

SOCIØAR

ABOUT SOCIOAR



A Digital Marketing and Creative agency in New Delhi that provides turnkey marketing solutions. Aimed at enhancing brands' online presence, Socioar provides Branding, UX/UI Design and Development, Digital Marketing, Social Media Marketing, Content Marketing, Influencer Marketing and PR solutions.

Socioar focuses at providing your brand a much wider reach towards a much more engaging audience. Socioar believes in providing complete design and digital marketing solutions for brands to successfully achieve all their digital goals.

Up and running successfully for 5 years, Socioar has provided design and marketing solutions to over 150 brands that include both offline and digital marketing solutions to clients in India and outside India. While catering to varied industries, Socioar has serviced luxury home decor brands, luxury / bridge to luxury fashion brands, food festivals, cold brew coffee, food delivery setups, makeup artists, a jewellery brand, NGOs and many more.



OUR CLIENTS





ABOUT SLEEPWELL

As a **flagship brand of Sheela Group**, India's leading manufacturer of polyurethane foam and an ISO 9001 certified company, Sleepwell is a **proud pioneer** in providing **comfort** to generations of delighted customers.

With "**Thoughtful Personalisation**" - as their brand promise, Sleepwell aims to acknowledge that **everybody is unique** & inspires people to **customize** their world from a **comfort-focused** point of view.

Their innovations include:

- **Comfort Cell:** A range of mattresses that are designed with Integrated Core Technology, to give consumers proper support.
- **My Pillow:** The perfect partner to the perfect mattress.
- **Neem Fresche:** A U.S.E.P.A. certified technology in all Sleepwell products, that protects you against dust mites, skin problems, and breathing allergies.

Their **Sleepedia** initiative aims to **raise awareness** on the importance of **good sleep**, keeping consumers **informed about sleep disorders** and how to **combat them**.



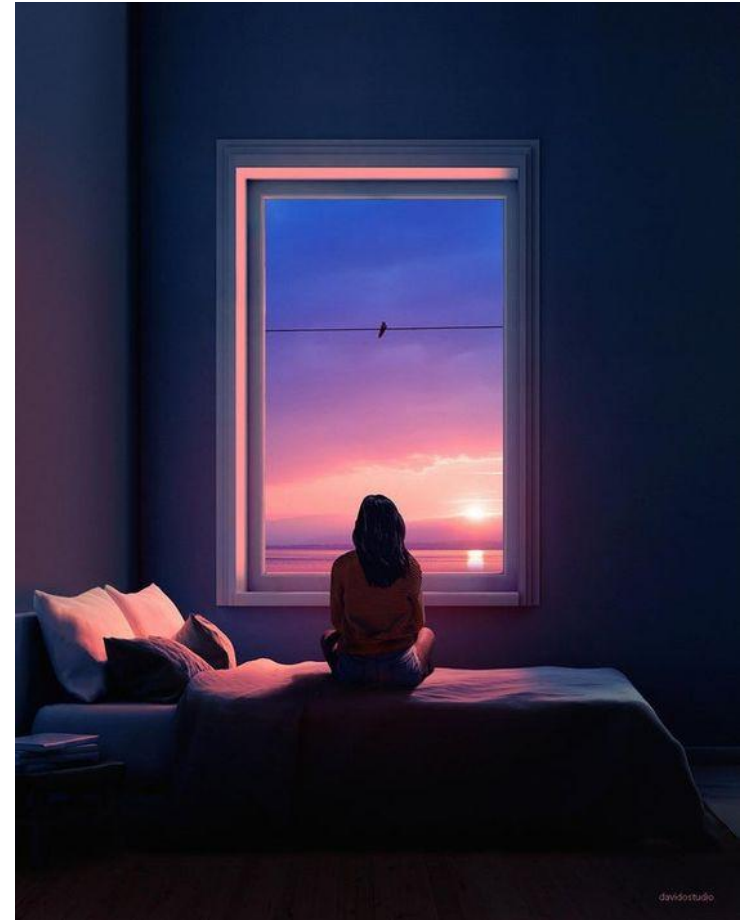
TARGET AUDIENCE

Target Audience:

- **Gender:** Men & Women
- **Our target audience is divided in terms of a twofold approach:**
 - *Primary Audience Age Group: 25 - 45 years.*
 - *Secondary Audience Age Group: 46-70 years.*
- Our audience is quite all-encompassing.
- Our audience is looking for an ultimate solution that offers them a sound-sleeping experience.
- Our audience is looking for a reliable brand that acknowledges their areas of concern with customizable alternatives.
- Our audience is looking for high quality, durable products that are indulgent yet affordable too.
- Our audience likes to view branded content in an informational and authentic manner.

They are:

- MIDDLE CLASS | UPPER MIDDLE CLASS | UPPER CLASS
- Reside in urban, tier 1 & tier 2 cities.
- Living solo or in nuclear families with disposable income.
- Employed | Millennials | Industry Professionals | Homemakers | Entrepreneurs | Health & Lifestyle Enthusiasts | Fitness Seekers | Sleep Sufferers | Middle-Aged Individuals | Brand Selectors | New Home Owners | Individuals with back problems | Individuals with Elderly Parents or Family Members.



COMPETITION ANALYSIS

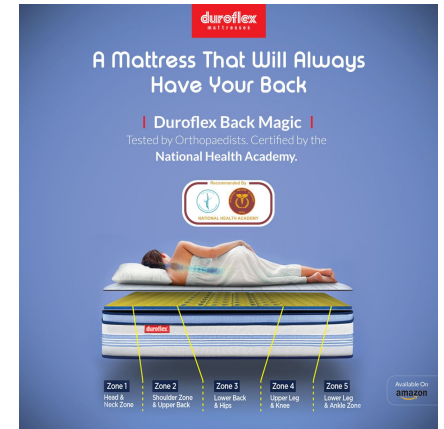
DUROFLEX MATTRESSES

Social Media:

- **Instagram:** 37.5K Followers
- **Facebook:** 86,516 Followers

Tonality & Marketing Strategy:

- **Story:** Yes
- **Highlight:** Yes
- **Reels:** Yes
- **IGTV:** Yes
- **Inbound Posts:** Duroflex Team | Videos | Contests | Locations.
- **Outbound Posts:** Product Centric/Features | Celebrity Promotions | Topical Posts | Videos.
- **Content Tonality:** Conversational & Informative.
- **Hashtags:** #WhatsTheMattress | #NothingLikeDuroflex | #ComingSnooze.



KURL-ON

Social Media:

- **Instagram:** 5,847 Followers
- **Facebook:** 2,88,815 Followers

Tonality & Marketing Strategy:

- **Story:** Yes
- **Highlight:** Yes
- **Reels:** No
- **IGTV:** Yes
- **Inbound Posts:** Facts about sleep | Quotes | About the brand | Customer Reviews.
- **Outbound Posts:** Facts | Product Centric/Features | Topical Posts | Collaborations.
- **Content Tonality:** Conversational & Informative.
- **Hashtags:** #Kurlon #Komfort.



WAKEFIT MATTRESSES

Social Media:

- **Instagram:** 43.4K Followers
- **Facebook:** 1,25,123 Followers

Tonality & Marketing Strategy:

- **Story:** Yes
- **Highlight:** Yes
- **Reels:** Yes
- **IGTV:** Yes
- **Inbound Posts:** Awareness | Team Appreciations | Meditate/Breathe | Tips | Memes.
- **Outbound Posts:** Collaborations | Topical Posts | Humour | Illustrations | Product Centric/Features | Sale.
- **Content Tonality:** Conversational & Informative.
- **Hashtags:** #WakefitHomeSolutions #WakefitHome



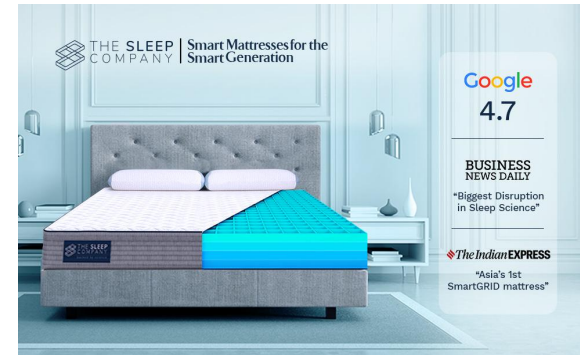
THE SLEEP COMPANY

Social Media:

- **Instagram:** 4,579 Followers
- **Facebook:** 6,911 Followers

Tonality & Marketing Strategy:

- **Story:** Yes
- **Highlight:** Yes
- **Reels:** No
- **IGTV:** No
- **Inbound Posts:** Tips | Facts | Difference | Giveaways.
- **Outbound Posts:** Product Centric/Features | Unveiling | Topical Posts | Countdowns | Collaborations.
- **Content Tonality:** Conversational & Informative.
- **Hashtags:** #TheSleepCompany | #GetInTheGrip | #TheSleepProfessor | #SleepSuaveSleepSmart.



CAMPAIGN CONCEPT

Neend mein dekha sapna
aksar hum subha bhul jaate
hain...



Subha utho toh yeh yaad hai
ki koi sapna dekha tha



Sapne mein kya dekha tha yeh
yaad nahi.





Par kuch sapne special hote hai...



Sapne jo hum khuli aankhon se
dekhte hain!



Sapne jo hume neend se jagaate hain



The “Sweet Dreams” that help us push our limits to achieve the unthinkable!



Aaj se 10 saal pehle:

aisa hii ek sapna dekha tha Panipat,
Haryana mein 13 saal ke ek ladke ne



Imphal, Manipur mein 17 saal ki
ek ladki ne



Ek sapna jo bana bharat ki shaan.



Sleepwell congratulates, celebrates and salutes the sweet dreams that came true for Neeraj Chopra and Mirabai Chanu.

Sweet dreams that made India proud!



#SleepwellAndSweetDreams

You wouldn't run a marathon or hike a mountain without the right gear. And yet, despite spending a third of our lives sleeping, many of us haven't recognized the **importance of a comfy mattress**.

One may expect that a **quality mattress** is **vital** for a **good sleep**, but it does much more than just that! It **decreases** our **stress** and **anxiety levels**, benefits our **mind and body**, and improves our overall **quality of life**.

With campaign **hashtag #SleepwellAndSweetDreams** we want to establish the pivotal role that dreams play in our day to day lives. While a good night's sleep has been connected to **better cognitive function** and **emotional health**, studies have also linked dreams to **effective thinking, memory**, and **emotional processing**. In this way, many experts believe dreaming is a contributor to **quality sleep**.

Herein, we put forward the idea of symbolism and connect the popular term "**Sweet Dreams**" with our brand name **Sleepwell**, thereby creating a **striking recall value** within the minds of our **target audience .aka. Millennials**. We would also be promoting our **mattresses & pillows** that offer comfort herein.

Therefore, while we largely emphasise on the facet of dreams, it is truly one of the most unique and intriguing aspects of sleep. Here we also **draw a parallel** with the **dreams that make us aspire for greatness while we are fast asleep**, and the **dreams that we work hard to achieve in reality**. All of which are dependent upon our **body getting the rest** it needs, while the **mind can fully reap all the benefits**.

INFLUENCER MARKETING



"Every great dream begins with a dreamer."

- Harriet Tubman

PLAN OF ACTION WITH INFLUENCERS:

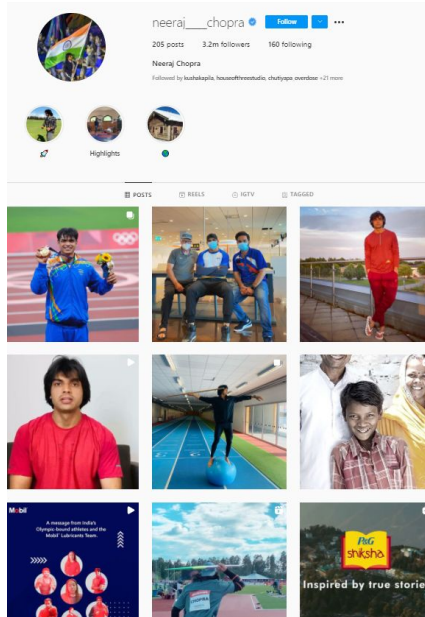
- **Idea:** To collaborate with influencers and content creators from diverse backgrounds to help increase awareness on our suggested campaign and build a community of dreamers to encourage a healthy sleep pattern & a penchant for success that drives them under our hashtag: **#SleepwellAndSweetDreams**
- **Execution:** The content creators will be given a brief about the conceptualization of our campaign, on the importance that dreams play in our everyday lives & how its time spent dreaming in a sound sleep is what truly heals the mind. We would be roping in influencers from various fields who have achieved their dreams after years & years of hard work & diligence and connect their idea of accomplishment - one that they had dreamed of to the one that they strived to make come true.

Similarly, technologically advanced sleep solutions from Sleepwell, provide comfort & support to the back while we rest, thereby enhancing the quality of our sleep which in-turn results in us dreaming to the best of our abilities. Therefore, our key message gets successfully translated into you **"SWEET DREAMS WITH SLEEPWELL"**.

Example:

- The influencers would take us through the journey of their dreams and how they wished to fulfill it. They then take us full circle to the time they accomplished it all while highlighting the aspects of dreaming during a goodnight's sleep via the usage of comfort solutions by Sleepwell & upload it as their Instagram Story & a post.
- The story & the post are going to be in the form of a video, starting from the influencer sharing his/her views on the emotionally-rich and mindful aspects of dreaming & how Sleepwell enhances your sleeping routine i.e. restful solutions for champions, and it ends with the campaign hashtag & Sleepwell's logo, which further fades out smoothly.
- The content that would be uploaded in the form of a Instagram Story & a Post will have Sleepwell tagged in it, along with the hashtag **#SleepwellAndSweetDreams**

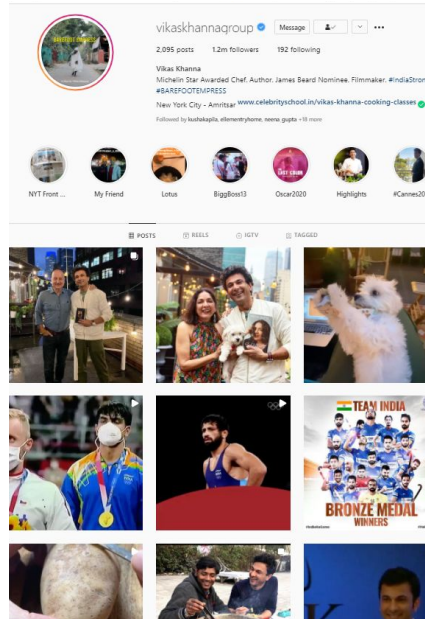
SUGGESTED INFLUENCERS



Neeraj Chopra
3.2 Million Followers

Profile Link :

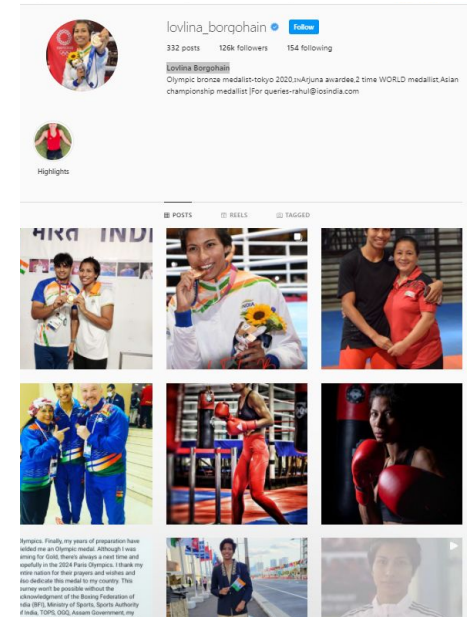
[\(https://www.instagram.com/neeraj__chopra/\)](https://www.instagram.com/neeraj__chopra/)



Chef Vikas Khanna
1.2 Million Followers

Profile Link :

[\(https://www.instagram.com/vikaskhannagroup/\)](https://www.instagram.com/vikaskhannagroup/)

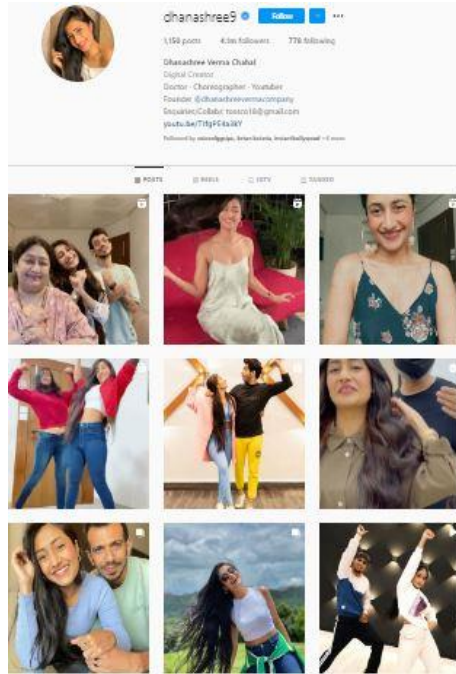


Lovlina Borgohain
126K Followers

Profile Link :

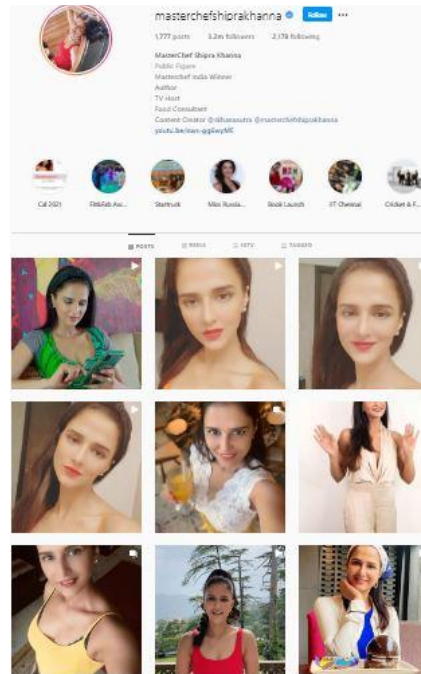
https://www.instagram.com/lovlina_borghain/?hl=en

SUGGESTED INFLUENCERS



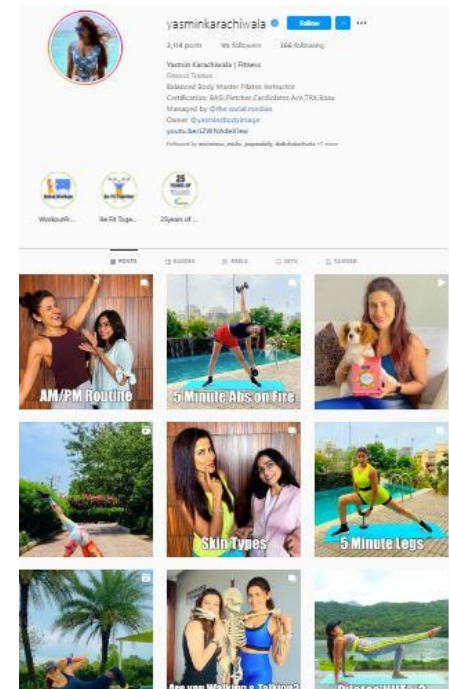
Dhanashree Verma Chahal
4.1 Million Followers

Profile Link :
<https://www.instagram.com/dhanashree9/>



Shipra Khanna
3.2 Million Followers

Profile Link :
https://www.instagram.com/masterchef_shiprakhanna/



Yasmin Karachiwala
1 Million Followers

Profile Link :
<https://www.instagram.com/Yasminkarachiwala/>

SAMPLE POSTS

STATIC POST

A blue rectangular graphic for a Sleepwell advertisement. In the top left corner is the Sleepwell logo, which consists of a stylized white 'S' icon followed by the word 'Sleepwell' in a white sans-serif font. Below the logo, the word 'Sleep.' is written in a large, bold, white sans-serif font. Underneath 'Sleep.', the phonetic transcription '(v) /sli:p/' is written in a smaller white font. A thin white horizontal line is positioned below the phonetic transcription. Below the line, the phrase 'The key to your dreams.' is written in a white sans-serif font. In the bottom left corner, the hashtag '#SleepwellAndSweetDreams' is written in a white sans-serif font. In the bottom right corner, there is a white thought bubble icon with three white 'Z' characters of varying sizes trailing upwards and to the right from its top edge.

Sleepwell

Sleep.

(v) /sli:p/

The key to your dreams.

#SleepwellAndSweetDreams

Post Copy:

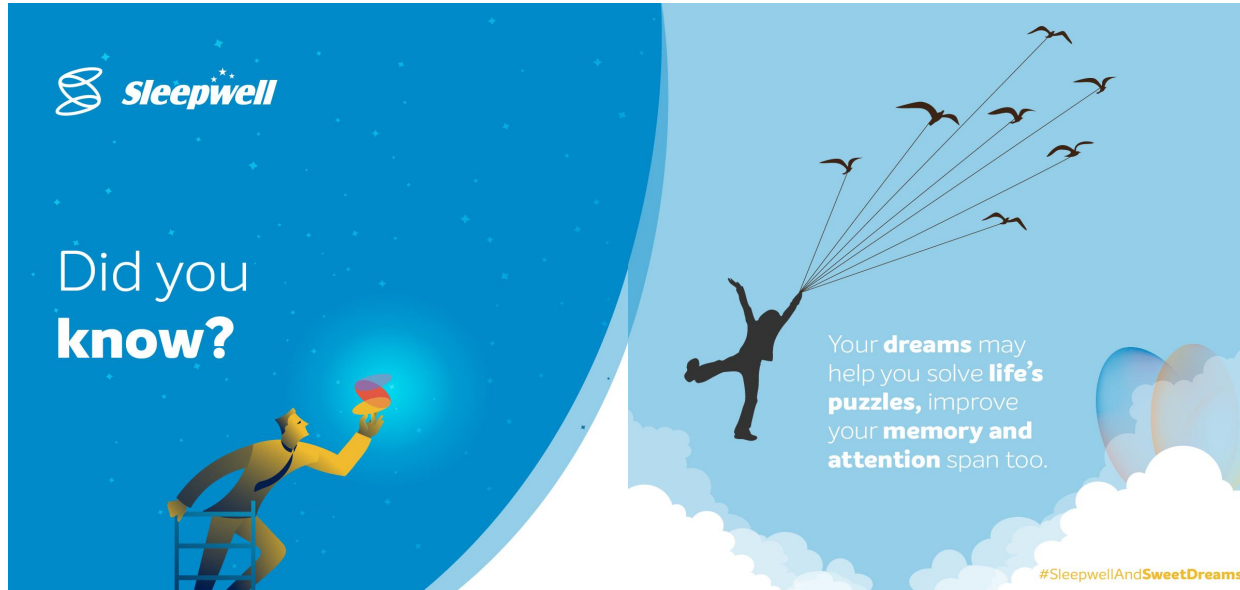
You need at least 8 hours of undisturbed sleep for effective performance, and if you are sleep deprived, the imbalances can restrict you from achieving your dreams.

Not only that, you need a mattress that provides you the ultimate support and comfort.

Discover Sleepwell, your comfort partner to dream well, visit: www.mysleepwell.com

#SleepwellAndSweetDreams #Sleepwell

CAROUSEL POST



Post Copy:

Researchers suggest that what you witness in your dreams as answers or mindful aspects, accelerates your critical thinking that can help you solve the puzzles affecting you.

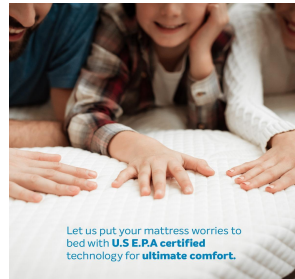
What if it is related to something you long for? Something you have always dreamt of achieving?

To dream well, you need to #Sleepwell, with comfort that supports you and your sleep cycle.

Visit our store to experience our range of exclusive mattresses or shop online on: www.mysleepwell.com

#SleepwellAndSweetDreams #Sleepwell

CAROUSEL POST



Post Copy:

Sleepwell in collaboration with Australia's Fresche Bioscience brings to you a patented technology that cares for your health & comfort.

An anti-microbial coating of Neem Fresche that fights allergy-causing pathogens that build up on your mattress throughout the day, for years to come. So, no more sneeze-disturbed sleep, only sweet dreams await!

Explore your healthy sleep partner, only on:
www.mysleepwell.com

#SleepwellAndSweetDreams #Sleepwell



Sleepwell x Fresche Bioscience =



#SleepwellAndSweetDreams



Australian Technology
x
Trust of Sleepwell

Ensures your **health**
and **comfort.**



No more **allergies**
or **infections.**



A **germ-free**
protection that lasts
even after years of
multiple washes.



Environment
friendly.



Let us put your mattress worries to
bed with **U.S.E.P.A certified**
technology for **ultimate comfort.**

CAROUSEL POST

Sleepwell



HOW DO YOU SLEEP?

#SleepwellAndSweetDreams

S
Sleepwell



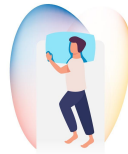
Straight on your **back**.

S
Sleepwell



On your **tummy**.

S
Sleepwell



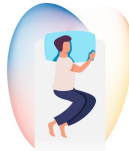
On your **side**.

S
Sleepwell



Like a **starfish**.

S
Sleepwell



The **fetal position**.



Not getting proper support as you sleep might make you feel **uneasy & restless** during the day.

Post Copy:

Your sleeping positions can say a lot about your health & dreams. Experts say, your spine should be aligned straight while you sleep, otherwise it can affect your sleep pattern and health.

But not anymore! Sleepwell cares for you by providing you with absolute support and premium quality sleep solutions.

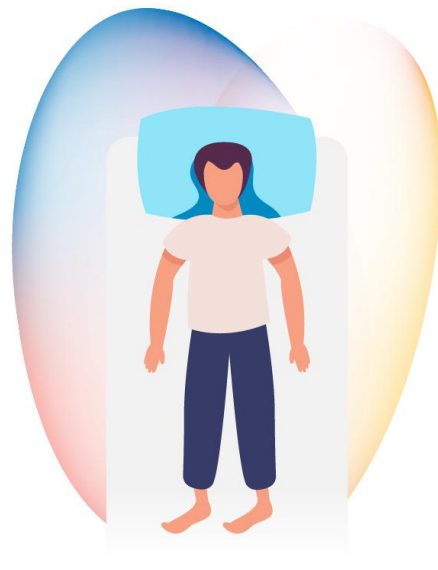
Visit our store to experience our range of exclusive mattresses or shop online on: www.mysleepwell.com

#SleepwellAndSweetDreams #Sleepwell

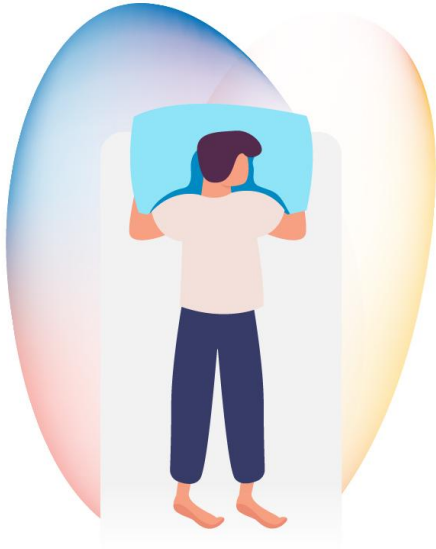


HOW DO YOU SLEEP?

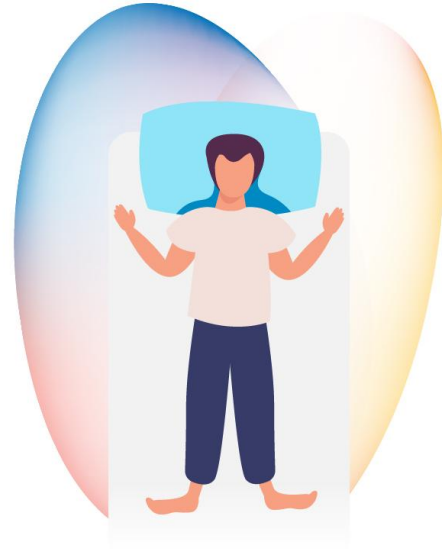
#SleepwellAndSweetDreams



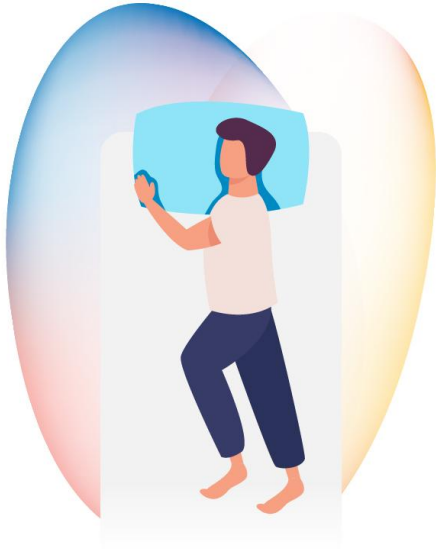
Straight on your **back.**



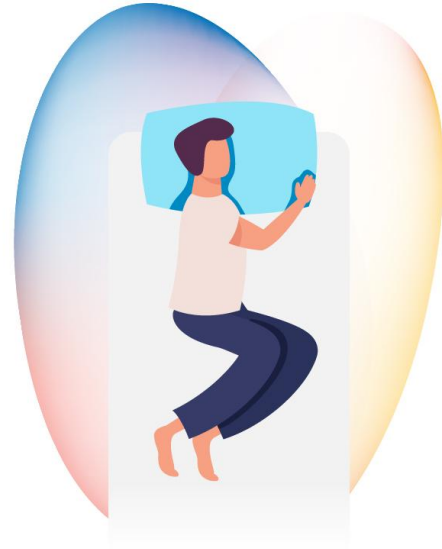
On your **tummy**.



Like a **starfish**.



On your **side.**



The **fetal position.**



Not getting proper support as you sleep might make you feel **uneasy & restless** during the day.

TOPICAL CONTENT - RAKSHA BANDHAN



A bond of **protection,**
comfort, and **love.**
Today. Tomorrow.
Every Day.

Sleepwell wishes you a very Happy
Raksha Bandhan!

Post Copy:

This Raksha Bandhan bring home the symbol of comfort and protection with Sleepwell mattresses, and embrace the bond of togetherness and love.

Sleepwell wishes you a Happy & Cheerful Raksha Bandhan!

Visit our store to experience our range of exclusive mattresses or shop online on:

www.mysleepwell.com

#SleepwellAndSweetDreams #Sleepwell

TOPICAL CONTENT - JANMASHTAMI



Post Copy:

May Lord Krishna give you the power to fulfil all your dreams, and fill your life with happiness and joy.

Here's wishing you a very Happy & Blessed Janmashtami!

Explore your sleep expert, explore Sleepwell, visit:
www.mysleepwell.com

#SleepwellAndSweetDreams #Sleepwell

TOPICAL CONTENT - DIWALI



Sleepwell

The **festival of lights** that fills everyone's lives with an **abundance of prosperity** and **exuberance**.

Sleepwell wishes you a very
Happy Diwali!

Post Copy:

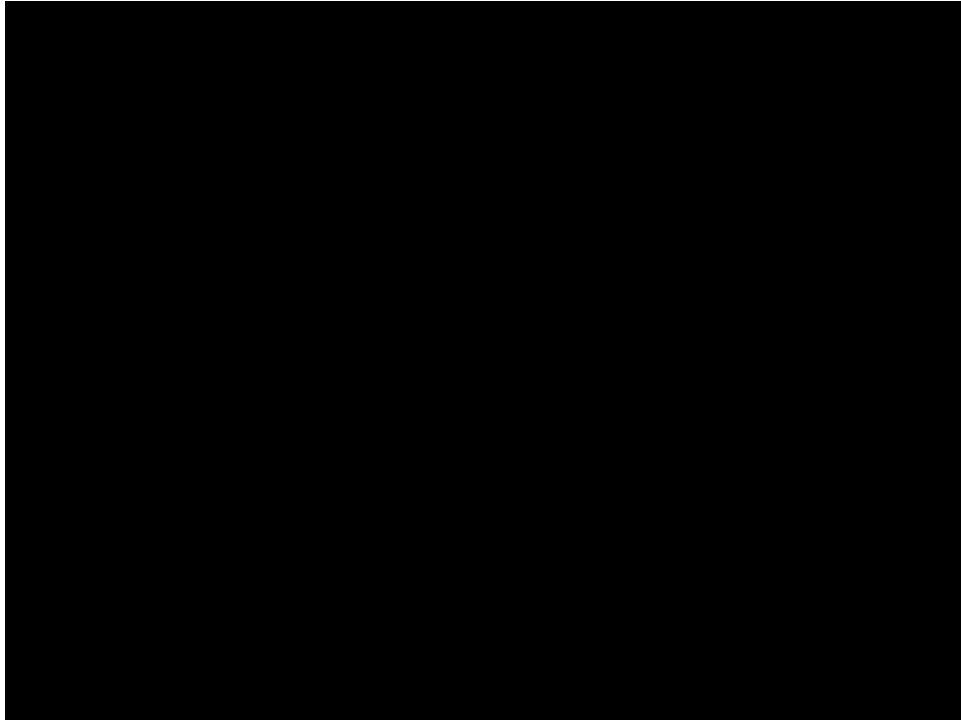
Celebrate the festive season with happiness and sweet dreams, while being surrounded by the ones who matter to you.

Sleepwell wishes you a very Happy & Joyful Diwali!

Visit our store to experience our range of exclusive mattresses or shop online on:
www.mysleepwell.com

#SleepwellAndSweetDreams #Sleepwell

REEL VIDEO



Post Copy:

Everyone knows the value of a good & comfortable sleep through the night, but what everyone might not understand is the value of the perfect mattress for the right posture that supports your deep sleep.

We have your back!

Visit our store to experience our range of exclusive mattresses or shop online on:
www.mysleepwell.com

#SleepwellAndSweetDreams #Sleepwell

ROUTE TO INNOVATION

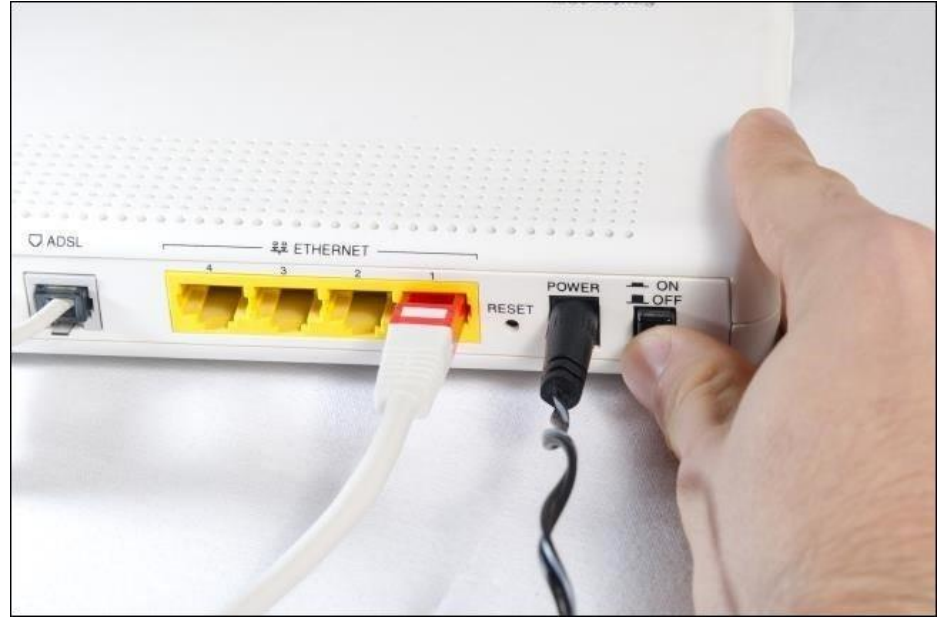
Ache kapde pehen lo, toh party mein
aap sabse smart



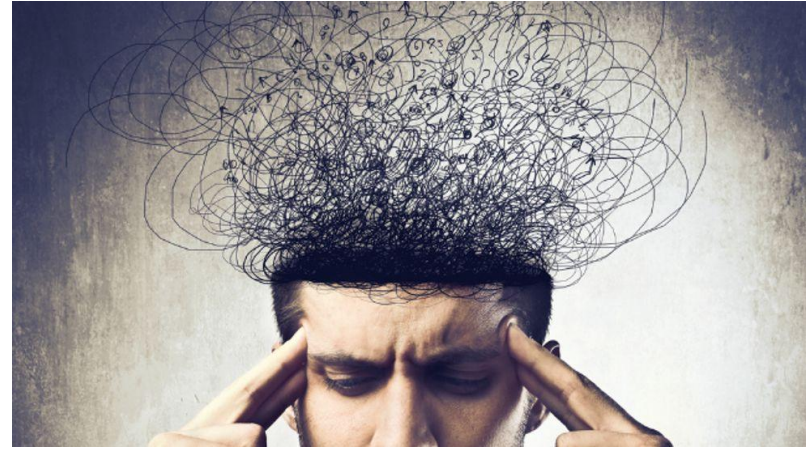
Kaam pe achi presentation de doh,
toh office mein aap sabse smart.



Wifi router restart karke ghar
ka internet chala doh, toh
ghar mein aap sabse smart



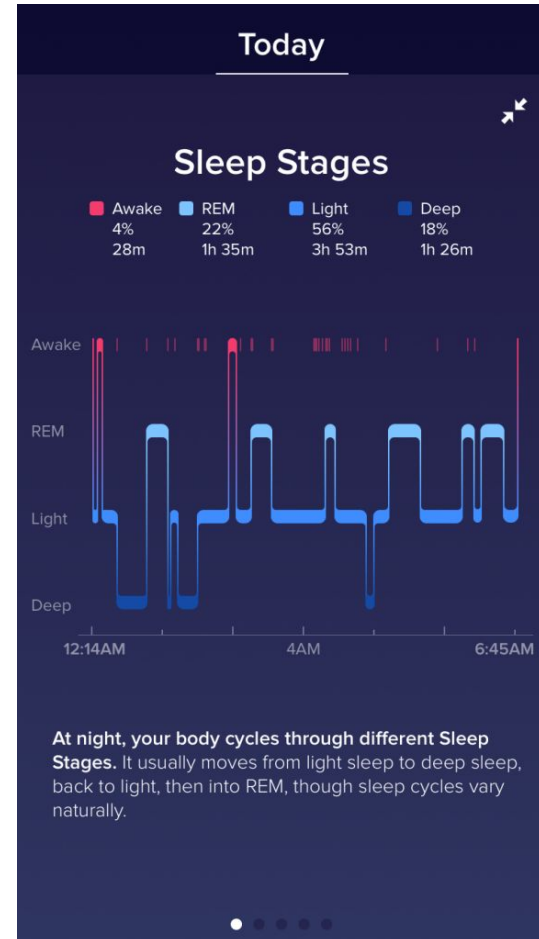
Aap har jagah smart, aapka
computer smart, aapka phone
bhi smart!



Par kya aap neend mein smart
ho??



Ek achi sakoon ki neend ke liye apne sleep patterns ko samajhna zaroori hai



Kya aapko पूरी neend mil rahi hai,
ya achi neend ki kami ki wajah se aap
poora din aalas se jung ladh rahe ho



Introducing - **The Sleepwell App**

Intelligent sleep solutions jo aapko de har roz sagoon ki neend. Apni sleep habits ko samajhiye with insightful recommendations. Explore hundreds of exercises and meditation techniques to help you Sleepwell, sleep smart.

Download now and bann jao
#NeendMeinBhiSmart



THE SLEEPWELL APP

In the day and age where we want to have access to everything at the click of a button, why shouldn't a **sound sleep be attainable at a click too?**

Sleep disturbance is a widespread public health issue, affecting mental health and contributing to chronic conditions. An estimated **50 to 70 million people around the world** experience **sleep disorders** like **insomnia**, which hinder **daytime functioning** and increase the risk for **diabetes, hypertension, heart attack, and stroke**.

With the **Sleepwell App**, we propose the idea to be **digitally connected** with the consumers who wish to get a good night's sleep - **restfully & undisturbed**. Contrary to what people might think, their **sleep-aid solution** with this app could be just a click away.

By **amalgamating technology** the app would entail **customized sleep coaching tips** in an easy-to-use format that helps guide users to a deeper, more rejuvenating sleep. It would also have **customized sleep reports**, so that users can get **insights about their habits**. Additionally, we can aid consumers build **good habits, wind down at night, track their z's**, and help them **wake up feeling refreshed**.

Furthermore, we would also like to create **physical products** such as "**Sleep Tracking Sensors**" that can be placed underneath regular mattresses to **analyze your nightly activity & sleep stages to improve your sleep** — night after night. And "**Smart Mattresses**" that **automatically adjusts the bed** to raise your head to a position that **may help reduce snoring**.

APP FEATURES

- The app would analyze your sleep habits and offer recommendations to optimize your routine for quality sleep.
- It would have voice overs, and sound effects to help you doze off.
- It would also have mindful meditations and binaural beats to make your bedtime more immersive & calm your nerves.
- It would entail customized sleep coaching tips in an easy-to-use app that helps guide you to deeper, more rejuvenating sleep.
- It would keep a track record of your sleep cycle & suggest what would be the best time for your body to rest.
- It would have customized sleep reports, so that you can get insights about your habits.
- It would track your breathing and heart rate cycles at night & offer a personalized wake up mode with your favorite song in the morning.
- Furthermore it will be Fitbit & Apple Watch compatible for the ones who are always on-the-go.

The great thing about technology is that it can also be used to kick bad sleep habits and start getting the right amount of quality sleep your mind and body need. Using this sleep app will let you see how much sleep you're getting, when you are going to bed and waking up, and how you can improve.

#NeendMeinBhiSmart

Things seem to be getting **busier** these days. Faster, even. It feels as though there is **no escape**. That we're always **"switched on"**, even when we're on a holiday.

It's crucial to remind ourselves that we must **rest**. It's not an indulgence; it's **essential** for our **wellbeing**. We certainly shouldn't feel bad about taking time off. It's time for us to **"let go" & "unwind"** in the **mindful world of Sleepwell**.

With the **Hashtag & Tagline #NeendMeinBhiSmart**, we aspire to establish that as you sleep alongside the **digital app & product solutions by Sleepwell** not only are you truly at ease but you are also triggering all processes associated with **sleep and restoration** that trains the body and mind to **turn off the stress response** and **stimulate relaxation**. Considering the brand is **more than just comfort** – they are about bringing you **peace of mind**.

Today, with the **ever-pressing deadlines**, a **constant stream of breaking news**, and days that all blur into each other, **prioritizing sleep** has become even more important than ever. After all, juggling **endless Zoom calls** requires as much **energy** as we can muster, and getting enough sleep can be a **game changer**.

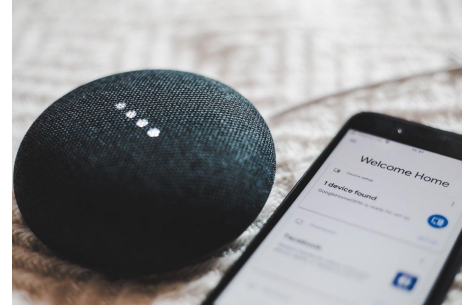
Furthermore, Sleepwell aspires to enhance sleep by **pushing the boundaries** of what **technology** can do for a **good night's rest**. Their aim is to make a **positive impact** on people's lives everywhere by **enriching their quality of sleep** whilst **customising solutions** for everyone's **needs & comfort**.

With this **communication strategy**, we wish to draw notice to Sleepwell, as a brand that **truly cares** for the wellbeing of its consumers & aspires to create a **positive impact** on their lives; with the spotlight on **"comfort"** as their **core characteristic**.

INTELLIGENT SLEEP SOLUTIONS



Additional sensors can be placed under one's mattress and can send personalized sleep insights to the Sleepwell App.



With an efficient Smart Home Connectivity function the app can be enabled with simple voice commands to monitor your sleep quality, share coaching tips, and more.

Daily Sleep Quality



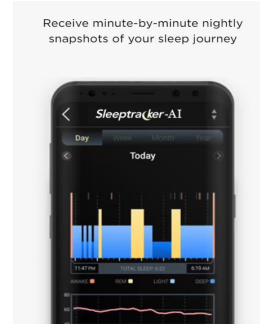
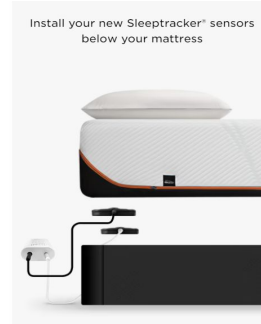
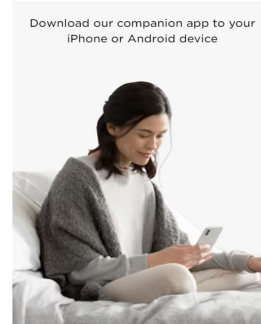
Sleep Insights



Smart Alarm



With industry-leading sensing technology and real-time analytics, The Sleepwell App can provide specific insights based on every night's sleep.



While you sleep, discrete sensors track and report on your heart rate, sleep cycles, and even your bedroom environment to deliver insights directly to your phone each morning.

IT'S ALL ABOUT THE **BASE!**



Upgrade your bed & mattress with nearly unlimited head and foot positions, Zero Gravity comfort and wireless remote control.



The Smart Base sense technology monitors your snoring and automatically raises your head to a position that may help reduce snoring.

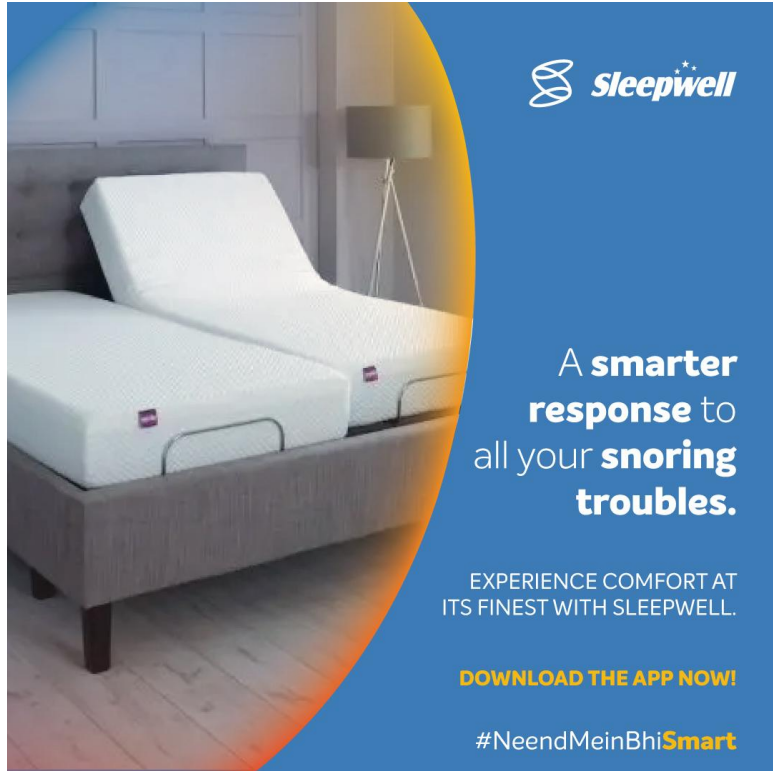



With the tap of a button, take the pressure off your back while you sleep — elevating your head and feet to closely simulate weightlessness.



Intensify your mattress massage with four massage zones — two at the head and two at the feet, with three levels of intensity.

STATIC POST

A circular inset image on the left shows a white Sleepwell Smart Mattress Base on a bed in a bedroom setting. The bed is positioned against a white paneled wall, and a floor lamp is visible in the background. The rest of the advertisement is on a blue background.

 **Sleepwell**

A **smarter response** to all your **snoring troubles.**

EXPERIENCE COMFORT AT ITS FINEST WITH SLEEPWELL.

DOWNLOAD THE APP NOW!

#NeendMeinBhi**Smart**

Post Copy:

Introducing the Sleepwell Smart Mattress Base that senses snoring from you or your partner, & automatically adjusts the bed to raise your head to a position that may help reduce snoring.

Sleepwell is committed to taking care of your comfort, be it with smart mattresses, pillows, or a mobile app to help you get a good night's rest.

Visit our store to experience our range of smart mattresses or shop online on:

www.mysleepwell.com

#NeendMeinBhiSmart #Sleepwell

CAROUSEL POST



Post Copy:

Falling asleep at night should take you 10-15 minutes - if it takes less than 5 minutes, you might be sleep deprived and if it takes more than 15 minutes, you might be restless.

Don't let the stress get on your nerves, relax with the Sleepwell app - which keeps a track of your sleep, helps you meditate, soothes you with mindful exercises, and improves sleep quality.

What are you waiting for? Download the app now!

To know more, visit: www.mysleepwell.com

#NeendMeinBhiSmart #Sleepwell

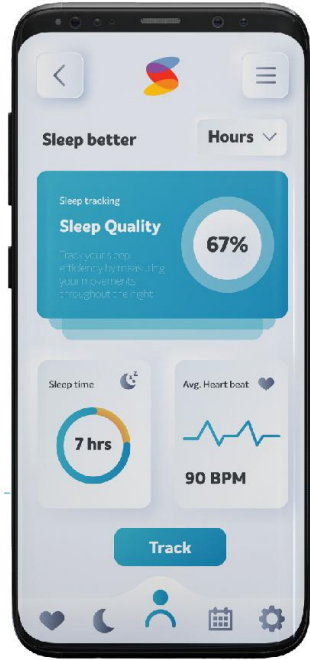


DO
YOU
**SLEEP
SMART?**

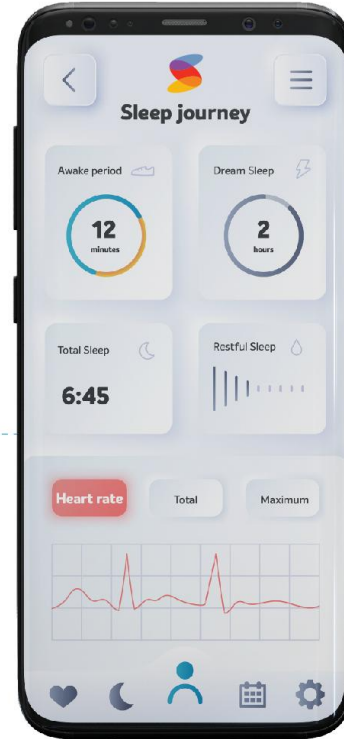


INTRODUCING THE
SLEEPWELL APP!

Your
**smart sleep
solution.**



Easy Sleep Tracking & Customised Reports



Receive **minute-by-minute** snapshots of your **sleep journey.**





Fitbit & Apple
Watch pairing
for the **one's**
on the go!



Meditate to
Unwind.

Mindful exercises
to **calm your nerves.**

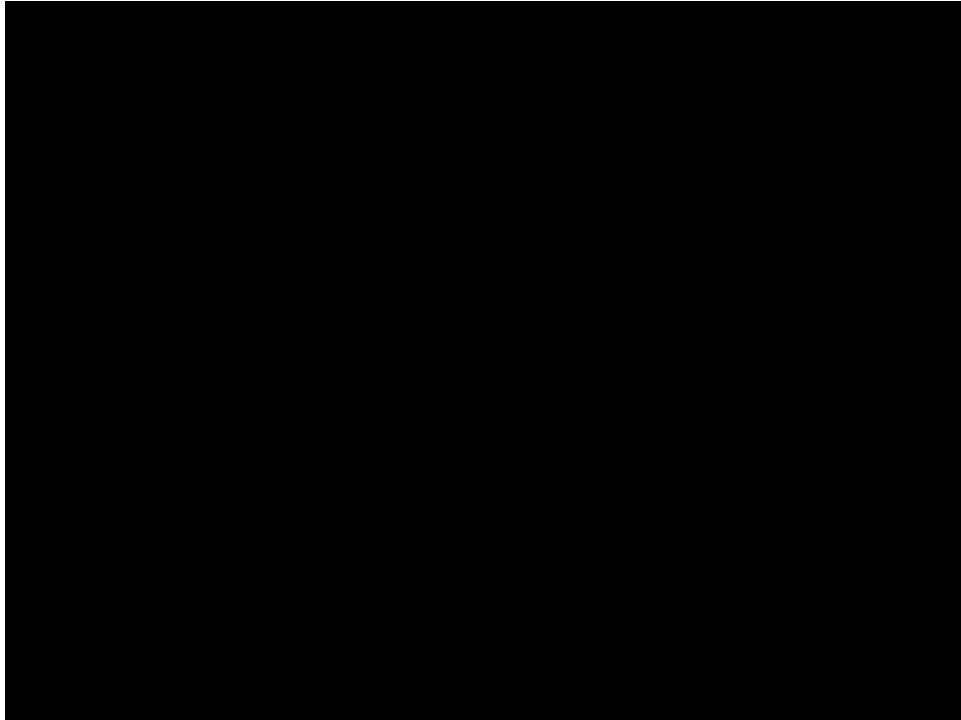


Download it today!



#NeendMeinBhi**Smart**

FEED VIDEO



Post Copy:

Stay #NeendMeinBhiSmart with an innovation that intelligently elevates your sleep, all through the night.

Introducing the Sleepwell App, backed with customizable features and intelligent reports to track & guide your sleep cycle.

Smart Mattress uplift your comfort & Sleep Tracking Sensors closely monitor your night-routine to deliver insights directly to your phone each morning.

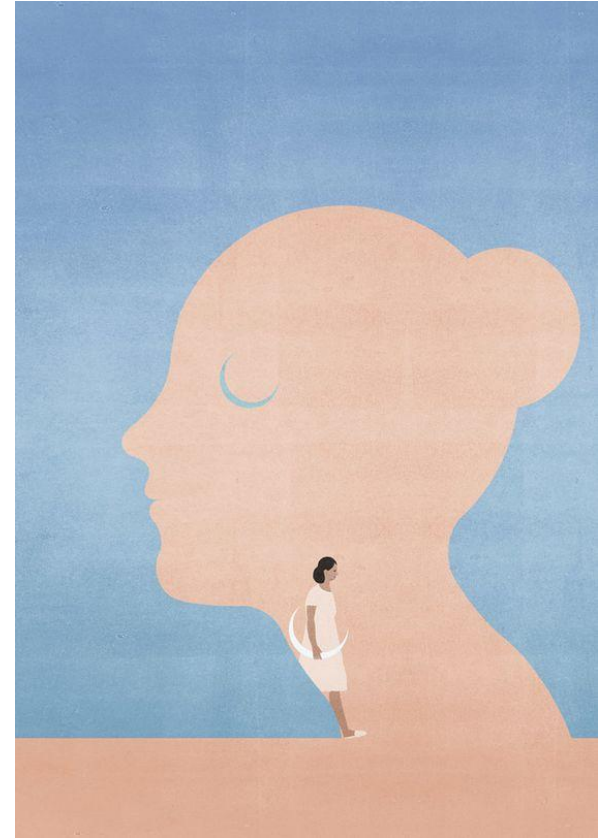
Visit our store to experience our range of smart sleep solutions or shop online on:

www.mysleepwell.com

#NeendMeinBhiSmart #Sleepwell

CONTENT STRATEGY

- With the initial posts, we want to go ahead and **build a story** that connects and **touches-points** with our **targeted audience demographic**, and give them an insight into the ethos that Sleepwell beholds along with posts that highlight the importance of a **good night's rest**.
- We would focus on more **relevant content for our key audiences**, while efficiently communicating the brand's message.
- We would also go ahead and **redefine** our **social media design language**.
- We want to **build-up on our audience's curiosity** and lead them on with posts that would draw them into the serene world of Sleepwell.
- **Customer-relationship building & influencer collaborations** would be of key importance, to spread across **word-of-mouth promotions** and build up on **potential clientele**.
- We would also be utilising various **media formats** to **publish content** such as - **Statics | Carousels | Videos | GIFS | Reels | IGTV | Stories**.
- All in all we want to portray **Sleepwell** as a **holistic comfort provider** for individuals, across age groups & gender.



CONTENT IDEAS

PRODUCT LAUNCH

Here we can create buzz or curiosity about a new launch or new product by establishing a fun yet informational conversation in the form of GIF/static/reels/video or carousel post. Such engagement building posts will establish us as a brand that stays abreast of the newest trends.



FEATURE SPECIFIC

Buying a new mattress is serious business. And several chief factors are taken into account while a consumer makes their final purchase. Herein, it is important to establish ourselves as a knowledgeable partner who understands their concerns and offers them solutions timely by sharing a wealth of information about our various product offerings & what makes them stand out.



durfi #SwitchtoDurfi

Welcome the best **technology** to give relief to back **pain**

durfi

All mattresses are not the same



Nothing like **duroflex**



SLEEPX
PERSONAL PROTECTOR

THE LAST WORD
IN GERM PROTECTION.
WHEREVER YOU SLEEP.
FOR ₹699 ONLY

neem Freshie KILLS 99.9% GERMS

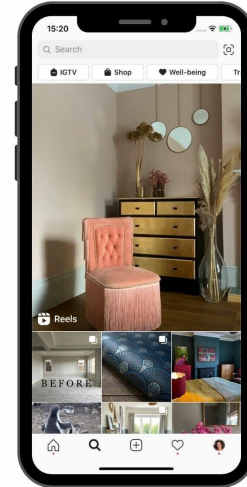
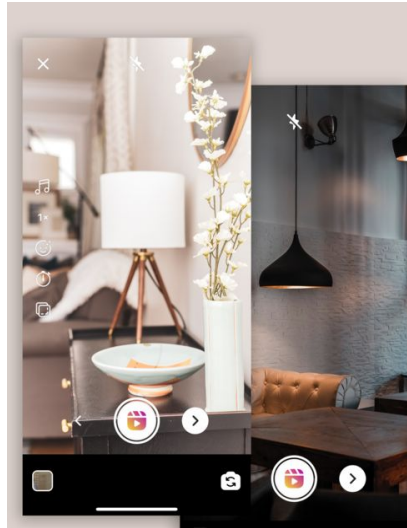
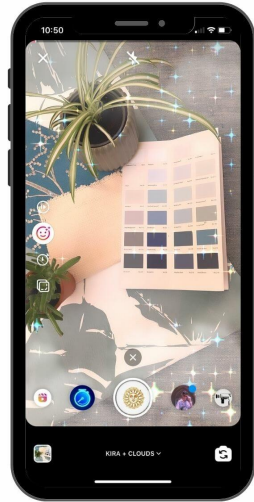
EPA Certified by U.S. Environmental Protection Agency. **Safe** Ideal for all. Must for infants, elderly and patients. **Light** Easy to carry & use. **Icon** Place right below the bedsheet.

#PracticeSafeSleep

Recommended to get a fresh one after 100 nights.

INSTAGRAM REELS

Now it's time to publish content that's on-brand and suits your audience. Instagram Reels are designed to be a fast, fun and creative way of using special effects and audio to capture our audience's attention. As one of the most sought after digital marketing tools these days, Instagram will push brands who jump straight on Reels' new features. Furthermore, it is a great place to share informational content in an engaging context.



SAMPLE REELS x COMPETITORS



ENGAGEMENT IDEAS

Without engagement, social media is just media. Consumers don't use social networks for a one-way experience. They're seeking connections — with brands. More customer interactions lead buyers to find your brand more valuable and provide you with customer insights. Those customer insights can inform marketing decisions such as retargeting and content development, as well as sales processes such as messaging and outreach methods. Lastly, engagement builds relationships. Sleepwell can use social media to learn from its customers and community about how it can improve their experience (Ex: Quizzes, Tips & Tricks, MythBusters, Facts & Topical Content).

emma®

Let's play together!
Can you find Emma?

	A	B	C	D	E	F	G	H	I	J	K	L
1	e	a	m	e	a	m	e	m	m	e	a	a
2	m	m	e	a	m	e	a	m	e	m	m	e
3	m	a	m	m	e	a	m	e	m	m	a	a
4	e	m	m	e	a	a	e	m	m	a	m	m
5	a	m	e	m	m	e	a	a	e	a	m	e
6	a	e	a	m	e	a	m	e	m	m	e	a
7	m	e	m	a	e	a	m	e	a	e	m	m
8	a	m	e	m	m	e	a	a	e	m	m	e

durfi® #SwitchtoDurfi

International
YOGA DAY

Instagram

LET'S UNITE IN
Holy Mattress-mony

INFLUENCER COLLABORATIONS

Influencers, thanks to their huge reach, have the ability to extend brand exposure and raise brand awareness. As an influencer suggests or promotes your brand, their followers will probably take notice. Besides, suggestions from a popular influencer are often perceived as more authentic. Working with influencers will enable Sleepwell to cut through the noise and drive their followers to itself. It increases more visibility for our brand and helps build meaningful online conversations about it.



DISCOUNTS & LOYALTY BENEFITS

All of us are fond of great deals. After all, almost everyone would love to save money no matter the purchase. Sleepwell customers, too, are looking for great deals. Here we can make sure that we are offering good discounts to potential customers – not only to entice them to come back, but so they could share the good news to friends and family as well.



FIESTA
— We customize as per your need —

25% OFF
on sofa & mattress

Terms & conditions apply



AB NAHIN BADLOGE, TOH KAB BADLOGE?

EXCHANGE OFFER

UPTO **3000*** FOR YOUR OLD MATTRESS

2 LUXURIOUS PILLOWS WORTH UPTO **5998***

DISCOUNT OF **10%** ON MRP

YOU DESERVE A **Springwel** SLEEP

Springwel **NEW** Newly Opened Store at Shop No. 23, GF, Grain Merchants Society, Sector-17, Vashi, Tel.: 9987561625, 8828380326

Exclusive Showrooms: **Andheri:** 351/B, 352, Dshware Infinity CDSL, Adesh Nagar, Tel. 9699632326, 9987561658 • **Bandra (W):** Shop No. 182, Hortencia, 30th Road, Opp. Amersons, Off Linking Road, Tel. 9699732326, 9987561651 • **Chembur (E):** Shop No. 03, XLNC Chambers, Opp. ISBI Bank, Sion Trombay Road, Tel. 9136132326, 9987561657 • **Mulund (W):** Shop No. 10, Vikas Paradise Commercial Shopping Center, Bhakti Warg, Tel. 9594972326, 9987561653 • **Powai:** Shop No. G-30, Hwarethane Shopping Mall, Pricson Commercial Complex, Survey No. 7/3, A.S. Marg, Tel. 9699832326, 9987561656 • **Tardeo Road:** Shop No. 3, Bahaja Excelsior Building, Tel. 9987561652, 8424062326 • **East. Dighaye:** Bandra: Home's Furnishings, Tel. 9820122955 • **Byculla (E):** Wellwarm Interiors, Tel. 022-23774299 • **Malad:** Home Stop, Tel. 9987566570 • **Chokoper:** Home Stop, Tel. 9987566443 • **Vashi:** Home Stop, Tel. 9323310499

For Franchise/Dealership/Institutional Enquiries, Contact Mr. Irshood 7738944888

Buy Online at www.springwel.in **EMI** **CALL A MATTRESS** 9987566558



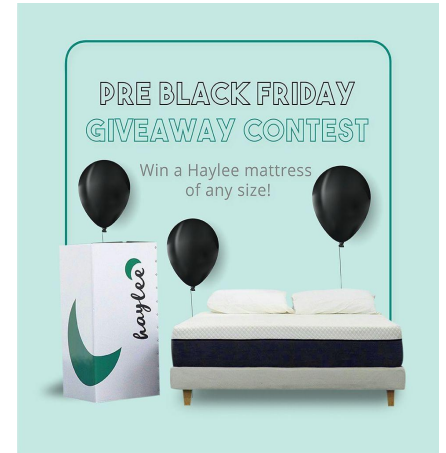
amoré
mattresses

Great **Summer** offer

Upto **50%** off
on every mattress

GIVEAWAYS & CONTESTS

A successful giveaway can help Sleepwell increase its social media presence, boost engagement metrics and even align it with brands that it wants to be seen with. In a digital environment that's getting more saturated by the day with different brands trying to promote themselves, contests & giveaways are a fresh and creative way to interact with audiences and stand out from the crowd.



USER GENERATED CONTENT

UGC enables beauty brands to better understand their target audience and their communities better. It helps to build trust. It increases engagement and time spent on our site or social media platform. It keeps our stakeholders happy and makes them feel like they're an important part of the conversation.



EXPERIENTIAL OPPORTUNITIES

As a brand associated with sleep, Sleepwell must work upon building strategic and robust marketing campaigns to stay apart from the competitors. They need to leverage the power of a comforting brand and welcome their current & potential consumers into their world of resilient offerings. They must also make their online presence i.e. website purchase experience as well as in-store experience smooth by offering consumers a chance to explore the brand first-hand.



EMAIL MARKETING

Nowadays people want to be informed and know more about the company they buy from but at the same time, they don't want to feel overwhelmed by the overuse of advertising. To balance this out, Sleepwell must send a newsletter/emailer twice a month that will remain relevant in their inboxes as well as inform them about the product updates and discounts that the brand has to offer. It will also create a successful brand recall value.

Casper

Hello, dreamer

Welcome to a world of better sleep!
We can't wait for you to get to know us and our award-winning products. Together, we can make bedtime the very best time.

Let's get sleepy

We're bed serious
Our R&D team in San Francisco designs products for the most comfortable sleep possible.

So rest assured
Thanks to people like you, we are America's #1 Rated Mattress Brand.
Pretty cool, huh.

We got you covered
Every Casper mattress comes with a 100-night trial.*
Returns? Super simple.

Get to know us

*According to a leading independent consumer organization. Always use common sense. See our return policy for more details. ©2016 Casper Sleep, Inc. All rights reserved.

GOOD HOUSEKEEPING **FAST COMPANY** **ARCHITECTURAL DIGEST**

See what they said ☺

Try our sleep products at a Sleep Shop near you

Let's go ☺

[f](#) [t](#) [i](#) [c](#)

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If you prefer not to have our emails, or if you'd like to change the way we send them, you can [unsubscribe](#) here.

HELIX

Not flowers again

Mother's Day is around the corner so give Mom the gift of a great night's sleep.

Take **\$125 OFF** her personalized Helix mattress + any other Helix product or **\$75 OFF** just her mattress.

REDEEM OFFER
REDEEM OFFER

Talk (888) 330-0781 Type [help@helixsleep.com](#) Tag [@helixsleep](#)

This email was sent to [help@helixsleep.com](#) by Helix Sleep
1123 Broadway | New York, NY 10003
Forward to a friend | Manage Preferences | Unsubscribe

A NEW DAY IN SLEEP

We launched Casper because we are obsessed with great sleep and exceptional comfort. Three years later, we've taken all of our customer feedback, foam expertise, and sleep science knowledge to create our most innovative mattress yet.

1

leesa
SLEEPING SCIENCE

\$100 MEMORIAL DAY OFFER

\$75 off & free \$25
your Leesa mattress Target eGiftCard

GET THE \$100 OFFER

Kick off the long weekend early and save with our exclusive \$100 Memorial Day offer. Try the Better New Mattress™ risk-free for 100 nights and get \$75 off a Leesa mattress + a \$25 Target eGiftCard. **Hurry, offer ends midnight 5/30/16**

0 DAYS **0** HOURS **0** MINUTES **0** SECONDS

GET THE \$100 OFFER

MEDIA PLAN

Media Budget Indicative (Sustained activity all year long)						
Activity	Targeting	Ad Type	Unit	Estimated Clicks/Views/Engagement	Estimated Impressions	Total Cost
Google Ads (Search Ads)	Search Terms	Text Ads	CPC	180000	3600000	2880000
Facebook Post Promotion	Age & Demographic	Promoted Posts	CPE	360000	9000000	1080000
Instagram Promotion	Age & Demographic	Text Banners	CPE	240000	4800000	960000
2.) TVC Amplification Plan						
Youtube Video Promotion	Age & interest based targeting	Video Ads	CPV	3000000	12000000	3000000
Hotstar Video Ads	Age & content based	Video Ads	CPV	2000000	8000000	2000000
Facebook Video Ads	Age & Demographic	Banners/Video	CPE	2000000	8000000	3000000
3.) Mass Amplification through Relevant Publishers						
Google Display Contextual ads	Publisher Network	Banner & Text ads	CPC	120000	12000000	720000
Facebook Click Ads	Age & Demographic	Text Banners	CPC	240000	4800000	1920000
Google Display Retargeting Ads	Dynamic Retargeting	Banner & Text ads	CPC	180000	18000000	1800000
Facebook Pixel ads	Retargeting & Custom Audience	Text Banners	CPC	200000	4000000	1600000
4.) Advocacy with Native Online PR & Influencer programs (Sample)						
Native Platforms(ScoopWhoop/LBB/Logical Indian)	RON	Blogs, Social Mentions(6 Activations)	Fixed	60000	6000000	1200000
Online PR	Wire Posting on online News Networks	Article	Monthly	NA	NA	1200000
Influencer programs (20 Bloggers with min. reach of 10K each)	Multiple Assets; Blogs & Social Profiles	Blogs, Social Mentions(Approx.100+ Third Party Activations)	Monthly	NA	NA	2400000
Total						23760000

SUMMARY

Medium	Metrics	Exp. Numbers
Audience Reach	Total Impressions	9,02,00,000
Website	Total Clicks	85,80,000
	Exp. Sessions	6006000
Facebook Page	Paid Engagement	360000
Instagram Profile	Paid Engagement	240000

Terms & Conditions

- Design or development work will be charged additionally
- Creatives for banners & adaptations will be charged additionally
- Taxes would be charged as applicable
- Ad mgmt fee charged additionally

SCOPE OF WORK

SCOPE OF WORK

Social Media

SOCIAL MEDIA SCOPE OF WORK Posts By Socioar		
Platform	Scope Per Week	Scope Per Month
POSTS		
Facebook	10 posts per week	40 posts per month 30 Statics Incl. Carousels + 10 videos of USPs upto 30 seconds
Instagram	10 posts per week	40 posts per month 30 Statics Incl. Carousels + 10 videos of USPs upto 30 seconds
Instagram Stories	10 original stories a week	40 stories per month 30 statics + 10 videos Share same stories on Facebook/ USPs videos in Story format
COVER PHOTO		
Facebook Cover Photo	-	1 cover photo per month

SCOPE OF WORK

Social Media

SOCIAL MEDIA SCOPE OF WORK Posts By Socioar		
Deliverables	Scope Per Month	Scope Per Month
POSTS		
Emailers	2 Newsletters per month	Emailers can be sent out through MailChimp or a pdf/html can be shared

SCOPE OF WORK

Social Media

PERFORMANCE REPORTING AND GROWTH ANALYTICS
<i>SOCIAL MEDIA AUDIENCE INTERACTION</i>
Daily Replying To Queries We Receive On Social Media Platforms With An Approved Template
<i>SOCIAL MEDIA PERFORMANCE REPORTING</i>
Fortnightly Performance Reporting- Shared on 1st and 15th of The Following Month For Previous Month

SCOPE OF WORK | SUMMARY

Platforms - Facebook, Instagram

- 10 organic posts a week on all platforms - 40 posts a month
- 10 creative stories a week - 40 stories a Month
- New media creatives in the form of images, gifs, grids and videos along with appropriate captions and discovery hashtags
- Email Marketing - 4 newsletters a month
- Dynamic posts creation - Gifs/Videos
- Post promotion of posts across platforms
- Includes ideation and creation of creatives and copy
- Develop ongoing content support to drive engagement
- Recommend new digital opportunities as appropriate, such as new platforms, tools, trends, etc
- Monitoring social media conversations and responding to the same
- Monthly detailed analytics report to outline performance metrics, targets, benchmarks, etc

SCOPE OF WORK | SUMMARY

SOCIAL MEDIA AD CAMPAIGN MANAGEMENT

- 4-6 social media ad campaigns a month, sub -campaigns for AB Testing
- Campaigns to include Traffic Ads with Buy now CTAs
- A/B testing of content, audience and creatives
- Report of ad campaigns
- Images/Carousels/Video/Story ads

PRODUCTION

- Photoshoot
- Videography

COMMERCIALS

Monthly Retainer:

INR 2,95,000 per month (exclusive of taxes)

Social Media Ads Cost (Detailed plan can be shared as per requirement)

10% ads management fee will be charged on actual spends (exclusive of taxes)

Google Ads (Detailed plan can be shared as per requirement)

10% ads management fee will be charged on actual spends (exclusive of taxes)

Production cost (Detailed plan and commercials can be shared as per requirement)

20% management fees (for art direction, moodboarding, coordination, execution etc).

Photographer/videographer fee, stylist fee, equipment rent, location etc will be charged on actuals

THANK YOU!

