

# Casper

**The sleep company that dreams.**

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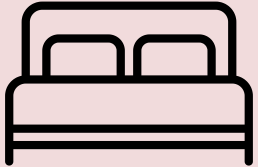
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# Casper Unveils Affordable, Cutting-Edge Mattress Innovation for All

*MISSION: 'TO HELP PEOPLE SLEEP THEIR WAY TO BETTER LIVES'*

## Company



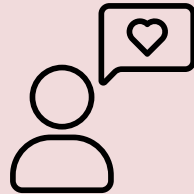
- One perfect mattress
- **Luxury sleeping experience**
- **Hassle-free returns**
- **100 night free trials**
- **Mattress in a box**

## Context



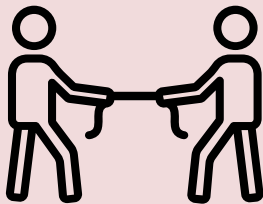
- **\$14B US Mattress Industry**
- **Compete with four dominant brands**
- **Traditional mattress retailers rely on a network of 10,000 independent retailers**

## Customer



- **Millennials**
- **High income professionals**
- **Value conscious**
- **Appreciate convenience and transparency**
- **Health-conscious**

## Competition



- **Traditional mattress brands (Serta-Simmons and Tempur Pedic-Sealy)**
- **Online mattress retailers (Leesa, Tuft & Needle, Saatva)**

## Collaboration



- **Red Antler (ad agency)**
- **UPS (delivery partner)**
- **Press partnerships**



# Casper's remarkable journey in disrupting the mattress industry

In 2015, Casper, a direct-to-consumer mattress brand, achieved unprecedented success by redefining how people buy mattresses.



More success than expected! But not good enough?

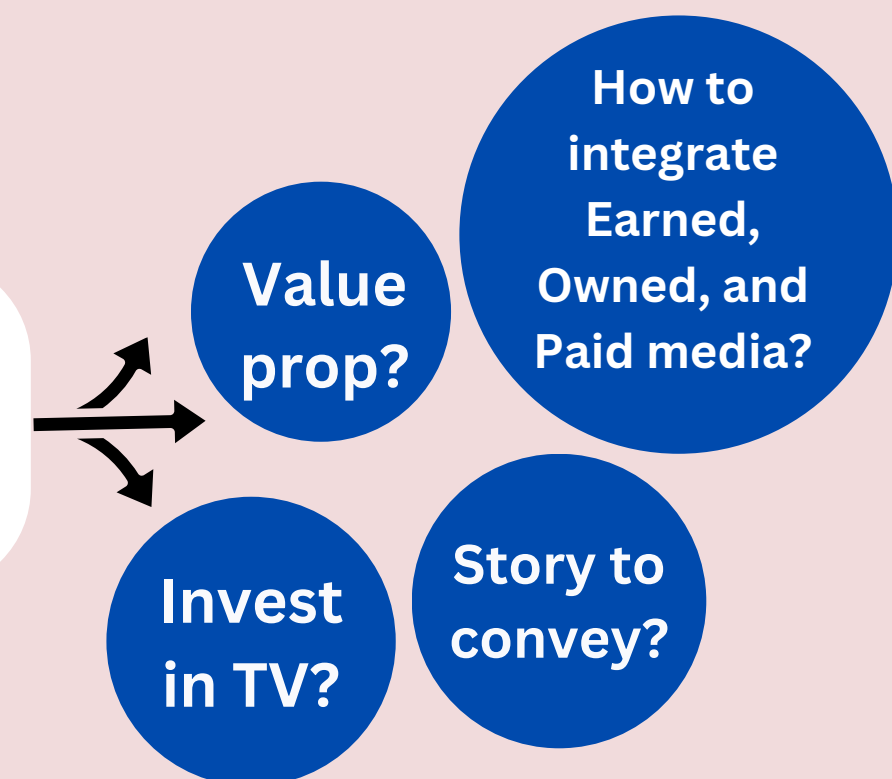
0.7% share of the \$14 billion U.S. mattress market

Competition from copycat companies

Direct sales model a threat to Big 4

Questions:

Can Casper penetrate the larger mattress market and take share from the Big 4?



# Narrowing the Focus: Targeting Key Customer Segments for Maximum Impact

## STUDENTS

Our company can appeal to tech-savvy students, but our premium pricing puts us out of their reach.

## SENIOR ADULTS

Their disposable income makes it a viable segment. However, our focus on online convenience and contemporary design may not cater to their needs.

## WORKING MILLENNIALS

Middle to high-income working professionals looking for a luxury sleeping experience, and prefers shopping online with faster shipping easy returns will be our perfect segment for us.

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# The Ideal Starting Point: Tailoring to the Young Sleep-deprived Professionals

Luxury sleeping experience

Middle to high income

Health conscious

Tech-savvy

Easy return

Age 22-45

Alice is a young working professional. She just moved to a new city and looking for a solution to relocate without hassle and in no time.

What she wants:

- A luxury mattress that is good for her health.
- Hassle-free delivery.
- Trial days and easy return

Traits:

- No to less time to spend on shopping.
- Moves frequently.
- Earns well.



**Name: Charlie**

**Age: 30**

**Job: Product Manager**

**Income: \$180,000**

**Location: Durham**





# VALUE PROPOSITION

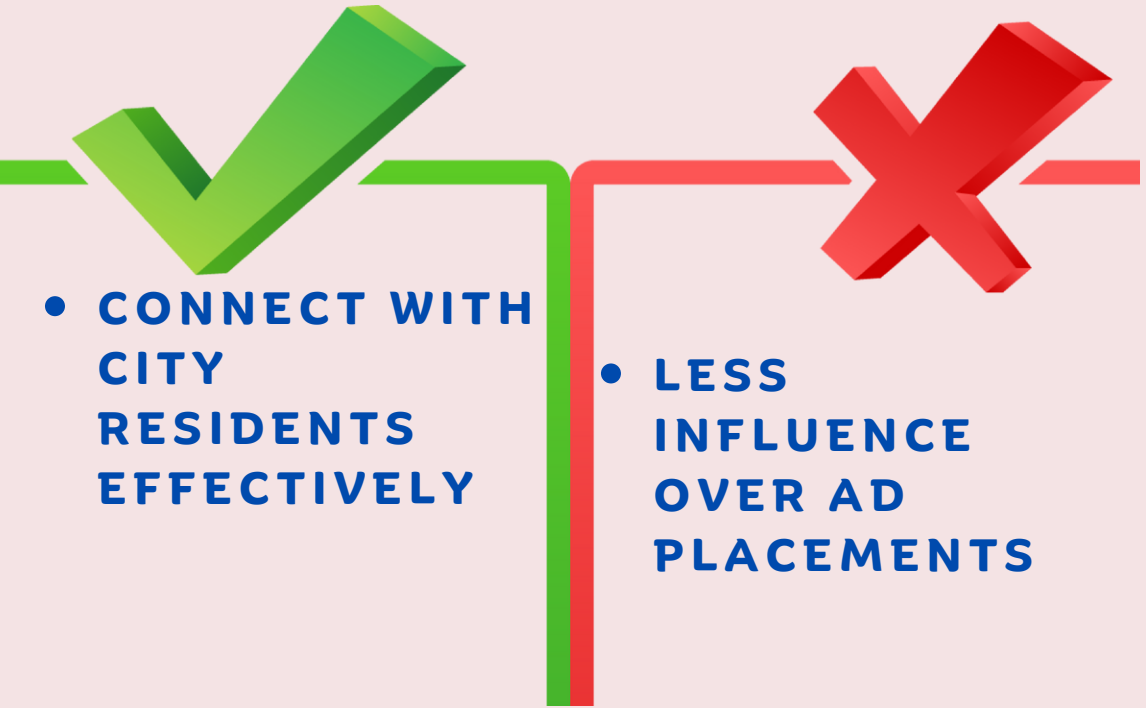
**"Unlike other mattress companies, Casper's mattress helps young working professionals who want to save time and effort of buying a mattress in store by providing a compact online delivery option with a trial period and easy returns."**





# Casper's Marketing Crossroads: Choosing Between Three Distinct Strategies

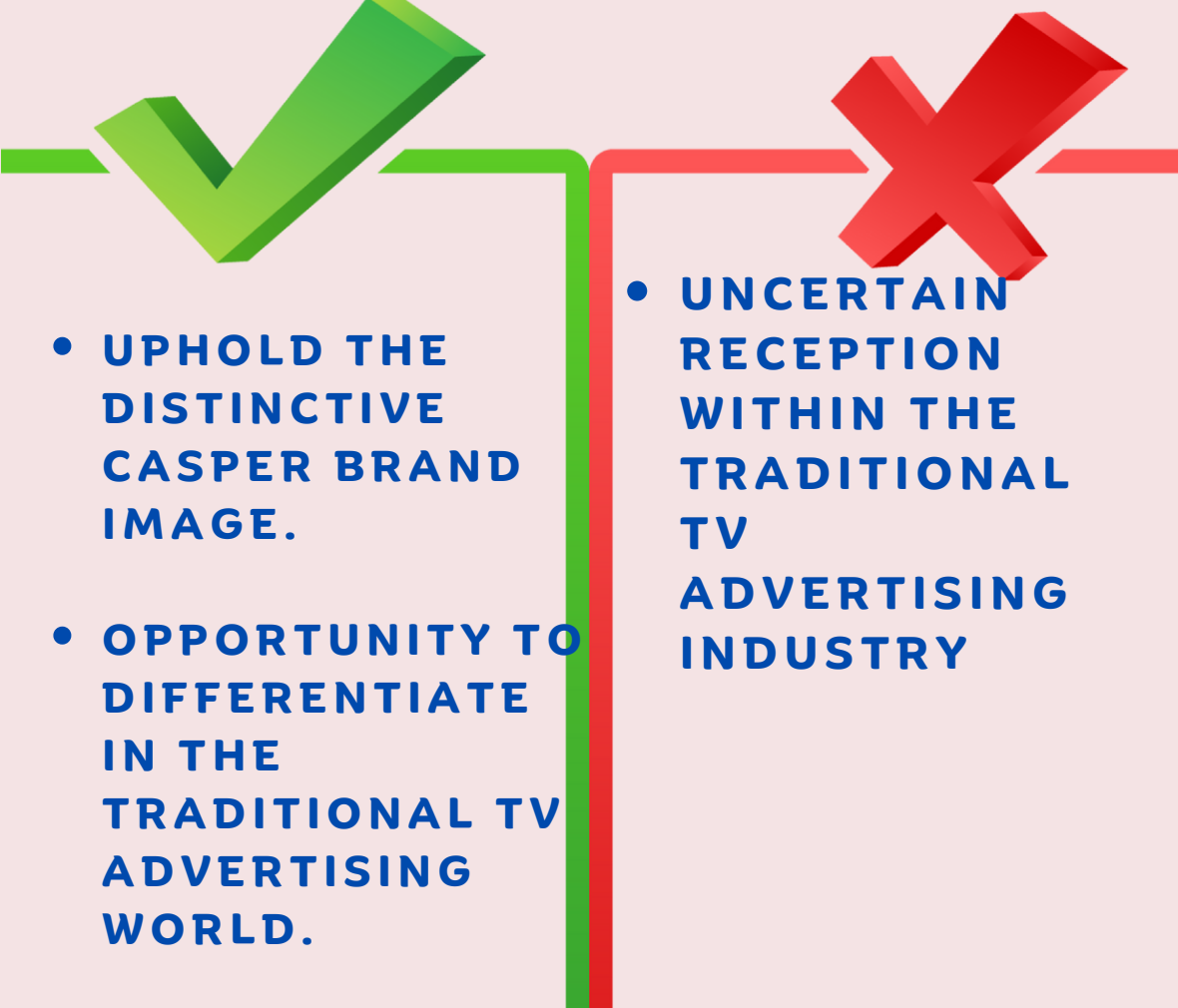
## EXPANDING HORIZONS: THE SUBWAY & OUTDOOR APPROACH



## CAPTIVATING HEARTS: EMOTIONAL NATIONAL TV ADVERTISING



## TV WITH A TWIST: THE QUIRKY CASPER APPROACH





# Casper's Quirky TV Approach

# "Dreams Unite Us"

From Dreamers to Doers, Casper's Genie Grants a Great Night's Sleep for All





# "Dreams Unite Us"

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# Establishing a brand presence using TV to then leverage social media for conversion-focused objectives



## **PHASE 1: FULL-THROTTLE TV MARKETING & BUY-BACK PROGRAM LAUNCH**

### Objective:

- Establish brand awareness and introduce the "One Mattress for All" message to a broad audience.

### Approach:

- Intriguing teaser ads that show different people enjoying the mattress, emphasizing universal comfort.
- Add the “quirky” Casper effect in the ads making it stand out from the traditional mattress industry



## **PHASE 2: CELEBRITY/INFLUENCER COLLABS AND COMBO PACKAGE LAUNCH**

### Objective:

- Encourage interaction and sharing to deepen the relationship with the audience.

### Approach:

- Partner with celebs and influencers to authentically build trust and expand Casper’s reach
- Introducing the all-in-one Casper bundle. Make Casper a go-to for all sleep needs.

**THROUGH THESE PHASES, CASPER AIMS TO BROADEN ITS MARKET REACH, BOLSTER ITS BRAND TRUST, AND ESTABLISH ITSELF AS THE ULTIMATE DESTINATION FOR QUALITY SLEEP SOLUTIONS, BACKED BY CUSTOMER SATISFACTION.**

## ***EXECUTIVE SUMMARY***

- **CASPER UNVEILS AFFORDABLE, CUTTING-EDGE MATTRESS INNOVATION FOR ALL**
- **CASPER'S REMARKABLE JOURNEY IN DISRUPTING THE MATTRESS INDUSTRY**
- **NARROWING THE FOCUS: TARGETING KEY CUSTOMER SEGMENTS FOR MAXIMUM IMPACT**
- **THE IDEAL STARTING POINT: TAILORING TO THE YOUNG SLEEP-DEPRIVED PROFESSIONALS**
- **COMBINING OWNED, EARNED, AND PAID MEDIA: THE SECRET SAUCE TO MARKETING SUCCESS**
- **CASPER'S MARKETING CROSSROADS: CHOOSING BETWEEN THREE DISTINCT STRATEGIES**
- **CASPER'S QUIRKY TV APPROACH: "DREAMS UNITE US"**
- **ESTABLISHING A BRAND PRESENCE USING TV TO THEN LEVERAGE SOCIAL MEDIA FOR CONVERSION-FOCUSED OBJECTIVES**

**Thank *You***