

Euro RSCG brings toe-curling fun to SEXPO with Durex Play campaign

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To attract people to the Durex stand at SEXPO, Euro RSCG created life size posters of a scantily clad model on a bed having a toe-curling orgasm. The copy was near the groin, and, too small to read, people were forced to lean in close, creating the illusion that they were the source of pleasure.



Durex is all about loving sex, and their Play range of flavoured condoms and lubes aims to bring fun back into the bedroom. "Reckitt Benckiser wanted to bring this proposition to life and encourage people to visit and interact with their stand at this year's SEXPO. So, we created life size posters - one featuring a scantily covered woman lying on a bed, the other a man, having a toe-curling orgasm. Small copy near the groin forced passers by to lean in quite close in order to read it, creating the illusion that they were in fact the source of the model's intense pleasure," says Jonathan Deeb Executive Creative Director Euro RSCG South Africa.

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The copy read: *It's playtime. And everyone's invited* and thousands of passers-by had a good look and a close read. Polaroid snaps captured the moment for posterity, giving viewers a glimpse of what Durex could do for them. As a direct result, the Durex website received numerous visitors wanting to explore products.

Even at a show like SEXPO, the posters caused a stir. More than 60 000 people were exposed to them over four days, and the Durex stand was abuzz with activity as men and women posed in front of the ecstatic models, claiming the spotlight as the "source" of their intense pleasure.

The posters attracted the attention of international media, with a version of the posters set to appear in China. Over and above this, Durex sold more items and added more email addresses to their database than at any previous SEXPO.

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The team behind the Durex campaign:

Executive Creative Director : Jonathan Deeb

Creative Director: Laura May Vale

Art Director: Roberto Adamo

Copywriter: Lisa Bayliss

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