TROJAN® Condoms, Coming Soon…

(September 2003) Carter Products today officially announce the launch of TROJAN® condoms in the UK market. TROJAN® is the legendary No1 selling condom brand in North America and is set to have a major impact on the UK safe sex market.

With an 80-year heritage and a design focus on pleasure and passion, TROJAN® has dominated the condom market in the USA since launch. TROJAN® appears on-shelf October 1st 2003 in Boots stores and Chemists across the UK.

There are five TROJAN® products in the range, which include: ‘Her Pleasure’, ‘Twisted Pleasure’, ‘Magnum®, ‘Ultra Pleasure’ and ‘Extended Pleasure’ (see product sheet for more info).

Marketing Director, David Thompson says:

“This is a very exciting launch for us and we are convinced that we can stimulate the condom category in the UK with the introduction of the TROJAN® brand.”

TROJAN® key audience for launch in the UK will include young men, couples, students and women. Research undertaken by TROJAN® revealed that many audiences had specific requirements in the way condom brands communicate with them. A series of Marketing and PR campaigns have been developed to ensure the brand communicates in the most desirable tone and language to attract core consumers.

PR and Marketing activities will initially focus on consumer education of the TROJAN® brand through a proactive and dynamic media relations campaign with the aim to prove TROJAN® is a fun, pleasurable brand that understands audience needs.

For more information, images or interview opportunities please call Kathy Rivans at PR4
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