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Interactive Marketing

Durex Love Poems

Executive Summary

In April 2004, **Durex Condoms** launched a new condom brand, **Love**. Durex tasked agency of record **Fitzgerald + Co.** and partner agency, **Trend Influence** to develop a unique, under the radar interactive promotion. The onlne-only launch campaign for Durex Love condoms features a **fun interactive website** where consumers answer a series of unrelated questions and the answers are plugged into a "mad-lib" style **cheeky Love Poem**. The visitor can then send them to friends or lovers via e-mail and the recipient can respond or visit the site to create their own Love Poem. Traffic was seeded to the promotional site via a six week banner ad campaign on E!Online and Maxim Online.

Strategy

Launch new condom brand and differentiate this brand in a highly competitive market place. Because

consumers spend less than 3 seconds in front of the condom section in retail environments, it is difficult to engage them at the point of purchase. An online interactive promotion enabled Durex Love to meaningfully engage the consumer in a comfortable environment, enabling playful and flirtatious communications with their significant other or a prospect. This experience provided lasting brand exposure and communicated the brand message in a relevant context.

Target Audience

18-24 year old, primarily male, socially and sexually active.

Strategic Objectives

1. Increase brand awareness
2. Engage target and differentiate brand

Creative

The Durex Love brand is about playfulness and sensuality and demanded

a fresh approach to the traditional condom advertising. The brand markings consist of deep rich colors and feature a saucy "horny devil" icon. The devil became an animated guide through the site as the user created their own love poem.

Results

Increase Brand Awareness.

6,894,323 brand impressions from online advertising in six weeks.

Engage target and differentiate brand

Enhanced the consumer experience through the creation of the playful Love Poem microsite.

- **Average length of time consumer spent on the site was over 4 minutes.**
- **17,498 unique visitors were responsible for nearly 29,000 sessions** People revisited the site and created multiple poems.
- **High Viral Rate: Over 40% Viral**

The Banner Ads



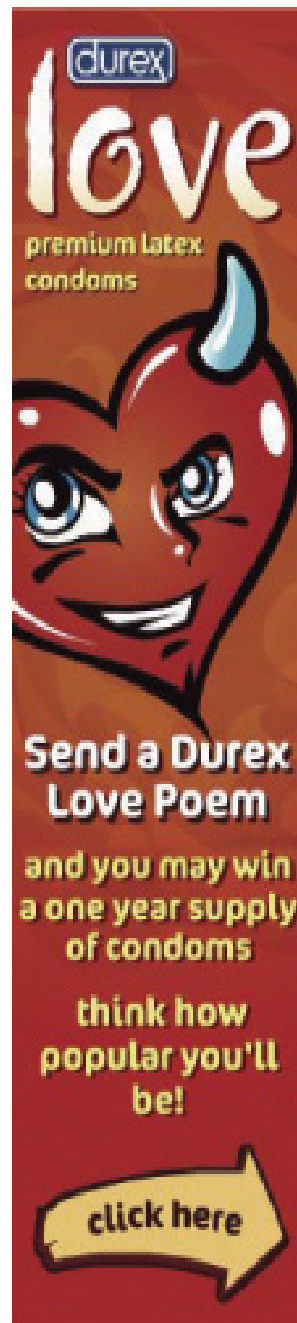
durex
love
ex

Get your woo on




and you may win
a one year supply
of Love
(condoms that is)
Create a
Durex Love Poem
now!

click here



durex
love
premium latex
condoms



Send a Durex Love Poem

and you may win
a one year supply
of condoms

think how
popular you'll
be!

click here



The first step is to answer these questions, then read the revealing Love poem that you create. Go down on the menu to choose your answers:



What you most enjoy eating raw:

Describe the condition of your yard:

Number of good deeds you've done this year:

What did you do on your last vacation:

Favorite Gym Move:

How do you start your day:

Let's see where this leads!



Love CREATE A POEM



Durex
love

Nothing enhances Love like honest communication.
Surely, this will lead her in a new direction!

To A Special Girl:

Everybody
needs some



I adore staring at your carrot shape.
Then when you show me your well-trimmed bush I nearly
hyperventilate.

While having you one on one is what I most adore,
would it be possible that there is room in the bed for 4-9 more?

If this is a surprise, I apologize.
But if you'd let us swim naked I could really fantasize.

CHANGE POEM

And while we're talking about what makes me hot, when you're
alone, I'd like to watch you curl your soft, hidden spot.

All these things I've shared aren't meant to make you blush but to
increase my chance to shower with you, which would enhance
our love in a rush.

SEND POEM

OR

TELL A FRIEND

Share the Love -
Tell your friends about
Durex Love Poems!

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