

duroflex
wave plus

SLEEP, UPGRADED

LAUNCHED 1ST DECEMBER, 2022



Consumer Landscape

When it comes to sleep solutions, mattresses have a myriad of varieties. Ranging from orthopedic mattresses to memory foam mattresses that contour a sleeper's body perfectly, you ask and you get it. However, when it comes to beds, there aren't many that solve for specific needs of a sleeper. Beds with wooden frames? Sure. Beds that match your interior decor? Sure. But; Beds that solve your snoring problem? Not so much. Beds that help you unwind with personalised massage routines? Not at all. That is where Wave Plus by Duroflex comes in.



About the Campaign



Objective

To launch and establish Wave Plus as the ultimate Sleep Upgrade



Target Audience

Premium audience aged 35 and above who are always looking to upgrade their lifestyle.



Medium

A well balanced mix of Digital and Traditional marketing platforms.

The Creative Expression

To talk about the ultimate Sleep Upgrade, we needed only the best; Someone who is a true connoisseur of sleep. And our search eventually led us to the Masters of Sleep:

www.youtube.com/watch?v=50SC4fGLNy4

Studies have shown that dogs sleep approximately 12 hours out of a 24-hour cycle. To the 12 hours spent sleeping, dogs spend about 50% of their waking hours lounging, or what some call “loafing” around. Cats, on the other hand, require on average 15 hours of snooze time per day. Some cats can even average 20 hours of sleep in a 24-hour period. Studies have shown that dogs sleep approximately 12 hours out of a 24-hour cycle.

The films capture the Masters of Sleep in their true element and helping out their hoomans unearth the experience of Sleep Upgraded.



Execution

To spread the message wide and clear, we deployed a well-balance mix of digital, offline, and traditional mediums to reach out our Target Audience at every touch point



Digital

YouTube Instream, Google Display, FB & Insta Ads. Inshorts, and MCanvas



Social Media

All Duroflex Handles, Collaboration with Influencer Atul Khatri



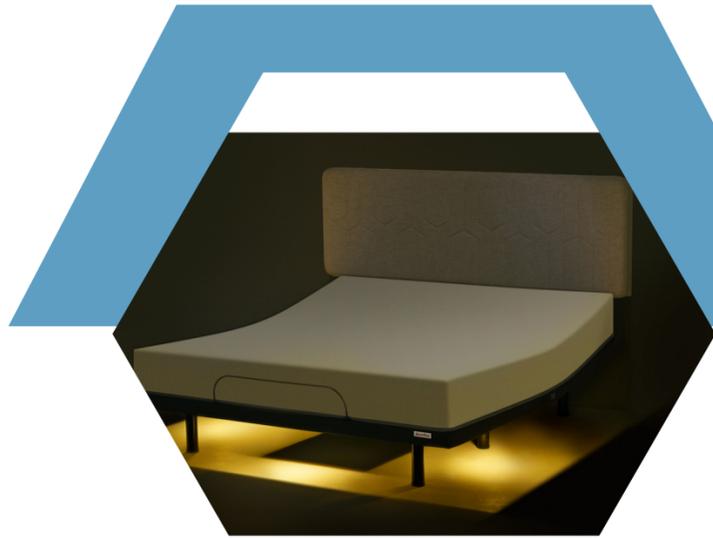
Traditional & Offline
Print Ad, Cinema Ad, OOH, Instore Merchandizing



PR

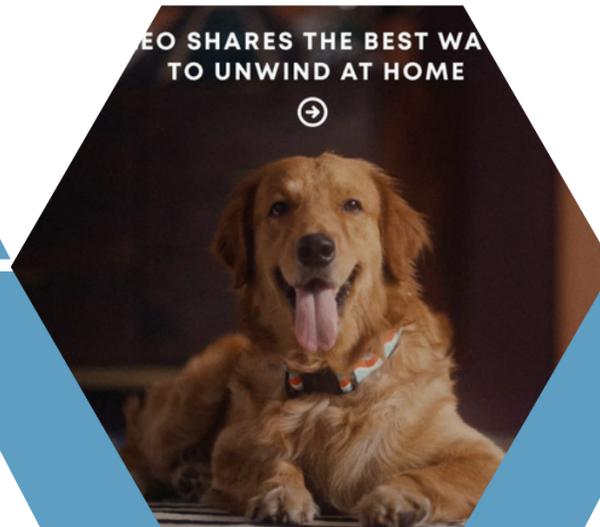
Traditional and Digital PR

Results



Digital

Reach: 8 MN
Impressions: 17.3 MN
We



Social Media

Impressions: 1 MN
ER: 6%



PR

Earned Media: 5.3
Cr



Product Sales

Achieved 60% of the sales target in one month; First lot of product stock out in 3 months from the campaign

Some Links

Main Campaign Film:

<https://youtu.be/50SC4fGLNy4>

Feature-led Films:

<https://youtu.be/crexMa5Fx3E>

<https://youtu.be/5rvlehZ8PeM>

Influencer Collaboration:

[https://www.instagram.com/reel/CnzEwrLMssN/?](https://www.instagram.com/reel/CnzEwrLMssN/?utm_source=ig_web_copy_link&igshid=MmJiY2I4NDBkZg==)

[utm_source=ig_web_copy_link&igshid=MmJiY2I4NDBkZg==](https://www.instagram.com/reel/CnzEwrLMssN/?utm_source=ig_web_copy_link&igshid=MmJiY2I4NDBkZg==)

Thank You