

CASE STUDY

Whichit Creates Opportunities in Sensitive Content Marketing

ABOUT THE CLIENT

Durex is a British condoms brand, originally developed and produced in the United Kingdom (1915). It is one of the best-selling condom brands across the world, with 30% of the global market. The brand name was launched in 1929, standing for "Durability, reliability, and excellence."

Durex believes that sex plays a fundamental role in our physical and emotional wellbeing. We believe that a healthy and rewarding sex life should be everyone's to enjoy.

OBJECTIVES

- Product awareness
- Reach and increased sales through e-retailer Kruidvat
- Gain actionable insights
- Build Micro Audiences for re-targeting

STRATEGY

Whichit designed a creative unit to captivate the target audience, asking them to vote for their favourite sex position! The suggested Dutch postures, creating the interest and desire to participate in the survey and leverage this opportunity to reveal a limited edition product with micro audience segmentation.

CREATIVE STRUCTURE

The question for this poll was chosen to captivate audience attention: *'Vote now for your favourite Dutch position!'*

As Advertising Regulations prevent brands from using sexual images in ads, an animated traditional Dutch characters in hinted positions, were chosen to represent the 4 positions in this poll. Voting lead the audience to reveal the commercial message with the offer to discover a new product.



CLIENT:
Durex (Netherlands)

SECTOR:
Health, Wellness & Fitness

- CAMPAIGN'S OBJECTIVES:
- **Product awareness**
 - **Reach**
 - **Increased sales**
 - **Gain actionable insights**
 - **Build Micro Audiences**

DATE:
12/10/2019-13/11/2019

- DISTRIBUTION CHANNELS:
- **Social – Facebook, Instagram**
 - **Programmatic – YouTube**

TARGET AUDIENCE:
Location: Netherlands
Gender: Male & Female
Age groups: 18 - 45

INTERACTIVE CONTENT TYPE:
Quiz – Single post

ENGAGE CARD (CALL-TO-ACTION):
Redirect to e-retailer

CAMPAGIN PERFORMANCE

Channel: Social

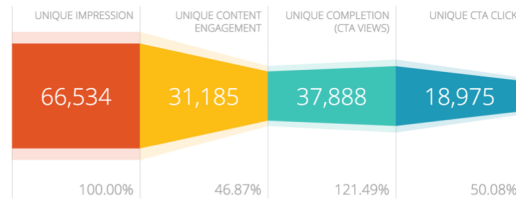
Targeting:

1st stage: Netherlands, Age 18 - 45

2nd stage: Re-marketing for high performing audiences

Channel Stats: Overall video CTR = 2.67% and Link CTR through to landing page = 0.67%

Unique Whichit Views: 66,534



Statistics:

The social channels delivered between 1,000 to 2,500 unique engagements per day, with a high commercial conversion: The Whichit Engage Card (Commercial message) converted over 50% of the viewers to take an action and reveal the new product on the retailer website.

Real-time optimization:

Whichit optimized the campaign in-flight to ensure better performance, updating the images to a less suggestive postures to allow better channel exposure while dealing with a sensitive content.

Result:

The social channels generated a broad exposure against the target audience generating a high amount of impressions. [Phenomenal engagement levels](#), [high amount of Ad Clicks](#), as well as [delivering a low cost per engagement](#). The campaign has [increased reach and awareness of Durex products among their target audience](#). Whichit provided fun, engaging content that is aligned to the brand's innovative and unique advertising strategy.

RECOMMENDATIONS FOR NEXT CAMPAIGNS

The Whichit Post gained insightful data about the audience's preferences. After achieving the overall goal of finding out what the Netherlands favourite sexual position is, the client is now able to [utilise these learnings as the data is real time preference data](#).

Whichit implemented pixels in the ad unit, in order to track audiences answers so that the client can [build look-a-like micro audiences for each bespoke journey](#). This means that the client is able to build high performing audience segments, to target with more [personalised creatives that should deliver higher ROI](#). This will be used to refine and optimise campaign messaging for future campaigns.

ABOUT WHICHIT

Whichit is Interactive Commercial Content at the forefront of its field. By asking target audiences a series of questions through addictive imaged based polls, surveys, quizzes and trivia, advertisers increase brand engagement, open new revenue streams & gain actionable insights. It runs as rich media ad units through IAB formats, native ad slots, and on social platforms i.e. anywhere across the internet (programmatic and/or straight display) across all devices and channels. The Whichit Ad unit is dynamic, responsive and interactive.



66,534
Unique Impressions



31,185
Whichit Engagement (Votes)



47%
Engagement Rate



50%
Call-to-Action Rate



2.67 % **0.67 %**
Video CTR Link CTR

The Whichit Engage Card (Commercial message) converted over 50% of the viewers to take an action and reveal the new product

The client is now able to build high performing audience segments, to target with more personalised creatives that should deliver higher ROI.