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Mayer Labs, maker of Kimono Condoms, Launches Sexy Ads on Cable TV this Week
Innovative Condom Company Bets the House on TV Ads

(View the ad: http://www.mayerlabs.com/video/english_LG.mov)

OAKLAND, CA – Condoms are fun and sexy. And come in handy as poker chips in high-stakes games of love.

That is the theme of a new cable TV ad campaign featuring poker and condoms launched this week by the makers of Kimono condoms.

In this taut dramatic ad, a high-stakes poker game climaxes when a beautiful woman, out of chips, bets a single Kimono condom instead. The remaining player at the table calls the bet – by pushing his entire pile of chips toward her, followed by the tag line: “Kimono condoms – when the stakes are high.”

“Poker is an old game that is finding a tremendous resurgence – Why, because poker is exciting, intriguing and fun – just like sexual relationships. We want condoms to always be a part of the sexual relationship game,” says David Mayer, President of Mayer Labs, which produces Kimono condoms.

The ad will air nationally on Oxygen and VH1 starting October 3 for one month. Starting October 5, the ad will run for one week in Boston on ESPN, NE Sports Net, Spike, MTV, Fox Sports, Comedy and ESPN2; and in Washington, DC, on E!, Discovery, TNT, TBS, Bravo, VH1, Spike, and Comedy.

“Kimono is the choice for sophisticated young-adults; an important part of their wardrobe is the condom they wear,” according to David Mayer. Mayer’s marketing approach is a playful departure from traditional “safe sex” campaigns that stress somber public health messages about HIV/AIDS, sexually transmitted infections and unintended pregnancies.

Kimono is a well established name on the West Coast, but in the past 12 months sales have more than doubled as Kimono has become established on the East Coast in retailers such as CVS, Brooks/Eckerd, Duane Reade, and Happy Harry’s.

Kimono MicroThin condoms are less than half the thickness of a human hair, making them substantially thinner than most condoms. Many men and women say it almost feels like not using a condom at all. While offering maximum sensitivity and feeling, Kimono MicroThin condoms exceed all US and international standards for strength. Kimono’s superior strength is a hallmark of Japanese condom technology. *Consumer Reports* recently ranked Kimono MicroThins in the top five of the “thinner” condoms.

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