

Case Study

SLEEPWELL

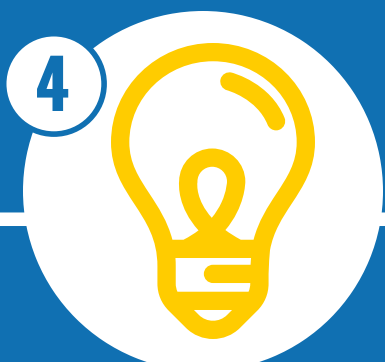
Product launch and profiling



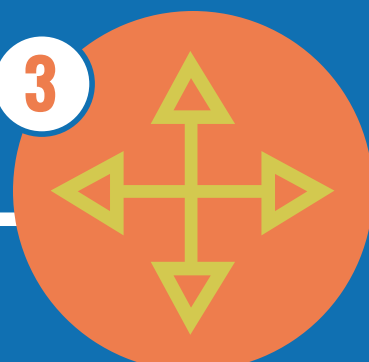
1
Sleepwell is a flagship brand of the Sheela Group, India's leading manufacturer of Polyurethane foam and an ISO 9001 certified company. It has 12 state of the art manufacturing units, a strong support of 100 distributors and over 5000 dealers in India.



2
Objective: Launch of "My Mattress" through widespread media communication range across India and positioning through reviews in various publications



4
Strategy: Pan India launch of product via press release and educating media about the USPs of the product



3
Key Message: 'My Mattress' is a unique concept that has been launched for the first time in the Indian mattress market, aimed at enabling a customer to conveniently choose his preferred sleeping surface. It is a fusion of technology and buying convenience that gives a distinctive edge to our My Mattress series.'



5
Challenge: Pan India launch needed reach to various geographies with different language and media presence which required more content work and 360 degree knowledge of media universe.



6
Media positioning: We were able to cover media universe including National publications like The Times of India, Hindustan Times, Asian Age, Statesman, lifestyle magazines and regional publications.



7
Result: Launch of complete range of "My Mattress" was completed within a timeline of 3-4 months followed by rounds of reviews and feature stories.

