

'Thabo' is a young man in South Africa who represents the priority audience for the *Good Time* condom brand. Audience insight indicated that when Thabo considers a condom brand, he is comparing his choice against all other condom brands. As a result, the category was defined as 'all other condom brands'. Thabo's functional need for condoms was to *feel unrestricted*, and his emotional need was *sex needed to be fun*. Good Time's PoD is that it is the 'fun' condom brand. Fun makes this condom brand different from the competition that is seen as either too medical, or only focusing on 'safe'.

The resulting positioning statement summarizes how *Good Time* condoms are unique among other brands in the category in their ability to meet Thabo's key functional and emotional needs: "For Thabo, the different colors and textures of 'Good Time' condoms allow him to have fun and enjoy sex worry-free."

