

THE **DAVID**
2009 *Ogilvy*
AWARDS

K-Y[®] YOURS+MINE[®] Awards Submission



“Couples” Campaign- 2008

K·Y[®]

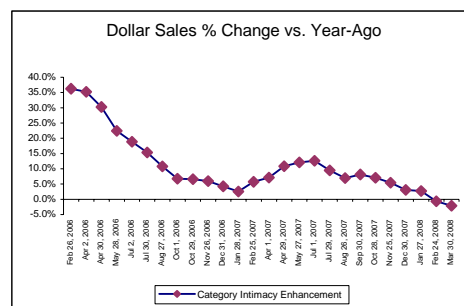


Business Situation

Since its introduction in 1917, K-Y® Brand has been the most trusted product and sales leader in the personal lubricant category. K-Y® Jelly personal lubricant was first launched as a prescription to relieve vaginal dryness in older women. The brand switched to over-the-counter in 1980 and continued to be the gold standard product for vaginal dryness and medical use lubrication. The K-Y® brand stood for a product that did one thing: solve a problem (vaginal dryness), a problem with which no one liked to be associated. In 2003 Johnson & Johnson repositioned K-Y® lubricants as an Intimacy Enhancer and introduced warming personal lubricants (in '03) and massage products (in '05). Consumers embraced the repositioning and K-Y® sales grew double digits between 2002 and 2005.

However, K-Y® growth had since flattened. While new product introductions and advertising spoke to current users, they failed to generate interest among the vast majority of consumers who were non-users. In fact, while K-Y® enjoys universal brand awareness, it achieves less than 10% annual household penetration (category penetration is 15%). The brand and category are simply not relevant to most consumers, and there are significant barriers to purchase. Half of consumers are unsure how to introduce an intimacy

enhancement item into their relationship. Most non-users associate K-Y® with lubricants and a 'dryness problem' a problem they do not (want to) have. In fact, most consumers are not looking to solve a problem. Most people are satisfied with their sex lives and say their sex life is exciting. Generally speaking, consumers still think of K-Y® as a brand that is not relevant to their needs. They need to be told/shown how the brand and its products can elevate their intimate experience and strengthen their relationship.



The Challenge

In 2006, K-Y® was developing a new product that involved two separate items, each having a unique sensation, that when combined would produce a third sensation. In order for this to be a success, it was critical for non-category users to take notice and embrace the brand and product. We needed to: 1) Make the product seem relevant and accessible to any adult 2) Remove the self-conscious factor felt by so many when purchasing or introducing intimacy enhancement products to their relationship. 3) Increase relevancy and break through the many barriers to purchase. 4) Show consumers that K-Y® brand stands for intimacy enhancement in a way that was acceptable for the broadcast medium (no explicit communication of the product benefits). 5) Do all this while charging \$18.00 for a new product when the average category price is \$8.00.

Campaign Objectives

- 1) Support the launch of K-Y® YOURS+MINE® by driving strong awareness and consumption
- 2) Drive broad interest in the Total K-Y® brand by breaking down barriers to purchase (i.e. problem-solution association, difficulty introducing a product into their relationship, already satisfied with sex life).
- 3) Drive relevancy in the intimacy enhancement category by removing the major stigmas that kept K-Y® (as well as the category) from moving more mainstream. These stigmas largely linked intimacy products to problem solution or to gay men, and in turn, caused embarrassment.
- 4) Drive significant positive movement on core equity metrics.

Research Pathway



The research pathway can be traced back to a number of key research projects. Key foundational projects uncovered a significant opportunity for the brand. The team also embarked on extensive concept and positioning work and product qualification. The team then rallied behind a series of copy exploratory & testing research initiatives where several insights were flushed out. Each of these projects is outlined below.

Foundational Research:

Prior to the development of the YOURS+MINE® concept, the team needed to be grounded on some fundamental understanding within the world of intimacy enhancement and relationships. This foundational research set the stage of inspiration to meet a consumer need.

Through a foundational Sexual Habits & Practices study, we found that 50% of men and women have **difficulty communicating** about intimacy, but they believe that intimacy enhancement products can improve their intimate lives. So while there's acknowledgement that products can improve intimacy, there's a tremendous amount of hesitancy to address the need. As we were uncovering these insights, YOURS+MINE™ was in early product development. The new learning caused the team to really start thinking about this as a 'couples product' vs. a product solely for women.

Concept/Positioning:

Believing that we had an opportunity, we needed to create a concept that would live up to that opportunity. The team tested a series of concepts and positioning to determine the best path forward. We needed to harness how we talk about this product in a way that would excite non-current category users to take notice. We understood there were barriers to introducing this type of product into a relationship and realized we needed to work through how to reduce this embarrassment.

We conducted qualitative & quantitatively tested some ideas to refine our concept and increase understanding as to what language was most appealing. We reached out to men and women, personal lubricant users and non-users and one key findings surfaced: Both users and non-users, men and women were intrigued by the concept It didn't matter if you were a couple that just celebrated your 1st or 30th anniversary. This led to the insight that the product elevated the intimate experience for **any couple and every couple**. This was critical to how we illustrated the product proposition- the advertising would need to show that the product truly is for any couple.

Fully inspired, we wanted to hear what consumers had to say once they tried the product. We had couples try the prototype in advance, then come in and speak to us as a couple about their experience (In-home product use test with bounce back interviews). One of the key findings was that our participants viewed our product as the first product of its type truly geared to both the man & the woman. Further conversation with participants revealed that the product delivered a higher order benefit, namely that it brought them closer together as a couple. So the benefit really went beyond being a sensational novelty, to something that **transformed the relationship**. We were excited but hesitant about this insight because it's the kind of thing that you show consumers, not something you tell consumers. We wanted to show that it transformed the relationship, but show it in such a way that it seemed realistic, tangible, and didn't over promise.

Product Qualification:

Having generated a strong concept with solid positioning, the team needed to make sure that the product delivered on that concept, and that we were making the product concept accessible.

We conducted a broad in-home use test, and then quantitatively asked them several questions about their experience. We were happy to find that the product truly delivered on its promise of creating an experience unlike anything felt before. When asked about the experience, we found that the respondent couples described the product benefit in many different ways. In fact, in so many different ways so that no one descriptor, and no one couple, would ever be able to adequately represent the experience. This gave birth to the idea that for our advertising no one couple would adequately communicate the product benefit and that we needed multiple couples communicating their unique product experience.

Attach this with the fact that the primary medium (TV) we've chosen to communicate the experience limits what we can say. In the end, we **needed to be creative** about how we illustrate the experience, and needed to show that it's different for everyone.

Copy Testing:

Once we had optimized positioning and confirmed that the product has strong potential, we strived to communicate the product's benefits in a way that would make non-category users take notice. We sought to break down historical problem-solution positioning and other barriers.

Before we jumped into quantitative testing, we used qualitative to explore a range of different approaches. The team put together some creative concepts for a qualitative communication check. Of all the ideas, the "Couples" campaign most achieved our objectives. There was something powerful and engaging about having the message come from **couples speaking directly to couples**. It made the idea of trying something new less creepy when it was addressed directly. We also found that some couples were more relatable than others, and that it really mattered who was delivering the message. The couples needed to seem real and relatable, or else the message would never get through or get taken seriously. Next we went into quantitative testing using ASI's Next TV. We quantitatively tested a couple of different directions, but when the results came back it was clear that the "Couples" campaign best met our objectives.

Finally, as we considered casting for the spots, we wanted to make sure that our couples felt very real and relatable because the storytellers had a profound effect on the level to which the message was accepted.

"Couples" Campaign Description

We developed a slice-of-life sex education class taught by couples in their bedrooms, featuring K-Y® YOURS+MINE®. We took the real life insights/barriers to sex within couples' lives (from our research) and then demonstrated how YOURS+MINE® can break those barriers down using humor. Using the product tubes as "props", they simply and clearly explain how the product works. Since the experience is unique to each couple, the combined experience is explained using different cut-aways that serve as metaphors to show two people sharing a unique experience. Having multiple executions and using multiple couples describing their own interaction with the brand and product was critical to our communicating that K-Y® and YOURS+MINE® is relevant to every couple.

With that creative territory defined, the team refined copy and crafted the following executions, each with a unique portrayal of how K-Y® YOURS+MINE® delivers a great intimate experience:

"Power Couple"

An uptight business-driven couple who never has time for sex & how the product makes them want to make time for it.

"Midwestern Couple"

An adorable, shy but giddy couple who remind you of the couple next door.

"Couple with Kids"

An average couple that has a small window of time while the kids are away to dedicate to intimacy.

"British Couple"

An awkward but charming couple has difficulty explaining what the product does, but they are clearly having fun.

Between the types of couples used, the way consumers entered their world via the style of their bedroom, their interaction with each other, and the cutaways used, we created fun, humorous spots that talked about sex in a real and natural way and allowed us to explicitly explain what this product does and demonstrates how it works. While we wanted humor to play a role in telling the story, we didn't want to lose sight of the extent to which this product really has a substantial, meaningful effect on couples. It was really about finding the right balance of humor while communicating that this is something real and worth looking into.

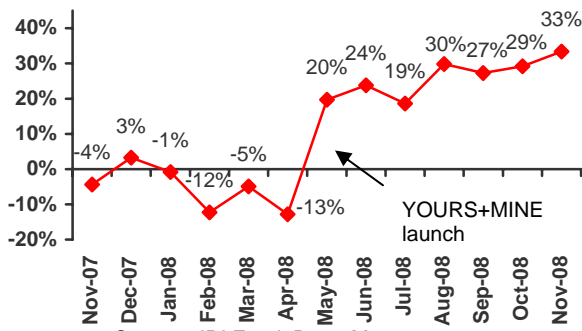
Results

K-Y® YOURS+MINE® was launched in April 2008, was quickly supported by TV, and is currently still supported on air. Since launch, YOURS+MINE® has driven substantial growth for the K-Y® brand, which is up over 30% vs. last year.

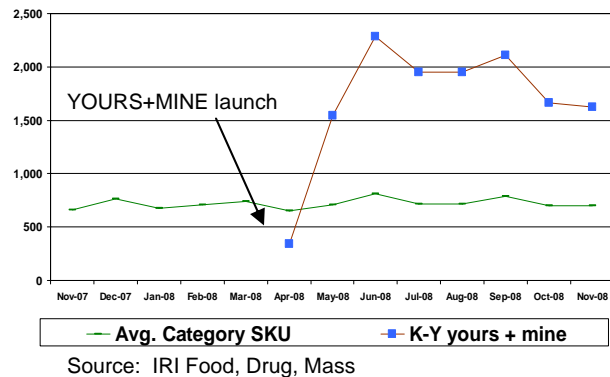


Despite being twice the retail price of the average category SKU, K-Y® YOURS+MINE® is also moving off shelves nearly three times faster than the average category SKU (Units per Point of Distribution).

K-Y® Brand Intimacy Enhancement
% Dollar Growth vs. Year-Ago

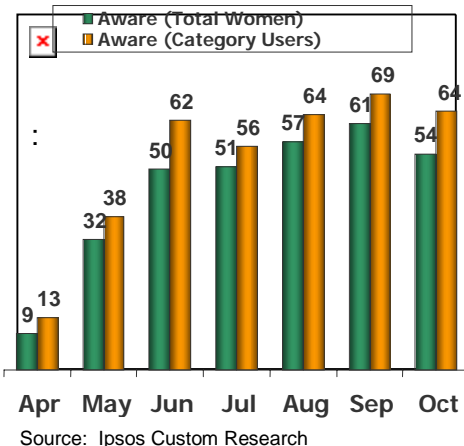


Units per Point of Distribution



To date, K-Y® YOURS+MINE® has reached over 60% awareness among general population and nearly 70% awareness among category users. Both of these numbers are extremely impressive, particularly considering that consumer engagement in this category is so low (15% household penetration). K-Y® YOURS+MINE® has also driven significant growth on relevancy equity measures for the overall brand while maintaining core equity measures.

Probed % Awareness



Finally, K-Y® YOURS+MINE® was ranked #6 on the Most Memorable New Products Launches in 2008 by Mintel/IRI/Schneider Associates, ahead of several really strong launches across several categories. This legitimized that we had moved YOURS+MINE® into the mainstream, and that it had brought K-Y® into the spotlight as the nation becomes more comfortable with the idea of intimacy enhancement.

Appendix:

Creative Executions- Still Shots of Couples Couple with Kids- Mr. & Mrs. Carey



Midwestern Couple- Mr. & Mrs. Olson



Power Couple- Mr. & Mrs. Barlow



British Couple- Mr. & Mrs. North



The packaging:



The "tubes"

