

vibrant

Project Title: Advertisement for Sex Toys

Client Name: Vibrant

Project Overview: To create a set of advertisements ie. Series or Non Series for Vibrant and to change mindset of people who don't believe in self pleasure. Through these set of ads Vibrant wishes to promote a range of toys while also promoting the firm as a Luxurious Sex Toy Brand. The advertisements use video based ads, promotional items, and print based billboard ads.

Marketing:

Copy: Find Your Sweet Spot, Resulting In A Perfect Shot

Tagline: Body Safe Toys For Every Body TM

Print Ads: Large Building Billboard

Website: Ads on Adult Websites

Other: Promotional Playing Cards

Targer Audience: Individuals who wish to pleasure themselves with elegance, safety and care. A premium customer base who wish to splurge on themselves. The Upper Middle Class.

Primary: Young Adults (18 - 35 Years) who indulge in a little experimentation

Secondary: Adults (35 - 50 Years) who don't have an active sex life.

Call To Action: "bevibrant.com" The website domain itself is inviting and the colours boosts its attraction as well. Hence while using it on the poster, it achieves the main goal, ie. Attracting more individuals to the website to experience Vibrant.

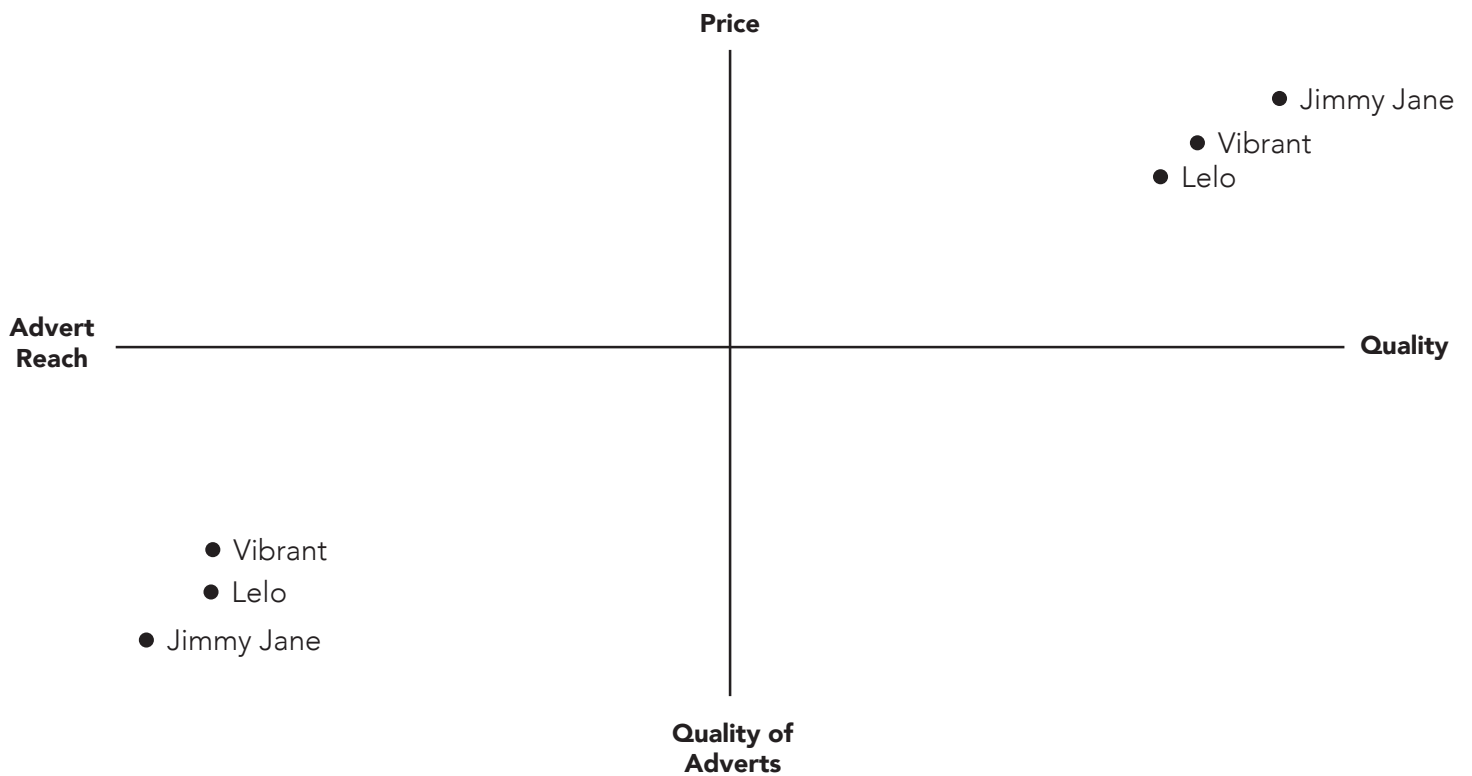
Campaign Look and Feel: The campaign is meant to be made elegant whether it is the playing cards, the video based advert or the billboard. They are meant to be smart, inviting and premium adverts.



Message:

The products at Vibrant are of premium quality, the ads showcase the same. They change peoples opinion about self pleasure, they are safe and lastly it is a natural and healthy process.

Current Competitive Analysis:



Schedule:

Projected: 3 - 4 Days

Dates: Client Meetings and Briefs, Follow up on Adverts after production.

Client Details:

www.bevibrant.com | 866-316-VIBE (8423).

