

## From Hot Dog Cart to Pleasure Cart - Trojan Vibrations Takes Pleasure into the Streets of New York

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Edelman and Church & Dwight - Trojan Vibrations, Jan 1,2013

**Summary:** 2013 Silver Anvil Award of Excellence Winner — Events and Observances (Seven or Fewer Days) — Consumer Products

Vibrators: half of Americans use them, but are too ashamed to admit it. And while research supports their benefits, the “V-word” is still taboo. Vibrators needed to enter the mainstream, so Trojan tackled taboo in public, bringing pleasure the streets of New York. Trojan commandeered a local icon—the hot dog cart—for a guerilla-style vibrator giveaway. Reporters and fans lined up for blocks, and when officials shut down the carts, Trojan improvised, turning unrest into front-page news! The results? Global coverage, nearly a billion impressions, increased sales and web traffic, and 10,000 happily buzzing consumers.

Events and observances (seven or fewer days) includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week.

### Full Text: **SUMMARY**

- The Trojan Vibrations Pleasure Carts shook up the nation with a 10,000 vibrator giveaway, resulting in a **55% increase in website visits** and **33% lift in revenue** versus week prior.
- During the sampling effort, Trojan’s Vibrations **Facebook page saw an increase of 5,000 fans**.
- The local events went global with **coverage across the U.S. and in more than 15 countries**, exceeding all media benchmarks.
- Church & Dwight CEO, Jim Craigie mandated the campaign serve as the Integrated Agency Team’s central idea for 2013, and the Pleasure Carts continue to travel to other markets.

### **SITUATION ANALYSIS**

The makers of Trojan Vibrations were up against a barrier that kept them from truly engaging with their audience. Many viewed the “V” word as a dirty one riddled with negative stigma tied to seedy sex shops.

Vibrators faced an image problem – *Research revealed half of Americans used them, yet were too ashamed to admit it. It was time to shift the narrative about sexual health on its head and bring the vibrator outside of the bedroom and into the mainstream.* Trojan wanted to create a world where people feel pleasure-proud by expressing their wants and needs, enabling them to buy a vibrator without embarrassment.

*With this insight and research, Edelman developed a platform centered on reframing pleasure as part of a healthy lifestyle and de-stigmatizing vibrators by highlighting their popularity and*

*accessibility. Trojan aimed to empower people to take control of and pursue a fulfilling sex life, by making the tools for pleasure readily available on the streets and on drugstore shelves.*

Pop culture hits like the novel “Fifty Shades of Grey” ignited a national dialogue about sex and pleasure and, as America’s most trusted sexual health brand, Trojan served as the perfect catalyst to fan it.

## OBJECTIVES

- **Objective 1:** Bring the conversation about vibrator usage into the mainstream.
- **Objective 2:** Secure pleasure-positive messaging through media coverage and consumer testimonials, linking pleasure and Trojan products to a healthier, fulfilling life.
- **Objective 3:** Generate a 10% increase in earned media coverage over the 2011 Trojan Vibrations Truck Tour (175 million impressions/130 pieces of original coverage).
- **Objective 4:** Continue to drive sales and market share of products without the introduction of any new products in 2012.

## AUDIENCE ANALYSIS

The campaign was centered on the notion of “Pleasure for All,” providing every man and woman with the tools to pursue a fulfilling sex lifestyle. Data collected by Indiana University, in addition to Trojan segmentation research, gave Edelman an in-depth look into vibrator usage and helped identify Trojan’s sweet spot based on higher level of frequency of use and acceptance:

- **Aficionados:** Ages 24 – 45, Aficionados are split between males and females and own, on average, more than three vibrators. They tend to be in a committed relationship, seeking personal and sexual pleasure as part of their overall physical and emotional health and wellness.
- **Partner Pleasers:** While not as experienced as Aficionados, this group, ages 24 - 45 consists primarily of males who want to spice up their sexual repertoires and find ways to satisfy their partners. They tend to be in longer-term relationships.

## RESEARCH / PLANNING

Leveraging third-party research sponsored by Trojan from The Center for Sexual Health Promotion at Indiana University, Edelman discovered that:

- More than one in two American women (53%) and close to half of all American men (45%) have used a vibrator in their lifetime.
- 66% of women who use vibrators agree they are part of a healthy sex life.
- 70% of men disagreed with the statement, “men are threatened or intimidated by sex toys.”
- Almost half of men have used a vibrator with a partner one or more times, and 6 out of 10 men agree that vibrators can make sex with a partner more exciting.

The research supported the notion that vibrators are already widely used and embraced by men and women, yet embarrassment and shame prevented them from being vocal about it.

## STRATEGY

Call attention to the widespread usage to establish their mainstream acceptance by:

- Developing a **simple but bold execution** that takes the taboo to the streets.
- **Leveraging cultural relevance** to mainstream the conversation about sex and pleasure.
- **Showing the popularity of vibrators** to capture media attention that would ultimately help reframe dialogue around sexual health.

- **Executing attention-grabbing guerilla tactics** that link directly to Trojan Vibrations product messaging.

## EXECUTION/TACTICS

Edelman activated a 72-hour vibrator giveaway, commanding the attention of media and consumers globally:

- Via a fleet of Trojan Pleasure Carts, resembling NYC's famous hot dog carts, Edelman served up 10,000 vibrators, hitting Manhattan hotspots.
- A *New York Times* exclusive and Howard Stern live radio reads kicked off the campaign, followed by extensive media outreach, resulting in dozens of reporters and hundreds of people lining up in anticipation.

*However, with lines stretched around corners, city officials unexpectedly shut down the carts, claiming obstruction of traffic. Fortunately, Edelman was prepared to seize the moment:*

- Satisfied disappointed crowds by collecting addresses to ship free vibrators.
- Worked with media to turn tension into headlines and with brand spokespeople to communicate the situation through interviews and Facebook.
- *Turned the shutdown into front page news of the New York Post, positioning the narrative in favor of Trojan and setting the tone for hundreds of stories to follow.*

The outpour of support was unprecedented, as media and consumers labeled Mayor Bloomberg a "buzz kill" for pulling the plug on pleasure. *In response, the Mayor's Office reversed the shutdown and, that evening, the Pleasure Carts were greeted by thousands.*

## EVALUATION OF SUCCESS

**Objective 1:** *Bring vibrator usage into the mainstream.*

- 90% of coverage included messaging about vibrator mainstreaming and usage statistics.
- 100-plus broadcast pieces profiled people openly speaking about vibrators.
- 7,500-plus tweets about the Pleasure Carts.

**Objective 2:** *Secure pleasure-positive messaging, linking back to Trojan.*

- 95% of coverage featured pleasure messaging tied to Trojan.
- 100% of coverage included Trojan product messaging and/or imagery.

**Objective 3:** *Generate a 10% increase in earned media coverage over the 2011 Trojan Vibrations Truck Tour.*

- Spending a third of the budget from the prior year's Truck Tour campaign, Edelman secured a 400% increase in coverage with 400-plus original placements, equating to 750 million impressions.
- Edelman obtained coverage for Trojan in a range of outlets, including *The New York Times*, AP, *The Wall Street Journal*, *New York Post*, TMZ and ABC.
- Coverage appeared in 15-plus international markets, including China and Australia.

**Objective 4:** *Drive sales and market share of Trojan products.*

- Trojan saw a 33% lift in revenue versus week prior.
- TrojanVibrations.com experienced a 55% increase in visits versus week prior.
- Direct Response metrics showed an increased ROI –1.14 to 1.42.

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