

ECCOY®

META PAID MARKETING CREATIVE PITCH

THREE MARKETING ANGLES



BEDDING THAT SAVES YOUR SLEEP, WHILE SAVING YOU MONEY



BEDDING THAT'S NOT JUST A FAD, BUT BUILT TO LAST



CLIMATE CONSCIOUS BEDDING; YOUR GOOD SLEEP HELPS THE WORLD

BEDDING THAT SAVES YOUR SLEEP, WHILE SAVING YOU MONEY

CONSUMER TENSION

Affordability vs Quality of Life

- High cost of living - Consumers are prioritising their spending
- We need to show long-term ROI and value
- Bedding may be seen as a luxury with IKEA being an affordable option with cotton as a fabric

PROMISED OUTCOME

- Scale ECOY's monthly META ad revenue by 30% over a 90 day period
- Have contingency to agilely adapt budgets for increased spend
- The monthly ad conversion rate would be between 1.5% - 2.5%
- We will adapt messaging to overcome drop in conversion

BEDDING THAT'S NOT JUST A FAD, BUT BUILT TO LAST**CONSUMER TENSION****Off the rack vs Exclusivity**

- Consumers know that popular textiles and patterns get churned out, and subsequently, burn out of fashion quickly
- They want something unique; this doesn't necessarily mean in design
- In an age of traditionalism and a rejection of fast fashion, consumers want things built to last

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CLIMATE CONSCIOUS BEDDING; YOUR GOOD SLEEP HELPS THE WORLD

CONSUMER TENSION

Sustainability vs Affordability

- Massive hunger for sustainability (especially for Gen Z and Millennial consumers)
- Australian consumers are acutely aware of the direct impact unsustainable practices can have on their immediate environment
- Whilst consumers can appreciate a 'bargain', they will still make the trade off for the sustainable choice if they see longevity

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CHOSEN MARKETING ANGLE (NO.1)



BEDDING THAT SAVES YOUR SLEEP, WHILE SAVING YOU MONEY

RATIONALE

Affordability is a concern for consumers and businesses alike that can't be ignored. I thought it was best to address this head on. Whilst there is disposable income to be spent, consumers need to know the direct benefits. This idea had three, affordability, cool sleep, and potentially lower energy bills.

CHOSEN MARKETING ANGLE



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AUDIENCE INSIGHT

- Sleep is wellness. The industry is valued at \$194 Billion (Timeout.com)
- Position yourself firmly in the wellness space
- Save on electricity bills (running AC and fans overnight) with bedding designed to cool you down
- Let the luxury speak for itself, but your products become a necessity
- Good bedding becomes a part of wellness, akin to exercise and diet, as opposed to a luxury purchase

HOOK BANK

- **Wellness that saves you sleep AND money? Yes please!**
- **Save on sweat, save on money. Silky, breathable bedding that cools you down. Ditch the AC.**
- **Click to start your journey into the perfect night's sleep.**

CHOSEN MARKETING ANGLE



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CREATIVE SUITE

SCRIPTED VIDEO

1. Shot of a visibly hot evening in a house/flat; AC on full blast, fan on and oscillating. Couple appear sweaty, hum of electricity
2. Soft bedding drapes across screen, filling shot and we follow it as it lands over the couple in bed
3. They sigh and pull covers higher over them, nuzzling into the fabric. AC audibly beeps off, fan also clicks off and stops oscillating. Electric hum stops and we hear gentle sleep sounds, maybe the fabric moving
4. Shot of sleeping couple, panning up and away with a voiceover - "Bedding that saves you sleep while saving you money. It just makes sense." Sound of a nocturnal animal/bird sounding outside
5. Screen fades to logo and branding with CTA and any discounts

CHOSEN MARKETING ANGLE



BEDDING THAT SAVES YOUR SLEEP, WHILE SAVING YOU MONEY

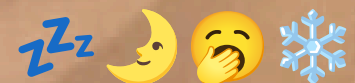
CREATIVE SUITE

Static Concept

- Cool toned room.
- Bed in foreground (taking up most of the screen), made up with sumptuous ECOY bedding
- Window in background with light next curtains showing it's dark outside (moon visible)
- Composition - blue toned, cool showing that it's maybe dusk

Text over image

This week's sleep forecast



CHOSEN MARKETING ANGLE



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LEARNING PLAN

- We would look at conversions over a 7 day period, and adjust accordingly
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- Click through rate
-
- Purchases (if CTA directs to shopify or other e-commerce)
-
- Added to basket
-
- Website bounce rate (if CTA directs to site)

FATIGUE PLAN

- Ensure clearer, stronger CTAs on the image or video concept that lead to conversion, e.g.
- “Don’t miss out on an extra \$30 off” or “Your dream sleep awaits you. Click here.”
- Be explicit in highlighting the cost saving benefit of purchasing and ECOY bedding set - either in the video script, or in text on the static image

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REFLECTION

If underperformance is flagged then we would be ready to adjust the quick fixes first
CTA - more actionable, increased urgency, any savings/discounts
We'd allow for a learning phase, but following this we would pivot to slightly different messaging.
Budget allowing, we would suggest A/B testing creative.