

Case study

DAME PRODUCTS

Using Dispatcher to overcome the challenges of shipping a sex toy

BACKGROUND

Sex toys always get lots of attention, but not always the right sort. Effectively marketing such a potentially sensitive product is a challenge in itself. Despite this, in late 2014, Dame Products introduced their brainchild, Eva, on the crowdfunding platform Indiegogo.

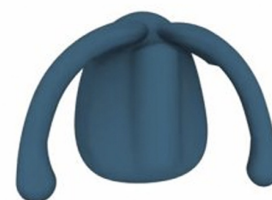
Eva is the world's first hands-free, strap-free couples vibrator. The team at Dame created this device as a non-intrusive pleasure aid to enhance enjoyment for both women and men. Dame's product idea and marketing strategy proved highly successful amongst the Indiegogo audience. Thousands loved the concept and Dame hit their funding goal in just 5 days. By the end of the campaign, they had raised over USD779k and had smashed the record for funding in this category.

THE CHALLENGE

Following its phenomenal Indiegogo success and with stock rolling out of the factories, Dame turned their attention to starting to deliver perks to their backers and taking orders on their website. But with limited resources and a lack of experience of shipping on a global scale, Dame faced a problem: how could they ship their product internationally without heavy investment in warehouse storage and logistics?

EVA

hands-free
strap-free
non-intrusive
clitoral vibrator
for use during sex



Dame needed a quick, reliable and cost-effective fulfillment solution. Additionally, as a sex toy, shipping Eva came with certain challenges.

- The device has a built-in battery, which can restrict the choice of carrier in some countries
- Due to the nature of Eva, Dame faced potential issues in overcoming customs restrictions in countries which are more sensitive to sex aids whether because of religion or culture
- Even down to the final delivery point, discrete labelling was required to avoid unnecessary embarrassment to the end customer

THE E-SERVICES GROUP SOLUTION

With extensive expertise in global logistics, E Services Group put a number of solutions in place to resolve these issues.

- Pre-clearance of battery items to ensure some of the most cost-effective shipping routes were open to Dame, as well as taking advantage of the Group's negotiated shipping rates to minimise cost. Enabling sensitive customs labelling and classification to minimise delays through customs
- Innovative labelling to eliminate any embarrassment to the end customer

Dame also took advantage of E-Services Group's solutions in other areas:

- Tax and duties advice
- The best shipping routes for each shipment to minimise time and cost
- HK warehouse minimised transport costs from the factory in China
- Ongoing access to E-Services Group's online merchant management system to enable Dame to be in complete control of their customer's experience

THE RESULTS

By using E-Services Group's Dispatcher service, Dame products have been able to take advantage of competitive fulfillment and shipping rates, overcome shipping restrictions, and provide their customers a reliable, end-to-end experience.

Dame is delighted with E-Services Group's capability to ship their international orders smoothly and efficiently.



"E-Services Group has made it possible for us to get Eva safely into the hands of our customers. Being able to overcome issues such as battery restrictions and getting through customs in some countries are, in my opinion, things we couldn't have done without E-Services Group's knowledge and execution."

– Alex, CEO at Dame Products

QUESTIONS? WE'D LOVE TO HEAR FROM YOU.

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