

Sleep Week

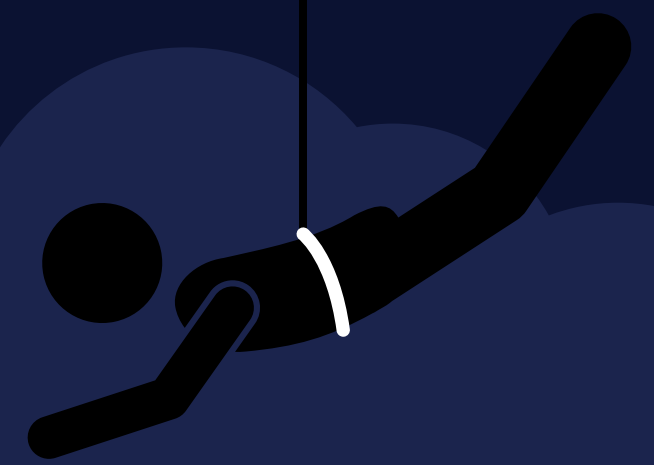


IDEA #1

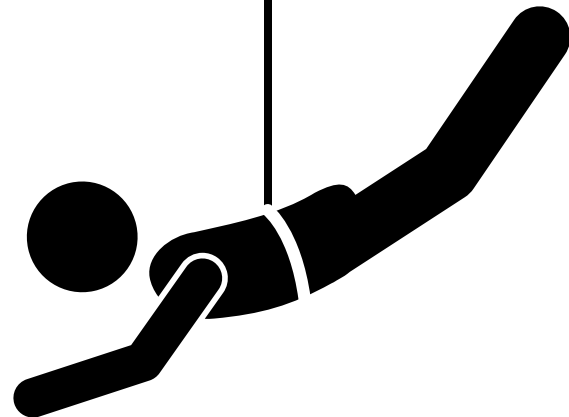
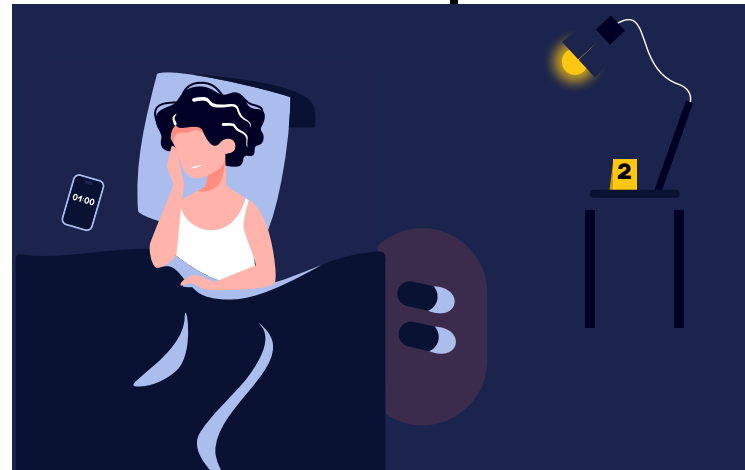
You've been assigned a top-secret mission: To solve the case of getting quality rest. Great sleep has always been a mystery—but our double agent Sleep Experts® will help with the detective work, so you can...

CRACK THE CODE
TO BETTER ZZZ'S THIS

Sleep Week



Imagery Direction



Color Palette

DARK BLUE
PMS 7408
CMYK 0 | 0 | 0 | 0
RGB 255 | 255 | 255
HEX #FFFFFF

NAVY BLUE
PMS 7408
CMYK 0 | 22 | 98 | 0
RGB 255 | 199 | 19
HEX #FFC713

BRIGHT RED
PMS 7408
CMYK 0 | 22 | 98 | 0
RGB 255 | 199 | 19
HEX #FFC713

NAVY BLUE
PMS 7408
CMYK 0 | 22 | 98 | 0
RGB 255 | 199 | 19
HEX #FFC713

Sleep Week

Sleep Week

Sleep
Week

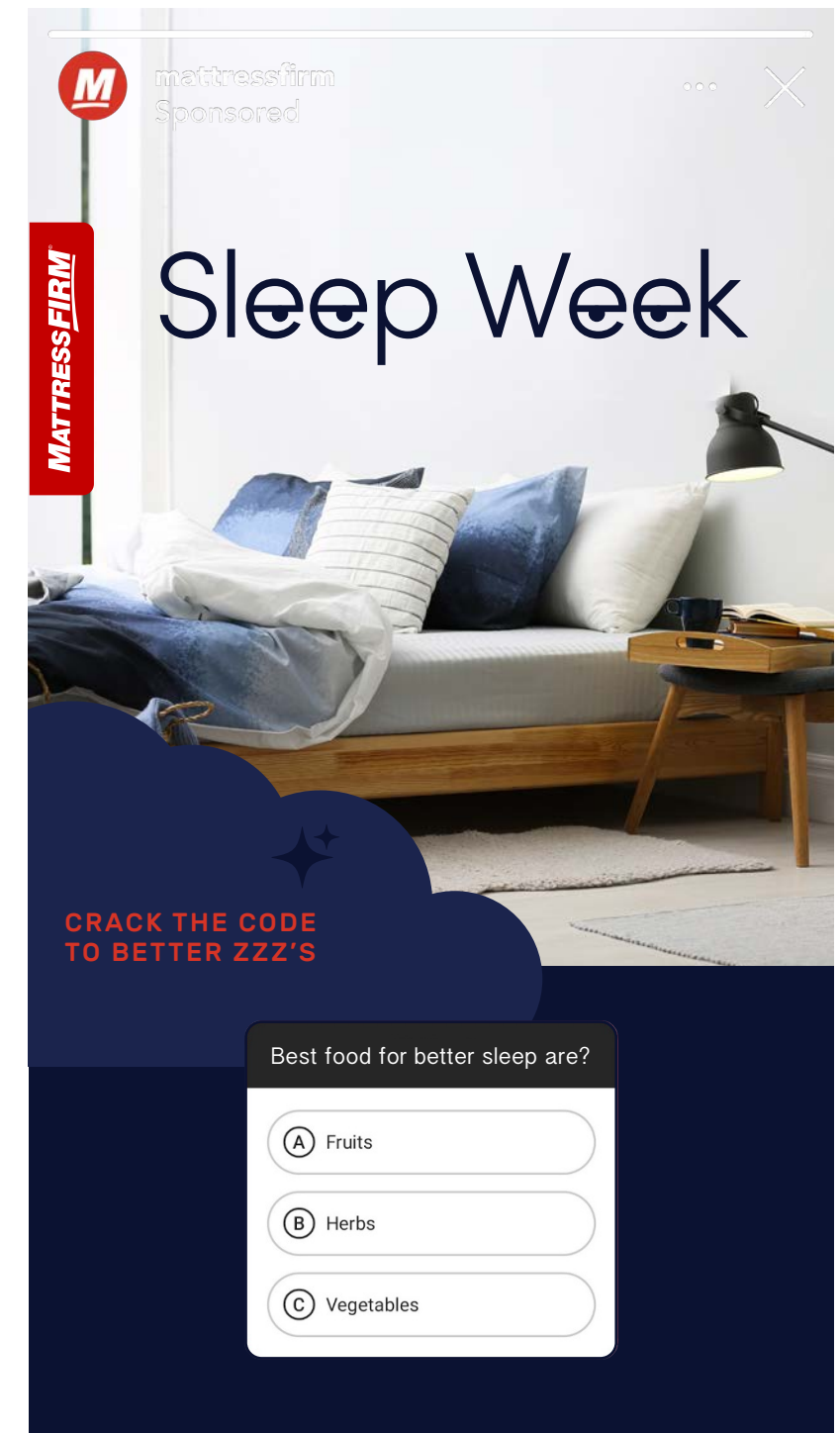
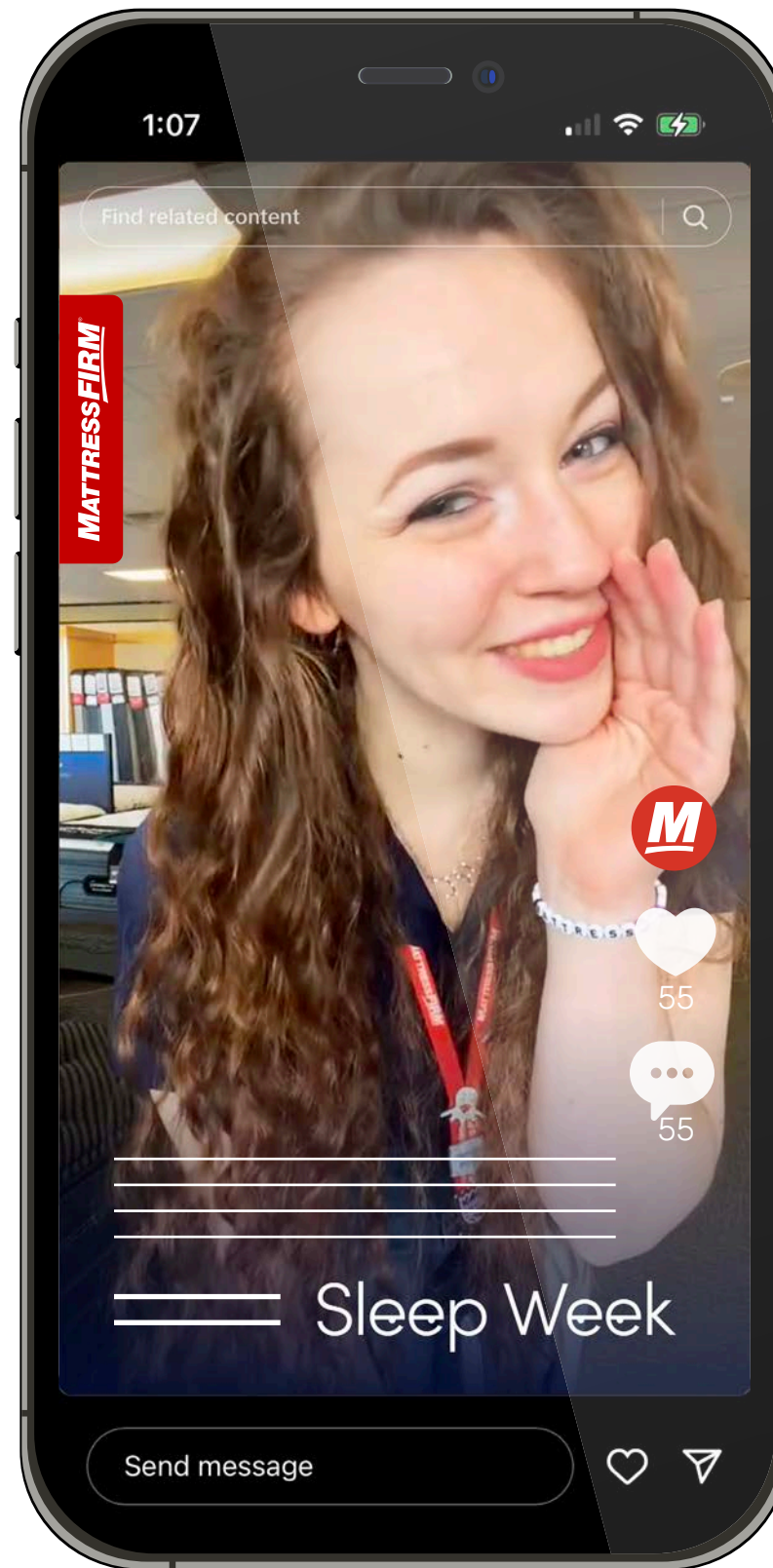
Phase 1: RECEIVE THE MISSION

Before the week, we'll recruit our top influencers and targeted reporters by mailing them top-secret envelopes. Inside, they'll find must-have sleep tools, including branded eye masks and scented pillow inserts, that they'll need during the journey of getting their best rest.



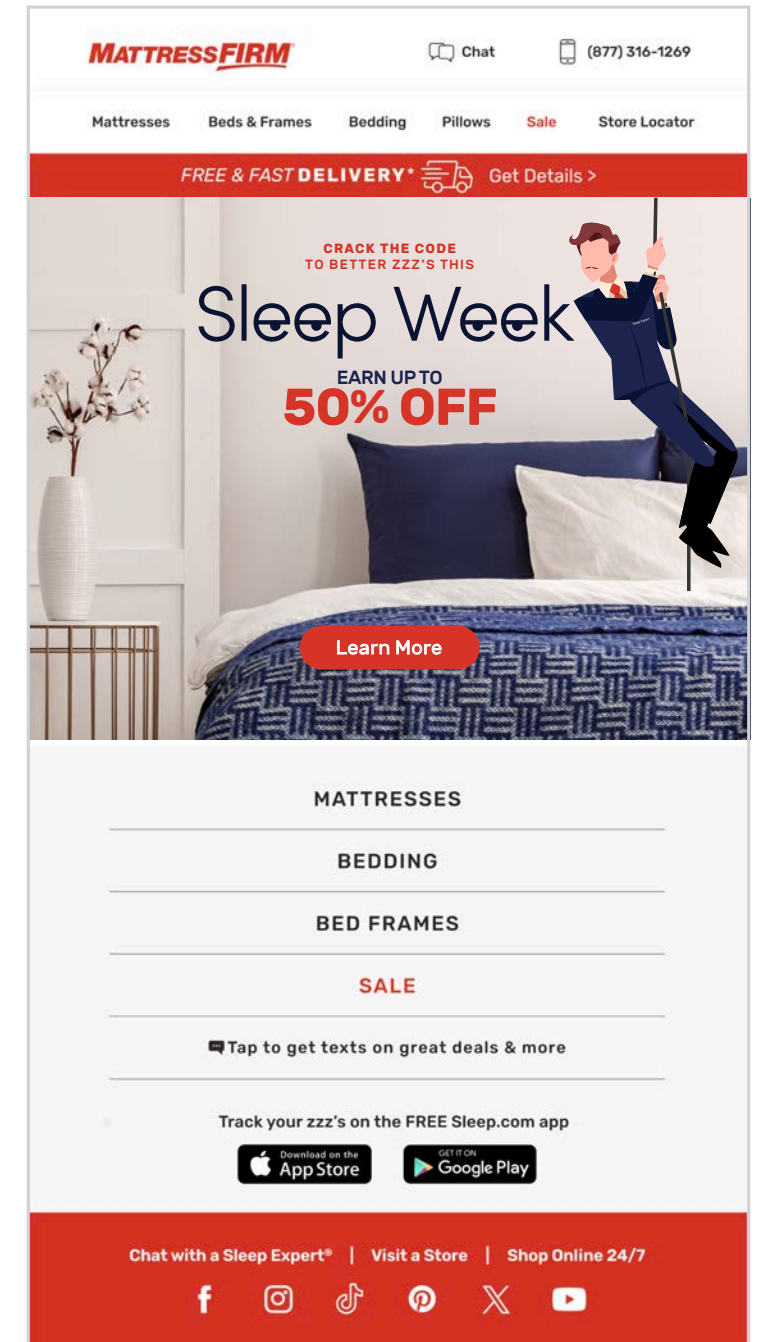
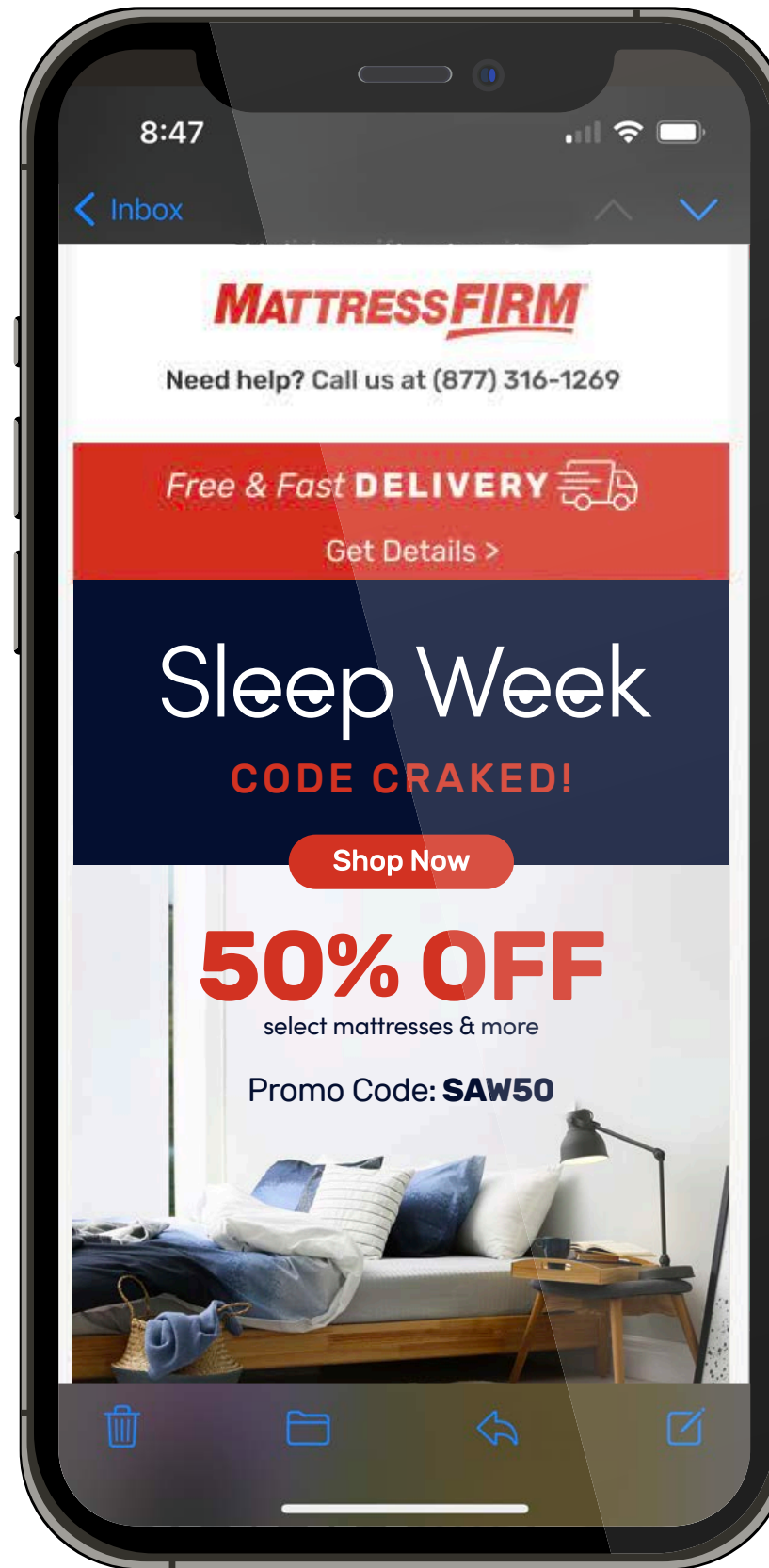
Phase 2: SOLVE SLEEP DISRUPTORS

Throughout the week, our recruits will be given clues, hacks, and tips from our double agent Sleep Experts® via social media to solve sleep disruptors and improve their rest. Then, they'll be put to the test with sleep-related word searches, crossword puzzles, riddles, and guessing games.



Phase 3: UNLOCK GREAT SLEEP

At the end of the week, you'll receive the final key to crack the code to better zzz's: a special discount to use in-store or on mattressfirm.com. Then, it'll be time to put the case to rest (& get some rest!).



IDEA #2

The biggest sleep event of the year is here—and our Sleep Experts® cordially invite you to celebrate better zzz's! So, mark your calendar, throw on your comfiest pj's and...

RSVP YES

TO BETTER REST THIS

Sleep Week^{zzzz}



Imagery Direction



Color Palette



Sleep Week ^{zzz}

Sleep Week ^{zzz}

Sleep ^{zzz}
Week

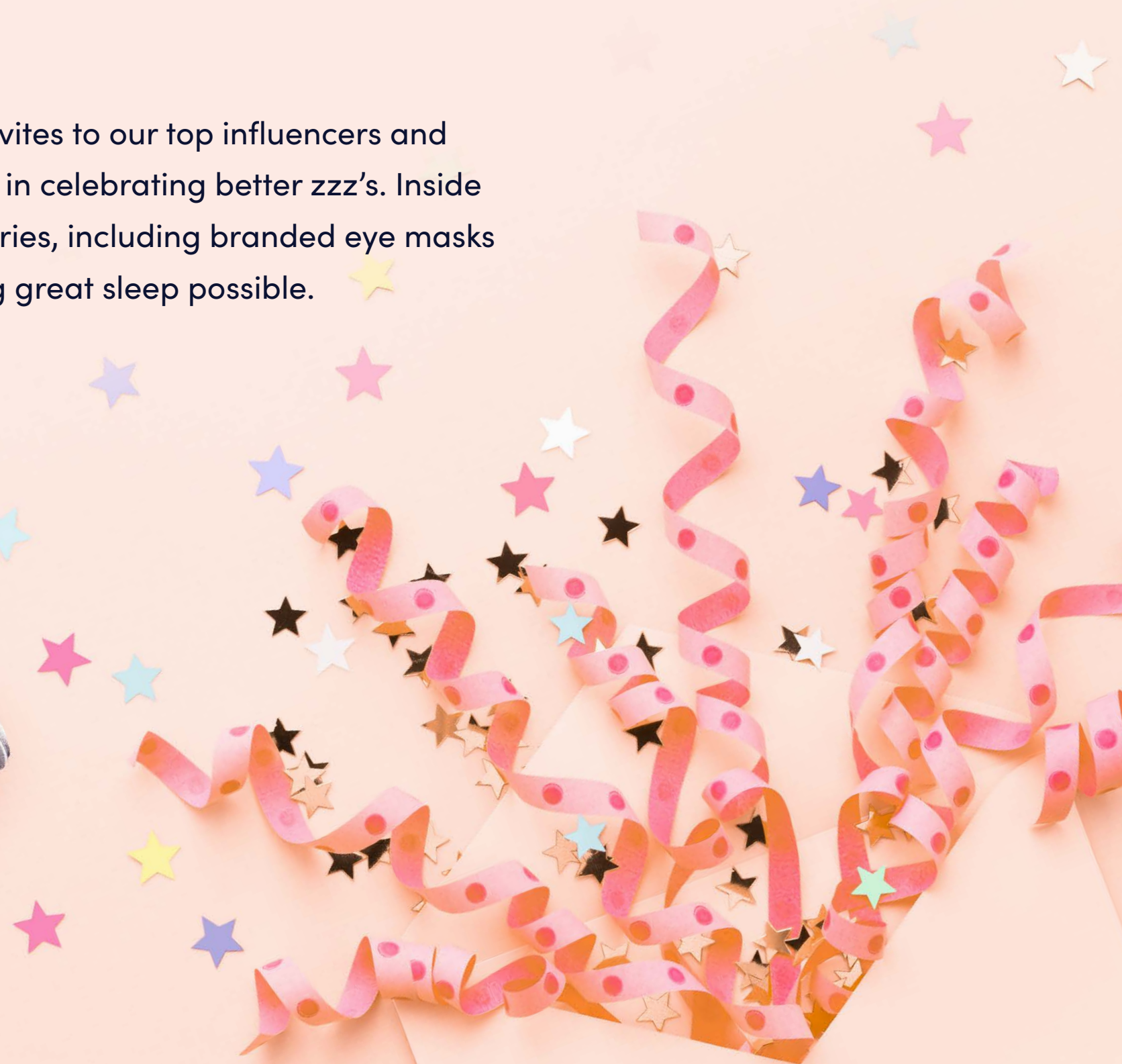
Darker Pallet OPT

SLEEP
WEEK

RSVP YES to better rest

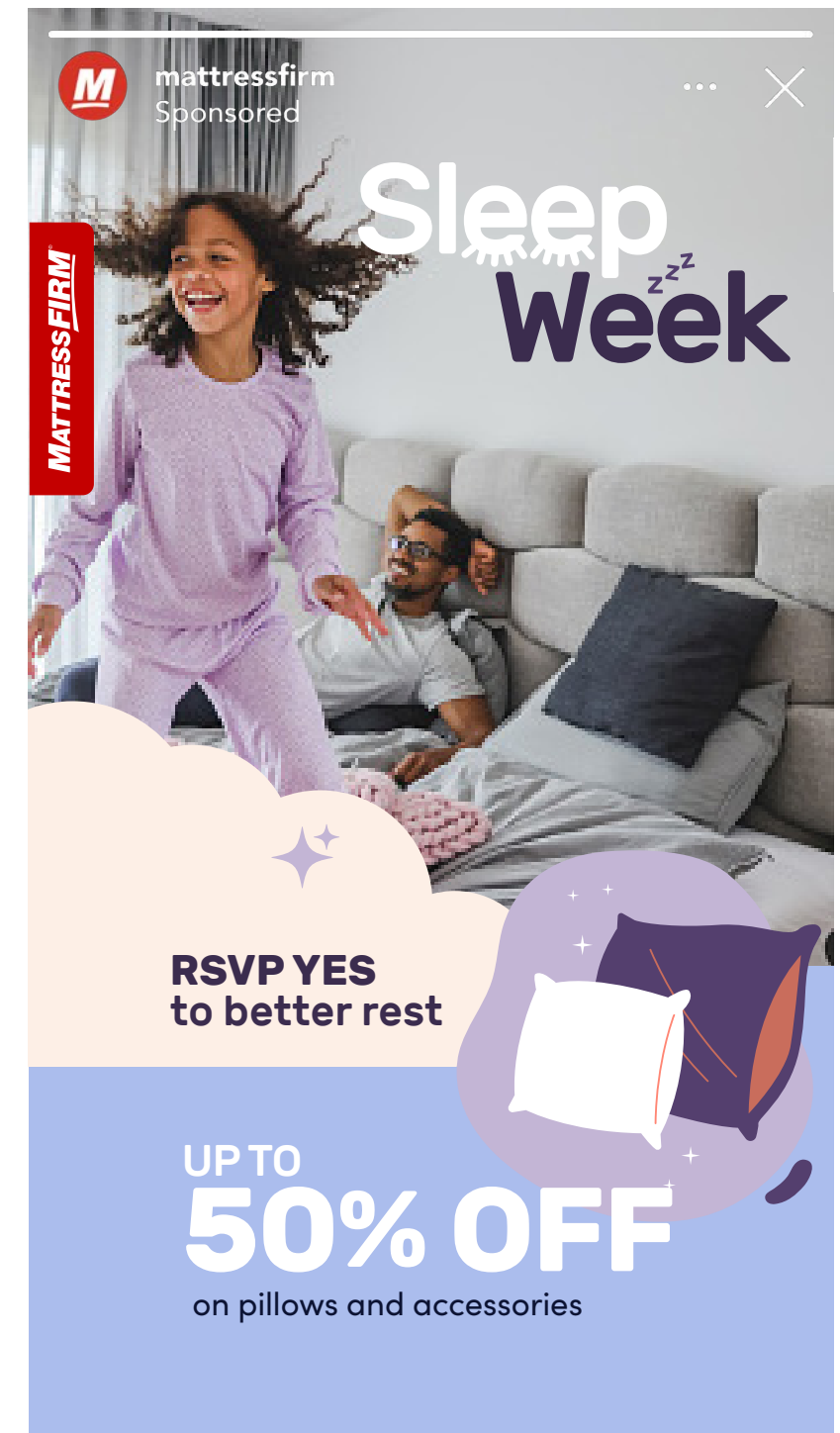
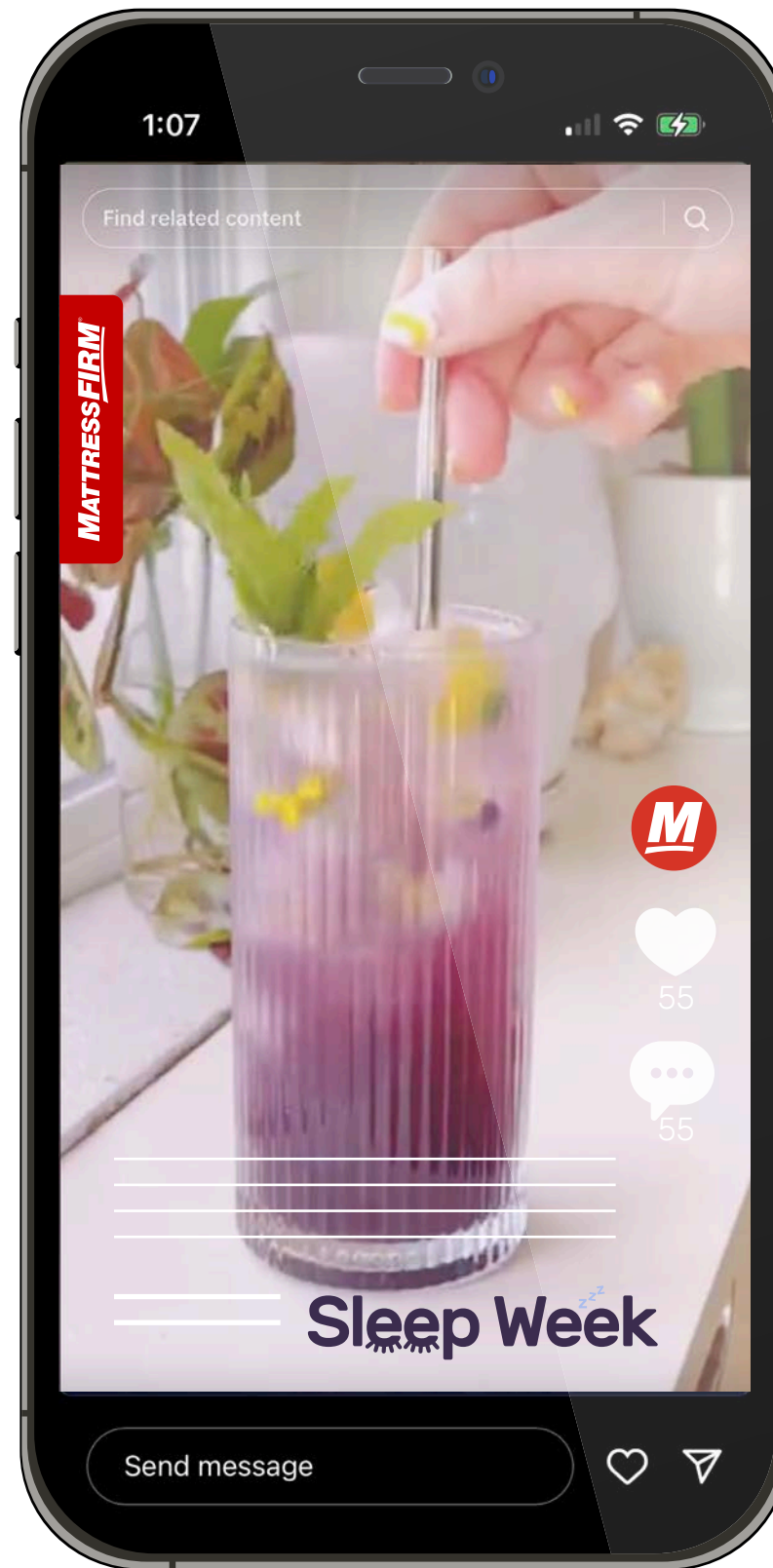
THE INVITATIONS

Before the week, we'll mail out branded invites to our top influencers and targeted reporters, inviting them to join us in celebrating better zzz's. Inside the goodie bags, they'll find party accessories, including branded eye masks and scented pillow inserts, to make getting great sleep possible.



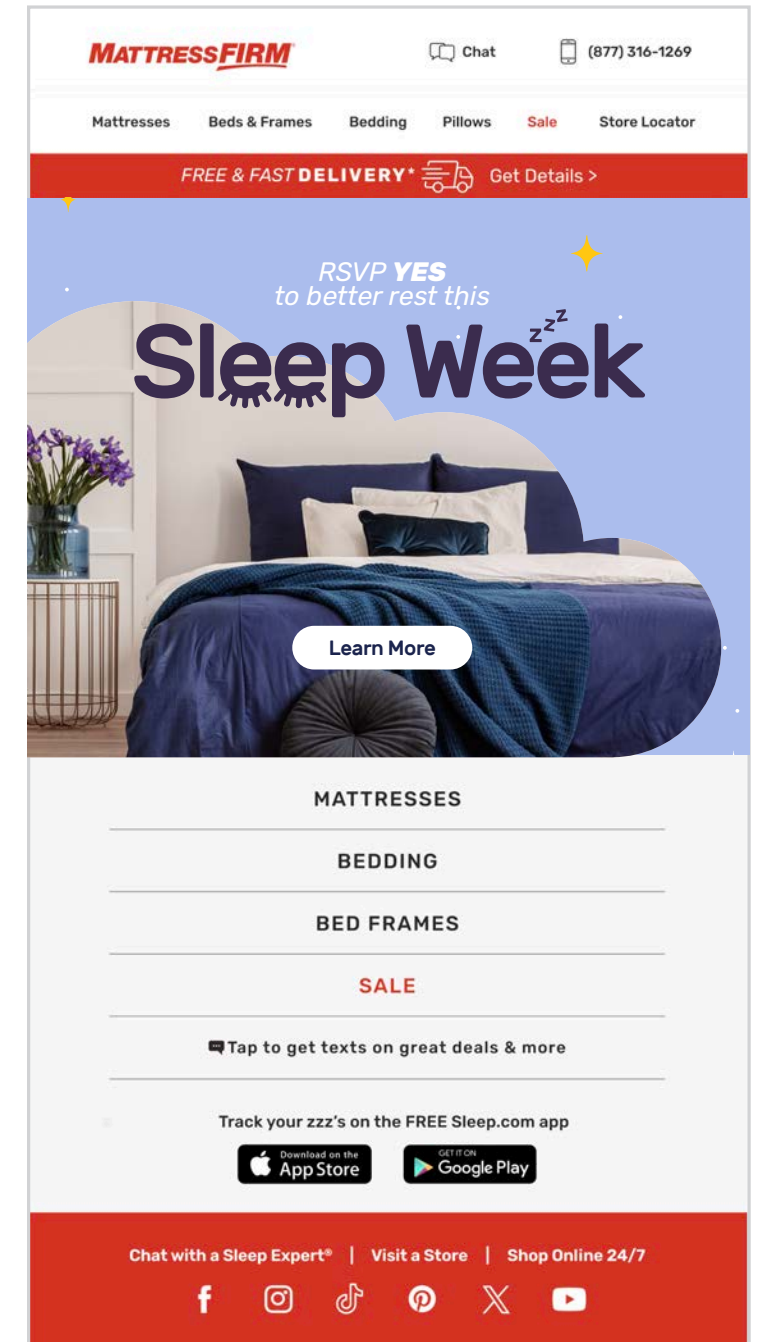
THE PARTY

Throughout the week, our Sleep Experts® will show off their sleep party tricks and serve up food and drink recipes for a better night's rest via social media. And for even more icing on the cake, Matty Firm will make a special appearance and gift followers top-rated products.



THE AFTER-PARTY

The fun doesn't stop at the end of the week! We'll partner with a sports team to host a Suite Night Sleepover to keep the party going, and you'll have the chance to win the ultimate sleepover for you and your friends.



IDEA #3

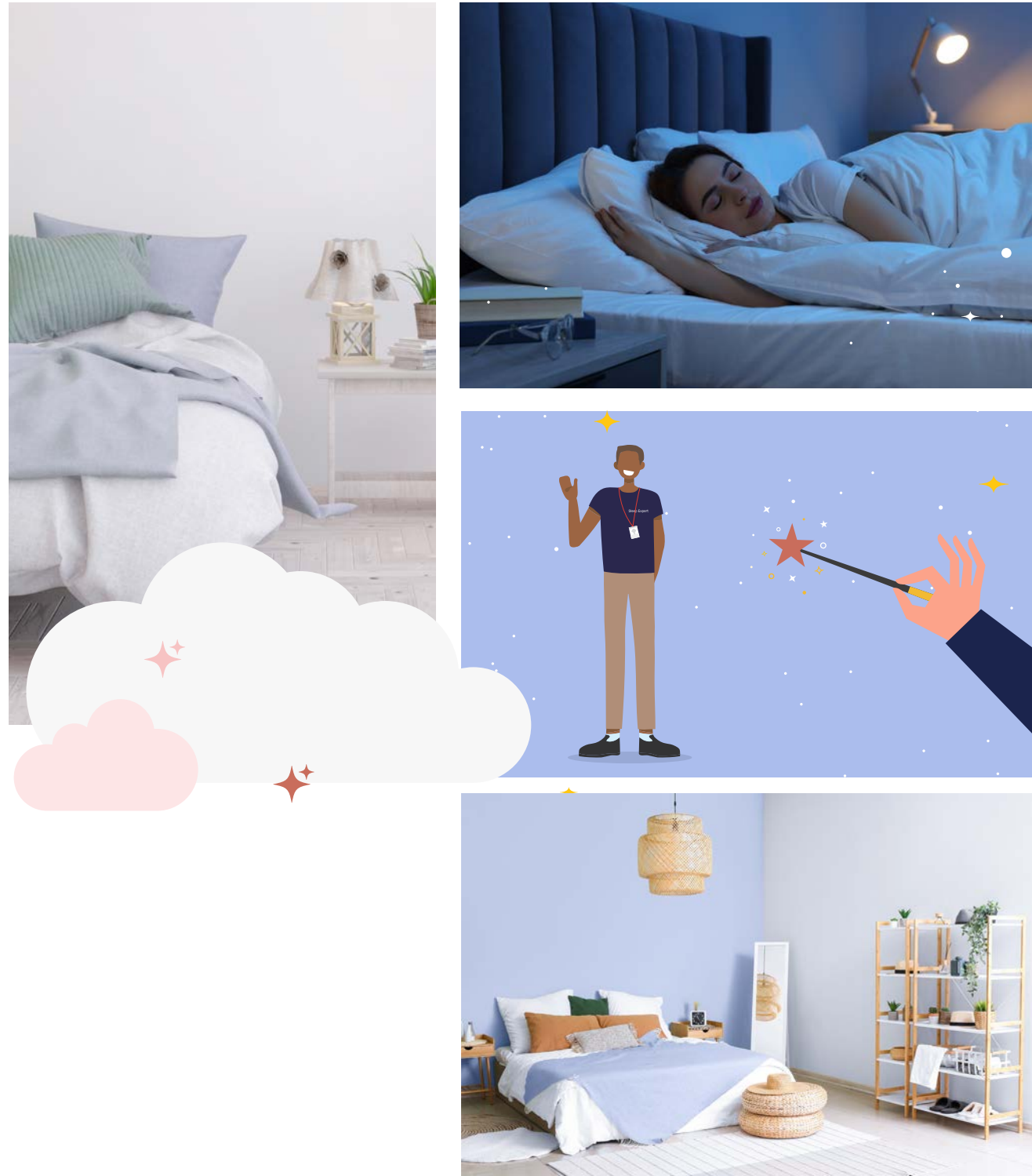
Once upon a time, restful nights were only a wish. But our Sleep Expert® wizzards are here to make your dreams come true. They're granting you access into the world of enchanting sleep so you can...



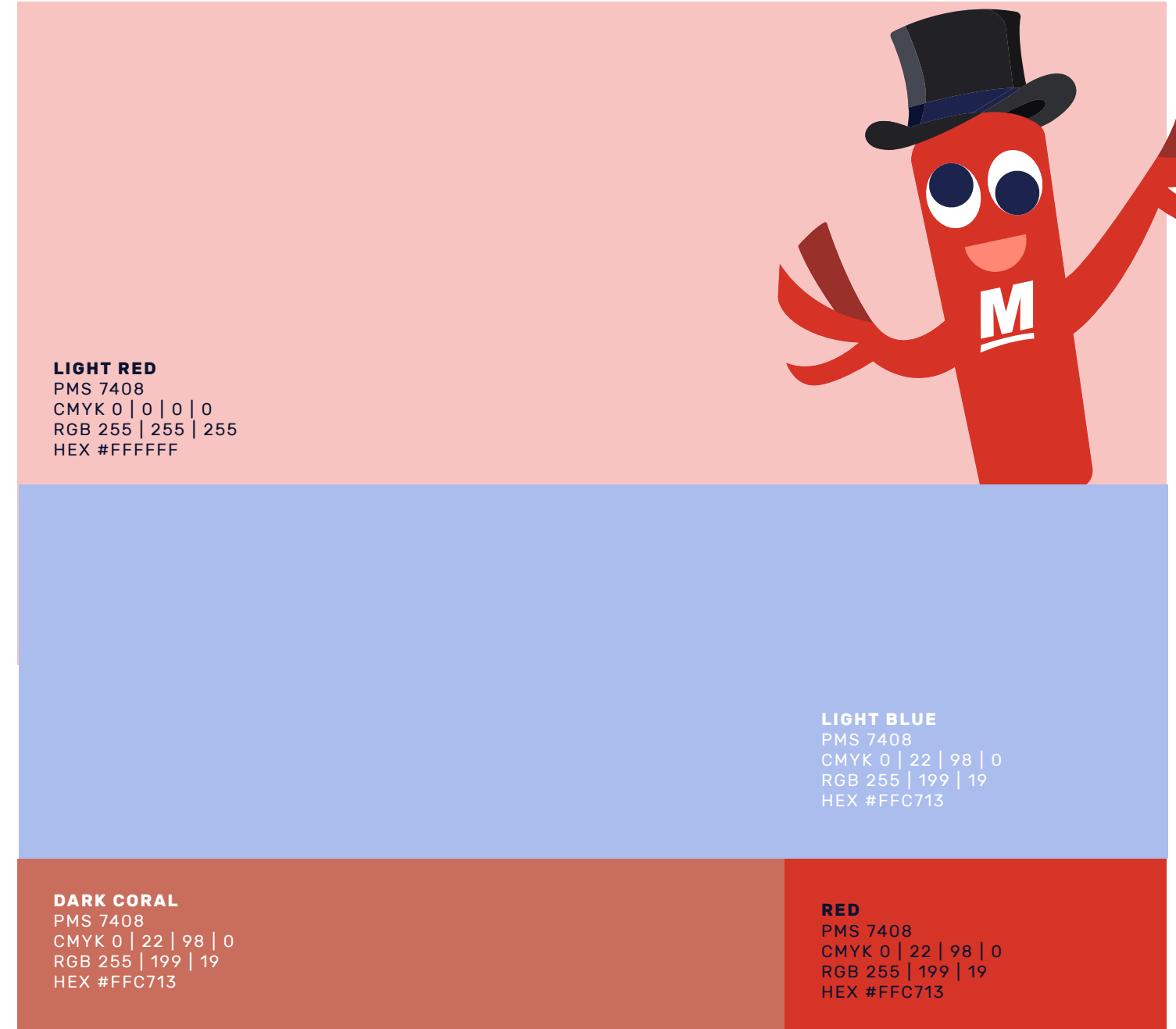
Discover the **MAGIC OF ZZZ'S** this
SLEEP WEEK



Imagery Direction



Color Palette



SLEEP WEEK

SLEEP WEEK

SLEEP WEEK

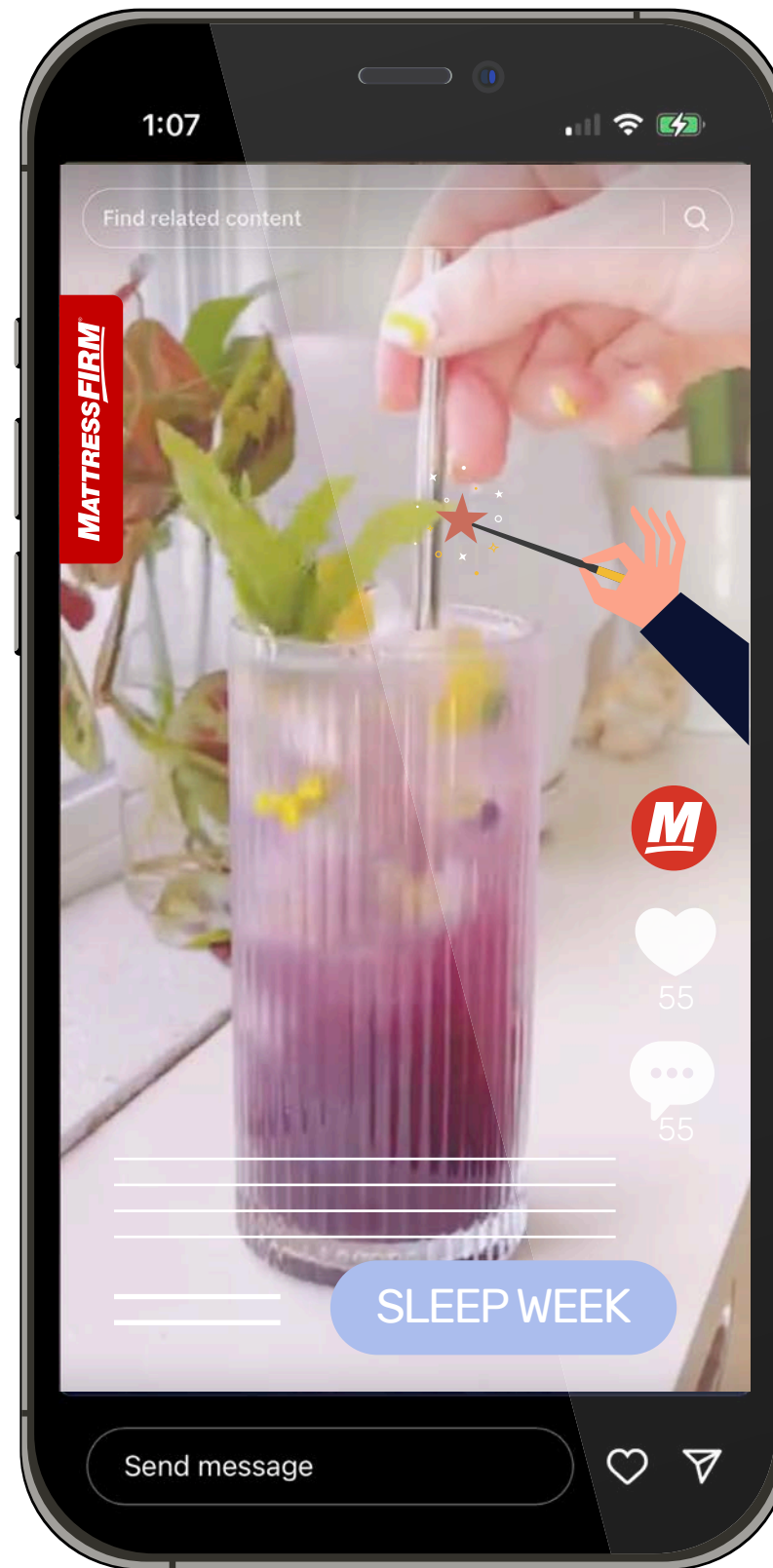
MAGIC KITS

Before the week, boxes with tips, tricks, and essentials you'll need to unleash your maximum sleep potential will magically arrive at our top influencers and targeted reporters' doorsteps.



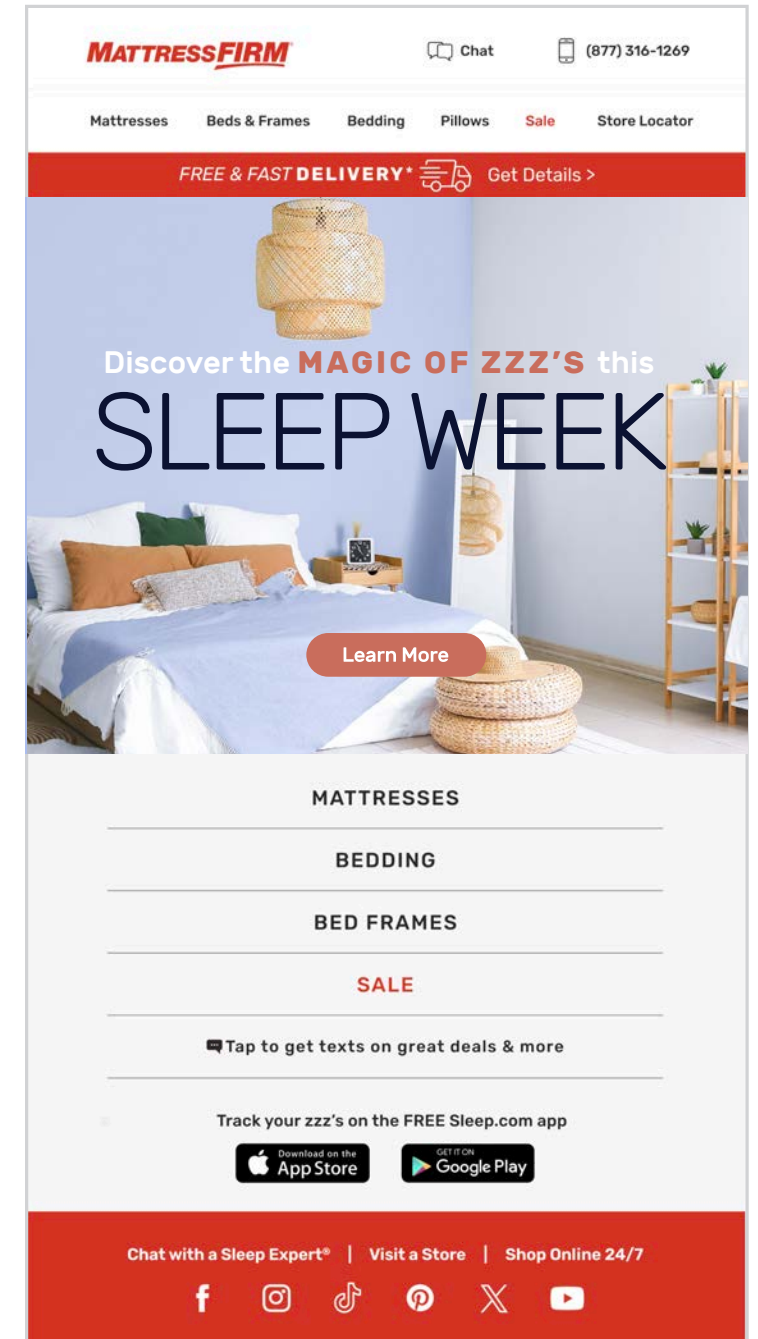
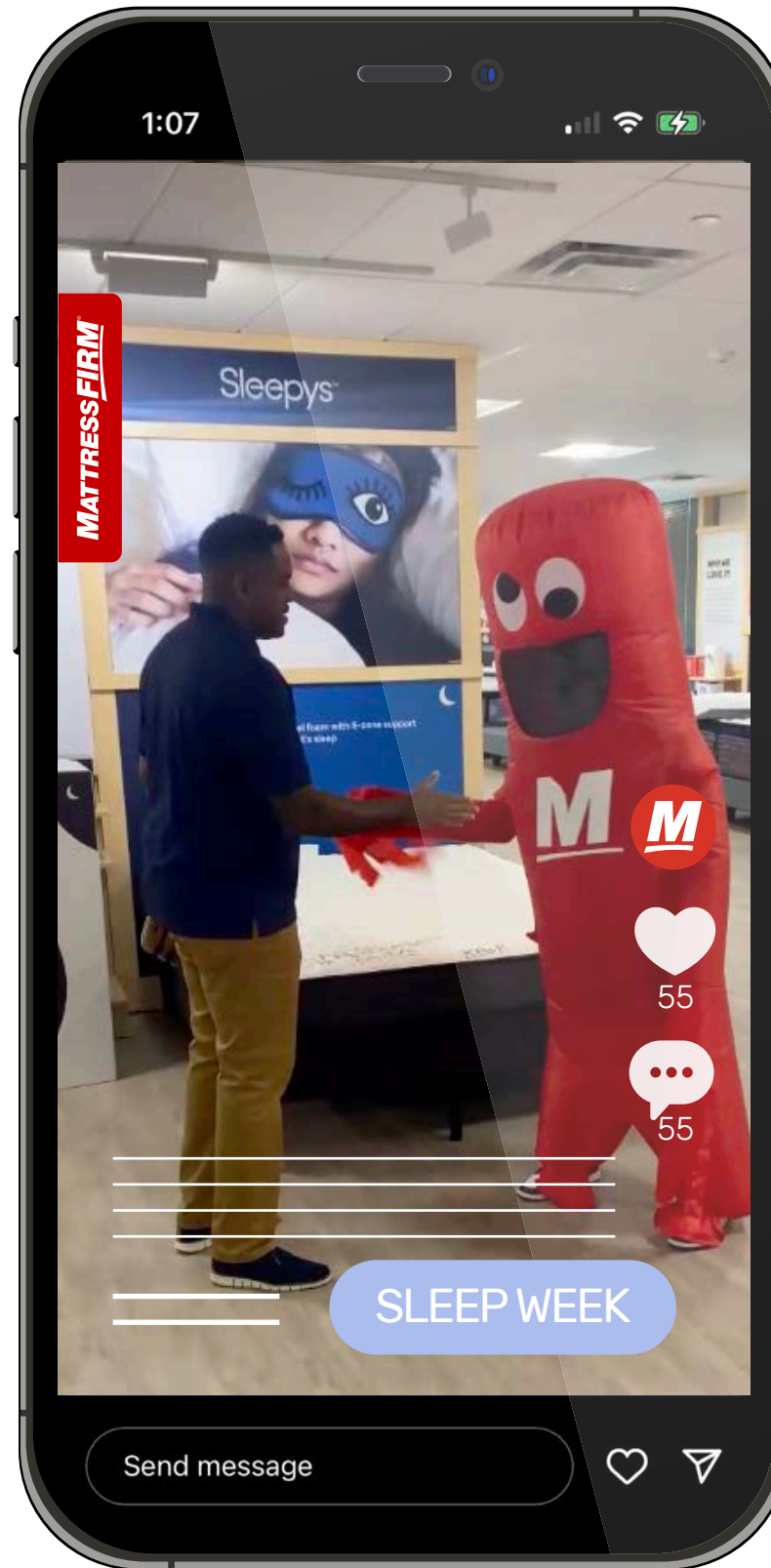
POTIONS & SPELLS

Throughout the week, Matty Firm will mix up various food, beverages, essential oils, and product potions for better zzz's via social media for you to re-create. Sleep doctors will also share spells to fall asleep faster, debunk sleep myths, and more via sleep.com articles and podcasts.



MEET & GRANTS

Before you return to reality, you'll have the opportunity to meet Matty Firm at your local Mattress Firm store to capture a photo memory of your sleep journey, be granted products and discounts, and make your wishes come true by taking home your dream bed.





IDEA #1:

CRACK THE CODE TO BETTER ZZZ'S

You've been assigned a top secret-mission: To solve the case of getting quality rest.



IDEA #2

RSVP YES TO BETTER REST

The biggest sleep event of the year is here—and you're invited to celebrate better zzz's!



IDEA #3

DISCOVER THE MAGIC OF ZZZ'S

Step into the world of enchanting sleep and make your dreams for restful nights come true.