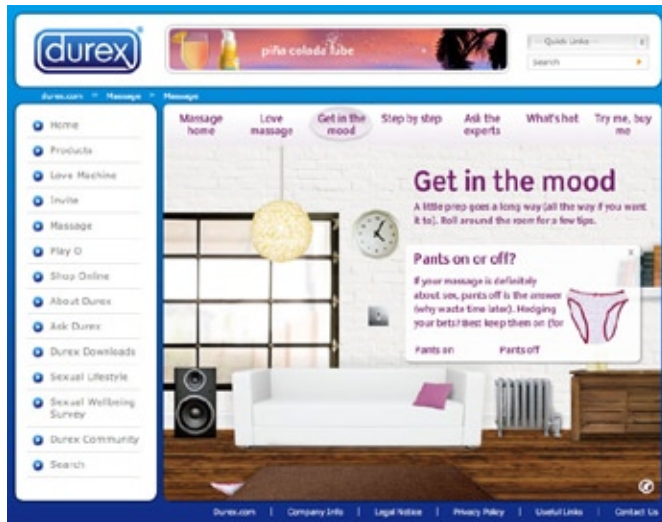
Old range



Appendix

Digital communication

Massage consumer website



Play 'O' trade movie

