

SUCCESS STORIES

INDUSTRY

RETAIL

RESULTS

CHALLENGE

Our longtime client, Sleep Number, was searching for a digital way to showcase their sleep wellness products to reach more consumers. Their request was simple in concept – it needed to be easy to use and be more cost effective than printing and mailing catalogs.

SOLUTION

Utilizing our cross-media team and digital marketing capabilities, we presented our loyal client with our Digital Flipbook. With clear guidance on art requirements, we assembled the online catalog for the launch of their new 360 Smart Bed Series.

The Digital Flipbook allows for quick links to their website, quick links/images to complimentary products and easy navigation to find a Sleep Number retailer near the consumer. Since the launch of the 360 Smart Bed Series, Sleep Number has used our Digital Flipbooks for quarterly promotions and the launch of new sleep wellness products.

MARKETING SERVICES

Digital Catalogs/Flipbook



MINNEAPOLIS • 763.755.5500 • 9687 East River Road NW • Minneapolis, MN 55433
MILWAUKEE • 414.321.6600 • 7840 West Hicks Street • Milwaukee, WI 53219



John Roberts