

By: Nathan Monterey

Website: <http://www.mattress-sense.com>

Mattress Giant launches new creative advertising campaign

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The Right Mattress-The Lowest Price -The Best Sleep - American Made

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Ads by Google

competitors' ads in every way, and they will differentiate Mattress Giant from the other mattress retailers", Mr. Gordon said. The spots focus on building the Mattress Giant brand along with a promotional spin to drive urgency. The 'Catch Some Zzzz's' campaign is consumer-friendly, and communicates the message of a better night's sleep.

In one of the TV ads, the screen is dark as the camera pushes through tree branches. The atmosphere feels like a nature documentary. A male voice says, "The Zzzzzzz's existence is known, but few are ever caught." A flashlight catches something white in the branches. "Just seeing one is considered an accomplishment," the narrator continues, as the beam of light focuses on a group of large white "Z" characters gathered in the forest. The narrator says, "As quickly as they appear, they vanish into the night," as the Zzzzzzz's, startled by the cameraman, turn and flee into the forest. "Unless you have the right mattress," the narrator concludes, as the camera shows a "glamour shot" of a gorgeous mattress in a bedroom setting as the background for a promotional tag.

In addition to the creative face-lift, Mattress Giant has also updated its familiar, yet aging jingle with a fresher melodic sound that complements the feel of the commercials and builds on already memorable tune. According to Mr. Gordon, "Where the old commercials were all about the jingle, the new commercials are all about the customer's comfort. We are retaining the equity we've built in the jingle by using a new signature arrangement of the music, while creating commercials that the consumer actually enjoys watching." Mattress Giant CEO Barrie Brown adds, "We are very excited about the new campaign. These new commercials are the perfect compliment to our recently launched customer service and sales professional training programs."

In conjunction with the new creative, Mattress Giant is also launching its new tag line, "Shop Smart. Sleep Better." "The new tag line embodies our philosophy to provide great value, customer service and our commitment to help customers sleep better," said Brown.

About The Author:

Nathan Monterey is a successful author and regular contributor to <http://www.mattress-sense.com>. Choose from a large variety of mattress types and get a good night's sleep!