

# CAMPBELL / BRANDING EXPLORATION

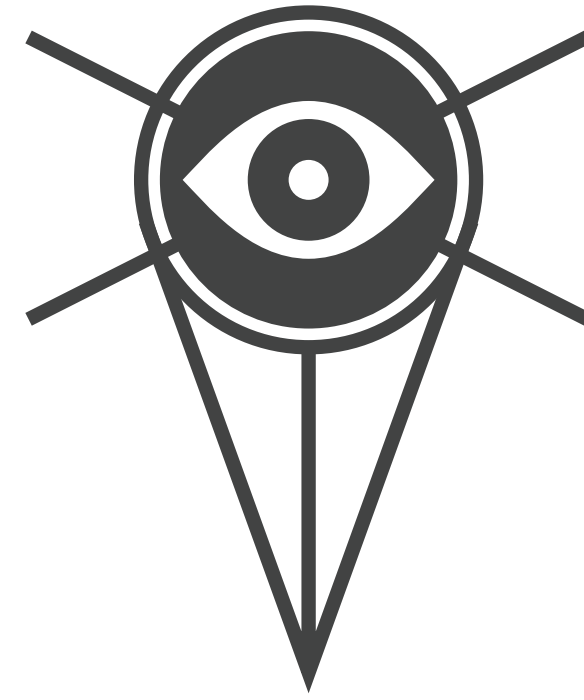
MATTRESS DIRECT



## **THE GOAL**

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Develop a unique creative vision for the Campbell brand. One that mimics the product offerings: a fusion of classic style and modern sleep technology.



## WHAT YOU WILL SEE TODAY

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Three Ad Concepts, Two Brand Video Concepts,  
One Website and elements of a Social Campaign.

## CONSIDERATIONS

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- ▶ *Create a connection to Mattress Direct's "direct from the factory" deals by showing the factory's process first-hand*
- ▶ *Build on Campbell Heritage, and the American made aesthetics of the products*
- ▶ *Connect to customers that want an old school mattress, but desire value as the benefits of new sleep technology*

# THE CREATIVE





**ONE THIRD OF OUR LIVES  
IS SPENT SLEEPING.**

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*OR AT LEAST ATTEMPTING TO.*



AND WE'VE BEEN ATTEMPTING TO HELP  
PEOPLE SPEND THAT THIRD OF THEIR  
LIVES **THE BEST WAY POSSIBLE.**

***WE'VE BEEN DOING IT SINCE 1933***

AND HAVE BECOME MASTERS OF OUR CRAFT.

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**MASTERS IN...**

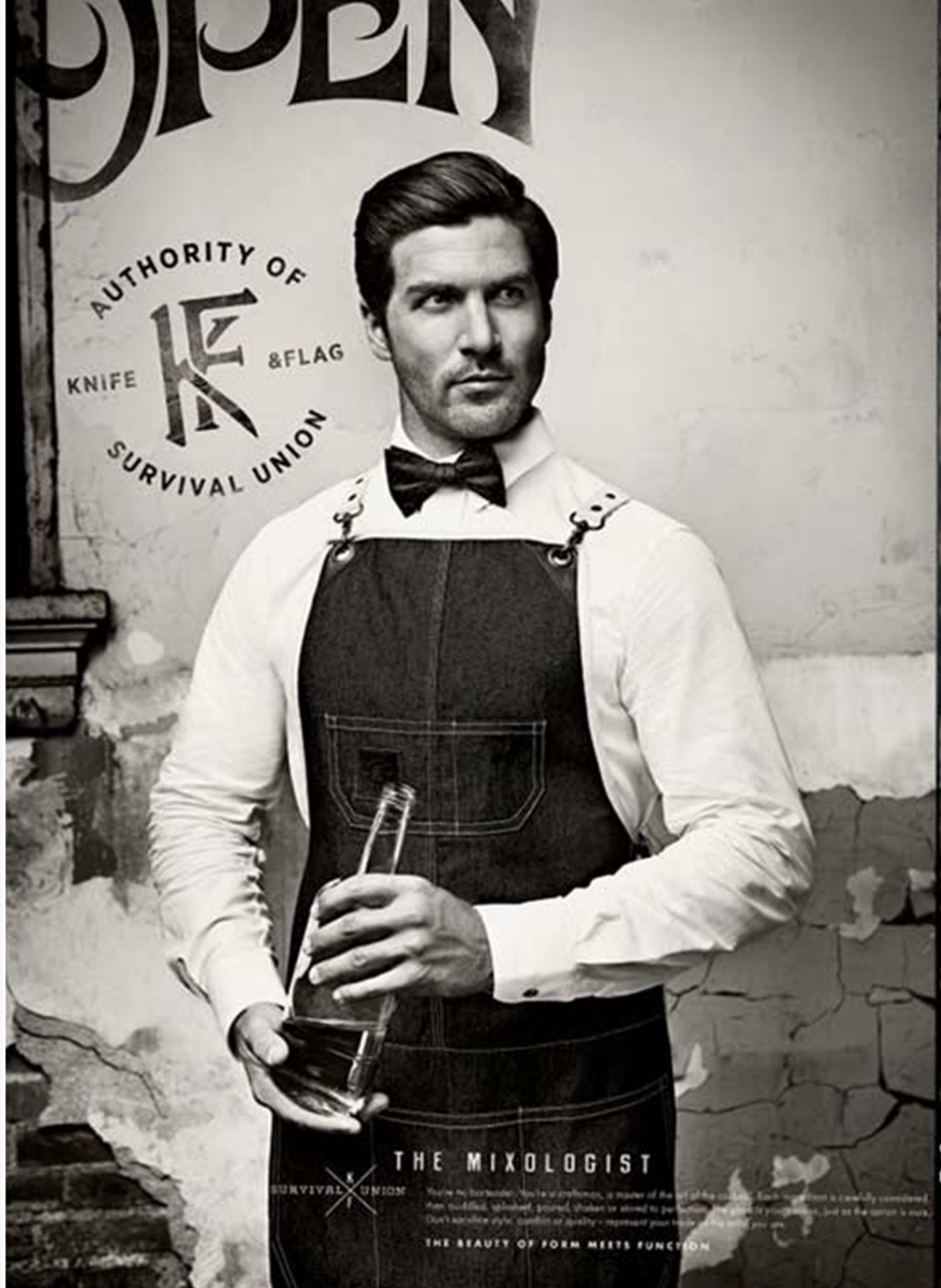




# CRAFTING COMFORT

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We have Passionate Creators – People who are skilled masters, ones that can't stop their desire to build great products that have value for our customers, want to use new technology and improve the way things are done.



# BUILT TO FILL A VOID

We've set out to change the way you buy furniture online.



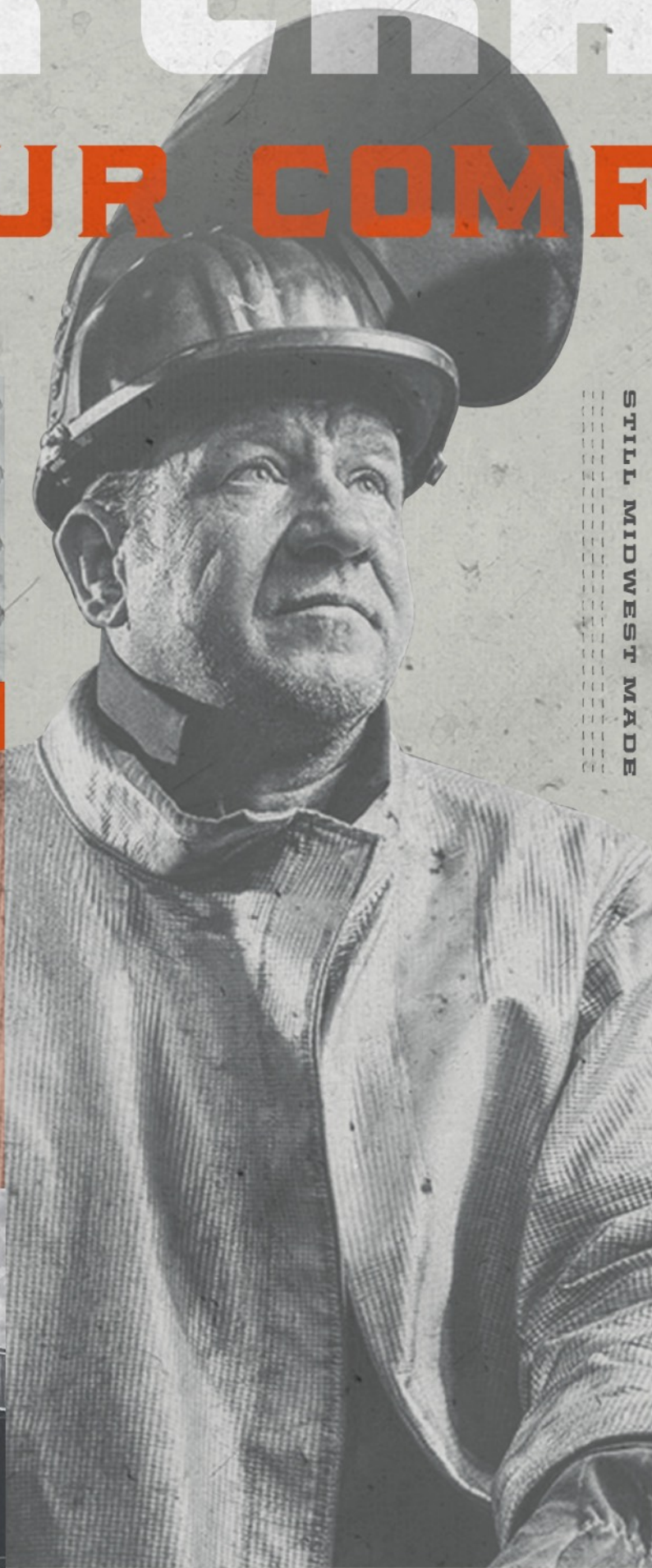
# OUR CRAFT.

## → YOUR COMFORT.

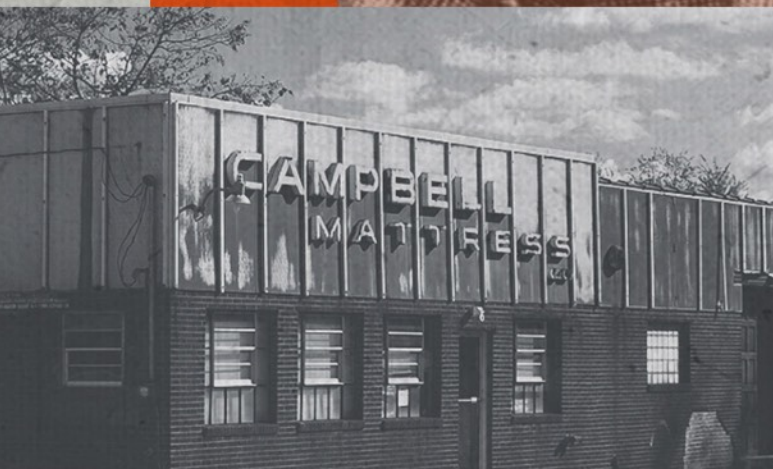


EST. 1933

*J. M. Campbell*



STILL MIDWEST MADE



SINCE 1933, **CAMPBELL SLEEP CO.** HAS BEEN ON A MISSION TO CREATE MORE GOOD NIGHTS FOR MORE GOOD FOLKS. EVERY STEP OF THE WAY, WE'VE WOVEN OUR DEDICATION TO CRAFT WITH THE LATEST SLEEP TECHNOLOGY SO OUR CUSTOMERS CAN REST EASY AT A COMFORTABLE PRICE. BECAUSE WHAT HELPS YOU SLEEP BETTER THAN KNOWING YOU GOT THE HIGHEST QUALITY PRODUCT FOR THE BEST POSSIBLE PRICE?

SEE WHAT COMFORT'S MADE OF AT [CAMPBELLSLEEP.COM](http://CAMPBELLSLEEP.COM)

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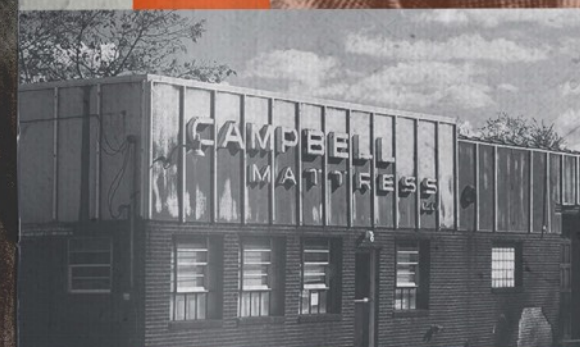


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MAKER AD

# WE MAKE 'EM

## → LIKE WE USED TO.



EST. 1933

*M. Curie*

STILL MIDWEST MADE

**CAMPBELL SLEEP CO.** TAKES THEIR HERITAGE OF QUALITY SERIOUSLY. THAT'S WHY EVERY STITCH, SEAM AND SPRING IS SCRUTINIZED BEFORE LEAVING THE FACTORY FLOOR - AND IT'S BEEN THAT WAY SINCE 1933. WHILE MATTRESSES HAVE CHANGED A LOT OVER THE PAST EIGHT DECADES, OUR ATTENTION TO THE DETAILS HASN'T. SO YOU CAN REST EASY KNOWING YOUR CAMPBELL MATTRESS WILL HOLD UP THROUGH THE NIGHTS.

SEE HOW REST'S BEST MADE AT [CAMPBELLSLEEP.COM](http://CAMPBELLSLEEP.COM)

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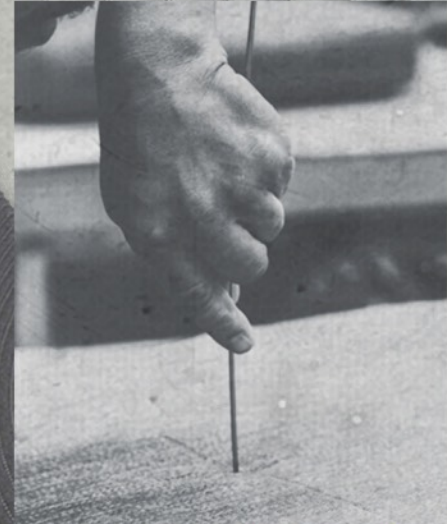
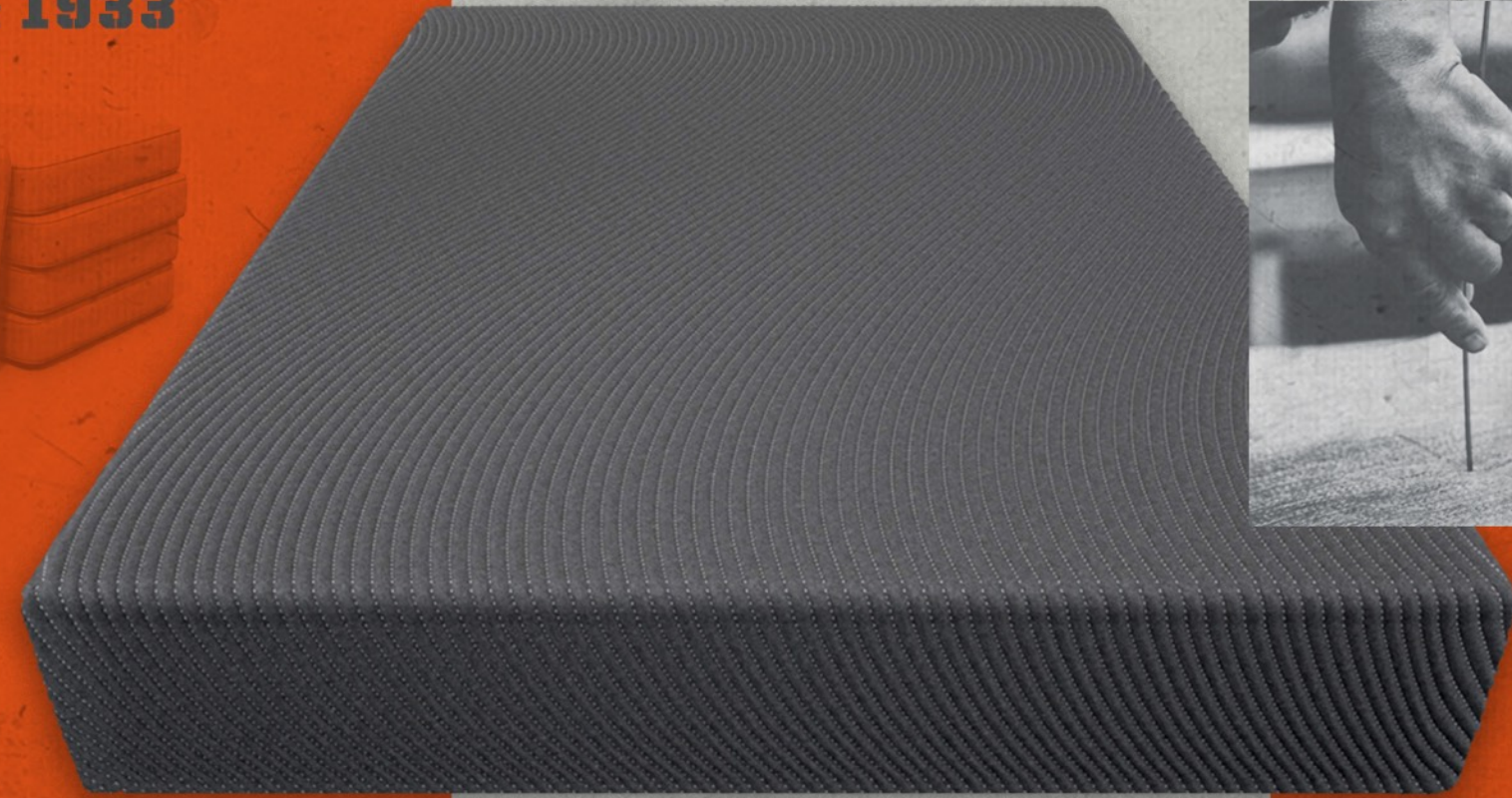
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MAKER AD

# MADE RIGHT ➔ TO SLEEP RIGHT.

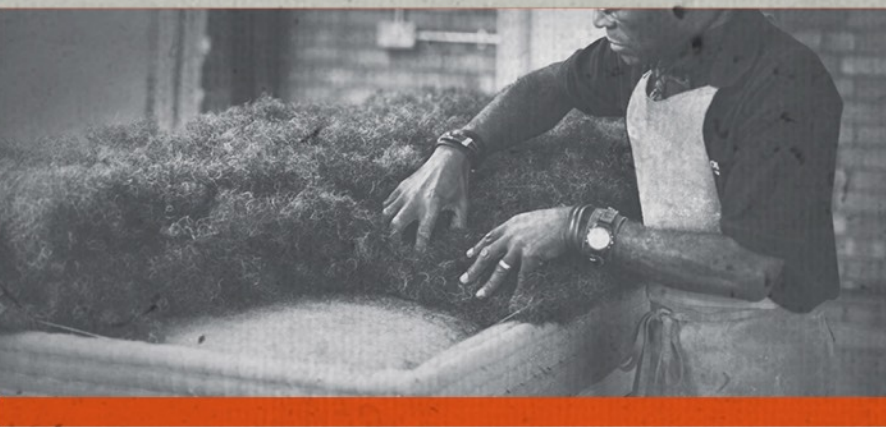
EST. 1933

STILL MIDWEST MADE



YOU'LL NEVER WAKE UP ON THE WRONG SIDE OF THE BED. EVERY MATTRESS FROM **CAMPBELL SLEEP CO.** IS CRAFTED TO GIVE YOU BETTER REST. FUSING THE LATEST SLEEP TECHNOLOGY WITH NEARLY A CENTURY OF HARD WORK AND QUALITY CRAFTSMANSHIP ENSURES EVERY MATTRESS TO LEAVE THE FACTORY FLOOR MEETS THE HIGHEST STANDARD—YOURS. RESTING EASY TAKES A LOT OF HARD WORK, AND CAMPBELL KNOWS HOW TO DELIVER.

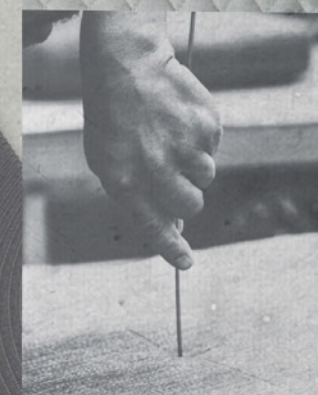
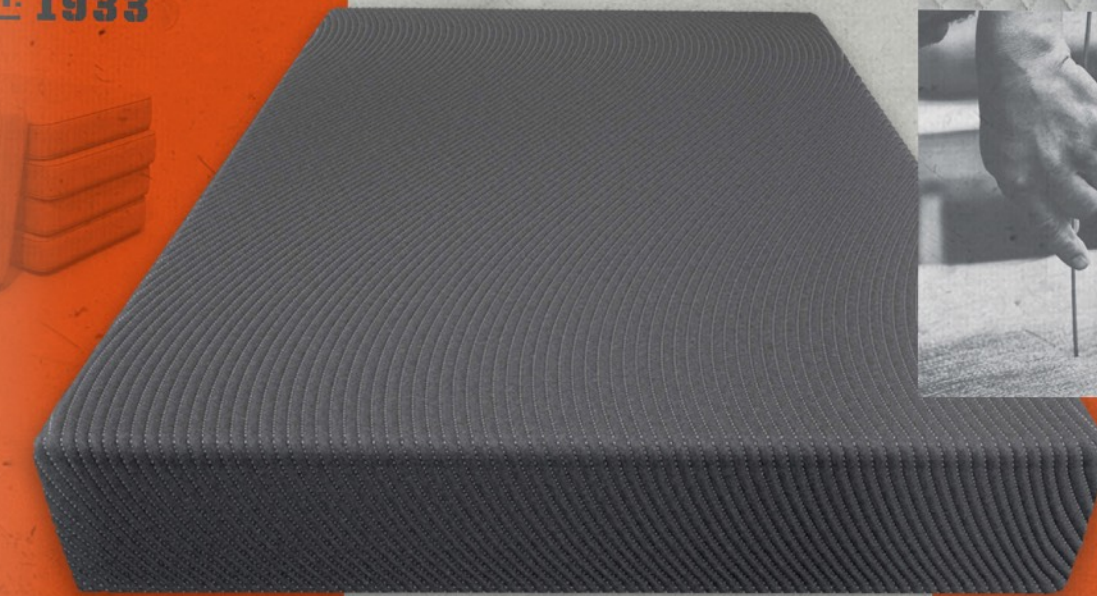
DISCOVER THE BEST IN REST [CAMPBELLSLEEP.COM](http://CAMPBELLSLEEP.COM)



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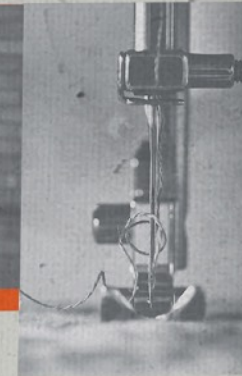
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PRODUCT AD

# ALL ADS / POSTERS

## OUR CRAFT. → YOUR COMFORT.

EST. 1933

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## WE MAKE 'EM → LIKE WE USED TO.

EST. 1933

*M. Lewis*

STILL MIDWEST MADE

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SEE HOW REST'S BEST MADE AT [CAMPBELLSLEEP.COM](http://CAMPBELLSLEEP.COM)

## “WHILE THE WORLD SLEEPS” — BRAND VIDEO OPTION 1

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We spend a third of our lives with our eyes shut.

But that doesn't mean the world stops turning.

Or that work stops getting done.

That third of your life — *that's our time.*

That's when we get to prove what we're made of.

What our hours and days of quality craftsmanship, and attention to detail come to mean.

Your better night.

Better rest.

And Better tomorrow.

Campbell Mattress Co.

*While the world sleeps, we're hard at work.*

Campbell Sleep Co. — Crafting Comfort (Logo)  
*See what comfort's made of at [CampbellSleep.com](https://CampbellSleep.com)*

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*A fast-paced video with quick cuts and a mix of new and archival footage to build an authentic brand story focused on the hard work Campbell puts in for their customers.*

## "EARNED COMFORT" — BRAND VIDEO OPTION 2

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*Comfort doesn't come easy.*

Before you can take that much needed rest,  
we need to put in the time.

*And we have... Since 1933.*

We've been developing  
and implementing the latest technologies

and combining them with our  
midwest work ethic

from the beginning—and still  
do to this day.

We put more time and effort into our mattresses  
so you can get more lasting comfort out of them.

Because the best sleep is earned.  
And every Campbell Mattress lives up to its reputation.

Campbell Sleep Co. – Crafting Comfort (Logo)  
*See what comfort's made of at [CampbellSleep.com](https://CampbellSleep.com)*

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*A video highlighting the workers and process. Here we will time travel between modern day processes and hands-on crafting and industrial machinery. This will highlight the hard working process that goes into each Campbell Sleep product.*



## **"BETTER OVER TIME" SOCIAL CAMPAIGN — (SERIES)**

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*A series of quick b-roll videos and static posts that start with an old process and show how it gets better over time.*

1.



We do things the old-fashioned way.  
No, not like that...

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*Archival footage of a "caveman" starting a fire*

2.



We spend the extra time

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*Cut to sparks from a modern blowtorch welding some springs*

3.



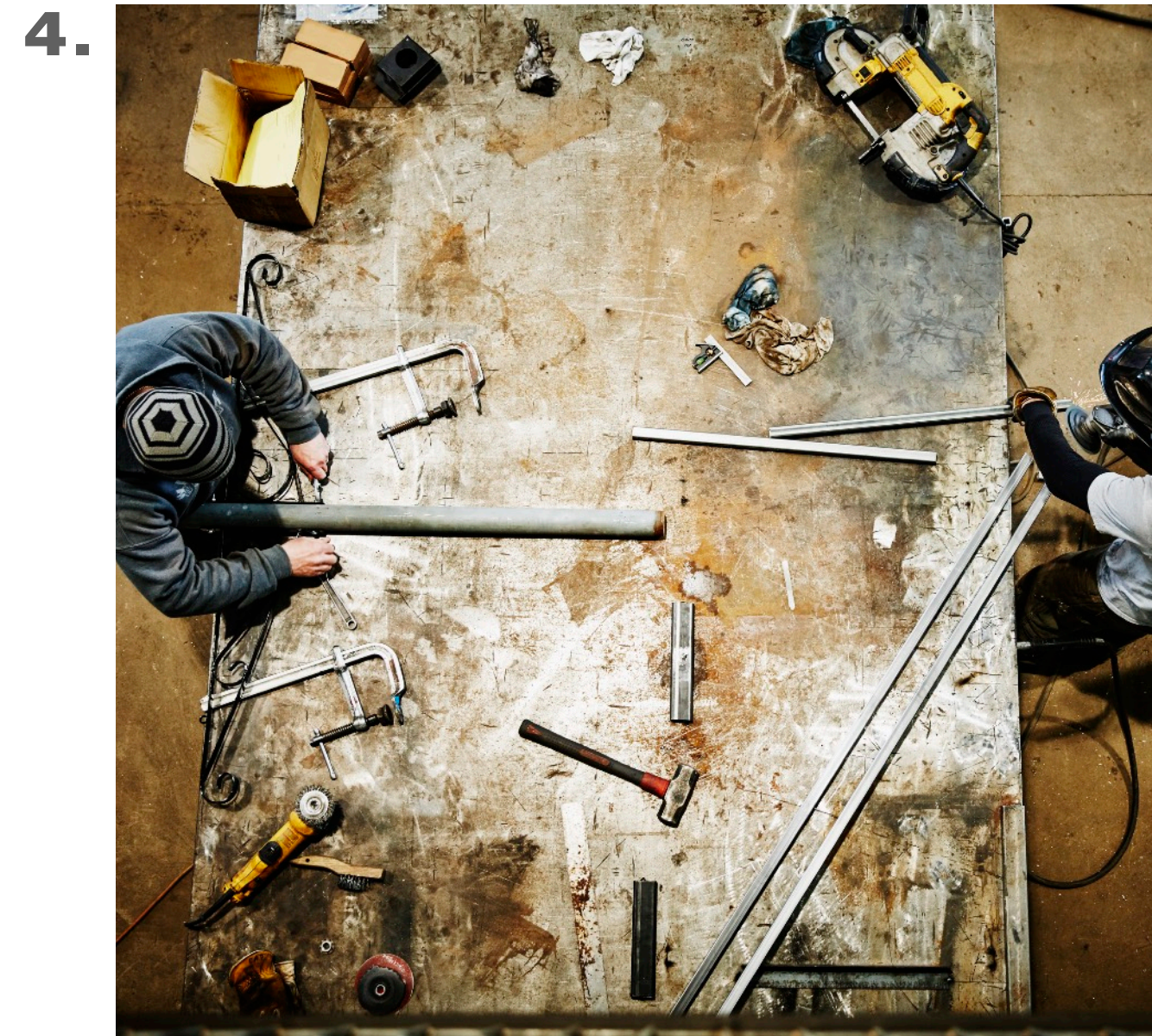
to ensure our quality beats your standards

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*Hands placing springs on a mattress frame*

## SOCIAL CAMPAIGN — BETTER OVER TIME (CONT.)

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And that the latest technology makes your sleep that much dreamier.

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*Overhead shot of a crew actively assembling layers of a final mattress*



Because we have a name to live up to.

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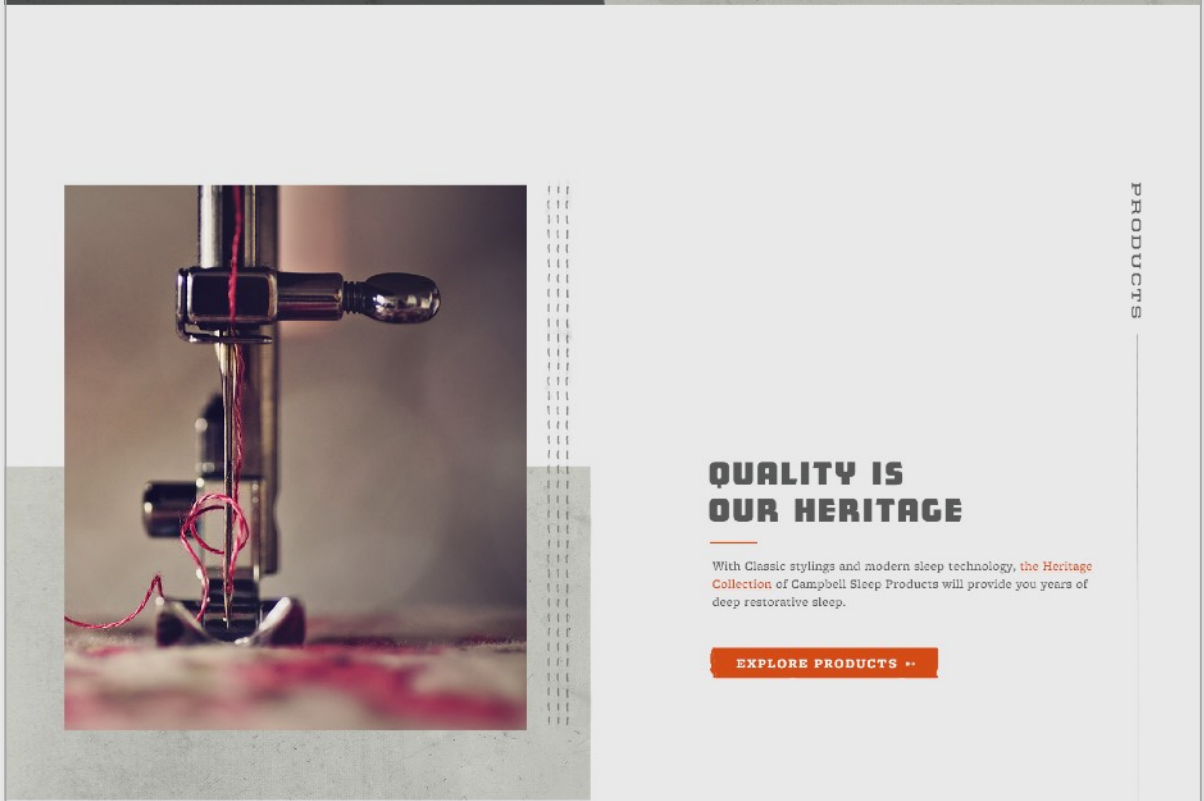
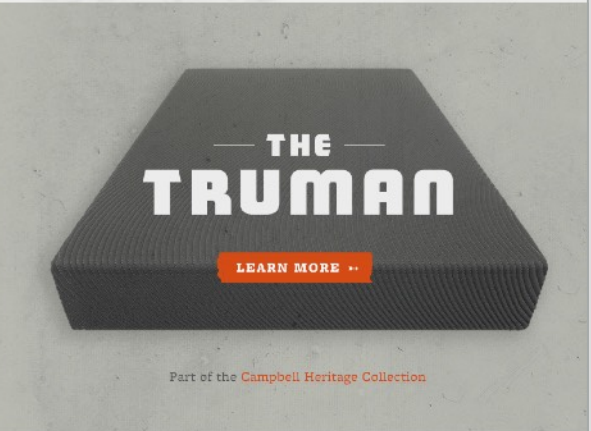
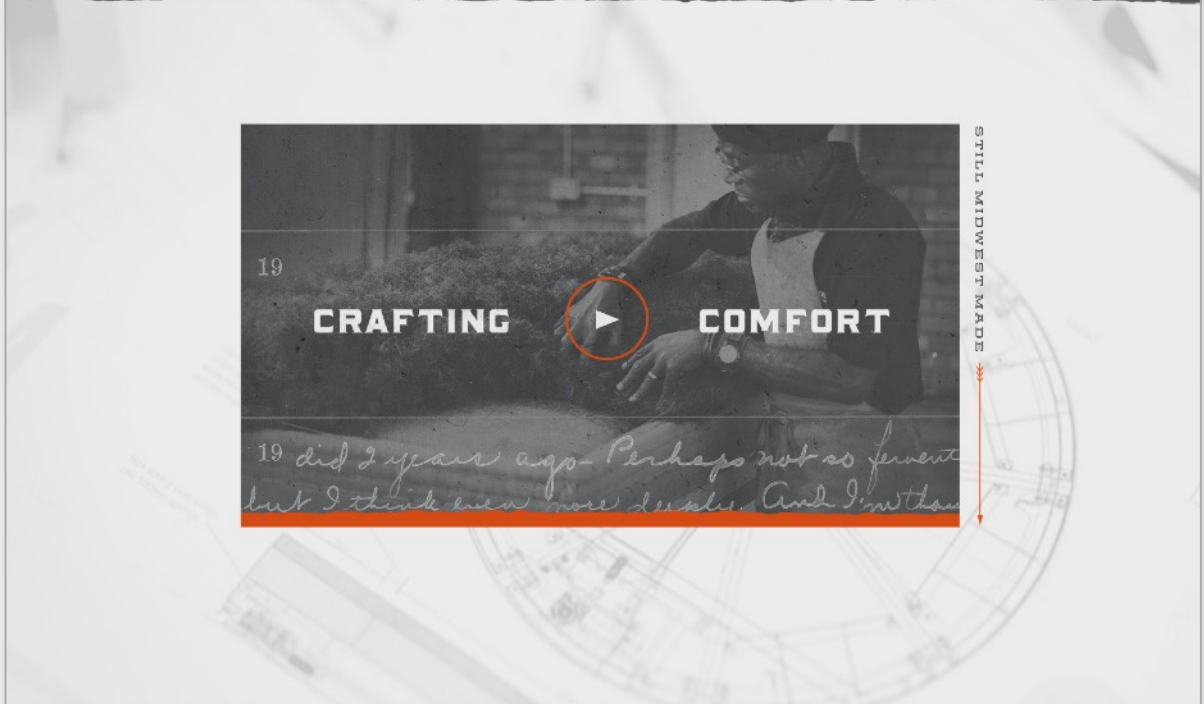
*Cut to Campbell logo graphically added by a portrait of a welder*



*And we do it proudly.*

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*Transition to graphic background*



# WHILE THE WORLD SLEEPS, WE'RE HARD AT WORK.

[FIND SLEEP](#)



STILL MIDWEST MADE

**15% OFF**  
 TRUMAN MATTRESSES  
 ALL MONTH LONG



Part of the [Campbell Heritage Collection](#)



## QUALITY IS OUR HERITAGE

With Classic stylings and modern sleep technology, [the Heritage Collection](#) of Campbell Sleep Products will provide you years of deep restorative sleep.

[EXPLORE PRODUCTS](#)

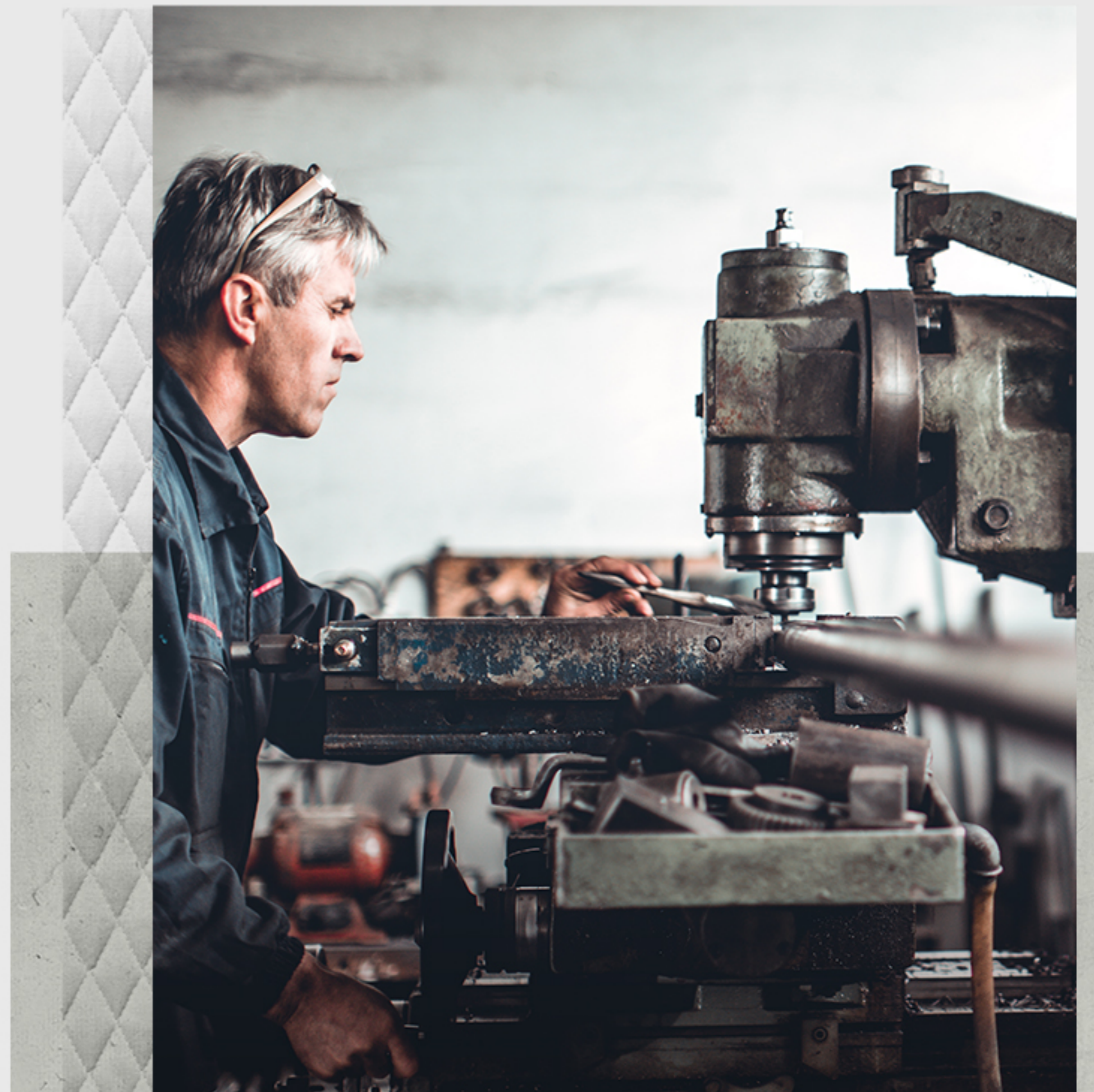
PRODUCTS

ABOUT US

## SOUND CONSTRUCTION FOR SOUND SLEEP

Built on quality goods made locally, and has evolved, using the finest quality components to build high durability mattress sets that are designed to help you sleep better than ever.

[OUR PROCESS](#)



**THANK YOU**

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