



durex®

A STORY OF LUST AND  
SPEED

**VAYNER + DUREX**

## **STATE OF DUREX**

For Durex, we've been on a collective mission to bring sexual freedom to more people. Taking on shame & stigma, fighting sexual taboos, all in the name of Durex's new brand purpose:

**To Unleash the Freedom to Be Your True Sexual Self.**

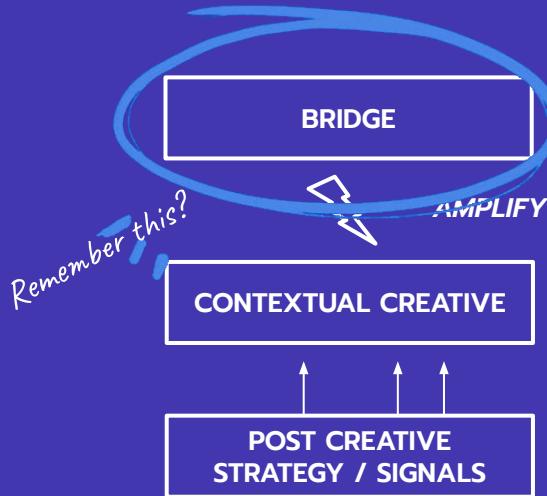
## **HOW THIS IMPACTS WHAT WE DO IN SOC?**

We make content to inspire self-expression, to sex educate in disruptive ways, to turn people on, and to invite Gen Z on a liberated sexual journey in a highly censored TikTok world.

**AND**, to do so, we strive to show up authentically, not as a try-hard brand, but as a creator producing videos just like they do. With all the preciousness and perfection stripped from the process.

# BUT FIRST, A QUICK REFRESH ON BRIDGES.

DUREX - VVM BRIDGE 1



## WHAT IS A BRIDGE AGAIN?

A bridge is a higher production iteration of the very best contextual creative that has earned the right to scale across other media channels because it's a proven concept.

## WHY DO THEY MATTER?

Bridges are about investing in an idea that we know drives attention and affinity. Following the momentum of culture and consumers to open up opportunities for business growth.

DUREX SOCIAL  
ELEVATED TO A  
NEW LEVEL

## WHAT HAPPENED:

On May 3, 2022, we posted a video called **Rhythmic ASMR** and, in 3 days, achieved **massive virality**, setting a new benchmark for Durex on TikTok.

With **35M+ views** and growing, Durex quickly launched **5 more reactive videos in May**, garnering almost **over 5 million more views**.

To answer the many comments asking **"Why is this on my FYP?"** We delivered not only the song of a century, but a music video on October 21, 2022.

*For Your Page* was forever changed to *For Your Penis!*

# VIRALITY + SPEED = MORE VIRALITY



**THE OG POST**  
32.1M (Organic) Views  
76.3K Shares  
66.4K New Followers



**POSTED WITHIN 24hrs**  
3.4M (Organic) Views  
17.7K Shares  
27.2K New Followers



**POSTED WITHIN 24hrs**  
286K (Organic) Views  
7300 Likes  
805 New Followers

**"VVM is not just about going viral, it's about what you do when you go viral." - Katie Haller**

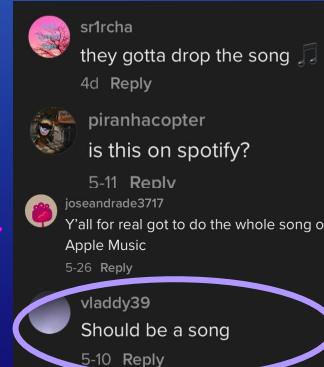
# FYP JOURNEY TO BRIDGE



POSTED 72hrs LATER  
4.3M (Organic) Views  
305K Likes  
14.8K New Followers



People duetted and used the  
FYP track in their own videos.



Bridge:  
Full song and music video

## THE OPPORTUNITY:

Launch Durex in culture by creating the  
summer *banger* no one knew they needed.

# NEVERENDING CONTENT



Reactive  
Bridge Worthy



| Views            | 3.4M  |
|------------------|-------|
| Followers Gained | 27.2K |

Reactive



| Views            | 340.5K |
|------------------|--------|
| Followers Gained | 325    |

Reactive



| Views            | 108.6K |
|------------------|--------|
| Followers Gained | 88     |

Reactive



| Views            | 154.3K |
|------------------|--------|
| Followers Gained | 102    |

Reactive



Reactive Chain



| Views            | 720K  |
|------------------|-------|
| Followers Gained | 6,789 |

Reactive Chain



| Views            | 182.4K |
|------------------|--------|
| Followers Gained | 471    |

Stack 1 of 3



| Views            | 44.9K |
|------------------|-------|
| Followers Gained | 41    |

# FYP (FOR YOUR PENIS) music video feat. **THAT KID CG X** + DUREX

**KIDCG**  
AND  
~~durex®~~



# TOP COMMENTS ACROSS PLATFORMS

DUREX - FY.P. RELEASE - SNAPSHOT

 **user2690111122681**  
shi goes hard fr  
1w ago Reply

 **Cool Jamal :)**  
Educational, love it durex  
1w ago Reply

 **Ethan**  
Hits different 🔥  
1w ago Reply

 **The Yeet Birb**  
When's it on Spotify  
6d ago Reply

 **Jon Madray**  
🔥🔥  
1w ago Reply

 **Kee**  
BIGGEST BOP  
6d ago Reply

 **djmattperry** Dang bros bars are hard!!!  
1d 5 likes Reply

 **brentclapper** Love this! Always keep a Durex ready at all times!  
2d Reply

 **captain\_taylor\_morgan** This is genius. Nice work  
1d 8 likes Reply

 **keannairving** THE TALENT  
1d 6 likes Reply

 **alissajean\_sosofla** The video I didn't know I needed to see today 😂😂  
1d 8 likes Reply

 **sokolovicinc** Nah why is this the catchiest thing I've heard all day 😂😂  
1d 7 likes Reply

 **mikey\_cee35** Only hit it raw when it's steak 🎵🥩🔥  
18h 2 likes Reply

 **spooonbutter** This kinda goes hard 🔥🔥  
3d 1 like Reply

 **jaren3** Yasssssssss  
6d 2 likes Reply

 **brandongrant81** Kind of creative.😊😊😊😊😊😊😊😊  
5d Reply

 **naysimms** 🔥🔥🔥🔥 bringing the heat  
1w 4 likes Reply

 **stevecohenfun** I want to see this as a super bowl ad, or else! Great job, @halleratyou  
1w 3 likes Reply

# THE ENGINE OF SUCCESS

## WHAT WE LEARNED

Don't just listen your audience, make them the star.  
Their curiosity & commentary can be the next brief.  
Behave like a creator, not a brand.

## PROCESS

Reactive Slack channel.

Everyone PCSing.

Everyone ideating.

DEMOCRACY.

Everyone empowered.

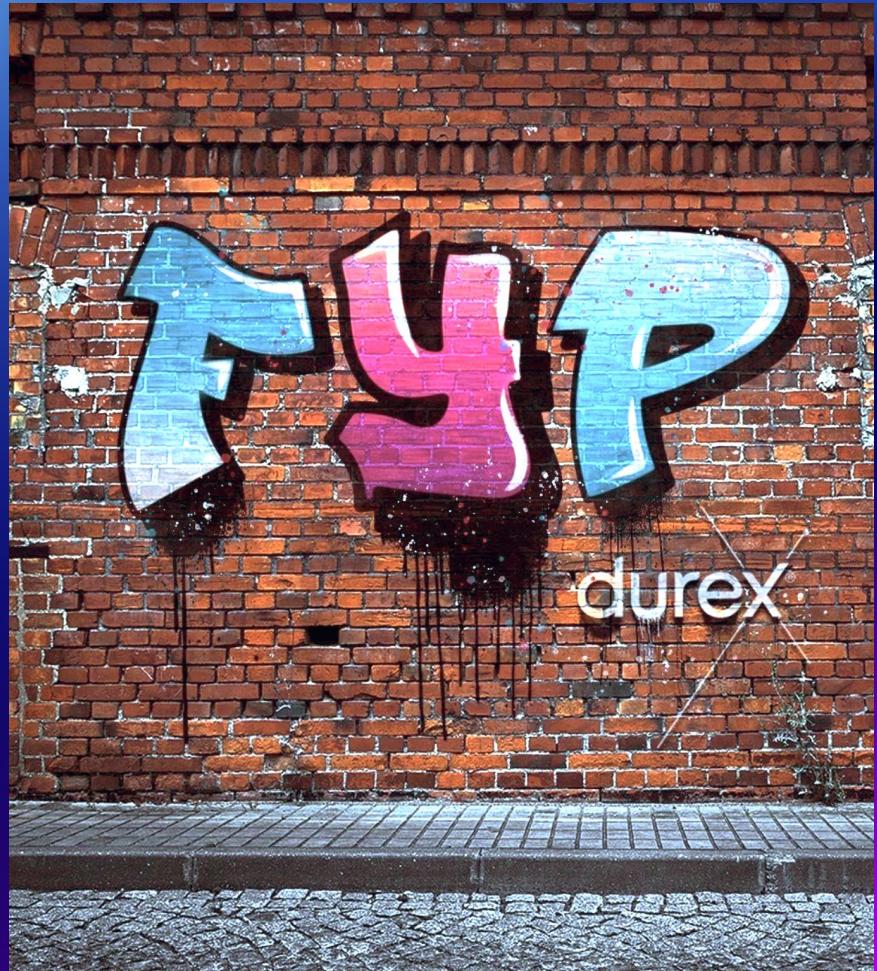
No bad ideas.

Pick. Make. Go.

## SPEED. SPEED. SPEED.

All Slack+text.

Client included. Thru WhatsApp.



# PRODUCTION APPROACH

- 2-Day On-Location Shoot in NYC
- Creator-Led Production
- Supported by DP / Director
- Post Production by Eva Nosidam Los Angeles
- Minimal / Limited Budget for:
  - Wardrobe
  - Locations
  - Art Department
  - Hair / Makeup



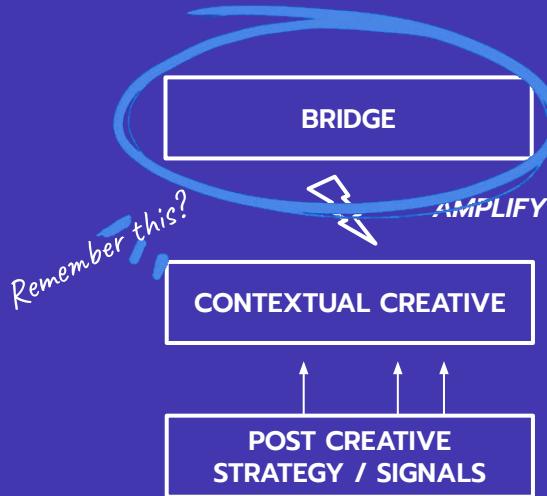


# APPENDIX: CLIENT BRIDGE PRESO DECK

# FYP (FOR YOUR PENIS) music video feat. **THAT KID CG X** + DUREX

# BUT FIRST, A QUICK REFRESH ON BRIDGES.

DUREX - VVM BRIDGE 1



## WHAT IS A BRIDGE AGAIN?

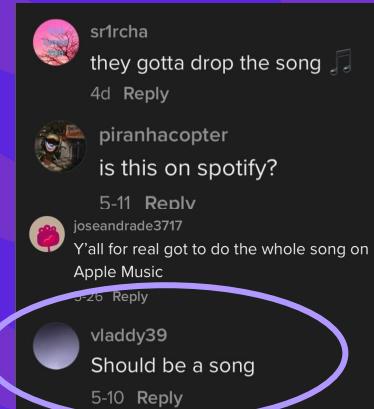
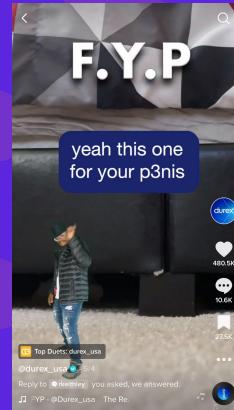
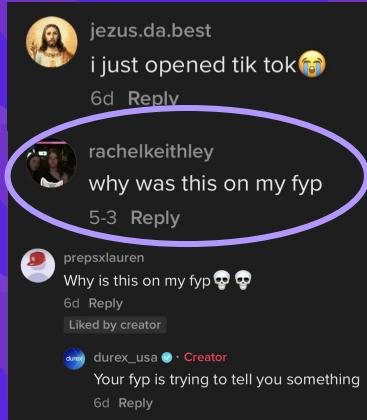
A bridge is a higher production iteration of the very best contextual creative that has earned the right to scale across other media channels because it's a proven concept.

## WHY DO THEY MATTER?

Bridges are about investing in an idea that we know drives attention and affinity. Following the momentum of culture and consumers to open up opportunities for business growth.

# FYP IS A VIRAL HIT. THE JOURNEY.

DUREX - VVM BRIDGE 1



**3.4M (Organic) Views | 17.8K Shares | 27.2K New Followers**

## WHY IT WORKED?

We took FYP (For You Page: the TikTok feed & common lexicon) phrase and naturally placed Durex in the lexicon with an elevated, in-your-face piece of content.

## THE OPPORTUNITY:

Launch Durex in culture by creating the summer *banger* no one knew they needed.

# VIRALITY BEGETS VIRALITY

DUREX - VVM BRIDGE 1



We put out an open verse challenge to expand the song and internet jumped in

## CAPITALIZING ON MOMENTUM

We mined the comment section of the original viral videos as fodder for reactive videos and fan engagement. These videos were conceived and posted within the same day or days.

VAYNERMEDIA

durex

# WHY FYP & WHY NOW?



 PEOPLE WANT A FULL SONG. AND, THEY WANT IT NOW.

The Open & Curious have not only praised the song, they've duetted it, *without us even asking*. And, they want us to make a full song. Now. We need to make while the urgency is still strong.

 FYP IS A CULTURE BOMB THAT USES CREATIVITY TO AMPLIFY BRAND RELEVANCE.

FYP lets the brand create a piece of culture through creativity. Collaborating with an up-and-coming hip-hop artist allows us to do this authentically through one of O&C's preferred vehicles of self-expression.

 FYP IS A PERFECT GATEWAY TO FIT MATTERS.

FYP lets us seed the themes around penis shaming and size & fit. The expression of the song literally addresses the importance of fit and why fit matters.

# FYP: THAT KID CG X DUREX

## WHAT IS FYP?

The music video will bring the O&C's FOR YOU PAGE TO LIFE.

We'll take the audience on a musical journey through 3 different expressions of FYP. It's an anthem that signals to the Open & Curious that Durex is here FOR YOU. For Your Penis. For Your Pleasure. For Your Partner. And now, For Your PLAYLIST.

**Verse 1: For Your Penis:** This verse will show you what being totally unashamed really looks like. Most rappers brag about all the women they're *not* using condoms with. It's time to normalize rappers bragging about all the *men* they are going to use condoms with.

**Verse 2: For Your Pleasure:** For those who are ready to LOVE their sex, and explore without the double standards of "body count". Great sex starts with knowing what works for YOU first, so this verse encourages women to take ownership of their pleasure, and remind men that there's so much more to it than penis size.

**Verse 3: For Your Partner:** Rather than "reprimanding", we are applauding men who take responsibility, don't make excuses about wearing a condom, and understand that pleasure comes from knowing what your partner wants and prioritizing that as much as your own.

rachelkeithley  
why was this on my fyp  
5-3 Reply

prepsxlauren  
Why is this on my fyp 💀💀  
6d Reply  
Liked by creator

durex\_usa • Creator  
Your fyp is trying to tell you something  
6d Reply

potatoderbre  
bro my mom heard that  
6d Reply

jezus.da.best  
i just opened tik tok 😂  
6d Reply

# FYP: VIDEO STORY

The video centers around 3 main characters who take us through a day in the life of the Open & Curious. We'll follow them on their individual sexual journeys, free of shame or stigma, with Durex helping to propel them confidently into action with a uniform that finally *fits*.

Everywhere they go they spread the message that a better fit = better sex. Because we don't talk about that enough.

Each verse shows FYP from a new perspective. We're there for your PENIS, for your PLEASURE and for your PARTNER.

We'll show up in moments where we're not usually talking about sex, but let's face it, we're usually all thinking about it. The video will build up to a literal Happy Ending that the internet was not expecting. A party at the intersection of Seaman and Cumming Avenue. An actual intersection in NY... which we also don't talk about enough.



hanfrafrost

Man, i could really use sum' free

3d Reply



buckonxim

Day 5 of asking for a mystery box 😊

4d Reply



cutie\_tai69

might need you soon we're do I find u 🤔

6-1 Reply



canibeurdtepro

man I need one of your products free rn  
really important

4d Reply



sh3luvvm4rio

yo could you send me a box i'm in a really  
good situation iykwim 😊( def not gonna  
respond)

4d Reply

# CHORUS 1

## Too Much Pride To Hide



### CHORUS

This for your penis  
You gettin freaky style figured that you need this  
It's gon feel like  
aint nothin in between us  
This for your penis  
I said this one for your penis  
When I say FYP really know that's for your penis

### CHORUS 1 VISUALS (IN STORE AND STREET):

We open on Craig reaching for a pack of Durex at the store. He struts down the aisle confidently, unphased by bystanders on his way to the register. As he checks out, the aisle confidently, unphased by the several bystanders he passes on his way to the register. As CRAIG checks out, sexually inserting his card into the chip slot and pausing for a moment, he grins and then dashes off to the exit.

When he leaves store he walks by someone on their phone out on the street. They're scrolling on TikTok watching the original FYP video as he raps "When I say FYP really know that's for your penis."

*temp track record here*



# VERSE 1

## Too Much Pride To Hide



### VERSE 1: (CRAIG)

i just got some pack up out the store  
Im about to get some more,  
Yeah i only hit it raw when it's steak.  
You should know what's on my mind  
Cuz I'm always on my grind  
Im just tryna put this icing on his cake  
Hoping it'll look as good in real life  
And if it fits right then it feels right  
I been a bad boy im tryna feel nice.  
I need someone to come and make me spill twice  
Yeah yeah, this one for ya penis,  
And this one for your pleasure, ya playlist you better  
stream it.  
I sent a pic. I hope he seen it. (FYP ad lib)  
oh that's him, he wants the penis.

### CRAIG VERSE VISUALS (STREET)

- We see Craig with his friends reacting to a spicy text. He shows them his Grindr chats with them and asks for advice.
- We'll see a super on screen of the texts he's writing, then deleting, until landing on one they all approve of.
- We see him send a pic of the box of close fit condoms and the smirk emoji



# CHORUS 2

## Too Much Pride To Hide



### CHORUS

This for your penis  
You gettin freaky style figured that you need this  
It's gon feel like  
aint nothin in between us  
This for your penis  
I said this one for your penis  
When I say FYP really know that's for your penis

### CHORUS 2 VISUALS (STREET):

Craig walks down the street smirking as he reads a Grindr message. He finds a park bench to focus on his reply. Two skateboarders in the park come up to him holding up their phones as if to say "This YOU?" Flattered, he finishes the rest of the chorus with them.

A super appears showing his grindr date just confirmed a location and wants to meet in 30 minutes. He looks at the notification and rushes out, accidentally bumping into Katie and her date on their way to the restaurant.



# VERSE 2 THEMATICS



## ADDRESSING THE DOUBLE STANDARD

The goal of this verse is to show what it would look for women to take control of their pleasure, not only by being open about what she wants, but leaving no room for the “condom excuses”. The first line of the verse makes Durex the “pleasure passport” to whatever lies ahead.

## TALKING ABOUT SEX BEFORE YOU HAVE IT

Wouldn't dates be so much more comfortable if you KNEW the other person had thought about it and prepared? So that you don't have to wait til the heat of the moment to ask if he has a condom. This verse will show that being prepared allows you to be sexually spontaneous.

## TACKLING THE AGE OLD “BIGGER IS BETTER” MYTH

Hearing “it's the girth you gotta measure” from a women's perspective reminds men that fit IS more important than buying the size that makes them seem bigger.

*“As it turns out, women don't care as much about your penis size as you think. On the size front, 92 percent of women said a small penis was “not a deterrent” for them.” - [Men's Health](#)*

# VERSE 2

## The Liberated Lady

This verse allows us to imagine a world where we could be as open & curious on date 1 as we are on date 10.



### VERSE 1: (KATIE)

Always keep a Durex make him wrap up that salami  
Cuz i got goals I ain't tryin to be a mami  
on top doggy style yeah we can do it both ways  
can't stop my responsible hoe phase  
once we get home. put a ring up on that ding dong  
playin with some toys makin noise like a singalong  
FYP, but this time for your pleasure.  
Forget about the length it's the girth you gotta  
measure  
I could tell he was worried when he picked me up.  
  
But I am a shorty don't worry you big enough.  
Let me get the check, I'm tryna ride this young  
buck.  
It's the night shift, so I'm pullin up the dump truck.

### KATIE VERSE VISUALS (LOCATIONS TBD):

The camera follows Katie & her date somewhere to eat. As he's checking in with the host she opens her purse to reveal a Durex in her bag.

We see them at the table while the waiter takes their order. She delivers the "on top doggy style" line as if she were ordering an appetizer for the table.

We see versions of the lyrics on the menu.

The waiter keeps bring over dildos between hot dog buns, Plate of rings (onion rings), the waiter is putting lube on the dildo.

We transition to the couple playing pool. Every movement is sexualized. Sharpening the tip, putting the pool stick through the fingers, holding the balls. (tastefully of course).

They give each other the "lets get the hell out of here and go have sex" look.

### NEW LINES:

# CHORUS 3

## Too Much Pride To Hide



### CHORUS

This for your penis  
You gettin freaky style figured that you need this  
It's gon feel like  
aint nothin in between us  
This for your penis  
I said this one for your penis  
When I say FYP really know that's for your penis

### CHORUS 2 VISUALS (STREET + SUBWAY):

Katie and her date leave the bar, clearly in a rush to get back. They hop in a cab and as it pulls away the camera transitions to Craig performing the chorus in front of a bodega. As they sing the chorus and we hear "this for your penis" we'll see Craig, Danny and Katie each holding a different sized popsicle. Maybe we see a fake sign in the bodega window with a popsicle image that says "3 sizes: close, regular, and wide."

Hard cut to subway doors. Katie exits with post sex hair and a satisfied look on her face. She passes Danny on his way to work.



# VERSE

3

Pleasure For  
Your Partner

## VERSE 1: (DANNY)

My bed it creak (*subway*)  
 My head on fleek  
 She said let's freak  
 So we head to the peak (*escalator*)  
 It doesn't matter the size you got, let's focus on technique  
 (*elevator*)  
 If I can do it then you can do it, cuz look at me I'm a geek  
 (*water cooler*)  
 Rockin Durex having great sex, takes away stress, reach the apex  
 (*conf room*)  
 Take your time, make sure they say yes (*pointing to a presentation or screen*)  
 Direct deposits, but not in paychecks  
 FYP! But this time for your partner  
*we took our time and i came to find that faster doesn't mean harder*  
 And I ain't no missionary but I'm on a mission to finish last (*to female coworker*)  
 Sometimes I wish that i had learned something in health class  
 she said come over so I'm bout to call it a night  
 i ran so fast like I'm bout to miss my flight  
 (*at printer/copier/handing out 3 diff size penises on paper*)

## DANNY VERSE VISUALS (SUBWAY + AROUND OFFICE)

DANNY, dressed in a suit, is on the subway commuting to work with his colleague. From the train to the escalator to the elevator to the water cooler to the board room to his lunch break, DANNY sings freely about his sexual liberation to his coworkers.

Danny gets the “come over” text and frantically leaves the office as if he just realized he’s late for a flight.

# CHORUS 3

## Too Much Pride To Hide



### CHORUS

This for your penis  
You gettin freaky style figured that you need this  
It's gon feel like  
aint nothin in between us  
This for your penis  
I said this one for your penis  
When I say FYP really know that's for your penis

### CHORUS 2 VISUALS (STORE + STREET):

On the fourth and final chorus, DANNY heads out for a lunch break, but first, decides to stop at the marketplace. He heads down the condom aisle to reach for his favorite rubber, and as his hands meet the box, they are met by two other hands. KATIE and CRAIG stand right next to him, and all three glance at each other for an intense moment of pause before the song's outro.

The outro and grand finale: as the beat drops, we go to a big dance party at the intersection of Seaman and Cumming St in NYC. Maybe they're joined by the secondary characters from all the previous scenes.



# LOOK & FEEL - REFERENCE

DUREX - VVM BRIDGE 1



Overall, our content capture will have production values and a polish level that are more elevated than the original FYP viral TikTok but nothing as slick and produced as a traditional music video. It'll have a DIY aesthetic true to the original hit - and liked by the O&C.

We'll take a run & gun shooting approach to the streets of NYC. The video will have a lively, real, raw, handheld feel, using the cameraman as a character as we move through scenes.

Wherever we go, it will feel raw: as if the viewers are really there with the FYP squad. The cameraman will be active in keeping up with the characters, and the camera movement will match the high energy of the song.

TONE: the track will be banging and the video fun to watch. The lyrics are the main driver. It will have a cool vibe but also a tongue-in-cheek, humorous tone. They will not be flexing, posing or above it all.



*SNL and Lonely Island's "[Lazy Sunday](#)"*



*Lil Dicky "[Save Dat Money](#)"*

# FYP: SOCIAL LAUNCH STRATEGY

## PRE-LAUNCH PHASE

### DRIVE AWARENESS & INTRIGUE

Platforms:



- Pre-save link on Durex social channels
- Teaser videos on TikTok,
- Full video on YT and IG Reels

*\*VVM paid media required*

## LAUNCH PHASE

### BE IN THE PLACES THAT MATTER TO O&C

Platforms:



- Release on Craig's Spotify and Youtube.
- Festival Presence
  - Influencer program (Monitor consumer engagement and create reactive content based on signals from audience.)

## POST-LAUNCH PHASE

### TAKE ACTION

Platforms:



Original FYP viral video remix duet-TikTok challenge

### BE A PART OF CULTURE

Platforms:



Custom partnerships with culturally relevant music platforms / destinations for O+C music lovers.

- Rap Genius
- Colors
- Soundcloud
- (plus Gene recos)

**ALWAYS ON SOCIAL CONTENT**

# LAUNCH PLAN

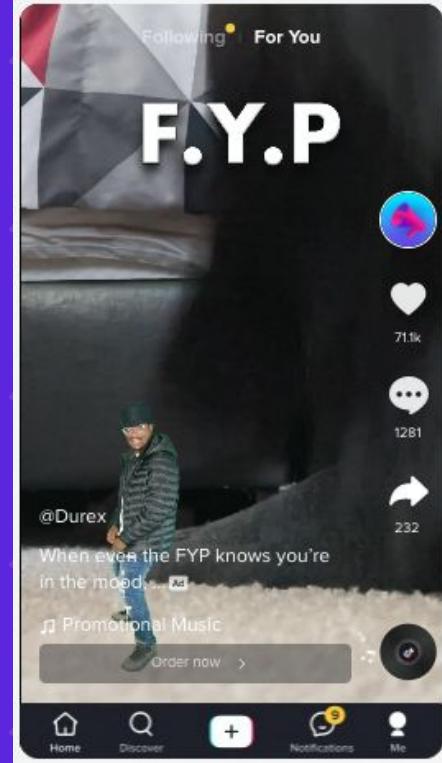
## “That Kid CG x Durex” collab

- Pre-save link on Durex social channels
- Launch on Tiktok, YouTube and YT Shorts
- Release on Craig's Spotify
- Festival Integration
- Entertainment Platforms
- Streaming Services Placements (YouTube Vevo, Apple Music, Tidal)
- Influencer Seeding/Amplification
- Influencer shares/comments (reach out to Charlie Puth)
- Influencer TikTok duets
- Tiktok Open Verse challenge with micro-influencers
- Other Vayner brands commenting
- Vayner everybody Slack channel



# MEDIA SUPPORT

- Media support can be leveraged to further amplify the bridge assets using our cohort strategy and broad demo targeting.
- We'll run on platforms such as TikTok and/or Instagram that will help drive the best results towards our main KPIs (CTR, CPC, CPE, CPCV).
- As the campaign is live, the media team will keep a close eye on performance in order to make the necessary optimizations to garner the best results.



# MERCH



VAYNER



Front

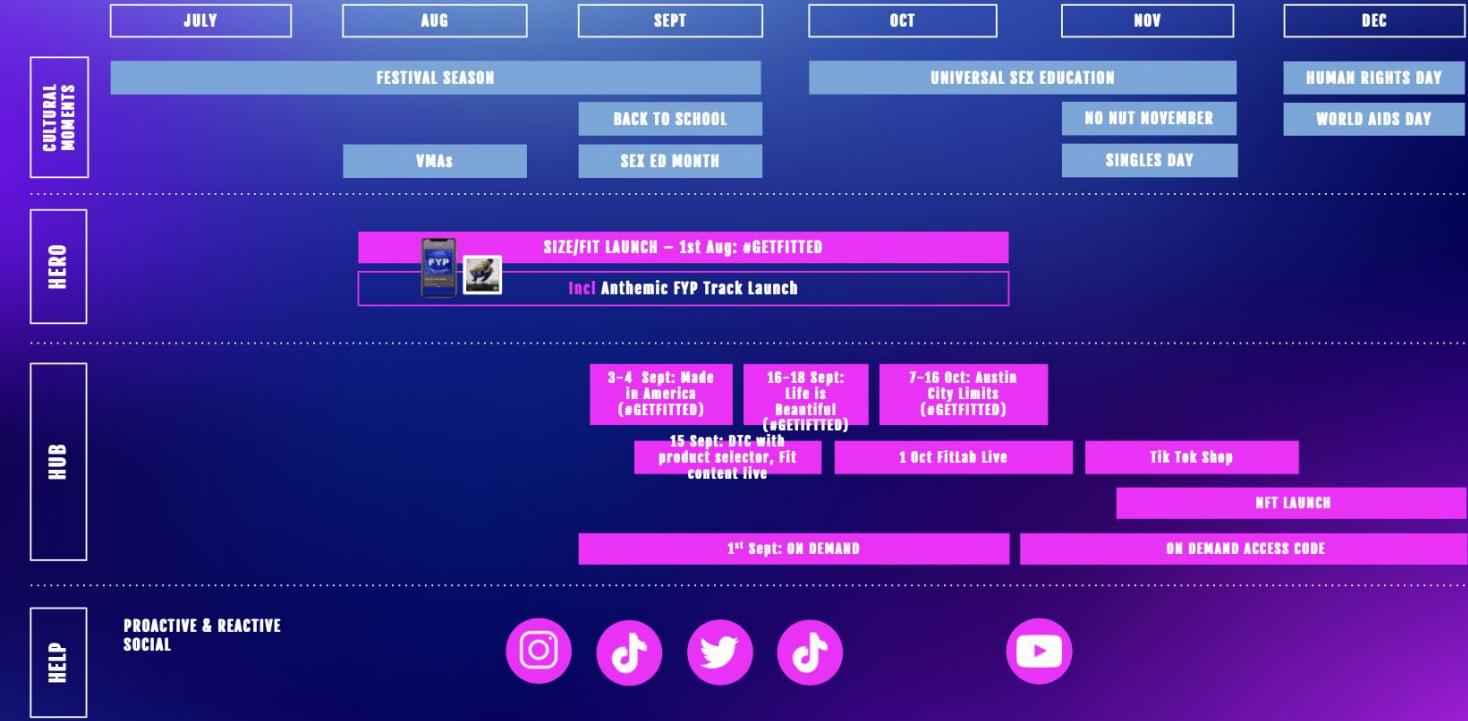


Back



# ROLE IN THE OVERALL PLAN

## "GET FITTED" 2022 CALENDAR



# EARNED MEDIA

Hunter to advise on earned media potential in relevant music and entertainment blogs, outlets and interviews.

# TIMING : SONG

This timeline implies that we would be delivering the song ahead of MIA

## Timeline:

- **Thurs, 8/18** - Client lyric final approval
- **Fri, 8/19** - Legal lyric final approval
- **Mon, 8/22 - Fri, 8/26**- Record, mix, finalize soundtrack
- **Mon, 8/29**- Final hand-off
- **Sat, 9/3 - Sun, 9/4** - Made in America

## Outstanding Questions:

- Are we looking towards Craig to produce the song or do we need actual studio time at LIC?
- Is there flexibility with the hand-off date?
- Do we need to deliver the song ahead of MIA considering that they are not interested in playing the song during the festival?

# COSTS / TIMING

- **Weds, 8/3 (EOD)** - VM to send updated lyrics to clients for review
- **Fri, 8/5** - James & RK legal to provide final approval
- **Mon, 8/8 - Fri, 8/12** - Prep
- **Mon, 8/15 - Weds, 8/17** - Shoot content
- **Thurs, 8/18** - Ingest footage
- **Fri, 8/19 - Fri, 8/26** - Edit
- **Mon, 8/29** - Final asset hand-off
- **Sat, 9/3 & Sun, 9/4 - LIVE** (Made in America)

\*Timeline & budget subject to change pending on media addendum, budget & PO approvals, & client approvals

## BUDGET:

- \$60K
- Assumptions:
  - Shooter + sound + PA
  - Limited # of locations
  - 1 shoot day
  - Run n gun / TikTok style

# WARDROBE

Style: The Gen-Z Casual Athleisure  
Vibe-Bike shorts, crop top, blazer,  
small round framed sunglasses,  
chunky white sneakers. Layered  
jewelry, and FYP Fanny Pack.

***TBD - Work in Progress***



