

SuperSlyde Story & Strategy

- Marketing



OVER THE TOP
SILICONE LUBRICANT

MADE IN SINGAPORE

SuperSlydeUSA.com

Story: SuperSlyde is Lube Perfection

Problems

Have You Experienced Pain Or Discomfort During Sex? Does Your Lube Dry Out Easily, Turn Sticky or Tacky? Does Your Lube Cause Redness Or Irritation? Is Your Lube Hard To Wash Off?

Idea

Good lubrication like pheromones, having the right “equipment” and technique, is an essential element of great sexual chemistry.

The idea for SuperSlyde was born out of frustration at how difficult it was to find affordable good lube in stores. “Many consumers have never tried silicone lube, and do not realize how important good lubrication is to having a great “sexperience”, says Abra, CEO & Founder, “Our mission is to bring good lubrication and great “sexperiences” to the masses.”

Lubrication Innovation

Not all silicone lubricants are created equal - subtle yet significant differences exists between products on the market. The result of over 18 months of Research & Development, our scientists delved deep into silicone science by controlling the catalysts, chain length, mixing temperature and relative humidity, to arrive at **SuperSlyde’s breakthrough “Perfect Balance” formulation.**

Using premium ingredients imported from Germany, SuperSlyde is manufactured in Singapore by ICM Pharma under strict GMP conditions to ensure the best quality product.



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Unique Selling Propositions

- Winner, “Best Lubricant” – Eros Shine Awards 2013 (Australia’s top adult industry award), beating Pjur, Eros, Swiss Navy, Gun Oil
- #1 Best Selling Premium Silicone Lubricant – Singapore
- Popular in over 10 countries in Australasia, retailing in over 150 online and physical stores
- “Top 65 Best Local Buys”, Insing.com
- Recommended by GQ, Cosmopolitan, Men’s Uno, Elements Magazine



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Efficacy

- SuperSlyde is a MUST HAVE award winning ultra premium lube, try the lube perfection
- One drop will intensify your SEXPERIENCE
- 90% (focus group tested on 60 people) experienced ENHANCED PLEASURE AND PERFORMANCE with SuperSlyde
- Extra SLICK, SENSUAL AND SMOOTH
- Ultra Lasting - 5X more lasting then water
- Easy to clean, does not stain fabrics
- Hypoallergenic and dermatologically tested to be suitable for all skin types
- Latex safe

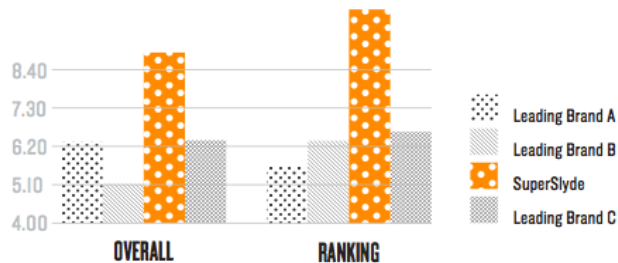
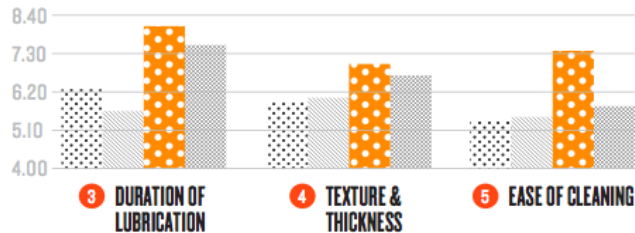
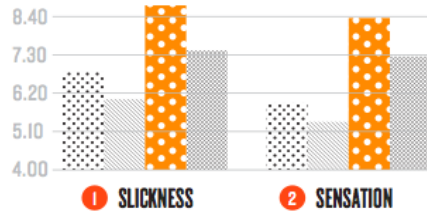


SuperSlyde Preferred Over Other Leading Brands



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**SUPERSLYDE
DOUBLE BLIND
CONSUMER
SURVEY 2012**



- In a double blind consumer survey comparing SuperSlyde against market leading brands, SuperSlyde outperformed the competition on the following performance scales:

- Slickness
- Sensation
- Duration of Lubrication
- Texture & Thickness
- Ease of Cleaning

- SuperSlyde received the highest score for each scale, and was rated the **highest overall**.
- When asked to pick one product, **9 out of 10 participants (n = 60) ranked SuperSlyde as their overall favourite**.



Boilerplate

One drop of SuperSlyde will intensify your Sexperience

Made in Singapore, SuperSlyde is an ultra premium Silicone Lubricant that is lube perfection. The result of over 18 months of research & development, SuperSlyde's breakthrough formulation makes it incredibly smooth, sensual and long lasting - yet easy to clean. Enhance your pleasure, ignite your performance and intensify your Sexperience with SuperSlyde.

SuperSlyde is a pharmaceutical grade silicone lubricant that is non-irritating, hypoallergenic and dermatologically tested to be suitable for all skin types. Latex Safe.



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Brand Personality – Very Sexy, flirtatious and fun

SuperSlyde's brand personality is very **sexy, flirtatious and fun** standing out from the cluttered crowd, appearing to be attractively different & confident in its execution. It offers a whole new Over-the-Top experience, satisfaction, pleasure and performance when it comes to sex. Behind these claims, is very detailed science that highlights SuperSlyde's competency and promise (*refer to USP and efficacy slide*).

This has been achieved through minute changes in the formulation through extensive R&D that have great effect in changing the viscosity, volatility and texture that affects the eventual experience. **We call this the SuperSlyde Sexperience.**

SuperSlyde also feels good about itself because it knows it looks great, and works particularly well, hence it is positioned as a premium product, confident in its promise & quality.

• Tone of Voice

Very Sexy flirtatious and fun, clever, aesthetically designed, fresh, current, competent (scientifically), slightly friendly and happy.

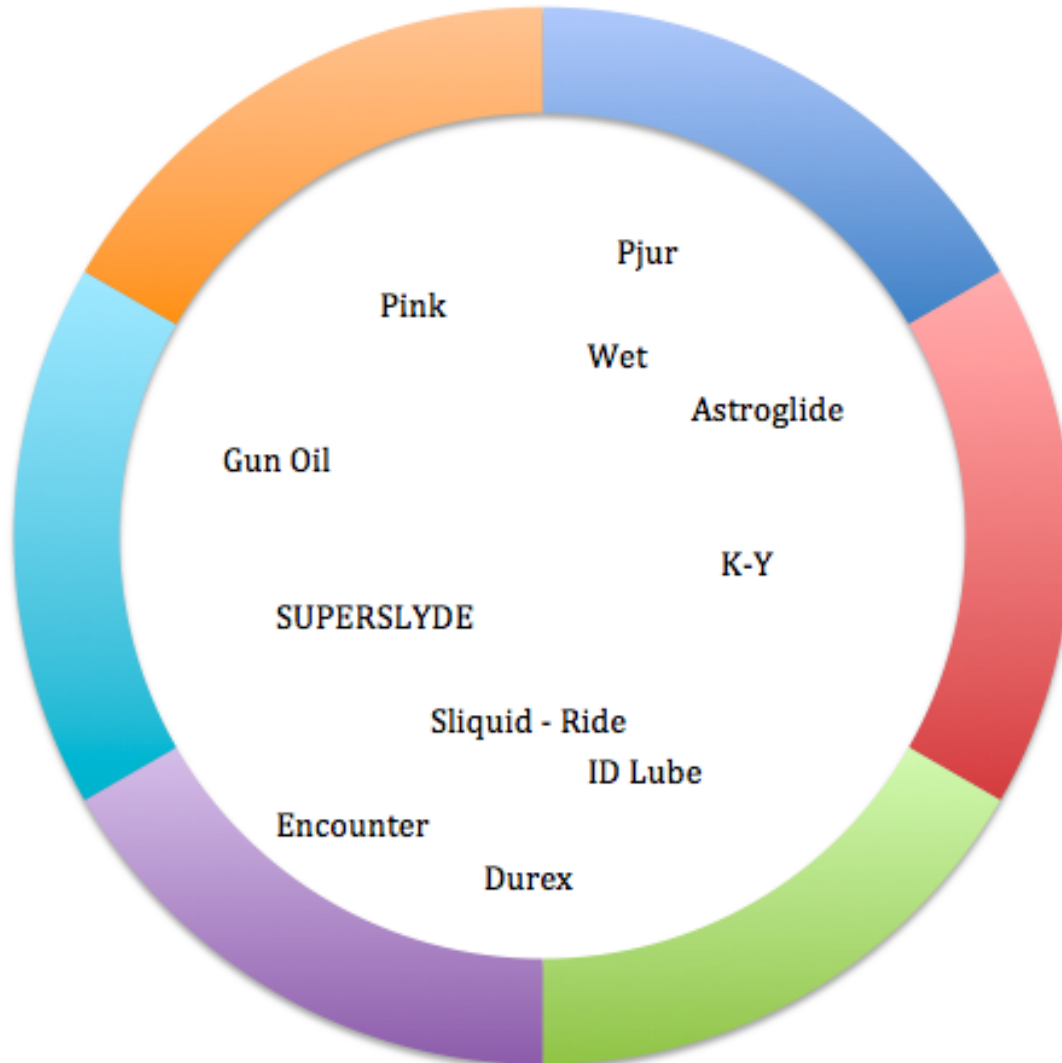


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Heylen Positioning

■ competent ■ secure/comfortable ■ friendly ■ vital/happy ■ sexy ■ classy



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Target Audience

Gay Men:

EXPERIENCE IS EVERYTHING

Main target:

Alpha influencing gay men, 25-45.

They are well educated, work hard and play hard. These men are early adopters, and are usually the first in the know, and are discerning, even to the different types of personal lubricants in the market. They are knowledgeable, they looking for the best product that offers maximum performance and are willing to pay a premium for it. They are very willing to try new things, especially things/products that give them amazing experiences.

Experience for him, is *everything*.

Women:

SHE WANTS IT ALL

Main target:

Alpha women, 32-45. Well educated, works hard and plays harder. She mans the boardroom as well as her (future) baby's playroom. Discerning and detailed, she enjoys the finer pleasure in life. Time is always of the essence to her and when it comes to sex, can do with a playful spark (in the form of a great lubricant) to rekindle romance.

She *really* wants to have it all.



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2 Routes to the Marketing Mix

Consumer Marketing Objective:

TALKING, TESTING AND SHARING THE SUPERSLYDE SEXPERIENCE

Trade Marketing Objective:

**STOCKING, LISTING AND PROMOTING THE AWARD WINNING
SUPERSLYDE LUBE**



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Consumer Marketing: Talking, testing, sharing the SuperSlyde Sexperience

Strategic:

- Brand Associations: Any brand that is complementary, premium, and resonate with target audience
 - (eg. SuperSlyde X Sagami, SuperSlyde X Lelo)
- Collaborations:
 - Media Partnerships, Event Sponsorships, Store partnerships Endorsement deals, Key opinion leaders
- Branding Campaigns:
 - Highlight USPs, SuperSlyde award winning Sexperience
- Endorsement Deals:
 - Key Opinion Leaders, bloggers, product reviewers

Tactical:

- Key Buying Window Dates: (New Years, Xmas, Long Weekends, etc)
- Gift with purchase: Increase perceived value
- Basket Upsizing: Push SuperSlyde with affiliate products
- Short Term % promotions: Product sells itself when tested
- Content Marketing: Social conversations on common topics of interest
- Email marketing: Database collection and communication
- Press Strategy: Target audience media with story angle

Platforms: Online, On Print, On Ground, On Air

- Online: Social, Email, Digital partnerships, online shops
- On print: Press, media partnership
- On Ground: Event sponsorships, In store, on shelf
- On Air: Radio, TV (if applicable)



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Trade Marketing: Stocking, listing and promoting the Award Winning SuperSlyde Lube

Strategic:

- Trade Sampling (bottles)
- Online & Offline Store Collaborations
- Listing Negotiations
- Preferential Shelving
- Drive foot / eyeball traffic

Tactical:

- Point of Sale Material
- Take away brochure
- Sales training : FAQ, User Manual, product USP)
- Online & physical store ad space
- Product Factsheet



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The SuperSlyde Family



**Handy Travel
Size
100mL**

Perfect for carry-on luggage or your gym bag. Don't let airline carry-on restrictions stop you from joining the mile-high club in SuperSlyde smooth luxury. Always carry one with you and rough rides will be the thing of the past.



**The Original
250mL**

Are you ready for an Over the Top Sexperience? Ignite your sexual chemistry and enhance your performance and pleasure with our breakthrough silicone formulation.



**Economy Size
400mL**

Have a healthy sex life? Then you need our economy 400mL bottle by your bedside. Elegant one-hand press top dispenser reduces mess and wastage – dispense only what you need and nothing more.



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