



Falling in Love with Gen Z

Volker Sydow – GCD Sexual Wellbeing at RB
OWM, Berlin, November 17th 2016



87 years of DURability, Reliability and EXcellence



1929

Created



1960s

World's 1st anatomically shaped condom



1970s

Driving global brand awareness



1990s

"Seal of quality" as global superior standard



Condom Innovation Drive



2000s

Durex publishes Global Sex Survey




Launch of Durex Play



2010s

Digital global campaigns and partnerships. First cockring.





87 years old & still relevant?

Hip, cool and sexy, ToM and always consumer's 1st choice?

From Belgium to Bangladesh?

Despite strict Sex advertising restrictions?

Loved by GenX to GenZ?



120bn Sex Occasions per Year

But only 3 out of 10 are happy with their Sex Life



GenZ & Media

'Always on Generation': >3000 text messages / month

Use Ad-blocking software (45m users USA alone, 41% increase)

Go Mobile: Snapchat & Instagram. YouTube, Meerkat, Tinder

GenZ has an attention span of 8 seconds

60% want to change the world to a better place

80% say that being creative is important



GenZ & Sex

88% say they are open to explore their sexuality

20% less Sex than in the Year 2000

Sex is ok without Love

GenZ & Sex & Media

Online Dating is the new Normal: 11bn Tinder matches in 2016.

31% of 19-29 year olds are sexting on Snapchat

Porn is the new Sex-Ed: 68% of young Men watch

Youth is more responsible:

Drug use, alcohol, smoking & teenage pregnancy are at lowest levels

Durex Principles to Engage

A romantic couple in bed, with the man leaning over the woman. The woman is lying on her back, and the man is leaning over her, looking down at her. They are both wearing dark-colored underwear. The background is a soft, out-of-focus white, suggesting a clean, bright bedroom environment.

What's the Consumer Insight? Is there a human Truth?

Say one thing only. Say it loud and clear and over and over again

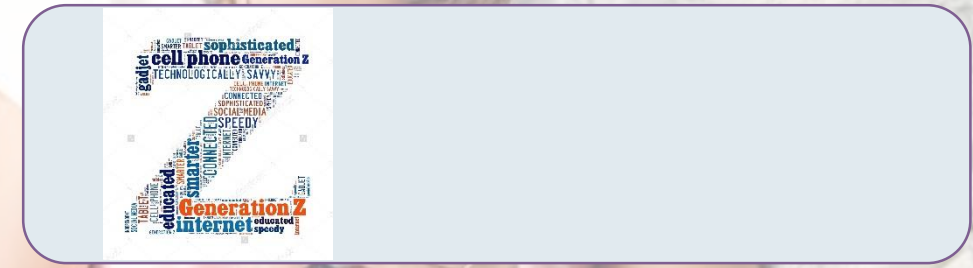
Be bold & daring

Be authentically Durex

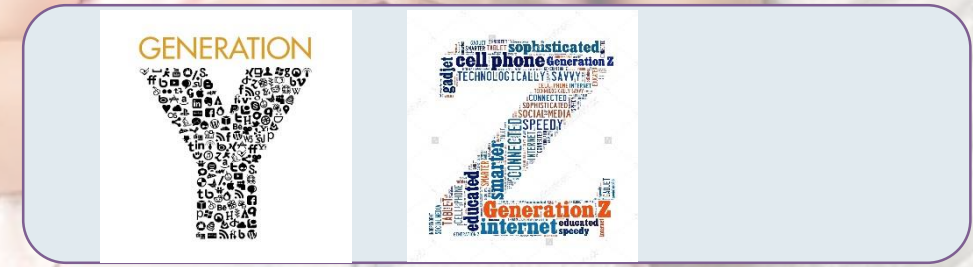
Model 1: The global, digital campaign



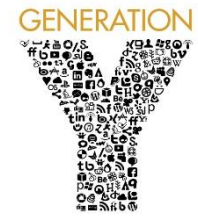
Model 2: The PR Stunt



Model 3: Always On



Model 1: The global, digital campaign



Model 2: The PR Stunt

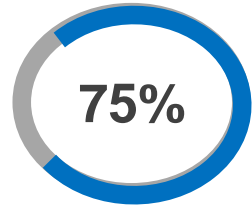


Model 3: Always On



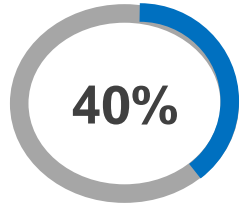


People love their Mobile Phone more than Each Other



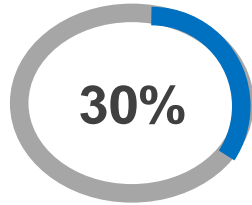
75%

USE PHONES DURING MEALS



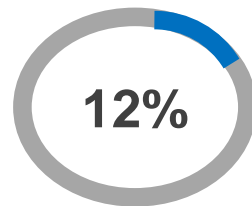
40%

SAY TECHNOLOGY NEGATIVELY IMPACTING RELATIONSHIP



30%

PARTNER DISTRACTED BY PHONE WHILE INTIMATE



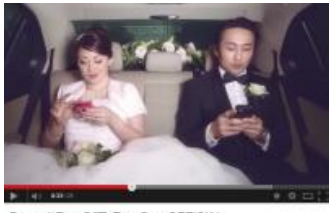
12%

ANSWERED PHONE DURING SEX



**Can the same technology that tears us apart
bring us together?**





WREN



evian baby & me

love sex

Would you share it?





Can a Smartphone Really Give You an Orgasm?

The future of sex has arrived: unlock your phone's full potential thanks to pioneering new technical breakthrough from Durex

London 3 March 2015: Global leader and number one sexual health brand, Durex, has today revealed they have diversified into technology and partnered with app developer, Susie Lee of Siren, to launch a major new technical innovation to revolutionise people's sex lives.

The global Research and Development team at Durex has collaborated with Lee to develop



Arnold continued: "Susie's approach to dating and relationships is very much aligned with ours – we firmly believe in the importance of a real connection with your partner. Technology has proven a hugely successful medium in bringing people together and we believe we have now developed a way to bring them together successfully in the bedroom too."

Lee adds: "It has been such an exciting process working on the Turn On Project with Durex. Having used technology to create a new way for women to meet and make meaningful connections with men in a safer way on the dating scene, it's great to use this technology in a new way for people who want some help to spice things up in their sex life and have an

Can a Smartphone Really Give You an Orgasm?

The future of sex has arrived: Durex's new digital technology division prepares to announce mobile technology breakthrough

Richard Arnold, Head of Research and Development, Durex says: "We took inspiration from modern habits and lifestyle; our ever growing reliance on portable tech for everyday tasks and enhancing experience. People are regularly using apps and smartphone technology for virtually everything in day to day life so why not look at how we can help them use it in the bedroom too, in a really positive way."

Lee says: "I'm sure there will be speculation as to how this works and whether our claims can be justified in that we can ultimately help people achieve orgasm. However, we have seen some surprising and exciting results in testing and are confident there is a growing market and the technology really works; people are crying out for new ways to help enhance their love life."

Lee, a graduate of Yale, Columbia and University of WA in molecular biophysics and biochemistry, is CEO of hotly tipped new dating app, Siren, which recently launched across North America to creatively overhaul online dating for women. As a visual artist, an expert in urban public education, and fine arts, her aim is to create technology platforms that amplify human connections.

About Durex

Durex[®] is the #1 sexual wellbeing brand worldwide. The brand not only produces condoms which exceeds global testing standards, but also offers pleasure gels, lubricants and personal massagers. With over 80 years of experience in the bedroom, Durex is dedicated to inspiring lovers to love sex safely. That is why Durex will never stop innovating with new products that enhance the sexual experience, helping couples get closer and go further together. For more information, go to www.Durex.com.

About Reckitt Benckiser LLC

RB is a global consumer goods leader in health, hygiene and home. With a purpose of delivering innovative solutions for healthier lives and happier homes, RB is in the top 25 of companies listed on the London Stock Exchange. Today it is the global No 1 or No 2 in the majority of its fast-growing categories, driven by an exceptional rate of innovation. Its health, hygiene and home portfolio is led by 19 global Powerbrands including Nurofen, Strepsils, Gaviscon, Mucinex, Durex, Scholl, Lysol, Dettol, Clearasil, Veet, Harpic, Bang, Mortein, Finish, Vanish, Woolite, Calgon, Air Wick, and French's. RB has close to half of its revenues coming from its 2 emerging market Areas and just over half from its developed market Area. Over 70% of core revenues come from the health and hygiene categories of the portfolio.



Developed in Partnership with Tech Entrepreneur and Biophysicist Susie Lee of Siren Mobile



Breaking News at the Fira Barcelona – the world's biggest Mobile Tech Congress



Turn Off To Turn On



love sex
durex®

READY TO
TURN OFF?

PLAY NOW

So, you're still with
Chris, right?
No

This advertisement features a dark blue background with a subtle pattern of light blue circles and dots. At the top, the 'love sex' tagline is accompanied by a gear icon. The Durex logo is prominently displayed. The central text asks 'READY TO TURN OFF?' above a large, glowing blue circular button labeled 'PLAY NOW'. At the bottom, a short dialogue snippet is shown: 'So, you're still with Chris, right?' followed by 'No'.



PHONE OR
PARTNER

love sex
durex®

This advertisement shows a close-up of hands holding a smartphone. The phone's screen is dark, and the text 'PHONE OR PARTNER' is overlaid in white. The background is dark, with a soft glow from the phone. The Durex logo and 'love sex' tagline are visible in the bottom right corner.

“

Ads you should watch right now: Durex explains how turning off could be a real turn on



Durex beautifully slays the real enemy of sex in new marketing film



The clever trick that will change your life forever has been unveiled in an honest yet moving video by Durex



Funny Durex ad blames smartphones for sex life problems



Durex pushes all the right buttons. Emotional film reveals technological breakthrough: disconnect to reconnect



Durex wants couples to disconnect from technology in #connect campaign



”

Durex's secret bedroom technology takes over YouTube



The secret to Durex's "tech revolution for the bedroom" is much simpler: Just turn the thing off



Yogg.
Durex met des couples homos dans sa nouvelle pub
Durex unveils the sexiest thing your smartphone can do in the bedroom

THE NUM
Durex wants couples from technology in a campaign
Durex unveils the sexiest thing your smartphone can do in the bedroom

AdNews
Telling your brand story
Durex unveils the sexiest thing your smartphone can do in the bedroom

the loop
Durex has discovered the secret to a great sex life
Durex unveils the sexiest thing your smartphone can do in the bedroom

The Third Metric
How to Use Your Phone During Sex (Don't)
Durex unveils the sexiest thing your smartphone can do in the bedroom

GQ
Cinselligin gelecegi dijitalde
Durex unveils the sexiest thing your smartphone can do in the bedroom

Barbes
Durex Beautifully Slays The Enemy Of Sex In New Marketing Film
Durex unveils the sexiest thing your smartphone can do in the bedroom

LE REGARD TRANSPARENT
L'ADN
Durex unveils the sexiest thing your smartphone can do in the bedroom

RP ONLINE
Durex stellt "sexy neue Smartphone-App" vor
Durex unveils the sexiest thing your smartphone can do in the bedroom

WIENERIN
Durex präsentiert "Sex-Technologie" fürs Handy
Durex unveils the sexiest thing your smartphone can do in the bedroom

MensHealth
Esta es la clave para tener más sexo
Durex lança aplicativo que promete melhorar vida sexual
Durex unveils the sexiest thing your smartphone can do in the bedroom

DAILY STAR
What feature on your phone can improve your sex life by 1000%?
Durex unveils the sexiest thing your smartphone can do in the bedroom

THE SMARTPHONE
Durex unveils the sexiest thing your smartphone can do in the bedroom

DUREX A LA TECHNO POUR VOUS MENER A L'ORGASME
Durex unveils the sexiest thing your smartphone can do in the bedroom

index
Durex unveils the sexiest thing your smartphone can do in the bedroom

COOL
Durex unveils the sexiest thing your smartphone can do in the bedroom

CAFE
Durex unveils the sexiest thing your smartphone can do in the bedroom

LEADER THE COUPLES
Durex unveils the sexiest thing your smartphone can do in the bedroom

3rd biggest Digital Video Campaign / Year



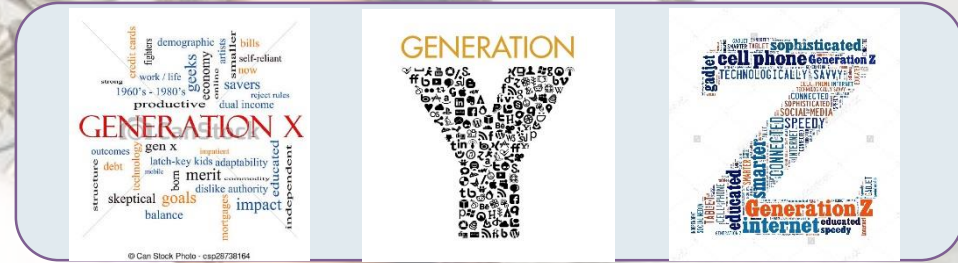
- Most watched viral ad in the world 3 weeks in a row
- 75M Video Views
- 3.9 Billion Total Impressions: 88% Earned
- Likeability >95%
- +2000bps increase in purchase intent



Forbes



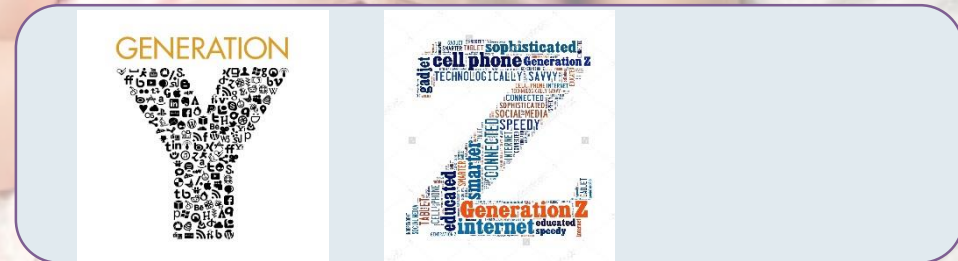
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Model 2: The PR Stunt



Model 3: Always On



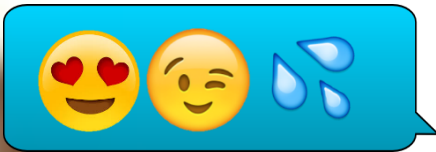
The Insight

- Sex of Gen Y & Z is shaped by technology
- They are living in a world of dating apps, casual sex and sexting on social media.
- Developing a relationship through messaging is their norm.



Emojis are their new language

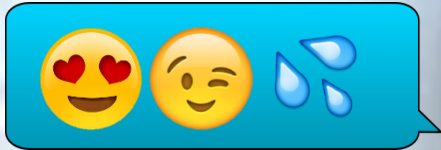
iMessage
Today 1:58 PM



Delivered



iMessage
Today 1:58 PM



Delivered



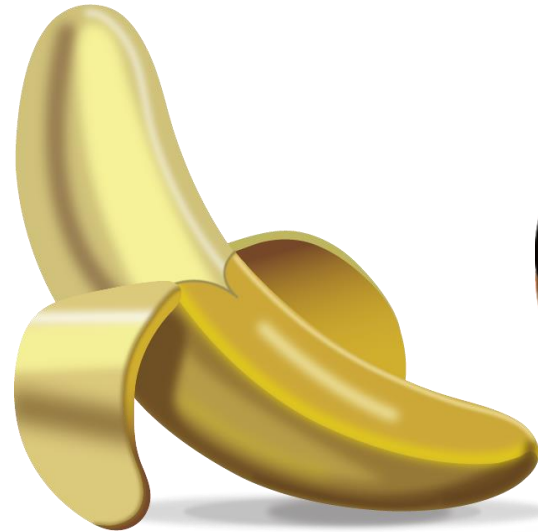
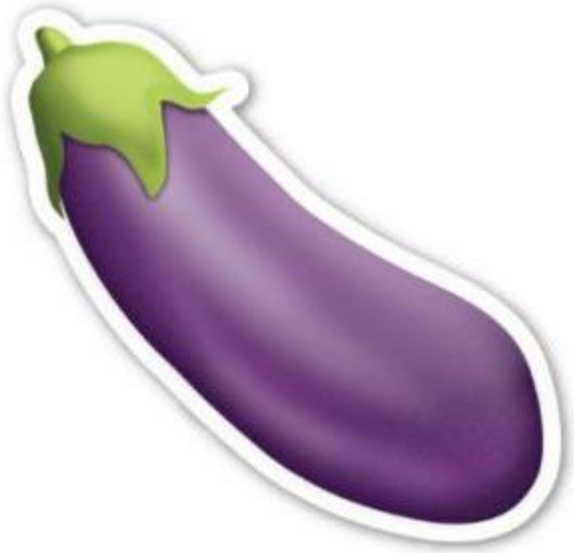
Yaaaaaasssss 🍑

Don't forget to bring condoms

Delivered



But no Safer Sexting!



#CondomEmoji



love sex
durex

We've hit a Nerve: WAD became Emoji Day!

But still no Condom Emoji...



Turn a World Aids Day PR Stunt into a Year-long Campaign

Phase 1:

#CondomEmoji CTA, Campaign Hero Video, 1:25, Facebook & PR



Phase 2:

Open text message to Unicode, Short video, 0:30, PR & Twitter



Phase 3:

Hoax product launch, Twitter Post, PR only



So we decided to launch an Eggplant Condom....



...and the Web loved (and sometimes loathed...) it!



Follow

#BreakingNews: We're launching an exciting new savoury #condom range - Aubergine flavour! 🍆 #CondomEmoji



Durex Global on Twitter: x
tter.com/durex/status/772771914972536832/photo/1?ref_src=twsrc%5Etfw

Patrick Thévenin @PatrickThevenin · Sep 5
@durex @XavierPauf c'est pour les bites tordues ?
3

Xavier Paufichet @XavierPauf · Sep 5
@PatrickThevenin @durex avec petit chapeau vert fleuri sur le gland.
4

Becky Bedbug @BeckyBedbug · Sep 5
@durex @fransbeautyblog @isabellerfox

Issy @IssyBelleFox · Sep 5
@BeckyBedbug @durex @fransbeautyblog OMG! 🍆 yes Durex 🙌
2

Francesca @fransbeautyblog · Sep 5
@isabellerfox @BeckyBedbug @durex HIDEOUS Durex, what you playing at?
🍆🍆🍆🍆
3

Issy @IssyBelleFox · Sep 5
@fransbeautyblog @BeckyBedbug @durex I'm going to get some for you Fran!
1

etfelicito fill.cat @etfelicito fill · Sep 6
@durex we need Scudella & Carn d'Olla flavour please!
4 1

Hika @Hikari_P · Sep 6

Highest ever Rol as PR-Led Campaign



19M

branded video views



Engagement every

3 seconds



Activated in
43 markets

Views in >200



6.4Bn

PR impressions



>1100

editorial pieces



Model 1: The global, digital campaign



Model 2: The PR Stunt



Model 3: Always On



双11全球狂欢节

2013.11.11 00:00:00 - 2013.11.11 24:00:00

¥ 120,748,589,125

\$ 17,787,226,790

82%





DUREX包装盒正面图案应用

Durex in China

- **Biggest Durex market worldwide**
- **100% Service & Mobile Focus**
- **600 Posts, Messages & Campaigns per Month**
- **1/3 of Sales with GenZ**



☆ 收藏 313 553

 杜蕾斯官
11月10日 23:00
看看你头顶😏  查看图片 // @淘宝: 金刚环套得牢购物车? 😏 // @杜蕾斯官方微博: 有金刚环这个必杀技, 我会告诉你? // @淘宝: 恐怕.....你最多阻止得了几分钟吧😏

@杜蕾斯官方微博 V
随手转发, 积极自救。



此刻, 阻止她购物的唯一方法。

11月10日 23:00 来自 微博 weibo.com 2528 | 791 | 840

☆ 收藏 864 462 

The only way for her to stop shopping on 11.11



Customised Durex Packs



Horoscope story
一句倾星
— 十二星座专属定制杜蕾斯只为订造TA的爱

杜蕾斯星座定制盒

情侣专属
马上定制

love story
durex

@杜蕾斯官方微博

Travel with Love (and without Money, but with Sex Toys...)



The Difference between...



Don't Go Anywhere!



别乱跑。
AirPods, 用AIR套牢

love sex
durex

@杜蕾斯官方微博





What's the Consumer Insight? Is there a human Truth?



Say one thing only. Say it loud & clear & over & over again



Be bold & daring



Be authentic

