



WPPED
CREAM
2007

MEDIA | HIGHLY COMMENDED | MEDIAEDGE:CIA ARGENTINA
TULIPAN | ICONIC OUTDOOR

CHALLENGE

Argentinean consumers believe that all condoms are very similar, and that brand differentiation is largely irrelevant, but Tulipan is always keen to find low-cost, high impact ways to bring their product to consumers' attention.

INSIGHT

All over the world the subject of sex is fraught with taboos, even more so in Catholic countries, where one of the primary benefits - contraception - is at odds with traditional religious teachers. However, hiding away merely increases the taboo.

IDEA

Simple and brilliant. Sheath the nation's most famous landmark in the world's biggest condom on World AIDS day.

ACTIVATION

The implementation required a very close working partnership between the client, the agency, the media group Radio La Mega 98.3, the city authorities and the contractors who created and installed the condom that we had designed. So, against all odds, on December 1st, World AIDS Day, Buenos Aires woke up to find that the famous 'Obelisco' was wearing a giant pink condom.

RESULTS

- Instant TV, radio, press and online PR coverage - every single local media contained some form of coverage.
- Further global coverage from CNN and international TV stations.
- In 48 hours, coverage had reached over eight million Argentines, representing more than \$350,000 in publicity.

CREDENTIALS

Emilio Espinoza, Gonzalo Del Fa