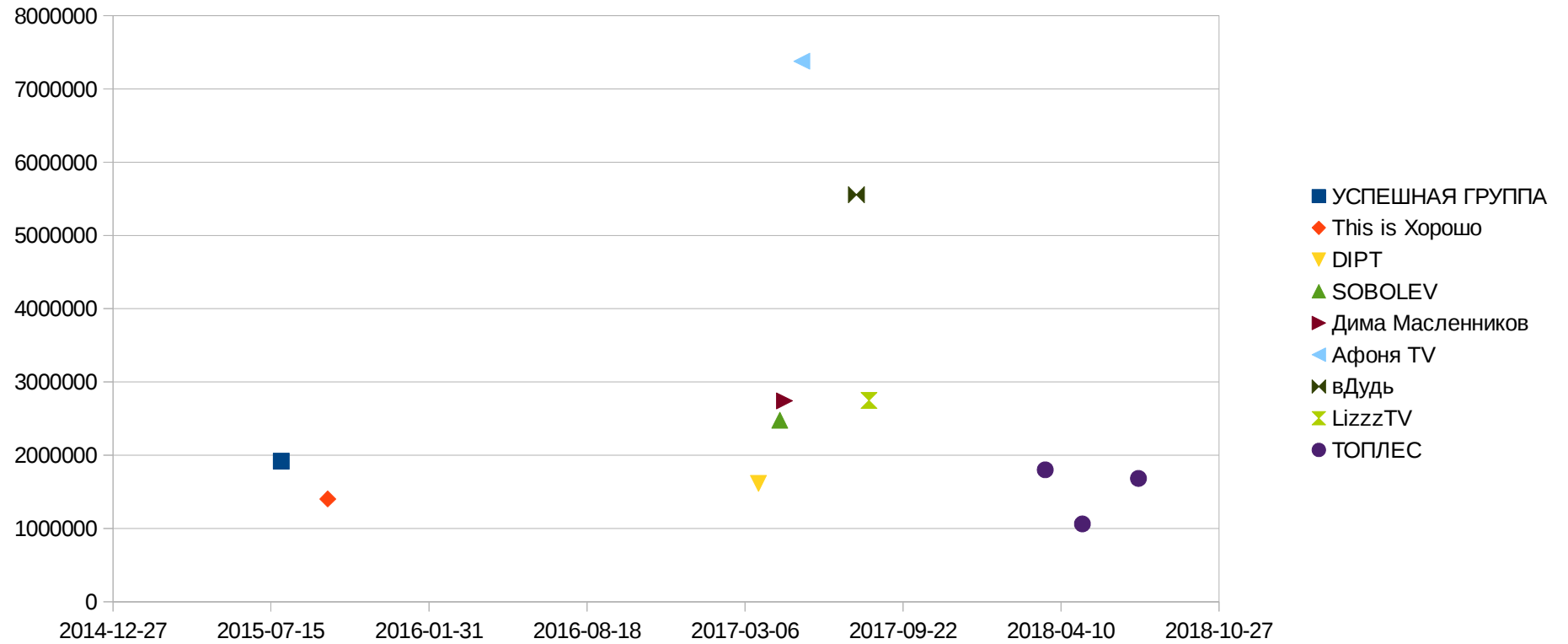


Report 11. How Durex is using content creators for promotion

Data gathered from 50 Russian speaking Youtube channels

Views, channels ad dates of Youtube videos containing ads of Durex



This report was published on: ims.pizza

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Durex started attempts to promote the brand via content creators in 2015 and was one of the first significant international brands which were advertising product via Russian speaking bloggers.

In 2017 Durex used 6 different Youtube channels to make 6 advertisement messages within 4,5 months.

In 2018 they changed the strategy and used only one channel for advertisement.

It is interesting that in 2017 and 2018 Durex was beginning its campaigns 23 and 21 of March respectively and ending it in summer. Probably marketers of Durex believe that people have more sex in spring and summer than in autumn or winter.

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