

# PURPLE MATTRESS IMC PLAN

Purple Mattress Integrated Marketing Communications Plan

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## Executive Summary

Since their inception in 2015, Purple has been known for their innovative comfort solutions. Their promotional focus has been to stress the importance of comfort and reliability. Though focusing on their patented Hyper-Elastic Polymer is crucial, we feel it is limiting their potential reach and sales. In altering their current marketing approach to emphasize authentic and transparent branding, we believe that we can both expand our current customer base and increase our overall revenue. The following analysis provides further insight as to how we intend to achieve said results.

**Target Audience:** College educated, middle to high-middle income, consumers aged 18-35.

**The campaign slogan is:** “Sleep is what we do. Honest is who we are.”

**The campaign objectives are as follows:** To provide their audience with authenticity, credibility, and create more customer loyalty within their existing customers.

### Summary and rational of media used:

- **Advertising Media:** Using television, print, and radio advertising to highlight their commitment to authenticity, transparency, and the #PurplePledge commitment.
- **Support and Outdoor Media:** Placing billboards on major thoroughfares and where there are Purple showrooms will allow us to reach our intended customer.
- **Sales Promotion:** Sending coupons directly to your smartphone will create a more seamless experience for our customers. Point-of-purchase displays will allow for increased visibility, brand awareness, and an overall increase in sales.
- **Direct Marketing:** Direct mail will be used to promote the new Purple mattress and highlight authentic reviews from previous customers.
- **Digital/Social Media:** A strong social media strategy across social media platforms will generate awareness of the #PurplePledge.
- **Public Relations:** Social networks, blogs, interviews, and sponsored advertisements will play a key role in reaching our target audience.
- **Personal Selling:** Purple will use personal selling through ensuring a high-quality customer experience in both their showrooms and partnered brick and mortars to create a more confident customer purchasing decision.

### Evaluation Summary

- The following methods were used to evaluate the effectiveness of this campaign: engagement across social media platform using #PurplePledge, tracking listeners for radio, survey research, measuring coupon usage, direct mail engagement, and Google Analytics.

## **Situation Analysis**

### **Introduction**

Purple Innovation, Inc (Purple) is a Utah, USA based, publicly traded firm operating in the \$15b bedding industry. Since inception in 2015 Purple has manufactured its bedding products using its proprietary technology, Hyper-Elastic Polymer. The following is an Integrated Marketing Communications plan which aims to analyze existing components of Purple's history and marketing strategy, identify Purple's composure given current trends in the broader bedding market, and make strategic recommendations regarding communications. In closing, the plan will outline a focal communications campaign, complete with applicable examples. This report constitutes a usable, evidence-based approach recommended to Purple Innovation, Inc.

### **Company Background**

Purple Innovation started with two brothers, Terry and Tony Pearce. During the late 1990s, the brothers partnered to create comfort solutions for wheelchairs and sporting goods (Manufacturing Today, 2021). After remarkable success, the Pearce brothers wanted to take comfort to the next level, ultimately leading to their invention of Hyper-Elastic Polymer in 1996. While formerly used for hospital beds and wheelchairs, Terry and Tony used the gel-like material to design mattresses for consumers called the Purple Grid (Manufacturing Today, 2021). The brothers had a mission to help people feel their best and live a better life through their innovative comfort solutions (Purple Innovations, Inc., n.d.).

In 2017, Purple Innovation's income sheet totaled their sales/revenue to \$196.86 million; in 2021, revenue increased to \$726.23 million (MarketWatch, n.d.). While revenue continued to increase over the years, sales growth declined from their highest level in 2018—51.39 percent—to 11.99 percent in 2021 (MarketWatch, n.d.). In 2017, Purple's market cap was \$0.16 billion; \$2.21 billion in 2020, and \$0.48 billion in 2022 (Purple Innovation PRPL, n.d.).

### **Product/Brand Information**

Purple's patented Hyper-Elastic Polymer is crafted into each Purple mattress (Shopify Plus, 2016). The ultra-stretchy, gel-like material allows superior comfort compared to traditional mattresses; the mattress is airy, cooling, and supportive through grid technology. Further, Purple's beds cradle your pressure points with support and distribute weight across the mattress through the GelFlex Grid system (Foley, 2022). The original Purple mattresses are \$1,000 compared to other high-end mattresses that cost over \$5,000. (Foley, 2022). In addition to Purple's luxury mattresses, Purple expanded their product line to include kid's mattresses and comfort, bed frames, pillows, sheets, seat cushions, and pet beds.

Currently, Purple is recognized as a luxury comfort brand. While Purple's company name originates from the color of the Hyper-Elastic Polymer, Purple strategically created their advertisements with a purple color scheme to represent royalty and luxury (Shopify Plus, 2016). Purple positions their brand as "the best mattress tech advancement in 80 years" and reinforces that their comfort technology is the first to be backed by science (Purple, n.d.). Further, Purple wants to be known as a brand that focuses not only on mattresses, but on total comfort solutions for sleep.

## **Customer/Buyer Analysis**

Purple's current target market focuses on a broad range of Millennials and Gen Z. Their affordable cost attracts middle-income consumers, and their product line of kids sleep solutions is geared towards young families with children. Through humorous and engaging video advertisements, Purple Innovation targets Gen Z and Millennial young singles and families.

The millennial generation holds the most absolute buying power, especially on large investments such as housing (Hoffower & Kiersz, 2021). Simultaneously, some Millennials have not fully recovered from the Great Recession leaving many people thousands of dollars deep in student debt (Hoffower & Kiersz, 2021). Because Millennials are an important target market for Purple, they prioritized making their prices affordable yet appealing through their luxury features.

## **Industry and Competitor Analysis**

### ***Industry Analysis***

The global bedding industry is valued at \$29 billion USD. Historically dominated by two largest industry incumbents, Serta Simmons Bedding (15.4% market share) and Tempur-Sealy International (12% market share), the market has seen disruption over the last decade amidst changing consumer trends (coil vs. foam materials) and disruptive D2C entrants (Feldman, 2017). Despite the novel coronavirus attributed decline in 2020 growth, estimates place industry CAGR at 4.8% for the 2021-2028 period (Fortune Business Insights, 2021).

Bed-in-a-box (BIAB) mattress offerors, hallmarked by D2C sales of shrink-wrapped mattresses, ecommerce modeling, and a flurry of young start-ups, have

challenged norms of the mature bedding industry. While BIAB firms represent a small portion of the overall market, their influence on marketing (ecommerce), distribution (D2C), and composition (foam/composite materials) is having an outsized effect on the industry (IBISWorld, 2021). Colloquially known as “internet beds” these BIAB firms compete effectively on price and convenience. Part of the outsized influence BIAB firms have is their effect on the entire industry ecosystem, which includes furniture retailers and secondary markets. The future appears poised to benefit BIAB growth, yet the resources of established industry incumbents remain a challenge as market leaders drive future strategy into the D2C space and develop “internet beds” of their own.

### *Competitive Analysis*

Although direct competition in the BIAB space accounts for only a 16% slice of the broader bedding market, it remains the most pertinent for this discussion. Casper, the segment leader, owned a healthy 27% share of online mattress retail sales in 2019 (Simionato, 2021). Since Casper entered the market in 2014, analysts at GoodBed.com estimate 175 BIAB brands have begun operations, highlighting the need for unique brand communications and differentiation (Magnuson, 2021). The segment is plagued by homogeneity in both product design and brand identity (Wu, 2019). (See Appendix A) To compete effectively, a BIAB brand must bring to market a differentiated product, both in communications and design. There are almost no brands offering patent-protected technology and in-house manufacturing (Purple, 2022). Despite a crowded field, opportunity exists. An International Sleep Products Association survey which reports 45% of mattresses were purchased online [in 2019] and healthy growth in consumer adoption of the BIAB model (2019).

**SWOT Analysis**

|  |  |
|--|--|
| <p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Strong distribution and reach</li> <li>• Well-known and liked brand name</li> <li>• High levels of customer engagement on current platforms.</li> <li>• Maintain innovative and quality products</li> </ul> | <p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Lack of expansion to newer media outlets limiting their target audience</li> <li>• High competition for similar products</li> <li>• Lack of research and development</li> </ul>                            |
| <p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Increased mobile phone usage</li> <li>• Globalization</li> <li>• Utilizing the rise in online ordering by further improving efficiency and delivery services.</li> </ul>                                | <p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Growth of competitors who provide higher quality of similar product</li> <li>• Government policies/regulations can change affecting global operations</li> <li>• Inflation and rise of fuel prices</li> </ul> |

***Strengths***

Purple Innovation has been on the market for years, maintaining its well-known innovative and quality products (Shelton & Brown, 2022). These results are due to the company's focus on customer service, product quality and cost, innovation of technology and services, and marketing and advertising strategies. Since Purple announced its distribution agreement with Mattress Firm, the company has expanded and now has a higher number of outlets in the states (Newcomer, 2021). This multi-channel approach has not only helped create a strong distribution network but also helped distinguish the company from other mattress realtors. By doing so, Purple has made sure its products are



readily available, both online and in-stores, to consumers in a timely manner. The brand currently has a strong social media following Facebook with over 700,000 followers.

### ***Weaknesses***

While the development of new technology and increased media outlets, Purple has begun to adapt but still needs progress. The company's lack of expansion and interaction with more recent media outlets limits its target market (Holt, 2016). For example, the company could start using newer media outlets such as Instagram, TikTok, and Twitter to gain consumers in the younger generations. By promoting on popular media outlets, the brand will earn an even bigger audience, which will benefit sales and reach our target audience (Hoffower & Kiersz, 2021). This is especially important given the high competition for similar products. Purple is known for its innovative technology but in more recent years lacks expenses directed toward research and developments of products (Warring, 2022). It is essential for the brand to focus on developing and implementing additional sleep studies to provide evidence that reflect the benefits of Purple's innovative technology.

### ***Opportunities***

The pandemic has created several changes and challenges, so Purple must utilize the rise of online ordering by continuing to improve its efficiency and delivery services (Fortune Business Insights, 2021). By focusing on a highly efficient, sanitary delivery system, the company can continue expanding while maintaining its competitive advantage. In addition, strengthening their global presence will expand their reach and increase sales. There has been an increase in the number of internet and social media users worldwide, especially among younger generations (Hoffower & Kiersz, 2021). This

allows Purple to expand its online presence by using an increased number of platforms to promote products, interact, and collect feedback from customers.

### ***Threats***

Changing economic factors such as government policies and regulations threaten global operations. Government regulations have the power to reduce efficiency and limit innovation (Davis, 2022). Regulations are continuously changing, which may require compliance by Purple if they plan to expand and operate globally. The recent pandemic has caused an economic recession, which could be dangerous for Purple and its competitors (IBISWorld, 2021). Currently, there is a high rise in fuel prices, which increases the costs of delivery. This poses a threat because a rise in fuel prices changes delivery prices, thereby charging consumers more money. With that said, the growth of competitors and modern technologies threatens the company and its success in maintaining leadership in the mattress industry.

## **Promotional Program Situation Analysis**

### **Past Promotions**

Purple is a company known for creating the “world’s first no pressure mattress” (Utah Business, 2017.) They have exemplified this through their past promotional campaigns, the most memorable being: “*Goldilocks the Bed Expert.*” This was their first video campaign, which launched in the year 2016, and now has over 300 million total views across Facebook and YouTube (Sasich, 2016.) The campaign focused on the raw egg test, which uses raw eggs to help determine whether your mattress is of quality or not.

Throughout the campaign, Purple uses three-hundred and thirty pounds of tempered glass, four raw eggs, and a three-foot drop to test out different mattresses (Gabezer, 2017.) Using comedic wit, Goldilocks begins to explain the frustrations behind traditional mattresses, all the while showing how they each fail the egg test. The Purple Smart Comfort Grid is tested, and all four eggs are left completely unbroken. This goes to prove the point that Purple are the only mattresses that are designed to be soft where you want it and firm where you need it.

### **Current Promotions**

Purple has been revolutionizing the mattress industry since inception. Their Science-backed technology provides their customers with comfort and support (The Enterprise, 47,) which is exemplified through their latest promotional campaign: Tell Me More. With the slogan of “*This is What Great Sleep Looks Like,*” (Shelton & Brown, 2022) Purple takes the time to focus on both the characteristics and benefits of the Purple GelFlex Grid technology. While providing closeups of the patented grid, it is further explained as a hyper-elastic polymer that is designed to provide both cushion and support by instantly respond to your body (Shelton & Brown, 2022). Additionally, the commercial uses a free-premium approach, and offers both free Purple sheets and Purple pillows, with a select Purple mattress purchase.

### **Weaknesses of the Current Campaign**

Purple has been known to have a strong social media presence, particularly on YouTube and Facebook. On the contrary, one Meta social media platform where they lack the same viral presence is Instagram. Social media has become a huge part of everyday living (Kaplan, 2020) and Purple should be capitalizing on this space.

Additionally, though there should be education around the benefits of their patented work, a better emotional appeal would be formed between Purple and their targeted audience if they emphasized the testimonials of real customers.

Instead of using wit and humor, as they have previously done, Purple should focus on customer testimonials in their next campaign. This would provide their audience with authenticity, credibility, and the encouragement needed to try their products (Alton, 2016.) Furthermore, positive reviews have the potential to create more client loyalty with their existing customers.

## **Creative Strategy**

### **Positioning and the Big Idea**

#### ***Positioning Strategy***

The positioning strategy of Purple is focused on the product attributes, quality, and users of their patented Grid technology. Highlighting features of ‘The Grid’ provides their audience with the salient attributes needed when purchasing a new mattress. The new campaign for Purple will focus on how they differentiate themselves from their competitors, particularly Casper and Nectar. It is our goal to provide science-backed products that cater to all types of consumers, while staying true to our values of integrity and transparency.

#### ***The Big Idea and Slogan***

Our team’s big idea is centered around the brand’s commitment to being a transparent and authentic brand. The current Purple Mattress campaign emphasizes the brand's innovative Grid technology. For this IMC plan, we want to build upon the current campaign and create a focus around the uniqueness of Purple’s products, all while

promoting brand transparency. To do so, the brand will promote 100% honest reviews, disclosing relationships with bloggers/influencers, respond to customers and use evidence-based claims for their products. This approach will help our brand establish trust and customer loyalty.

“Sleep is what we do. Honest is who we are” is the slogan we will use to convey the big idea. Our team acknowledged the importance of transparency for a company’s online reviews. Too often, companies result in using fake customer reviews to promote their brand and its products. Collectively, we thought it would be wise to position the brand as trustworthy through the firm’s commitment to promoting authentic reviews of their products.

### ***Creative Brief***

- Client: Purple Innovation, Inc.
- Assignment: Position Purple as a transparent company in the mattress market
- Objectives:
  - Increase social media engagement by 20 percent through life of the campaign. This will be measured by the count/increase of followers, mentions, and reposts.
  - Increase brand awareness of Millennial and Gen X singles and families from ages 18 to 41. This will be measured using online brand recognition and recall surveys before and after the campaign.
- Target Audience: Primarily millennial singles and families born between 1981 and 1996 and Gen Z singles and families born between 1997 and 2003. College students and recent college graduates, lower middle to middle-income households, renters, and first-time homebuyers. Consumers who value quality sleep and affordable prices.
- Positioning Statement: For singles and families between the ages of 18 and 41, Purple Innovation is the sleep solution company that provides a good night’s sleep because it has affordable, high-quality products and honest product reviews.
- Key Benefits to Communicate:
  - High-quality materials
  - Variety of products for total sleep solutions
  - Affordable prices
  - Transparent with consumers
- Advertising Appeals:
  - Addressing community health and resource issues

- Utilizing Purple’s color scheme to reinforce the brand
- Providing just enough information to leave people interested and curious
- Highlighting real, honest customer reviews
- Creative Consideration/Requirements:
  - Increase brand perception by advertising company values and product quality/features
  - Maintain focus on the target audience
  - Emphasize the slogan across all advertising
  - Highlight the social media aspect of the Purple Pledge campaign

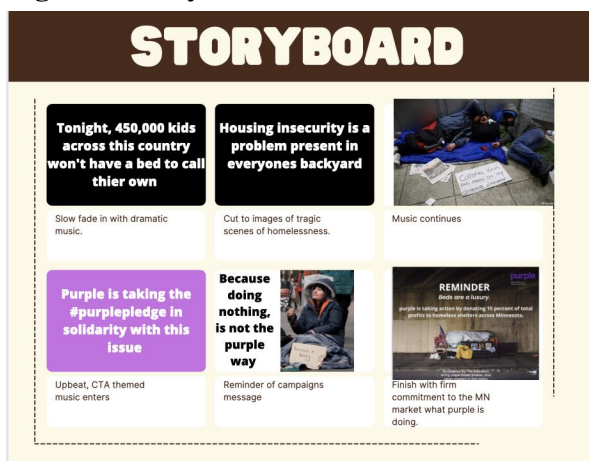
## Promotional Mix

### Advertising Media

#### *Television Commercials*

Television commercials offer an excellent medium to reach a broad variety of market participants. Additionally, vast amounts of data and targeting ability exist based on existing research and ratings into established TV programs. Purple will uphold the current campaign and use emotional appeals to bring awareness to homelessness and Purple’s commitment to donating profits. The commercial will target auditory and visual senses by using soft but dramatic, heartfelt score to capture attention, then flash emotional messages against a black background. Quick cuts to scenes of homelessness will be answered by final cuts of Purple’s commitments (atop a purple background) then finish with a CTA and brand information. The commercial will be bed-focused and remind consumers of sleep luxuries not afforded to all and finish with Purple’s call to action in donating profits to homeless shelters as part of #purplepledge.

**Figure 1 Storyboard**



### ***Radio***

Radio, as an inherently intimate medium allowing direct language communication to the listener, provides an excellent tool to get across the broad informative strokes of Purple’s commitment to transparency and the promotional #purplepledge campaign. The radio and TV spots will feature the same score (music) and focus on branding language to ensure continuity of messaging. The radio spot will feature a short slice of life moment of a mother discussing homelessness with her young child. See Appendix C for spot script.

### ***Print Ads***

Purple will purchase full page ads in prominent magazines and periodicals. These ads will use minimalistic designs to increase drama and home in on The Big Idea. The prominent use of Purple’s slogan, “Sleep is what we do. Honest is who we are.” Is meant to be evocative. The color scheme (purple of course) and prominent branding will leave no one guessing who is behind the ad, but at the same time draw intense focus to the campaign’s promise of a bedding company committed to authenticity and transparency. CTA’s and online media breadcrumbs will stimulate readers and drive engagement.

### **Figure 2 – Print Ad Example**



### *Support and Outdoor Media*

Purple, which makes excellent use of a distinctive color scheme plays well to outdoor media. The current campaign slogan, which is a concise, powerful message can cut through the noise of other outdoor media to reach travelers in the moment. The slogan is vague enough to leave viewers inquisitive about the brand, but informational enough to avoid any confusion. Passersby will be drawn to the vivid purple color and be left with thoughts about a bedding company committed to transparency. These billboard spots can be placed on major thoroughfares in large cities, preferably cities which have in-person Purple showrooms, though not a requisite.

**Figure 3 – Billboard**



### **Sales Promotion**

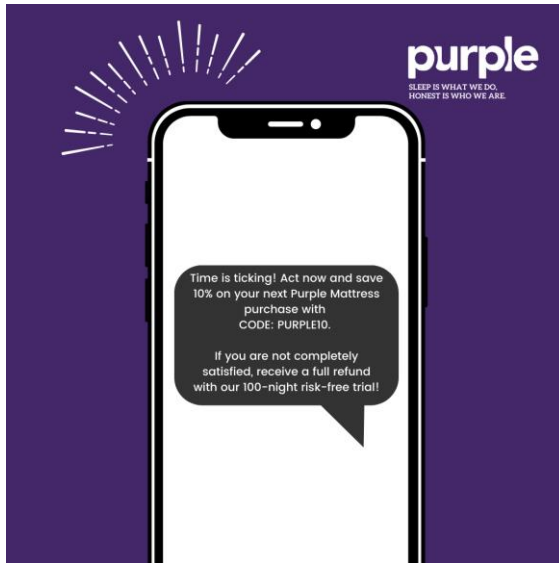
#### *Consumer Sales Promotion*

With the growth of smartphones and tablets, there has been a dramatic shift in the way people shop. The development of mobile shopping services and apps have become much more prevalent and have made shopping far more economical, efficient, productive, and fun. For this reason, we feel that mobile coupons would be a great option



for our target audience. Not only would this create a more seamless shopping experience for our consumers, by receiving the coupon directly to their mobile device, but it would also allow Purple to better track their ecommerce.

**Figure 4 – Coupon**



## **Events and sponsorship**

### ***Trade Sales Promotion***

To encourage sales, point-of-purchase displays are typically situated near the checkout, or in specific portions of a store to sway purchasing decisions (Bauer, 1995.) In doing so, studies have shown that nearly two-thirds of customers make their purchasing decisions once inside a retail store (Damen, 2021.) Our point-of-purchase display would be hyper targeted and grab the attention of our ideal consumer. Additionally, this will provide us with the opportunity to highlight a specific product or current promotion. This would allow for increased visibility, as our products would be on secondary display, and increase our overall brand awareness. Lastly, this will increase the likelihood of discovery, interest, and increase in sales.

**Figure 5 – Point of Purchase Display****Direct Marketing**

The direct marketing approach that we are taking for this promotion is direct mail. Purple will mail out a simple, yet attention-grabbing, mailer that will promote the new Purple mattress. It will also include a QR code that will allow the recipient to review real and honest testimonials from Purple purchasers. The image of a comfortably sleeping woman will first grab attention, which will then lead into the slogan: “You’re this close to the best sleep of your life,” and finish with: “See what customers are saying now!” This will not only bring awareness to our products but will help build a strong customer relationship. In providing prospects with real and honest testimonials, it will likely increase the likelihood of engagement and a potential purchase (Glazer, 2021.)

**Figure 6 – Direct Mail Example**

**Social and Digital Media**

Utilizing both social and digital media provides Purple with the easiest and most effective way to connect and engage with potential customers. By having a strong social media strategy between various platforms, including Facebook, Snapchat, Twitter, and Instagram, and the ability to create engaging content, we will be able to promote products directly to media users effectively. Social media promotions will generate awareness of Purple's commitment to authenticity, drive sales, and continuously generate actionable data to continually improve campaign effectiveness. For Purple, advertisements relating to our campaign will be found on all the following platforms:

***Website:***

When consumers visit Purple.com, they will be presented with our “Purple Pledge” campaign with links to take them directly to other social media platforms. The links automate the sharing process, increasing our brand reach and awareness. Through our website consumers can easily navigate to find information regarding our products and company. In addition, potential consumers can directly purchase our products. Promotional advertising will be displayed on our website, promoting our brand's innovative technology, specifically, GelFlex Grid. Site visitors will be able to read and share real reviews and testimonies of our products.

**Figure 7 Website*****Facebook:***

Being one of the largest social media platforms, Facebook offers Purple the tools to form authentic relationships with our audience. We will use this platform to promote Purple's new campaign, "Purple Pledge", demonstrating our commitment to being an authentic, transparent brand. Users can share detailed stories and images promoting our

new campaign on the Facebook page. In addition, Purple can ask various questions of their audience through Facebook polls. This gives consumers the chance to provide qualitative feedback, which can be leveraged to fundamental product changes. We will advertise products on Facebook, enabling pop-up ads when consumers visit their accounts. Through the ad, our website will be linked for easy accessibility to purchase products.

### Figure 8 Facebook Post



### *Instagram:*

Purple will link its Facebook and Instagram accounts to make it easier to run ads, open a shop, launch giveaways, and unify content by simultaneously uploading to both platforms. Like Facebook, Instagram offers tools to help businesses promote products and interact with consumers. Instagram stories will allow us to promote the campaign through interactive videos and polls. These stories will feature consumers who have interacted with our #PurplePledge campaign, promotional videos, and influencers who stand by our products. Influencers will frequently interact with our page and promote

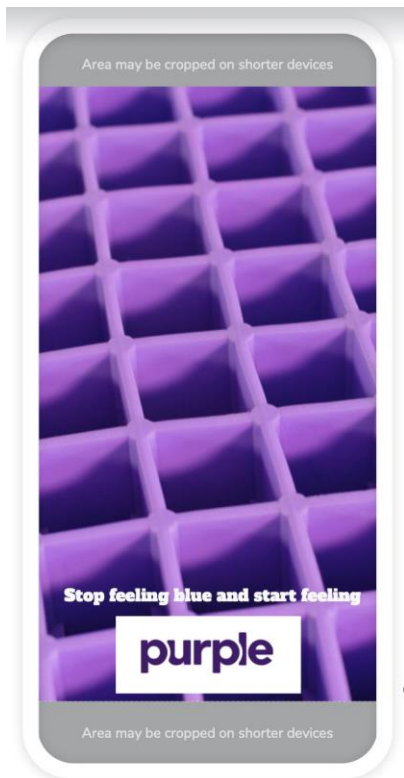
their coupon code. Through Instagram, we can boost our posts by turning them into an ad instantly, making it easy for consumers to purchase our products. In addition, we will be able to track how many users view our posts and visit our website through our Instagram page.

**Figure 9 Instagram Story**



***Snapchat:***

We plan to create a Snapchat filter in which users can access and use when taking photos. This will help us to promote our products and reach new consumers. With a Snapchat Business account, we will be able to set certain filters so our promotional ads will reach specific audiences. In addition, we will have well-known influencers post stories using our filter and promoting a coupon code customers can use at checkout.

**Figure 10 Snapchat Filter*****Twitter:***

We will use Twitter to build our brand personality and awareness by sharing information quickly and facilitating immediate conversations with the audience. For example, Purple will use #PurplePledge as a promotional tool to connect with consumers. Not only will this help direct more traffic and engage audiences, but it will help track sales and online activity. The continuous use of #PurplePledge will allow potential consumers to access our tweets in one spot and build brand recognition. The use of Twitter gives purple the ability to engage directly with younger consumers through hashtags, humor, retweets, and likes.

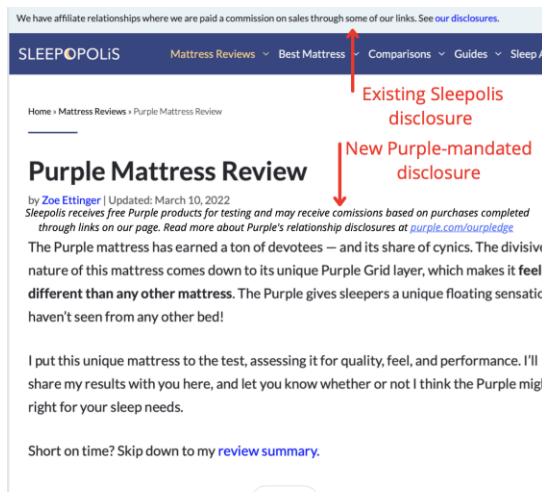
Figure 11 Tweet



**Bloggng:**

Bloggng will drive website traffic and assist Purple with promoting its products and services. This will help the brand to build trust among customers and potential consumers. Purple will commit to ensuring purple-sponsored blogs publicly disclose their relationship. Blogs are places to house reviews; product analysis and opinions are a perfect way to showcase authenticity and build customer loyalty. Blog sponsorship policies and disclosures represent a foundational action step in meeting Big Idea goals and promoting purple’s credibility.

Figure 12 Blog Post



**Public Relations**

Public relations tools that will be used in the campaign include social networks, blogs, and interviews. Social networks will provide quick communication between consumers and Purple, and blogs help reach targeted audiences at a low cost and exhibit purple's transparency. To measure the effectiveness of the PR tools, we will use media content analysis and survey research.

In addition to product-specific campaigns, purple will use corporate advertising to promote its brand commitment to authenticity and transparency. Image advertising will be performed through positioning advertisements and sponsored advertising. Taking this approach ensures publicity benefits all product lines. Attitude surveys and focus group research will serve as evaluation methods for effectiveness.

**Figure 13 – Corporate Advertisement**



**Figure 14 – Corporate Advertising**





### **Personal Selling**

A key benefit of buying a mattress from a store is that you can try it out before you purchase. On the contrary, when you purchase a mattress online, your purchase decision is based on photos given, the information provided, and testimonials left from prior customers. To ensure customers feel confident after purchasing any Purple product, we believe personal selling is a great option for this campaign. Not only does this allow us the opportunity for product placement, but it also allows the knowledge of our sales team to shine, as they are trained on all Purple technology and products. Some of the brick and mortar stores we will be partnering with are Ashley Home Furniture, Rooms to Go, Mattress Firm, and Macy's (Newcomer, 2021.)

### **Campaign Evaluation**

With so many platforms being used for the advertising campaign, it's essential to measure the effectiveness of each platform, both prior to releasing the campaign and after, to ensure that our advertising and promoting methods are reaching our targeted consumer base. Today, advanced technology uses tracking systems that give companies visibility on how well they reach goals and objectives.

- **Television Commercials:** There are numerous ways to grab someone's attention through a television commercial. For instance, Purple can include testimonials, humor, and skits regarding Purple's products. To measure the effectiveness of commercials, Purple can measure effectiveness by planting promo codes specific to networks and then measuring engagement based on codes used.
- **Radio:** Like TV commercials, radio stations can easily measure their effectiveness by tracking listeners. Purple can pretest to measure effectiveness by partnering with

radio stations before finalizing the ad. It is of utmost importance that the brand can grab the attention of listeners with a short and simple message. Purple can do so by creating an ad relevant to listeners, focusing on benefits, offering an incentive, and using humor.

- **Print:** We will include information regarding our product and coupons as an incentive for potential consumers for print media. Print ads will consist of Purple's social media handles, website, and contact information, helping to promote additional engagements. Purple can pretest the effectiveness of advertisements by presenting different prints to current employees and customers.
- **Support and Outdoor Media:** Billboards can include #PurplePledge, asking viewers to snap a photo of their billboard location and post it to social media platforms, including Twitter, Facebook, and Instagram. Purple can give viewers incentives by offering them a discount when interacting with our outdoor media. It's essential to pretest the effectiveness of billboards due to the considerable cost associated with this type of marketing. Purple can post a poll that pictures different ads and asks users to vote on their favorite.
- **Consumer Promotions:** Measure consumer promotions by tracking the effectiveness of the current campaign, "#PurplePledge," and comparing current sales to previous sales. If Purple sees a boost in sales, they can confidently conclude that our current campaign is more effective than our previous campaign.
- **Trade Promotions:** Purple must determine the effectiveness of trade promotions by comparing sales of Purple's consumers who utilize our trade promotions to those who do not use them. Another way to track the effectiveness is by looking at the

different promotion codes/offers, and which ones were used more frequently. When purchasing products, consumers will be asked to enter name and email. This information can be used to track them along with other current platforms.

- **Direct Marketing:** Purple will measure how effective their direct marketing is by sending consumers an ad that presents them with QR codes. This shows Purple that consumers viewed and interacted with the ad. Purple should offer them a free pillow and sheets with every mattress purchase as an incentive to choose their brand over competitors.
- **Social/ Digital Media:** Purple will measure the effectiveness of chosen platforms through offer tracking and measurements. Using hashtag #PurplePledge, they will be able to track how much activity our hashtag is used through the platform's analytics tools. Tracking link sources and measuring link effectiveness in page visits, engagement, and conversions will shed light on valuable mediums, strategies, and publications.
- **Public Relations:** Public relations tools that will be used in the campaign include social networks, blogs, and interviews. Social networks will provide quick communication between consumers and Purple, and blogs help reach targeted audiences at a low cost and exhibit purple's transparency. To measure the effectiveness of the PR tools, Purple will use media content analysis and survey research.

### **Conclusion**

Since the invention of the Hyper-Elastic Polymer material in the late 90s, Purple Innovations has revolutionized the mattress industry and continues to redefine comfort

across the globe. The comfort solutions company broke ground several decades ago and has since then expanded their product line to meet the needs of a more diverse market. The decline in sales growth over the past years proves that Purple needs to further address demographics within the Millennial and Gen Z target markets.

This campaign focuses on rebranding Purple Innovation as a true, authentic brand that is transparent with the public while simultaneously highlighting Purple's unique product features. By targeting young singles and families in the Millennial generation and the older half of Gen Z, Purple can effectively communicate to those audiences through informational and engaging advertisements. This campaign will serve as a foundation for future campaigns; the selected target markets will be strengthened for years to come. By reminding consumers about Purple's one-of-a-kind products and devotion to transparency, consumers will gain trust, value, and respect for the company--resulting in long-lasting relationships.

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**Appendix A**



Appendix B

# STORYBOARD

|  |  |  |
|--|--|--|
| <p><b>Tonight, 450,000 kids across this country won't have a bed to call thier own</b></p> | <p><b>Housing insecurity is a problem present in everyones backyard</b></p>  |  |
| <p>Slow fade in with dramatic music.</p>   | <p>Cut to images of tragic scenes of homelessness.</p>   | <p>Music continues</p>   |
| <p><b>Purple is taking the #purplepledge in solidarity with this issue</b></p>             | <p><b>Because doing nothing, is not the purple way</b></p>  |  |
| <p>Upbeat, CTA themed music enters</p>   | <p>Reminder of campaigns message</p>   | <p>Finish with firm commitment to the MN market what purple is doing.</p>          |

**Appendix C (Radio Spot)**

Purple Innovation, Inc's "Mother and Son" 30 second spot.

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[Cold open with fade in of soft, heartfelt score. Scene is an auditory rendering of a mother discussing homelessness with her young son as the boy asks for a new bed. The Mother reminds her son of how lucky they are to be able to afford a home and have a secure place to sleep every night. As they discuss decisions for a new mattress, Dad enters and tells Mother about Purple's commitment to transparency, and their newest promotion supporting homelessness. Scene ends with voiceover narration giving details of #PurplePledge and CTA.]

[Music fades in]

Son: Mom I need a new bed! Mine is super uncomfortable. I want one now!

Mother: You know, Son, you should be grateful to even have a bed to sleep in, not everyone does.

Son: What do you mean, Mom?

Mother: There are kids *and* parents who don't know if they'll have a bed to sleep in tonight. Having a comfortable bed is a luxury.

Son: That's sad, Mom. I think my friend Billy from school has had to stay in a shelter before. I really would like to be able to help him.

Mother: That's very mature of you to say. I know you need a new bed, let's get online and see if we can find you something.

[Enter Dad]

Dad: Hey guys, you know I just heard about Purple mattress and the steps they're taking to support homeless shelters in our community. Plus, they're known for only posting authentic reviews on their website. Let's check 'em out!

Mother: Wow, look at all these great reviews! I'm putting an order in right now!

Son: Thanks Mom!

Narrator: Visit purple.com or use the @purple handle on Facebook, Twitter, and Instagram. Purple is donating 15% of all profits to homeless shelters in your community, because everyone deserves a good night's sleep. Take the #PurplePledge today and join the fight to end homelessness! Purple. Sleep is what we do. Honest is who we are.

[Music fades out]