

# *Advertising Strategies in the New Media Environment: A Case Study on Durex*

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**Abstract:** In the world of advertising, there's a contentious debate over the portrayal of gender and privacy products. Amidst concerns of crossing societal boundaries, the industry faces the challenge of crafting ads that are both compelling and socially respectful. This paper focuses on the case of Durex, a leading gender brand, and explores its advertising strategy, particularly through new media channels. Based on the state of new media, Durex's advertising strategy is notable for its clear brand positioning. Its social media accounts predominantly showcase advertising posters and videos of its products, employing the Feature-Advantages-Benefits-Evidence (FABE) marketing strategy. This approach efficiently informs consumers about the brand's offerings, succinctly conveying product information and successfully eliciting purchase intentions. It is worth noting that the brand also contains a large number of content related to sex education, aiming to promote healthy sexual concepts and sex education, to a certain extent to fill the fundamental problem of low sales of sexual intimate products due to the lack of sex education.

**Keywords:** qualitative, analytical, intimate, advertising

## 1. Introduction

In the advertising industry, there has been a great controversy over the product advertising design of gender and privacy products. The frequent pornographic advertisements of this type of product not only have a great impact on the sales of this type of products but also make consumers have a very bad sense. But these supplies are precisely the necessities of people's lives, and they will also exist in the consumer market for a long time. Responsible advertising can help the brand establish a good corporate image. When promoting gender products, brands need to consider the needs of consumers and the values of society and should avoid using overly explicit or irresponsible publicity techniques [1]. By communicating positive sexual health and providing relevant sex education content, brands can establish themselves as leaders in the industry and earn the respect and recognition of consumers. As a leading brand in the market of gender products, the analysis of Durex's marketing strategy has important reference significance. Known for its clear brand positioning and responsible approach, Durex's advertising campaigns aim to promote healthy sexual attitudes and education through advertising posters and videos showcasing its products, as well as content related to sex education.

The impact of advertising on product sales is obvious, and the right company positioning and advertising content are crucial to consumer satisfaction and loyalty. Gender marketing and gender

advertising has always been a topic that people are ashamed to talk about, how to make advertising marketing that people have the impulse to buy without harming social decency and without affecting people's perception is the key issue that all gender brands need to consider. Durex, which has occupied most of the market share of the gender market for a long time, is relatively more representative in this research problem. It is worth mentioning that compared with other brands of gender products, although Durex has been ranked first in the world in sales, it is rarely seen that the brand carries out large-scale advertising. By delving into the advertising design of Durex, it can be discerned how to maintain a sense of boundary while retaining consumers. This ensures that its sales remain steady over time, and consumer loyalty is either sustained or enhanced. Furthermore, as the marketing analysis of products with sensitive topics becomes more defined, guidance can be offered for the advertising design of brands associated with non-sensitive topics.

The purpose of this study is to explore the advertising strategies and content of brands in the gender product market, and how to promote products while carrying out responsible advertising. By analyzing the advertising strategies and content of Durex as a leading brand, this study aims to provide marketers and advertisers with insights and guidance on how to create effective and socially acceptable advertising campaigns in sensitive areas.

Traditionally, the field of advertising involving intimate objects such as sexual health and emotional enhancement has often been considered taboo and uncomfortable topics. In recent years, however, there has been a growing awareness of the importance of open discussion around sexual topics and the need for responsible advertising in this area [1]. As a result, brands in the gender market are increasingly trying to find ways to navigate this delicate territory, aiming to strike a balance between effective marketing and social acceptability.

This study adopts the qualitative research method, through the text analysis and content analysis of Durex advertising in-depth research. Through the collection and analysis of the brand's advertising posters, videos and related content on social media, the strategies used by Durex in its advertising campaigns will be explored and how these strategies align with social values. The aim of this study is to offer practical guidance on marketing advertising for gender-specific products and to guide brands in adhering to responsible advertising principles when promoting their products. The following aspects will be covered: Initially, a review of the literature will be conducted to explore current research and perspectives on gender-specific product advertising. Subsequently, the research methodology will be introduced, encompassing detailed procedures for data collection and analysis. The advertising strategy and content of Durex will be analyzed, emphasizing its social media campaigns. Conclusions will be drawn based on the findings, and recommendations and best practices will be provided to assist brands in responsible advertising within the gender product market. It is anticipated that the findings of this study will furnish marketers and advertisers with valuable insights on balancing effectiveness with social acceptability in the promotion of gender-specific products, fostering open discourse on sexual topics, and encouraging the dissemination of healthy sexual ideas.

## 2. Theoretical Summary

In today's competition with numerous homogenized products, mere improvements in product quality and reductions in price have been insufficient to retain consumer attention for extended periods. The importance of participatory observation in deriving effective measures to promote online consumer brand loyalty has been discussed [2]. Focusing on brand positioning, corporate image, and promoting via new media platforms is now paramount in enhancing consumer stickiness [3,4]. Traditional enterprises aiming to stay relevant should extend their advertising marketing scope to include various new media platforms [5].

Social media not only offers avenues for innovative brand advertising communication, expressing fresh concepts and attracting a novel consumer base [6,7]. But brands like Durex exemplify the

transformative power of embracing this new era. An in-depth case study on Durex suggests that brands should leverage the distinct attributes of social media for positive advertising [2]. By aligning with the promotional trends of the new media era, Durex has distinctively positioned its advertisements amidst competitors [8]. Their utilization of video advertisements, posters, and distinct copywriting across new media platforms sets them apart [1,2].

According to a questionnaire-based study referenced in, accurate consumer demands can be effectively gauged, leading to improved consumer satisfaction [3]. This approach, combined with guaranteed product quality and profound brand positioning through advertising on new media platforms, has ensured Durex's leadership in gender product sales.

This study, by focusing on the intersection of new media platforms and brand advertising, fills a research gap by integrating real-world brand case studies, like Durex, with theoretical marketing strategies [2]. Such a comprehensive approach differentiates this research from more generalized studies on new media advertising, providing invaluable insights for brands navigating the complexities of contemporary media environments [4,9].

### **3. Case Introduction**

Durex is one of the world's best-selling condom brands with a broad market share. Durex has more than 20% of the global condom market, according to market research firm Euromonitor International. In terms of media marketing, Durex is mainly promoted on Weibo and public accounts. By partnering with well-known bloggers and publishing interesting content and interactive events, Durex has managed to attract a lot of attention and fans. Their microblogs and public accounts often post content on topics such as sexual health and relationships to boost brand awareness and influence. Although Durex has achieved some success in media marketing, it also faces some problems. For example, due to the special nature of gender products, brands need to maintain sensitivity and caution in advertising. Overly explicit or inappropriate advertising content may cause social controversy and backlash. Therefore, Durex needs to avoid being overly explicit in its advertising, emphasize safety and quality, and communicate positive sexual attitudes and knowledge through education-oriented publicity. At the same time, Durex is also facing fierce competition in the market of gender products. In addition to other well-known brands such as Jissbon and Okamoto, there are many local brands and emerging brands flooding the market. These competitors have certain competitive advantages in product innovation, marketing strategy and price, so Durex needs to continuously improve its competitiveness in order to maintain market share and brand position.

### **4. Analysis of Marketing Strategy**

#### **4.1. Product Strategy**

Durex positions its products with a focus on safety and high quality to meet consumer demand for condoms and sex toys. Through continuous research and development and innovation, Durex ensures that its products meet the highest safety standards and offers a wide range of specifications and styles to meet the needs of different consumers. For example, they have launched different types of condoms such as ultra-thin, time-delay, and stimulation to meet consumer demand for different sexual experiences. By focusing on safety and high quality product positioning, Durex has earned the trust and loyalty of consumers. However, the product positioning is too focused on safety and high quality, which may lead to a relatively conservative brand image, and it is difficult to attract some consumers who pursue excitement and innovation.

## 4.2. Advertising Strategy

It can be demonstrated from the side that the FABE marketing method is used in the advertising of the brand, for example, the promotion of condom materials in the aspects of features, which is reflected in the marketing copy of Durex. The advantages are the key promotional part of each different product launched, which will account for one-third of the position of the product poster. Durex's emphasis on these two aspects of the model has also greatly improved its brand's advertising revenue for the same advertising marketing investment. The clear description of product functions and efficacy also makes it easier for consumers to intuitively understand the occasion and the main market he applies to. In the daily publicity always maintain a clear positioning, there will be no difficult to understand, too obscure part. In such a situation, it is easier for consumers to choose the brand with their first instinct and pass other brands by conditioning when there is demand.

## 4.3. Placement Strategy

In the offline retail part, the store owner as an intermediary to promote products generally has giant posters, big-screen product advertisements, leaflets distribution and other publicity methods to the public. However, due to the conservative concept of most people, the promotion of offline physical stores and private products is very scarce. Based on this status quo, products that can occupy the most prominent position on the shelf can naturally increase sales to some extent. Through visiting offline physical stores, it was found that the first three rows of family planning supplies placed on the shelves of the physical store were Durex. It can be confirmed that Durex, as a traditional enterprise, occupies a large market share of gender products, and will adopt the push method to cooperate with merchants. In order to increase the sales volume of this type of product offline to make profits from it, merchants will also choose to place it in a position that is easier for consumers to see.

## 4.4. Social Media Strategy

It is worth mentioning that Durex not only adopts a single push, in today's increasingly hot new media marketing, it will also directly pull marketing methods for consumers on Weibo, Tiktok, Taobao and other large social media and e-commerce platforms, using interesting copywriting and creative videos to attract users, combining rationality and sensibility, romance and desire. Although it is a traditional advertising model, the addition of emerging media platforms, it will also make the entire advertising marketing adapt to The Times, and better target the people with the strongest purchasing power of the product [10]. In the observation and comparison of the operation of new media accounts, it can be found that the biggest difference between Durex and other similar brand accounts is that the positioning is clear, and the account is basically only the advertising posters and videos of their own products.

It is worth mentioning that the Durex account also has a lot of videos about normal sex education. This kind of video to a certain extent to fill the lack of sex education caused by people correctly view the gender private topic, and when this problem is improved, it will also intangibly raise the high sales of this type of product. And the entire sex education video is full of Durex's logo. Matthew Wilcox, author of *The Bestselling Principle: Why do Good Ideas and Products Become instant Hits?* According to the book, more than 90% of human decisions are based on intuition, and less than 10% of decisions are based on reason. Durex's use of the exposure effect in sex education videos can improve the familiarity of the public, and can also allow consumers to think of the brand in the first time when they encounter the situation in the video and need to use this type of product.

Durex has successfully promoted the development of its brand and increased its market share by focusing on safety and high quality in its product positioning, diversifying its sales channels and promoting interesting content and interactive activities through online media. However, they still

need to pay attention to overly conservative product positioning, sensitivity and caution in online media campaigns, and partnerships with traditional sales channels. Through continuous improvement and optimization of marketing strategies, Durex will be able to maintain its competitive edge and continue to grow in a highly competitive environment.

## 5. Suggestions

### 5.1. Education-Oriented

In advertising campaigns, brands can focus on sexual health and sex education to convey positive sexual ideas and knowledge. By providing relevant sex education content, brands can help consumers better understand and manage their own sexual health, while increasing the brand's social acceptability.

Brands need to avoid using overly explicit or irresponsible publicity techniques to avoid sparking social controversy and ethical concerns. Instead, brands can choose to use more subtle and subtle ways to capture consumers' attention while maintaining the acceptability of their ads.

Brand should create a positive image. Brands can foster a positive image through sexual health related activities and social responsibility programs. For example, brands can partner with sex education organizations to host sexual health talks and events to raise public awareness and concern about sexual health issues.

## 6. Conclusion

When an advertisement for intimate goods gains public acceptance, it contributes to the desensitization of the associated private topic. For the promotion of such products, heightened emphasis should be placed on brand positioning and image. Crafting engaging advertising videos, articulating product functions and effects, and engraving the product's image in consumers' minds is critical. Such strategies ensure that when consumers think of a particular product category, a specific brand emerges foremost in their thoughts. In the advertisement, Durex sets the protagonist as most groups in her life. In the context of demand, the product perfectly shows the utility and practicality of the product in the advertisement that is, the connection between the brand and the product when the user sees the advertisement. Implementing these methods can subtly enhance consumer loyalty, boost brand visibility, and expand market share.

For products like Durex, which are associated with intimate themes, if advertising strategies lead to widespread acceptance, then advertising models for other non-intimate products can also adopt similar strategies, potentially simplifying their implementation.

Through an examination of Durex's advertising approaches, there emerges a clear positive influence on brands, marketers, and consumers within the intimate product market. This research offers valuable insights, equipping consumers with knowledge and guiding them toward informed purchasing decisions. Future investigations are poised to delve deeper into Durex's advertising model from diverse perspectives.

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