

Client - Comfort World International

Creative Idea:

"Dream Big, Sleep Comfortably"

Concept:

For International Youth Day, Comfort World International will launch a campaign celebrating the dreams and aspirations of the youth. The core message revolves around the idea that quality sleep on a Comfort World mattress empowers young individuals to dream big and achieve their goals.

Campaign Elements:

Social Media Content:

Instagram Post:

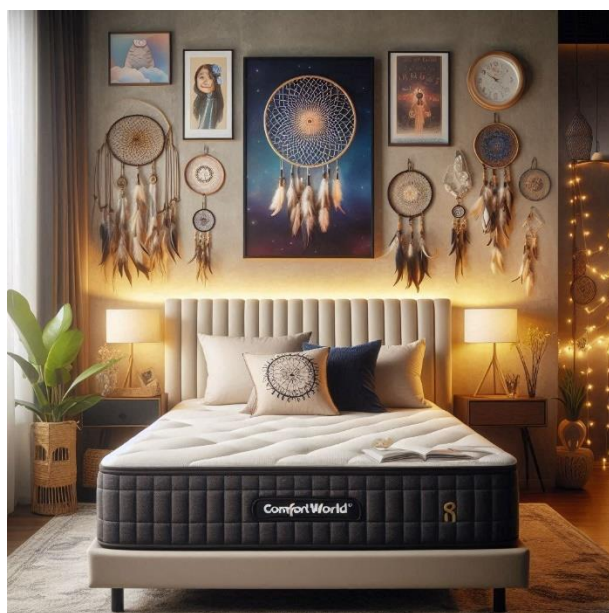
Image:

A stylish bedroom with a Comfort World mattress as the centerpiece, adorned with dreamcatchers and motivational posters.

Caption: "Dream Big, Sleep Comfortably"

Celebrating International Youth Day with Comfort World. Quality sleep fuels your dreams and ambitions. How do you dream big? Share with us! #DreamBigSleepComfortably #ComfortWorld #InternationalYouthDay"

Examples -





Content:

Caption:

#DreamBigSleepComfortably #ComfortWorld #YouthDay"

*Story 1: Poll - "What helps you dream big? Quality sleep or chasing adventures?"

Story 3: User-generated content reposts of followers sharing their bedtime routines or dream setups.

Distribution Strategy:

Organic Reach:

Instagram:

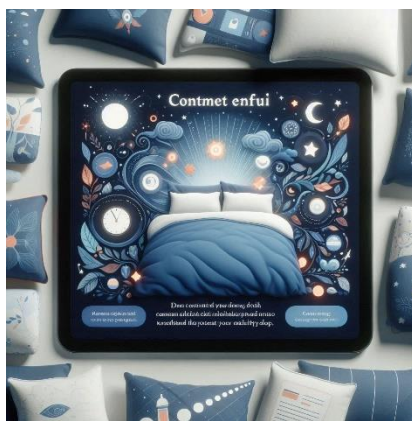
Regular posts, stories, and reels with relevant hashtags

(#DreamBigSleepComfortably, #ComfortWorld, #InternationalYouthDay) to engage followers and attract new audience.

Facebook:

Similar content adapted for the platform's audience, focusing on dream-centric narratives and the benefits of quality sleep.

Examples –



Twitter: Short, engaging tweets with campaign hashtags, sharing sleep tips and motivational quotes.

Paid Promotions:

Instagram Ads:

Promote the campaign launch post and reels to a targeted audience interested in luxury bedding, quality sleep, and youth empowerment.

Facebook Ads:

Boost posts to reach a wider demographic, including young adults interested in lifestyle improvements and luxury products.

Google Ads (Display Network):

Banner ads featuring campaign visuals on relevant websites frequented by the target demographic (e.g., lifestyle blogs, health and wellness sites).

Campaign Objectives:*Engagement:*

Encourage user interaction through polls, Q&A sessions, and user-generated content.

Awareness:

Increase brand visibility among youth demographics across Sri Lanka, Maldives, and Seychelles.

Conversion:

Drive traffic to Comfort World's website and local distributors through compelling content and targeted advertising.

By aligning with the aspirations of the youth and emphasizing the role of quality sleep in achieving dreams, Comfort World International's campaign for International Youth Day will resonate deeply with its B2C audience, setting it apart in the competitive social media landscape.