



## SEX EDUCATION BY BRANDS: A Case Study of Durex and Platanomelón on TikTok

DANIEL ZOMEÑO JIMÉNEZ <sup>1</sup>  
zomeno@uji.es

CARLOS CUESTA-MARTÍNEZ <sup>1</sup>  
al374138@uji.es

MARÍA PALLARÉS RENAU <sup>1</sup>  
mapallar@uji.es

<sup>1</sup> Universitat Jaume I, Spain

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*Branded Content*  
*TikTok*  
*Sex Education*  
*Generation Z*  
*Durex*  
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### ABSTRACT

*Brands have recognised the opportunity to position themselves as trusted authorities on topics such as sexuality by creating engaging content, thereby developing innovative strategies that warrant closer examination. This article adopts a mixed-methods approach, combining the analysis of 272 TikTok videos published by Durex Spain and Platanomelón with in-depth interviews conducted with the professionals responsible for these strategies. The findings reveal a commitment to sustained action centred on sexual health as a core editorial objective. By assuming this role, brands not only enhance their societal relevance but also provide valuable sex education to younger audiences, thereby addressing a critical and underserved need.*

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## 1. Introduction

### 1.1. Sex Education in Spain

Despite international recommendations (UNESCO, 2009; 2018; WHO Regional Office for Europe and Federal Centre for Health Education, 2010), sex education was not systematically included in the Spanish curriculum until the passage of Organic Law 3/2020. Although full implementation is anticipated, the absence of education in this area as a preventive measure continues to be highlighted. Between 2013 and 2017, the incidence of sexually transmitted diseases (STDs) rose by 26%, with 23,942 cases recorded among young people aged 20 to 24 in 2017. During the same period, condom use declined from 84% to 75% (Ministry of Health, 2019). Additionally, 30% of European teenagers aged 15 report not using a condom during their first sexual experience (WHO, 2024), and 75.8% of boys view pornography before the age of 16, compared to 35.5% of girls (Statista Research Department, 2022).

In light of these trends, there is a pressing need to incorporate comprehensive sex education into the school curriculum (Alías, 2018). Furthermore, media coverage of sexuality remains limited and sensationalist, failing to address the educational needs of young audiences (Estéfano Sancho and Iranzo-Cabrera, 2024). Although UNESCO (2018) outlines the benefits of high-quality sex education, few young people receive adequate preparation to make informed and responsible decisions about their sexuality. Such decisions should reflect a positive, safe and consensual approach, free from coercion and violence (WHO, n.d.).

### 1.2. Brand Purpose and Branded Content

In this context, brands have taken on the role of addressing the silence surrounding certain social issues by incorporating awareness-raising and educational objectives into their missions. This shift helps to explain broader changes in societal trends. Notably, for the first time in two decades, companies have been identified as the most trusted institutions, according to the *Trust Barometer* (Edelman, 2021). The report indicates that 52% of respondents place their trust in companies, compared with 51% in non-governmental organisations, 42% in the media and 34% in government. Moreover, corporations were the only institutions to receive a passing score in terms of competence, one of the key dimensions of trust.

The effort to engage with an audience that increasingly expects brands to demonstrate a commitment to social improvement has, in recent years, led to a growing focus on brand utility projects as a means of content generation (Toledano et al., 2021). Such initiatives positively influence consumers' perceptions of value, trust and commitment, which in turn contribute to greater satisfaction and loyalty towards the brand (Kim, 2017; Muniz et al., 2019; Servera and Piqueras, 2019). These outcomes are influenced by the extent to which consumers identify with the actions undertaken by the brand (Gálvez et al., 2021).

Moreover, the new paradigm shaped by the attention economy compels brands to engage with a more critical, proactive and professionalised consumer base, which increasingly rejects traditional and conventional advertising (Castelló-Martínez and del Pino Romero, 2015). As the dynamic shifts from a push to a pull model, brands are required to adopt formats that do not interrupt users (Selva-Ruiz and Caro-Castaño, 2016) and instead prompt active engagement, encouraging users to seek out content themselves. There is a growing corporate interest in content and digital media, with branded content emerging as a key strategy for fostering audience connection (Miotto and Payne, 2019). While building emotional bonds with audiences and achieving a return on investment requires time, branded content tends to be more enduring by nature (Jaramillo, 2021).

For branded content to be effective, it is essential to move away from an advertising-driven mindset and adopt the perspective of a publisher who prioritises audience needs and delivers content of genuine value. As with any media outlet, a brand must define an editorial mission to guide its content strategy and serve as a unifying principle (Pulizzi, 2021). Furthermore, it is crucial that brands maintain a continuous and meaningful dialogue with consumers. In this regard, social media plays a fundamental role, having become a primary reference point for accessing information (Aguilera et al., 2015).

### 1.3. Generation Z and TikTok

This new audience, born between the late 1990s and early 2000s and known as Generation Z, regards

the smartphone as an essential part of their social life as well as a tool for searching for information and buying and selling products and services (Ramos-Méndez and Ortega-Mohedano, 2017, p. 707). The social network TikTok, owned by the Chinese company ByteDance, has 1.582 billion active users according to a report published in March 2024 by ByteDance Ltd. It has become one of the most popular platforms among younger audiences: 71% of users are between 18 and 35 years old, and 53% of those who create content on the platform are under 24 (Silverio, 2024).

The platform's appeal stems in part from its nature as a place to watch, share or create, integrating the ideological and technological foundations of Web 2.0 that enable the creation and exchange of user-generated content, making content creation its backbone (Omar and Dequan, 2020). TikTok is also emerging as a promising tool in management education. Its platform offers a creative complement to traditional teaching, owing to its instant feedback, playful and engaging content, and intuitive interface. Furthermore, the ability to create and share videos of up to 60 minutes allows users to express themselves authentically, opening up a range of educational possibilities (Middleton, 2022).

Along these lines, in 2020 TikTok announced the creation of the hashtag #learntiktok, under which the company funded video content to assist students in learning during COVID-19 lockdowns, thereby providing educators with the opportunity to establish new connections with students. Regarding sex education, as Fowler et al. (2022) note, TikTok fills gaps in sex education by providing information on sexual health to adolescents, offering a curriculum separate from that taught in homes, doctors' offices and schools, more attuned to the interests of the audience.

In 2019, according to the National Survey on Sexual Health and Contraception among Young Spaniards, conducted by the Spanish Contraception Foundation and Society (SEC) with 1,200 young people aged 16 to 25, 68.5% considered the education they had received on sexuality to be 'insufficient'. Marta Lorente, Senior Digital Marketing Manager at Durex, stated in an interview with Reason Why (2022) that, according to internal data from the brand, '68.6% of teenagers consider that sex education in schools is not sufficient, and 35% think that the source of sex education should be a sexologist, but say they do not have access to one'.

Platanomelón, founded in 2014 and a leader in the online sex toy market in Spain, and Durex, a leading global brand in sexual well-being with more than 80 years of experience, constitute interesting case studies as they have established themselves as brands with a social vocation and commitment by translating their goals into branded content strategies anchored in educational and informative material on sexuality. They provide solutions to users through various formats and types of content. Durex Spain's *Hay tema* (There's a topic) project, focused on creating educational content on sexuality for young people, has stood out for its innovative approach. It offers a 24/7 support service provided by sexologists via TikTok, which has received wide recognition. Among the awards it has won are the Greatest TikTok Award 2022, the IAB Spain Inspirational Awards 2023, and more recently the Grand Prize at the National Marketing Awards 2024.

Platanomelón has become a case study that has already attracted interest from the scientific community, as reflected in the work of Escalada (2021) and Penelas and Sixto (2024). The brand has succeeded in breaking down prejudices surrounding sexuality by generating discourse that combines the scientific rigour of its team of sexologists with an informal and accessible tone. This approach has attracted a large audience on social media, with 4 million followers, 1.6 million of whom are concentrated on its TikTok channel.

## 2. Material and Method

Based on the literature reviewed and with the aim of identifying the strategies implemented by the two brands analysed, as well as the specific topics they address and those that generate the highest levels of interaction, this study establishes the following objectives:

Objective 1: To define the strategy implemented by both brands on TikTok in order to understand the communication objectives and needs they address.

Objective 2: To analyse and compare the content generated by both brands to identify the main topics they cover and to propose categorisation.

Objective 3: To determine, based on audience interaction data, which content has achieved the greatest reach and highest level of engagement.

To meet the objectives set, we conducted a case study of the TikTok profiles of Durex Spain and Platanomelón, employing mixed methods that combine quantitative and qualitative techniques. To achieve the first objective, we used in-depth interviews featuring open-ended questions, as this

approach is recommended when investigating the reasons, motives or causes behind certain decisions (Vilches, 2011, pp. 216–219). For Durex Spain, the Senior Digital Marketing Manager, Marta Lorente, participated, while for Platanomelón, Anna Moreno, Social Media Strategist and Co-Head of Creativity, and Luciana Simoncelli, Head of PR, took part. These interviews were conducted on 25 and 26 January 2023 via teleconference and followed a structured script with specific guidelines for questioning (Vilches, 2011, pp. 216–219).

For the second and third objectives, we began with a content analysis of the posts published by Durex Spain and Platanomelón on their TikTok profiles concerning sexual education, due to their ability to illustrate the main characteristics of the communication products developed by the brands. The content analysis technique allows for the systematisation, objectification and quantification of the characteristics of a piece of content (Berelson, 1952; Neuendorf, 2002). The study period covers all posts made on both profiles from 1 July 2022 to 30 June 2023. The resulting sample consists of 272 videos, 149 belonging to the Durex profile and 123 to the Platanomelón profile.

The following variables were taken into account for the content analysis:

- Title of the audiovisual piece
- Description of the post
- Hashtags
- Number of views
- Number of likes
- Number of comments
- Number of saved posts

To develop the categorisation proposal, Monica Branni, psychologist and sexologist responsible for the content of Platanomelón, was consulted. The results of the analysis were cross-checked with in-depth interviews, as the interviewees have expert knowledge of the subject under investigation (Gaitán-Moya and Piñuel-Raigada, 1998, p. 90), since they all play an active role in defining the content strategy. This methodological triangulation allowed us to explore the cases in greater depth and address their complexity.

### 3. Results

#### *3.1. Content Strategies and the Construction of an Editorial Identity*

Both Durex and Platanomelón have been able to identify a need within Spanish society, transforming it into an opportunity to connect with their target audience and assume an informative role that enhances the perception of their brands. In this regard, Marta Lorente observes that:

Durex took a step forward and connected with young people in this country through quality sex education that promotes real, safe and satisfying sex. It was necessary to find a relevant way to raise awareness among an audience that does not connect with advertising or traditional media (verbatim from interview, 25 January 2023):

Platanomelón also emphasises the value it brings to society through its content strategy, which is reflected in a clear editorial mission. As Luciana Simoncelli explains:

We started creating content because we believe that for people to be able to experience sexuality in a healthy and natural way, they must be educated (verbatim interview, 26 January 2023)

Furthermore, it is clear that the strategies implemented by both Durex and Platanomelón are ambitious and intended to be long-term. Marta Lorente explains that:

We are following a long-term strategy that responds to the real needs of the brand, the business and the target audience, which is precisely to create a powerful community and be a leading source of sex education in Spain, with a special focus on Generation Z (Interview verbatim, 25/01/2023).

Luciana Simoncelli makes clear the importance of Platanomelón's commitment to content creation when she states that:

We were born out of this editorial project, seeking to create a large community, and Platanomelón has developed as a business thanks to that community. Apart from being an e-commerce site focused on intimate well-being, we like to be recognised as a media outlet (Interview verbatim, 26/01/2023).

The two companies do not intend to sporadically engage in specific conversations related to current events that are relevant to their target audience. Instead, they work constantly, following a well-defined editorial line. They position themselves as brands committed to their audience, whom they actively listen to and involve in the selection of the topics they address. In the specific case of Durex, Marta Lorente explains that:

In each video, TikTok users who watch our videos are invited to ask us about their questions on sexuality via private or public comment, so that one of our experts can respond 24/7 (Verbatim from interview, 25/01/2023).

This same attention to the concerns of the target audience is reflected at Platanomelón, where, according to Anna Moreno:

We analyse trends, what people are talking about, and the needs of our community. All these questions are passed on to sexology. Every week, we carry out an analysis and keep an eye on what the community is asking for. If we see that there are recurring questions or topics, we usually incorporate them into the content (Verbatim from interview, 26/01/2023).

By adopting new approaches centred on the creation of valuable content, both brands have successfully built substantial communities of young users who regularly turn to their TikTok channels for information on the important topic of sexual health.

### 3.2. Main Topics

Among the wide variety of topics related to sexual health addressed in the content created by both Durex Spain and Platanomelón, four main areas can be identified:

- Genitals and sexual hygiene: content aimed at informing and raising awareness about the importance of understanding sexual anatomy, as well as incorporating certain habits to minimise risks.
- Sexual practices and pleasure: content specifically designed to address a wide variety of sexual practices and provide tips for reaching orgasm.
- Sexual orientation and gender identity: content related to all terms referring to sexual diversity.
- Sexual behaviour and misconceptions: content that addresses moral and ethical considerations related to sexuality, as well as misconceptions about sex.

In response to the second objective of this research, a categorisation proposal is presented (Table 1). This proposal has been validated by Monica Branni, psychologist and sexologist responsible for the content of Platanomelón.

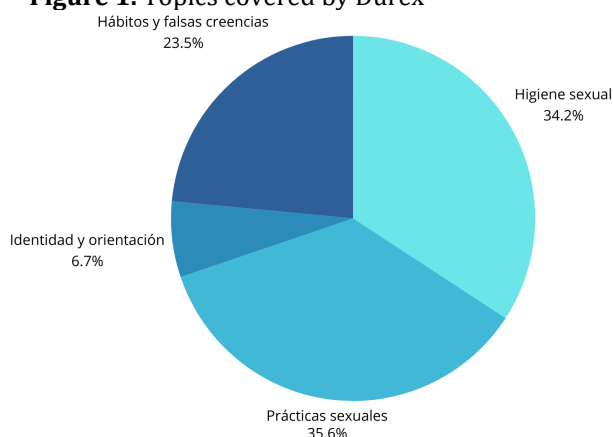
**Table 1.** Categorisation of the topics addressed in the analysed content

Areas of knowledge	Main topics addressed
Genitals and sexual hygiene	Hygiene and prevention <ul style="list-style-type: none"> <li>- Information related to condom use, such as: proper size, breakage, reuse, expiry date, allergies, sensitivity</li> <li>- Issues related to menstruation</li> <li>- STDs (sexually transmitted diseases)</li> <li>- Hygiene habits</li> </ul>
	Genitals and physiology <ul style="list-style-type: none"> <li>- Anatomy and physiology of the female genitals: self-exploration, erogenous zones, genital appearance, physiological phenomena such as <i>squirting</i> or <i>queefing</i></li> <li>- Types of penis</li> <li>- Characteristics of semen</li> </ul>

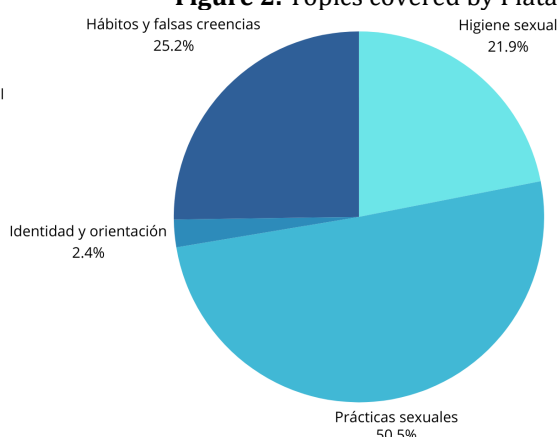
	Sexual dysfunctions and disorders
	- Erectile dysfunction, anorgasmia, premature ejaculation, lack of sexual desire, testicular pain
Sexual practices and pleasure	Masturbation, stimulation and sexual techniques
	- Tips, techniques and use of products for masturbation
	- Tips and techniques for oral sex
	- Tips for anal sex
	- Erogenous zones
	- Positions and movements
	Sex games and liberal practices
	- Slow sex, aphrodisiacs, striptease, conversation, sexting, threesomes, domination and BDSM practices, voyeurism, <i>dogging</i>
	First time
	- Advice and answering questions
Sexual orientation and gender identity	Explanation of different terms and promotion of welcoming attitudes towards diversity
Sexual behaviour and misconceptions	Toxic relationships, inappropriate behaviour, use of pornography, benefits of sex in everyday life, advice for improving relationships, clichés and taboos stemming from generational prejudices

Source(s): Authors elaboration (2025).

**Figure 1.** Topics covered by Durex



**Figure 2.** Topics covered by Platanomelón



Source(s): Authors elaboration (2025).

The content analysis shows that the category referring to ‘genitals and sexual hygiene’ (n = 78, 28.1% of the content analysed) is one of the topics most frequently addressed by both brands, with Durex standing out in particular (n = 51; 34.2%). In line with the products marketed by the multinational, the importance of condoms and their proper use is one of the most recurrent topics on the brand’s TikTok channel, both in relation to unwanted pregnancies and sexually transmitted diseases (STDs). Issues related to guidelines for choosing the right condom and storing it properly are often addressed.

Another central theme in this category is the importance of understanding the anatomy of the female genitals and their hygiene. Issues related to the clitoris, menstruation and the protective mechanisms of the vagina are frequently addressed in the content of both brands (n = 25; 9.3% of the content analysed).

Finally, it is worth highlighting content referring to physiological dysfunctions, especially those affecting male erection. Other types of disorders are also addressed, such as reduced libido or the inability to reach orgasm.

The topic area related to ‘sexual practices and pleasure’ is the leading category in terms of content creation (n = 115, 43.0%). This is particularly evident in the case of Platanomelón, which devotes half of its posts to this topic (n = 62; 50.4%). Luciana Simoncelli elaborates on this and explains:

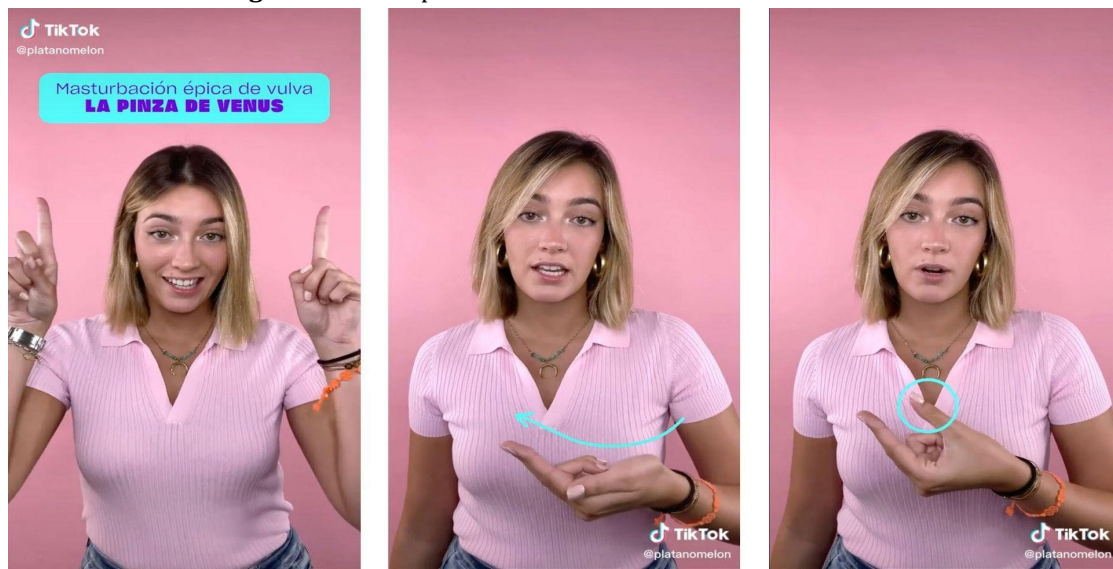
Much of our content is linked to pleasure. There is certainly a part of it that is related to our core business, but it also has to do with the fact that, until not long ago, sex education only referred to using condoms to avoid pregnancy or STDs. We want people to understand their bodies, their



pleasure and their sexuality. Pleasure had been approached from a guilt-based perspective, and we want to destigmatise it, to convey the message that pleasure is very important in sexuality and personal well-being (verbatim interview, 26 January 2023).

Among all the issues addressed, the number of pieces dedicated to masturbation and the pursuit of orgasm, especially the female orgasm, stands out ( $n = 64$ ; 23.6% of the content analysed). These pieces, which provide information and techniques on masturbation, often include quite detailed explanations, such as the one dedicated to the Venus Pincer (see Figure 1). Issues related to female ejaculation and squirting are also notably prevalent.

**Figure 3.** Post "Epic vulva masturbation. The Venus Pincer"



Source(s): Platanomelón on TikTok (2022).

In the case of Platanomelón, much of the content dedicated to masturbation, both female and male, refers to the use of sex toys such as vibrators, vagina suckers, gels, candles and lubricants, resulting in a significant presence of branded products during the period studied ( $n = 38$ ; 28.2%).

Within this category of content aimed at disseminating useful information for enjoyable sexual relations, a series of posts addresses different forms of stimulation and sexual games that help break the monotony. These include striptease, sexting, slow sex and voyeurism, with a particular focus on Platanomelón ( $n = 30$ ; 24.4%). Additionally, content introduces less common practices such as threesomes, BDSM and dogging.

It is interesting to note that both the Durex and Platanomelón channels devote specific pieces ( $n = 10$ ; 3.5% of the content analysed) to addressing 'the first time', with posts such as '*What is the best position for the first time?*' or '*Top 5 questions about the first time*'.

Regarding 'sexual orientation and gender identity', this topic area receives the fewest posts ( $n = 13$ ; 4.6%). In the case of Platanomelón, it is practically non-existent, with only three posts. It is on the Durex channel that the most attention is paid to these issues, with ten pieces introducing several current terms related to sexual orientation and gender identity, such as CIS, Queer, demisexual and pansexual.

Special emphasis is placed on topics that may generate doubts or potential emotional conflicts due to a lack of acceptance of sexual orientation. Content such as '*Queer Impostor Syndrome*', '*I don't know if I'm straight, bi or gay*' and '*Is it possible for sexual orientation to change with age?*' appears clearly aimed at helping and supporting the most vulnerable groups.

Finally, 'sexual behaviour and false beliefs' ( $n = 66$ ; 24.3%) encompasses all issues related to social behaviour and sexual morality. The Platanomelón account ( $n = 31$ ; 25.2%) works to raise awareness among its audience, encouraging the development of sexual and romantic relationships based on freedom and dignity, while discouraging behaviour that leads to the exploitation of others.

One of the key themes in the two content strategies analysed is that of false beliefs, focusing on breaking down taboos and myths rooted in generational conflict and traditional conceptions of sex. Platanomelón features an article entitled *Elite Athletes Break Taboos in the World of Sexuality*, which

stands out as a collaboration with the Professional Basketball League. Once again, the content aligns with the objectives and editorial mission conveyed by Anna Moreno, who states:

The project was created with the aim of breaking down taboos surrounding sexuality and modesty in society. Our goal was to put an end to misinformation, as there is no adequate education on these issues in schools (verbatim from interview, 26 January 2023).

### 3.3. Audience Interactions with the Content

Finally, regarding the number of followers of the selected accounts, the Durex Spain profile has more than 300,000 followers on TikTok, compared to 1.6 million for the Platanomelón account. For Durex, the categories with the highest average number of views are ‘sexual behaviour and misconceptions’ (1.64 million views per video) and the subcategory ‘hygiene and prevention’ (1.36 million views). Platanomelón, meanwhile, achieves a higher average number of views for videos dedicated to ‘genitals and physiology’ (1.17 million views) and sex games and liberal practices’ (0.51 million views).

**Table 2.** Most viewed pieces analysed in each categorised topic

<b>Durex</b>		<b>Platanomelón</b>		
	Title of piece	Views	Title of piece	Views
<b>Genitals and sexual hygiene</b>				
1	Best latex-free condoms?	6.6 mill	Sex tip of the day	6.9 mill
2	How much do we know about safe sex?	6.1 mill	Glans vs. clitoris	2.1 mill
3	I feel like I come too quickly	5.7 mill	Three types of erection	2.0 mill
4	I always put the condom on wrong	5.5 mill	5 things you didn't know about the penis	1.5 mill
5	Let's see how much we know about #SexualHealth	4.9 mill	Do you sleep without underwear?	1.2 mill
<b>Sexual practices and pleasure</b>				
1	I'm embarrassed that I don't have any experience	5.5 mill	Pulling hair... shall we try it?	1.9 mill
2	Guys don't care if I reach orgasm	5.3 mill	Erotic nipple massage	1.7 mill
3	My girlfriend laughs when I give her oral sex	4.4 mill	Singapore kiss	1.7 mill
4	TOP 4. Questions about masturbation	3.8 mill	Epic vulva masturbation. The Venus clamp	1.6 mill
5	I can't stop gagging during oral sex. Any advice?	3.5 mill	Can I squirt?	1.4 mill
<b>Sexual orientation and gender identity</b>				
1	What does it mean to be demisexual?	167k	Women's Day	169 k
2	What is Queer?	90 k	I am bisexual	169 k
3	Is it possible for sexual orientation to change with age?	76 k	Queer Impostor Syndrome	122 k
4	Is being pan the same as being bi?	60 k		
5	I don't know if I'm straight, bi or gay	59 k		
<b>Sexual behaviour and false beliefs</b>				
1	Can you be addicted to masturbation?	6.7 mill	Benefits of moaning in bed	2.0 mill
2	How long should sex last?	5.3 mill	At what age did you start masturbating?	1.1 mill
3	Is it dangerous to have a lot of anal sex?	5.0 mill	Sex tip of the day. Don't send nudes without consent.	0.9 mill



4	SPECIAL STREET QUIZ Myths about sex	4.2 mill	Don't use saliva as a lubricant!	0.8 mill
5	Can you have sex when you're on your period?	4.1 mill	Stop doing this (penis-vulva sex)	0.7 mill

Source(s): Authors elaboration (2025).

Although the category dedicated to resolving sexual or physiological questions has the highest average number of views, the pieces that individually achieve the greatest interaction mainly belong to the topics 'Genitals and sexual hygiene' and 'Sexual practices and pleasure', with limited representation of 'Sexual behaviour and false beliefs', particularly in the case of Platanomelón. The pieces on 'Sexual orientation and gender identity' receive the lowest metrics compared to the other categories.

**Table 3.** Classification of videos with the most likes, comments and saved posts in the sample analysed.

	Title of the piece	Brand	Category	Metrics
<b>"Likes"</b>				
1	5 interesting facts about the vulva	Platanomelón	Genitals and sexual hygiene	283,600
2	I'm really rough with my girlfriend and we have to use lubricant every few minutes.	Durex	Genitals and sexual hygiene	277,900
3	How much do we know about safe sex?	Durex	Genitals and sexual hygiene	178,500
4	Pulling hair... shall we try it?	Platanomelón	Sexual practices and pleasure	131,900
5	Three types of erection	Platanomelón	Genitals and sexual hygiene	109,500
<b>Comments</b>				
1	5 things you didn't know about the penis	Platanomelón	Genitals and sexual hygiene	1,657
2	Singapore kiss	Platanomelón	Sexual practices and pleasure	1,553
3	I can't stop gagging during oral sex. Any advice?	Durex	Sexual practices and pleasure	1,522
4	I'm very rough with my girlfriend and we have to use lubricant every few minutes.	Durex	Genitals and sexual hygiene	1,264
5	5 interesting facts about the vulva	Platanomelón	Genitals and sexual hygiene	1,239
<b>Saved posts</b>				
1	I'm very rough with my girlfriend and we have to use lubricant every few minutes.	Durex	Genitals and sexual hygiene	42,700
2	Kiss Singapore	Platanomelón	Sexual practices and pleasure	23,100
3	How can I make my girlfriend squirt?	Durex	Sexual practices and pleasure	19,700
4	Three types of erection	Platanomelón	Genitals and sexual hygiene	17,900
5	Erotic nipple massage	Platanomelón	Sexual practices and pleasure	16,900

Source(s): Authors elaboration (2025).

It should be noted that TikToks aiming to share interesting facts or answer questions receive more likes, as exemplified by posts such as '5 interesting facts about the vulva', 'How much do we know about safe sex?' and 'Three types of erection'. This demonstrates their ability to capture users' attention through curiosities or engaging information. However, the pieces most frequently saved by users tend to provide instruction on how to perform novel or challenging sexual practices, such as 'Singapore kiss', 'How do I make my girlfriend squirt?', 'Erotic nipple massage' or 'Hair pulling... shall we try?', thereby reinforcing the practical nature of the information offered.

## 4. Discussion

This research reveals how brands implement strategies centred on creating content for informational purposes. There is a concerted effort to build large communities, with the brand assuming an expert role that establishes it as an authoritative voice within a specific field of knowledge, in accordance with Pulizzi's principles (2021). In this case, both Durex and Platanomelón clearly commit to projects that enable them to reach younger audiences and become benchmarks in the field of sex education in Spain, as both brands recognise a clear opportunity, as conveyed in interviews with those responsible for each project.

These approaches, which seek to fill a gap or meet an information need, have historically been part of media publishing projects. However, thanks to digital transformation, brands can now adapt, adopt and apply these dynamics as their own, in line with Pulizzi's recommendations (2021). Implementing such projects requires a long-term vision, as indicated by Jaramillo (2021), and a change in mindset within the company that embraces strategies based on sustained engagement with the community. This reinforces a vocation of service and usefulness as fundamental elements for generating commitment, as noted by Mejía-Giraldo (2019), Muniz et al. (2019) and Toledano et al. (2021). These new models are evident in the cases analysed, with Durex providing a 24/7 personalised sexual advice service for young people and Platanomelón creating in-house departments specifically dedicated to content creation.

In their quest to establish themselves as leaders in sex education, both brands adopt a similar content strategy that provides comprehensive coverage of a wide range of topics related to sexual health through TikTok, harnessing its educational potential, as highlighted by Middleton (2022). Despite sharing areas of interest, it should be noted that there have been significant variations in the volume of content dedicated to different topics, with an emphasis on those most closely aligned with their core business.

Regarding the type of content and its value, the two brands share a commitment to providing young people with information that enables them to resolve any doubts, offers advice and practical tips, dispels false beliefs, and raises awareness while encouraging an ethical approach to their sex lives. Both brands employ dynamics to select topics that invite audience participation, encouraging users to contact experts through comments or direct messages. This approach moves away from traditional sex education curricula, which Fowler et al. (2022) critique for being governed by heteronormative codes and focused primarily on reproduction prevention. The high number of views on the analysed posts, particularly in categories addressing physiological questions and general misconceptions about sexuality, corroborates the effectiveness of the strategies implemented by these two brands, which successfully respond to an audience seeking to fill the gap left by official sex education in mainstream media.

Therefore, we can conclude that brands capable of identifying an information need within a specific group and willing to invest the necessary resources and time to fulfil an editorial mission have the opportunity to play a role in society traditionally reserved for institutions or the influential media.

Among the limitations of this study is the absence of direct participation by the target audience through surveys or focus groups. Such tools would have enabled an evaluation of the relevance and credibility of the proposed strategies, and we plan to incorporate them in future research. Finally, we propose monitoring the evolution of the phenomenon analysed, alongside a broader study on the adoption of similar strategies by other companies.

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