

January 18, 2010
Create-A-Mattress
Creative Strategy Statement

Goals & Objectives

- Marketing: Launch and establish a new e-commerce website for custom-ordering mattress, and drive traffic to the site
- Sales: Convert visitors to purchasers
- Advertising: Build awareness for, and interest in, the concept of custom-ordering a mattress online

Target Audience

- Typical “direct” purchaser is Adult 35-54 (“sweet spot” 35-44)
- LIFESTAGE: body changes after 30, starting family, buying home, etc
- Historically 50/50 M/F, full-time employed

Unique Selling Proposition

The only way to get the exact combination of features and benefits you want, and the size you need, to make the perfect mattress, for hundreds less than the major brands at the chain stores.

Assets for Leverage

- All major choices available
- Major “S Brand” manufacturer
- 20%-40% price advantage
- National “white glove” delivery
- Standard and custom sizes
- Superior selling experience

Challenges to Overcome

- Tactile — Long-standing belief must “lie before you buy” at a store
- Internet shopping fosters intense price-competition
- Cannot reveal manufacturer brand name
- Heavy competitive advertising and promotion
- Landscape cluttered with false and deceptive claims, high consumer skepticism

Audience Hot Buttons

- Comfort
- Confusion / fear of rip-off
- Price, price, price
- Usually 2 partners have to agree
- “Feel” is very subjective

Copy Points

- All highest quality materials
- 10-year non-prorated warranty
- Made in major “S Brand” factory
- Made in USA
- National “white glove” delivery
- Personalized label

Key Takeaway

Finally, a way to get a high quality mattress with the exact combination of features I want! I’d be willing to pay extra for that, but it’s even cheaper than a comparable branded model, so sign me up!

Tone and Manner

Like we just cured cancer

Executorial Considerations

- Contemporary web design cues
- Need to get prospects quickly into the conversion funnel, and encourage progression thru the stages