

# Laugh with the ad images 'extreme' of Durex condoms

Trading in a sensitive and delicate product, the image promotion seems to face a lot of difficulties. But the way Durex delivers its message to consumers is surprising and admirable

Here, let's "enjoy" the "spontaneous" rules that only Durex can think of.



## Image advertising condoms for the 2018 World Cup

Instead of the boring real condom images or sexy images of the model, Durex chooses his own unique path. That is the use of advertising images full of humor and depth. The Durex content marketing team also has a very impressive style and trend. Any event surrounding daily life is cleverly applied by Durex to advertise for their spiritual children.

Typically, in 2018, when the whole world was excited about the World Cup playground, Durex also joined in to produce special impressive condom ad images.

### 1. Stealth the whole game

The picture is "Invisibility of the Battle". Originating from the rather unforgettable match of Messi when he almost "invisible" could not score any goal and pity to lose Croatia with a score of 0-3. Very quickly, he became a humorous and "insightful" target of the Durex content marketing team. Deeper, users can see the message that Durex wants to send that is that their raincoats are extremely thin and always bring extremely real feelings.



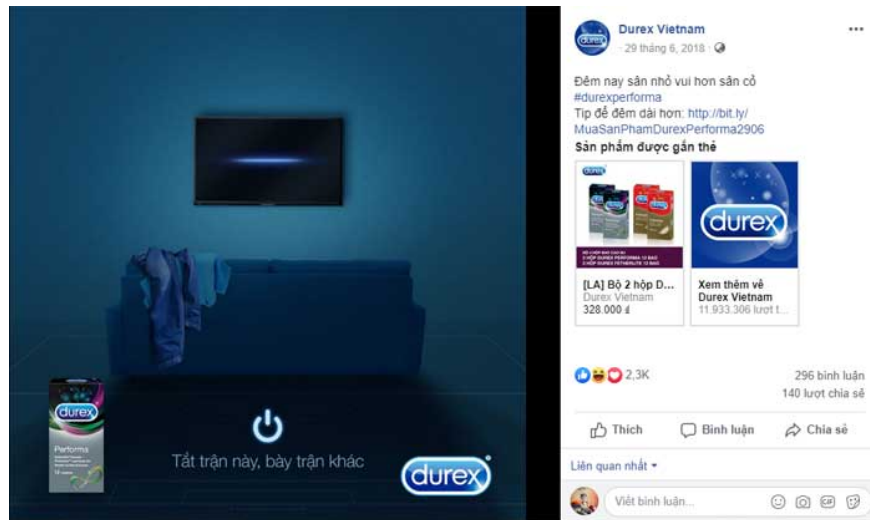
## 2. Before the penalty after the temple took him to the wharf

Inspired by the penalty situation of Harry Kane England. Durex Vietnam was once again creative when it was this situation that led two teams to the penalty spot to determine victory. Finally England also have the opportunity to "dock" when winning the final.



## 3. Small yard is more fun than grass

This is probably an advertisement full of "hidden" by Durex. After the matches with unwanted results of your favorite team, don't be too sad. With Durex, you are not afraid to lose in the middle of a fight. Durex will always be with you to devise a plan and continue for "fun" on the pitch.



#### 4. The deeper you go, the more intense

The contentness of the Content Durex team has probably reached the upper level! At first glance, you would just think that this is the schedule for a regular semi-final table. However, adding a bit of imagination, you will have to laugh. No color, no fanfare, just a little flair and sensitivity you'll be surprised at how Durex directs users to your sensitive products.



#### 5. Save millions of goals lost

The image of a sack full of balls and the slogan "Save millions of goals every day," is inspired by the 6-1 result of the hot match between England and Panama. Panama's strength is still weak, so he has conceded only 6 goals. However, Durex is not so easy. This is also the way Durex cleverly reminds users of the quality of the small bags, but brings extremely useful effects for every "fun" everyday.



## 6. Endurance keeping pace - 45 minutes each half

Durex's graceful integration between the time for each football match and the time of love, makes many people laugh and admire. And to have such endurance time, surely you can not miss the "raincoats" of Durex already!



## Condom ad, based on the "US-Korea Summit" event

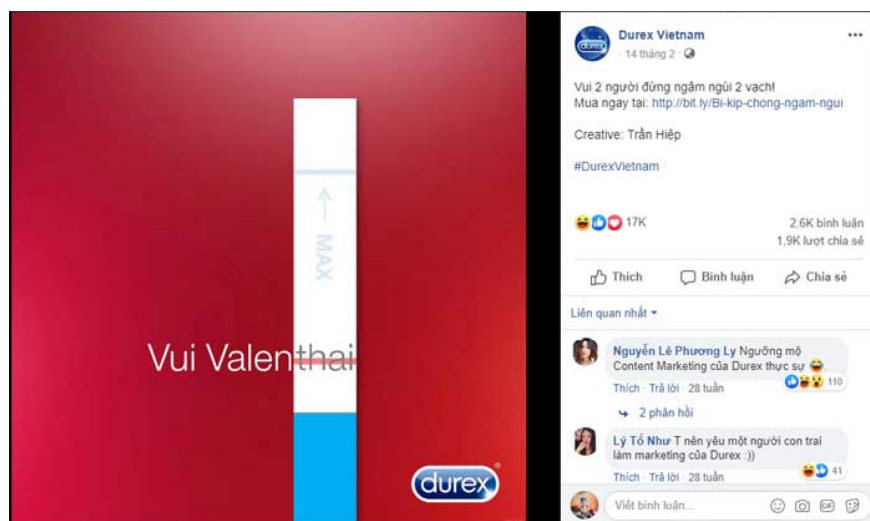
You probably remember the recent US-Korea summit held in Hanoi on February 27, 28, 2019. Durex Vietnam is also not easy to miss such a noisy political event.

With the message "to prevent stray bullets and peace", Durex has received a lot of compliments from the online community for being so well-integrated to promote extremely delicate products.



## Advertising condoms on the occasion of love

A promotional image receives up to 17K likes; 2.6K comments and 1.9K shares show how hot it is. On the occasion of the big ceremony of the couples, Durex also "plays big" when letting consumers admire.



Very ingenious and clever when integrating the image of the 2-line pregnancy test stick with the words "Valenthai". The message "Fun 2 people do not pity 2 lines" has helped many couples wake up, if you do not want to encounter such a pitying situation, always bring a Durex condom with you.

## Image of condom advertisement after Vietnam lost to UAE

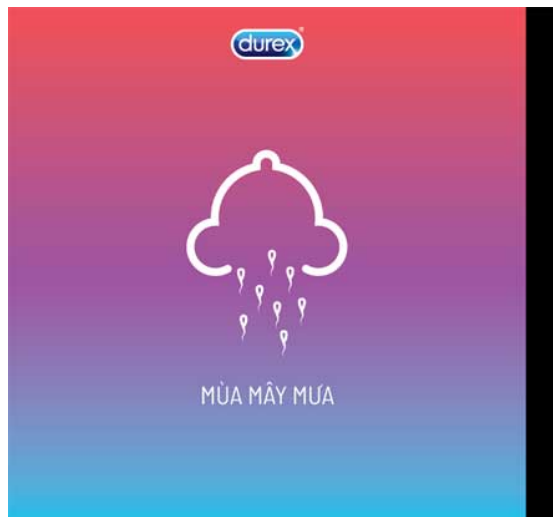
In order to comfort fans and Vietnamese Olympic players after a regrettable defeat in the bronze medal match at ASIAD 2018, Durex Vietnam immediately "produced" the message. "

Do you understand the implications of this image? Obviously, the Vietnam Olympic deserves a lot more than a bronze medal with a beautiful play against the highly appreciated team. And deeper, Durex also implicitly tells users that "want to top, remember to use Durex okay"



## Image of condom advertisement in "rainy season"

Get images of clouds and rain to talk about the coming rainy season, but Durex is also very clever to evoke users to "rain clouds" and do not forget to prepare the BCS Durex.



## BCS advertising images on the occasion of terrible sale

Simply a huge sale, Durex need to make users excited. You will have to laugh crawling with the hidden image of the bed and the floor. The power of Durex condoms is no joke!



## BCS advertising images on the occasion of New Year's Day

Do not miss a happy occasion, Durex always brings surprises. With the image of happy new year, Durex also muddily integrated very charming images of condoms.

"Keep straight, not afraid of overflowing", if you have chosen Durex for "love", you just believe and be assured of their quality.



## Advertising condoms on Halloween

The carnival costume also created a lot of ideas for Durex Vietnam to fly higher. With very cool slogans like:

1. The more eager the veins are
2. Enduring all night long
3. Waking up all night
4. Thin as if not easy to act

Durex Vietnam has really created interesting and fun laughter for its fans.



**Durex Vietnam**  
 Trang bạn thích · 28 tháng 10, 2018

Mua Durex Sensation tại <https://bit.ly/2JYQsA>

543 63 bình luận 4 lượt chia sẻ

Thích Bình luận Chia sẻ

Liên quan nhất

**Nguyễn Thảo Tường Vy Nguyễn Mạnh Hùng** Đây nè  
 Thích · Trả lời · 6 tuần 1

↳ 1 phản hồi

**Khoa Mai Thao Anh** cái này có gai :))  
 Thích · Trả lời · 6 tuần 1

↳ 1 phản hồi

**Minh Quang Hoàng Ti Đồ** :))  
 Thích · Trả lời · 32 tuần 1

**Trang Ruan Nguyễn Minh hợp vs m** :)))

Viết bình luận...



**Durex Vietnam**  
 28 tháng 10, 2018

Sở hữu Durex Performa tại <https://bit.ly/2SnMLcN>

379 28 bình luận 12 lượt chia sẻ

Thích Bình luận Chia sẻ

Liên quan nhất

**Uy Le** Cái này nên chính là "Bát chấp những đêm đẫm máu"  
 Thích · Trả lời · 44 tuần · Đã chỉnh sửa 201

↳ Xem thêm 9 phản hồi

**Durex Vietnam** Thị chủ thật là táo bạo  
 Thích · Trả lời · 44 tuần 58

↳ Xem thêm 1 câu trả lời

**Hương Giang Thái Châu** bát chấp những đêm đẫm máu=))) top cmt =)))

Viết bình luận...



**Durex Vietnam**  
 Trang bạn thích · 28 tháng 10, 2018

Khám phá Durex Performa <https://bit.ly/2SnMLcN>

897 142 bình luận 92 lượt chia sẻ

Thích Bình luận Chia sẻ

Liên quan nhất

**Khoa Mai Thao Anh** cái này hình như là kéo dài thời gian thì phải  
 Thích · Trả lời · 6 tuần 1

↳ 2 phản hồi

**Tiến Anh Phương Trần đĩnh** :)))  
 Thích · Trả lời · 42 tuần 1

**Vô Đăng Khoa Phương hà**  
 Thích · Trả lời · 43 tuần 1

**Phy Nguyễn-Phan Violet** Lin trời mà cười nhát của "Mèo" :)))

Viết bình luận...



Laughing, admiring, admiring . is what people have to say when watching Durex condom advertising images. With the ability to catch the melancholy trend, the excess, witty and charming muddy, Durex Vietnam has been very successful to bring its delicate and sensitive products imprinted on consumers.

You finished reading the article "**Laugh with the ad images 'extreme' of Durex condoms**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.