

BRAND SUCCESS

PRIVATE LABEL PRODUCTIONS

BUILD YOUR BRAND

PLP builds a brand by taking products to market with intelligent design, strategic marketing, and one of the nation's largest retail distribution networks.

Branding is the way of distinguishing yourself from the competitors and clarifying what it is you offer that makes you the better choice.

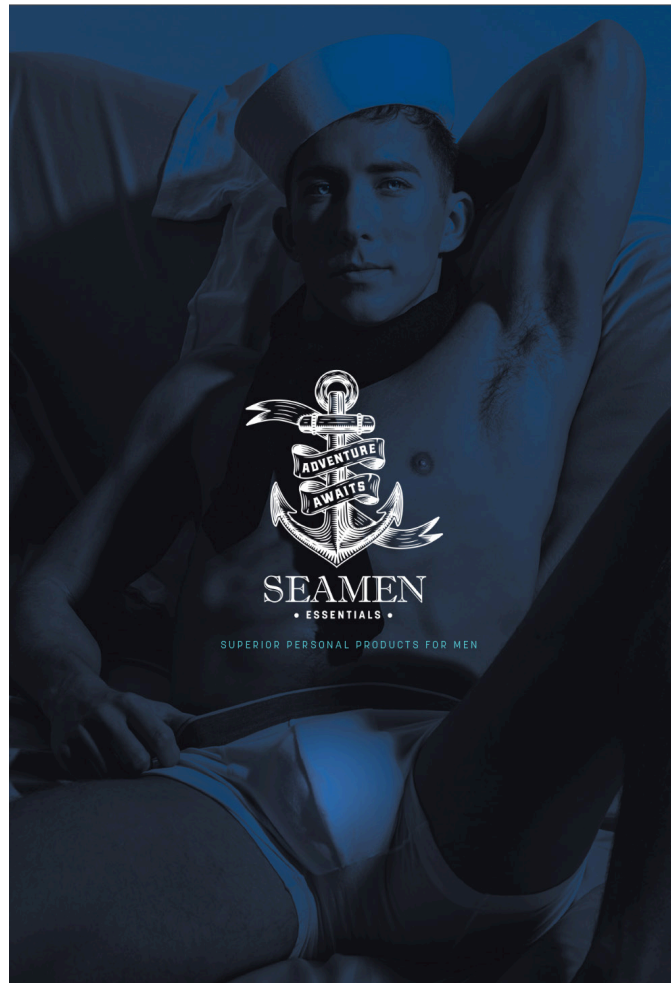
Let PLP help build your brand.

PROJECT DESCRIPTION

The Seamen Essentials (SMN) brand of personal products speaks directly to sex-positive young men with an open mind and adventurous spirit.

Inspired by vintage images, the look came together as a young sailor on shore leave. Inspired by Pierre et Gilles painted photograph similar to what they did for Jean Paul Gaultier's 1995 Le Male campaign. The images were taken by photographer Aaron Jay Young, and Joe Powell created the finished art in Photoshop. Brand images are recognized as a duotone of black and a specific navy blue.

'Seamen' was considered too controversial, and the name was changed to Admiral. These products can be found in large retail stores like Walmart and online stores like Amazon.



ABOVE: The introduction vision for SMN was used to establish a mood and a style that would speak to the young and adventurous sex-positive man. The image is a navy blue and black duotone touched up and painted in Photoshop. BELOW (left to right): Both a B2B advertisement and a page for the product guide. Next to the ad is a page from the SMN Product Guide. The following two images are from the product guide with one-sheets and other sales materials. And the last image is from the brand guide, which also includes a mission, vision, core values, an overview of the target audience, and pertinent information about the manufacturer.

THE BRAND

2020 FOR PRIVATE LABEL PRODUCTIONS: Seamen Essentials aims to provide a super-sexy, high-quality, and cost-conscious alternative to the mundane, mediocre, and expensive men's sexual well-being market. The experienced product development team and chemists deliver quality products designed and developed for men to enhance their sexual experience. We targeted a market encompassing young men, bisexual millennials, and gay men of all ages. Our young, wild, ready-to-play brand personality was developed to reflect the intended end customer. We defined the voice as aspirational, realistic, but not overdone. The following tagline, Adventure Awaits, intends to inspire interest.

Corresponding Collateral:

- » Brand Guide
- » B2B Product Guide with sales materials for retailers.
- » Sample product user guide
- » Advertising
- » In-store displays

The brand was bought in 2020 by California Exotics to with sales of over \$7 million. The buyer ultimately changed the brand's name to Admiral and continues to expand and offer new products.

