



Market

Every two seconds, someone in the UK buys a pack of condoms. With the majority of those condoms made by Durex, it is the clear market leader, selling over 55 million in the UK and nearly one billion globally each year. The brand has twice the global market share of its nearest competitor, making it the number one condom brand in the world.

Durex continually reinforces and cultivates this long-established position by raising awareness of the importance of sexual health. Much of the brand's activity in this area is concentrated on the 16-24 age bracket; bringing new users to Durex with the aim of maintaining their loyalty throughout their life.

As well as growing its market share, Durex is also growing its market. By expanding the brand to encompass a new sexual enjoyment positioning, it is bringing Durex to a wider, more diverse market; namely every sexually active adult in the country.

The development of more pleasure-orientated condoms, such as Sensation and Performa, set the ball rolling and the launch of Play pleasure-enhancing lubricant, the first of its kind, has strengthened this message and begun to sow the seed that there's more to Durex than condoms.

Many more new products are currently in progress, which will help build the brand's new positioning, expand its market and achieve its ultimate aim – for everyone to enjoy better sex.

Achievements

Durex's 89-year history is filled with achievements: all of which have gone towards improving quality, protection and service. The brand's long list of industry firsts includes the first fully automated production dipping line, the first electronic testing machine, the first

anatomically shaped condom, the first street vending machine, the first lubricated condom, the first polyurethane condom and, most recently, the first condom with benzocaine, a mild anaesthetic which helps to prolong enjoyment. These breakthroughs have given Durex its reputation for quality, reliability, excellence and innovation, and have helped the brand maintain its position as global brand leader with strong market share, despite the market being flooded with new competitors.

Durex also achieved many firsts in terms of communication: it launched the first ever international advertising campaign for condoms, the first international website for a condom brand and the first global sex survey. Over the years, its advertising activity has won numerous national and international awards, including M&M and Euro Effie effectiveness awards, and Cannes Lion and British Television Awards for creativity.

One of Durex's most important achievements reinforces its commitment to quality; it has recently been working closely with the ISO (International Standards Organisation) to develop new, more stringent standards for condom manufacture worldwide. Standards which its condoms already significantly exceed.

History

The Durex story began in 1915, when LA Jackson founded the London Rubber Company. Operating from the back room of a London tobacconist, he began selling imported protectives in barber shops, which was a quite radical move for the time. In 1929 the name Durex was registered, standing for DURability, Reliability and EXcellence. Since then, the company has never looked back.

Three years later, the first manufacturing plant was opened, concentrating on the revolutionary new latex technique and implementing new technologies.

1939 was another big year. Condom supplies from Germany were cut off during the war, so Durex stepped up production to meet increasing orders from the armed forces.

In 1950, the company went public and later changed its name to London International. In 1999, a merger with Seton Scholl formed SSL International plc.

The 1980s marked another significant period for Durex. With the realisation that AIDS and sexually transmitted infections were a very

real threat, demand escalated, and condoms became far more socially acceptable. In response to this change in public feeling, retail channels expanded considerably, and it is now the norm to find condoms for sale in pubs, supermarkets and petrol stations as well as pharmacies. Most recently, Durex extended distribution into Topman fashion outlets, which is helping the brand to reach a much more targeted audience with a sexual health message.

Throughout its long history, Durex has been committed to quality and to promoting sexual health by protecting against the transmission of infection and preventing unplanned pregnancy. The brand continues to focus on cutting-edge developments, including new latex formulas, film barrier technology and clinical research. These developments enable its consumers to have safer, better sex and enable the brand itself to drive growth within the marketplace.

Product

There are several factors that mark Durex out as the leading condom manufacturer. First and foremost, is quality. At the forefront of product innovation and technological superiority, Durex manufactures

condoms in strict compliance with the most stringent of standards. Quality is such a priority, that Durex has imposed its own set of standards, which are even more rigorous than those of independent bodies, giving rise to the Durex quality stamp that appears on all packs.

Durex insist on using only the finest quality latex in their production process, which comes from reliable sources. The latex itself is tested thoroughly before it goes into production to ensure it meets the necessary specifications. If not, the whole consignment is rejected.

Production takes place in highly controlled conditions, using tried and tested techniques. Random samples from each batch of the resulting condoms are subject to air pressure, tensile strength and water tests to check elasticity, strength and durability and ensure against leaks. Every single condom is also tested electronically to make sure there are no imperfections.

As well as quality, consumers are looking for fit, comfort, sensitivity and variety. Durex delivers on all counts. Its extensive range allows for different personal preferences and offers a huge choice of experiences; Sensation provides extra stimulation for the woman, Pleasuremax intensifies things for both partners with strategically placed dots and ribs and a special shape, Select adds flavours and aromas into the mix and Performa prolongs enjoyment.

Recent Developments

Durex knows that its consumers are not only concerned for their sexual health; they're also on a quest for better sex. And Durex aims to make sure they get it.



Because the name Durex is already synonymous with safer sex, the brand can now push into more pleasure-orientated markets without jeopardising its current brand associations or position.

With this move in mind, Durex initially developed an 'easy-on' shape, making the condom more comfortable to wear and easier to put on. Durex also introduced a special odour masker, which hides the smell of latex and makes using a condom a more sensual experience.

Then came shaped and textured condoms, such as Sensation and Pleasuramax, limited edition flavoured condoms and, of course, Performa, the first condom with benzocaine to delay climax and prolong the moment.

But this is just the start. Durex is now concerned with the whole sexual experience, from foreplay onwards, and is investing in the development of innovative new products that encourage enjoyment in a healthy sexual relationship.

Promotion

Durex's promotional activity is far-reaching and diverse. The serious side of it involves working with educational and healthcare professionals around the world to promote sexual awareness and generate a positive understanding of sexual health and attitudes.

Durex Performa is the sensational new climax delay condom. It's specially designed to prolong sexual excitement and enhance your lovemaking. Don't hold back.

durex performa. Made to make you last longer.

Buy online at www.durex.co.uk

The more light-hearted side includes advertising campaigns, sponsorship programmes, PR activity, an entertaining and informative website and an insightful, yearly, online sex survey.

By using humour to convey a serious message, the brand is able to connect with a younger audience who might have previously thought Durex was 'the brand their dad used', without alienating older users. Humour has also helped the brand overcome the embarrassment factor associated with buying condoms, normalising the purchase for consumers.

Innovative media activity and events have also played a powerful part; from free samples in national press and large scale poster advertising, to 'sperm-men' running down prominent streets in major international cities (in association with

MTV dance events), and the Durex Performa stand-up comedy tour.

This activity has significantly raised the profile of Durex and helped it to reposition the brand with a new, more light-hearted focus as well as building on its reliable and responsible image.

Brand Values

The core values that represent Durex condoms today are the same as those that gave rise to the name over 70 years ago; DURability, Reliability and EXcellence. At the heart of everything the brand does is its unerring dedication to quality and to improving the sexual health of the general public.

In recent years, however, to reflect its move into a more pleasure focused product range, an element of relaxed humour has been added to the Durex brand personality, making it more accessible and inspirational.

Following this move, Durex is fast becoming more than simply a supplier of condoms and, now, its ultimate promise to consumers is that Durex will give them the confidence to enjoy better sex.

www.durex.com/uk



THINGS YOU DIDN'T KNOW ABOUT

Durex

- Condoms have been in use for over 5,000 years, dating back as far as the ancient Egyptians.
- The word 'condom' is thought to come either from the Latin for 'receptacle', or the royal physician, Dr Condom or Quondam, who made sheaths of animal gut for Charles II.
- Durex began manufacturing condoms over 70 years ago. It now makes over two million condoms every day, from factories around the world.
- Durex condoms retail in 150 countries around the world and are either the number one or number two brand in the majority of them.
- A Durex condom can hold over 40 litres of air and lift over seven kilos.
- Each batch of Durex condoms is subject to eight rounds of rigorous testing before being released for sale.

How good is new easy-on Durex?
Here's a demonstration.

Don't let them intimidate you. They all need banging up. Preferably in a new easy-on Durex condom. As the name suggests, easy-on is just that. These condoms have a unique natural shape. They're not just quicker and easier to put on, they're more comfortable too, so you'll notice a far better fit and feel. New easy-on Durex. Well worth a trial. For a hundred million reasons.

easy-on
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