



Case Study:

Mattress Firm: Hablemos de tu Descanso

Year: 2022



This case study was prepared for the client Mattress Firm for the campaign “Hablemos de tu Descanso” to drive Hispanic customers to visit a Mattress Firm store where Sleep Experts will help them find the perfect mattress at the right price. It was developed and designed by Lopez Negrete Communications. In the Best Hispanic Cultural Insight category, it won bronze.

Executive Summary:

Mattress Firm's mission is being America's most trusted authority on sleep, yet they hadn't advertised consistently to Hispanics, 20% of America. Thus, brand awareness and consumer understanding of the value proposition among Hispanics were low. We needed to reintroduce Mattress Firm to Hispanics, elevating trust and engagement. Our research uncovered a key Hispanic insight: ANXIETY. Mattress shopping for Hispanics is stressful because they have limited knowledge of mattress comfort, and they have limited sleep health awareness. A mattress is a significant investment, and they fear being stuck with an expensive purchase that's inadequate from a salesperson they don't quite trust.

To meet the challenge, we developed "Hablemos de tu Descanso," a multi-channel inviting and reassuring Hispanic conversation about what makes for quality sleep thanks to the counsel of Mattress Firm Sleep Experts. The campaign drove immediate impact! Hispanic awareness soared by over 40%; key brand health metrics grew by 36%. Consumer-generated memes and gifs drove millions of shares and our campaign was 11% more effective than the mass market campaign at driving digital engagement. Resulting in a more empowered and rested Hispanic guest at retail, and a richer composition of Hispanic visitors to mattressfirm.com.

Definition of your challenge:

Mattress Firm had not advertised to Hispanics consistently in recent years and lost meaningful connection with that audience. General awareness of the brand had diminished an understanding of the core brand value proposition. Besides tackling the challenge of having to reintroduce the brand to Hispanic audiences, we had to understand how the pandemic affected their spending on the home furnishing and shopping process. To build trust and engagement for the brand, it was essential to elevate and showcase the expertise of the Mattress Firm salesforce: Mattress Firm Sleep Experts. The sleep expertise of this well-trained team is pivotal to demystifying mattress selection and variety. Our key priority audience is young bicultural Hispanic family heads of household. The main Hispanic family shopper is most likely a Spanish-speaking woman whose mean age is 36. Her indefatigable ambition and dedication to her family's progress often comes at the expense of her own time, health, wellbeing, and rest.

We set two main measurable objectives. Our first objective was to drive brand value proposition awareness, specifically improving three key brand metrics: "A mattress for every sleep," "Large assortment of top-rated mattresses," and "Financial options for every budget and a low-price guarantee." Our second objective was to establish credibility of the Sleep Experts.

The Key Insight & Strategy:

The pandemic saw increased Hispanic spending on home furniture and greater interest in sleep health. However, the shopping process was filled with anxiety. Our research found that mattress shopping for Hispanics is quite stressful throughout each stage of the process, and they need more input early in their journey on both mattresses and sleep health. This anxiety stems from not what makes for good sleep. Hispanics are ill equipped to investigate and judge the right mattress for them. Purchasing a mattress is a significant expense for Hispanic households and they fear being stuck with an expensive and unsatisfying mattress that disrupts the quality of their much-needed rest. The information void was amplified by mistrust of salespeople who seem opportunistic. However, we also had two formidable Hispanic behaviors that could really work in our favor: their keen disposition as avid shoppers who are driven to explore at retail, and their innate desire to foster and amplify social conversation.

Mattress Firm's national footprint, broad assortment of brands, range of prices, and highly trained salesforce (the Sleep Experts) gave them a strong position to capture the Hispanic market. But the popular Mattress Firm mass market "Junk Sleep" campaign amplified anxiety for Hispanics, was uninviting, and did not serve the brand's mission. Therefore, we needed to build an emotional connection with Hispanic that informed and alleviated their anxieties throughout their

journey with empathy and listening.

As such the Mattress Firm Hispanic brand campaign needed to drive meaningful and inviting conversation on:

- Why great rest is important to their health
- Why getting the right mattress is key to that rest
- Why Mattress Firm is their committed partner and ally in this endeavor

And so, our creative platform was born: “Hablemos de tu Descanso” (Let’s Talk about Your Rest). An open conversation about Hispanic sleep needs with Mattress Firm Sleep Experts and a commitment to listen to those needs and help them find the right mattress.

Execution:

“Hablemos de tu Descanso” elevates Mattress Firm Sleep Experts to central brand spokespersons who easily understand what you need for best rest. Through playful use of lip syncing, our campaign invites conversation about sleep options and highlights that the Sleep Experts really hear you and can help you determine your exact rest needs. This creative device serves to express a commitment to giving voice—literally—to the most complex needs of Hispanic consumers. In turn, “Hablemos de tu Descanso” presents the Sleep Experts as knowledgeable partners who carefully listen and easily decode and demystify your sleep needs. The campaign sought to drive Hispanic customers to visit a Mattress Firm store (online or at store), where we knew that the training and skills of the Sleep Experts (and/or the resources of the online Spanish-Language Mattress Matcher) would greatly enhance trust, while helping them find the perfect mattress at the right price.

“Hablemos de tu Descanso” is a multi-channel integrated media campaign consisting of :30 and :15 video spots, :30 radio, online display, social media assets, a microsite and point-of-purchase materials. Carousel and single-image social media ads were developed supporting each of the brand value proposition pillars (Sleep Experts, Low Price, 120-Night Trial). Social media stories extended the video campaign. A series of “tongue-twister” challenges using various influencers played out on TikTok, extending the reach and engagement of the campaign. The tongue-twister device offered a disarming means of acknowledging the complexities of the mattress selection process and swiftly untangling them with humor. The store was also a central protagonist of the campaign because it is where Hispanics can experience the brand. As such, the campaign was supported in-store with various point of purchase materials offering detailed education on sleep health and the variety of options Mattress Firm has to offer.

In short, “Hablemos de tu Descanso” sought to awaken Hispanics to great sleep! It worked at all stages of the marketing funnel to truly convert Hispanics, not just to a sale, but to better sleep health.





Results:

The campaign succeeded in driving a 43% increase in awareness of the Mattress Firm brand among Hispanic audiences driven by our “Mattress Intenders” target. The campaign also successfully raised awareness and recall of both “A mattress for every sleep” and “Let our Sleep Experts help you” brand metrics by 36%. The campaign drove increased visitation and purchase intent with “Past Visitation,” “Visitation Intent,” and “Most Likely Would Purchase from Mattress Firm” increasing overall, particularly among Intenders. In addition, Mattress Firm Net Promoter Score saw a 7% increase post-campaign.

Following the campaign launch, the composition of the online audience for Mattressfirm.com was greatly enhanced. The incremental Hispanic audience attracted was more likely to be married, more brand conscious, and willing to invest in a quality mattress. In fact, the Spanish-language “Hablemos de tu Descanso” TV ads were 11% more likely to drive online engagement vs. the English-language mass market TV ads. Ongoing surveys and interviews with the Mattress Firm field salesforce also found that because of the campaign, guests were coming into Mattress Firm stores feeling more at ease. The in-store dynamic between guests and Sleep Experts improved; guests are increasingly more open to talk about sleep and mattress features. Finally, our campaign achieved impressive virality with consumer-generated memes and gifs. Many memes and gifs were sourced directly from our video assets and drove millions of shares!

Industry Impact:

Beyond its initial success, the impact of this case sheds light on health equity, tech adoption, and, most importantly, marketing to a modern multicultural America. In the wake of Covid-19, health really became a priority for all Americans. Hispanic parents for so long have been accustomed to sacrificing their health and wellbeing for the betterment of their family that they have honestly forgotten what it looks like to truly take care of oneself. This campaign was a driver of a very important part of health and equity, the fundamental need of good sleep. We sought to improve how Hispanics understand and prioritize sleep, to in turn improve their wellness.

Hispanics have long been early adopters and avid social media users. This case also showcases interesting use of emerging platforms like TikTok and how effective Hispanic targeting can help increase the overall quality of the traffic driven to retail and e-commerce.

Still, the most important impact of this case is that it offers a great perspective on multiculturalism in America. Although it is common for mass brand campaigns to prioritize a single broad-reaching message, in this case it was crucial for Mattress Firm to support a unique approach to reach Hispanic families. Mattress Firm saw great success with their popular mass market brand message of “Junk Sleep.” Still, “Junk Sleep” had the opposite effect in the Hispanic market, amplifying anxiety. As such, this case shines light on the fact that in a multicultural America, forced synergy can make for convenient consistency, but not successful growth. As this case indicates, you can often achieve the core purpose by addressing the specific needs of key multicultural sectors and developing brand communications and actions specifically designed for each diverse audience. To drive growth in a multicultural America, brands must strive to act on their purpose and the specific needs of each diverse audience they serve.