

Case Study: Slumberland

Slumberland

Target: Slumberland wanted to raise profile for its Pink Bed launch in partnership with The Pink Ribbon Foundation

Timing: October 2010

Activity: Research campaign reviewing the nation's sleeping habits, press kits for retailers, press releases, interviews, product reviews and competitions

Results: 27 pieces of media coverage including Daily Mail, Daily Express, Daily Mirror, Women's Weekly and CBS

EAV: £250,000

Reach: 69 million

ROI: 17:1

Client comment:

"The campaign significantly raised the profile of the brand with our dealers, consumers and staff – much because of the unprecedented press and media attention that we received during the activity.

The 27 clippings were more than we could have dreamed of."

