

# CASE [BRAND]: CONTROL



In 2014 Artsana asked baba a research to assess Control web reputation, through a netnographic analysis about how sex is told online and how Control is perceived compared to its main competitor Durex

## Research problem

- To understand how sex is told online (expressions & styles)
- To identify main topics, problems and needs as sex is concerned
- To assess how Control is perceived compared to Durex

## Methodology

- Online qualitative research:
- Crawling on more than 500 thousand blogs and more than 700 among social networks, forums, newsgroups, content sharing and Question&Answering websites
  - Social listening
  - Visual listening

## Recommendations

- Control brand-name is strongly linked to condom as a category (i.e. protection), but very poorly or negatively associated to pleasure
- Durex, on the contrary, boosts an always connected social media and content strategy focus on pleasure

Re-launch and intensification of Control brand generated content level linked to pleasure