

# Drag Queen Campaign Report

June to July, 2022



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benefit

# Overview

Sally Coco Intimate Lifestyle Store (hereafter known as Sally Coco) launched the **Drag Queen Campaign** (titled "做咩 DRAG 你" in Chinese) during 1st June and 10th July, 2022, in celebration of the Pride Month. The campaign's success was thanks to the generous sponsorship by **Fun Factory** and **Benefit Cosmetics**.

Aligning with Sally Coco's mission to foster a sex-positive atmosphere, the campaign centred its theme around the uneasiness facing gender expression and sexuality, and address the topic with the transformative power of drag queens. In order to faithfully represent drag culture, we have recruited the help of Coco Pop, one of the most experienced drag queens in Hong Kong, as well as make-up artists to provide consultancy and technical support, coalescing in a fun and culturally appropriate campaign, a platform for both brand awareness and advocacy.

The campaign was as much fun to Sally Coco's guest as to our own employees who partake in the drag make-up events and support work. Through experiencing the metamorphosis of drag first-hand, and through producing photos and videos, many of our intimate stylists have found a channel to voice their stories and shine with their talents.



Vera (left) as a drag king and our intimate stylist as a faux drag queen.

*Photo by @bessxfoto*

# Event Timeline

SOCIAL MEDIA

PHYSICAL EVENT



# BIKUTA MALAMIA Solo Art Showcase

**BIKUTA MALAMIA Solo Art Showcase**, proudly presented by **Fun Factory**, kicked off our Pride Month celebration as a light-hearted approach to embracing one's anxiety through emotive oil paintings. Titled as **:Je Suis d'Accord.**, meaning "I am okay" but also "I am accepted", artist Peter Wu painted striking, abstract floral patterns mimicking sex organs on mirrors to encourage guests to appreciate the "awkwardness" of sexualities and also themselves in the reflection.

The showcase brought flow to Sally Coco's Tsim Sha Tsui store, where the exhibits are hosted, as well as provided an alternate way for guests to get in touch with their sexuality and emotions. Many visitors entered the showcase's secluded corner for minutes on end to enjoy the paintings, while calming themselves from the slight discomfort of entering a sex shop.

Its success was also reflected in the sales of the **Embrace Room Spray** specifically devised for this showcase, which contains a warming mix of grapefruit, geranium, ginger and ylang ylang to give a soothing, embracing vibe.





sallystoy · Following  
金馬倫道

sallystoy @bikutamalamia 畫作已經在尖沙咀店有得睇！Vera 已經率先欣賞咗呢幾幅色彩斑斕嘅作品👉

Vera覺得一路睇畫一路見到自己個樣係畫作當中都係第一次，觀察到鏡上面除左係色彩繽紛之外，仲有好多現場睇先會見到的質感 Texture！雖然畫作上的圖案比較抽象，但Vera覺得見到好似係度話 come watch me 的陰部，仲有向著太陽說 hello 的JJ~☀️

畫作會在尖沙咀店擺放到 6 月 30 日，歡迎大家上嚟照見自己👀  
喺 Sally Coco 嘅安全空間探索內心嘅不安。

📍尖沙咀店📍

香港九龍尖沙咀金馬倫道 16 號金馬大廈 2 樓 B 室  
營業時間：星期一至日及公眾假期：12:00noon – 8:00pm

Event sponsor: @funfactory

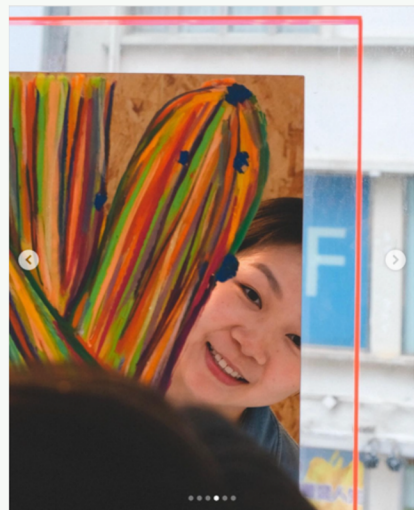
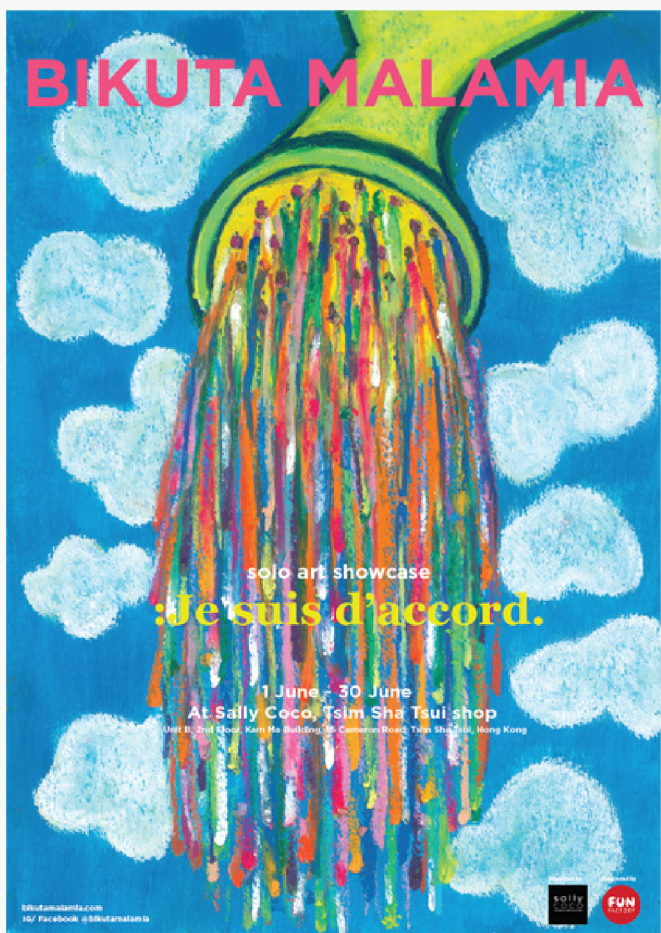
#不安 #多元共融 #同志 #酷兒 #舉直同行 #hklgbt #成人用品 #性別友善  
#同志驕傲月2022 #PrideMonth2022 #擁抱不安 #做咩DRAG你

Artwork by @bikutamalamia are available in our TST store! Vera has already admired them firsthand. It was refreshing to see her own reflection while looking at a painting, with vibrant colours and detailed texture. While the patterns were abstract, Vera could make out vulvas that says "come watch me", and penises saying hello to the sun!

👍 🗨️ 📌

JUNE 8

😊 Add a comment... Post



Photos by @bikutamalamia and @ice\_phos

# Baby Drag Intimate Stylists

This Pride Month campaign was borne out of our cisgender male stylist's frustration from the inability to gain trust from patrons across the gender boundary. Over time, though, the campaign evolved into a storytelling ground for participating intimate stylists and photographers alike.

Six of our intimate stylists participated in the drag make-over, bringing different themes to the limelight.



Odette Noir



*A corset maniac. Societal control is in her blood.  
She relishes the puppeteering, and that is scarier than Annabelle.*



Ardhanari Shvara



*There is no pure yin, just as there is no pure yang.  
It is a mixture, it is a dynamic.  
Yin in yang as yang in yin.  
It is just how it is.*

Photos by @bessxfoto and @ice\_phos  
Makeup by @Gonewith\_the\_x

Lazer Bambi



*An eye for an eye. A respect for a respect.  
It's time to rethink how you gaze others.*

Captain Nancy



*A mature, enthralling woman.  
My small stature doesn't mean I'm naive.*

Lady Leadwort



*"I have a partner, but I will not wed. Say yes to love, say no to marriage."  
There exists various kinds of souls, I just want to live mine,  
to follow my spirit even though the world tries to marry me off.  
I'm not against marriage. I just don't want it to be forced on everyone.*

Photos by @bessxfoto and @ice\_phos  
Makeup by @Gonewith\_the\_x

O'MaDonna



*A girl who wishes to be an adult.  
The clumsy makeup doesn't cover her inner child.  
Maybe she should just forget how grown-ups think about gender.*

Two of our intimate stylists and Vera herself appeared in drag in Sally Coco's Tsim Sha Tsui store on 25th June to bring this drag experience to the guests. While our stylists attempted drag queen styles, Vera opted to become a drag king to confront the voices saying she was too "manly" to be a woman.

While there were guests who have heard of the event and came to visit, there were other patrons who were visibly culturally shocked when they first entered the shop, but ultimately learnt more about drag culture and even took photos with Vera and the stylists.



Photos by @bessxfoto and @ice\_phos  
Makeup by @Gonewith\_the\_x and @zackstudiohk



# Selections by Coco and Other Content with Coco Pop

In order to lend authenticity to our campaign, Sally Coco invited **Coco Pop**, our long-time friend and one of the most experienced drag queen in Hong Kong, to act as our event consultant.

A long-time supporter and spokesperson of **Benefit Cosmetics**, Coco Pop graciously worked closely with Sally Coco to produce content across various channels, including YouTube, Facebook/Instagram, and **Selections by Coco** display as well as personally appearing in full drag in our Tsim Sha Tsui store on 25th June.

**Selections by Coco**, as its name suggests, is a collection of products carried by Sally Coco and handpicked by Coco Pop, a merger of the gender/sexually provocative nature of drag queens and the sex-positive sex shop ideology. The selection featured photo books kindly lent by Coco Pop, products useful in drag queen performances like corsets, nipple covers, perfume, etc., but also prestigious sex toys that befit the status of royalty. It also featured **Fun Factory** products including the rainbow-edition **Fun Factory Amor**, as well as **Benefit Cosmetic** products including the highly sought-after **Benetint**. The display was available in the Tsim Sha Tsui store from 18th June to 10th July. Coco Pop's visit was recorded as an Instagram live.

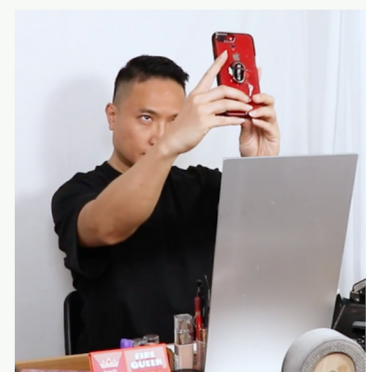


Coco Pop (left) visiting her display and interacting with Vera, who was in her drag king make-over.  
Photos by @ice\_phos





Coco Pop has also shot a two-part video with us, where she demonstrated her make-up process, and had a chat with Vera on how Coco Pop became more confident and purposeful over the years, and how she embraced her effeminate side. The videos have gathered 2.1K and 1.2K views on YouTube respectively, and (IG reels)



# Drag Queen Story Time

While popular in the United States where it originated from, Drag Queen Story Hour is something rarely seen in Hong Kong. We were proud to partner with **Commom6**, a space for gender-topic discussions, to present two sessions of **Drag Queen Story Time** to toddlers aged 2 to 6. Once again, the make-up used were generously sponsored by **Benefit Cosmetics**, and the event overall was sponsored by **Fun Factory**.

Due to the constraints of COVID-19, the event was kept at a small scale. Nonetheless, kids and their parents showed up to enjoy the enthusiastic delivery of our drag queens, learning from story books on consent and setting one's boundaries, and judging people by their deeds rather than their outfit.

The participating children were hesitant at first, but eventually warmed up to the drag queens and eagerly answered questions and shared how they would feel if they were in the stories' characters' shoes. Parents were happy that the storytelling session sparked conversations about the body that they otherwise felt uneasy to start.

*Photos by @mr\_little\_mansplainer*



# Social Media Analytics

Date	Post Description	Platform	Reach	Engagement
28 May	BIKUTA MALAMIA Solo Art Showcase announcement	Facebook	5,583	19
		Instagram	2,088	53
31 May	BIKUTA MALAMIA <i>Embrace Room Spray</i> announcement	Instagram	2,199	31
1 June		Facebook	6,760	55
8 June	Vera reflects on BIKUTA MALAMIA artwork	Facebook	8,575	299
		Instagram	3,041	148
19 June	Baby Drag Intimate Stylists (1)	Instagram	5,014	191
22 June	"Selections by Coco" overview	Facebook	9,759	423
	Drag Queen Story Time recruitment	Instagram	3,808	90
		Facebook	4,142	44
23 June	Coco Pop interview (1)	Facebook	8,624	764
24 June	Baby Drag Intimate Stylists (2)	Instagram	7,870	450
		Facebook	6,125	614
	Vera and Coco Pop in the house announcement	Facebook	7,248	136
	Baby Drag Intimate Stylists (3)	Instagram	2,641	62
		Facebook	7,469	530
25 June	Coco Pop in the house live video	Facebook	8,253	1,825
		Instagram	2,749	37
28 June	Fun Factory Manta and Amor feature video	Facebook	8,304	1,632
3 July	Vera's reflection on "Selections by Coco" and in-store events	Instagram	2,231	85
		Facebook	7,601	131
20 July	"Drag Queen Story Hour" recap	Instagram	3,601	71
		Facebook	6,733	28

Note: Due to the "sensitive" nature of sex toys and intimate products, many of our viewers opt out of engagements including *like*, *share*, and *comment* to remain anonymous, but continue to consume our products and services.

# Income/Expenditure Report

INCOME		
Sponsor / Vendor	Item	Cost (HKD)
Fun Factory	Sponsorship (Monetary)	20,000
Benefit Cosmetics	Sponsorship (Cosmetic Products)	19,400*
Sally Coco	Drag Queen Story Time Participation Fee	800
<b>TOTAL:</b>		20,800
EXPENDITURE		
Event	Item	Cost (HKD)
Coco Pop in the House; "Selections by Coco"	Consultation and performance fee	4,000
	Miscellaneous	849.33
BIKUTA MALAMIA Solo Art Showcase	Artist Fee	4,000
	Promotional stickers for mail packages	3,800
Baby Drag Intimate Stylists	Make-up artist training fee	1,800
	Clothing and accessories	4,404
	Additional make-up supplies	1,562.20
Drag Queen Story Hour	Revenue split with Common6	400
<b>TOTAL:</b>		20,815.53
<b>SURPLUS / DEFICIT:</b>		(15.53)**

\* Not calculated into total income.

\*\* Excluding administrative fees and manpower.

**Sally Coco**  
**Drag Queen Campaign Report**  
**June to July, 2022**

**Prepared by**  
Donald Cheung (July 2022)

**Make-up by**  
*@Gonewith\_the\_x and @zackstudiohk*

**Photos by**  
*@ice\_phos \_@bessxfoto @little\_mr\_mansplainer*

**Event Consultant**  
*@cocoishot*

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