

O-SHOT

@OSHOTWOMEN

STAND OUT



DIFFERENTIATE



CONNECT

O-SHOT

SOCIAL GUIDELINES

@OSHOTWOMEN

OUR PURPOSE:

TO EMPOWER THE PUSSY!

O-Shot is here to help women awaken their confidence, freedom, and sexual expression through knowledge, intimacy and female bonding.



OUR VOICE

TRUSTED CONFIDANT

We create a safe, intimate and informative space that invites you to learn about and share your most powerful self. We are your best friend, you can trust us with the most private matters, we know what's up and we're here to support and guide you through it.

FUN + BLISS

We enjoy life to the fullest - every little bit of it. We laugh until our stomach hurts, we dance even if there is no music playing and we dive deep into the exhilarating pleasures of life. We are sensual beings filled with desire and passion. Let's soak up the sun, get soaked and celebrate life, girl!

INTIMATE & (A LITTLE BIT) MISCHIEVOUS

We know who we are, what we stand for, what our body likes and how it feels. Getting intimate with yourself will open new discoveries, explorations and realms of pleasure...even the guilty ones ;)

STYLE



CALIFORNIA DREAMIN'

The posts depict aspects of the Cali lifestyle - beachy, sandy skin, salty hair. This will give the photos a west coast origin, a sense of fun and freedom that exist in the perfect mix of city and nature. This will also help determine the desired colors and textures for each post.



WET

Brands that go the "natural" route usually focus too much on earthy posts and that usually gives a more dry feel. We will break that and focus on nature but make it wetter ;) wet hair, wet skin, ocean, water, pool, sweat, dewey, oily...let's get lubey.

INTIMATE & FEMININE

There is a lot of power in the portrayal of the female body and we will explore that in our posts in much detail by showing a lot of skin, human features and extreme close ups. Close ups on goose bumps (or what we like to call, "hair erection"), close ups on lips showing the texture of the skin, etc. This conveys femininity and intimacy and achieves female relatability in a sexy (not vulgar) way.



IT'S ALL EDIBLE

Nature is beautiful and tasty! We will include a lot of fruits and flowers in the game to give the posts color and be able to play with the natural resemblance of fruits, flowers and well...pussies ;)

TYPES OF POSTS

LIFESTYLE

These posts showcase the world and environment we create featuring models in two different scenarios:

ACTIVE/FUN:

These photos are dynamic, high energy and shots are taken in action/movement (ie: jumps, dives, twirls, run, laughter, etc). Most of these photos will be taken outdoors - beach, ocean, pool, road, etc.

INTIMATE/SENSUAL:

These include a lot of close ups and detail to the feminine body and features. These photos will also explore the more personal aspect of the woman - in bed, relaxed and focused on herself.

The posts convey bliss, relaxation, leisure, pleasure, and freedom cause Cyndi Lauper said it best, "Oh girls just wanna have fun".



PRODUCT

For social media purposes, the product will always be featured contextually - always within the world and lifestyle created by us. It will be seen organically, in the women's daily lives - in bed, as part of an intimate kit, being held by a woman's hands with LA in the background, etc. If featured on its own, it will be shown in action - with hands using it, dripping oil, etc. We want to steer away from posed photos of the product to make it feel more identifiable.



EDUCATIONAL PHOTO

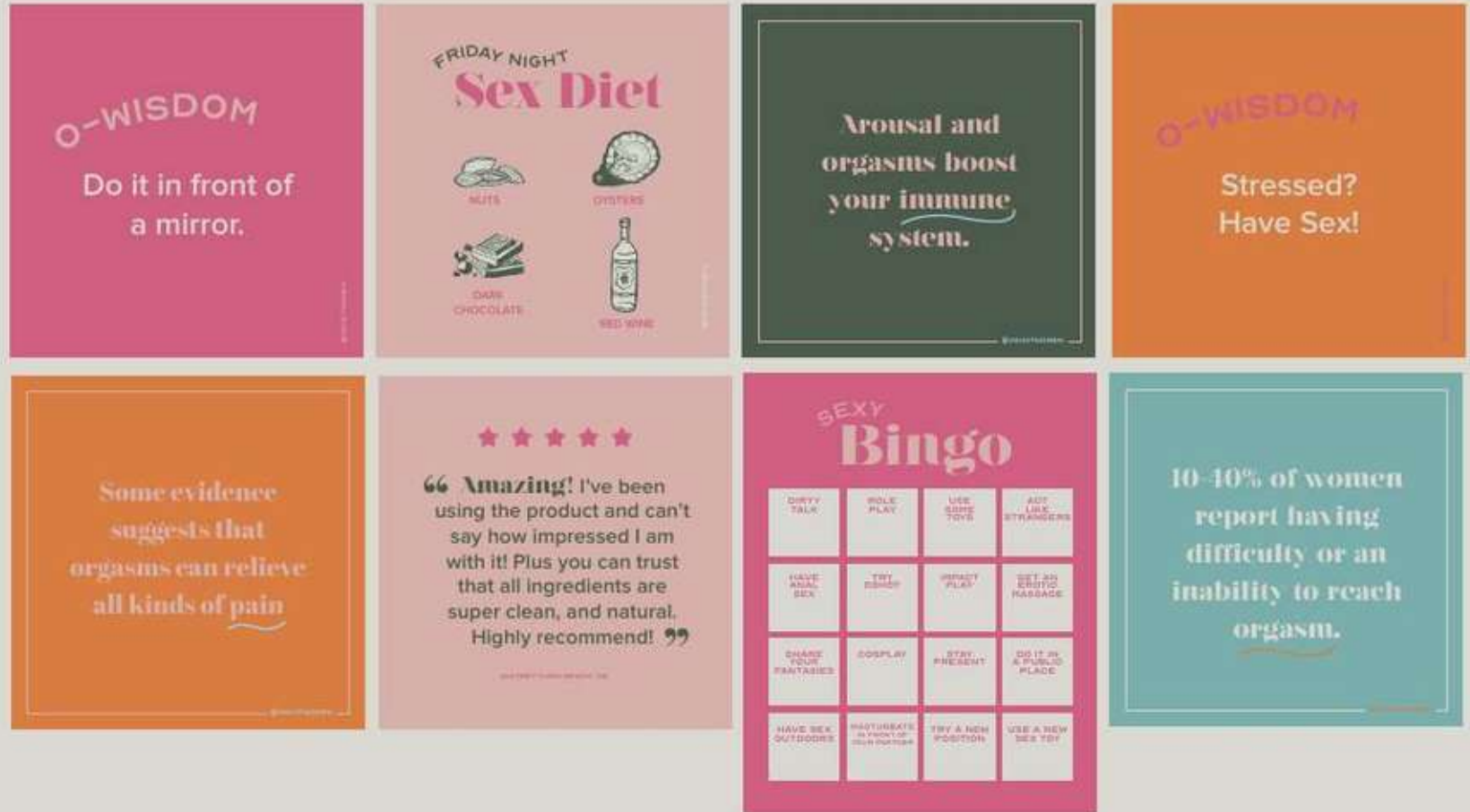
This portion of the posts is of extreme importance as it fulfills one of the most significant duties of the product - to inform and help women who are in need of O-shot.

For these posts we will use the fruits and flowers photos as they can be used as a fun representation of our female intimacy for any topic regarding women's wellness (ie: a stylized photo of a vertical papaya cut in half with a caption on Vagina Facts and how our product can come in handy.)



GRAPHIC POSTS

The purpose of the graphics are to empower and inform women on their body and sexuality. These graphic posts will come in the form of either quotes, tips, questions, illustrations and interactive content.



USER GENERATED CONTENT

Relatability and Reliability are two aspects of extreme importance when creating real and trustworthy content for women. They want to be able to connect with you, learn from you and most importantly trust you. This is where UGC should come into play with posts of women talking about their need and experience using the product. Our recommendation for these posts are in either photo, quote or video format.



CUSTOMER REVIEW



UG/VIDEO TALKING ABOUT THE BEST ORGASM THEY REMEMBER. (REAL ONE, THAT IS :))



TWEET TALKING ABOUT OUR BRAND



INFLUENCER POST "5 UNEXPECTED PRODUCTS I NEVER TRAVEL WITHOUT"

COLOR PALETTE

NAKED SKIN



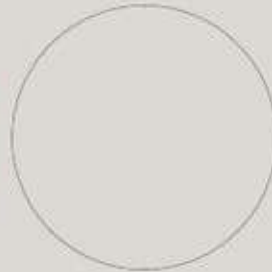
#BD8A61

BLUSH PINK



#EDCDC8

NON-WHITE



#F4F4ED

AQUA



#A0C9C7

CALI SKY



#C9EDFA

OLIVE GREEN



#4F594C

PINKISH



#EFB9BE

O-SHOT FUCSIA



#DB669E

SUNSHINE



#E99A4D

TYPOGRAPHY

OPTICIAN SANS REGULAR

for headlines and subheaders

Nouvelle Vague Black

for large text graphics and accents

Proxima Nova Semi-Bold

for body copy

**Abril Fatface -
% 1234567890 “ ”**

as a replacement for numbers and symbols
when using Nouvelle Vague only.

CASTING

MODEL PROFILE

Real, confident women who are comfortable in their skin. The O-shot community is a mix of women who are relatable, diverse, and inviting.

WOMEN:

Age range: 25 - 50

Diverse mix

Natural & Comfortable

Credible

California feel



DO'S & DON'TS

EMBRACE

Active/Dynamic photos

Natural women

Diversity of ethnicity, body type and sexuality

Women's features - lips, hair, hands, skin

Wetness - water, oils, sweat, deweyness

Bliss - smiles, relaxation, laughter, contentment, satisfaction

Product in use - being used, in context with surrounding

Nature textures - sand, ocean, hair, skin, fruits, flowers, ingredients

Intimacy - close ups, bed sheets, body, sensuality,

Female Sexuality & Sexual innuendos - fruits, flowers, hands

Lighting: Daylight



AVOID

Posed models

Overly stylized/produced product shots

Excessive make up, nail polish, eyelashes

Hypersexualizing women from a male gaze

Extreme rawness

Bling

Hard, pointy-edged objects

Vulgarity

Men as focus

Dark colors

Using the logo in photos/posts



WHEN IN DOUBT...

For questions about our brand or social media guidelines
please contact tasha@omaxhealth.com.

O-SHOT