



THINKFARM Sense & Sensuality

CASE STUDY

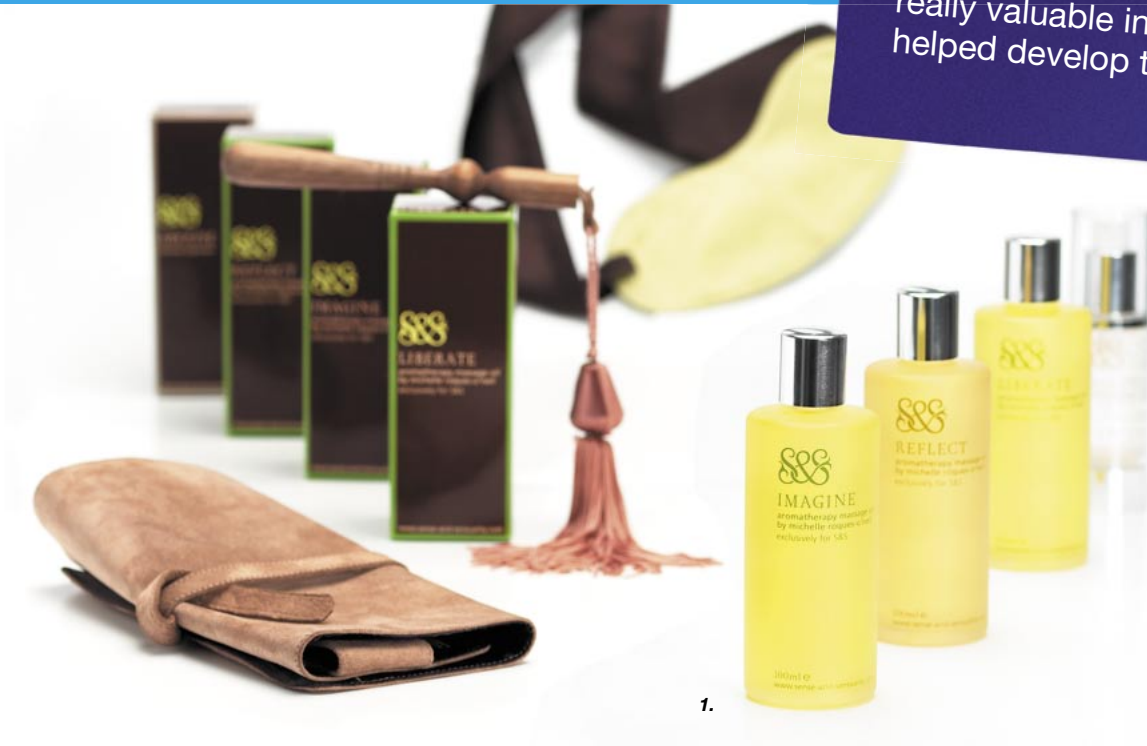
A Soft Touch and Sound Advice

Wherever someone's sexual curiosity lays, Sense and Sensuality will help find answers because pleasure is essential to mental, physical – even spiritual wellbeing.

Thinkfarm helped define this new brand from inception so that when S&S launched it started telling its story from the first glance of the identity.

[Read full case study](#) ➔

A research workshop gave us really valuable insights and helped develop the creative brief.



1.

Background

Entrepreneur Charles Hayes presented one of the most thorough presentations of a business idea that we had seen in a long time. He had identified a gap in the market for a business that focused on providing advice, guidance and products to help people, mainly women, to improve their sensual and sexual wellbeing. His assessment of the market showed a vacant position falling between the clinical approach one might experience in a chemist, the sex toy vendors who offer no advice and the high fashion erotica brands who many people find intimidating and inaccessible.

Brief

Thinkfarm was retained to give the brand a name and identity and take that into the design and production of a full range of product packaging, sales collateral and transactional website.

Research

Charles had completed a great deal of research during the development of his proposition and so workshops and desk research gave us a good grounding for brand development. However, we needed first hand insights into the market and so convened a focus group in which a number of women from the target market were introduced to the business proposition in stages. As we described the offer we introduced words and descriptions into the conversation and gauged their response in order to help us create the right tone of voice and terminology in what is obviously an area that requires empathy and sensitivity. The workshop gave us really valuable insights and helped develop the creative brief for the identity and copywriting in particular.



2.



3.



Our Response

Brand identity

In developing the name, we looked for something that would express the balance of advice and benefit that make up the customer proposition and arrived at Sense & Sensuality, and its short form logo – S&S. The logo reflects the intertwining of the ideas and close relationships between partners. The typography is inspired by the typographer Eric Gill who was also a well known eroticist. We also commissioned and art directed photography to give us a library of images that can be used in communications tools and publicity.

Website

The S&S site delivers information in support of the brand positioning, articles containing guidance for customers and a boutique where products can be viewed and purchased on line through a secure credit card payment system. The site, which is content managed, is presented using the identity system and makes good use of commissioned photography.

Packaging & POS

We named the products and designed the packaging that contains the range of oils, lotions and other products to be sold through the web site and other physical outlets. The design and colour palette chosen supports the luxury and quality of the products and the copywriting reinforces the brand positioning, giving guidance and 'permission' to explore. A leaflet included in the packaging also describes the S&S ethos and provides details of other products and services, like the 'Salons' – events where therapists and specialists will deliver good sense on all things sensual.



the design, colour palette and copy all reinforce the brand position, giving guidance and permission to explore.

1. S&S product range.
2. Connect - touching messenger set.
3. Exclusive aromatherapy massage oil range.
4. Products and packaging.
5. S&S brand identity.
6. Transactional website www.sense-and-sensuality.com.

For further information please contact:

STEPHEN IZATT MANAGING DIRECTOR

E: stephen.izatt@thinkfarm.co.uk

T: +44 (0) 20 7383 8838

Branding insight, strategy and hard working campaigns

THINKFARM 84 Marchmont Street, London, WC1N 1AG
e: enquiries@thinkfarm.co.uk T: +44 (0) 20 7383 8838

www.thinkfarm.co.uk