Dial·a·Bed®

Brand Positioning

| Marketing Insights

- a grudge purchase

- engagement triggered by lack
of comfort / lifestyle changes

- currently driven by easy satisfaction
not brand recognition

- a great night's sleep is about more
than a bed (function), it's about the sleeper (reason)

| Brand Insights

- currently falling into the undifferentiated category trap

- not taking advantage of market-leader position / a phenomenal back-end

| Positioning

How to communicate the
brand positioning / strategy / identity:

- Functional:
we make it easy

- Emotional:
so you get a great night’s sleep

| Brand Positioning

Dial-a-Bed has already established itself as a market leader. The brand has a phenomenal back-end and a history that is steeped in quality, delivery and excellence.

Dial-a-Bed's current hard-sale marketing efforts continue to achieve great results, and definitely still need to be there, but should be presented in a more classy, modern and refined way.

Our mission is to create a bed brand that doesn't just compete on affordability, distribution and quality, but also stands out with its brand personality and positioning. We aim to create a bed brand that is distinctive, trusted, and unique. A brand that makes it easy to get a great night's sleep.

| Creative Rationale.

A great night's sleep is about much more than just the fabled eight hours we've been convinced to aspire to. A great night's sleep opens up endless possibilities. It is the reason we wake up every morning, feeling refreshed and ready to conquer the day.

A great night's sleep is why we can find time in our day to do everything we need, without breaking a sweat or missing a beat.

Morning yoga, early gym session, getting the kids ready for school, getting to work on time, delivering during every meeting, picking the kids up from school, and still finding time for a romantic dinner – because Wednesday night is date night.

| **Creative Rationale** (Cont.)

The added magnificence of a great night's sleep? Even after a packed day, you remain excited to return home and jump into your bed because a great night's sleep awaits.

A great night's sleep is the foundation of a great day.
A great night's sleep happens on a bed from Dial-a-Bed.
A great night's sleep begins at Dial-a-Bed.

To introduce **Dial-a-Bed's** marketing message to the public, we need to create and deliver fresh content that is emotive, visually appealing, creates awareness, resonates with our audience, and still delivers the brand's hard-sale marketing.

| How to visually communicate & position Dial-a-Bed

To complement the red of **Dial-a-Bed**, we suggest the use of a primary and secondary colour pallet. The primary pallet should consist of the **Dial-a-Bed** red (for brand identification), as well as some light and dark tints of blue to induce the feeling of sleep –

The secondary colour pallet should consist of pastel colours that relate to the morning sunrise, such as: red, orange and yellow.

| **How to visually communicate & position Dial-a-Bed** (Cont.)

Dial-a-Bed's images should include early morning and late afternoon activities and tones, using beautiful rays of sunlight (lens-flare) – from a great cup of morning coffee to early morning Yoga, **Dial-a-Bed** makes it easy for you to have a great night's sleep.

Dial-a-Bed's identifying colour is red, a colour not often associated with sleep. Instead, red is associated with activity, passion and alertness. When you get a good night's sleep, you become all these things. It is easier for you to have a great morning, and an even better day.

| Positioning Statement.

Dial·a·Bed®

Makes it **easy**
to get a **great night's sleep.**

| Tagline.

Sleep made easy.

Dial·a·Bed®

Sleep Made Easy.



Logo Holding Shape.



| Logo Holding Shape & Tagline.



Colour Palette & Font Usage

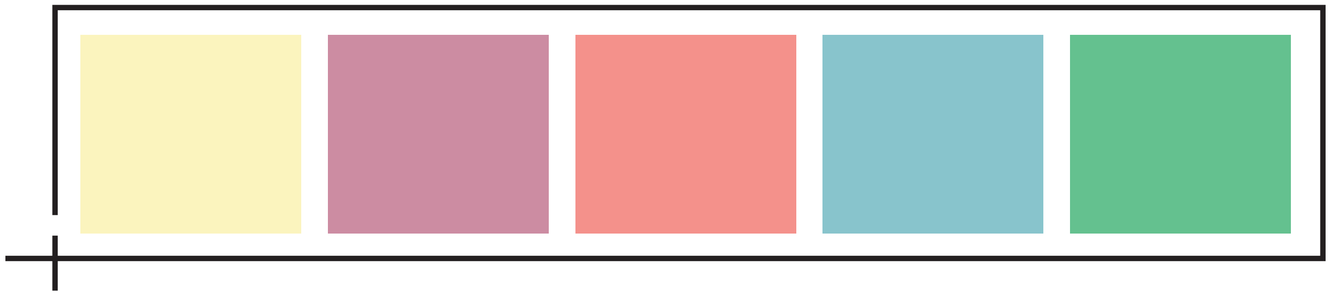
| Colour Palette

Primary Colour Palette



Dial-a-Bed Red and Shades of blue

Secondary Colour Palette



Pastel Colours

| Font Family - Monserrat

Monserrat Light

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Monserrat Medium

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Monserrat Bold

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Hard-Sell Elements

| Hard - Sell


Serene
Queen Base Set
NOW
R7 999
SAVE
R1 000
BUY TODAY
SLEEP TONIGHT
100 NIGHT
COMFORT EXCHANGE
RESTONIC
Since 1938.
Beds of Distinction.
Dial·a·Bed
Sleep Made Easy.


Serene
Queen Base Set
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Sleep Made Easy.

Lifestyle Imagery





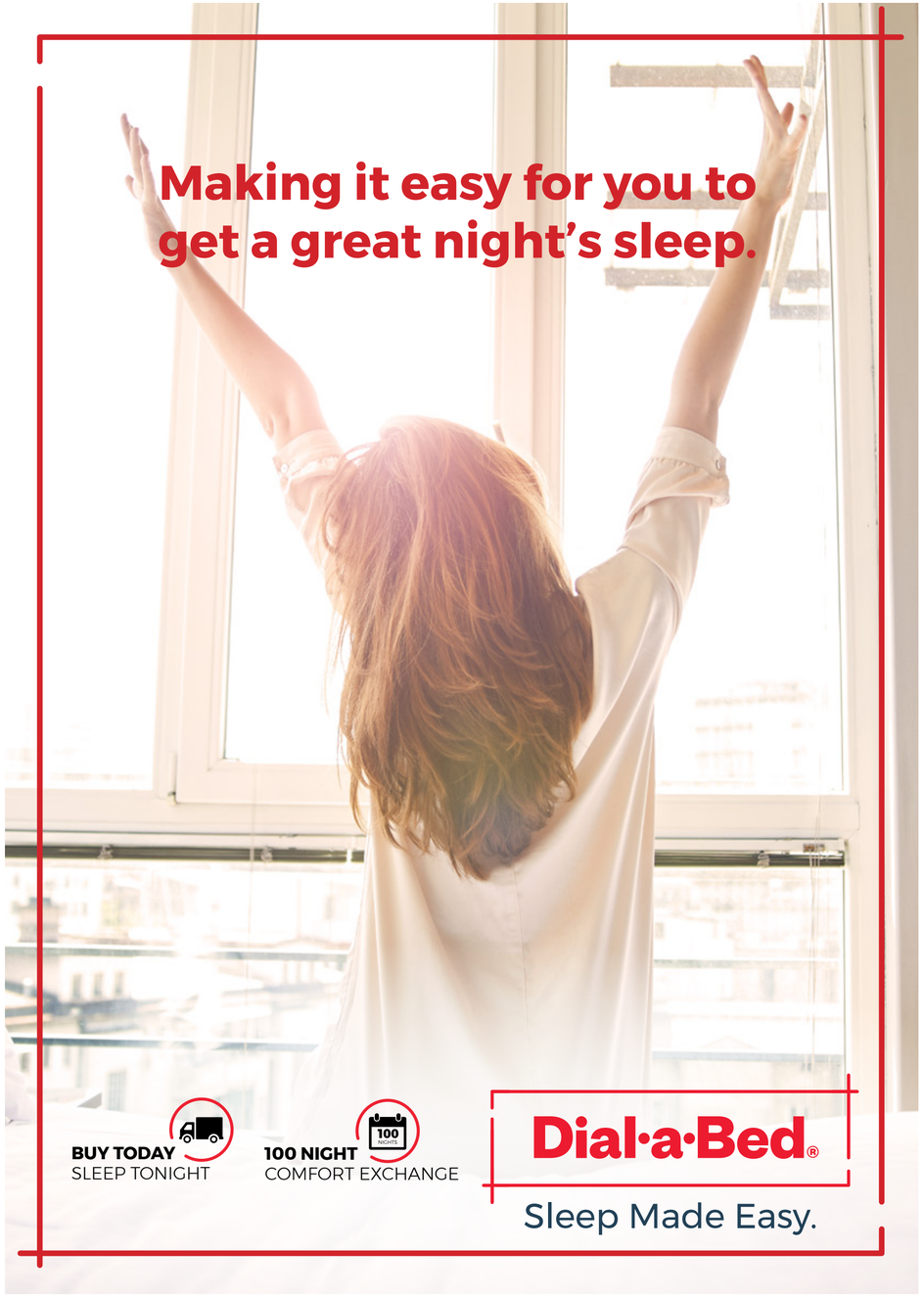








POS Design


Making it easy for you to
get a great night's sleep.
BUY TODAY
SLEEP TONIGHT
100 NIGHT
COMFORT EXCHANGE
Dial·a·Bed®
Sleep Made Easy.


Triviata
King Base Set
Sealy
NOW
R18 999
SAVE
R2 000
NATURAL BALANCE QUILT
Enjoy perfect comfort on a bed designed to adapt to your body temperature.
POCKET ON POCKET SPRING
Experience double the support on a mattress that relieves pressure build up.
LUXURIOUS PREMIUM LATEX LAYERS
Release tension on a mattress designed to redistribute pressure.
Dial·a·Bed.
PLUSH
COMFORT
BUY TODAY
SLEEP TONIGHT
100 NIGHT
COMFORT EXCHANGE
Dial·a·Bed®
Sleep Made Easy.


Making it easy for you to
get a great night's sleep.
BUY TODAY
SLEEP TONIGHT
100 NIGHT
COMFORT EXCHANGE
Dial·a·Bed®
Sleep Made Easy.


Bolero
Queen Base Set
Sealy
NOW
R11 999
SAVE
R1 000
King size available at R13 999
Dial·a·Bed.
MEDIUM
COMFORT
BUY TODAY
SLEEP TONIGHT
100 NIGHT
COMFORT EXCHANGE
Dial·a·Bed®
Sleep Made Easy.


Bolero
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Sealy
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R1 000
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Dial·a·Bed®
Sleep Made Easy.

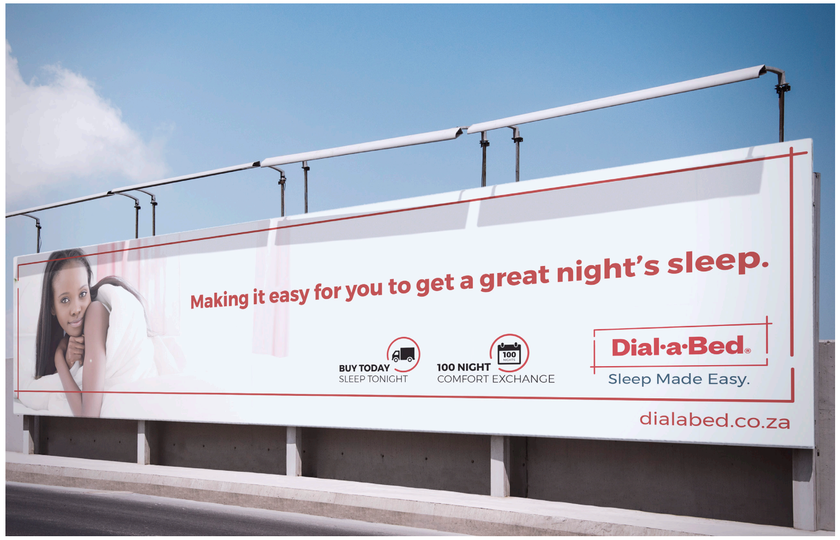

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Queen Base Set
Sealy
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SAVE
R1 000
King size available at R13 999
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MEDIUM
COMFORT
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100 NIGHT
COMFORT EXCHANGE
Dial·a·Bed®
Sleep Made Easy.


Bolero
NOW
R11 999
SAVE
R1 000
Dial-a-Bed.
Sleep Made Easy
Dial-a-Bed.

Outdoor Advertising

Billboards


Making it easy for you to get a great night's sleep.
BUY TODAY
SLEEP TONIGHT
100 NIGHT
COMFORT EXCHANGE
100
NIGHTS
Dial·a·Bed®
Sleep Made Easy.
dialabed.co.za


Making it easy for you to get a great night's sleep.
BUY TODAY
SLEEP TONIGHT
100 NIGHT
COMFORT EXCHANGE
100
Dial·a·Bed®
Sleep Made Easy.
dialabed.co.za


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100 NIGHT
COMFORT EXCHANGE
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Sleep Made Easy.
dialabed.co.za

| Street Pole Advertising (SPA).







Print Design

| Brochure Layout

Dial-a-Bed®

Sleep Made Easy.

NOVEMBER SPECIALS

NOW ON!

Triviata
King Base Set

Sealy

NOW
R18 999
SAVE
R2 000

Dial-a-Bed. PLUSH COMFORT



Natural balance quilt
Pocket on pocket spring
Luxurious premium Latex layers

Otello
Queen Base Set

Sealy POSTUREPOCKET

NOW
R9 999
SAVE
R1 000

Dial-a-Bed. FIRM COMFORT



Bamboo quilt
Nested pocket spring
Latex and firm foam layers

Bolero
Queen Base Set

Sealy POSTUREPOCKET

NOW
R11 999
SAVE
R1 000
King size available at R13 999

Dial-a-Bed. MEDIUM COMFORT



Bamboo quilt
Soft touch pocket spring
Coolsmart gel memory foam layer

Carlyle Support Top
Queen Base Set

Sealy

NOW
R5 999
SAVE
R1 000

Dial-a-Bed. MEDIUM COMFORT



Bamboo quilt
Soft touch pocket spring
Coolsmart gel memory foam layer

Offers valid until 27 November 2017 | T's & C's apply

Visit our stores nationwide or shop online at www.dialabed.co.za

BUY TODAY SLEEP TONIGHT

100 NIGHT COMFORT EXCHANGE

Store Name One
Address Line 1, Suburb,
Province
(021) 012 829 7894

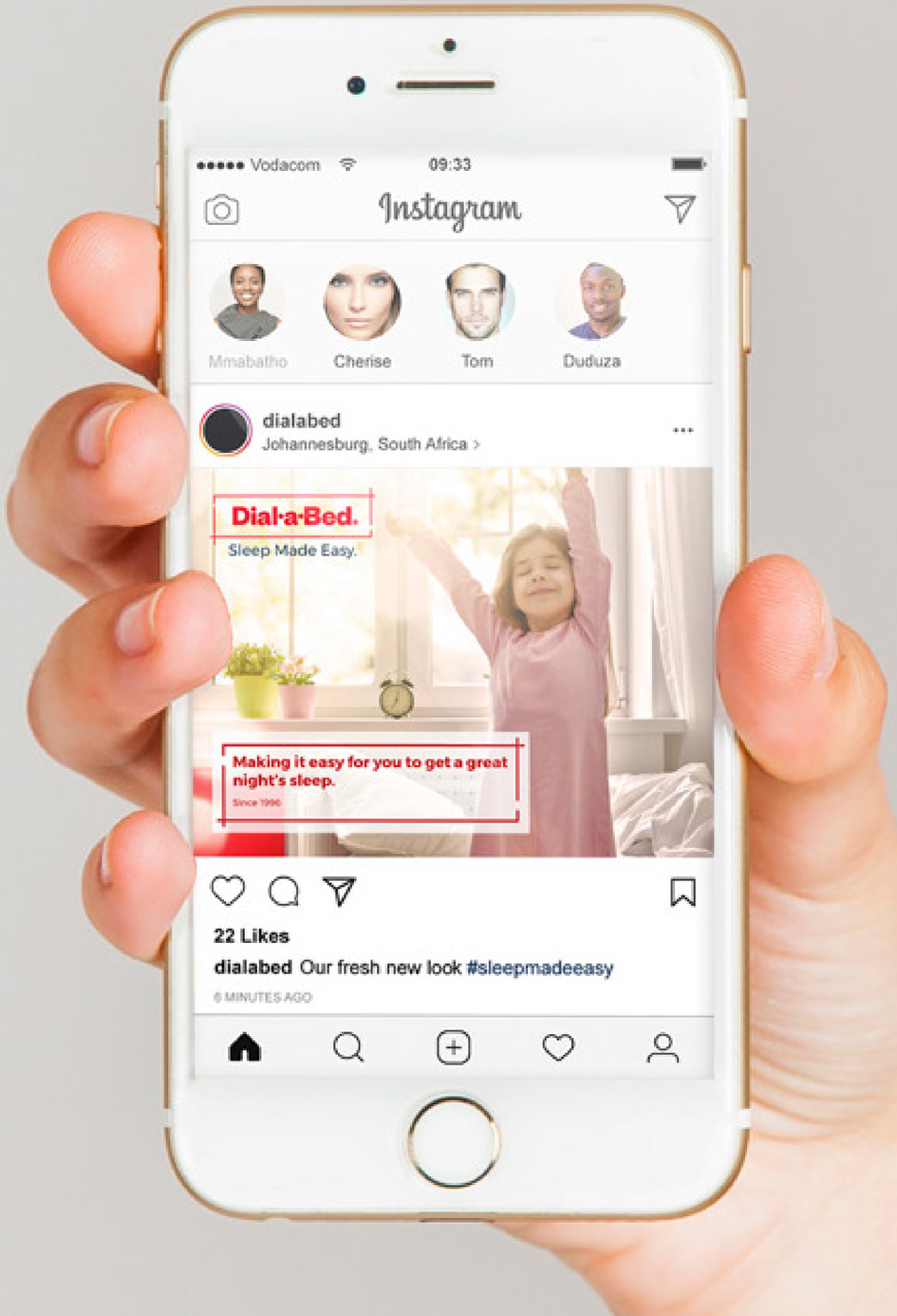
Store Name Two
Address Line 1, Suburb,
Province
(021) 012 829 7894

Store Name Three
Address Line 1, Suburb,
Province
(021) 012 829 7894

Store Name Four
Address Line 1, Suburb,
Province
(021) 012 829 7894

Social Media

Instagram

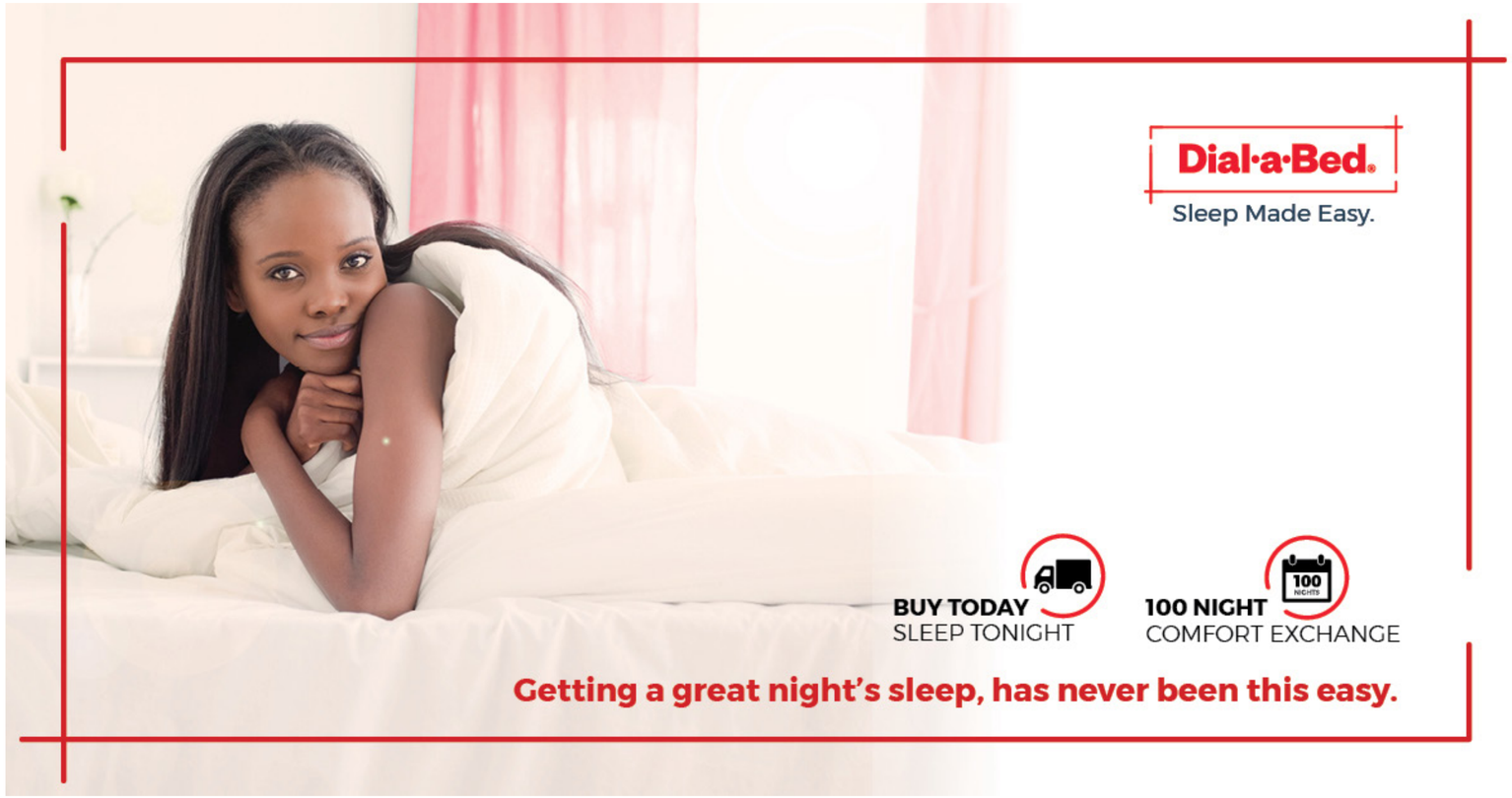

Vodacom
09:33
Instagram
Mmabatho
Cherise
Tom
Duduza
dialabed
Johannesburg, South Africa
Dial-a-Bed.
Sleep Made Easy.
Making it easy for you to get a great night's sleep.
22 Likes
dialabed Our fresh new look #sleepmadeeasy
6 MINUTES AGO

| Facebook

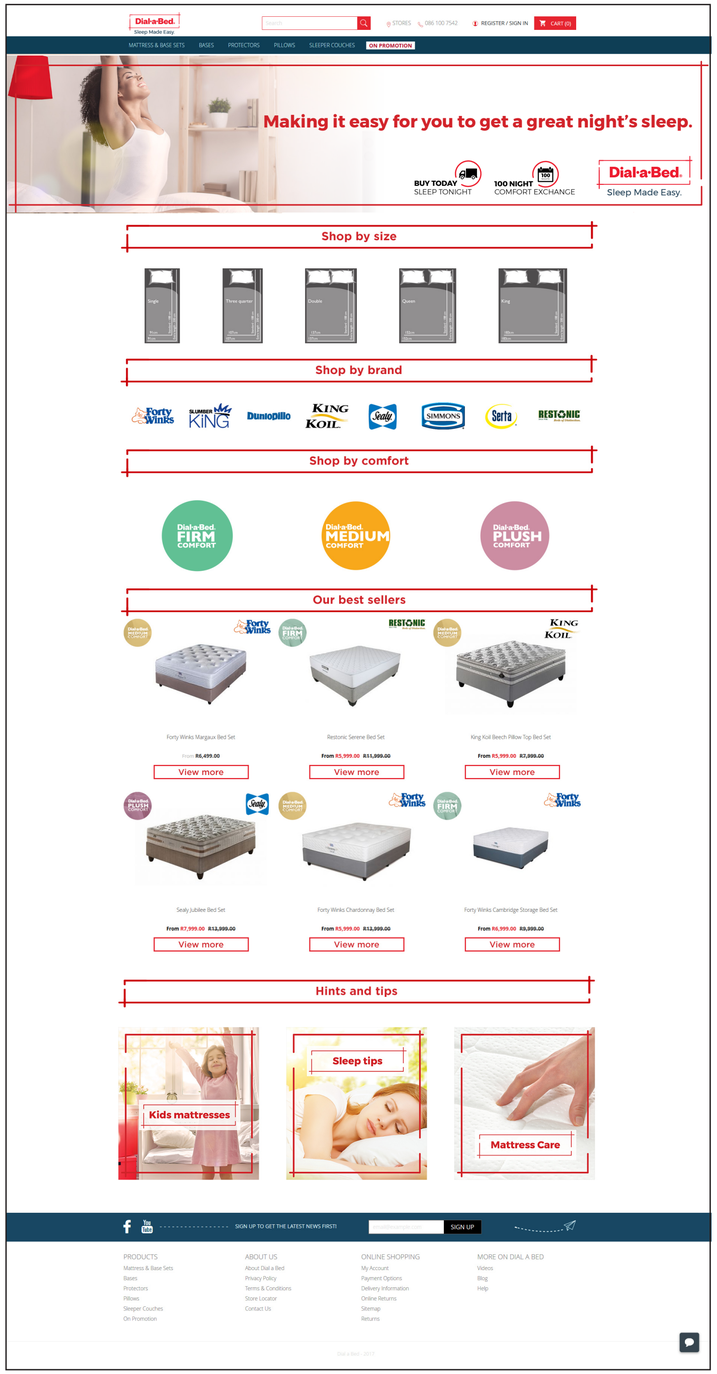

Dial-a-Bed
Home
Dial-a-Bed
Sleep Made Easy.
Dial-a-Bed
@dialabedza
Home
About
Photos
Terms and Conditions
Videos
Posts
Community
Newsletter
21st Birthday Bash
Create a Page
Making it easy for you to get a great night's sleep.
Liked
Following
Recommend
Shop Now
Message
Dial-a-Bed
Yesterday at 11:00am
"Taking naps sounds so childish. I prefer to call them horizontal life pauses."– Eat Move Inspire
Helping you sleep easy.
BUY TODAY SLEEP TONIGHT
100 NIGHT COMFORT EXCHANGE
Dial-a-Bed.
Sleep Made Easy.
Like
Comment
Share
Furniture Store in Johannesburg, Gauteng
Community
See All
Invite your friends to like this Page
41,086 people like this
41,066 people follow this
Nonkululeko Mtshali and 4 other friends like this or have checked in
About
See All
0860 313 233
Typically replies instantly
Send Message
www.dialabed.co.za
Furniture Store · Mattress Store · Home Decor
English (US) · Afrikaans · Français (France) · Español · Português (Brasil)
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Facebook Posts





| Website


Dial-a-Bed.
Sleep Made Easy
Search
STORES
086 100 7542
REGISTER / SIGN IN
CART (0)
MATTRESS & BASE SETS
BASES
PROTECTORS
PILLOWS
SLEEPER COUCHES
ON PROMOTION
Making it easy for you to get a great night's sleep.
BUY TODAY
SLEEP TONIGHT
100 NIGHT
COMFORT EXCHANGE
Dial-a-Bed.
Sleep Made Easy.
Shop by size
Single
Three quarter
Double
Queen
King
Shop by brand
Forty Winks
Slumber King
Dunlopillo
King Koil
Sealy
Simmons
Serta
Restonic
Shop by comfort
Dial-a-Bed. FIRM COMFORT
Dial-a-Bed. MEDIUM COMFORT
Dial-a-Bed. PLUSH COMFORT
Our best sellers
Forty Winks Margaux Bed Set
From R6,499.00
View more
Restonic Serene Bed Set
From R5,999.00 R11,999.00
View more
King Koil Beech Pillow Top Bed Set
From R5,999.00 R7,999.00
View more
Sealy Jubilee Bed Set
From R7,999.00 R12,999.00
View more
Forty Winks Chardonnay Bed Set
From R5,999.00 R12,999.00
View more
Forty Winks Cambridge Storage Bed Set
From R6,999.00 R9,999.00
View more
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Kids mattresses
Sleep tips
Mattress Care
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Bases
Protectors
Pillows
Sleeper Couches
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Terms & Conditions
Store Locator
Contact Us
ONLINE SHOPPING
My Account
Payment Options
Delivery Information
Online Returns
Sitemap
Returns
MORE ON DIAL A BED
Videos
Blog
Help

Online Presence

| Programmatic Banners



TVC.

| **A Great Night's Sleep** Generic

Imagine a great night's sleep.

Is it laying on your bed and instantly floating into your dreams?

Is it waking up the next day, ready to conquer every challenge that comes your way?

Or is it the uncontainable excitement of wanting to experience it all over again, later tonight?

Dial-a-Bed makes it easy to get a great night's sleep.

Find yours today by visiting your nearest **Dial-a-Bed** store, or shop online at **dialabed.co.za.**

| **A Great Night's Sleep** Retail

What comes to mind when you imagine a great night's sleep?

Is it on a queen size bed?

Is every moment you spend on it serene?

Well, it's time stop imagining and make your great night's sleep a reality.

For a limited time only, experience sleep made easy, with a Restonic Serene Queen Bed Set, for just **R5 999! Save R6 000!**

Dial-a-Bed makes it easy to get a great night's sleep.

Find yours today by visiting your nearest **Dial-a-Bed** store, or shop online at **dialabed.co.za.**

Radio.

| **A Great Night's Sleep** Generic

Imagine a great night's sleep.

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Is it waking up the next day, ready to conquer every challenge that comes your way?

Or is it the uncontainable excitement of wanting to experience it all over again, later tonight?

With **Dial-a-Bed**, a great night's sleep is all this and more.

It is the best prices on the world's leading bed brands, the ease of buying today and sleeping tonight, and the reassurance of our **100 night comfort guarantee**...

It is sleep made easy.

Dial-a-Bed makes it easy to get a great night's sleep.

Find yours today by visiting your nearest **Dial-a-Bed** store, or shop online at **dialabed.co.za.**

| **A Great Night's Sleep** Retail

Imagine a great night's sleep.

Is it on a queen size bed?

Is every moment you spend on it serene?

Does buying it right now mean you will save R6 000?

It's time stop imagining and make your great night's sleep a reality with **Dial-a-Bed.**

For a limited time only, experience sleep made easy, with a Restonic Serene Queen Bed Set, for **just R5 999!**

Dial-a-Bed makes it easy to get a great night's sleep.

Find yours today by visiting your nearest **Dial-a-Bed** store, or shop online at **dialabed.co.za.**

Night Night.