

MATTRESS
FIRM[®]

Creative Brief

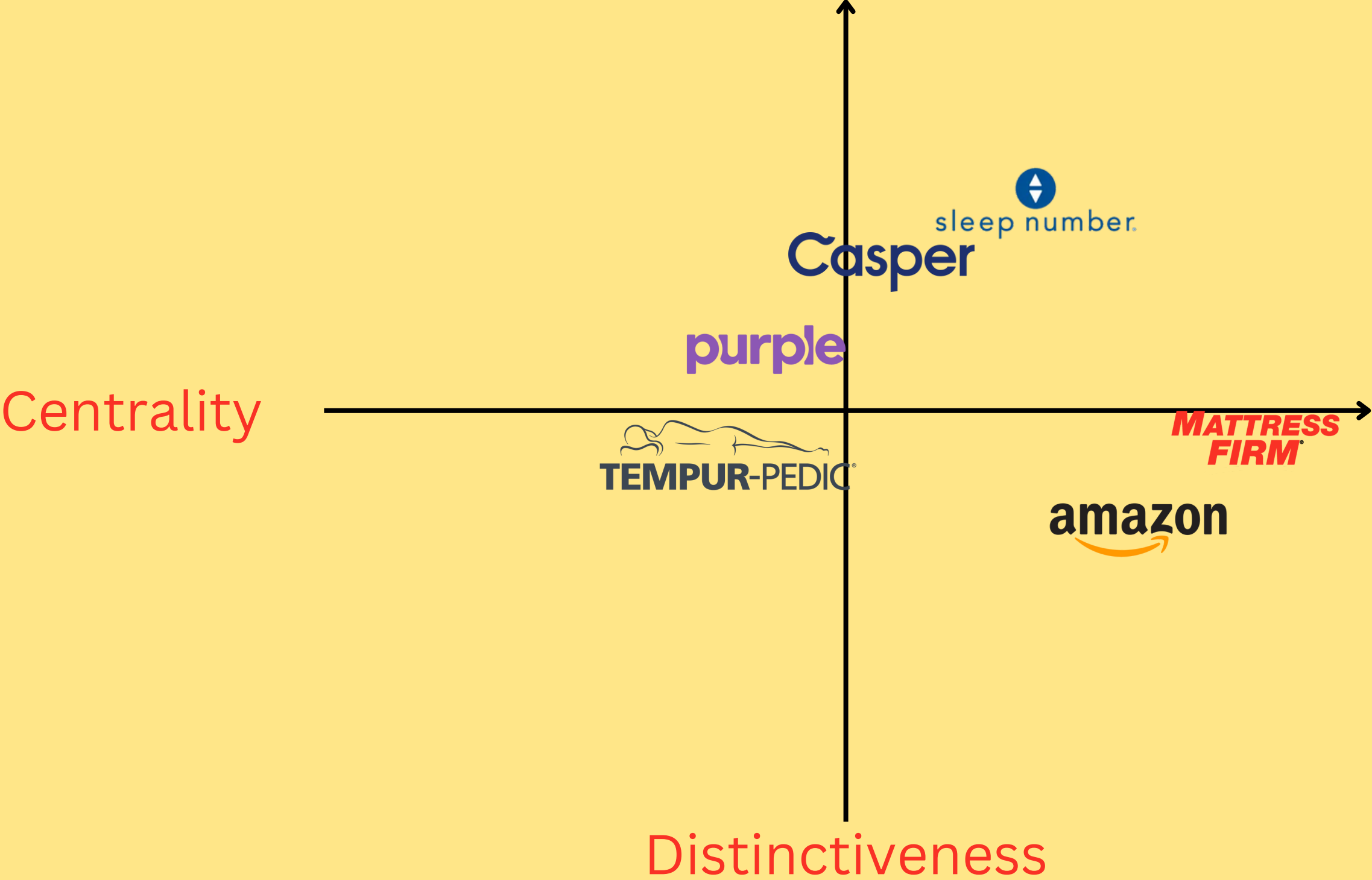
**“Every one of our more than 6,500
passionate Sleep Experts are driven
by a common purpose: to help people
sleep well so they live well.”**

About the Brand and product:

- Mattress Firm is the nation's largest omni-channel mattress specialty retailer
- 6,500 passionate “Sleep Experts”
- Sells online and in-store (2300 store) 49 states
- Products from expertly curated selection of products include leading brands
- Has an online MattressMatcher tool to help customers find their mattress

Competitors

Brand Centrality-Distinctiveness Map



Market Trends



- Shift towards online/e-commerce
- Health, wellness are growing concerns
- Ethical practices (including supply-chain transparency and sustainability), and eco-friendly practices are increasingly important to consumers.
- Technological advances: sleep tracking, adjustable firmness, and temperature regulation

Target Audience



- Mattress shoppers (especially younger people) increasingly prefer to do their shopping online.
- Brick and mortar mattress stores won't become obsolete, but consumers will be more likely to conduct research online before heading to a physical store.
- Mattress shoppers will increasingly purchase new beds due to factors including mattress deterioration, health and comfort and the desire to improve their mattress in some way (for example, by upgrading to a larger bed).
- As a necessity good, mattresses have consumers of all backgrounds and income levels.

Target Audience



- Demographics:
 - Gen Z, Millennials
 - male, female, couples
 - college educated
 - with disposable income
- Lifestyle:
 - prefers shopping online
 - dislikes spending more time than necessary on everyday tasks
 - conducts research before making purchases

How do consumers currently feel about Mattress Firm and the Mattress Industry?

- They enjoy the availability and product selection at Mattress Firm
- Physical storefront, strong retail presence
- Established brand
- Not as convenient, negative post-purchase experience
- There is growing consumer preference for convenience, variety, and competitive pricing

How do we want consumers to feel about Mattress Firm?

- Shopping at Mattress Firm is easy and convenient
- Shopping in-person is better than shopping online
- Mattresses are an important purchase, and making the right choice is vital

Insight

Consumers find shopping for mattresses to be inconvenient, complicated and overwhelmed with options.

Core Message

You don't have to choose between convenience and a great mattress.

Message Tone

Informative, Humorous, Aspirational

Media

TV

- **Focus:** Prime time and lifestyle channels
- **Content:** 30-second commercials showcasing the benefits of using the Mattress Matcher Quiz

Print

- **Focus:** Lifestyle magazines, health and wellness publications
- **Content:** Full-page ads featuring the [Mattress Matcher Quiz](#)

Social

- **Focus:** Facebook, Instagram, Twitter, YouTube, Pinterest
- **Content:** Sponsored posts, guides, user-generated content campaigns, sleep tips, and promotions.

OOH

- **Focus:** Billboards, transit ads, digital signage in high-traffic urban areas
- **Content:** Visuals of comfortable mattresses with messages promoting the Mattress Matcher Quiz.

Events

- **Focus:** Home and lifestyle expos, Mattress Firm Store events
- **Content:** Interactive booths with the Mattress Matcher Quiz on tablets, sample products for trial, expert sleep consultants