Analysis of Durex condoms Marketing strategy & positioning in India

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Abstract

The paper is about the analysis of marketing strategy followed by the condom brand – durex. An analysis of competitors in the market, how durex has positioned itself in this industry and its promotional strategy is discussed in this paper. Further the challenges faced in marketing condoms in India is discussed and provided guidance on how Durex can market/promote its products in Indian market.
Introduction

Durex, abbreviation for “Durability, Reliability and Excellence”, is the name trademarked in the year 1929, for a scope of condoms that used to be made by a British organization, SSL International. Reckitt Benckiser procured this organization in July 2010. Durex produces around one billion units of condoms every year in 17 manufacturing plants around the globe. It incorporates nine assortments of latex condom and one produced using polyurethane for individuals with latex unfavorable susceptibility. Durex has been fabricating condoms for as far back as 85 years. With near to 33% of the aggregate piece of the pie far and wide, Durex is the worldwide pioneer in condoms. Regardless of being an overwhelming brand in the universal situation, Durex confronts an awesome test in changing the view of the Indian shoppers and driving the offers of the condoms. This reflects in the piece of the pie of Durex in India which is having lesser coverage of 4%. Market Share

Segmentation, Target, Positioning – Condom industry

Durex principally focused on the urban working class, upper-white collar class and high society swarm situating itself as "Fun". They needed to break the forbidden that went hand in hand with sex and related issues furthermore make it a socially acknowledged thing to wear condom. Durex needed to focus on the non-clients by teaching them about sex and making enthusiasm for safe sex. The item was evaluated at a premium as a result of the corner target portion. Likewise the influence of the brand’s value from its stature as No:1 in the International business helped it being seen as trust-commendable & great & fun.

Brand Awareness
Here the Associative model definition is utilized where memory is seen as hubs and connections. The shorter the connection is, the more noteworthy the relationship between the hubs. The ‘spreading initiation’ procedure decides the degree of recovery from memory (Kevin Lane Keller). This implies Brand review is higher if the nearly associated hubs are actuated. For our situation, Durex’s quick & close associations are condoms, sex, fun, flavors, and so forth. Valid to this, Durex has attempted and gotten the 'fun component' into its creative advertisement fights impelling enthusiasm among the purchasers and potential purchasers.

Brand awareness is measured in two measurements – Brand review and Brand distinction. On the off chance that buyers can consider Durex given the item class of condoms then the Brand review is high. This measures the capacity of customers to recover a brand from his/her memory. Brand distinction relies on upon the recognition of the buyer with the brand. Had they encountered Durex some time recently, their distinction of the brand when they see it again is measured here. In the brisk, low inclusion buy conduct depicted by the shoppers of this item class Brand distinction is critical as most choices are made at the store, given the decisions. Generally for a low contribution item like condom where it is for the most part a drive purchase, shoppers require a high 'top of psyche mindfulness', particularly where there is no thought situated included. This infers that it is discriminating to have high Brand Awareness

Marketing Communications

Durex however an exceptionally prevalent brand outside India is battling with a piece of the overall industry of a negligible 4%. Durex re-propelled as of late is focusing on the youthful urban populace of the India. In the year 2009, Reckitt Benckiser dispatched the condoms with the thought of spreading mindfulness and a superior
mentality towards capable sex, amid this fight durex contacted the urban youth through different media channels. The brand ambassador for this fight was the then youth symbol John Abraham. The bundling plainly urges clients to bear the pack with them in their pants.

In continuation with the safety pitch on the on Independence Day durex concocted the flexibility implies obligation fight.

From the safety contribute 2009, durex concocted an alternate fight to advance their super thin ultima, which is one of the most slender condoms on the planet and 25% more slender than its closest rivalry in this portion in India. This item was presented remembering the couple's longing to be as close as could be expected under the circumstances. This was an unadulterated delight pitch.

In a percentage of the later fights of durex, the pitch has changed from insurance and delight to wantonness. The underneath advertisement focuses on the youthful Indian urban populace, who is interested in thought of easygoing sex, however this fragment is little right now, durex means to be the first brand to investigate this space in India.

The greatest crusade of durex in India till date is the do the rex battle with the brand diplomat as Ranveer Singh a youthful big name who is agreeable with this sexuality. The commercial indicates how the performer celebrates in the wake of having intercourse. The mark step called the Rex characterizes incredible feeling after a stunning lovemaking session. Durex is making a decent attempt to break the forbidden connected with being sexually dynamic.

Durex is attempting to make another class called sexual prosperity and in this association dispatched a site (www.durexindia.com). The site gives customized substance focused around the client's level of seeing in the classification. It has features of how to utilize condoms and other delight improving items. The site likewise encourages online unnamed request arrangement which addresses the delay a few clients may need to make a condom buy in a retail location.

**Challenges**

**Social Stigma**

Despite being the second largest populated country in the world, the concept of sex and anything related to sex, is still considered as a taboo in India. Family planning takes a backseat as many in the Indian society consider sex to be against the Indian culture, which leads to a social stigma when it comes to purchasing condoms from a store. The general attitude towards buying a condom in public is embarrassment, which has resulted in
shockingly less percent of active sex males in the country using condoms. This strongly impacts the sales of Durex, as with more awareness and increased user base, the overall size of the condom consumer market could be significantly higher.

Another common social mind-set is that condoms are utilitarian products which decrease the amount of pleasure an individual obtains from having sex. Durex has been positioned more hedonic than utilitarian, but the general perception of the public refrains them from trying out exciting flavors or product variants that Durex offers in the Indian market.

**COMPETITION**

Notwithstanding being the second biggest populated nation on the planet, the idea of sex and anything identified with sex, is still considered as an unthinkable in India. Family arranging takes a secondary lounge the same number of in the Indian culture consider sex to be against the Indian society, which prompts a social shame concerning obtaining condoms from a store. The general disposition towards purchasing a condom openly is humiliation, which has brought about shockingly less percent of dynamic sex guys in the nation utilizing condoms. This unequivocally affects the offers of Durex, as with more mindfulness and expanded client base, the general size of the condom shopper business sector could be altogether higher.

An alternate basic social personality set is that condoms are utilitarian items which diminish the measure of delight an individual gets from engaging in sexual relations. Durex has been situated more hedonic than utilitarian, however the general impression of the general population forgoes them going for energizing flavors or item variations that Durex offers in the Indian market.

**RIVALRY**

Insipite of a limited business segment of condom purchasers, Industry pioneers Manforce, Kamasutra and Kohinoor have created reliably and have a robust hold tight the current business. JK Ansells Kamasutra condoms have a strong region in the southern bit of the country, however Manforce devours the broad bit of the pie in rest of the country. There are in a matter of seconds various players in the condom business, for instance, Skore, Kohinoor, Moods et cetera., each of whom bring their differentiating component to the table.

**ADVERTISING AND DISPLAY**

Most condom TV commercials were confined to be broadcast amid late night demonstrates because of regulations forced by a few media houses. Condom ads are from time to time demonstrated amid prime time TV programs which sticks family to the TV as the earth gets to be cumbersome because of the embarrassment.
appended to sex in India. This immensely decreases the attention Durex could attain to, as the quantity of TV viewers radically lessen amid late night shows.

Durex likewise battles to advance its items utilizing mass specialized devices as a part of drug stores and retail outlets as these shops are hesitant to promote condoms dreading social affectability of the nation. Most retailers are hesitant to transparently show condoms, making it harder for humiliated clients to marshal up the fearlessness to request condoms, and actually when they do, so as to accelerate the ungainly process, they don’t consider the brand and flavors, passing up a great opportunity for the hedonic qualities a condom organization like Durex could give.

**CONTRACEPTIVE PILLS**

As indicated by India's Health Ministry information, expanded utilization of female contraceptives has decreased the offers of condoms by about 40% in the previous five years. Male buyers are unaware that condoms produced from organizations like Durex can be entirely pleasurable and not utilitarian like its rivals, and now favor their female partners use contraceptives pills to guarantee that the delight remains while performing the respectable deed. These pills, albeit successful, may not be the healthiest alternative for ladies as far and wide as possible.

**Recommendations**

**PRODUCT BUNDLING**

A test with condoms is that they are items with low differentiation. Durex gives enhances much the same as its rivals, however Durex has an imaginative arrangement of delight improving extras, for example, Lubricants, Vibrators and erotic back rub gels. These items can be vigorously advanced as there is a developing business amongst daring purchasers to go for these items. Durex condoms can be packaged with these items and sold at a marked down rate to expand deals and consciousness of the brand.

**INNOVATIVE HOME DELIVERY MODEL**

Durex in Dubai initiated the ‘SOS’, a mobile app that allows customers to order Durex condoms online 24/7, with a guaranteed delivery time of less. A similar model can be executed in India to increase convenience of purchase. Having condoms delivered to your doorstep would be a remarkable campaign for Durex and allow consumers to purchase condoms at the privacy and comfort of their homes.

**BRAND PERSONIFICATION**
In March 2014, Durex launched a series of suspenseful advertisements that lead to its main Ad, Ranveer Singh dancing to the tunes of ‘Do the Rex’. The song went viral on social media and the video had close to over 3 million views. This was considered a successful campaign as #Do the Rex was trending on social networking websites such as Facebook and Twitter. The element Durex appealed with this campaign was fun, energy and passion. It had a very positive reaction from youngsters across the country as everyone was humming the ‘Do the rex’ theme. Such creative campaigns increases conversations on mediums such as internet and thus increases brand awareness.

Durex should continue this campaign and take it the next level by introducing a fun loving mascot and a catchy theme song. The advantage of this would be an increment in brand recall and brand knowledge. Durex should emphasize the fun element, thus impacting in families not switching channels during condom advertisements.

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