



# FOR THOSE WHO LOVES WOMEN

## THE BENEFITS FOR YOU

How can I increase my revenue with the  
pjur WOMAN PoS set?



Leverage a seasonal trend and busy  
retail days



Eye-catching design and products that  
are relevant to the target group



Cross-selling with sex toys



Secondary display ensures sufficient  
product availability during busy periods



Attractive price for more revenue and  
sales and bigger margins



### Campaign products for your customers



#### SILKY SMOOTH!

Exceptionally  
long-lasting lubrica-  
tion. Also suitable  
for erotic massages.



#### PEACE OF MIND!

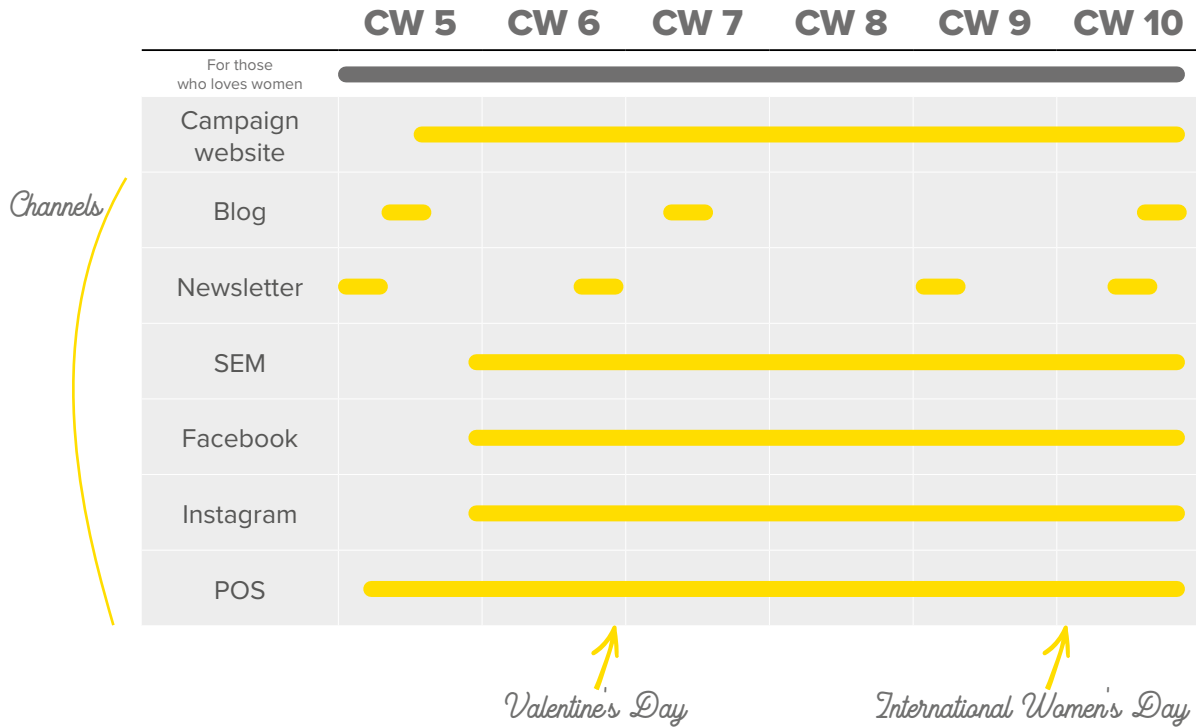
No additives. Specially  
developed for sensitive  
female skin.



#### NURTURING

With moisturising  
aloe vera.  
Adjusted to the natu-  
ral pH value.

## b2c EU marketing campaign (as at: 7 Jan. 2021)



### The story behind the campaign...

Women are more open than ever and are there for each other. They are a strong, important target group and are often responsible for the purchasing decisions - either as consumers or as recipients of the products. The movements surrounding International Women's Day as well as issues related to *sexual liberation* and *female empowerment* are hot topics and very much on trend at the moment. This ensures that the campaign will get a lot of attention and make a positive statement. We are also committed to putting **women and everyone who loves women** centre stage. To this end, we want to **normalise the use of personal lubricants** – after all, this is currently an important subject for this target group.

# #normalizelube

## How can I benefit from the pjur campaign?



High relevance and a strong subject matter draw attention to profitable pjur products



Addressing a strong target group and strengthening customer loyalty ensures regular repeat purchases



Targeted use across media stimulates the target group and increases demand in store

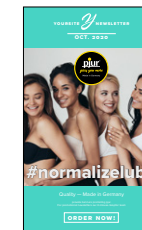
Campaign website



Social media banner



Newsletter



Blog



Would you like to use this campaign topic too?  
Contact us and we'll provide you with all the material you need free of charge!

**Request now!**