



Brand Strategy & Writing Guidelines

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Introduction

Kink Store tackles the saturated sexual wellness market with significant differentiation by emphasizing the core components of our historical and well known umbrella parent brand, Kink.

Kink Store's brand strategy is positioned to attract an audience who wants more than just affordable sex toys—but one who is more adventurous, and who wants to reach new heights in self-discovery and sexuality.

Brand Goals

Kink Store will be the **go-to-source for kinky sexual wellness goods and services** underscoring the brand's **culture of openness, authenticity, and education.**

To make **judgment-free exploration of the sexual self** synonymous with Kink Store for customers, especially those seeking to achieve undiscovered levels of kinky sexual adventure and pleasure.

Market Positioning

Why should anyone trust a toy store endorsed by Kink?

Because we're experts, that's why.

To stand out, Kink Store strives to differentiate itself as the expert in the alternative sexuality sector—speaking to the fetishist, the bondage enthusiast, the domme, the master, and the kink-curious.

This particular space, if not elusive, can be downright scary.

It is up to us to welcome back the lifestylers, whilst creating a warm and accepting home for the newcomer. It must lean into our position of expertise by experts and educators—masters of the practice.

As preachers of consent, we abide by the rules of empathy and grace.

Kink Store displays humility and wisdom while boasting passion, adventure and rebellion. We curate for those ready to explore further, and show them what sex could be, not what it should be.

Service Profile / *short list of brand attributes and characteristics*

- Passionate
- Adventurous
- Innovative
- Specialized
- Authentic
- Curated
- Educational
- Discreet

Guest Profile / a description of the aggregate target market

Consenting sexually adventurous adults

Kink Store's Character & Story

While its parent brand Kink is authentic, thoughtful, and unapologetically passionate with the soul of an entertainer, Kink Store (KS) is less of a child of Kink (Kay), and more of a sibling—the little brother.

He aspires to be like his older sister—the activist, educator, and entertainer. Yet, he doesn't live in her shadow, he can stand on his own. A little juvenile and raucous, KS is an attention seeker who leans into his rebellious nature to charm everyone he meets. He's confident, creative, and loves finding new ways to impress his sister and those around him by inspiring them to have fun with intimacy.

The Kink family is well known for educating people and inspiring them to live out their kinkiest fantasies, but Kay can be very intense, and people sometimes feel intimidated to approach her. So KS is the welcoming hand into the family. His playful, yet fearless demeanor offers many a safe and softer landing when it comes to exploring and realizing their fantasies and revealing their own truths. Just like his sister, KS always strives to better himself, to evolve and uphold his family values to ensure the world knows that when you play with KS, you're down with Kay.

When guests interact with Kink Store, they get ...

A direct path to fantasy fulfillment.

Simple, online access to a curated collection of popular and innovative kinky sex toys, products, and educational resources.

When guests interact with Kink Store, they feel ...

Inspired and excited.

A sense of freedom to explore, learn and connect with people like themselves, to find deeper meaning in their relationships and inspiration to achieve new heights of sexual release.

Positioning Statement & Personality

For consenting sexually adventurous adults, Kink Store is the brand of sexual wellness e-commerce store that offers a curated collection of popular and innovative kinky sex toys, products, and educational resources, because Kink Store embodies the freedom to explore, learn and connect with likeminded people to find deeper meaning in their relationships, and inspiration to achieve new heights of sexual release.

Kink Store's personality is passionate, adventurous, rebellious yet authentic.

Brand Essence / *the heart of the brand*

At every touchpoint, anyone interacting with the brand should feel, without exception ...

... Deeper meaning in sexual exploration.

Brand Vision

To change how the world views alternative sexuality.

Brand Mission

To welcome, educate, and inspire the sexually adventurous with a curated collection of popular and innovative kinky sex toys, products, and resources.

Brand Promise

All are free to explore.

DO NOT CHANGE / Use as inspiration for copy and visuals

Unique Selling Proposition / setting the brand apart and attracting new guests

“Live out your wildest kinky fantasies with rebel-lutionary sex goods and teachings!”

About Us & Backstory

Ever had an itch you just couldn't scratch? Well you've come to the right place.

Over 20 years ago, Kink Founder, Peter Acworth, a pleasure seeker and explorer of his own sexuality, captured an opportunity and set out to build Kink.com—the largest, most fearless production studio of BDSM and Fetish content in the world.

Peter's forethought and ambition to always take things just a bit farther fostered collaboration with artists and designers giving rise to never-before-seen fucking machines, bondage devices, and a plethora of products made for heightened sexual experiences.

His commitment to nurture a sex-positive community centered around exploration, innovation, and education has breathed life into what is now the Kink Store, a place for self-discovery and sexual play. True to Kink's vision of changing how the world views alternative sexuality, the Kink Store welcomes all consenting and adventurous adults seeking the means to help push their boundaries and sexual potential.

Whether you're curious, a little experienced, or downright demonic, the Kink Store offers rebel-lutionary sex toys, gear, and educational resources so you can explore your wildest fantasies and live a life of passion and fulfillment.

So come on in, have fun, and remember to play safe!



DO NOT CHANGE / Use as inspiration for copy and visuals

Brand Values

We advocate healthy sexual expression

We uphold a safe, sane, and consensual environment through demonstration and practical education.

We learn and evolve

An open and diverse workplace stimulates creativity and innovation.

We fiercely embrace the extraordinary

We are proud of who we are, what we do, and how we do it.

We are respectfully open

Encouraging transparency nurtures the highest consideration for the worth, feelings, and desires of others.

We are at the service of our guests

We make sure to offer exemplary comfort and assurance by listening to and meeting needs of our guests.

We are critical about product safety

Our team of experts carefully examines and evaluates all products and resources before going to market.

Freedom to Explore

It's play time and every member of the Kink family is connected by a single promise: all are free to explore. As an embodiment of discovery, the Kink Store offers more than just a space for browsing toys and accessories—it's a sanctuary for rebels, adventurers, and curious folk to gather, connect, and evolve. Together or on personal journeys, guests will uncover uncharted parts of themselves in a safe and supportive environment. They might even make some unexpected friends along the way.

Manifestation

- Aesthetically pleasing, inspiring, and easy-to-navigate interface
- Exciting and encouraging spaces and offerings, free of judgment
- Seamless shopping experience with easy returns and flexible payment options

Catalyst for Deeper Meaning

Pleasure meets purpose and self-discovery at the Kink Store. A place to find new levels of physical and emotional satisfaction—a path to self-awareness and self-actualization where guests are free to explore their fantasies safely and shamelessly. With every product, every encounter, and every experience, the Kink Store helps them unlock their innermost passions and embrace a life filled with pleasure, purpose, and fulfillment.

Manifestation

- Access to educational resources including research, tutorials and testimonials
- Live experts available for guidance trained in sensitivity and alternative sexuality
- Useful and resonant videos detailing product use and functionality
- Personal engagement with other guests

Achieving Mastery

Pushing boundaries, pursuing knowledge, seeking skill and proficiency converge at the Kink Store into a single great adventure. Whether they are just starting out or identify as a seasoned explorer, for a Kink Store guest, kink mastery is not just a goal, but a transformative journey encountering dedicated support on a path to self-discovery and sexual fulfillment. Curated product collections, access to live, personalized education, and inspirational sources offer guests the tools to discover their sexual potential and achieve mastery in the kink community.

Manifestation

- Demos and live, exclusive tutorials
- Authentic Kink.com scenes enacting product use and outcome
- Full-scale product spec sheets tied to credible reviews

Personalized Experience

Like a dream where one is truly the center of attention, Kink Store revolves around the guest, spoiling them, offering them the highest quality products and services catered to their unique needs and desires. Exceptional support teams trained in Kink Store's house of goods and services will leave them comforted and assured. Constantly evolving, the Kink Store is forever learning to embrace the extraordinary within each and every guest.

Manifestation

- Multiple channels of communication for guest services
- Personalized recommendations based on interests and previous purchases
- Rapid response times, and easy-to-use self-service tools

Co-Creation Destination

Kink Store invites the rare guest who has a creative drive and wants to make an impact to a center of collaboration—a community of enthusiasts passionate about innovative design processes. This guest will have the opportunity to contribute their own ideas stimulating further invention of Kink Store's progressing collection of fresh and exciting products for the sexually adventurous. For the right guest, this unique path to self-discovery and mastery, may even offer room for a long term partnership.

Manifestation

- A gateway from Kink Store to the Store's Discord server
- Access to virtual war rooms
- Open and guided collaboration with in-house designers and engineers
- Certification opportunities

Unbound exploration

Writing & Copy Guidelines

The following is for internal use only and should be used as a guide and inspiration for copy and visuals.

Tone of Voice

We aim to loosen people up, to excite and inspire them by speaking with **passion, playfulness, and spunk.**

Professional

Conversational



Kink Store has the voice of an expert; a professional.

We want our guests to feel they're in a safe space where serious professionals are available to help—it should never look like we're making light of a serious situation for them. Our language may be informal, but **proper use of grammar and punctuation reflects respect** to our guests and the subject matter.

Irreverent

Respectful



Real Example

Bring anal thrills to your bondage with this solid stainless steel U-shaped ass hook with a single ball at the end. The longer stem allows greater control. The ball size ranges from 2cm to 3.8cm in diameter, to suite your comfort and experience level. Generously sized 1.5 in. ring at the top allows one or more rope strands to easily pass through. Single-piece construction eliminates any concern over removable parts. Note: Not intended to be load-bearing or used for suspension.

Pro Tip:

- Use with or without rope
- Stimulates the anus
- Can be used to show submission
- Solid stainless steel
- Single-piece construction
- Easy to clean
- Velvet pouch included

Material: Stainless steel

Weight: 11 oz. (315g)

Dimensions: 7.5 in. length from top of ring to beginning of "U"; ball is available in 4 different diameters.

Color: Silver

Positives

- We aim to inspire with expertise, so the language in product descriptions includes specific product descriptions and "Pro tips"
- Pro tips include suggestions so our guests can feel like they are learning, evolving, and can brag about their own expertise

Caution

- Insight on how guests of different experience levels can use the product should be included when possible.
- Grammar needs to be double checked.
- "Pro tip" should be "Pro tips".

Tone of Voice

Use double entendre words and phrases like “unbound” in a witty way to be playful and rebellious, but professional and polished.

Witty

Matter-of-Fact



Kink Store has a playful charm and can be humorous, but it is not a clown.

Restraints



Get into a bind! These restraints will keep you right where they want you. We offer restraints for everyone, from beginners and experts. Whether you're a top or a bottom, these cuffs, collars, hogtie kits, rope, suspension gear, and dungeon furniture are sure to bring your scene to the next level! No matter what kind of bondage you after, you are in the right place!

Positives

- “Get into a bind!” is playful but not comical. The rest of the information is presented as matter-of-fact in a passionate and exciting tone.

Caution

- This is the only category with a description. All the categories should have a similar introduction.
- Grammar needs to be double-checked—“you after” should be “you’re after,”

Tone of Voice / examples, pros, cons

Real Example



Secure Billing & Payments

Authorize.net trusted merchant



Discreet Packaging

We ship in plain brown boxes and manila envelopes



Free Shipping Over \$69

Free shipping in continental U.S.



Real Human Customer Support

Email help@kinkstore.com

Positives

- “Free Shipping Over \$69” is playful and rebellious but the rest of the information is presented seriously and as a matter of fact.

Tone of Voice / examples, pros, cons

Real Example



The Kink Store @realkinkstore · Oct 1, 2021

Has Someone Been Knotty? 🍷

Shop rope and educational guides: bit.ly/KNOTTYROPE

#kinkdotcom #kink #kinky #thekinkstore #kinkstore #bdsm #bondage
#dungeon #fetish #nsfwposts #rope #ropebondage #sextoys #porn
#nsfw @kinkdotcom



- Social media posts can be witty without having to be serious. Information regarding pricing or important information should be presented as a “matter-of-fact”
- Social media posts should be written with a target audience in mind and structured in a “sales pitch” format. The following structure is an example:
 - Grab attention
 - Desire
 - Describe the offer
 - Call to action

Suggested edit (target audience: *experienced*):

Has someone been KNOTTY? 🍷 If you're craving more, visit KinkStore.com and check out our 📖 educational guides and curated collection of bondage gear so you can keep pushing your bound-aries. 🍷

<https://kinkstore.com/collections/bdsm-gear>

Suggested edit (target audience: *beginners*):

Are you KNOTTY? 🍷 If you're not there yet, BUT YOU WANT TO BE, visit KinkStore.com and check out our 📖 educational guides and curated collection of bondage gear.

<https://kinkstore.com/collections/beginner-bdsm>



Brand Personality

The Kink Store is passionate, adventurous, rebellious yet authentic.

Brand Big 5 Personality / *sincerity*

Sincerity manifests through honest, ethical, thoughtful, and caring copy.

Real Example

How does shipping work?

After your order is processed, it will ship from one or more of our warehouses throughout the U.S. If you have ordered multiple items, they may arrive in different packages due to warehousing locations.

Once your package is on the move with your courier, we will email you a tracking number.

Unfortunately, Kink Store does not have any control over the practices, schedules and methods of any courier service. If any issues arise with shipping, we are happy to assist you the best we can.

However, once the package is shipped, you will likely need to communicate all shipping issues directly with the courier.

We now offer shipping insurance with Route. When viewing your cart you have the opportunity to add shipping protection for damage, loss, and theft. Please visit www.route.com for more information.

Brand Big 5 Personality / excitement

Excitement manifests through daring, trendy, off-beat, cool, and provocative copy.

Real Example

Description

The Core by Kink Ice Lock is the ultimate item in timed restraints. Take the decision of how long to be restrained out of your hands. To fill, place a finger over the small hole in the side and fill the barrel with water. Insert the pin piece and put it in the freezer (small side hole facing up). Once frozen the two pieces will not disconnect until the ice has thawed enough, keeping you or your partner right where they're wanted for an unknown amount of time. When completely filled the ice lock will stay locked for upwards of three hours.

Pro Tip: Experiment with how much water you use, less water will yield a shorter thaw time.

- Varying length of thaw time
- Beautiful polished chrome construction

Brand Big 5 Personality / competence

Competence manifests through reliable, trustworthy, and careful copy coming from an expert source.

Real Example

Description

The Core by Kink Ice Lock is the ultimate item in timed restraints. Take the decision of how long to be restrained out of your hands. To fill, place a finger over the small hole in the side and fill the barrel with water. Insert the pin piece and put it in the freezer (small side hole facing up). Once frozen the two pieces will not disconnect until the ice has thawed enough, keeping you or your partner right where they're wanted for an unknown amount of time. When completely filled the ice lock will stay locked for upwards of three hours.

Pro Tip: Experiment with how much water you use, less water will yield a shorter thaw time.

- Varying length of thaw time
- Beautiful polished chrome construction

Brand Big 5 Personality / *sophistication & ruggedness*

Sophistication is manifested through polished and grammatically correct copy.

Ruggedness is manifested through explicit, direct and no-nonsense copy for product descriptions.

Real Example

Act out dark fantasies or prepare for intense impact play scenes when you strap your lover into the Obedience Extreme Sex Bench! This heavy duty piece of sex furniture is made of sturdy steel, with comfortable padding for the body, legs, arms, and head of your partner so that you can play vigorously for hours. Keep your sub helpless and at your mercy! This ergonomically shaped bench will leave them exposed for spankings, penetration, or both. You will even be able to go deeper than ever before! The U-shaped headrest wont muffle their moans and squeals as you play. Play without the straps, or keep them fully restrained. The quick release buckles are easy to use. Adjust the height of the arms and legs, or remove the head support to fully customize the experience.

Measurements: 27 inches in height, 50 inches in width. Torso pad is 18.5 inches in length, 8.5

Grammar

We express professionalism and expertise and must always correctly structure our phrasing. We want to be witty and playful, but we want to be polished.

Contractions require more mental effort to read and can cause readers to misinterpret sentences and must be used sparingly. We want guests to feel welcome and comfortable so the use of contractions is acceptable in some contexts.

Simple contractions (*I'm, you're, they're, etc*) are appropriate in messaging that does not have to do with company policies. For example, they are appropriate in social media posts, social media graphics, promo graphics, welcome messages, and category descriptions.

Negative contractions (*isn't, aren't, don't, etc*) should be avoided in copy. They can be used on social media graphics and promo graphics but never in text.

Complicated contractions (*how'd, what'd, should've, would've, could've, etc*) should never be used.

Emojis can and should be used in social media posts to illustrate and highlight key terms.

How does shipping work?

After your order is processed, it will ship from one or more of our warehouses throughout the U.S. If you have ordered multiple items, they may arrive in different packages due to warehousing locations.

Once your package is on the move with your courier, we will email you a tracking number. Unfortunately, Kink Store **does not** have any control over the practices, schedules and methods of any courier service. If any issues arise with shipping, we are happy to assist you the best we can. However, once the package is shipped, you will likely need to communicate all shipping issues directly with the courier.

We now offer shipping insurance with Route. When viewing your cart you have the opportunity to add shipping protection for damage, loss, and theft. Please visit www.route.com for more information.

DUE TO SHIPPING SERVICE DISRUPTIONS, WE ARE CURRENTLY UNABLE TO SHIP OUTSIDE OF USA.

As shown in these examples, simple contractions (*it's*, *they're*, *we're*) must be avoided in important messages and/or disclaimers as they can be misinterpreted.

Grammar

Real Example



Complex contractions (*what'd, should've, would've, could've, etc.*) must always be avoided.

Beginner BDSM



Welcome, newcomer! We're so glad you're here! Don't be nervous. This special selection of beginner bondage toys will help you start out your own kinky journey!

For example, in this category description, the use of contractions is appropriate, and should be used sparingly. “We are so glad you’re here!” would be more appropriate.



The Kink Store @realkinkstore · Jul 20, 2021

🧠 We're Brain SIZE QUEENS! 🇺🇸
Shop Books! bit.ly/SIZEQUEENS

#kinkdotcom #kink #kinkstore #bdsm #bondage #nsfwposts #sext toys
#safesex #sexeducation @kinkdotcom



Suggested edit (target audience: *general*):

🔞 Want to live a life of ❤️🔥 passion and fulfillment? Whether you're curious, a little experienced, or downright demonic 😈, we have 📚 educational books for you to explore! Go to <https://kinkstore.com/collections/books-and-games> and elevate your kink game!"



- In this example, “WE'RE” is appropriate for the image, but “We are” should be used in the post’s text.
- Simple contractions can be used on social media where the tone can be more casual and personal.
 - In the case of character limitations:
 - If the text in the post is short, avoid the use of contractions to minimize the possibility of guests finding it “difficult to read”.
 - If the text in the post is longer than one sentence, contractions are acceptable. *See the suggested edit to the left.*
- Social media posts should be written with a target audience in mind and structured in a “sales pitch” format. The following structure may be used:
 - Problem
 - Agitate / stir emotions
 - Solution

Preferred Sentence Length

Example 1: Product Description

Lightweight and soft, this 6mm cotton rope with knotted ends is a bright true red that brings the sexy to even light bondage — and looks great against all skin tones. Photographs beautifully too! Natural-fiber cotton has enough tooth/friction for both simple ties and advanced Shibari creations; it's also a great alternative for those allergic to hemp or jute. The 50-ft. length can easily be cut into two 25-ft. pieces, one of the most popular lengths used by masters of both Shibari and Western-style bondage. Strand-dyed for a more even overall color than batch-dying.

Note: Not rated for suspension bondage.

Pro Tip: Keep a pair of EMT shears handy while tying in case a quick release is needed.

- Lightweight, soft and easy to use
- Washable (air-dry recommended)
- Twisted construction
- True 6mm diameter
- Strand-dyed Material: Cotton Dimensions: 6mm diameter;
- 50 ft. length
- Color: Red or Black

Don't bore people!

Sentences should be terse, punchy, and informative but not long-winded.

Suggested edit on next page >>

Preferred Sentence Length

Example 1: Suggested edit

Lightweight and soft, this 6mm cotton rope with knotted ends works for all bondage experience levels. The 50-ft. Length can be easily cut into two 25-ft. pieces which is one of the most popular lengths used by masters of both Shibari and Western-style bondage. Its bright true red color photographs beautifully against all skin colors. The rope is strand-dyed for a more even overall color than batch-dying.

Notes:

Not suitable for suspension bondage.

Pro tips:

- Natural-fiber cotton has enough tooth/friction for both simple ties and advanced Shibari creations. It is also a great alternative for those allergic to hemp or jute.
- Keep a pair of Core by Kink Red Rope Scissors handy while tying in case a quick release is needed.

Lightweight, soft and easy to use

Washable (air-dry recommended)

Twisted construction

True 6mm diameter

Strand-dyed Material: Cotton

Dimensions: 6mm diameter; 50 ft. length

Color: Red or Black”

Preferred Sentence Length

Example 2: Press Release for New Product

PRODUCT LAUNCH PRESS RELEASE | **FOR IMMEDIATE RELEASE**

{Company} The Kink Store Announces the Launch of **{Product}** the 50-ft 6mm Rope

{CITY, STATE- MONTH DATE} - {Summarize the most important information to share}

The Core by Kink product collection now includes a 50-foot long 6mm rope made of natural-fiber cotton that has enough tooth/friction for both simple ties and advanced Shibari creations.

{“Quote that offers background and context”}

{Product description} Lightweight and soft, this 6mm cotton rope with knotted ends works for all bondage experience levels. The 50-ft length can be easily cut into two 25-ft pieces which is one of the most popular lengths used by masters of both Shibari and Western-style bondage. Its bright, true red color photographs beautifully against all skin colors, and the rope is strand-dyed for a more even overall color than batch-dying.

{Company background and information} The Kink Store offers more than a curated collection of popular and innovative sex toys, products, and educational resources—it’s a safe space for rebels, adventurers, and sexually curious people to gather, connect, and evolve. Live out your wildest fantasies with rebel-lutionary sex goods at the Kink Store where exploration is boundless!

{Call to action} Visit [KinkStore.com](https://www.kinkstore.com) to learn more about our curated collections of popular and innovative sex toys, products, and educational resources.

Words or Phrases to Avoid

Certain words evoke unwanted emotions, such as **shame** and **pride**. These kinds of words spark certain thoughts that we want to avoid completely.

Instead of trying to force the audience to think a certain way by telling them a certain thing, we must strive to keep the message clear and simple without deterring from its purpose.

For example:

Quality means "meeting or exceeding customer expectations." Hence, the customer's definition of quality is the only one that matters.

- *Source: Dr. Joseph Moses Juran, engineer and management consultant, authority in the area of quality*

It is up to the customer to define something as "quality" or "trustworthy". Meaning we, as a brand, must make a clear promise and deliver (or over deliver) on that promise.

Omit complicated phrases, superlatives, and keep sentences as simple and clear as possible.

Words to Omit

- | | | |
|----------------------------|-------------|----------------|
| ▪ Quality | ▪ Pride | ▪ Actually |
| ▪ Trust | ▪ Ethical | ▪ Really |
| ▪ Trustworthy | ▪ Cheap | ▪ Maybe |
| ▪ Inclusive / Inclusionary | ▪ Expensive | ▪ Always/never |
| ▪ Shame | ▪ Very | ▪ Obviously |

Copy Checklist

Tone of voice and personality

- ☐ Does this sound professional and polished?
- ☐ Does this sound witty?
- ☐ Does this sound appropriate for guests of all experience levels?
- ☐ If not, does it specify the target experience level?
- ☐ Does this sound respectful?
- ☐ Is this aligned with the Kink Store's personality?

Grammar

- ☐ Did I double check my grammar?
- ☐ Did I use proper punctuation?
- ☐ Are my sentences intentional and interesting?
- ☐ Are my sentences punchy and informative, but not long winded?
- ☐ Is my use of simple contractions appropriate?
- ☐ If yes, is the context appropriate?
- ☐ Did I avoid complicated contractions?
- ☐ Did I avoid negative contractions?

Words

- ☐ Did I choose my wording based on the brand's characteristics?
- ☐ Am I using keywords that resonate with the brand's values, emotional pillars, mission, vision, essence, and mantra?
- ☐ Are my words inspiring?
- ☐ Did I avoid words that should be omitted?



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