



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.

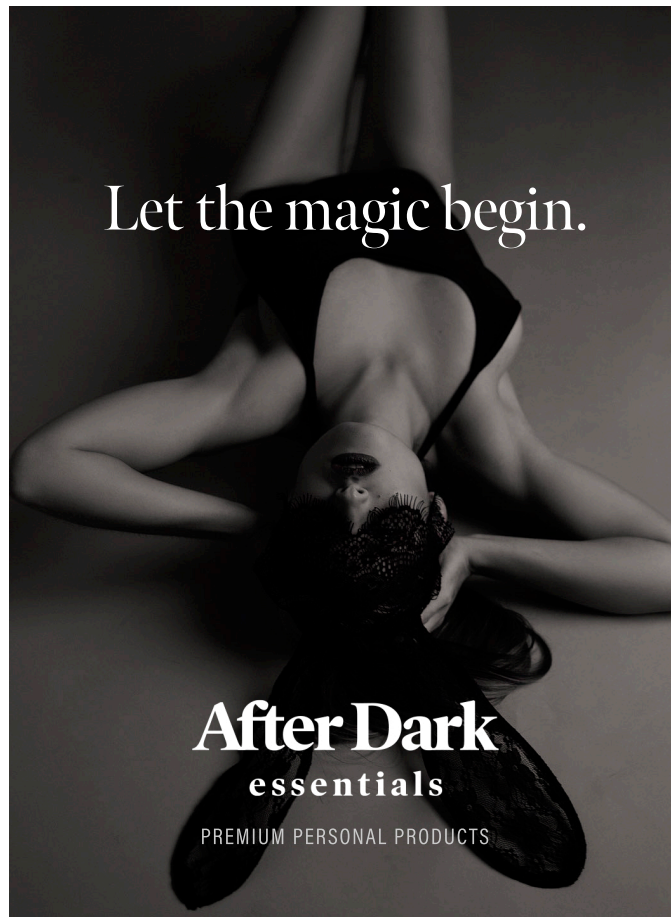
Let PLP help build your brand.

PROJECT DESCRIPTION

To help position Private Label Productions within the Sexual Well-being industry and to serve their prospective client's needs, the After Dark Essentials (ADE) brand of products was initially developed to sell white label formulas.

Having established a limited line of personal lubricants, PLP wanted to show prospective customers how their branding could be applied. And the outcome was a successful product that not only sold as a brand but continues to financially support the current owner and the manufacturer.

After Dark Essentials can be found in large retail stores like Walmart and Target as well as a multitude of online stores like Amazon and Calexotics.com



ABOVE: The introduction ad for ADE using photography from Cheri Tao (images found on her Instagram) to assemble a mood and style that would prompt the target audience's attention. BELOW (left to right): This is a follow-up ad showing the product used in B2B Trade publications. Next to the ad is a page from the ADE Brand Guide. The guide also includes a Mission, Vision, Core Values, an overview of the Target Audience, and pertinent information about the manufacturer. Following, is a page from the Product Guide with one-sheets and other sales materials. Subsequent development of the brand's product offering expanded to include CBD. And the last image presents the addition of Fun Flavors.

THE BRAND

2020 FOR PRIVATE LABEL PRODUCTIONS: The Brand Strategy began to take shape once we defined a purpose. The After Dark Essentials' mission is to enhance sexual well-being by continuously innovating premium personal products at an outstanding value. The brand's vision is to become a leading provider of personal-care products, and our shared values of confidence and honesty establish the brand's core. We imagined our primary target audience as millennial females, 25-35 years old, to determine the market and set the goals. Our sultry, liberal, playful brand personality was developed to reflect our end customer. We defined our voice as aspirational, realistic, but not overdone. The following tagline, *Let The Magic Begin* intends to inspire interest.

CORRESPONDING COLLATERAL:

- » Brand Guide
- » B2B Product Guide with sales materials for retailers.
- » End-customer informative brochure/booklet

The brand was bought in 2020 by California Exotics to include sales of over \$5 million. ADE supplies PLP with operating support and a great customer. The brand continues to expand and offer new products.

