

Marketing Analysis & Strategy for

Scruze Condoms

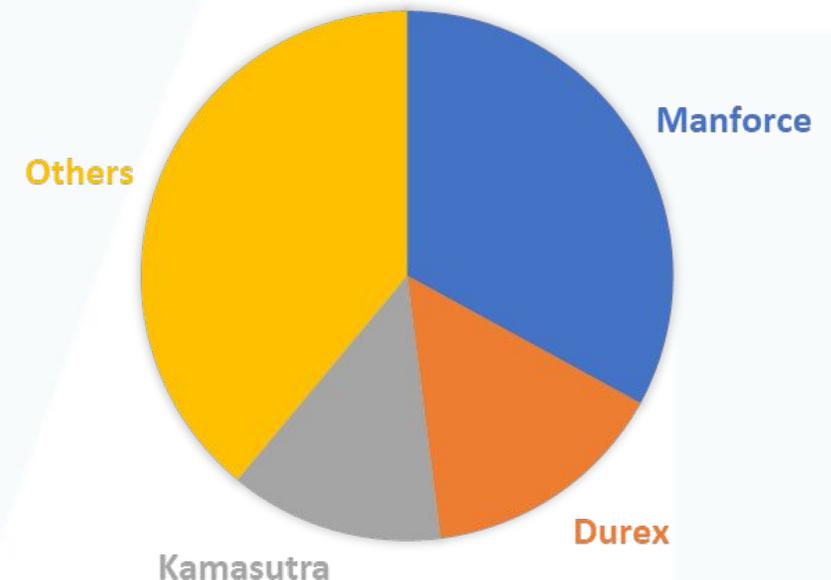
Indian Condom Industry Analysis:

Market Size:

- Estimated at **₹1,588 crores** in 2023 (Source: Market Research Future, August 2023).
- Expected to reach **₹2,081 crores** by 2027, growing at a CAGR of 5.7% (Source: Market Research Future, August 2023).

Market Share:

- **Manforce:** 33% market share
- **Durex:** 15% market share
- **Kamasutra:** 13% market share
- Other brands: 39% market share



Indian Condom Industry Analysis:

Opportunities:

- Placement on **Online Platforms & MarketPlaces**: E-commerce and social media platforms can be powerful tools for reaching a wider audience and promoting condom use, through **Influencer Marketing & Paid Media Distribution**.
Eg: Zepto, Dunzo, Blinkit, Netmeds, and Pharmeasy
- **Product Innovation**: Developing innovative condoms with user-friendly features and attractive packaging can invite new customer base.
- **Focus on Rural Markets**: There's significant potential for growth by increasing awareness and access to condoms in rural areas.

Indian Condom Industry Analysis:

Market Trends:

- **Online Condom Sales:** Expected to reach **20-25%** of the total market by 2025.
- **Demand for Premium Condoms:** From **22-32%** is expected to grow by **7-8%** in next five years.
- **Expansion of Distribution Networks:** Rural areas are witnessing increased access to condoms through government schemes and private initiatives .
- **Increasing awareness about sexual health:** Government initiatives and online campaigns are contributing to rising awareness about safe sex practices.

Marketing Strategies for Scruze Condoms

Social Media:

- Create engaging content on **Instagram, Facebook, and Twitter**, focusing on **sexual health education, humor, and positive relationships**.
- Straightforward approach with **Clear Messaging** to encourage user interaction.
- Utilize relevant **Hashtags** and Influencer Collaborations to reach a wider audience.
- Partner with **Sex-Positive Influencers** and organizations to promote Scruze and its message.
- Respond to comments and messages promptly to build customer trust and loyalty.

Marketing Strategies

Content Marketing:

- Develop informative **Blog Posts** and **Articles** about Sexual Health, Relationships, and Safe Sex Practices.
- Create engaging **Videos and Infographics** addressing common **myths and misconceptions** about condoms.
- Partner with **Health Websites** and Publications to Publish Sponsored Content.

Marketing Strategies

Targeted Advertising:

- Utilize **Facebook Ads, Google Ads**, and other platforms to reach specific demographics and interests.
- Run **Retargeting** Campaigns to capture users who have previously interacted with the brand.
- Track **Ad Performance** closely and adjust Strategies as needed.

Partnerships:

- Collaborate with **Online and Offline Retailers** to expand distribution and reach.
- Partner with **NGOs and Healthcare Organizations** to promote Safe Sex and offer product Donations.
- Participate in relevant events and conferences to increase brand visibility.

Marketing Strategies

Offline Promotions:

- **Sponsor Events** targeting young adults, such as college, music and cultural festivals.
- **Offer Free Samples** and educational materials at colleges and universities.
- **Partner** with **Cafes, Bars, and Clubs** to distribute promotional materials.

Budget Allocation:

- Allocate budget strategically across different channels based on their effectiveness and potential ROI.
- Monitor budget utilization closely and adjust allocations as needed.

Business – Scruze Condoms

- **Scruze** Is a brand of condoms and personal lubricants owned by the **Triviot Life Science India Pvt Ltd**, it was initially manufactured in Aurangabad under the purview of the **Safeguard Contraceptives Pvt. Ltd.** Where it was manufactured in 2023.
- Scruze condoms are made of **Natural Latex** and are of high quality.
- Each Scruze condom is 5 stage of tested to ensure strength and a **High Level of Protection.**
- Scruze have introduced two **New Varieties** called “**Bulletproof**” and “**Luxury Ultra Thin**”
- Scruze also have other condoms like **Plain, Dotted** and **Multi-Textured Condoms**

Intent

For this business the intents are

Brand Awareness:

Increase brand awareness

Demand Generation:

Generate demand for Scruze Condoms in online and offline market

Sales:

Increase more sales and increase the ROI

Segment

| Segment | Description | Pain Points |
|--------------------|--|--|
| First-time users | Lack of knowledge and confidence about using condoms | Fear of embarrassment, uncomfortable conversations, concerns about effectiveness |
| Experimenters | Open to trying new condom brands and features | Looking for variety, innovation, and fun options |
| Value-conscious | Concerned about price and affordability | Seek deals, discounts, and value-for-money options |
| Socially conscious | Support brands that align with their values | Interested in natural materials, ethical sourcing, and sustainable practices |

Channel

Digital marketing channels are the means by which businesses communicate and sell their products or services to customers using the internet and digital technologies.

Digital marketing channels are a key part of any digital marketing strategy, as they help businesses reach their target audience and deliver value to customers online.

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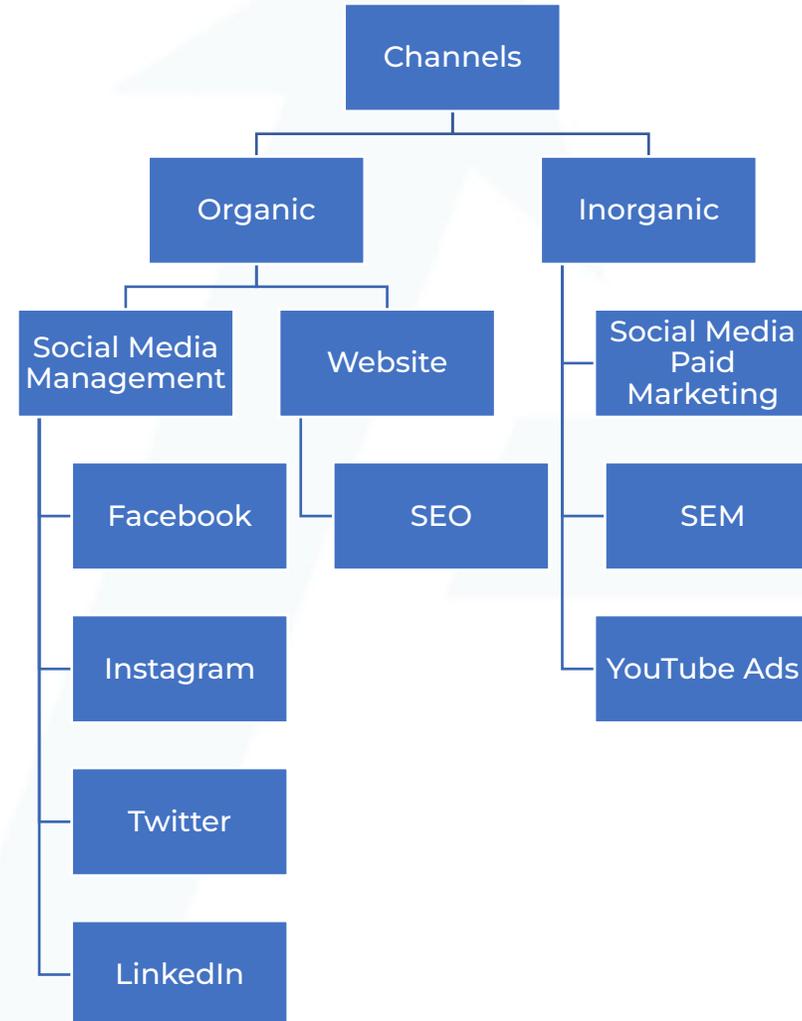
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Channel

The channels that can be used for are;

- Facebook
- Instagram
- Twitter
- LinkedIn
- Google
- YouTube



Communication

| Platform | Content Type | Tone |
|-----------------------|--|---|
| Instagram: | Stories, Reels, Photos, Videos | Humorous, informative, relatable, engaging |
| Facebook: | Blog posts, articles, infographics, videos | Informative, educational, authoritative, trustworthy |
| Twitter: | Tweets, polls, Q&As | Short, witty, informative, interactive |
| Social Platforms Ads | Images, videos, carousels | Compelling headlines, clear calls to action, visually appealing |
| Google Ads | Performance, Search, Remarketing, Display, and YouTube Ads. | Keyword-rich, relevant to search queries, clear value proposition |
| Influencer Marketing: | Authentic and engaging content tailored to influencer's audience | Informative, entertaining, relatable |
| Content Marketing: | Expert-driven articles, blog posts, guides, and infographics | Informative, educational, trustworthy, engaging |

Communication

| Google Ads Type | Use Case for Scruze Condoms | Example |
|------------------------|--|---|
| Performance Max | Reach new audiences and re-engage past website visitors across all Google properties with automated bidding and targeting. | Showcase Scruze Condoms based on user intent, demographics, and interests, driving conversions across various channels. |
| Search Ads | Target users actively searching for keywords related to condoms, sexual health, or Scruze brand. | Keyword: "condoms india", Ad copy: "Scruze: Trusted Protection for Enhanced Pleasure." |
| Display Ads | Reach a wider audience across websites and apps with visually appealing ads. | Banner ad featuring Scruze Condoms with a call to action like "Learn More!" |

Communication

| Google Ads Type | Use Case for Scruze Condoms | Example |
|------------------------|---|--|
| Video Ads | Create engaging and informative video content to capture user attention. | Product explainer video highlighting Scruze Condoms' features and benefits. |
| Shopping Ads | Showcase specific Scruze condom variants and their prices within Google Shopping results. | Display product images, prices, special offers, and key features with a prominent "Add to Cart" button. |
| Remarketing Ads | Re-engage website visitors who have shown interest in Scruze Condoms but haven't yet converted. | Personalized ad featuring the specific Scruze condom variant a user viewed or offering a discount to encourage purchase. |
| Discovery Ads | Engage users on YouTube, Gmail, and Discover with visually rich ads. | Showcase Scruze Condoms' brand story, user testimonials, and educational content. |

Communication

| Keyword | Avg. monthly searches |
|--------------------------|-----------------------|
| durex invisible | 50000 |
| best condoms for feeling | 5000 |
| condoms without latex | 5000 |
| best condoms for safety | 5000 |
| extra dotted durex | 5000 |
| manforce extra dotted | 5000 |
| manforce overtime | 5000 |
| non flavoured condoms | 5000 |
| kamasutra dotted | 500 |
| moods dotted | 500 |

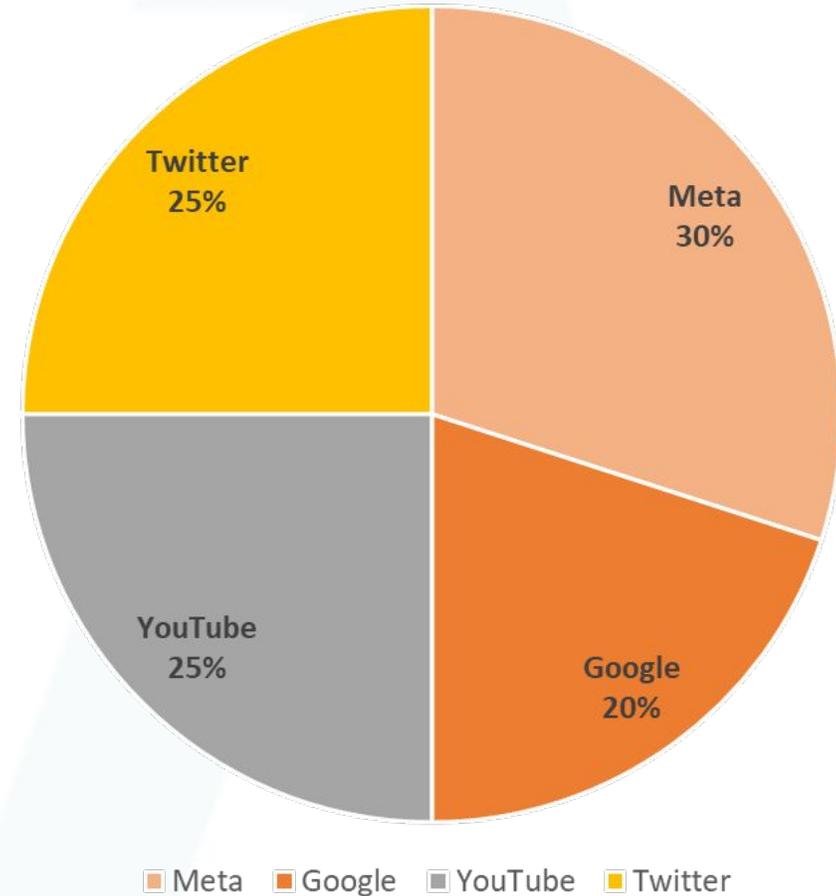
Budget

Budget Allocation by Channel

Proposed Budget

₹3,00,000 Per Quarter

| Channels | Monthly Ad Budget |
|--------------|-------------------|
| Meta | ₹30,000 |
| Google | ₹20,000 |
| YouTube | ₹25,000 |
| Twitter | ₹25,000 |
| Total | ₹1,00,000 |



Optimization

- **Target Audience Refinement:** Continuously refine your target audience definition to ensure you're reaching the most relevant individuals.
- **Channel Optimization:** Evaluate the performance of each channel and allocate budget accordingly.
- **Ad Creative Optimization:** Monitor ad creative performance and make adjustments as needed.
- **Bidding Strategies:** Experiment with different bidding strategies, such as manual bidding, automated bidding, and target CPA bidding, to optimize your ad spend and maximize conversions.
- **Landing Page Optimization:** Ensure your landing pages are optimized for conversions.
- **Campaign Monitoring and Adjustments:** Regularly monitor campaign performance using analytics tools to track key metrics such as impressions, clicks, conversions, and ROI.
- **A/B Testing:** Conduct A/B tests to compare different versions of ad creatives, landing pages, and targeting parameters

Competitor Analysis - Social Media Marketing

| Competitor | Social Media Strategy | Analysis |
|------------|--|--|
| Durex | <ul style="list-style-type: none"> Active on major platforms (Facebook, Instagram, Twitter). Focuses on humor, education, and relationship advice. Uses influencer marketing extensively. | <ul style="list-style-type: none"> Strong brand presence and engagement. Creative content resonates with target audience. |
| KamaSutra | <ul style="list-style-type: none"> Primarily uses Instagram and Facebook. Emphasizes sensuality and intimacy in visuals. Runs interactive contests and giveaways. | <ul style="list-style-type: none"> Strong visual appeal but limited content variety. Could benefit from diversifying content and utilizing other platforms. |
| Manforce | <ul style="list-style-type: none"> Active on Facebook and YouTube. Focuses on product features and benefits. Runs promotional campaigns with discounts and offers. | <ul style="list-style-type: none"> Straightforward approach with clear messaging. Could benefit from incorporating more storytelling and emotional engagement. |
| Moods | <ul style="list-style-type: none"> Primarily uses Facebook and Instagram. Targets young adults with humor and lighthearted content. Runs interactive polls and quizzes. | <ul style="list-style-type: none"> Strong connection with younger audience but limited reach on other platforms. Could benefit from expanding target audience and exploring other content formats. |

Competitor Analysis – SEO

| Competitor | SEO Strategy | Analysis |
|------------|---|--|
| Durex | <ul style="list-style-type: none"> Strong website optimization with relevant keywords. Active on various SEO forums and communities. Regularly publishes high-quality content. | <ul style="list-style-type: none"> Clear leadership in terms of SEO ranking and organic traffic. Comprehensive keyword strategy and content optimization. |
| KamaSutra | <ul style="list-style-type: none"> Website has basic SEO optimization. Limited presence in online communities. Content primarily focused on product descriptions. | <ul style="list-style-type: none"> Needs improvement in keyword research and content strategy. Can benefit from participating in online discussions and building backlinks. |
| Manforce | <ul style="list-style-type: none"> Website uses some SEO best practices. Runs occasional SEO campaigns. Content focuses on product features and benefits. | <ul style="list-style-type: none"> Needs to focus on long-tail keywords and content variety. Can benefit from optimizing product pages and building backlinks. |
| Moods | <ul style="list-style-type: none"> Website has limited SEO optimization. Primarily focuses on social media channels. Content is primarily promotional and product-focused. | <ul style="list-style-type: none"> Needs significant improvement in SEO strategy and content creation. Can benefit from learning from competitors and implementing best practices. |

Pain Points of Scruze Condoms

| Pain Points | Solution |
|---|--|
| Lack of awareness about Scruze Condoms. | Increase brand visibility through social media campaigns, influencer marketing, and paid advertising. |
| Difficulty finding Scruze Condoms in stores. | Partner with online retailers and marketplaces to increase product availability. |
| Concerns about product quality or safety. | Highlight Scruze Condoms' safety and quality certifications in social media content and marketing materials. |
| Lack of trust in online condom purchases. | User-generated content showcasing real people's experiences with Scruze Condoms. |
| Concerns about discretion and privacy. | Content highlighting Scruze Condoms' discreet packaging and shipping options. |
| Limited knowledge about sexual health and intimacy. | Educational content about sexual health, intimacy, and safe sex practices. |

THANK YOU

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