

Members



We are all from KQ001!



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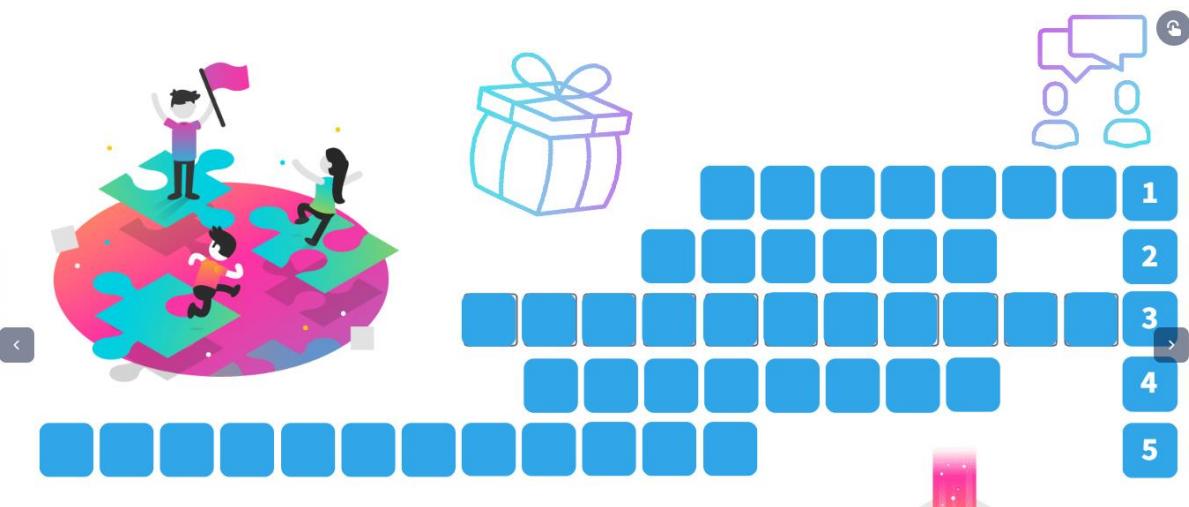
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What is a
“GREAT IDEA”?



QUESTION



WARM UP



WARM UP



DUREX MARKETING CAMPAIGN !!!

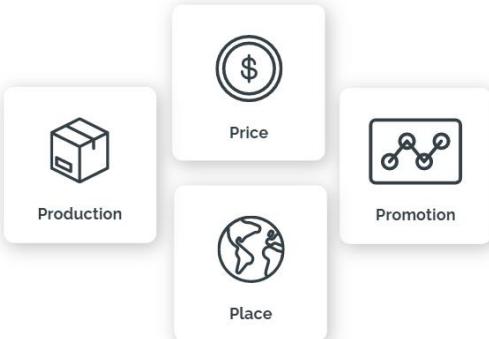
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Sections

-  INTRO
-  RESEARCH
-  GLOBAL CAMPAIGNS
-  MARKETING CONTENT
-  Q&A

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4P



TRƯỜNG NGUYỄN THỦY TRANG

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Product

One of the key components that makes the entire process of **connecting with consumers** and **generating sales** possible



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Durex is top-of-mind brand in terms of condoms.

All thanks to its 2 creative innovations in product sector



Diversity



Quality

Quality 🔑

As per many researches conducted by **Planned Parenthood**, condoms can be **87 percent effective** in contraception.



Diversity

Durex not only ensures a **high level of quality** but also **diversities products** in order to satisfy **different sexual needs** of customers.



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Understand customers' needs

To provide customers with **better experience**, Durex also manufactures lubrications, vibrators and other personal products.



"Hey Durex. Our intercourse was a little too "dry". What do I do?



A lil' too "dry"? No worries. We got your back. Rest assured and stay tuned for our brand-new product currently in the offing!



Oh God really? Can't wait to see what you've got to offer



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Price 

Help business to **increase their sales** when introducing new products and services

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LazMall Bao cao su Durex Invisible Extra Thin Extra Sensitive...
12.12 HÀNG HIỆU GIÁ TỐT
Bao cao su Durex Invisible Extra Thin Extra Sensitive...
12.12 HÀNG HIỆU GIÁ TỐT
Bao cao su Durex Kingtex 12 bao
12.12 HÀNG HIỆU GIÁ TỐT
Gel bôi trơn DUREX PLAY CLASSIC 50ML (NEW BO...
12.12 HÀNG HIỆU GIÁ TỐT

LazMall Bao cao su kéo dài thời gian Durex Performa 3
12.12 HÀNG HIỆU GIÁ TỐT
[Che tên sản phẩm] 6 loại bao cao su Durex 12 bao khách
16.660 ₫ 33% off
★ 4.8 (528) · 4.311 Đã bán
Hồ Chí Minh

LazMall Bao cao su siêu mỏng Durex Invisible Extra
82.000 ₫ 14% off
LazCoin tiết kiệm 1.640 ₫
★ 4.7 (390) · 3,544 Đã bán
Bắc Ninh

LazMall Combo 2 Bao cao su siêu mỏng Durex Invisible
470.000 ₫ 26% off
LazCoin tiết kiệm 9.040 ₫
★ 4.9 (458) · 4,377 Đã bán
Bắc Ninh

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PLACE

A market is where sellers and buyers gather at one point

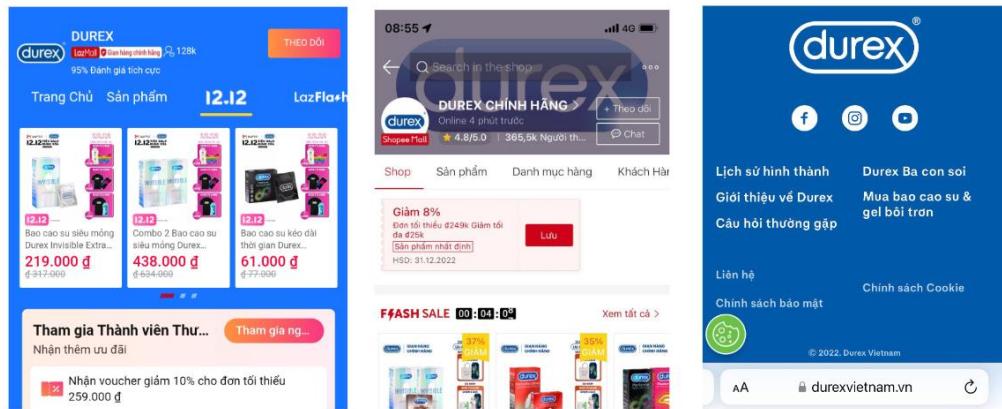


PLACE

In fact, **Durex** holds a **26%** share of the global distribution market. Selling with **1 billion products** with **3 main distribution channels**



In addition, Durex also develops **online** distribution channels through the official website [Lazada](#), [Shopee](#) and [durexvietnam.vn](#)



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PROMOTION

Durex's marketing strategy is aimed at **18-35** years old people.

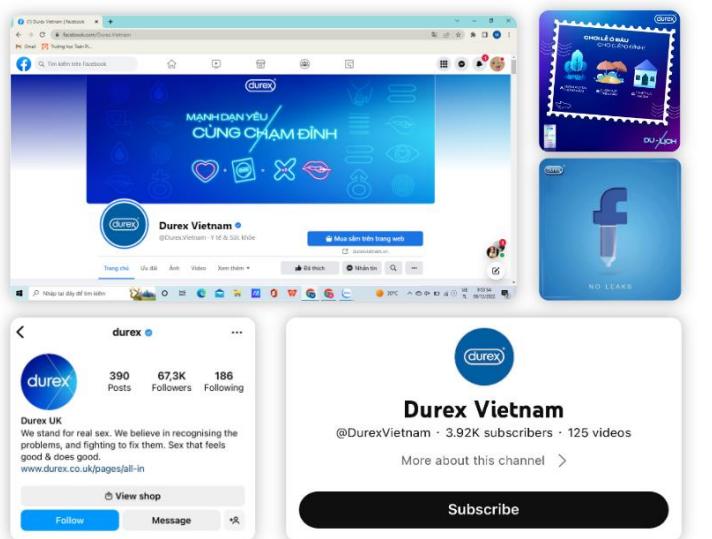


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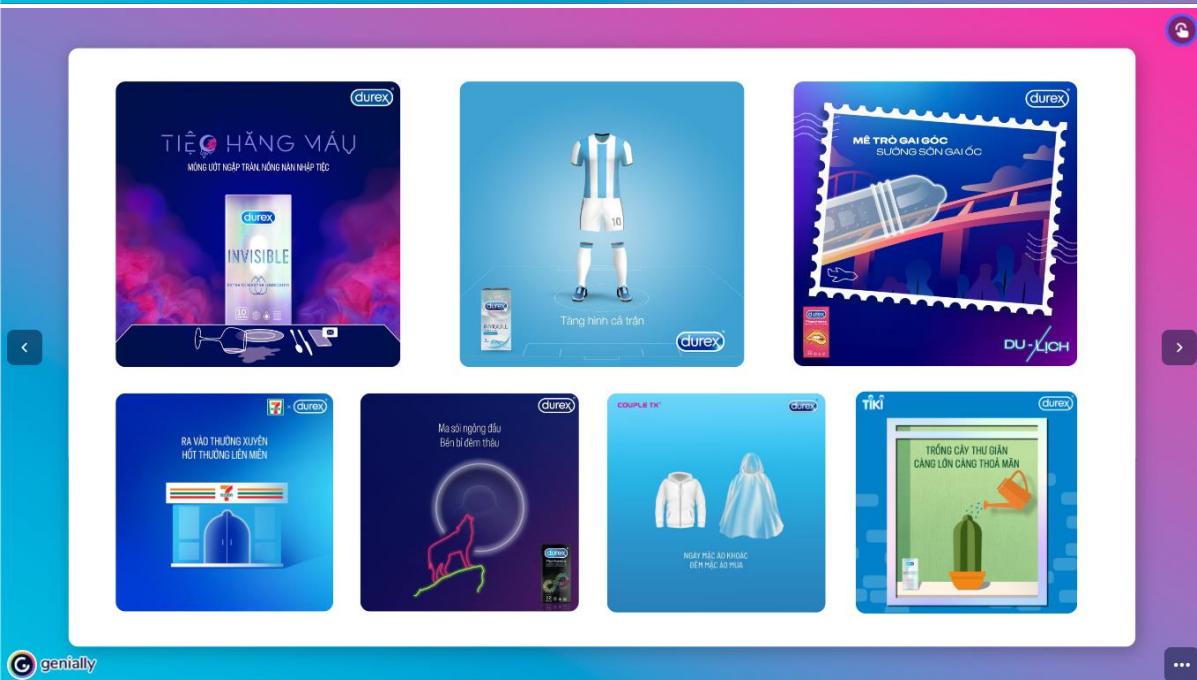
Media

Media such as Social Media, TV, Digital or sponsor youth events, and offer free trials. Youtube, Facebook, etc.

advertising channels help attract thousands of interactions.



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Đang chờ img.genially...

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CỎI MỎ di
UNITOUR

Vietcetera.

durex

Social Networking

FREE discreet delivery on all orders over £25 now!

SPIN THE BOTTLE TO WIN

20% OFF sex toys

10% OFF condoms

25% OFF lubes

20% OFF worldwide

FREE discrete delivery

FREE discrete delivery

durex

Real good sex: tips & advice

Sex Toy Wars: Vibrator vs. Dildo

BULLET VIBRATORS, CLITORAL MASSAGERS, DATING ADVICE

READ MORE

Cách tránh thai hiện đại: Biện pháp nào an toàn và phù hợp?

Có nhiều biện pháp để bạn ngăn ngừa thụ thai sau khi quan hệ tình dục, tuy nhiên biện pháp nào hiệu quả và phù hợp nhất là điều mà cần phải quan tâm...

durex.co.uk

durevxietnam.vn

Durex always strengthens activities such as **gift giving, promotion, and sincere customer gratitude**. The brand also has a **free care and consultation system** on customers' sex life and psychological issues.

+ summarise

#SOMEONELIKEME

ĐÀO ANH MINH



Aims

- 01 Pushing the issues around happier and healthier sex lives for young people **globally**
- 02 Inspiring a generation to talk more **openly** about sex, challenge what they think they know, ask those vital questions, and add their voice to a **global movement**.
- 03 Empowering today's youth to take action, change perceptions, and overcome barriers.

+ info



Scale

11/2013. #SomeoneLikeMe campaign was launched in 7 first countries/cities. Durex and MTV roll out #SomeoneLikeMe campaign, giving away 10 million condoms ahead of World Aids Day

+ info

Durex and MTV Staying alive Foundation created a website named "Someone like me"
www.someonelikeyou.com

+ info



SOMEONE LIKE ME

Warning: Please don't try to access to this link, the website is possibly hacked and can be dangerous after having been released for 9 years.

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Over November, MTV's social platforms kept publishing news pertaining to Durex accompanied by topics and conversations that can raise individuals' awareness.



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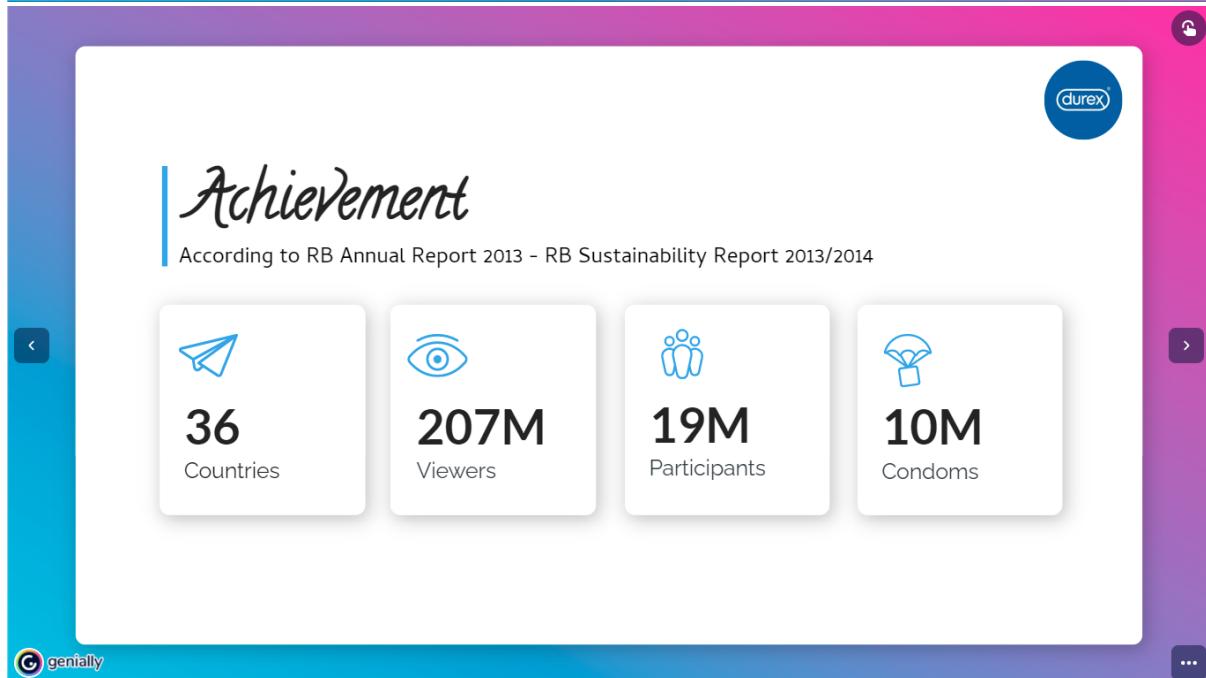


MTV documentary, 'My Sex Life and Everyone Else's', was aired on MTV globally on 25 November 2013.

"For the past 15 years, the MTV Staying Alive Foundation has worked tirelessly to influence positive sexual behaviour among young people around the world in creative and innovative ways. At MTV SAF, we believe that this generation will change the course of the HIV epidemic, and are thrilled to be partnering with Durex on a campaign that will empower young people to do just that."



GEORGIA ARNOLD
EXECUTIVE DIRECTOR, MTV STAYING ALIVE FOUNDATION



Throughout this campaign, Durex reached approximately **115 million people** worldwide.

Keyword **#CondomEmoji** was mentioned in **140 nations**.

Condom Emoji was created as a mean for youngsters to freely discuss sex-related subjects.

In 2015

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How and Why?

- 01 Mark a significant milestone in our process **fighting against HIV** and raising citizens' awareness.
- 02 There was a **plummet in HIV cases** occurred in people aged 15-24 years old of 16 countries.
- 03 21 nations which had had the highest rate of HIV cases observed a **decrease** of 25% in 2013.
- 04 **Influence positively** to people's habits of using condoms while having sex.

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durex
presents

#IHAVETHISABILITY

WHEN YOU ARE NOT ABLE TO DO SOMETHING, YOU DEVELOP NEW ABILITIES TO GET WHAT YOU WANT ESPECIALLY IN THE BEDROOM.

CONTEXT
Durex wants to bridge the perceived gap between disability and sexuality with a campaign that aims to normalize abilities and prove that, as long as it's safe, sex is beautiful in all its forms.

INSIGHT
Disabled people usually develop different abilities in order to compensate for the missing ones. For example, a blind person can develop a strong sense of touch, or a person missing an arm can strengthen the one he has.

IDEA
In an effort to give voice to disabled people Durex designs a 360° campaign that shows how their disabilities can easily turn into dirty abilities to use in the bedroom.

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ĐĂNG TIÊU LINH...

Insight



Disabled people often develop **different abilities** in order to compensate for the missing ones. For example, a blind person can develop a strong sense of touch, or a person missing an arm can strengthen the one he has.



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Idea



In order to give voice to disabled people, Durex designs a 360o campaign that shows how their disabilities can easily turn into dirty ability to use in the bedroom.

Message



Through **#ihavethisability**, Durex conveyed a humanistic message: **the disabled have physical defects, but they are all ordinary people and also have special abilities.**



Affects

The campaign was well-received and successful in **Italy**. Hashtag **#ihavethisability** became viral on **Twitter** with thousands of tweets. At the same time, the campaign also won **Durex silver prizes** at both D&AD New Blood Awards and Clio Awards, awards for outstanding advertising campaigns held in New York.

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*How can Durex
Marketing Campaigns
be so IMPRESSIVE?*



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NGUYỄN MAI ANH

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Unlike your boyfriend,

DUREX WILL NEVER LET YOU DOWN

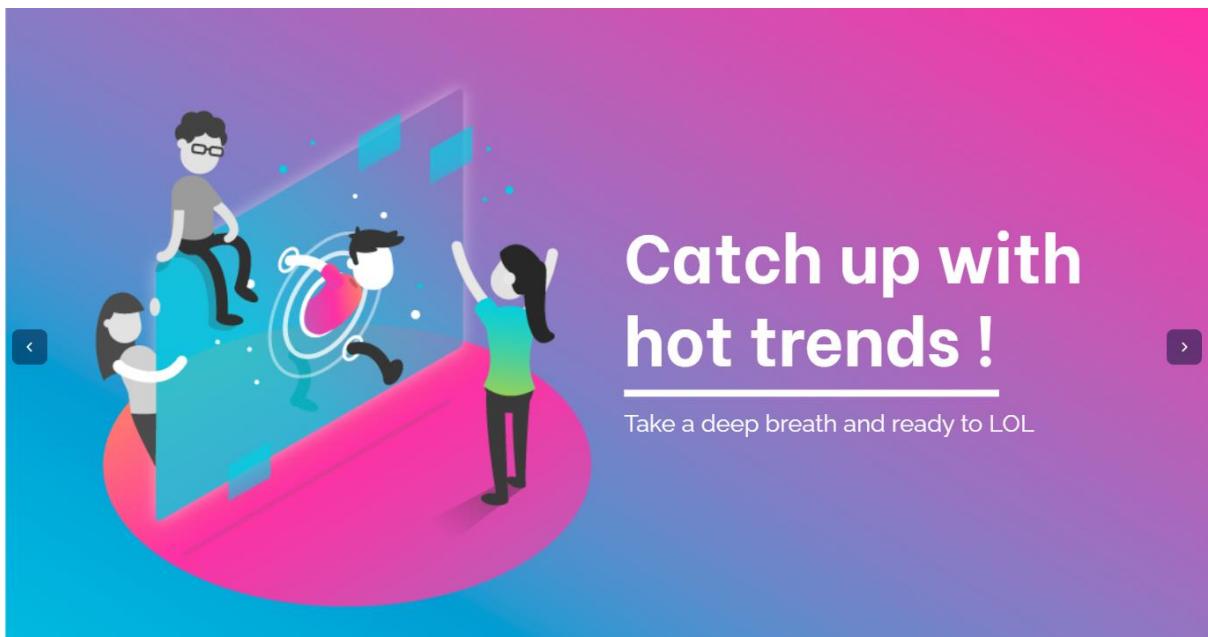


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a word is enough
to the wise

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**Catch up with
hot trends !**

Take a deep breath and ready to LOL

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A blue condom is shown against a dark blue background. The condom has white letters printed on it, forming the words "A B C D E F G H I K L M N O P Q R S T U V W X Y". Below the letters, the text "Where is J?" is written. The Durex logo is in the top right corner of the condom's surface.

**HAVE YOU
SEEN THIS
PICTURE
BEFORE?**

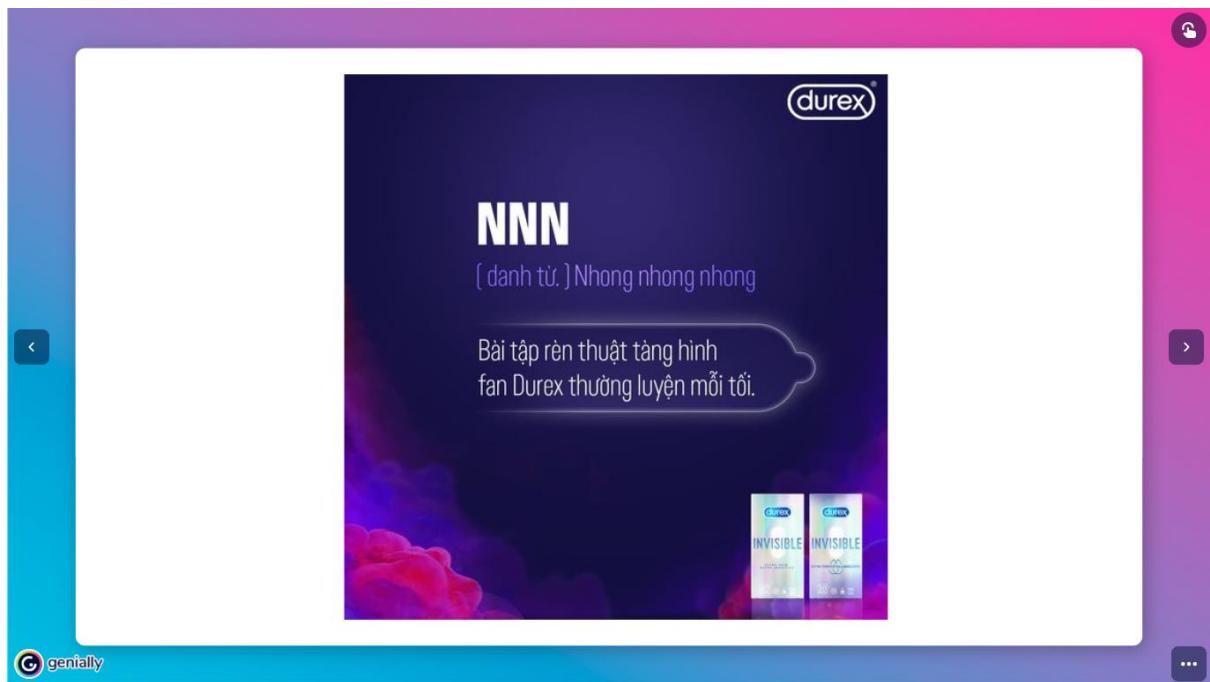
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A Durex advertisement. On the left, there's a graphic of a gas pump with the number "A69" on it, set against a blue background with a cracked effect. The Durex logo is in the top right. Above the pump, the Vietnamese text "CÂY NÀY KHÔNG LÊN GIÁ TĂNG HÌNH CÙNG LÊN GA" (This tree does not increase price when it grows) is displayed. Below the pump, two small packages of Durex condoms are shown with the text "ĐỒNG BẠO CAO SU SƯ MỌNG NHẤT TỪ DUREX". To the right, a photo of Harry Potter from the Harry Potter movies is shown, shouting and pointing his wand forward. Above the photo, the English text "EXPENSIVE PETROLEUM" is written.

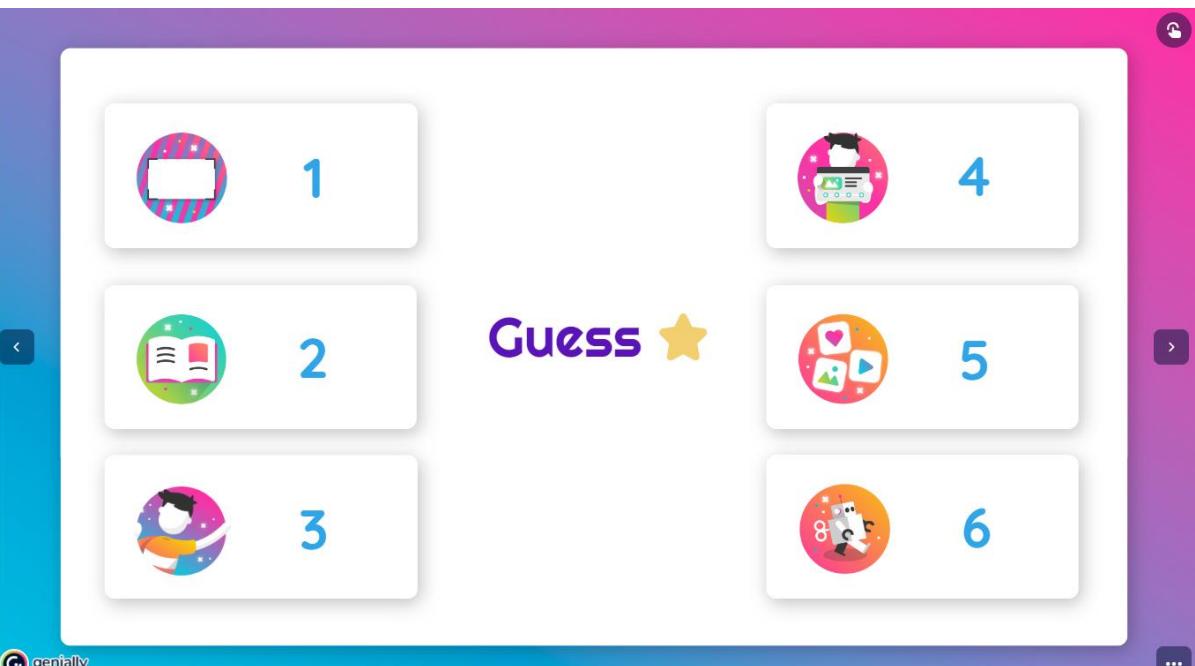
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A slide from a presentation featuring a dark purple background with a red rose at the bottom left. In the center, there's a white rectangular area containing a Durex advertisement. The ad has a dark blue header with the Durex logo. Below it, the text "NNN" is displayed in large, bold, white letters, followed by "[danh từ.] Nhong nhong nhong" in a smaller font. A speech bubble contains the text "Bài tập rèn thuật tàng hình fan Durex thường luyện mỗi tối." At the bottom right of the ad, there are two small boxes labeled "INVISIBLE". The slide includes navigation arrows and a lock icon in the top right corner.



A slide titled "CONTENTS FOR HOLIDAYS" in large, white, sans-serif capital letters. The background is a vibrant gradient from blue to pink. To the left of the title, there are three icons: a Santa hat, two glasses with stars above them, and a globe with a ribbon banner. To the right, there are three more icons: a confetti cone, a speech bubble with wavy lines, and a circular icon with a question mark. The slide features navigation arrows and a genially logo in the bottom left corner.



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The top panel shows a gold medal with the text "Bản thắng xuất sắc nhất". Below it is the word "VÀO O~O". At the bottom left is a Durex King size condom box, and at the bottom right is a Durex logo. The bottom panel shows three small icons connected by lines: a blue one, a red one, and a purple one. At the bottom left is a Durex Pleasure box, and at the bottom right is a Durex logo. Text at the bottom right says "Càng vào sâu, càng gay cấn."

Return ↻ ✓

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Return ↺



Ngòn dây
quậy suốt đêm.



durex®



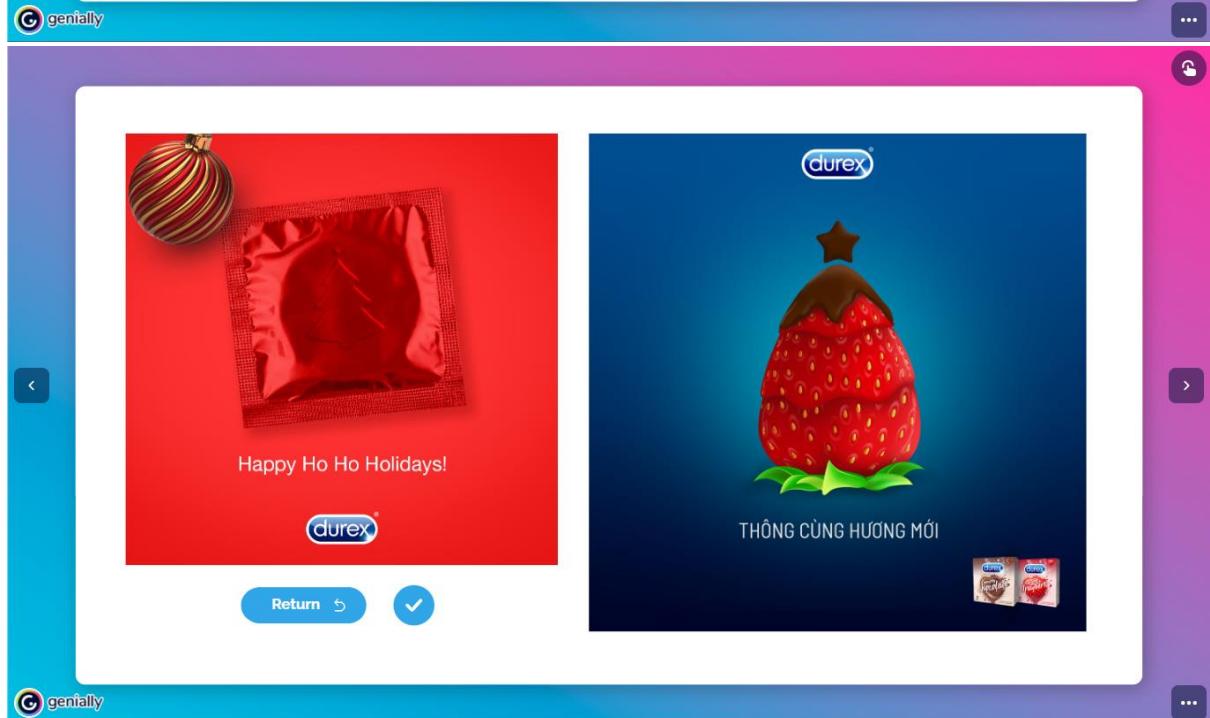
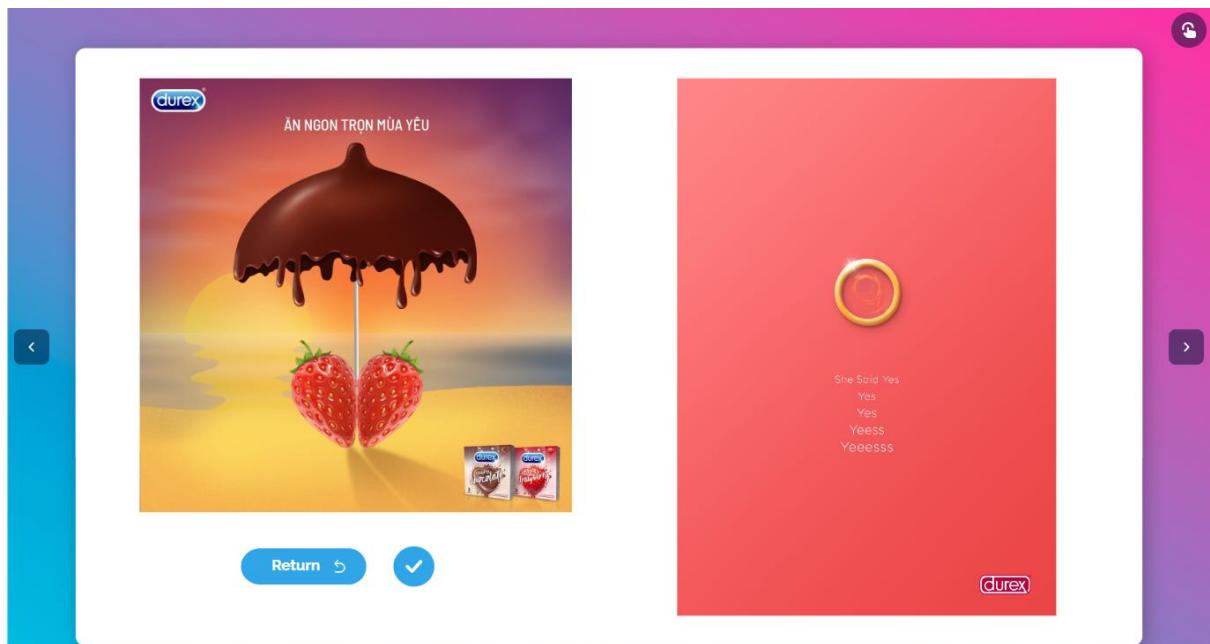
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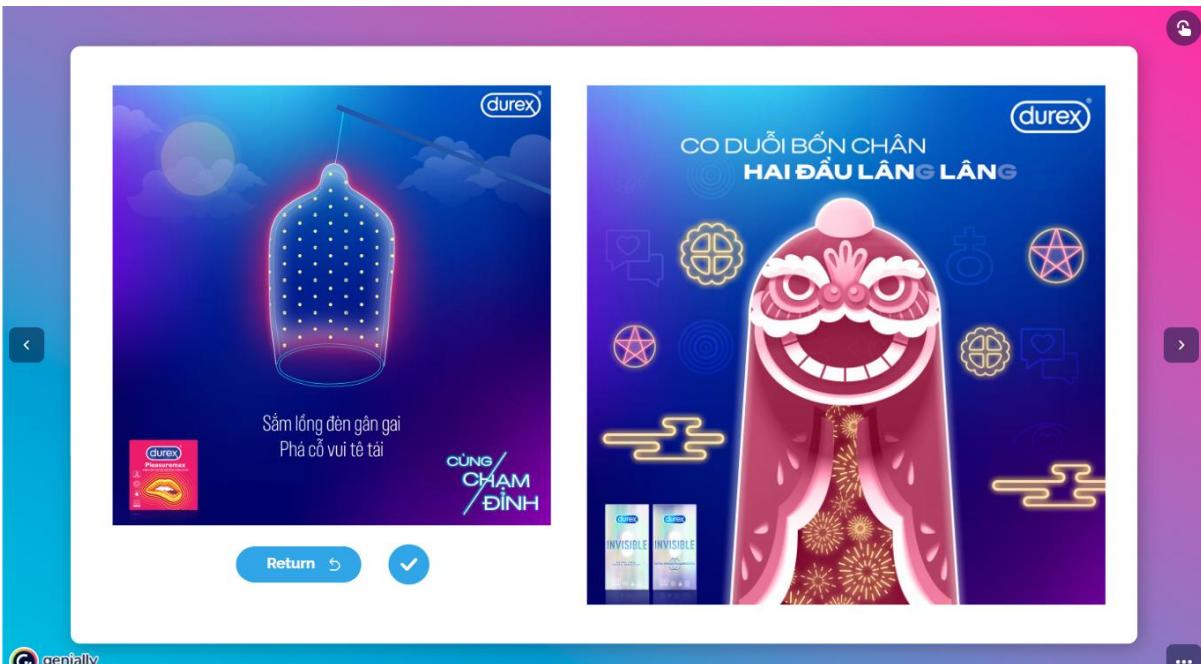


Cứ tuôn thẳng, chẳng sợ trào!



durex®





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15K

Thích Bình luận

Qiu Hong

Tiến Đội

Thích Bình luận

Ngân

Content Durex duyên dáng chứ ko tục dơ như các page bcs khác :))

Hoàng Phú

=]]] Durex đúng là không hổ danh.
Học marketing mà nhắc đến trùm content chỉ có thể là Durex 😊

Chia sẻ

188 lượt chia sẻ

lại

7,5K

2,2K comments 614

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The study's findings reveal the challenges that need considering while entering the potential Vietnamese market and how Durex successfully implements this intelligent, flexible, and adaptive strategy in this strict market.

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Q&A

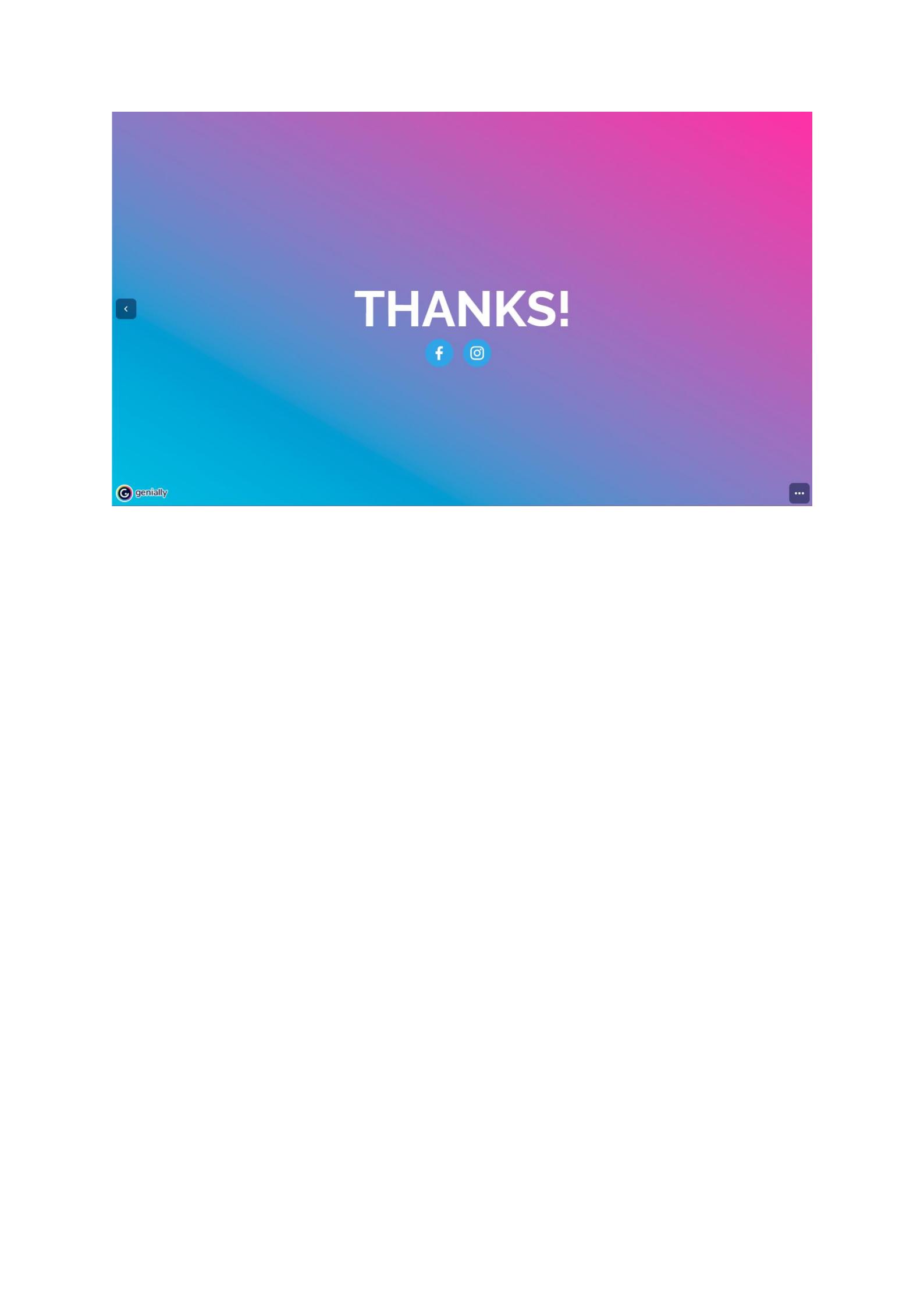
NOTICES!

- Time: 10mins
- DO NOT ask personal questions
- DO NOT ask irrelevant questions
- Feel FREE to ask



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THANKS!

