

Mattress Giant ads: Time to 'Catch some Z's'

By David Perry -- Furniture Today, May 19, 2003

Dallas — Everyone talks about "catching some Z's," but not many people have actually seen them.

Mattress Giant, a 240-store bedding sleep shop chain based here, is bringing that popular phrase to life in a new advertising campaign that will run in all 14 states it serves. The campaign, initially set for print, television, radio and outdoor advertising, launches this month during the bedding industry's annual "May Is Better Sleep Month" celebration.

"Z's" are the centerpiece of the new creative strategy, a joint effort of branding firm Motor and Mattress Giant's vice president of advertising and marketing, Graeme Gordon.

"These new ads are funny, exciting and memorable," Gordon said. "They are different from our competitors' ads in every way, and they will differentiate Mattress Giant from the other mattress retailers."

The spots focus on building the Mattress Giant brand, and include a promotional push to spark buying urgency.

The campaign communicates the message of a better night's sleep, Gordon said.

In addition to the creative facelift, Mattress Giant also has updated what it calls its "familiar, yet aging jingle" with a "fresher melodic sound."

"Where the old commercials were all about the jingle, the new commercials are all about the customer's comfort," Gordon said.

"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."

Added Barrie Brown, chief executive officer of Mattress Giant: "We are very excited about the new campaign. These new commercials are the perfect complement to our recently launched customer service and sales professional training programs."

The company also is launching a new tag line, "Shop Smart. Sleep Better," which Brown said "embodies our philosophy to provide great value, customer service and our commitment to help customers sleep better."