

Casper

Team 1: Gloryah Allen, Hannah Barr, Edward Beckwith, Curtis Kingrea, Elise Sokolowski

What we have in store for you



Today's Agenda

Overview

Strategy

Creative executions

+ Extra goodies in the appendix





Overview

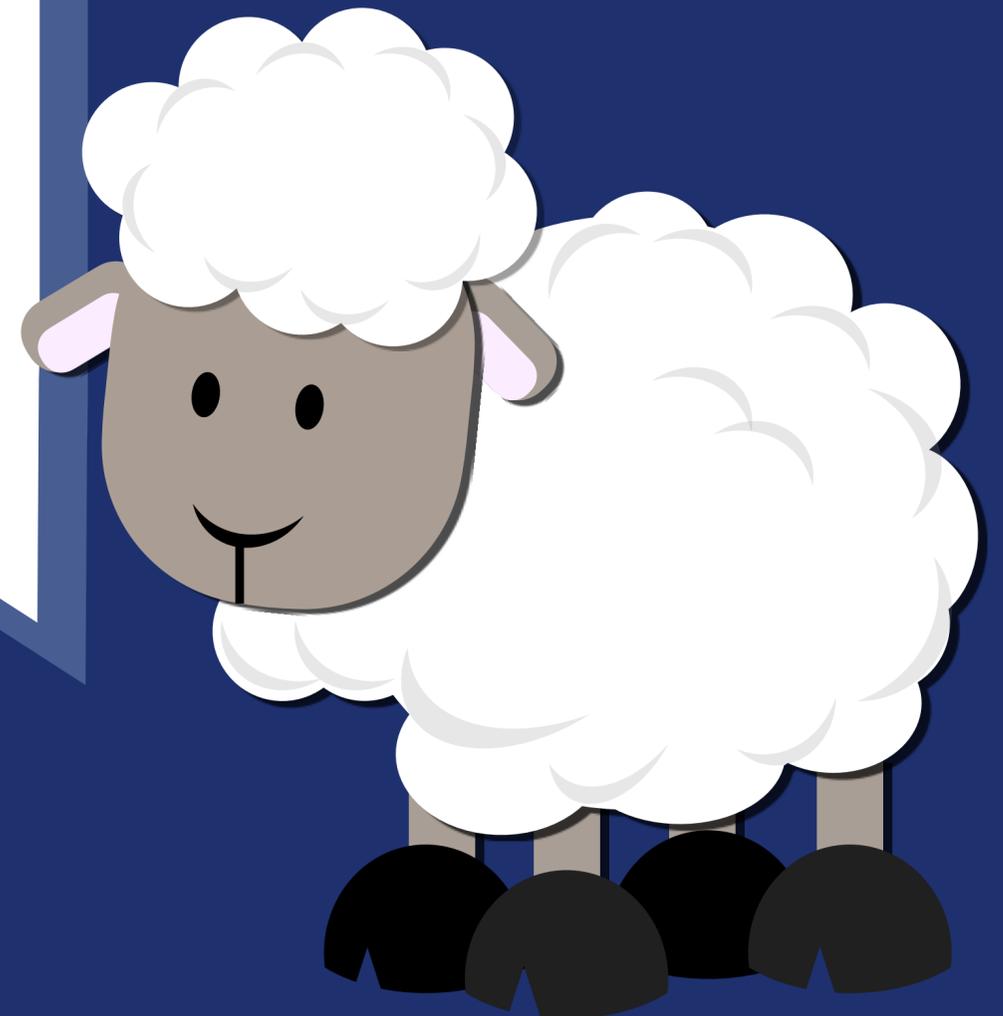
What we did

Primary

- Store check in Austin
- Shop-a-long in Denver
- Store visit assignments in SF and NYC
- Site audit
- Social listening
- Reviews
- Qualitative survey

Secondary

- Brand deep-dive
- Competitive audit
- News articles
- Case studies
- Trend analysis





The problem

Casper is still seen as a “mattress-in-a-box” company

Your vision is

To become the world's most loved **sleep** company



The Challenge

Sleep is a crowded topic

A few competitors' key messages:

nectar 

Good sleep is good
for your brain.

Tomorrow

Sleep has the power
to change your life.



Sleep better to live
better.



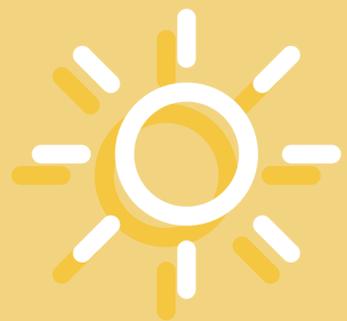
Better, more restful
sleep.



Our task

Identify Casper's story beyond the box

in a way that talks about sleep in a way that's cool + different than everyone else.



Strategy

What we heard

“

I snuck away at a party to sleep and went into the room where they were keeping the coats on a bed. I snuggled up under all the coats and passed out. ”

Janie, 26

“

My ideal sleep is 2 hours in a hammock by the sea (I love naps). ”

Mike, 59

“

I once slept on a pool table in college at my place of employment. We had to do some overnight repairs and be ready to open at 11 AM for lunch the next day. ”

Roger, 55

“

I once had to sleep on the floor of an airport. I created a full cocoon with a small blanket and coats and it was oddly a great sleep. ”

Hannah, 28



Key Insight

Sleep feels good no matter when,
where, or how you get it

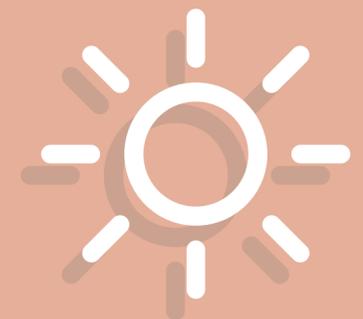


Strategy statement

The best sleep is the sleep you
actually get



Creative executions



Manifesto

Stop working for sleep.
Stop fighting for the eight hours that nobody gets.
Stop stressing. Stop waiting.
Stop putting it off.
Stop trying to catch up.
Embrace sleep in all its forms.
All shapes and all sizes.
Wherever it takes you.
A snooze in the waiting room.
All afternoon.
On the phone with your mom.
Whatever works.

Make sleep work for you

Make sleep work for you.

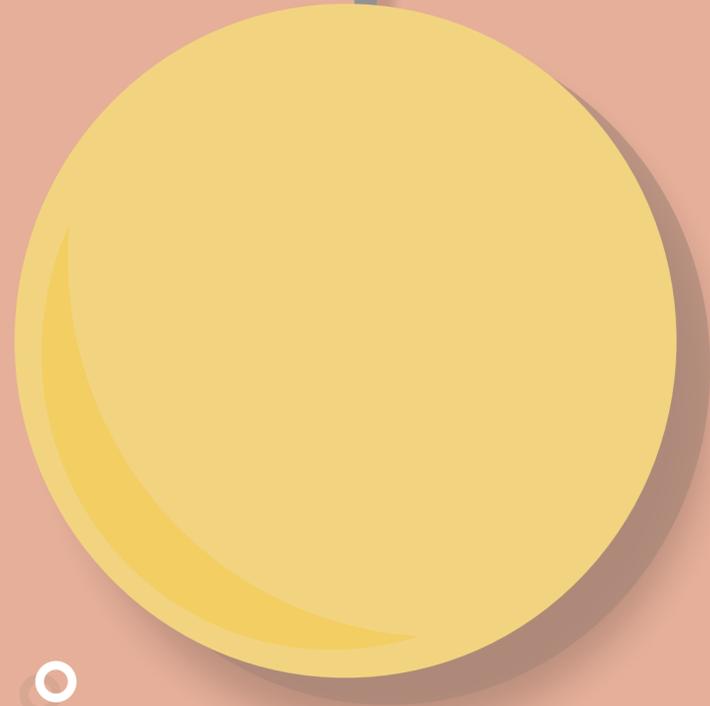
Concept & Tagline

Approach

Retail enhancements

Extensions

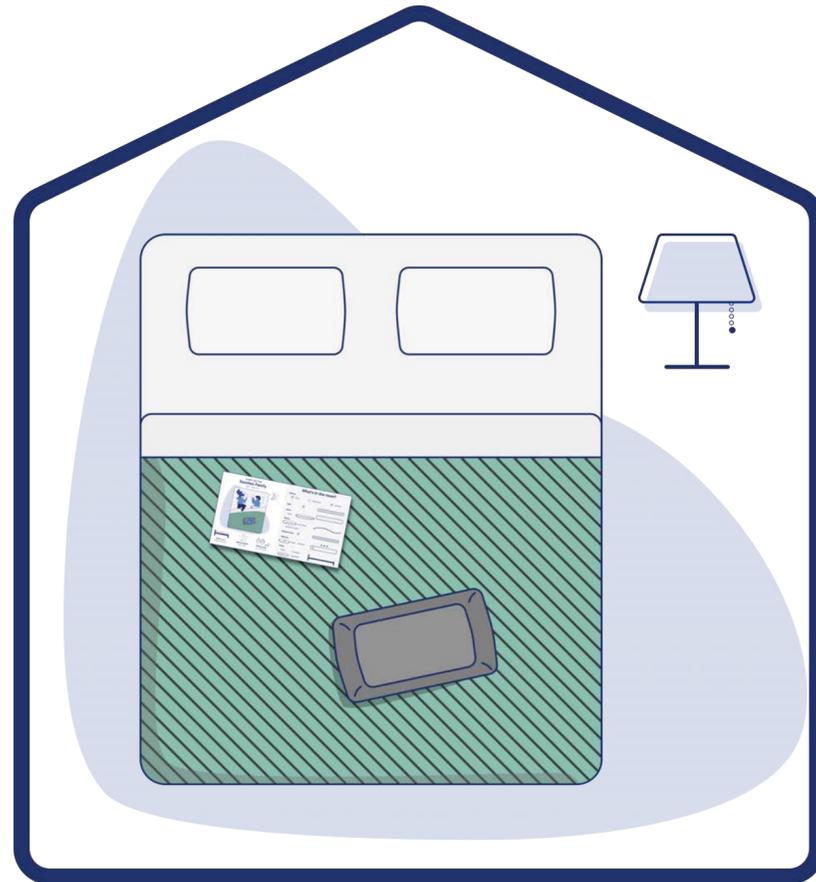
Website optimizations



Retail enhancements

In-store vignettes

Elevate in-store vignettes to represent a variety of sleep scenarios



Night sleepers
Traditional



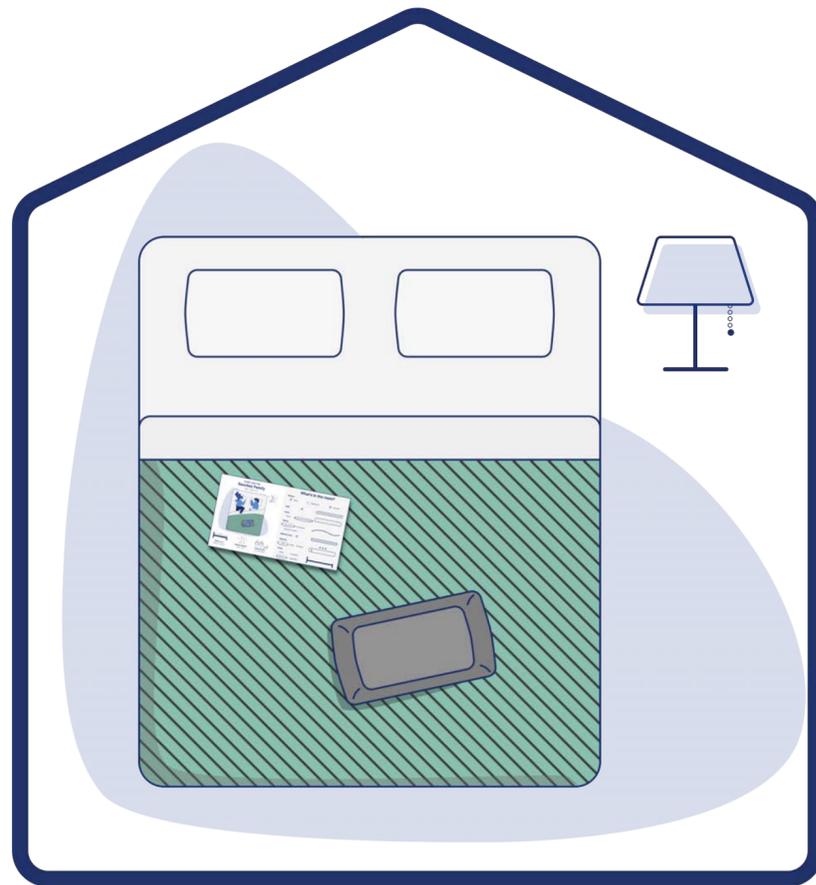
Mixed-sleepers
A little day and a little night



Day sleepers
Night-shift warriors

In-store vignettes

Replace clipboard with more visual representation using personas/stories to humanize



Night sleepers
Traditional

SLEEP LIKE THE Sanchez Family

CORA - TYLER - LILY

Starters

- Pillow
- Nightstand
- Dog Bed

Quilt

-

Duvet

- Down
- Humidity Fighting**

Sheets

- Airy Linen**
- Cool Supima
- Weightless Cotton

Mattress Cover

-

Mattress

- Wave**
- Casper
- Essential

Frame

- Metal
- Foundation
- Platform**
- Adujstable

WAVE, Queen
Maximum Comfort

Nighttime Sleepers
10pm - 6am

Platform Frame
For a Full House

In-store vignettes

Replace clipboard with more visual representation using personas/stories to humanize



Mixed-sleepers
A little day and a little night

SLEEP LIKE
Nia

ESSENTIAL, Twin
Simple Comfort

Mixed Sleeper
1am - 6am, 2pm - 4pm

Adjustable Frame
For an Upright Sleeper

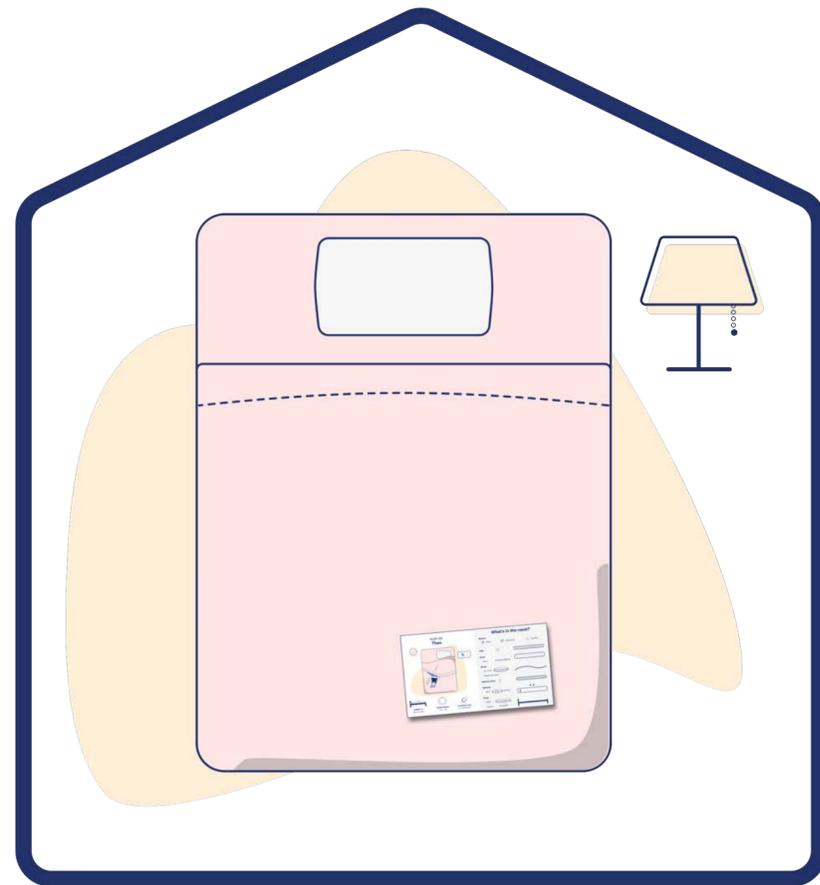
What's in the room?

Starters	<input checked="" type="checkbox"/> Pillow	<input type="checkbox"/> Nightstand	<input type="checkbox"/> Dog Bed
Quilt	<input type="checkbox"/>		
Duvet	<input type="checkbox"/>		
	<input checked="" type="checkbox"/> Down	<input type="checkbox"/> Humidity Fighting	
Sheets	<input type="checkbox"/> Airy Linen	<input type="checkbox"/> Cool Supima	
	<input type="checkbox"/> Weightless Cotton		
Mattress Cover	<input type="checkbox"/>		
Mattress	<input type="checkbox"/> Wave	<input type="checkbox"/> Casper	<input checked="" type="checkbox"/> Essential
	<input type="checkbox"/> Platform		
Frame	<input type="checkbox"/> Metal	<input type="checkbox"/> Foundation	
	<input type="checkbox"/> Platform	<input checked="" type="checkbox"/> Adujstable	

*Bring The Essential in-store for trial

In-store vignettes

Replace clipboard with more visual representation using personas/stories to humanize



Day sleepers
Night-shift warriors

SLEEP LIKE Theo

Illustration of a person sleeping in a bed. A sun icon is in the top left, and a smartphone icon is in the top right. The person is wearing a blue shirt and dark shorts.

Starters
 Pillow Nightstand Dog Bed

Quilt

Duvet
Down Humidity Fighting

Sheets
Airy Linen **Cool Supima**
Weightless Cotton

Mattress Cover

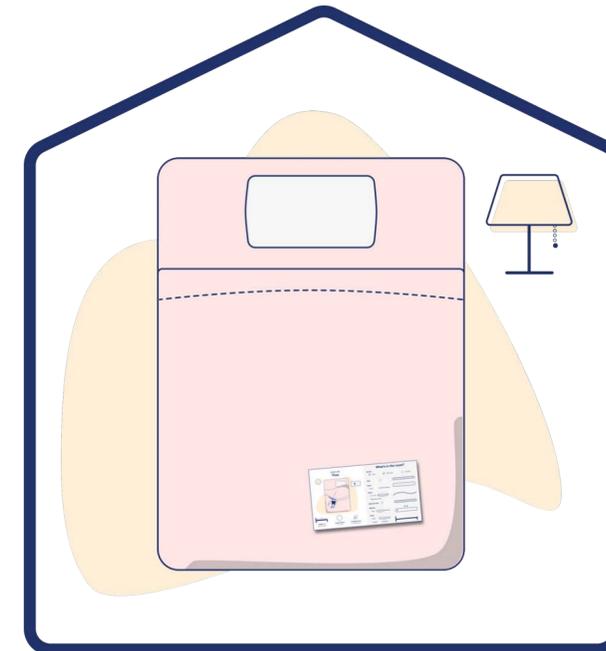
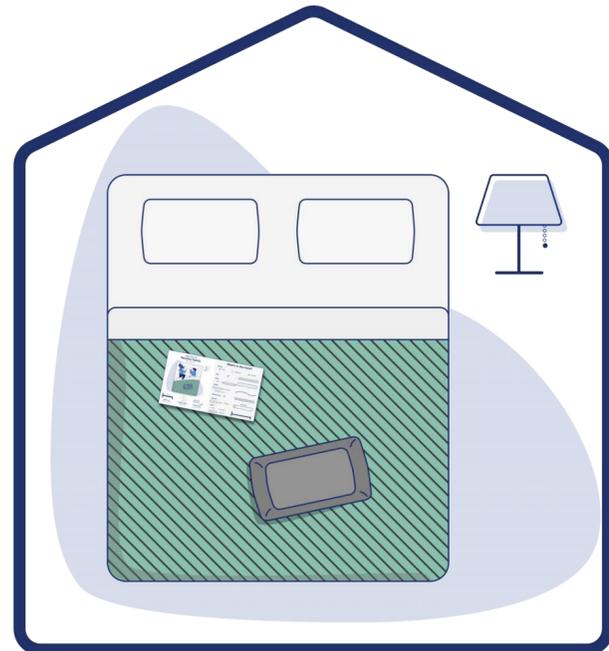
Mattress
Wave **Casper** Essential

Frame
Metal **Foundation**
Platform Adjustable

CASPER, Full
Classic Comfort
Daytime Sleeper
11am - 4pm
Foundation Frame
For a Wild Sleeper

In-store vignettes

Default each vignette to match the story on “What’s in the room?” booklet but allow guests to cycle through light options (day, night, or a little of both)



SLEEP LIKE THE
Sanchez Family
CORA - TYLER - LILY

WAVE, Queen
Maximum Comfort

Nighttime Sleepers
10pm - 6am

Platform Frame
For a Full House

A card for the 'Sanchez Family' vignette. At the top, it says 'SLEEP LIKE THE Sanchez Family' with 'CORA - TYLER - LILY' below. The central illustration shows a woman and a man sitting up in bed, and a dog on the floor. To the right are icons of a moon and stars. At the bottom, there are three icons: a bed, a moon and stars, and a family of three with a dog. Below each icon is text: 'WAVE, Queen Maximum Comfort', 'Nighttime Sleepers 10pm - 6am', and 'Platform Frame For a Full House'.

SLEEP LIKE
Nia

ESSENTIAL, Twin
Simple Comfort

Mixed Sleeper
1am - 6am, 2pm - 4pm

Adjustable Frame
For an Upright Sleeper

A card for the 'Nia' vignette. At the top, it says 'SLEEP LIKE Nia'. The central illustration shows a woman sleeping on a bed. To the left is a sun icon, and to the right is a moon and stars icon. At the bottom, there are three icons: a bed, a sun and moon, and an adjustable bed. Below each icon is text: 'ESSENTIAL, Twin Simple Comfort', 'Mixed Sleeper 1am - 6am, 2pm - 4pm', and 'Adjustable Frame For an Upright Sleeper'.

SLEEP LIKE
Theo

CASPER, Full
Classic Comfort

Daytime Sleeper
11am - 4pm

Foundation Frame
For a Wild Sleeper

A card for the 'Theo' vignette. At the top, it says 'SLEEP LIKE Theo'. The central illustration shows a person sleeping on a bed. To the left is a sun icon, and to the right is a moon and stars icon. At the bottom, there are three icons: a bed, a sun, and a foundation frame. Below each icon is text: 'CASPER, Full Classic Comfort', 'Daytime Sleeper 11am - 4pm', and 'Foundation Frame For a Wild Sleeper'.

Casper Nook



Transform one vignette in each store to make a hybrid of the sleep trial and The Dreamery experiences to bring more a holistic Casper trial experience to people outside of NYC.

Bring in mirrors, like the ones featured in The Dreamery, to give people a way to engage socially online and capture their experience in-store.



Casper

1 Choose Appointment

Mattress Trial 30 minutes

If you're looking to try out The Essential, The Casper, or The Wave mattress, book our thirty minute trial. You'll be shown to your private quarters where you can rest and try out the mattress of your choosing. Afterward, we will follow up with you on the experience and answer any question you may have.

book now

Casper Nook 45 minutes

In need of a good nap? Book a session in our Casper Nook, and come sleep in our secluded nap oasis. You'll get to try out The Casper Mattress, the premium bedding of your choice, and enjoy one great snooze. After 45 minutes of pure bliss, we will help answer any questions you have before you transition back into the waking world.

book now

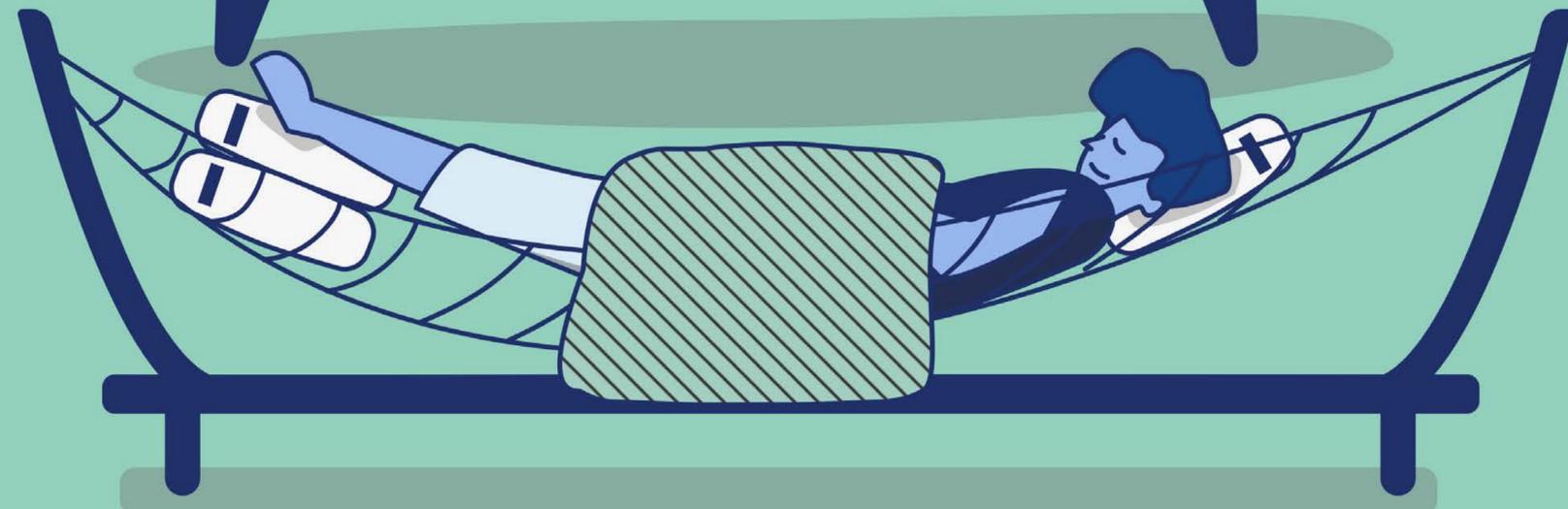
Nap Corner

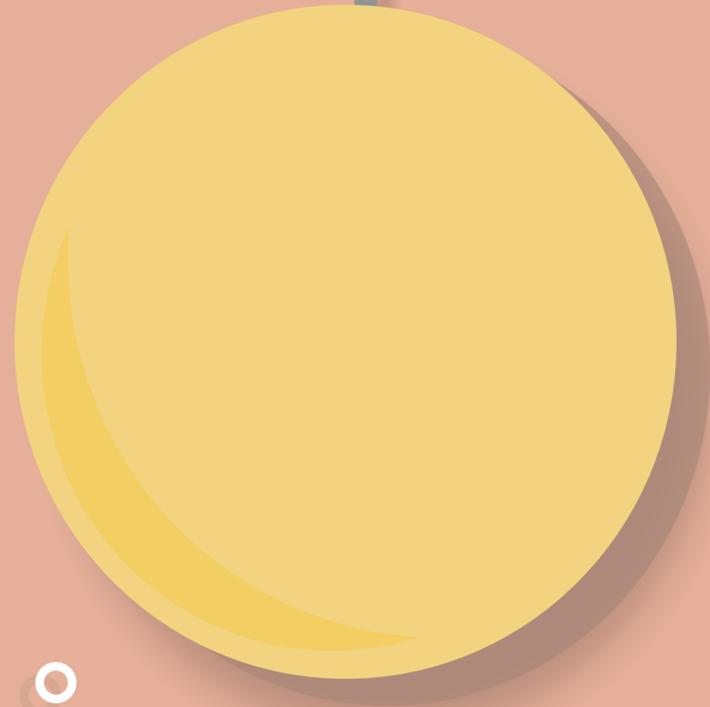
Stop working for sleep.
Stop fighting for the eight hours that nobody gets.
Stop stressing. Stop waiting.
Stop putting it off.
Stop trying to catch up.
Embrace sleep in all its forms.
All shapes and all sizes.
Wherever it takes you.
A snooze in the waiting room.
All afternoon.
On the phone with your mom.
Whatever works.

Make sleep work for you.

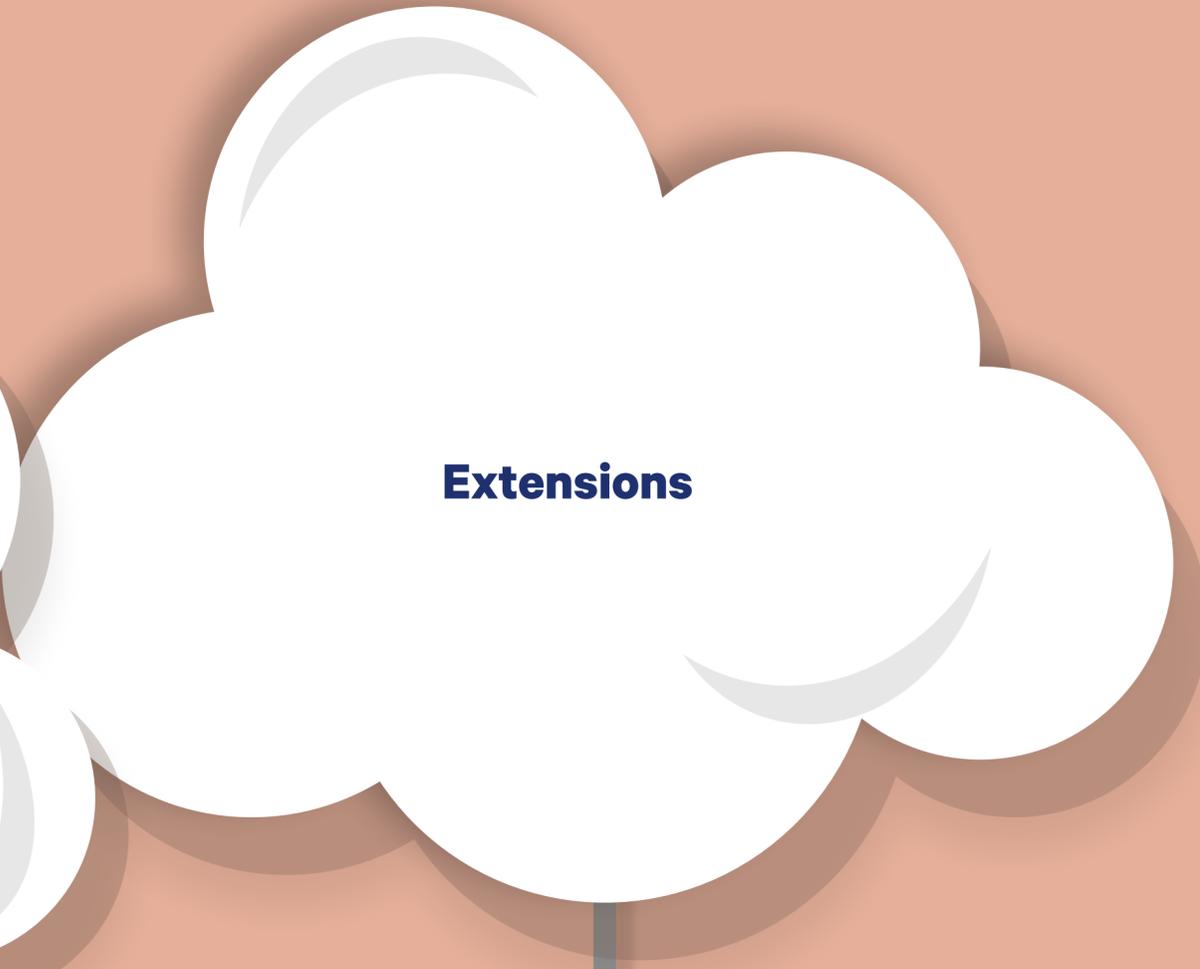
Casper

Make sleep work for you





Retail enhancements



Extensions

Rest Stop Activation

During the summer, Casper will take over rest stops across the country. Weary travelers can pull over and be carefully watched over by a Casper Sleep Protector providing sleep essentials, refreshments, and a watchful eye.

Products feature contextually relevant copy like:

“Hit the hay. Then hit the road.”

“Sleep at a rest stop without one eye open.”

“Sleeping like a baby on board.”



Movie Theater Partnerships

Partner with premium movie theaters like iPic and CinéBistro who have comfy, reclining seats and full-service experience.

Products feature contextually relevant copy like:

“We give this movie two eyelids down.”

“The movie was meh. The sleep was amazing.”

“Less than 60% on Rotten Tomato. 100% gonna fall asleep.”



American Airlines Partnership

Extend your partnership with American Airlines in two ways:

- 1) carry the Nap Pillow and blankets through entire cabin on flights where first-class partnership is present
- 2) Be the sleep heroes by providing Nap Pillows and blankets in American hub terminals to people who are sleeping at gates

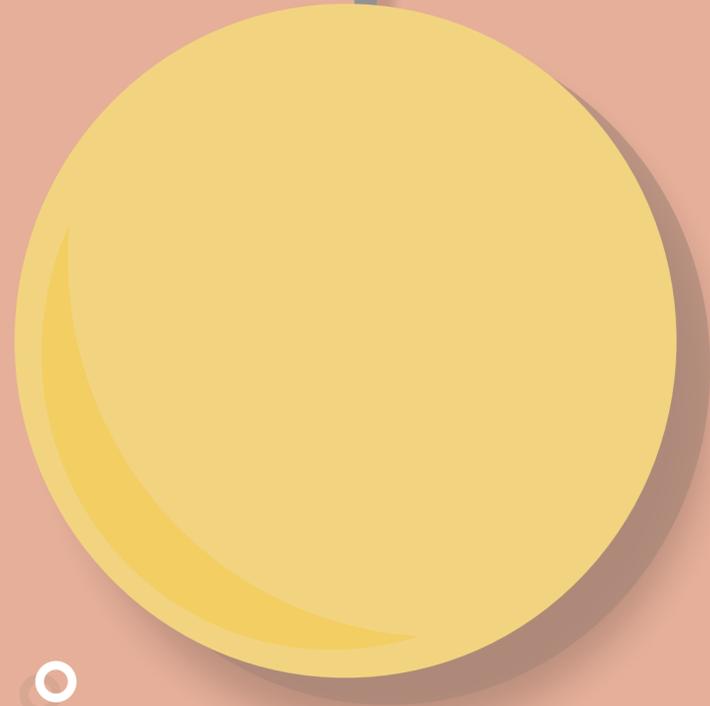
Products feature contextually relevant copy like:

“You are now free to sleepwalk about the cabin.”

“Wake me up when we get there.”

“Fits perfectly in your overhead compartment.”





Retail enhancements

Extensions

Website optimizations

Navigation updates

Casper

Our Story

Mattresses

Furniture

Pillows

Bedding



Gifts

Stores

Reviews



+1 888.498.0003

Log in



The Casper Pillow

The Nap Pillow

WINTER WEEKEND SALE

Get it while it's cold

\$100 off orders of \$1000+ until 1/21,

\$25 off later.* Use code **WINTER**

Shop the mattresses

* \$25 discount on future orders of \$100+ placed between 1/25/19 to 2/23/19. [Terms & conditions apply.](#)

TIME

One of Time's 25 Best
Inventions of 2015

GOOD
HOUSEKEEPING

Good Housekeeping
2018 Lab Pick

Google

Customer Reviews



ARCHITECTURAL
DIGEST

"The perfect mattress,
according to science."

FAST
COMPANY

2017 Most Innovative
Companies

Our Story addition to website

Casper

[Our Story](#)

[Mattresses](#) ▾

[Furniture](#) ▾

[Pillows](#) ▾

[Bedding](#) ▾



[Gifts](#)

[Stores](#)

[Reviews](#)



[+ 1 888.498.0003](#)

[Log in](#)



Welcome to Casper

Our mission is to awaken the potential of a well-rested world.

Why it works



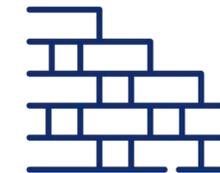
1

Leads with Casper's brand story in order to showcase that Casper celebrates and loves sleep - judgment-free - bed and time agnostic because Casper enhances any sleep



2

Places the non-mattress products into the forefront to cast a wider net around products purchased more often, bringing people into the Casper family with smaller commitment items, building loyalty for the eventual mattress purchase



3

Smart + cool enhancements that build on the great things already being done in order to increase impact

Thank you

Now get some sleep and we'll see you at twelve forty five



Appendix

Store visit research



Hannah B. (26, F)

Austin

Perception of Casper: Aware of the brand; never been to the store

We sent our teammate, Hannah, on a store-check and she self-reported her experience.

Walkthrough

Employees

Departure

- ✓ loves the house vignettes
- ✓ add-on products seem very well made and premium (not expensive)
- ✓ liked the privacy curtains for the rooms
- ✗ not a great place for a showroom since everything is hidden

The overall experience felt pretty good.

- ✓ explained how the cards on clipboards work
- ✗ No dress code — so it was hard to tell who worked there and who didn't

Didn't get much help from the employees, and it's hard to tell who you can go up to.

- Left without saying anything

-

The store experience was delightful although it's product focused and doesn't have any storytelling about who Casper is or what they stand for.

Takeaway:

infuse signage or other storytelling elements to give people who have never heard of the brand more brand-focused elements while they are shopping in the product-focused store so they can tie to the two together in their minds.



Dina (42, F)

Denver

Perception of Casper: Little to none

Dina just moved from LA to Denver and we followed her during a shop-a-long and interviewed her after about her experience.

Walkthrough

Employees

Departure

✓ well integrated non-mattress products

✗ store displays look cheap

✗ incomprehensible vignettes

She sort of recognized Casper but didn't put all the touchpoints together.

✓ said Casper = original

✓ Brand = simplicity

✓ Goal = go beyond online mattress

✓ Approved by ACA

*The employee **mentioned the box** and said that sounded familiar...*

— “..oohh, that’s Casper?”

*She was able to put it all together once she saw the **stock of boxes**.*

Takeaway:

This store did not do a great job of associating retail space with the brand; The experience should be beneficial for those have never heard of Casper before as much as it is for those who know and love Casper.



Aaron (27, M)

San Francisco

Perception of Casper: Aware of the brand; never been to the store

We sent Aaron on a store-check assignment and interviewed him afterwards about his experience.

Walkthrough

Employees

Departure

✓ liked the vibe of the space

✗ not a great place for a showroom since everything is hidden

✓ it was nice to be able to lay down in a semi-permanent space; intimate

He liked the idea of having a moment to yourself, without feeling exposed.

✗ didn't ask what he was looking for

✗ didn't ask about how he sleeps

✓ told him the name of the bed he was sitting on

✗ didn't offer advice on the best product for him

Aaron wishes he could have gotten more expertise and accomodation.

— Left without saying anything

Aaron left the store feeling that he wasn't taken care of.

Takeaway:

The store feels more like an e-commerce storefront than a place to fully engage with the brand. Look to other e-commerce stores like Warby Parker who feel like a full brick & mortar experience.



Hannah C. (27, F)

New York

Perception of Casper: Aware of the brand; never been to the store

We sent Hannah on a store-check assignment and interviewed her afterwards about her experience.

Walkthrough

Employees

Departure

- ✓ great curb appeal with blue flags
- ✓ has a homey feel, not warehousey
- ✓ clipboard of what products are in the home are handy
- ✓ likes that you can touch/feel the sheets and blankets

✗ not a great place for a showroom since everything is hidden

Hannah C. had a robust experience at throughout the store.

- ✓ warm welcome w/ a smile
- ✓ She was glad employees didn't ask a lot of questions
- ✓ followed up after her experience
- ✓ overall very informative

✗ reasoning for not being able to try the Essential mattress (it's only for light use of 1-2 years) didn't sit right with Hannah

The employees were extremely welcoming but Hannah was left in the dark regarding some logistics.

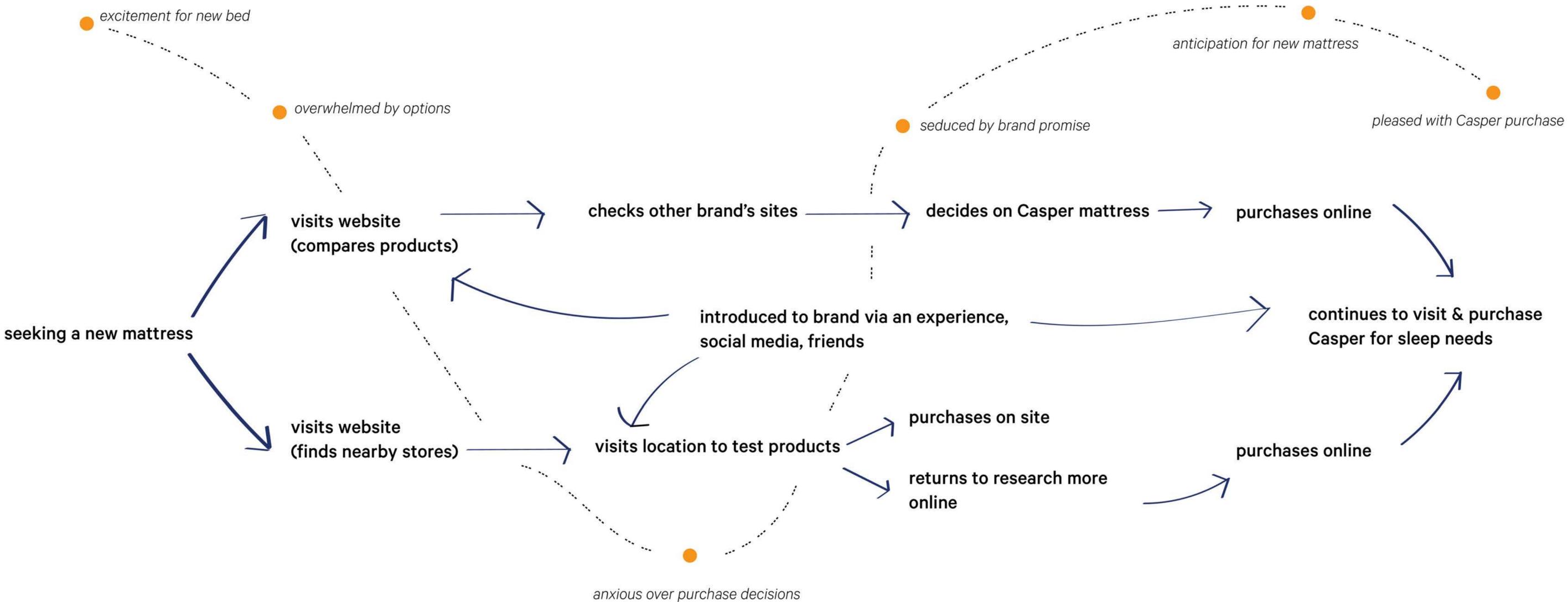
- ✓ given a lot of information on flexible delivery options

Hannah left the store feeling she had most of the info needed to make a decision when she's ready.

Takeaway:

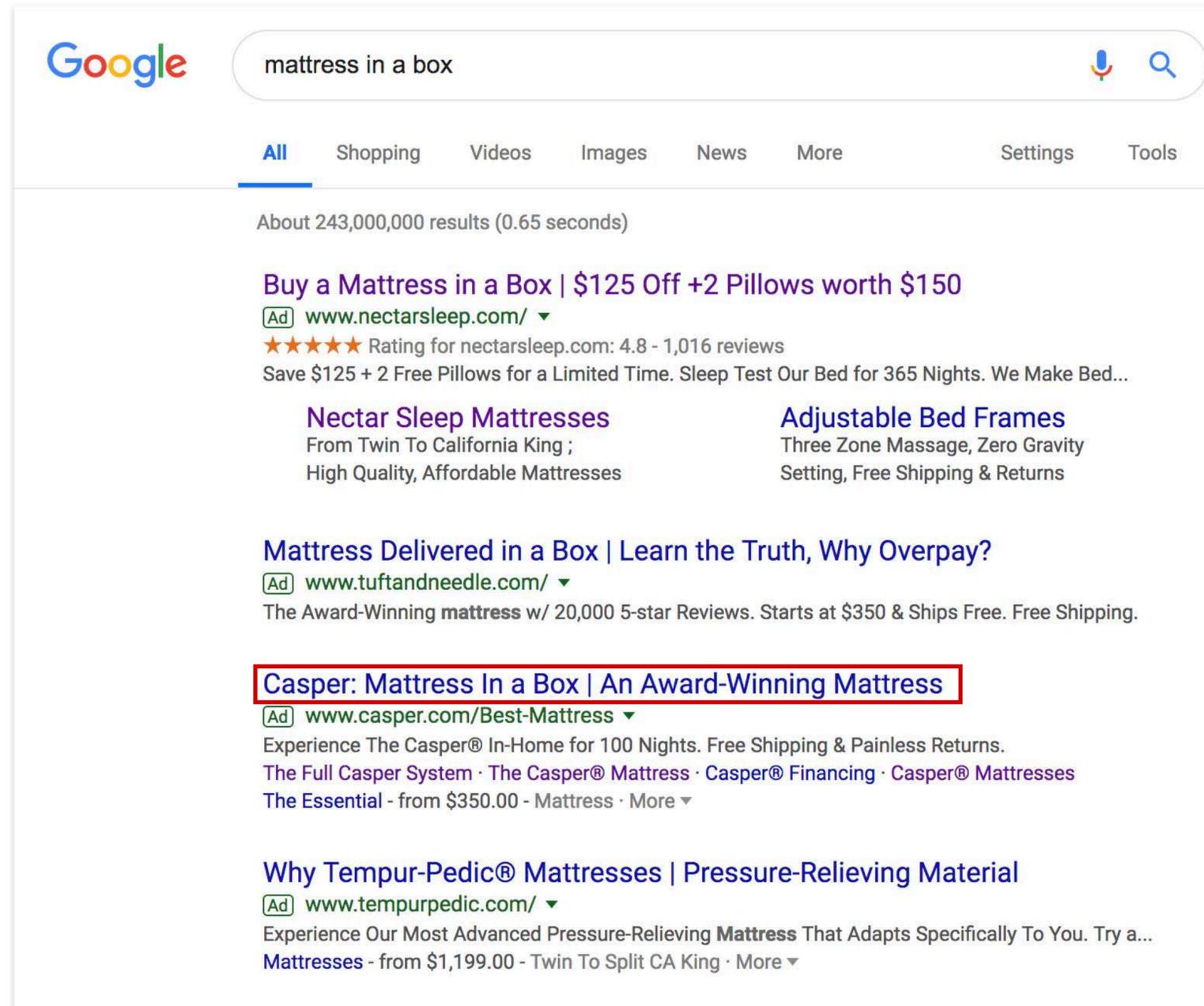
The store feels more like an e-commerce storefront than a place to fully engage with the brand. Look to other e-commerce stores like Warby Parker who feel like a full brick & mortar experience.

User journey



brand engagement journey
 emotional journey

SEO & Retargeting



Google search results for "mattress in a box". The search bar shows "mattress in a box" and the Google logo. Below the search bar are tabs for "All", "Shopping", "Videos", "Images", "News", "More", "Settings", and "Tools". The search results show "About 243,000,000 results (0.65 seconds)".

Buy a Mattress in a Box | \$125 Off +2 Pillows worth \$150
Ad www.nectarsleep.com/ 
★★★★★ Rating for nectarsleep.com: 4.8 - 1,016 reviews
Save \$125 + 2 Free Pillows for a Limited Time. Sleep Test Our Bed for 365 Nights. We Make Bed...

Nectar Sleep Mattresses From Twin To California King ; High Quality, Affordable Mattresses	Adjustable Bed Frames Three Zone Massage, Zero Gravity Setting, Free Shipping & Returns
---	--

Mattress Delivered in a Box | Learn the Truth, Why Overpay?
Ad www.tuftandneedle.com/ 
The Award-Winning **mattress** w/ 20,000 5-star Reviews. Starts at \$350 & Ships Free. Free Shipping.

Casper: Mattress In a Box | An Award-Winning Mattress
Ad www.casper.com/Best-Mattress 
Experience The Casper® In-Home for 100 Nights. Free Shipping & Painless Returns.
[The Full Casper System](#) · [The Casper® Mattress](#) · [Casper® Financing](#) · [Casper® Mattresses](#)
[The Essential](#) - from \$350.00 - [Mattress](#) · [More](#) 

Why Tempur-Pedic® Mattresses | Pressure-Relieving Material
Ad www.tempurpedic.com/ 
Experience Our Most Advanced Pressure-Relieving **Mattress** That Adapts Specifically To You. Try a...
[Mattresses](#) - from \$1,199.00 - [Twin To Split CA King](#) · [More](#) 

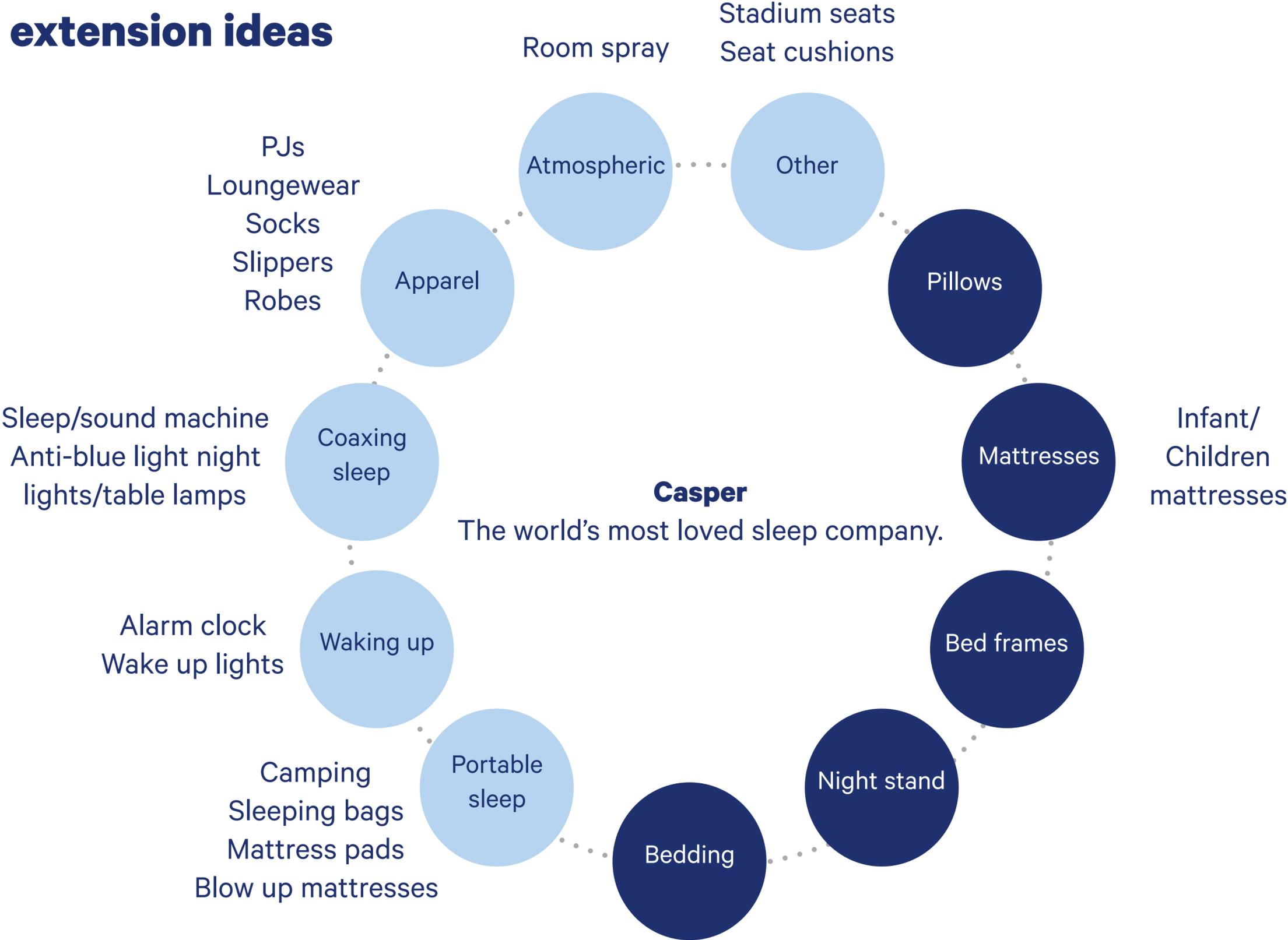
Search

Language continues to align Casper to the “mattress-in-a-box”

Retargeting

Throughout our research, we were served many ads on Facebook and Instagram from Nectar, Lull, Tulo, Tuft & Needle, and Purple but none from Casper.

Product extension ideas



Additional partnership ideas

Task Rabbit

Hospital on-call rooms

Cabin (ridecabin.com)