



Astroglide's New Sex Positive Branding Promotes Inclusivity

Astroglide wanted to learn more about its customers. After surveying 1,000 lube users, the company identified a diverse group of people and devised a campaign to include them all.

Vista, California -- December 11, 2014 -- [Astroglide](#) is heading into 2015 with a new look, new website and a fresh, sex-positive message. The company surveyed 1,000 lube users in order to better understand the needs and desires of their customers. The data revealed a sexually and racially diverse group of individuals who inspired the "Pleasure People" -- the ambiguous wooden figures at the center of Astroglide's "[Get Into Something Good](#)" campaign.

A surprising 44 percent of those surveyed view personal lubricant as a functional but vital component of their sex lives, Astroglide has dedicated extensive resources to researching and promoting the functional benefits of personal lubrication but the focus of the new "[Get Into Something Good](#)" campaign, is to showcase the fulfilling connections that can be experienced with lube. In other words, it was time to put the fun back in functionality.

"The single most important value we promise our customers is to create an environment free from judgment and full of pleasure that empowers individuals to embrace sex and sexuality," says Helen Way, Astroglide's Senior Marketing Manager. "Where as other brands perpetuate the heteronormative status quo, we want to inspire any and every consumer to explore new states of intimacy and satisfaction regardless of gender, race, age or sexual preference."

To help craft their message of inclusivity, Astroglide partnered with the forward-thinking advertising agency, [Experiences For Mankind](#) (EFM). Rather than take the traditional route of hiring models or reverting to stock imagery, EFM opted to showcase Astroglide's brand pillars with an unorthodox approach. The agency created and digitally captured a series of intimate moments enjoyed by intentionally age, race and gender neutral wooden art mannequins, affectionately known as The Pleasure People.

EFM's Senior Account Manager, Morgan Graham explains "This ambiguity allows the campaign to focus on intimacy, leaving audiences open to interpret the scene while thinking about lube and its possibilities for their own sex lives."

David Coulson, Director of Digital Strategy at EFM Agency expounds on the current strategy of the campaign and hints at some places it may be heading. "It's about content alignment, reaching customers when they're in a lean forward mindset, inclusion of a custom mobile game to help create buzz, leveraging the power and reach of network partners while maintaining integrity of brand with high impact and site direct buys."

About Astroglide

A privately-held company founded in 1991, BioFilm, Inc., manufactures and distributes high-quality personal health products under the Astroglide brand. BioFilm continually researches consumer needs and develops innovative, high-quality healthcare products to enhance intimate activities.

Headquartered in Vista, CA, Astroglide's manufacturing facility is home to sales, marketing, research & development, quality control, regulatory affairs, and distribution.

If you'd like more specific information on Astroglide, it's "Get Into Something Good" campaign, or to arrange an interview with the brand experts at Astroglide and EFM, please contact Jason Myers at [jason\(at\)contentfac\(dot\)com](mailto:jason(at)contentfac(dot)com).