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Branding (Durex Condoms)

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Executive Summary

This report gives a brief history of the branding strategy of Durex condoms. Firstly, the brand equity discusses about the key competitors, the market segmentation geographically and demographically. The brand value evaluated the intangible values and also the functionality of Durex condoms. Besides that, the brand identity examines the name, logo, range of product, packaging, advertising and the price of Durex condoms. The brand awareness then

discusses about the awareness of the brand worldwide and also the misunderstanding of the name DUREX. The “conclusion” then concludes the aims of the research and also provided answers to the research question. Lastly, the “recommendations” explains about recommendations on how to improve further for the future of the brand.

Introduction

The branding strategy of Durex condom whose name was derived from **D**urability, **R**eliability and **E**xcellence started in 1929 when the London Rubber Company (LRC) registered the trademark and began selling in public areas in 1980. Branding may be defined as a procedure involved in inventing a special label and image for a certain product through consistency in creative advertising campaigns or creation of a theme in the consumer's mind. The aim of branding is to produce an expressive and special existence in the market that pulls and grasp loyal customers. According to researchers, the use of

condoms can be traced back to a few thousand years where ancient Egyptians wore linen sheathes in 1000B.C. Condoms were then made out of animal membrane around 1900 by Bell and Croyden (Science museum London) and eventually condoms were then made out of latex. The context of this report will be the marketing history, brand equity, brand value, brand identity, advertising, packaging, price and brand awareness of Durex condoms. Recommendations for the future of the brand will also be included at the end of the report.



Animal membrane Condom

SWOT Analysis

The strengths of the brand “Durex” are innovation, distribution channels, research and development, in touch with the customers and brand awareness. One of the weaknesses of the brand is that large efforts have been put into promotion of sexual health which might benefit other competitors. Secondly, the product is often purchased during emergency situation and therefore, the brand becomes less important. There are many opportunities for the brand

such as, people are getting more educated in the need of protecting themselves against Sexual Transmitted Diseases (STDs) and therefore, it will lead to the increase in consumers. Besides that, the advance technology makes manufacturing more efficient and therefore, more effort can be placed on distribution. One of the threats of the brand is the limited brand loyalty. Besides that, the restrictions in advertisings by the government is also a threat to the brand.

Marketing History

In 1929, Durex condom trademark whose name was derived from **D**urability, **R**eliability and **E**xcellence, were registered by the London Rubber Company (LRC). As a global condoms provider, the company introduced its first automated production in 1951 and its first electronic testing machines development two years later.

Due to the increase in cases and concern of AIDS, Durex condoms began to be sold in public areas such as supermarkets and pubs during the 1980s. Since then, the sales of Durex condoms increased tremendously which then led to the growth of marketing in 1982 with the first Durex poster campaign and also the first condom advertising on television in 1987.

Durex has since followed the marketing strategy aimed to increase the awareness of the brand in the last 10 years by installations of Durex vending machines in 1992, sponsored a number of MTV events in 1995, made their first Durex survey in 1995, launching of new selections of condoms such as coloured, flavoured and ribbed condoms in 1996 and in 1997, the first non-latex protection called “Avanti” were launched.

Durex is currently part of a worldwide company called SSL International which produce a selection of branded goods such as “Scholl” and “Marigold gloves” sold to medical and healthcare consumer markets.

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Brand Equity

In the sense of key competitors for Durex, there are no real international worldwide competitors but rather more national quantity competitor such as Trojan in the United States market, Condomi in Europe and Mates for the United Kingdom although Durex is a worldwide condom brand. In the 2001 Durex Sex Survey, it was proven that condom is still globally, the most popular form of contraception (41%) where 19% of the

population uses the birth control pill and 8% uses the natural methods and the rest, uses no contraception methods. Indirect competitors, which are substitutions such as the birth control pill and the natural method are then negligible.

Moving on to the market segmentation, geographically, although Durex is a worldwide company, Europe (69.5% of sales), America (18.6%) and Asia (11.9%) are the company's main market. Durex condoms are available in supermarkets, pharmacy, free-standing outdoor vending machines and in other public areas like pubs and clubs. The selection of products are different depending on the retail outlets where classical condoms are sold in public area and supermarkets whereas a wider range of Durex products can be found in pharmacies.

Demographically in general, the targeted customers are to various social class and age group. However, Durex appears to be more focused on the younger crowd, 16-24 year olds.

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There are two main reasons why where firstly, this population are among the highest condom users, so through advertisements and sponsorships, Durex is targeting around 60 million 16-24 year olds to pull and grasp their brand loyalty, it has been revealed by the Durex's market developers (2002), that "*once recruited, brand loyalty among users is extremely strong*". Finally, even though it is targeted to every social class but

the price of Durex condoms may favour the upper middle class with higher incomes.

Brand Value

There are various intangible values incorporated in Durex condoms. There are certain values that naturally come forth when a person discusses about the brand. Firstly, it is the safety, reliability and excellence of the product because it has over 75 years of experience and was tried and tested. A Durex condom can also contain 40 liters of air. Secondly, it is directly linked to the product that it promises a good sexual activity in good condition. Besides that, it is also fun and humorous. For example, there were some advertising campaigns where spermatozoids were dressed up by men and condoms were restructured into rabbits. The brand is also young, vogueish and urban. This value was created by the strong link to MTV and the different sponsorships for various events such as the FIS snowboard world cup in Canada.

The brand is also innovative because Durex launched their first non-latex condom, first worldwide public advertising, first outdoor vending machines, and invented different types of condoms such as ribbed, flavoured and coloured. Durex also has a “serious” value where according to the Durex Sex Survey, the condom is about the most serious topic on prevention of pregnancy and STDs. Lastly, the brand is close to the user due to the features

like the odour masker, Easy-On, Functional packs and desensitizing condoms to prolong sexual activity.

Besides that, there are various functionalities of Durex. Firstly, There are various pack sizes for different uses. For example, the small pack which contains 3 condoms is suitable to be kept in the jacket pocket or bags whereas the larger pack which contains 6 or more is suitable to be kept at home. Durex also developed the non-latex condoms for latex sensitive users. Besides that, there are a wide range of products to use with a particular condom for different demands. Lastly, Durex also developed the “Latex Odour Masker”.

Brand Identity/ Image

The name Durex is derived from **D**urability, **R**eliability, and **E**xcellence. The pronunciation is distinguishing, clear, short and it is also easy to remember because it is unique and creative in its own way.

The logo of Durex animates softness, cleanliness, and freshness by its blue colour and purity with white. The design is very distinctive and simple fonts for ease of reading. Finally, the brand shows continuity and consistency because the logo has always been the same and it is neutral which does not address to any particular crowd.

There are a variety of range of condoms such as Extra safe, Select, Featherlite, Avanti, Performa, Gossamer, Ribbed, Ultrastrong, Elite and Sensation. There are also two gels (Sensilube and Top Gel) and also the all new Pina Colada flavor.

There are four different sizes of packaging which are 3, 6, 12, and 18 condoms. Durex with "Now easy-on" is written on the top left corner and the name on the condom (Extra Safe or Performa) below and there is always a certain image to represent the feature of the condom for example, a white shining shell represents the safety of the mollusk and thus, it represents safety and relaxation.

Durex promotes their brand through television, sponsorship, Durex Sex Survey and also through their website which is www.durex.com that is completely animated, interesting and updated.

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The price of Durex compared to other condom brands in UK such as Pasante, Mates, Condomi and Sure is the most expensive condom brand. Although it is more expensive as compared to other brands, Durex is more durable and reliable.

Brand Awareness

The brand awareness of Durex is incredibly immense worldwide because 6 out of 7 people are aware of the brand and has some knowledge about the brand. However, for some people, the name Durex is mistaken to mean **Durable Latex, During Sex** or **Durability and Sex**.

Conclusion

As a conclusion to the brand analysis, Durex intends to portrait a serious image with some humour to some extend which is related to the advertising and the website. Durex has a wide range of products as brand extension and is not only focused on condoms. Durex is also mostly targeted to the younger group which includes 16-24 year olds.

Recommendations

Despite the fact that Durex intends to portrait a serious image, it is recommended that a slight use of humour should be used on the packaging instead of dull and unattractive fonts. Durex should also create a more

distinctive and unique design in terms of packaging to ease the decision making among other products on large shelves. In terms of brand expansion, a menthol mouth spray would be popular among the young generation and it would fit the values of Durex such as durability, safety, reliability, fun and trendy. Moving on the price of Durex condoms, Durex should launch a new range of cheaper Durex brand condoms for first time users and the inexperienced people with the aim to pull them to the higher range condoms in the future.

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