

# Luxury Daily

THE NEWS LEADER IN LUXURY MARKETING

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## Duxiana triggers emotional buys via multichannel campaign

Swedish mattress manufacturer Duxiana® is pushing mattress and bed sales through an emotional message in print, digital and radio advertisements.

The brand is taking an alternative route to mattress marketing by showing consumers why it is a good time to replace their mattress. Ads with more content such as those from Duxiana can help consumers engage with products that are not routinely purchased.

"We chose to execute the campaign in digital, print and radio for practical reasons since all three gave us the space and time to tell a longer story than we would have in an outdoor ad or television spot," said David Bernstein, executive creative director at The Gate Worldwide, New York.

"Since the strategy focused on getting people to replace their old mattress, it required a longer piece of logic than you might use with a product like liquor or jewelry," he said.

The Gate Worldwide created the campaign for Duxiana, an 87-year-old company that prides itself on the materials that go into making its DUX line of beds.

### Trouble sleeping?

The new Duxiana print ads show various consumers who are having trouble sleeping.

The end solution seems to be that they need a new mattress, so Duxiana is using the tagline "It's time to replace your mattress."

One of the ads shows a man in a dark loft apartment who is slouching over while sitting on the edge of his bed. There are clock reflections floating in the air with various numbers on them to show how long the man has been awake.

The ad reads, "Tossing and turning is punishment for turning your mattress instead of tossing it."



Loft ad

The next ad is similar to the first, but shows a woman looking out the window while sitting on her bed in her home.

This ad says, "Are you sleeping less because you've gotten older? Or because your mattress has?"



Home ad

The third ad shows a man standing up and looking out the window of an apartment building in a city.

The ad reads "It's hard to be a morning person if you haven't slept all night."

Each ad contains Duxiana's new tagline and a short paragraph about replacing a mattress.

The brand is also using six different digital banner ads that show the time of the consumer's location. Copy on the ads explains why consumers may be tired at that exact moment in time and suggests that the solution would be to replace their mattress.

The print and digital ads will run across high-end magazines, newspapers and web sites that are targeted at affluent consumers, per The Gate Worldwide.

### Making it home

Home marketers need to be creative in their campaigns to entice affluent consumers to purchase their products, since some household items are not bought on a regular basis.

Other luxury home marketers have used various tactics to get their message across.

For instance, home appliance maker Jenn-Air encouraged affluent attendees of the *Architectural Digest* Home Design Show March 21-24

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(Cont.)



*Apartment ad*

to interact with the brand through first-time efforts in partnership with the magazine and the *New York Times*.

The appliance brand hosted seminars and a sweepstakes at the show and worked with *Architectural Digest* on a video series.

Also, Italian linens brand Frette is boosting transactions through a location-inspired spring/summer catalog that encourages consumers to shop online or in-store.

Home marketers should look to give exclusive offers or target consumers' emotions so that they can effectively convince consumers that a home product is a necessity.

Duxiana is driving emotional purchases by tapping consumers' feelings and sleep habits without even showing a Duxiana mattress on the ads.

"Most people don't think about how long they've had their mattress, so they tend to keep them long past their usefulness," Mr. Bernstein said. "And when you stop sleeping well, you should replace your mattress with something better, something that's designed to be more comfortable than your current mattress ever was."

"Even though we are not seeing a Duxiana bed, we still get the sense that it is made with quality and substance [that is] expensive, but worth it," he said.