# Copy Strategy - 3X Fun for 2 range

Main Channels of Distribution

Adult Stores

Internet

Sex Venues

Target Market

Primary - Heterosexual males / females 30 - 40

Secondary - Lesbians & all other sexually active people

Primary Target Market Needs

* Add some variety into what may be a mundane sex life
* Safety / familiarity with the brand
* Something current and maybe different from what’s currently available

Target Market Barriers to Usage

* Embarrassed to purchase
* Don’t know how to use effectively
* Afraid to experiment
* Objection by partner

Copy Objective

Make the target market aware of the 3X range of double ended dildos – straight crystal jelly and tapered silicone and stimulate trial / purchase

Key Benefit

3X is current and safe brand to inject some fun and variety into a couples sex life

Reason Why

* 3X double enders can bring a psychological and physical benefit to one or both partners during a sexual encounter
* 3X double enders are safe to use and come in a variety of colours, sizes and materials

Brand Personality

* Sexy, trustworthy, contemporary, energetic

Presentation Style

* Positive and confident perhaps provocative
* New age / advanced / proactive/ enjoyable / sexy