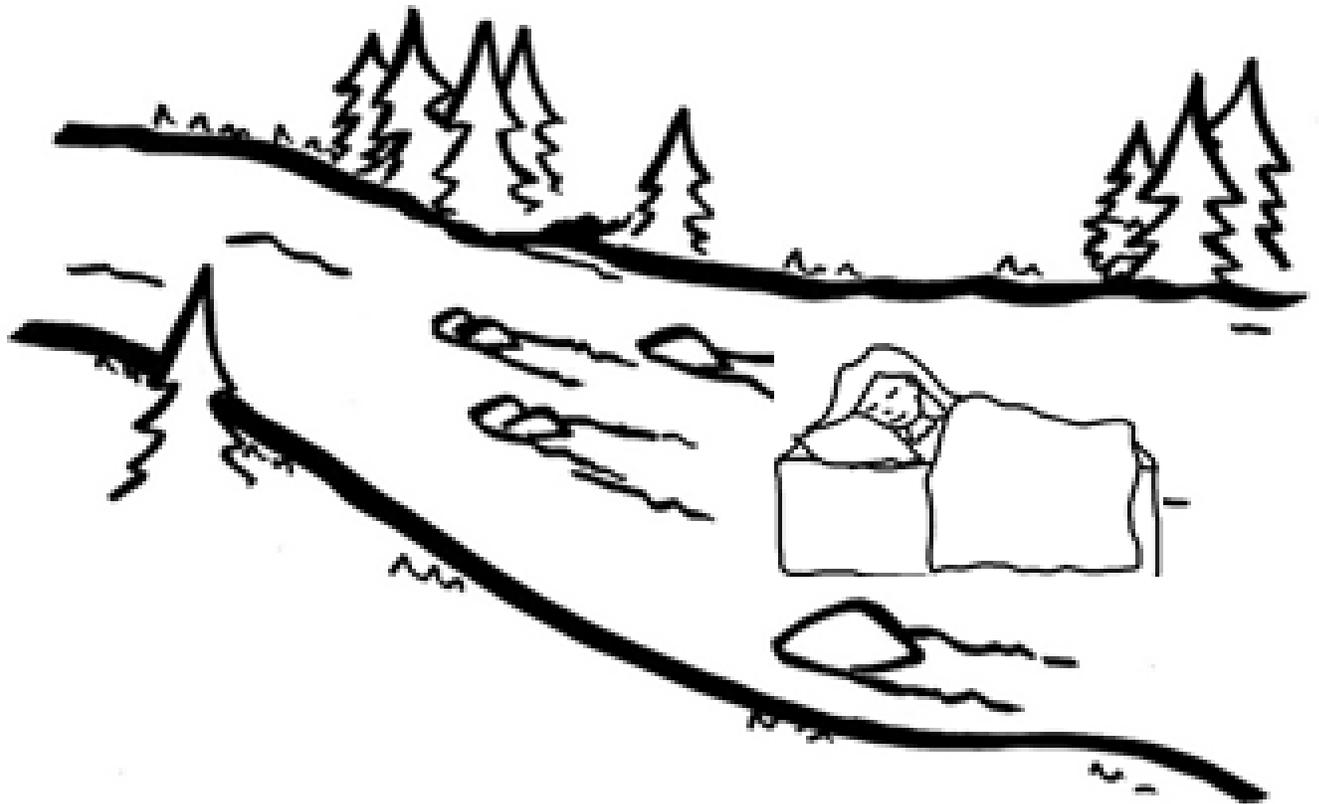


# Life is But a Dream



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Everyone deserves a good night of rest, but mattress shopping is no dream.

The Sleep Number adjusts to your body and contours to your neck, shoulders, back and hips. With proper cushioning, your body can relax more and you can get the quality sleep you deserve.

Visit [sleepnumber.com](http://sleepnumber.com) today to learn more and find a location near you

Headline: Life is But a Dream

Chose this one for a few reasons. First, because might resonate with people who remember the nursery rhyme "row row row your boat (gently down the stream. merrily merrily merrily merrily, life is but a dream)" as children. Secondly because it ties in with my ad image. Lastly I chose this header because it a bit more unique than many of the mattress ads out there I think.

Other headers I contemplated:

- Dreaming Made Easy
- Comfort Beyond Feeling
- More than just a Mattress
- What Will You Dream? (felt would be better as a whole campaign. could have each ad have a mattress in a different setting. lots of creative potential)

Sub-header: Everyone deserves a good night of rest, but mattress shopping is no dream.

Chose this sub header because it fits in with the dream theme and targets people who want better sleep or are currently going through the struggles and stress of making a big purchase.

- For those with sleep numbers - Wanted this right below the header so readers know what this ad is for but also like that it completes the sentence for the headline.

Graphic: have a person sleeping on a mattress that is floating down a stream. This image fits in with the header that is the end of a popular nursery rhyme. I also selected this image to make the audience see the mattress being so comfortable that they could sleep through anything. OR, this graphic can be interpreted as them being able to dream peacefully because they can finally fall asleep easily and get a good night's rest (after all, REM sleep is essential to the recuperative properties of sleep).

Body: The Sleep Number adjusts to your body and contours to your neck, shoulders, back and hips. With proper cushioning, your body can relax more and you can get the quality sleep you deserve.

- Wanted something to the point and have the graphic do most of the talking.

Target Audience: Demographic and Psychographic

Average house income: 60-70,000

Age: 18-49

Primary Gender Audience: Female

Views: often religious, clothing oriented, care about home decor, and interested in beauty and glamor

Competitive Analysis:

Competitors include other airbed manufactures, Tempur-Pedic, and other specialty beds

S.W.O.T Analysis:

Strength: Been around since 1987 and dominates the permanent-use airbed market. It is also a U.S. based company, has adjustable firmness on both sides, above average conforming ability, lifespan 35% longer than average mattress, can adjust temperature, alleviates pain for easier sleeping, and available in stores to test

Weakness: Website is not easy to find and is not running for select comfort (sleep number site does work though) Difficulty of initial use, high maintenance as far as beds go, some noise, C- company rating.

Opportunities: update website, emphasize how long they have been around, and educate the audience on the brand history a bit more. Offer in general mattress stores and advertise it is an American based company.

Threats: Similar products and can easily be imitated. Only sold at Sleep number stores limits trials to only people who are looking at Sleep number beds.

Unique Selling Point: contours to your body so you can sleep more soundly.

Call To Action: Visit a store or our website today