

Key Populations

**Promoting Condoms to
Men Who Have Sex With
Men in Brazil**

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DKT do Brasil Social Marketing & Affair Condoms

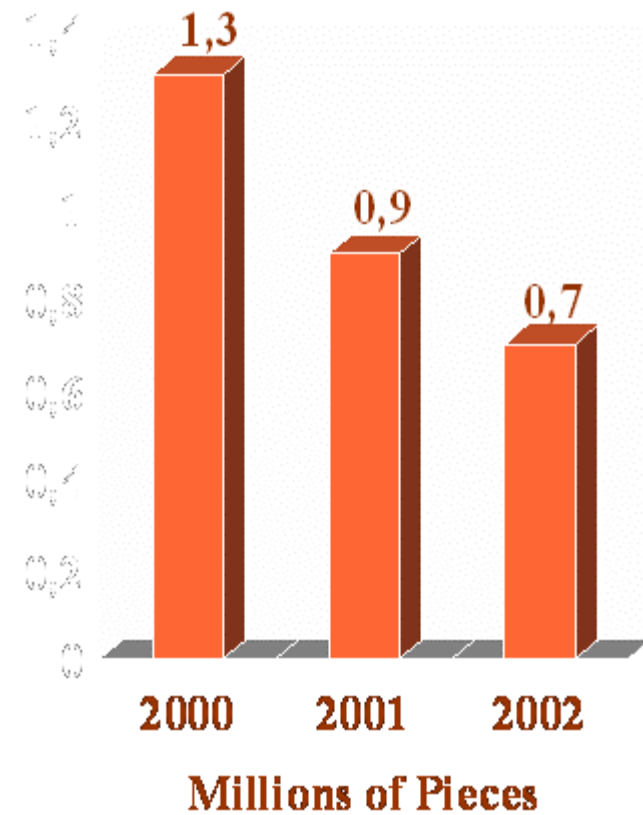


- ***Affair*** Condoms were launched in 2000, as a higher priced premium brand in order to cross-subsidize the low priced *Prudence* brand.
- It was positioned to upscale young urban males using ads in Playboy.





- Sales began to decline soon after launch.





- Even though overall sales were down, reports from the field suggested that ***Affair*** was very well liked by men who had sex with men who had tried the product and liked it.





Opportunity?



- No other brands in Brazil were positioned to MSM's.
- From research, we knew that MSM in Brasil had more partners and had sex more frequently.
- Even though this demographic group used more condoms than others, many were still practicing high risk behavior.



- We decided to take one more chance with the brand.
- We changed our advertising media to focus on gay and bisexual men.



G Magazine



“A Night Out” with Monique Evans

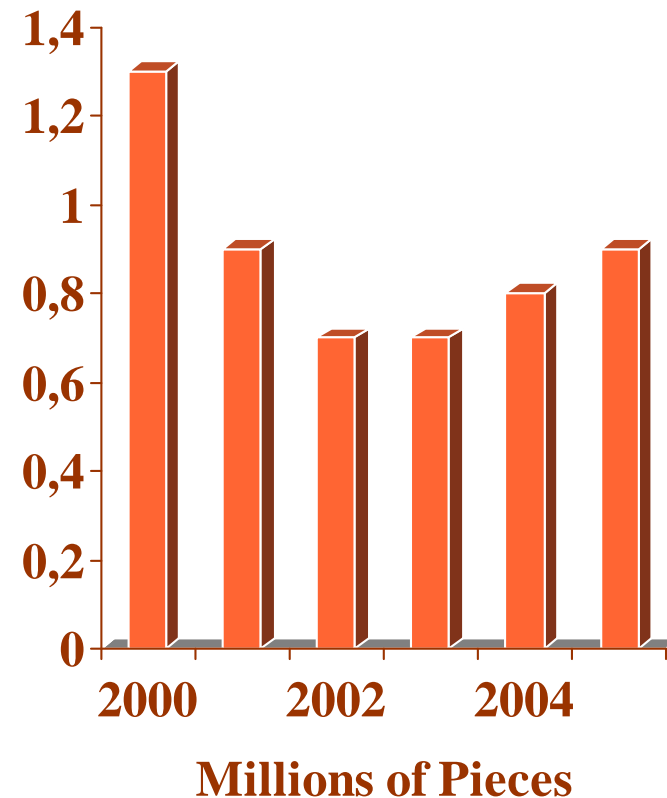
- The new advertising executions emphasized the product's main feature (the ribbed texture), which was still a novelty in the Brazilian market.



“Good - can always be better.”



- The sales slide stopped and actually began to improve.



- In 2005, a new “baggy” style condom (with ribs) plus a companion condom-friendly lubricant were being prepared for introduction under the *Affair* brand name.





- But first, we conducted a series of focus groups in the city of Curitiba with the help of the NGO **Dignidade**, a gay rights advocate in southern Brazil, who helped us to recruit and then conduct the sessions.
- Besides talking about condoms and condom promotion in general, we tested several storyboards, to be able to decide on the direction the ad campaign would take.





- What we heard from the participants:
 - The ad campaign should focus on positive things like pleasure, respect, and a healthy lifestyle.
 - It should be a campaign that features real people in real situations, not cartoons or caricatures, and certainly not stereotypes.
 - It should be sexy.





- Based on the research, we developed advertising which was primarily focused on the target consumer rather than on the product.

“Freedom”



prazer



“Pleasure”



- Promotional materials were developed for magazines, point-of-sale, consumer samplers, and outdoor billboards, as well as a “hot-site”, complete with podcast.
- The products were launched in early 2006.



www.umprazermais.com.br



- **Public response was overwhelmingly positive:**
 - *“Congratulations! Great ad!” - Ari*
 - *“I just wanted to thank you for the terrific ad campaign” - Elaine*
 - *“Only with ad campaigns like this will we be able to overcome intolerance” - Renato*
 - *“Congratulations on the ad! I wasn’t aware of your product before, but I’m going out to buy it now.” - Leonardo*
 - *“Congratulations!! Thanks!! Keep it up!! Fantastic ads!!” - Calixto*
 - *“Your advertisement is disgusting. I will never use your product and I will speak badly of you for the rest of my life. Go to hell.” - Roberto*



- Shortly after launch, the billboard campaign in São Paulo was forced off the air by public officials, citing “innappropriately excessive public sensuality”.
- Local newspapers, TV, radio, and the internet covered the story, with the public weighing in both “for” and “against” (by our count, mostly “for”).

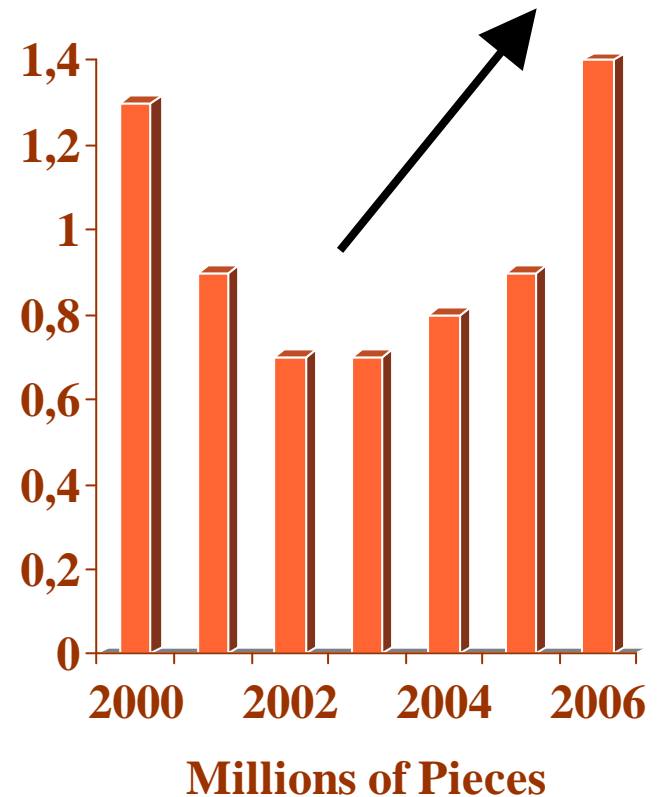


- We were surprised by the negative reaction to the ads in a town which supports the largest Gay Pride parade in the world.
- Nevertheless, we welcomed the free publicity which was generated for the brand and for the debate on human rights.





- Positive reaction has come in the form of product sales which are increasing and forecast to climb to new heights.





Lessons Learned

- Listen to your consumers
- Stay positive in your messages
- Sex sells
- You can't please everybody

Thank you.

