



Looks fabulous! Thank you so much!
You are the best!

~CALEXOTICS FOUNDER, SUSAN COLVIN

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Design & Marketing
for Web & Print

BRAND CREATION

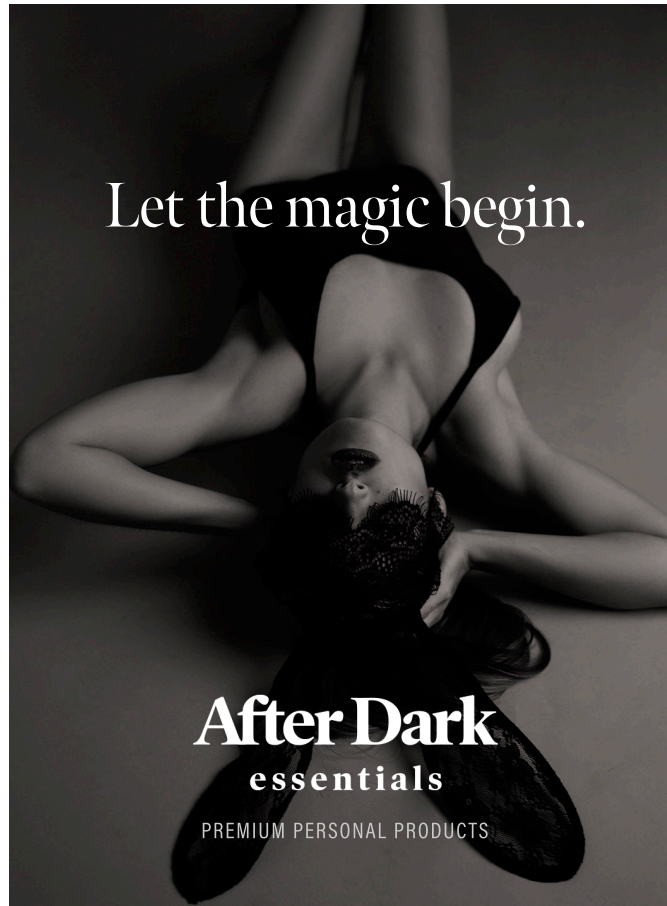
PROJECT DESCRIPTION

Working with a startup doing business as a white label manufacturer, I was asked to help position Private Label Productions within the Sexual Well-being industry. To serve their prospective client's needs, the After Dark Essentials (ADE) brand of personal products was developed specifically to sell their white label formulas.

Having established a limited line of personal lubricants, PLP wanted to show prospective customers how their branding could be applied. The intention was to create an in-house brand that would allow sales to promote the existing formulas.

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 such as Walmart and Target as well as a multitude of online stores like Amazon and CalExotics.com



ABOVE: The ADE introduction advertisement uses Cheri Tao's photography to establish a mood and style that would spark consumer interest. 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 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, as pictured last, the addition of Fun Flavors.

After Dark Essentials

2020 FOR PRIVATE LABEL PRODUCTIONS: The brand strategy began to take shape once we defined a purpose. After Dark Essentials aims to enhance sexual well-being by continuously innovating premium personal products at an outstanding value. The brand vision was to become a leading provider of personal-care products. In contrast, the shared values of affordability, excellent products, and honesty are the brand's core. The primary target audience, millennial females, 25-35 years old, determined and set the marketing goals. Having a sultry, liberal, playful brand personality was developed to reflect our end customer. We defined our voice as aspirational, influential, grounded, and honest. The tagline "Let The Magic Begin" encapsulated the above and inspired interest.

Corresponding Collateral:

- Brand Guide
- B2B Product Guide with sales materials for retailers.
- End-customer informative brochure/booklet
- Advertising
- In-store displays

The brand, bought in 2020 by CalExotics, has a sales target that exceeds \$5 million. ADE supplied PLP with a stable operating income and a long-term customer. The brand continues to expand and offer new products.

