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CAMPAIGN: TROJAN VIBRATIONS
"A NEW TWIST"
CLIENT: CHURCH & DWIGHT CO., INC.
AGENCY: COLANGELO

SPONSORED CONTENT

TOP

Shops

CASE STUDIES

THE CHALLENGE

How does Trojan® Brand grow the categories in which it does business? By ensuring that every consenting American adult has the opportunity to experience a happy, healthy, and rewarding sex life.

THE PLOT

An independent study conducted by the University of Indiana in 2010 found that more than 50% of adult American women have tried a vibrator in their lifetime and more than 40% use one currently. That revelation led us to believe that "if we bring it, they will come."

THE MISSION

Using television, print and event marketing, we promoted an open and honest dialogue geared towards normalizing the conversation around healthy sexual pleasure. The brand also democratized access to high-quality products designed to enhance that pleasure by taking our message directly to the streets of New York City to bring happiness to thousands of consenting adults through the distribution of FREE Trojan® Brand vibrators.

THE EXECUTION

Utilizing branded traditional hot dog vendor carts, teams were stationed in two locations frequented primarily by adults where they handed out free vibrators, delivered information on why their use is beneficial and where they go to learn more.

THE REACTION

Thousands of New Yorkers enthusiastically lined up to get their free Trojan® Brand

vibrator, and the lines very quickly extended around city blocks. The environment was abuzz with positive energy.

When news of the giveaway reached the Mayor's office, the energy generated was of a slightly different nature – and New York City officials were immediately dispatched to shut the operation down. This did not sit well with New Yorkers and the outcry was soon front-page news. National news networks also jumped on the story and the Mayor was forced to acquiesce in less than 24 hours.

THE RESULTS

What began primarily as a stunt designed to bring attention to the mainstream use of vibrators, became a national "tour" that is now a program pillar of our annual marketing plans for the Trojan® Brand.

In just four days the program received:

- 700MM+ overall impressions
- 11.5MM twitter impressions from 6.7MM+ tweets
- 155 national news placements
- 35 international news placements
- 13 stories in *New York Post* in just four days
- 50%+ Vibes eCommerce site visit growth versus prior week
- 100+ broadcast segments
- 100+ local media stories
- 33% lift in Trojan® Vibrations™ direct response revenue

THE PLAYERS

Church & Dwight Co., Inc.
 COLANGELO
 Edelman Maxus

