

12 days of
DREAMcember

2021

LOCK UP/COLOR:

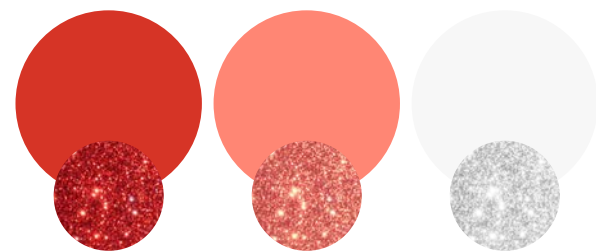
12 days of
DREAMcember

12 days of **DREAM**cember **12** days of **DREAM**cember

12 days of
DREAMcember

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DREAMcember



ILLUSTRATIONS:



PHOTO DIRECTION:

Giveaway



Coupon/Lifestyle



PREVIEW POSTS



Insta Story



Paid Ad



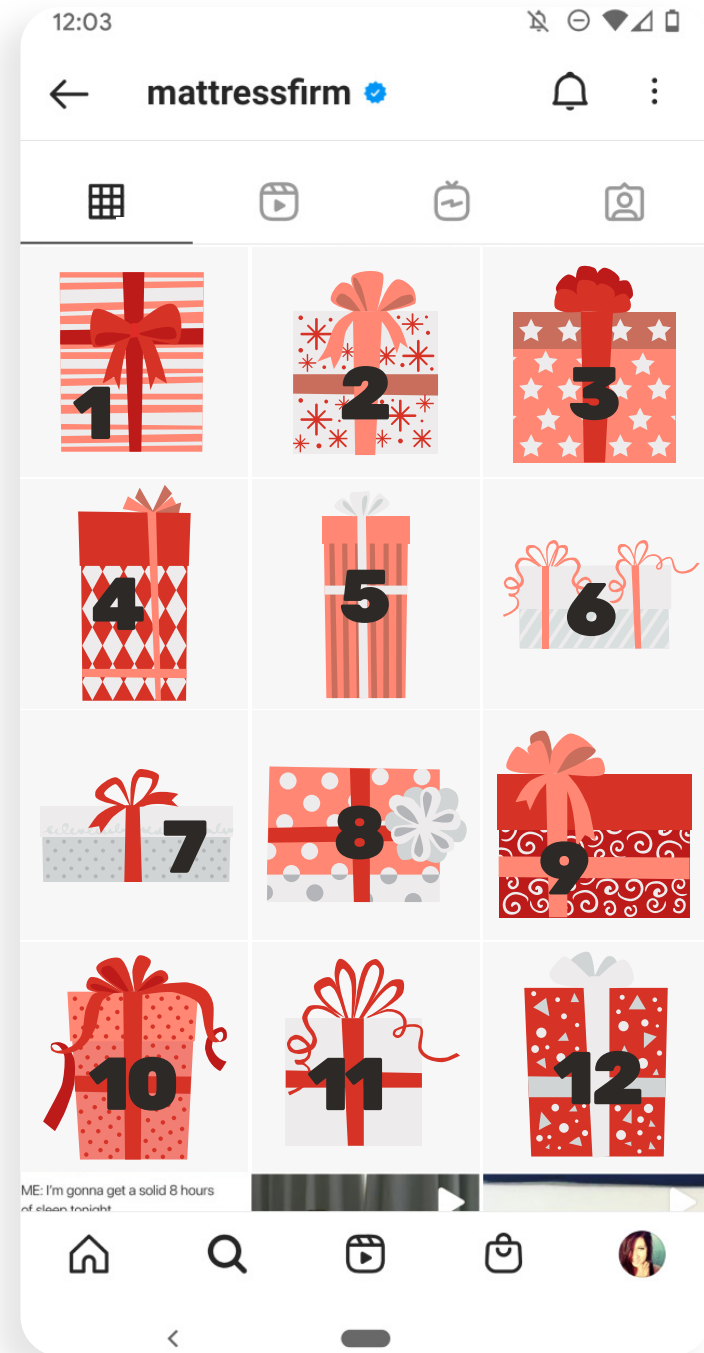
1. Image slides to the right
2. COPY BLOCK BOUNCE: "Free gifts +special.."
3. BASELINE REVEAL: "Join us Dec. 1"
4. Tag swings back and fourth in frame

GIVEAWAY OPEN



Insta Post

DAILY GIVEAWAY POSTS



“ Only 6 gifts left! We’ve already gifted sleep bundles, headboards—even mattresses. Join us on Instagram & you could be next...”

REMINDER POSTS



1. zoom into daily gift (6)
2. illo animation of gift unwrapping
3. red/glitter color block EASE into frame from right
4. prize pop infrom center
5. BASELINE REVEAL: “Sleepy’s Ultimate Bundle”
6. Tag swings back and fourth in frame

ORIGINAL UPDATED DESIGN - GENERIC MOCK UPS

1920x1080

20% OFF
sitewide*

12
days of
DREAM
ember

USE CODE: **DREAMCEMBER**

Spread the jolly.
This season,
everyone's a
winner!

1080x1350

MATTRESSFIRM

20% OFF
sitewide*

12
days of
DREAM
ember

USE CODE: **DREAMCEMBER**



MATTRESSFIRM

12
days of
DREAM
ember

When animation available
utilize the tag swinging
into frame

1200x628

MATTRESSFIRM

20% OFF
sitewide*

USE CODE: **DREAMCEMBER**

Shop Now

300x600

MATTRESSFIRM

20% OFF
sitewide*

USE CODE: **DREAMCEMBER**

Shop Now

300x600 ALT

DROP SHADOW NOTES:

Headlines are all caps with SOLID drop shadow.

Distance depends on size, ranges from 1-3px

Use any color combination below

