

2022



NUT

PROJECT

A BRAND IDENTITY BOOK



# ABOUT US

## Introduction

NUT is a platform for sex positivity with a tongue-in-cheek approach. By bringing up conversation around the topic, we wish to end stigma and shame around sexuality in Vietnam.

NUT là một thương hiệu tích cực về tình dục. Ý tưởng đằng sau NUT tạo nên cuộc nói chuyện cởi mở và tích cực về tình dục.





# OUR PRODUCT

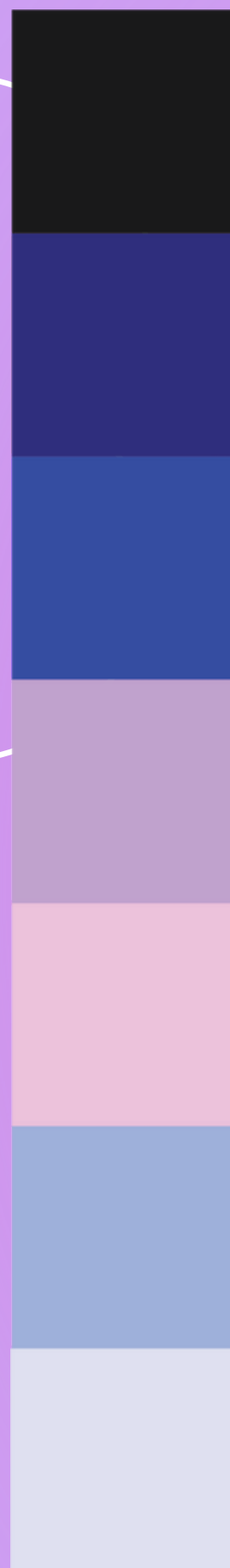
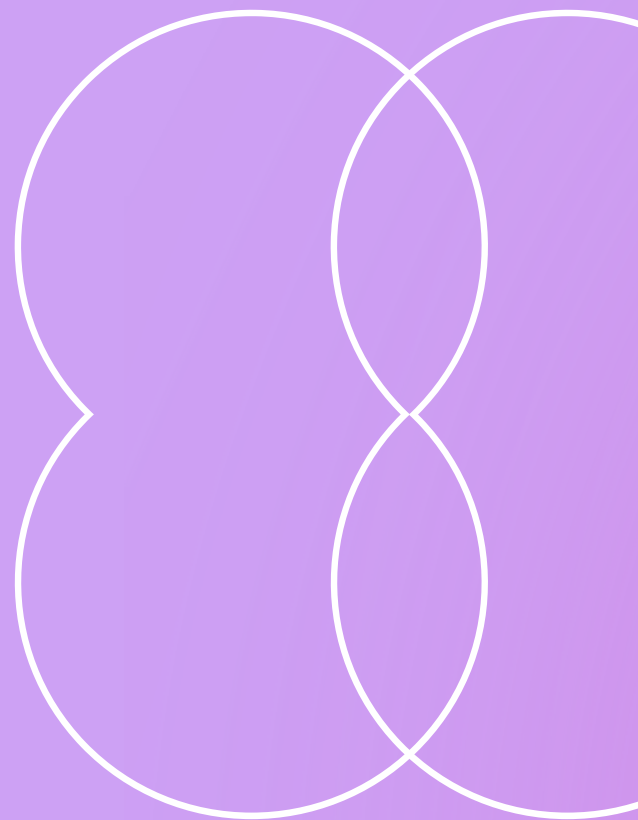
## 'TRUTH OR DARE' Deck of Cards

NUT 'Truth or Dare' card game is designed to promote sex positive conversation for intimacy and sexual liberation between couples and friends.

Bộ bài NUT 'Truth or Dare' được tạo nên với mục đích thúc đẩy cuộc nói chuyện tích cực về tình dục để tạo sự thân mật cho các cặp đôi và bạn bè. Bộ bài để thêm gia vị cho đời sống tình dục và mang đến sự gần gũi.







#1a1a1a

#2f2e7b

#364da1

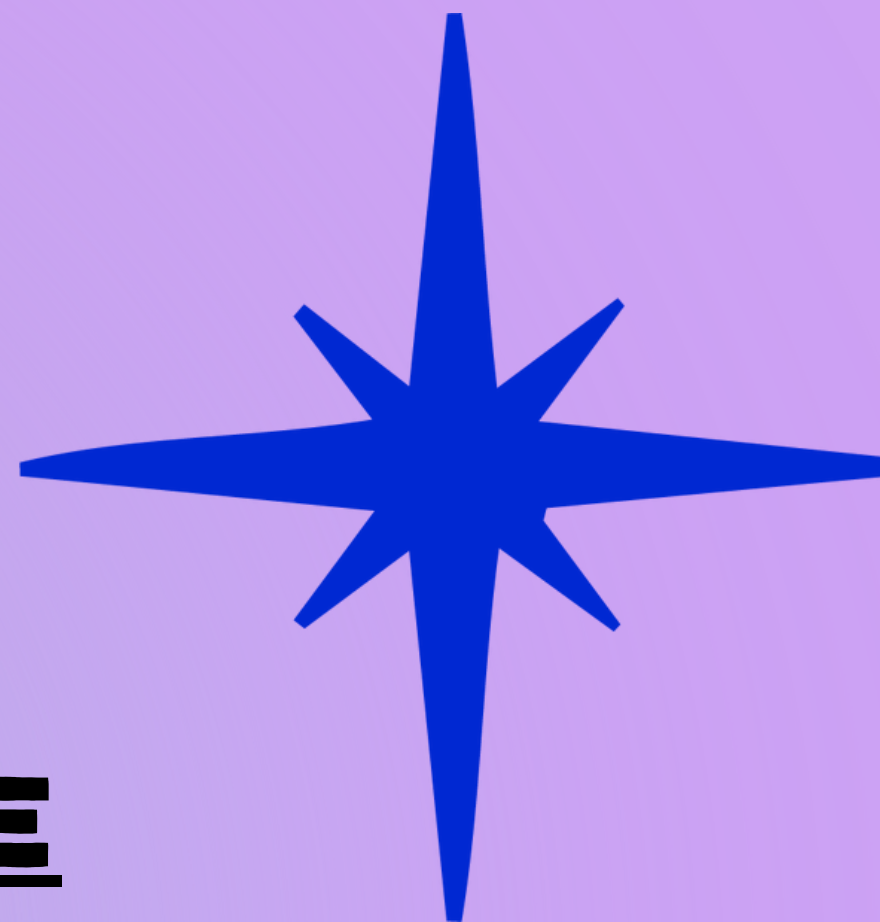
#c0a2cd

#eac2dc

#9eb0db

#dedff0

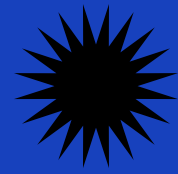
# COLOR PALETTE



NUT PROJECT BRAND IDENTITY 2022

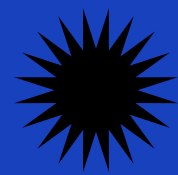


# VOICE OF NUT



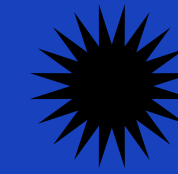
## PERSONA

Playful  
Cheeky



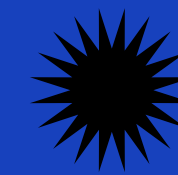
## LANGUAGE

Simple  
Gen Z Lingo  
Fun



## TONE

Tongue in Cheek



## PURPOSE

Educate  
Engage  
Open up Conversation



2022



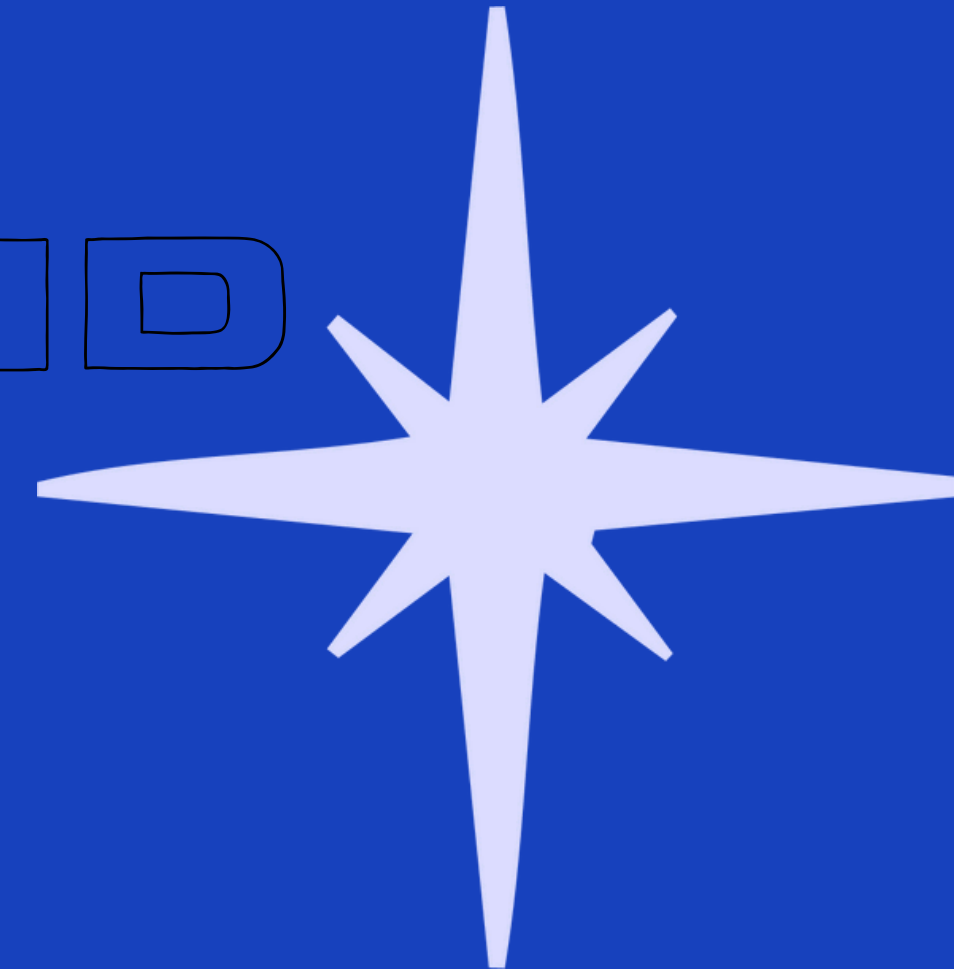
NST

PROJECT

SOCIAL MEDIA MARKETING STRATEGY



# REACHING THE AUDIENCE – PAID



## FB Instant Experience Ads (Work in Progress)

### Campaign Objective

Brand Awareness

### Consideration

Traffic

### Conversions

Conversion (website + IG visit)

### Custom Audiences

- **Location:**
- **Age:** 18 – 45
- **Gender**

**Call-to-action** – Link to NUT Website

**Budget** –

**Time frame** – 2 weeks before launch of 'Truth of Dare' Deck



**LITERARY BRANDING PRESENTATION 2020**

# **SOCIAL MEDIA CONTENT STRATEGY: EDUCATE ABOUT SEX**

Thông tin về Sex

Sexual Terminology:

Sexual Activities: positions, gangbang, threesome

Sexual Health: birth control

Độ dài: 200-300 0w

Định dạng: ảnh design kèm quote + caption

**How many posts per grid 3x3?**





# **SOCIAL MEDIA CONTENT STRATEGY: A CONVERSATION ABOUT LOVE AND INTIMACY**

Độ dài: 50w

Định dạng: ảnh ref phim/sexual fruit/gradient + caption conversation





## **SOCIAL MEDIA CONTENT STRATEGY: RECOMMENDATIONS**

Recommendation về phim/nhạc/sách/podcast về sex positivity x các thứ loạn quanh (tuỳ tuần)  
Định dạng: ảnh phim/nhạc/sách hoặc logo brandxảnh + caption



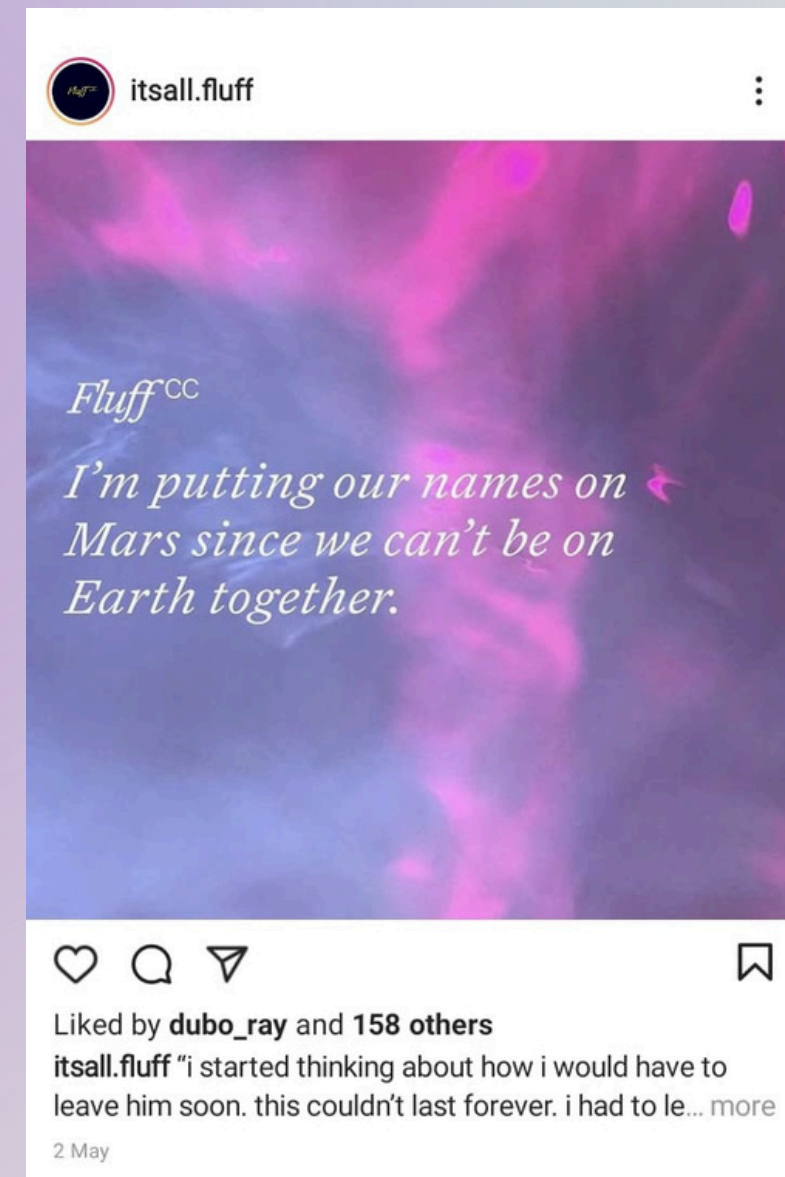
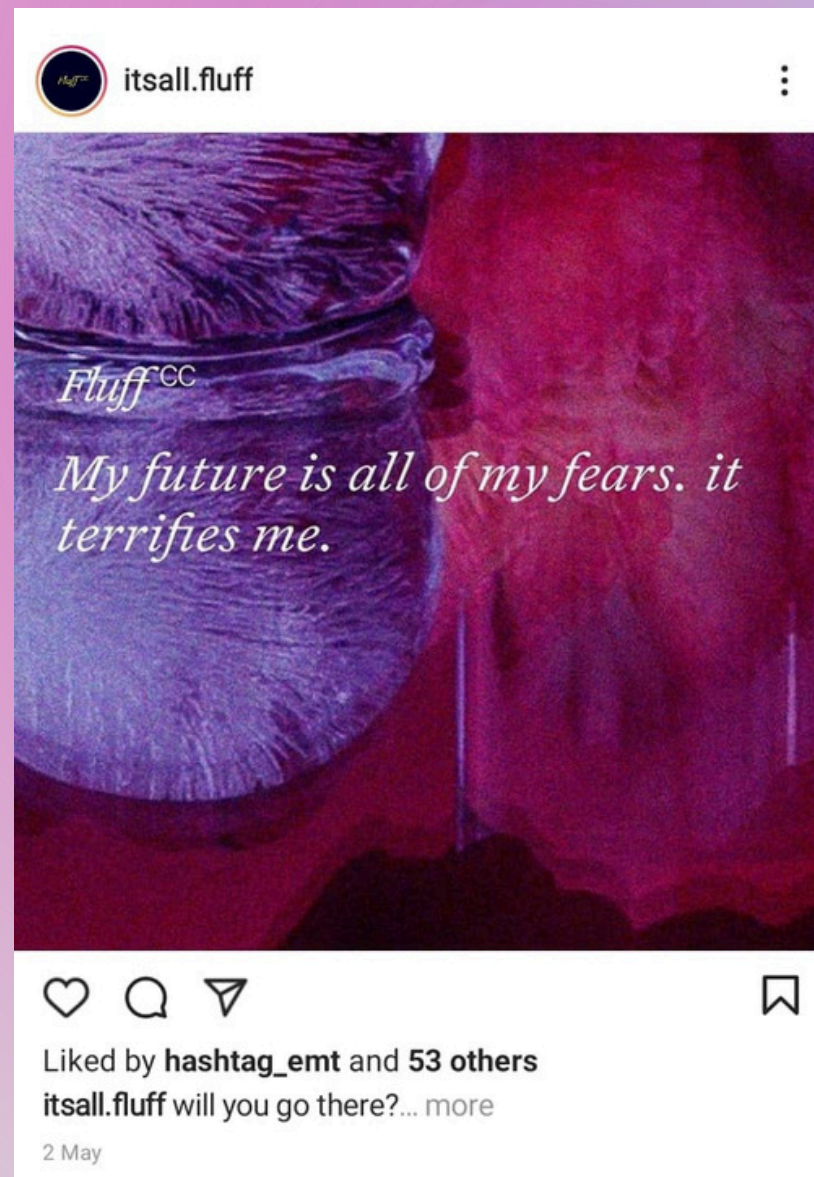


# SOCIAL MEDIA CONTENT STRATEGY: TELL ME YOUR DREAMS

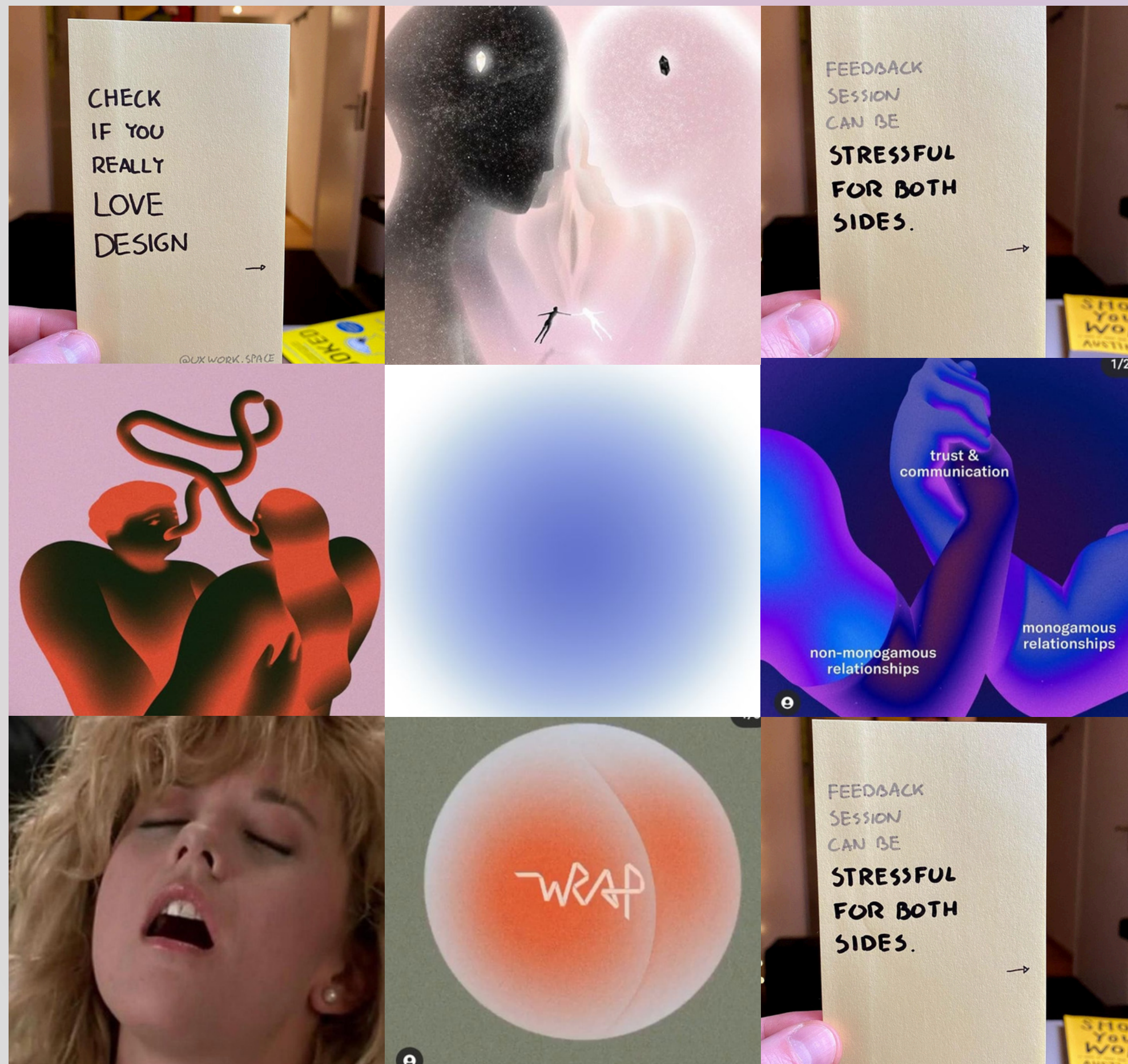
Tuyển bài đăng các giấc mơ/fantasy related to sex, desire and shame that only shows in the subconscious level

Độ dài: 150w

Định dạng: ảnh design kèm quote + caption







- combine between movie scenes
- x card questions
- x images of food/flowers implying sex
- x confession quote
- x meme of lube pts in pop cultures

# INSTAGRAM VISUAL STRATEGY

tập trung màu xanh nước biển - trust  
đỏ - sex  
tím - bí ẩn  
cam - năng lượng



THANK  
YOU

