

MATTRESSFIRM

Experience the **luxury** of

Beautyrest
BLACK[®]



Beautyrest
BLACK

Campaign Brief

MFRM is launching Beautyrest Black in all stores as part of its focus on profitable brands in the luxury segment. Stores will floor three core models and four flex models ranging in price from \$3099-\$4499. The product line is expected to drive \$200M+ in sales (~5% BOS).

THE ASSIGNMENT

Develop a co-branded campaign that drives interest in MFRM's luxury offerings, and traffic to MFRM to for the Beautyrest Black Collection.

KEY MESSAGE

MFRM has the best selection of luxury mattresses and the experts to help you find your perfect match, like the Beautyrest Black.

THE OPPORTUNITY

Create awareness of the luxurious Beautyrest Black collection at MFRM and drive customer interest in visiting a MFRM store (or site) to learn more and ultimately purchase.

PROOF POINTS

- Our Sleep Experts have over 200 hours of training—they do the work to help you find the perfect bed.
- BR Black provides more support where you need it most, and infuses plant-based cooling technology.
- Mattresses are in stock for fast delivery.
- Why Now / Promo offer

OBJECTIVE

Drive traffic and conversion for Beautyrest Black at MFRM

CONSIDERATIONS

- Launch Timing: 10/12
- Asstes will begin to release wk of 9/26
- MFRM Channels: OLV, social, digital display, paid search, email, site, organic social,
- PRSSB Channels: OLV, social, digital display

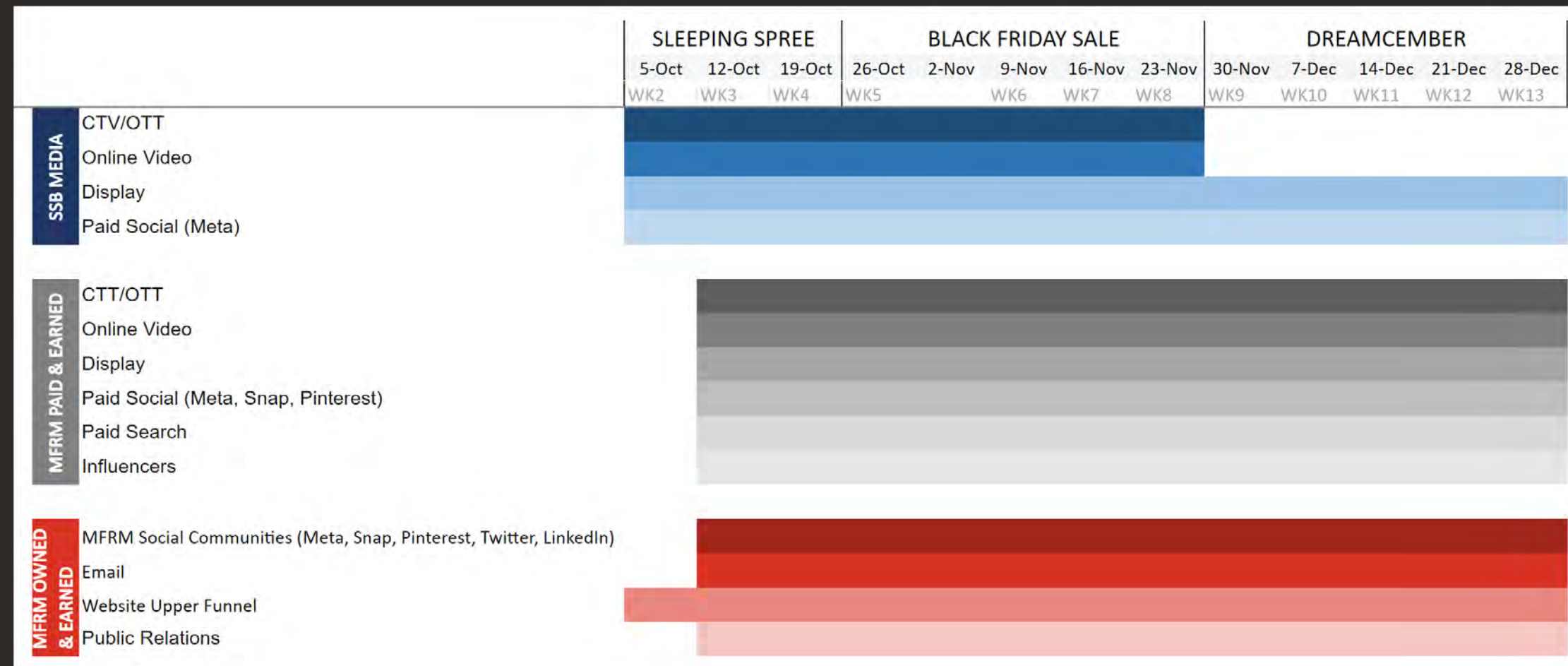
Media Flighting (Draft).

SSB ASSETS

- \$1MM Budget
- Focus on BR Black branding and MFRM awareness building.
- Includes MFRM tag

MFRM ASSETS

- \$2.0MM Budget (SSB CO-OP)
- Focus on why MFRM and Why Now messaging.
- Media plan to be shared out 9/30

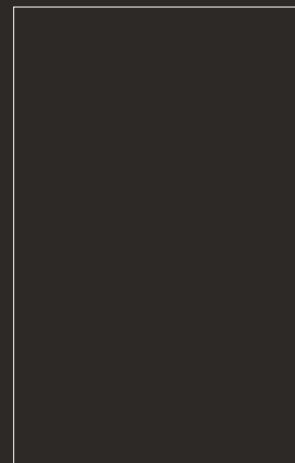


Creative Direction - Photography & Pallet

Beautyrest photography used will primarily be of the C-Class

Lux city apartment environment with charcoal and black interior accents.

Primary colors in design used will be Mattress Firm charcoal and light touches of our brand red.



CHARCOAL
PMS 426
CMYK 0 | 0 | 0 | 93
RGB 45 | 41 | 38
HEX #2D2926



RED
PMS 1795
CMYK 10 | 94 | 100 | 2
RGB 214 | 53 | 39
HEX #D63426

Creative Direction - Typography & Lockup

Typography will be the Mattress Firm branded fonts but mostly using the regular and medium weights to create a more quiet and subtle approach.

Bold certain significant words but maintain the same smaller size.

The lock up contains our typical fonts and weights but use the FAB messaging under the savings as if it is a sub copy point. FAB can be separated in certain medias if necessary.

Experience the **luxury** of

Beautyrest
BLACK®

Now at **MATTRESSFIRM**

18% **more** cooling power*

21% **more** support*

With over **200 hours** of training, our Sleep Experts® help you sleep your best.

SAVE
\$500

+ **FREE** ADJUSTABLE BASE

SAVE
\$500

+ **FREE**
ADJUSTABLE
BASE

IN STOCK. DELIVERED FAST

SLEEP EXPERT FB/INSTA STANDARD ADS

HEADLINE: Now at Mattress Firm

POST COPY: Step up to the luxury of Beautyrest Black. Save \$500 & get a free adjustable base.

LINK DESCRIPTION: Upgrade your sleep now

ANIMATION NOTES:

OUTPUT: MP4

SIZE: 1200X1200

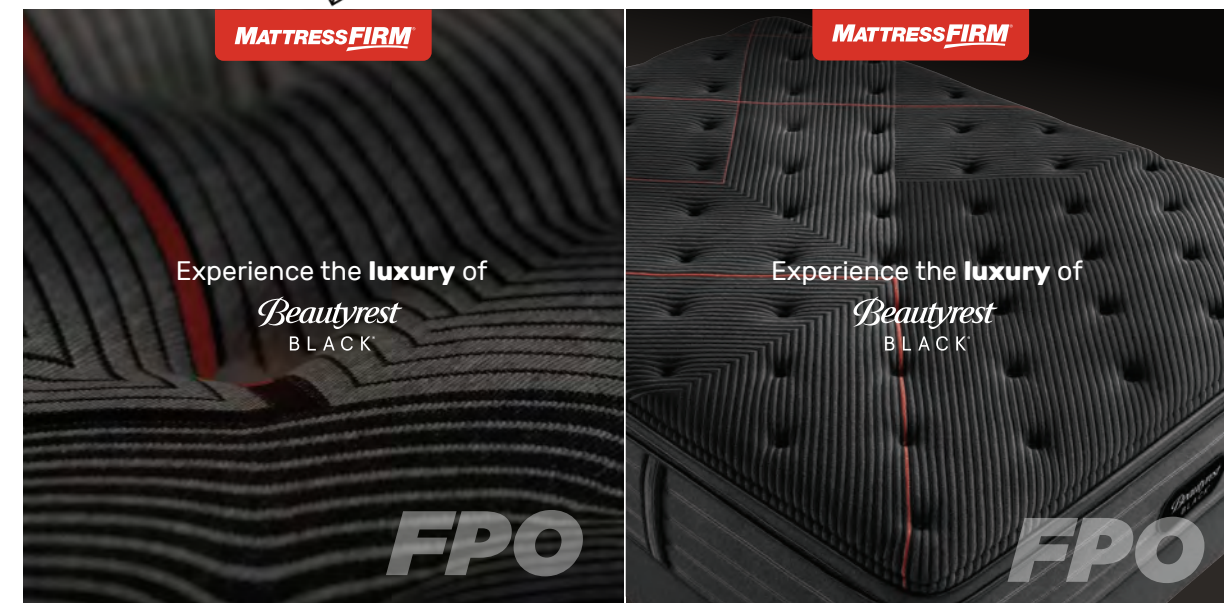
DURATION: 15SECONDS

TOTAL ANIMATED ASSETS: 1

MUSIC: "BE LUXURY" <https://elements.envato.com/be-luxury-N7JFKHQ>

ANIMATED 3RD TIER UPPER FUNNEL LINK AD

CARD 1 video plays In store BR video footage



ANIMATION NOTES:

- 1. C-CLASS FEATURE VIDEO PLAYS. :00-02 BASELINE REVEAL: "EXPERIENCE THE LUXURY OF"
- 2. CUT TO COLOR BLOCK AND MATTRESS SLIDES IN. BEAUTYREST BLACK LOGO

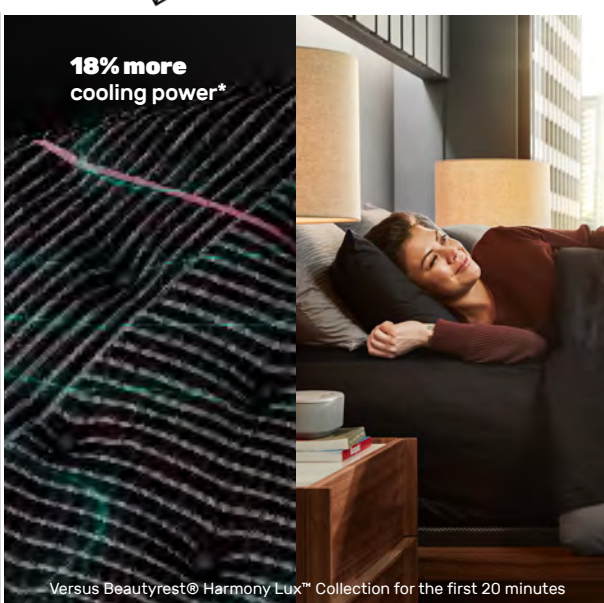
CARD 2 video plays



ANIMATION NOTES:

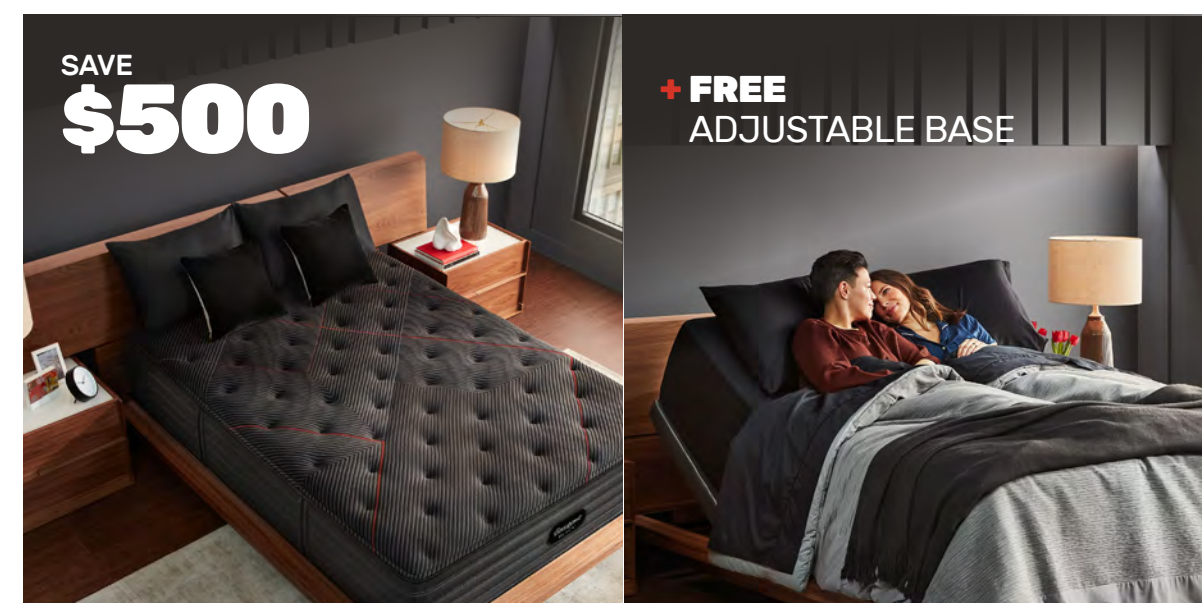
- 3. LEFT FOOTAGE SLIDES IN FROM BOTTOM (CONTINUOUSLY PLAY) RIGHT IMAGE SLIDES IN FROM TOP (CONTINUOUS SLOW ZOOM IN) BASELINE REVEAL: "GET MORE" COPY FADES OUT THEN BASELINE REVEAL: "MORE TARGETED SUPPORT"

CARD 3 video plays



- 4. LEFT FOOTAGE SLIDES IN FROM BOTTOM (CONTINUOUSLY PLAY) RIGHT IMAGE SLIDES IN FROM TOP (CONTINUOUS SLOW ZOOM IN) BASELINE REVEAL: "18% MORE COOLING POWER" COPY FADES BASELINE REVEAL: "FOR MORE RESTORATIVE SLEEP"

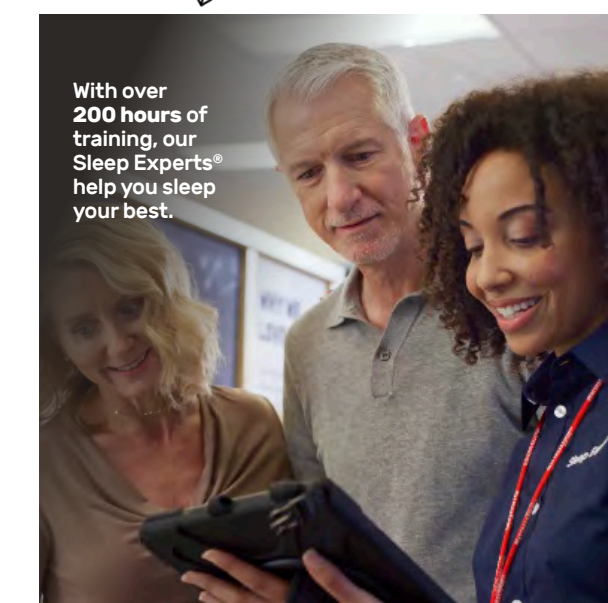
CARD 4



ANIMATION NOTES:

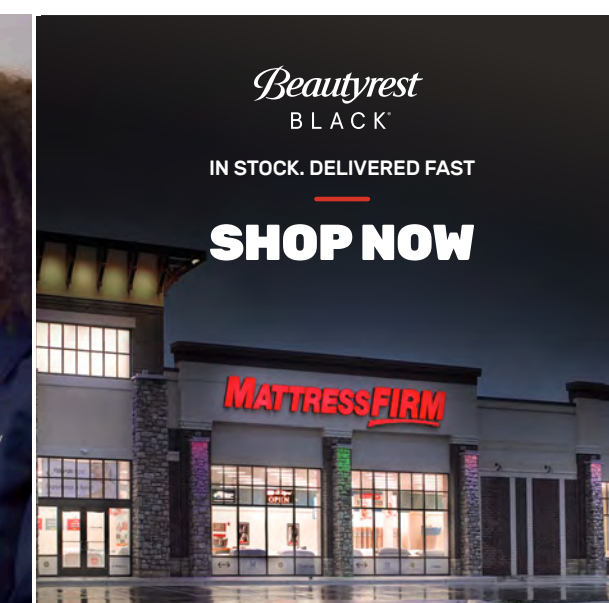
- 5. BED IMAGE SLIDES IN (CONTINUOUS SLOW ZOOM IN) BASELINE REVEAL: "SAVE \$500.."
- 6. LIFESTYLE BED IMAGE SLIDES IN BASELINE REVEAL: "+FREE ADJUSTABLE BASE"

CARD 5 video plays



ANIMATION NOTES:

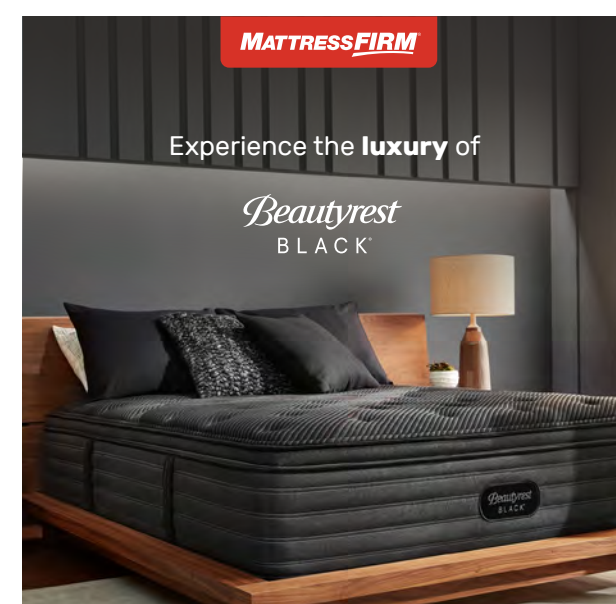
- 5. SLEEP EXPERT VIDEO SLIDES IN BASELINE REVEAL: "OUR HIGHLY TRAINED..."



- 6. STORE IMAGE SLIDES IN. BR LOGO DROPS FROM THE TOP BASELINE REVEAL: "IN STOCK. DELIVERED FAST SHOP NOW"

STATIC 2ND TIER LOWER FUNNEL - SLIDESHOW

CARD 1

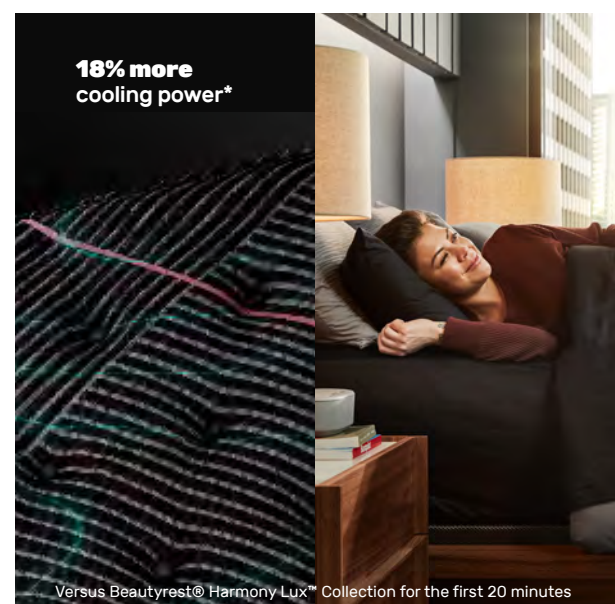


Possible In-store BR bed image

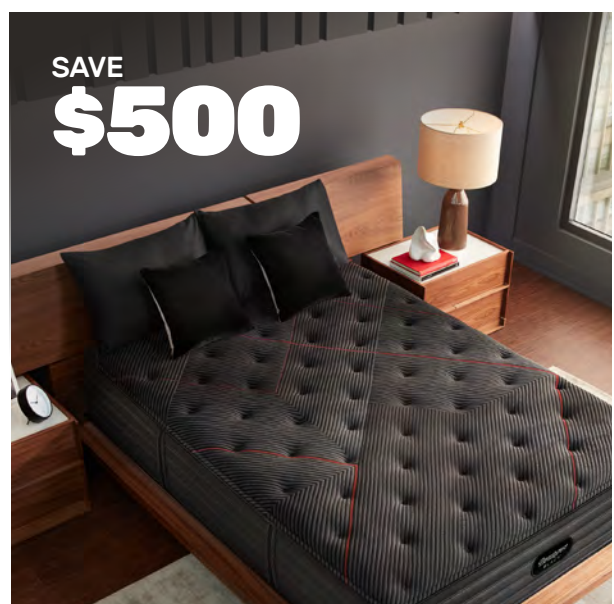
CARD 2



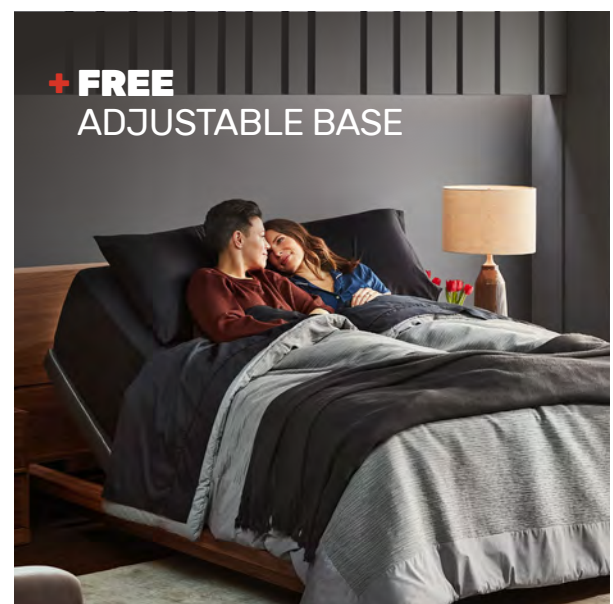
CARD 3



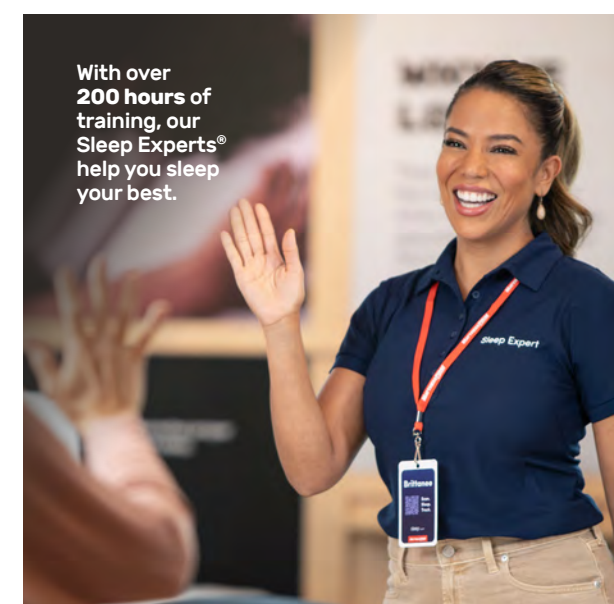
CARD 4



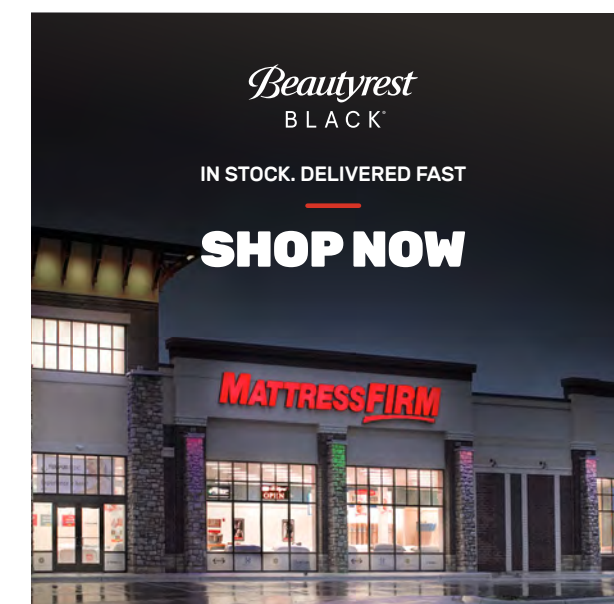
CARD 5



CARD 6



CARD 7



LINK AD - 1080px x 1080px

SLIDESHOW - 1080px x 1080px

SLEEP EXPERT PINTEREST STANDARD ADS

TITLE: Experience the luxury of Beautyrest Black®. Save \$500 & get a free adjustable base.

PINTEREST POST COPY: Introducing next-level sleep with Beautyrest Black®. The premium, zoned coil system delivers support where you body needs it most. And to help you get the deep sleep you've dreamed of, plant-based cooling offers 18% more cooling power. Plus, with over 200 hours of training, our Sleep Experts® will help select the perfect bed for you. Stop in today.

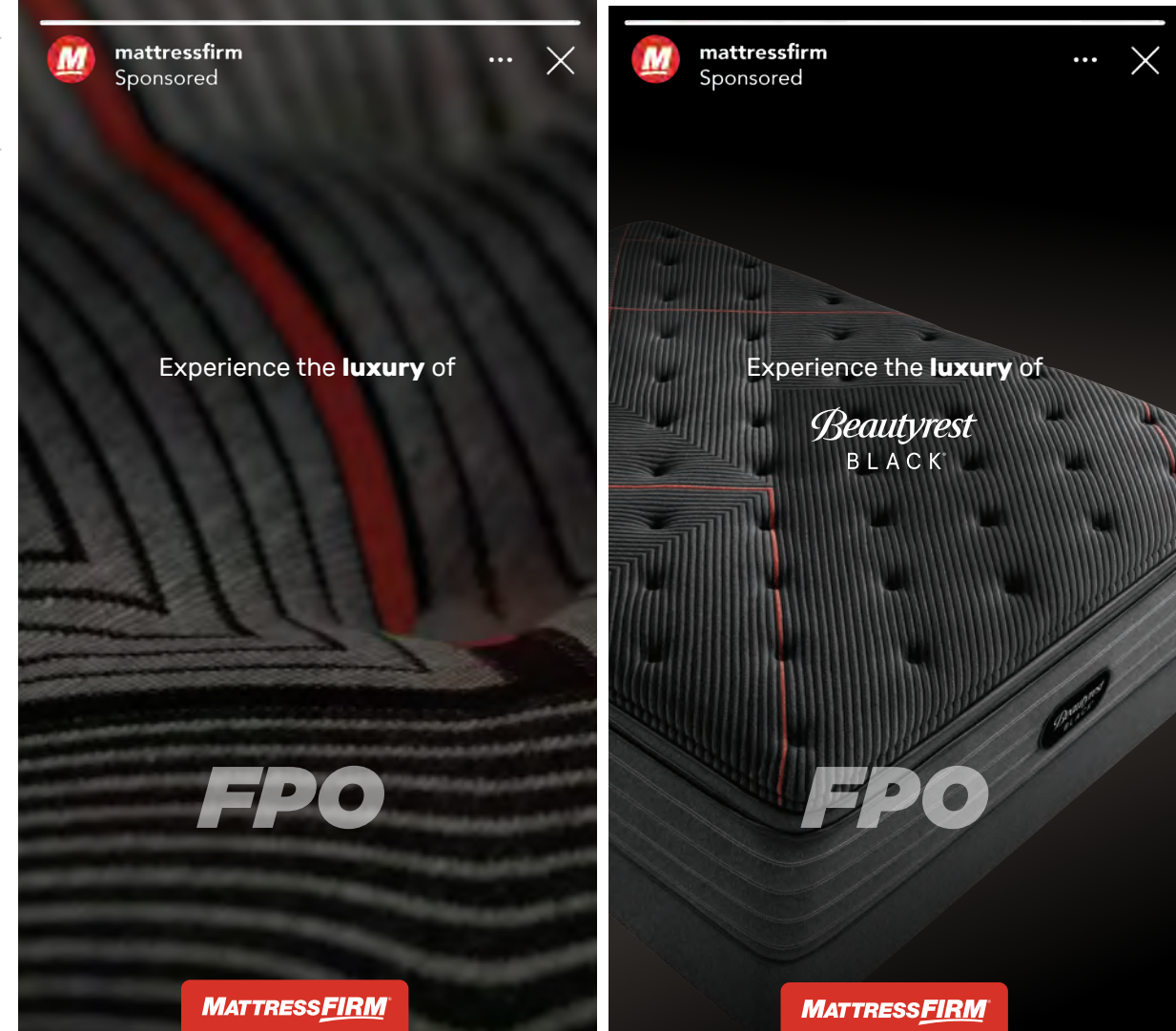
LINK DESCRIPTION: Upgrade your sleep now

SNAP HEADLINE: Experience Beautyrest Black®

ANIMATION NOTES:

OUTPUT: MP4
 SIZE: 1920X1080 & 1350X1000
 DURATION: 15SECONDS
 TOTAL ANIMATED ASSETS: 1
 MUSIC: "BE LUXURY" <https://elements.envato.com/be-luxury-N73FKHQ>

ANIMATED 3RD TIER UPPER FUNNEL
 CARD 1



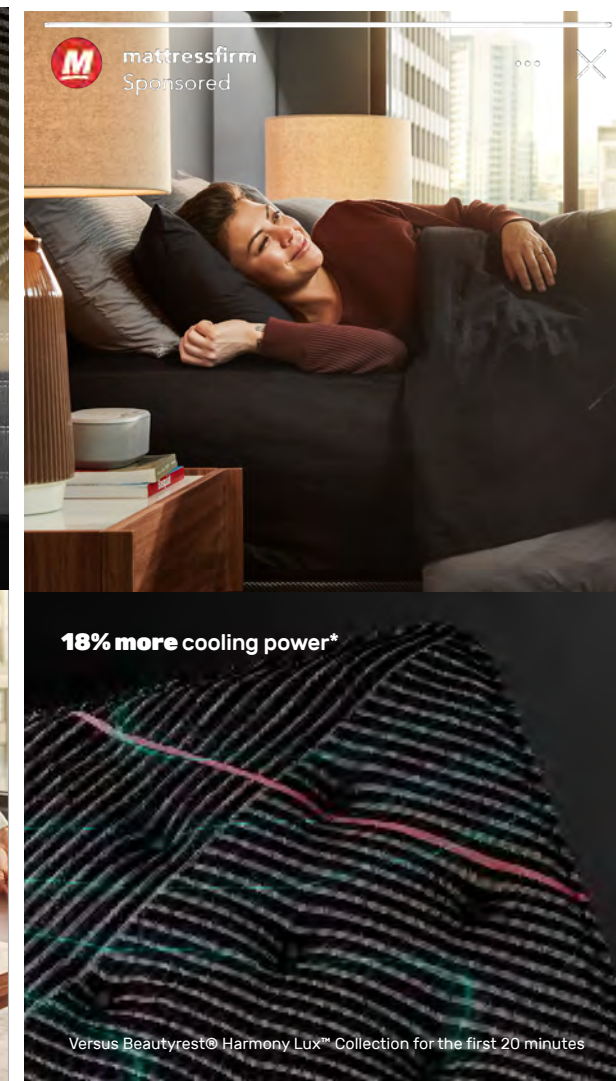
ANIMATION NOTES:
 1. C-CLASS FEATURE VIDEO PLAYS. :00-02 BASELINE REVEAL: "EXPERIENCE THE LUXURY OF"
 2. CUT TO COLOR BLOCK AND MATTRESS SLIDES IN. BEAUTYREST BLACK LOGO

CARD 2 video plays



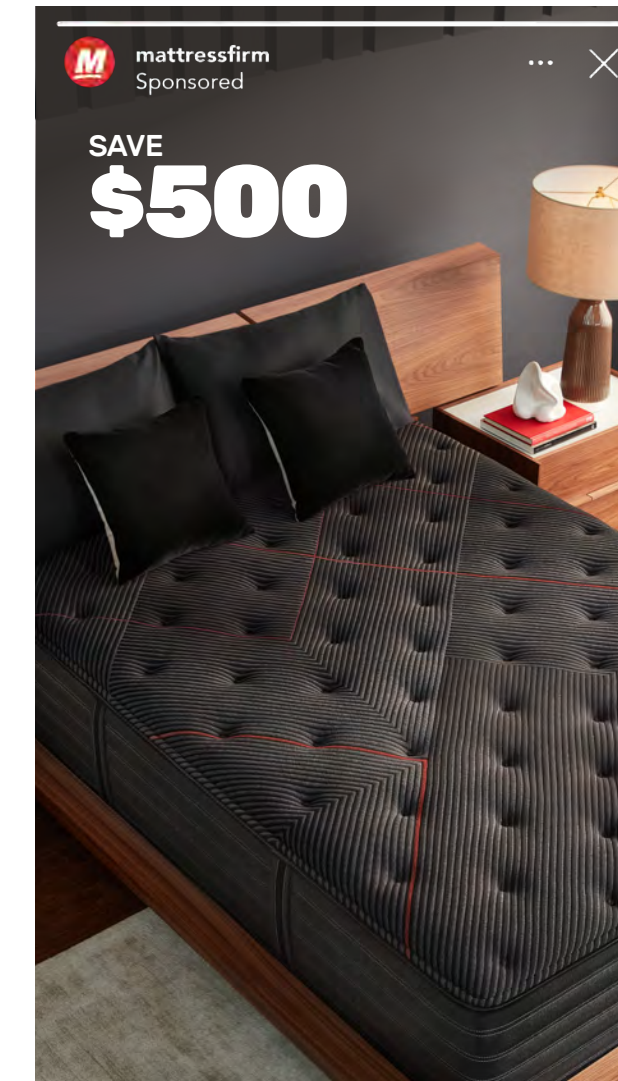
ANIMATION NOTES:
 3. LEFT FOOTAGE SLIDES IN FROM BOTTOM (CONTINUOUSLY PLAY) RIGHT IMAGE SLIDES IN FROM TOP (CONTINUOUS SLOW ZOOM IN) BASELINE REVEAL: "GET MORE" COPY FADES OUT THEN BASELINE REVEAL: "MORE TARGETED SUPPORT"

CARD 3 video plays



ANIMATION NOTES:
 4. LEFT FOOTAGE SLIDES IN FROM BOTTOM (CONTINUOUSLY PLAY) RIGHT IMAGE SLIDES IN FROM TOP (CONTINUOUS SLOW ZOOM IN) BASELINE REVEAL: "18% MORE COOLING POWER" COPY FADES OUT THEN BASELINE REVEAL: "FOR MORE RESTORATIVE SLEEP"

CARD 4



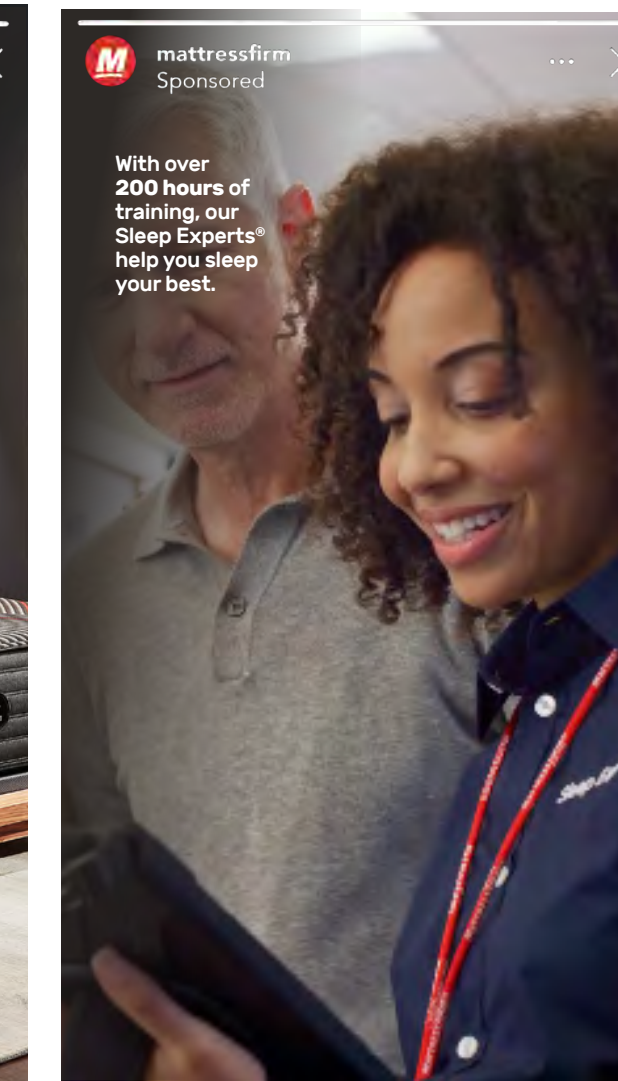
ANIMATION NOTES:
 5. BED IMAGE SLIDES IN (CONTINUOUS SLOW ZOOM IN) BASELINE REVEAL: "SAVE \$500."

CARD 5



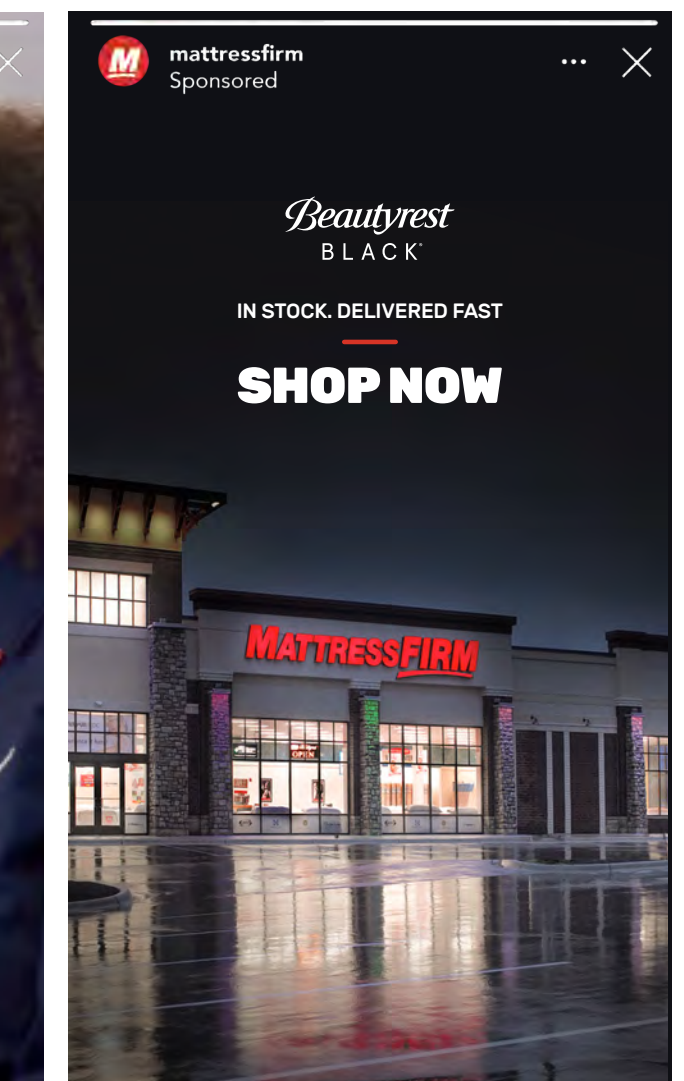
ANIMATION NOTES:
 6. LIFESTYLE BED IMAGE SLIDES IN BASELINE REVEAL: "+FREE ADJUSTABLE BASE"

CARD 5



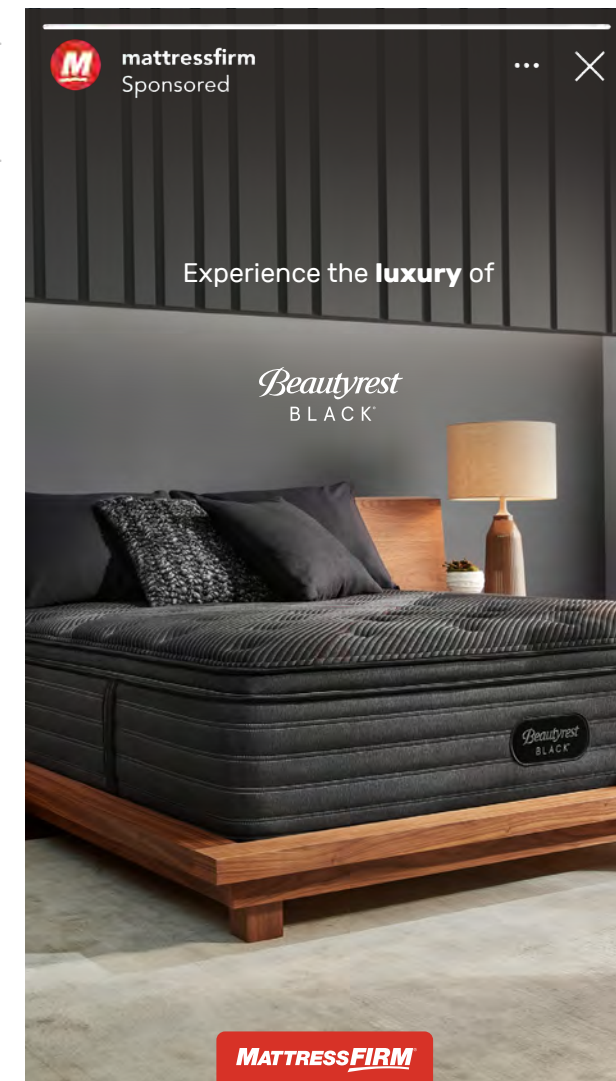
ANIMATION NOTES:
 5. SLEEP EXPERT VIDEO SLIDES IN BASELINE REVEAL: "OUR HIGHLY TRAINED..."

CARD 5



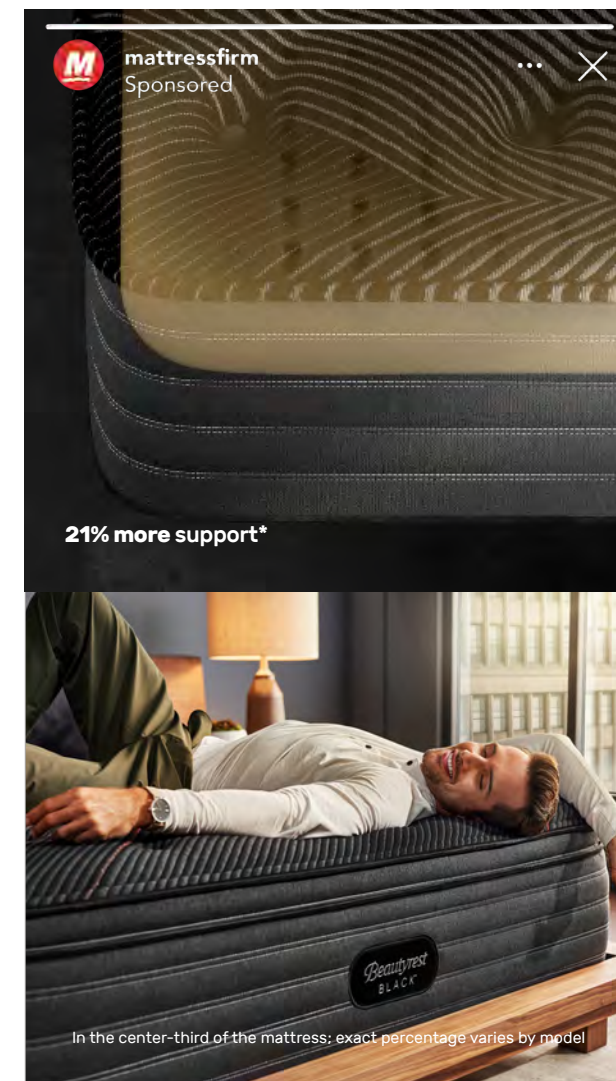
ANIMATION NOTES:
 6. STORE IMAGE SLIDES IN. BR LOGO DROPS FROM THE TOP BASELINE REVEAL: "IN STOCK. DELIVERED FAST SHOP NOW"

STATIC 2ND TIER LOWER FUNNEL
 CARD 1

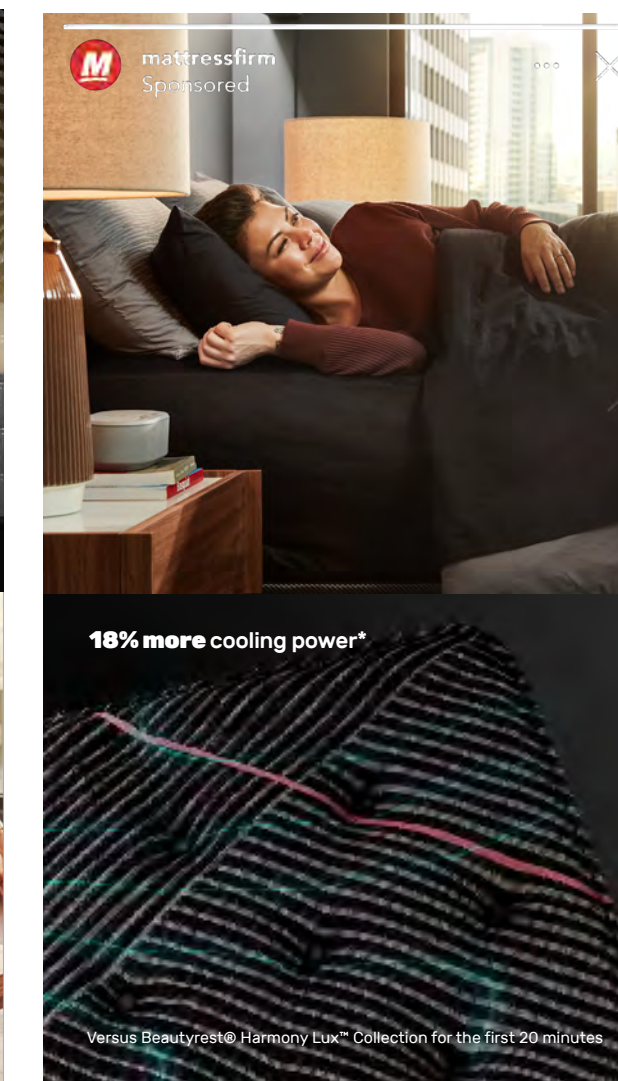


Possible In-store BR bed image

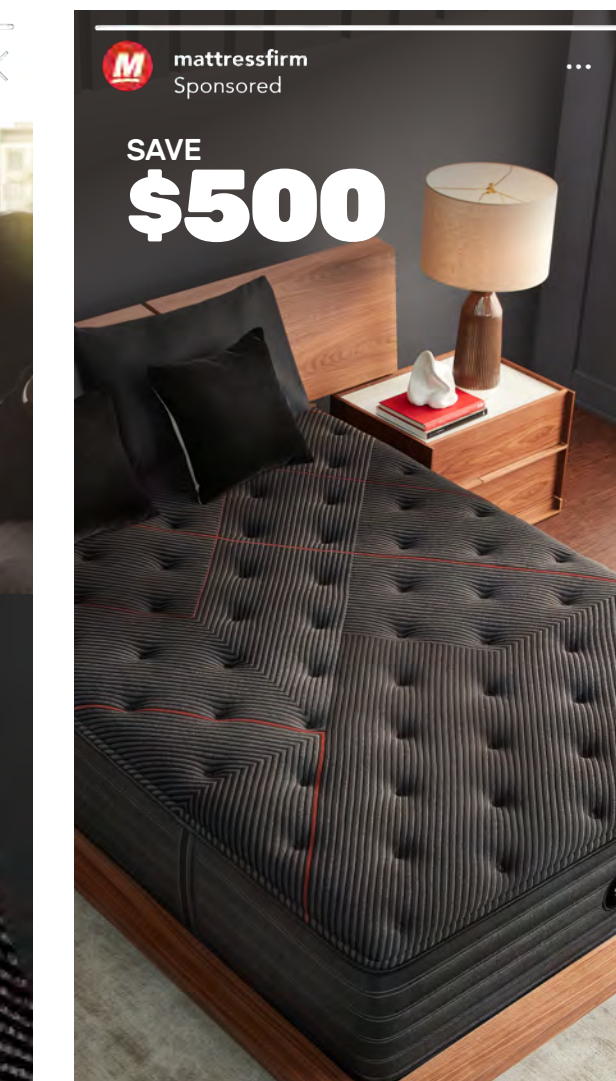
CARD 2



CARD 3



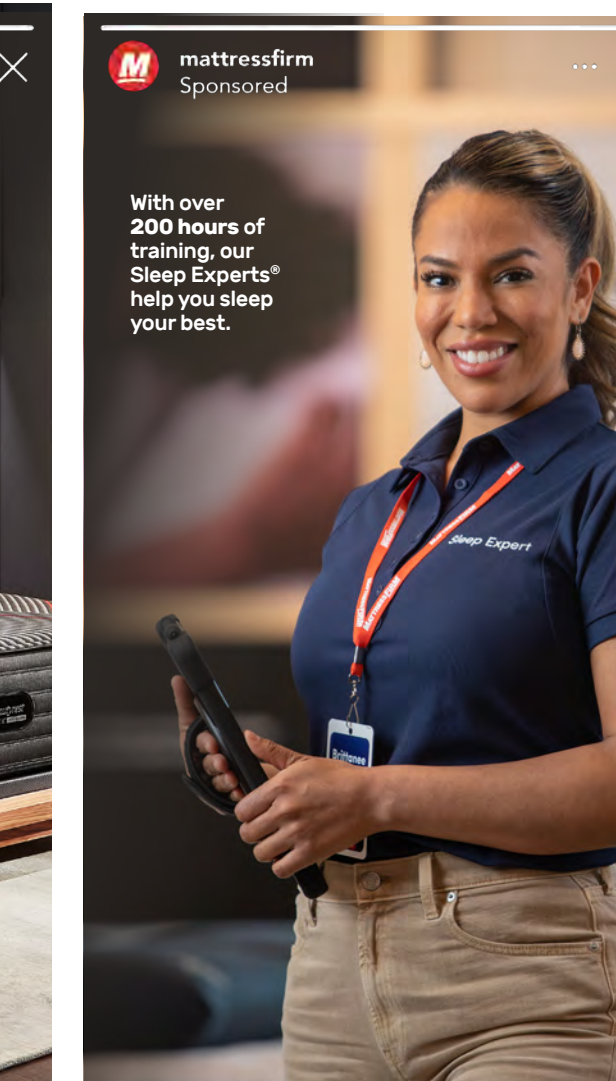
CARD 4



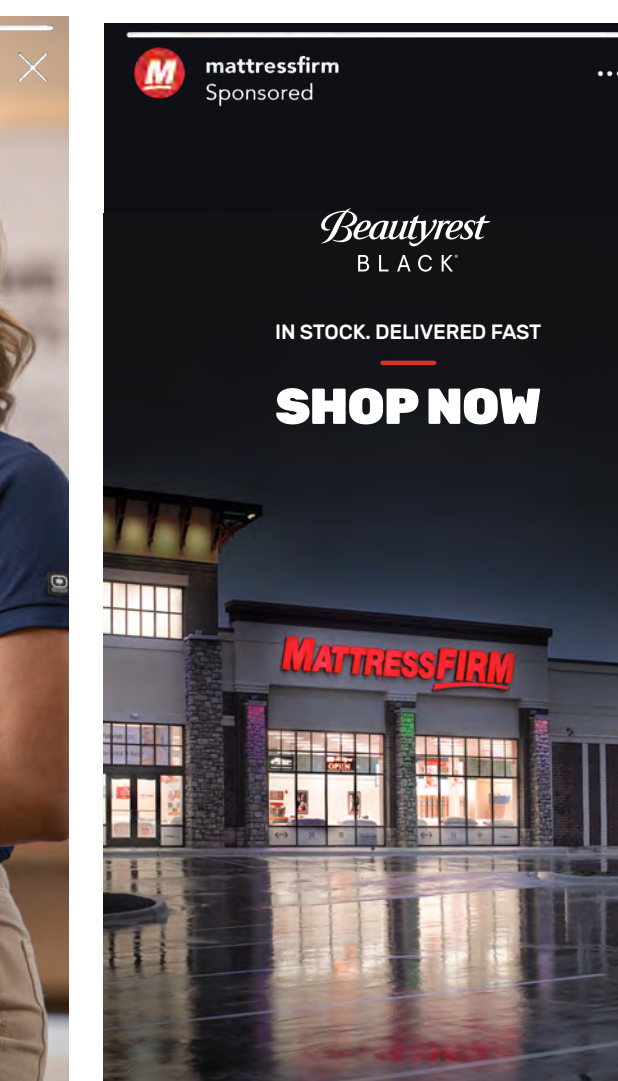
CARD 5



CARD 6



CARD 7



BRAND FB/INSTA STANDARD ADS

HEADLINE: Now at Mattress Firm

POST COPY: Step up to the luxury of Beautyrest Black. Save \$500 & get a free adjustable base.

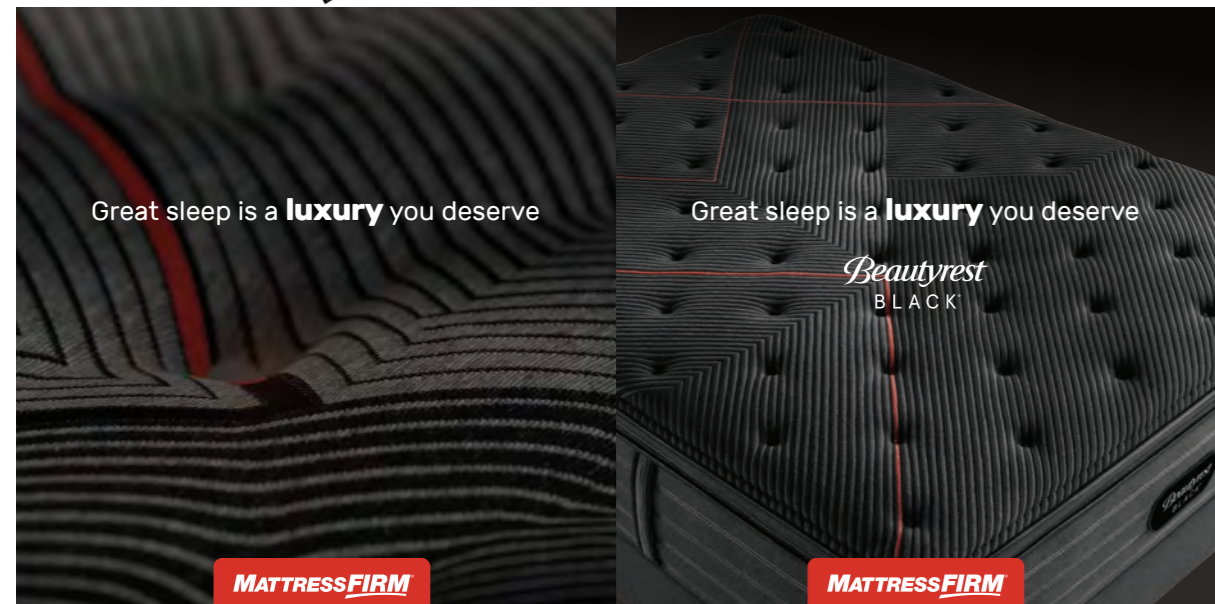
LINK DESCRIPTION: Upgrade your sleep now

ANIMATION NOTES:

OUTPUT: MP4
 SIZE: 1200X1200
 DURATION: 15SECONDS
 TOTAL ANIMATED ASSETS: 1
 MUSIC: "BE LUXURY" <https://elements.envato.com/be-luxury-N7JFKHQ>

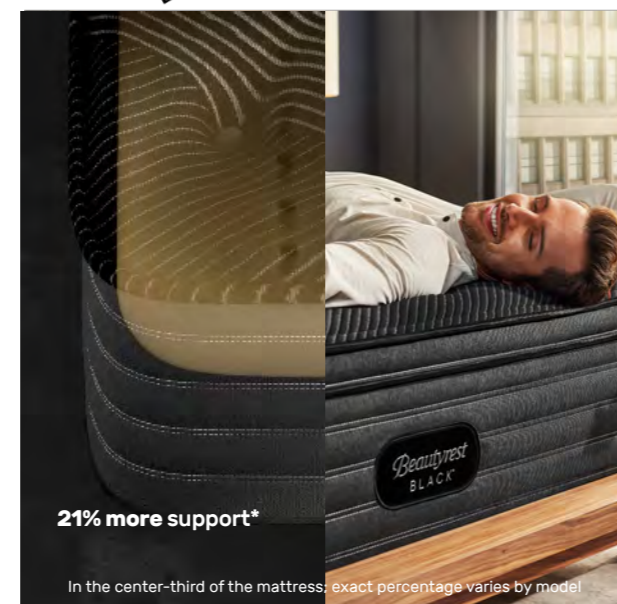
ANIMATED 3RD TIER UPPER FUNNEL

CARD 1 video plays BRB22_Black_C-Class_Product_Video



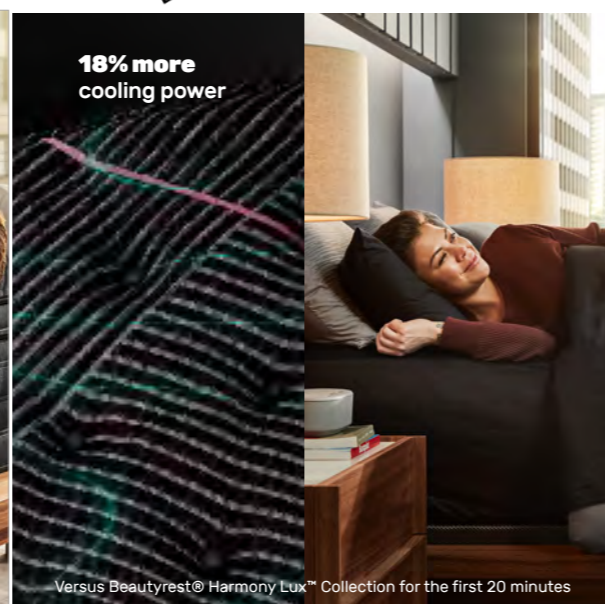
ANIMATION NOTES:
 1. C-CLASS FEATURE VIDEO PLAYS. :00-02 BASELINE REVEAL: "GREAT SLEEP IS A LUXURY YOU..."
 2. C-CLASS FEATURE VIDEO CUT :04-05

CARD 2 video plays



ANIMATION NOTES:
 3. LEFT FOOTAGE SLIDES IN FROM BOTTOM (CONTINUOUSLY PLAY) RIGHT IMAGE SLIDES IN FROM TOP (CONTINUOUS SLOW ZOOM IN) BASELINE REVEAL: "GET MORE" COPY FADES OUT THEN BASELINE REVEAL: "MORE TARGETED SUPPORT"

CARD 3 video plays



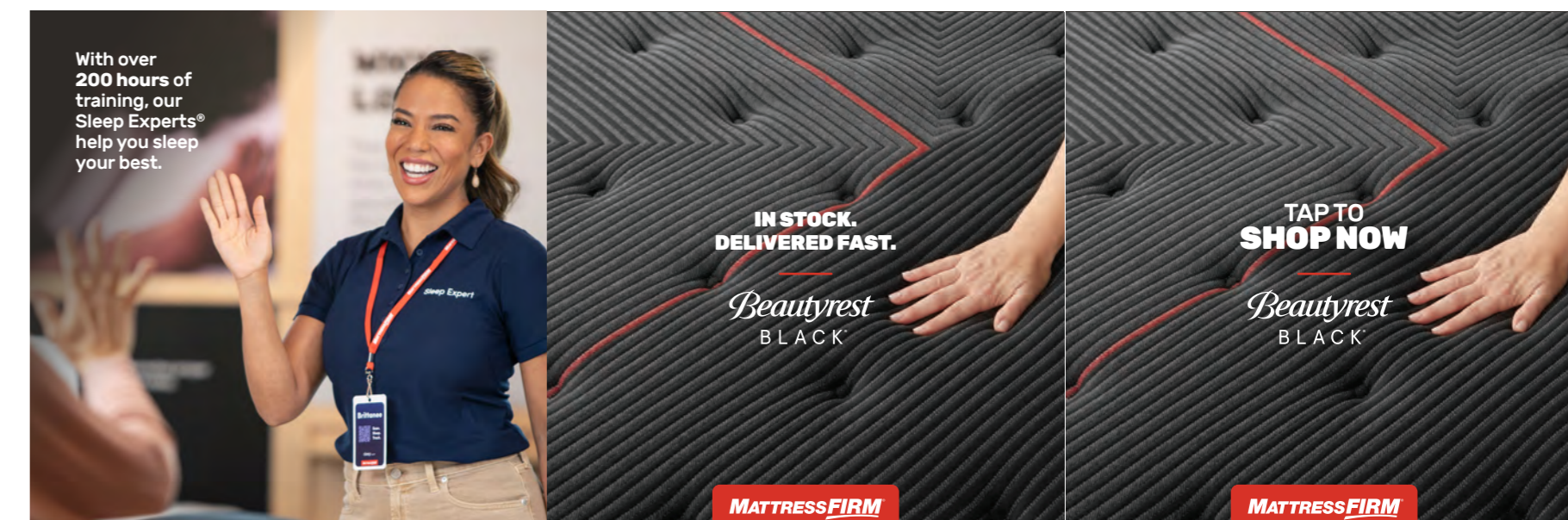
ANIMATION NOTES:
 4. LEFT FOOTAGE SLIDES IN FROM BOTTOM (CONTINUOUSLY PLAY) RIGHT IMAGE SLIDES IN FROM TOP (CONTINUOUS SLOW ZOOM IN) BASELINE REVEAL: "18% MORE COOLING POWER" COPY FADES BASELINE REVEAL: "FOR MORE RESTORATIVE SLEEP"

CARD 4



ANIMATION NOTES:
 5. BED IMAGE SLIDES IN (CONTINUOUS SLOW ZOOM IN) BASELINE REVEAL: "SAVE \$500..."
 6. "SAVE UP TO \$500" SLIDES OUT OF FRAME BASELINE REVEAL: "+FREE ADJUSTABLE BASE..."

CARD 5



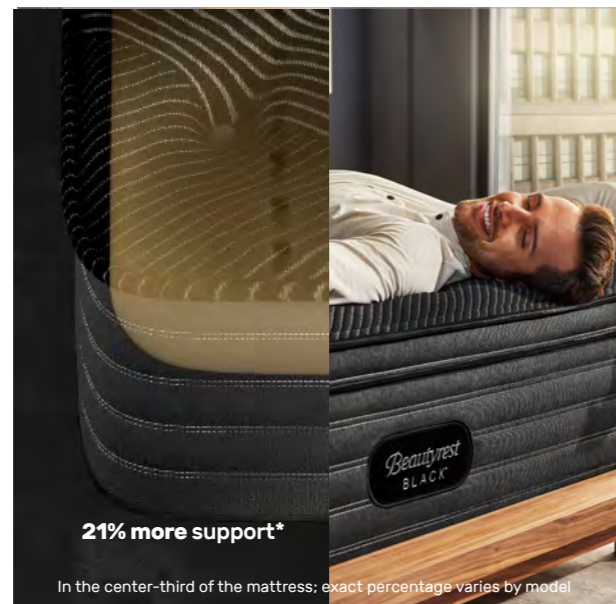
ANIMATION NOTES:
 5. SE VIDEO SLIDES IN BASELINE REVEAL: "OUR HIGHLY-TRAINED..."
 6. DETAIL IMAGE SLIDES IN BASELINE REVEAL: "IN STOCK. DELIVERED FAST" FADE IN BEAUTYREST LOGO. RED LINE DRAWS ON
 7. IN STOCK DELIVERED FAST SWIPE/ SWAPS WITH "TAP TO SHOP NOW"

STATIC 2ND TIER LOWER FUNNEL -OPT 1

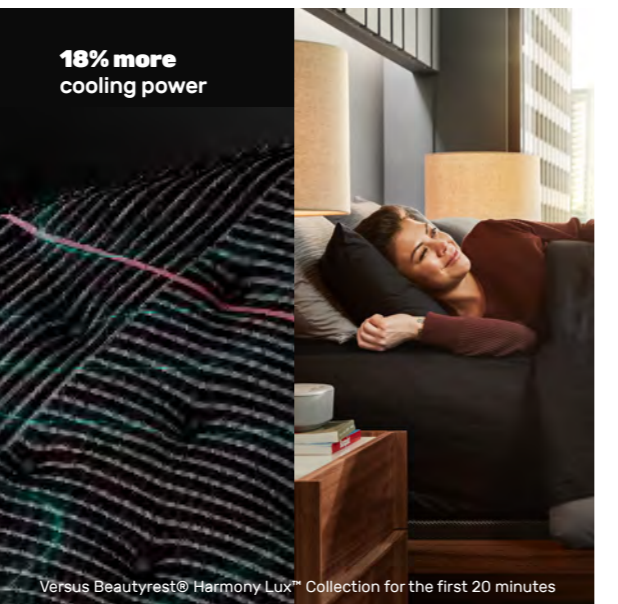
CARD 1



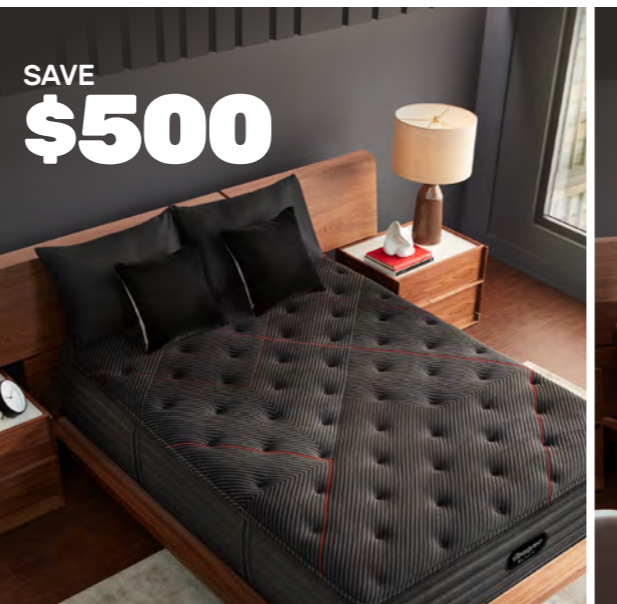
CARD 2



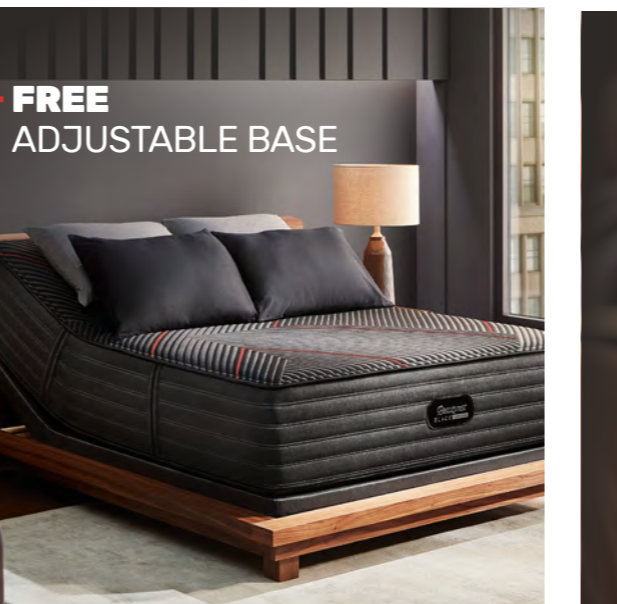
CARD 3



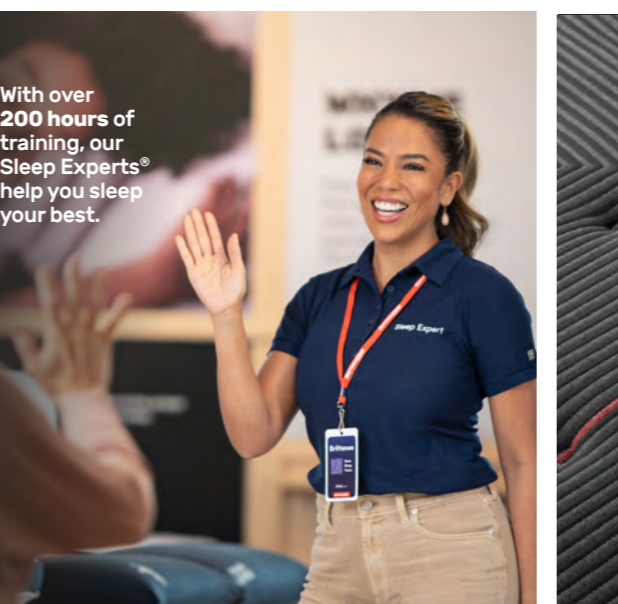
CARD 4



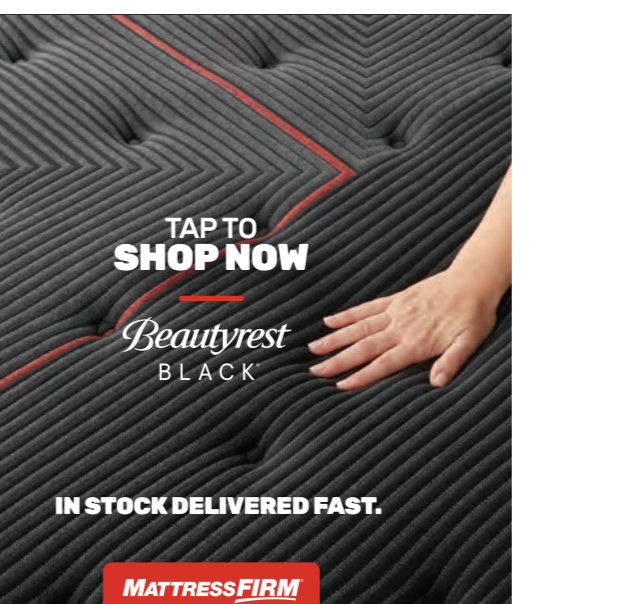
CARD 5



CARD 6



CARD 7



LINK AD - 1080px x 1080px

SLIDESHOW - 1080px x 1080px

BRAND PINTEREST STANDARD ADS

SOCIAL

TITLE: Experience the luxury of Beautyrest Black®. Save \$500 & get a free adjustable base.

PINTEREST POST COPY: Introducing next-level sleep with Beautyrest Black®. The premium, zoned coil system delivers support where you body needs it most. And to help you get the deep sleep you've dreamed of, plant-based cooling offers 18% more cooling power. Plus, with over 200 hours of training, our Sleep Experts® will help select the perfect bed for you. Stop in today.

LINK DESCRIPTION: Upgrade your sleep now

SNAP HEADLINE: Experience Beautyrest Black®

ANIMATION NOTES:

OUTPUT: MP4
 SIZE: 1920X1080 & 1350X1000
 DURATION: 15SECONDS
 TOTAL ANIMATED ASSETS: 1
 MUSIC: "BE LUXURY" <https://elements.envato.com/be-luxury-N7JFKHQ>

ANIMATED 3RD TIER UPPER FUNNEL - C-CLASS

LINK AD/SOCIAL VIDEO - 1080px x 1920px

CARD 1 video plays BRB22_Black_C-Class_Product_Video

ANIMATION NOTES:
1. C-CLASS FEATURE VIDEO PLAYS. :00-02 BASELINE REVEAL: "GREAT SLEEP IS A LUXURY YOU..."

CARD 2 video plays

ANIMATION NOTES:
2. C-CLASS FEATURE VIDEO CUT :04-05

CARD 3 video plays

ANIMATION NOTES:
3. LEFT FOOTAGE SLIDES IN FROM BOTTOM (CONTINUOUSLY PLAY) RIGHT IMAGE SLIDES IN FROM TOP (CONTINUOUS SLOW ZOOM IN) BASELINE REVEAL: "GET MORE" COPY FADEDS OUT THEN BASELINE REVEAL: "MORE TARGETED SUPPORT"

CARD 4

ANIMATION NOTES:
4. LEFT FOOTAGE SLIDES IN FROM BOTTOM (CONTINUOUSLY PLAY) RIGHT IMAGE SLIDES IN FROM TOP (CONTINUOUS SLOW ZOOM IN) BASELINE REVEAL: "18% MORE COOLING POWER" COPY FADES BASELINE REVEAL: "FOR MORE RESTORATIVE SLEEP"
5. BED IMAGE SLIDES IN (CONTINUOUS SLOW ZOOM IN) BASELINE REVEAL: "SAVE \$500."
6. "SAVE UP TO \$500" SLIDES OUT OF FRAME BASELINE REVEAL: "+FREE ADJUSTABLE BASE..."

CARD 5 video plays

ANIMATION NOTES:
7. SE VIDEO SLIDES IN BASELINE REVEAL: "OUR HIGHLY-TRAINED..."

CARD 6

ANIMATION NOTES:
6. DETAIL IMAGE SLIDES IN BASELINE REVEAL: "IN STOCK, DELIVERED FAST" FADE IN BEAUTYREST LOGO. RED LINE DRAWS ON

CARD 7

ANIMATION NOTES:
7. IN STOCK DELIVERED FAST SWIPE/ SWAPS WITH "TAP TO SHOP NOW"

Possible In-store BR detail hand press footage

STATIC 2ND TIER LOWER FUNNEL - OPT 1

LINK AD/SOCIAL VIDEO - 1080px x 1920px

CARD 1

CARD 2

CARD 3

CARD 4

CARD 5

CARD 6

CARD 7



MF_BR_MULTI_BLACK_LAUNCH_Toolkit_Email

SL: Now at Mattress Firm—the luxury of the Beautyrest Black® collection
PH: Elevate your sleep & save \$500 + free adjustable base

MATTRESSFIRM Chat (877) 316-1269

Mattresses Beds & Frames Bedding Pillows **Sale** Store Locator

In stock. Delivered Fast. [Get Details >](#)

Beautyrest
BLACK

Now, experience the luxury of Beautyrest Black® at Mattress Firm

Deeper, more restorative sleep is yours. See this unique collection today.

SAVE **\$500**
+ FREE ADJUSTABLE BASE*

[Upgrade Your Sleep](#)

Added support
21% greater support* for ideal body alignment all night.

Superior cooling
Plant-based technology delivers 18% more cooling power.**

More comfort
Natural silk, alpaca and cashmere provide unmatched breathability.

SEE A SLEEP EXPERT® TODAY

Come visit us.

Mattress Firm Gresham Hours
★★★★★
381 NW Burnside Rd
Gresham, OR 97030
(503) 660-1250

Open today until 8pm
Mon - Sat, 10am - 9pm
Sun, 11am - 7pm

[Find A Store](#)

Chat with a Sleep Expert® | Visit a Store | Call (877) 316-1269

[Twitter](#) [Facebook](#) [YouTube](#) [Instagram](#) [TikTok](#)

MATTRESSES

BEDDING

BED FRAMES

SALE

Tap to get texts on great deals & more

Track your zzz's on the FREE Sleep.com app

Download on the [App Store](#) [GET IT ON Google Play](#)

*Save \$500 + Free Adjustable Base
XXXXXXXXXX

*In the center-third of the mattress; exact percentage varies by model
**Versus Beautyrest® Harmony Lux™ Collection for the first 20 minutes

This email was sent to [EMAIL ADDRESS]. We respect your privacy. Please review our [privacy policy](#). You may unsubscribe from Mattress Firm promotional emails at any time or easily adjust your subscription preferences from your [profile information](#). If you're having trouble viewing this email, [click here](#).

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MF_BR_MULTI_BLACK_LAUNCH_Toolkit_Email

SL: Now at Mattress Firm—the luxury of the Beautyrest Black® collection
PH: Elevate your sleep & save \$500 + free adjustable base

MATTRESSFIRM Chat (877) 316-1269

Mattresses Beds & Frames Bedding Pillows **Sale** Store Locator

In stock. Delivered Fast. [Get Details >](#)

Get the sleep you deserve

SAVE \$500
+ FREE ADJUSTABLE BASE*

INTRODUCING
Beautyrest
BLACK

Deeper, more restorative sleep is yours. Experience this luxury collection now at Mattress Firm.

[Upgrade Your Sleep](#)

Added support
21% greater support* for ideal body alignment all night.

Superior cooling
Plant-based technology delivers 18% more cooling power.**

More comfort
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SEE A SLEEP EXPERT® TODAY

Come visit us.

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★★★★★
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Open today until 8pm
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[Find A Store](#)

Chat with a Sleep Expert® | Visit a Store | Call (877) 316-1269

[Twitter](#) [Facebook](#) [YouTube](#) [Instagram](#) [TikTok](#)

MATTRESSES

BEDDING

BED FRAMES

SALE

Tap to get texts on great deals & more

Track your zzz's on the FREE Sleep.com app

Download on the [App Store](#) [GET IT ON Google Play](#)

*Save \$500 + Free Adjustable Base
XXXXXXXXXX

*In the center-third of the mattress; exact percentage varies by model
**Versus Beautyrest® Harmony Lux™ Collection for the first 20 minutes

This email was sent to [EMAIL ADDRESS]. We respect your privacy. Please review our [privacy policy](#). You may unsubscribe from Mattress Firm promotional emails at any time or easily adjust your subscription preferences from your [profile information](#). If you're having trouble viewing this email, [click here](#).

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VIDEO SPOT SCRIPT: 30

VOICEOVER:

Now at Mattress Firm, experience the luxury of The Beautyrest Black[®] collection.

With more support where you need it most plus 18% more cooling power, you'll discover the comfort you deserve.

And with over 200 hours of training, our Sleep Experts[®] are ready to help you sleep your best.

Stop by Mattress Firm today and save \$500 plus get a free adjustable base. They're in stock and ready for fast delivery.

Upgrade your sleep with Beautyrest Black[®] today at Mattress Firm.

VIDEO SPOT STORYBOARD: 30



Introducing
Beautyrest
BLACK®

VOICEOVER:
Now at Mattress Firm, experience the luxury of The Beautyrest Black® collection.

ANIMATION NOTES:

1. VIDEO OPENS FULL FRAME RIGHT CHARCOAL COLOR BLOCK SLIDES INTO FRAME
BASELINE REVEAL: "INTRODUCING BEAUTYREST BLACK"

VIDEO FOOTAGE NEEDED:
In-store mattress angled detail shot specifically pan over the front bed tag then hand pushes on bed top



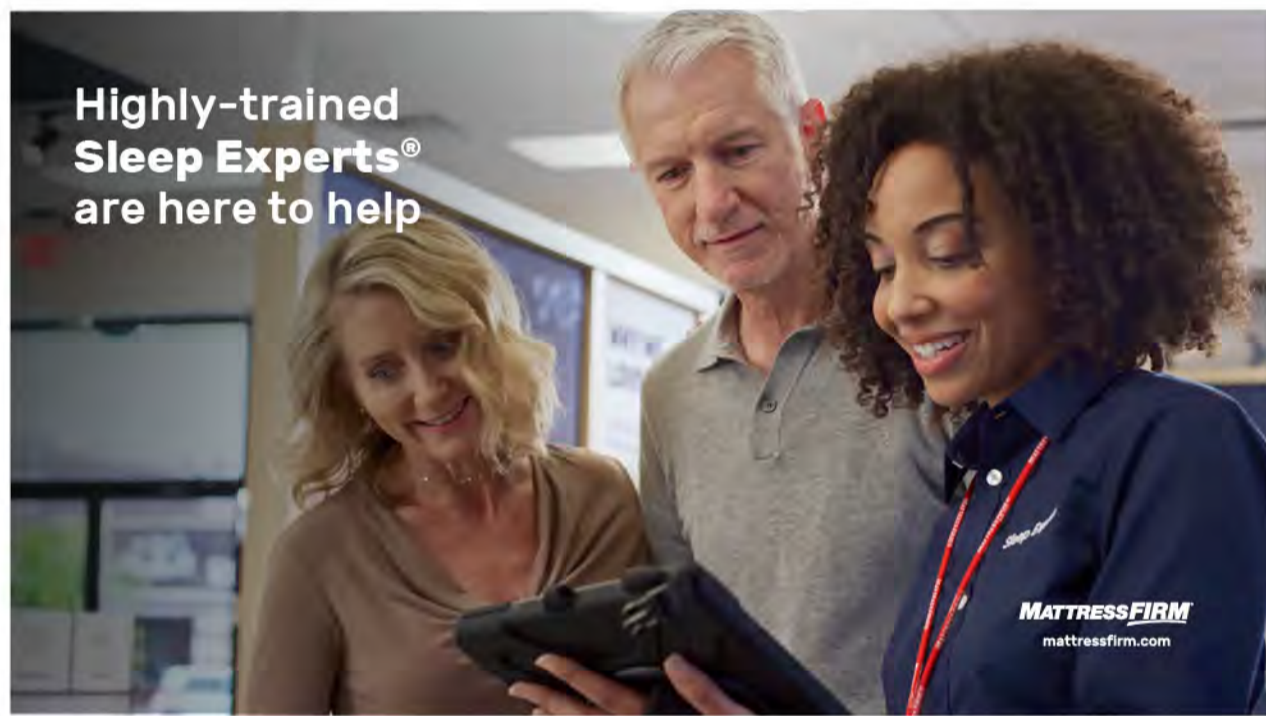
VOICEOVER:
With more support where you need it most plus 18% more cooling power, you'll discover the comfort you deserve.

ANIMATION NOTES:
2. FOOTAGE TRANSITIONS (SWIPE IN PUSH/PULL EFFECT) BASELINE REVEAL: "TARGETED SUPPORT"
3. CUT TO FULL FRAME FOOTAGE BASELINE REVEAL: "ADVANCED COOLING"

VIDEO FOOTAGE NEEDED:
In-store full mattress shot, visible front bed tag.



VIDEO FOOTAGE NEEDED:
In-store full mattress shot, adjusting base movement, visible front bed tag.



VOICEOVER:
And with over 200 hours of training, our Sleep Experts® are ready to help you sleep your best.

ANIMATION NOTES:
4. FOOTAGE TRANSITIONS (SWIPE IN PUSH/PULL EFFECT) BASELINE REVEAL: "HIGHLY-TRAINED SLEEP EXPERTS ARE HERE TO HELP"



VOICEOVER:
Stop by Mattress Firm today and save \$500 plus get a free adjustable base.

ANIMATION NOTES:
5. CUT TO ADJUSTED BASE FULL BED FOOTAGE BASELINE REVEAL: "SAVE \$500 +FREE ADJUST BASE"



VOICEOVER:
They're in stock and ready for fast delivery.

ANIMATION NOTES:
6. CUT TO DCUSTOMERS LEAVING BASELINE REVEAL: "IN STOCK, DELIVERED FAST."

VIDEO FOOTAGE NEEDED:
detail shot hand presses on bed top and goes out of frame



VOICEOVER:
Upgrade your sleep with Beautyrest Black® today at Mattress Firm.

ANIMATION NOTES:
7. FOOTAGE TRANSITIONS (SWIPE IN PUSH/PULL EFFECT) BASELINE REVEAL: "EXPERIENCE LUXURY SLEEP..." MATRESSFIRM LOGO POPS INO CENTER FRAME. WEBSITE MASK REVEAL DROPS FROM UNDER THE LOGO



Traditional



Moody



Lighting example

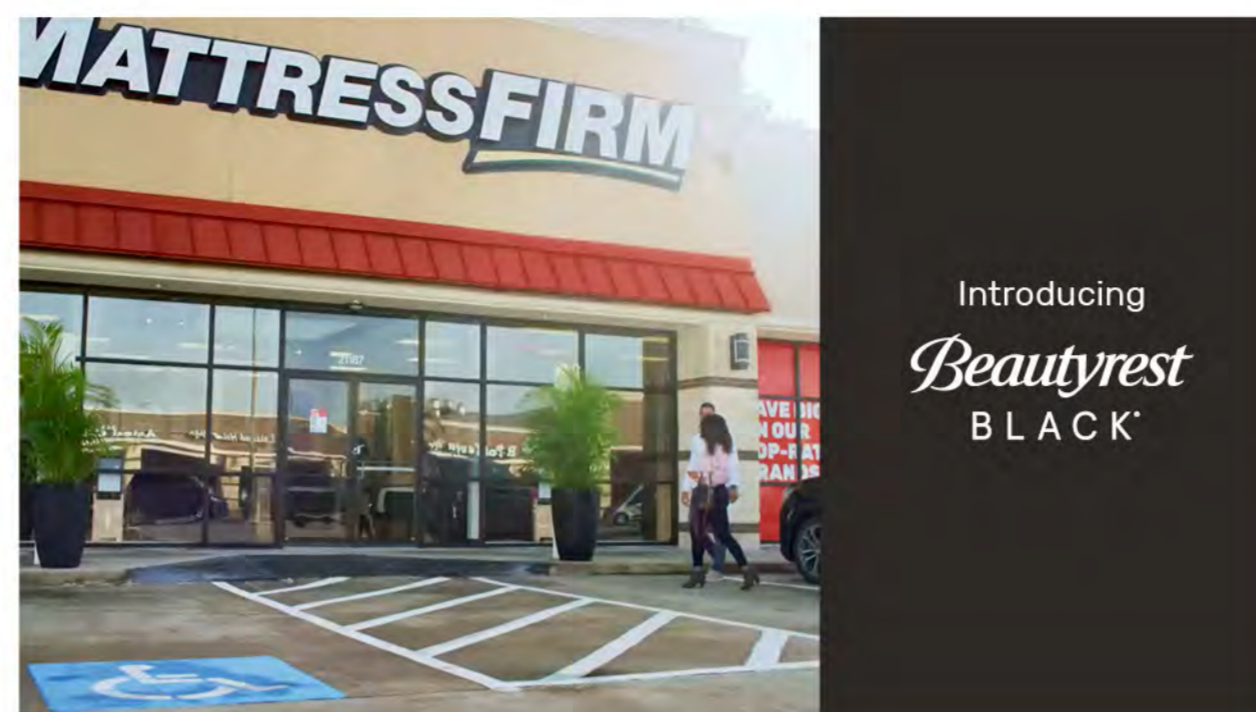
VIDEO SPOT SCRIPT: 15

VOICEOVER:

Now at Mattress Firm: experience the luxury of the Beautyrest Black[®] collection.

See a Sleep Expert[®] today and save \$500 plus get a free adjustable base. They're in stock and ready for fast delivery.

VIDEO SPOT STORYBOARD: 15



VIDEO FOOTAGE NEEDED:
In-store full mattress shot, adjusting base movement, visible front bed tag.



VOICEOVER:
Now at Mattress Firm: experience the luxury of the Beautyrest Black® collection.

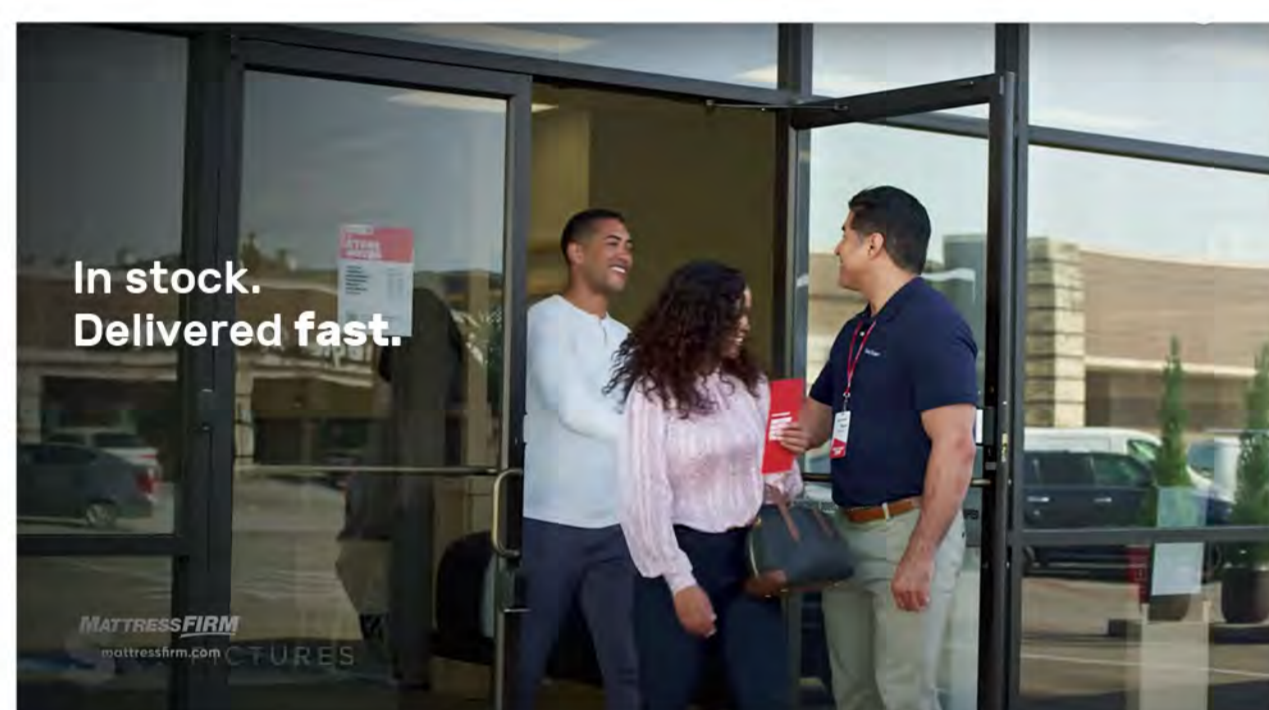
VOICEOVER:
See a Sleep Expert® today and save \$500 plus get a free adjustable base.

ANIMATION NOTES:

1. VIDEO OPENS FULL FRAME RIGHT CHARCOAL COLOR BLOCK SLIDES INTO FRAME
BASELINE REVEAL: "INTRODUCING BEAUTYREST BLACK"

ANIMATION NOTES:
2. CUT TO ADJUSTED BASE FULL BED FOOTAGE BASELINE REVEAL: "SAVE \$500 +FREE ADJUST BASE"

VIDEO FOOTAGE NEEDED:
detail shot hand presses on bed top and goes out of frame



VOICEOVER:
They're in stock and ready for fast delivery.

ANIMATION NOTES:
4. FOOTAGE TRANSITIONS (SWIPE IN PUSH/PULL EFFECT) BASELINE REVEAL: "EXPERIENCE LUXURY SLEEP..." MATTRESSFIRM LOGO POPS INTO CENTER FRAME. WEBSITE MASK REVEAL DROPS FROM UNDER THE LOGO

ANIMATION NOTES:
3. CUT TO CUSTOMERS LEAVING EXTERIOR BASELINE REVEAL: "IN STOCK. DELIVERED FAST."

VIDEO SHOOT NOTES:

Shoot traditionally In-store AND In-store with dark lighting with spotlight



Traditional



Moody



Lighting example

VIDEO SPOT SCRIPT: 06

VOICEOVER:

Now at Mattress Firm: Experience the Beautyrest Black[®] collection and save \$500.

VIDEO SPOT STORYBOARD: 06

VIDEO FOOTAGE NEEDED:
In-store full mattress shot, adjusting base movement, visible front bed tag.



VIDEO FOOTAGE NEEDED:
detail shot hand presses on bed top and goes out of frame



VOICEOVER:

Now at Mattress Firm: Experience the Beautyrest Black® collection and save \$500.

ANIMATION NOTES:

1. VIDEO OPENS FULL FRAME VIDEO
5. CUT TO ADJUSTED BASE FULL BED FOOTAGE BASELINE REVEAL: "SAVE \$500 +FREE ADJUST BASE"
8. FOOTAGE TRANSITIONS (SWIPE IN PUSH/PULL EFFECT) BASELINE REVEAL: "EXPERIENCE LUXURY SLEEP..." MATRESSFIRM LOGO POPS INO CENTER FRAME. WEBSITE MASK REVEAL DROPS FROM UNDER THE LOGO

VIDEO SHOOT NOTES:

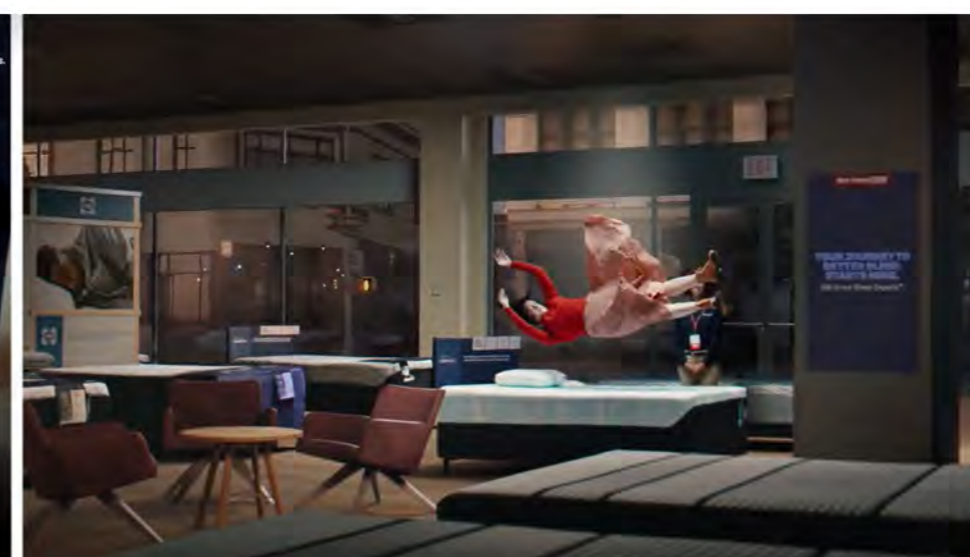
Shoot traditionally In-store AND In-store with dark lighting with spotlight



Traditional



Moody

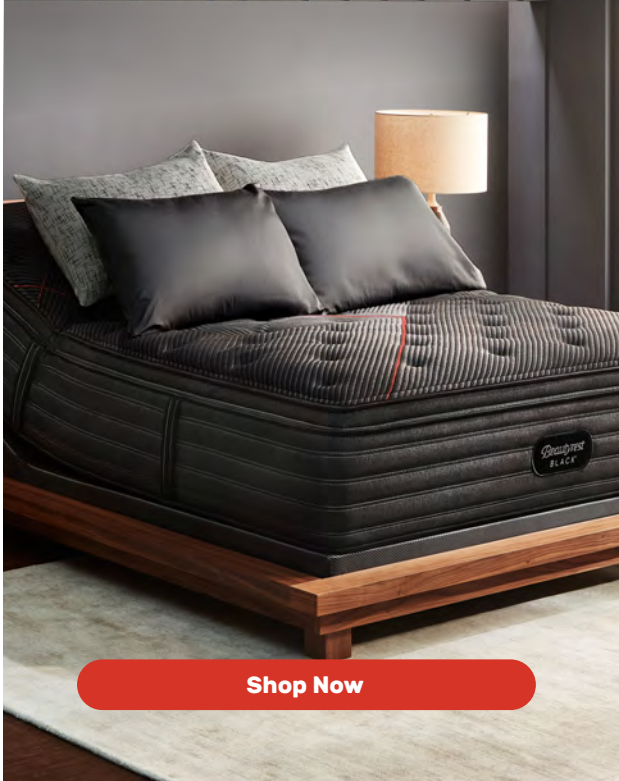


Lighting example

MATTRESSFIRM *Beautyrest*
BLACK

Experience the **LUXURY** you deserve

SAVE
\$500
+ **FREE** ADJUSTABLE BASE




[Shop Now](#)

MATTRESSFIRM *Beautyrest*
BLACK

Experience the **LUXURY** you deserve

SAVE
\$500
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MATTRESSFIRM *Beautyrest*
BLACK

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MATTRESSFIRM *Beautyrest*
BLACK

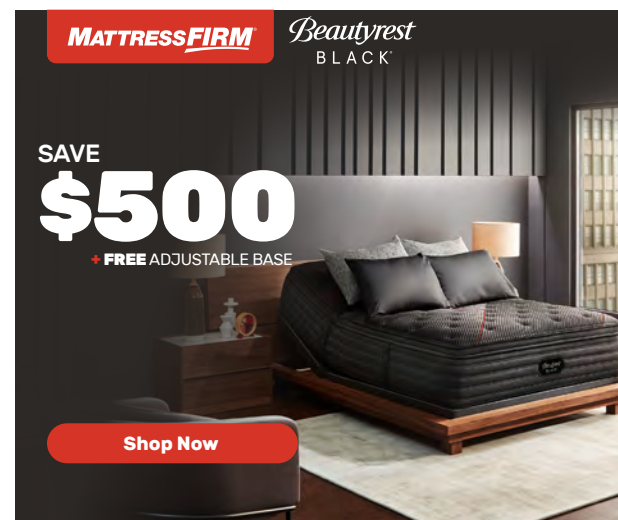
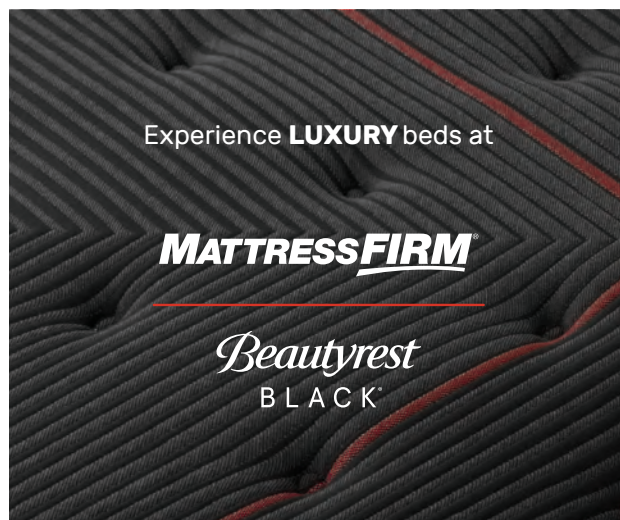
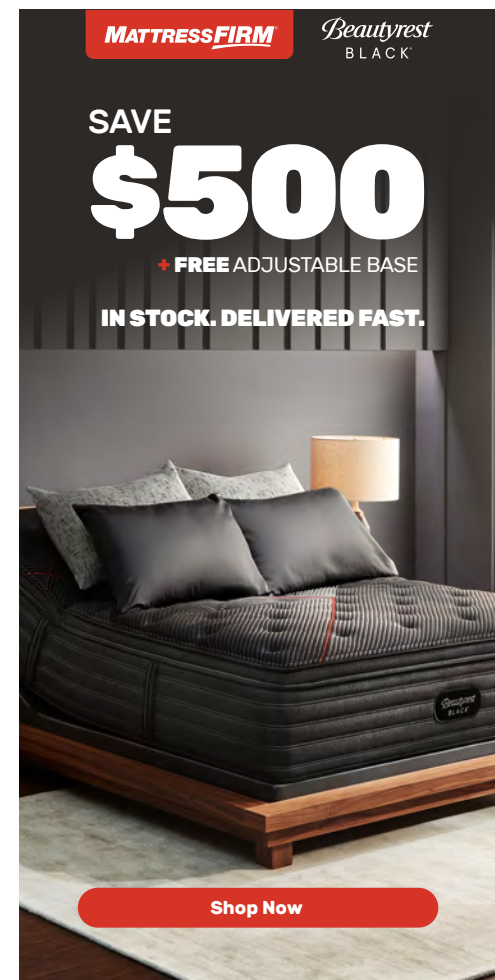
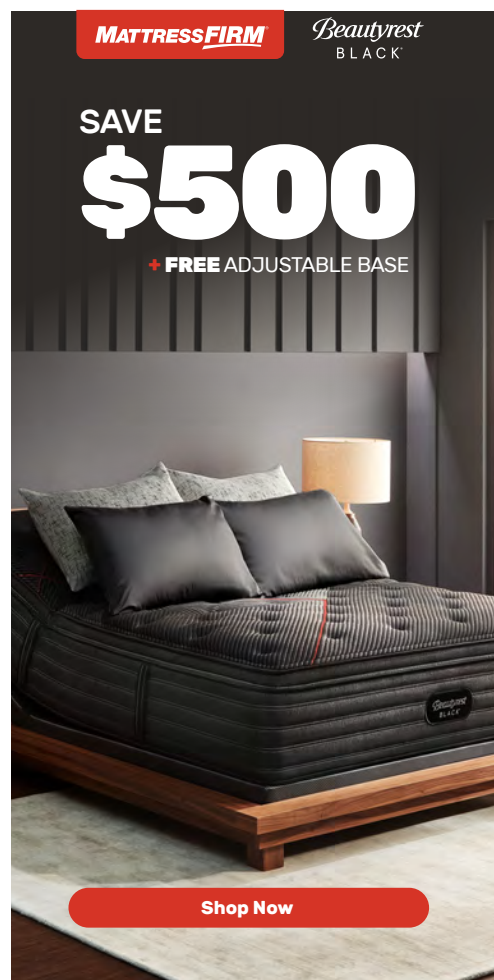
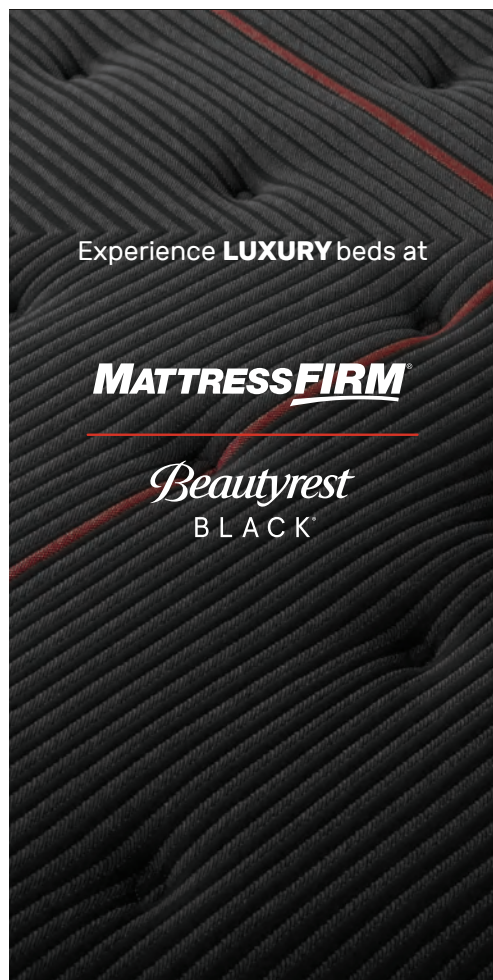
Experience the **LUXURY** you deserve

SAVE
\$500
+ **FREE** ADJUSTABLE BASE



[Shop Now](#)

OPTION 1 ANIMATED



OPTION 2 ANIMATED

