

Tuft & Needle

Problem

How does an online mattress company draw attention to the high cost consumers find at a brick-and-mortar store?

Solution

By posting simple, yet eye-catching messaging to peek curiosity and drive consumers to its website.

Background

Tuft & Needle is an e-commerce mattress company that used OOH to create brand awareness. The campaign exposed the high cost of purchasing from an in-person mattress store. To reveal the truth, it had to use a gritty approach that pulled no punches. The project needed to be completed on a tight budget with maximum impact because the company was advertising with minimal outside funding.

Objective

The OOH ads were created to spark conversation across a broad audience. The company pursued impressions over 18 instead of trying to single out one demographic. As the campaign gained exposure through word-of-mouth, it would continue to grow, allowing for a type of “free marketing.” It also expanded into some of the most prominent cities in the United States. A new market was targeted every month, which maximized its lifespan and potential.

Strategy

Tuft & Needle wanted to hit as many markets as it could by executing strategic rollouts month after month. It also wanted to display a consistent message throughout the entire campaign: “Mattress Stores are Greedy. Learn the Truth | TN.COM.” A two-letter domain name was used in the message, making it easy to remember for onlookers. The OOH creative was simple and compelling, with the overall feel of a teaser campaign. It was designed to make people go searching for more information about the brand.

Plan Details

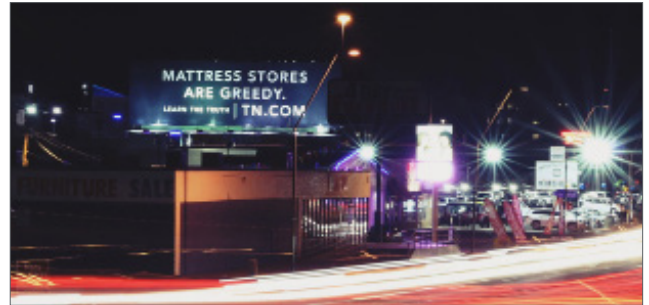
Markets: Phoenix, San Francisco, San Antonio, Las Vegas, Kansas City, Orlando, Charlotte, Baltimore, Detroit

Flight Dates: Former months in 2017

OOH Formats Used: Bulletin, poster, shelter, and transit

Target Audiences: Adults 18+

Budget: Average \$40K a month per market annually



Results

Tuft & Needle had been using Google Analytics to track web traffic. Once the OOH campaign was introduced into each new market, there was a dramatic rise in new users and website visitation. After posting the OOH campaign in Orlando, FL, from May 16, 2017 to July 12, 2017, the website traffic increased by 4,070.4 percent and had 16,064 new users. In Detroit, MI, the website traffic increased by 11,700.44 percent and generated 22,221 new users. Tuft & Needle used a showroom for demonstration and client service but made all of its sales online. As a result, driving new traffic to the website was absolutely essential to its success. The increase in web traffic and users averaged around 3000 percent across all markets.

Testimonials

“The reason that I took time to pull over to the side of the road that afternoon was not a Tuft & Needle rational benefit communicated on the billboard. It was purely for emotional reasons. I was drawn to Tuft & Needle simply because they were touching on my recent frustration with mattress prices. They understood my frustration. They ‘got’ me. The second thing that drew me to the Tuft & Needle billboard was the aesthetics. Aesthetics and design trigger the emotional centers of the brain. As a marketer myself, I’m very sensitive to design quality and style. The Tuft & Needle billboard was minimal and easy to read. But it also reflected recent trends in design that resonate with their target market. Never underestimate the power of good design, and how it impacts the bottom line. All you have to do is Google ‘Tuft and Needle mattress stores are greedy’ and the internet is filled with testimonials about how the OOH campaign invoked an emotional response out of consumers and the mattress industry alike that was a huge success!”

- Peter Sukonek, principal, Breakthrough Brand

One of the greatest testimonials is how the “Mattress Stores are Greedy” campaign led other advertisers to argue the dialogue with their own OOH Campaigns.