



# Baby Coupon

April – May 2019

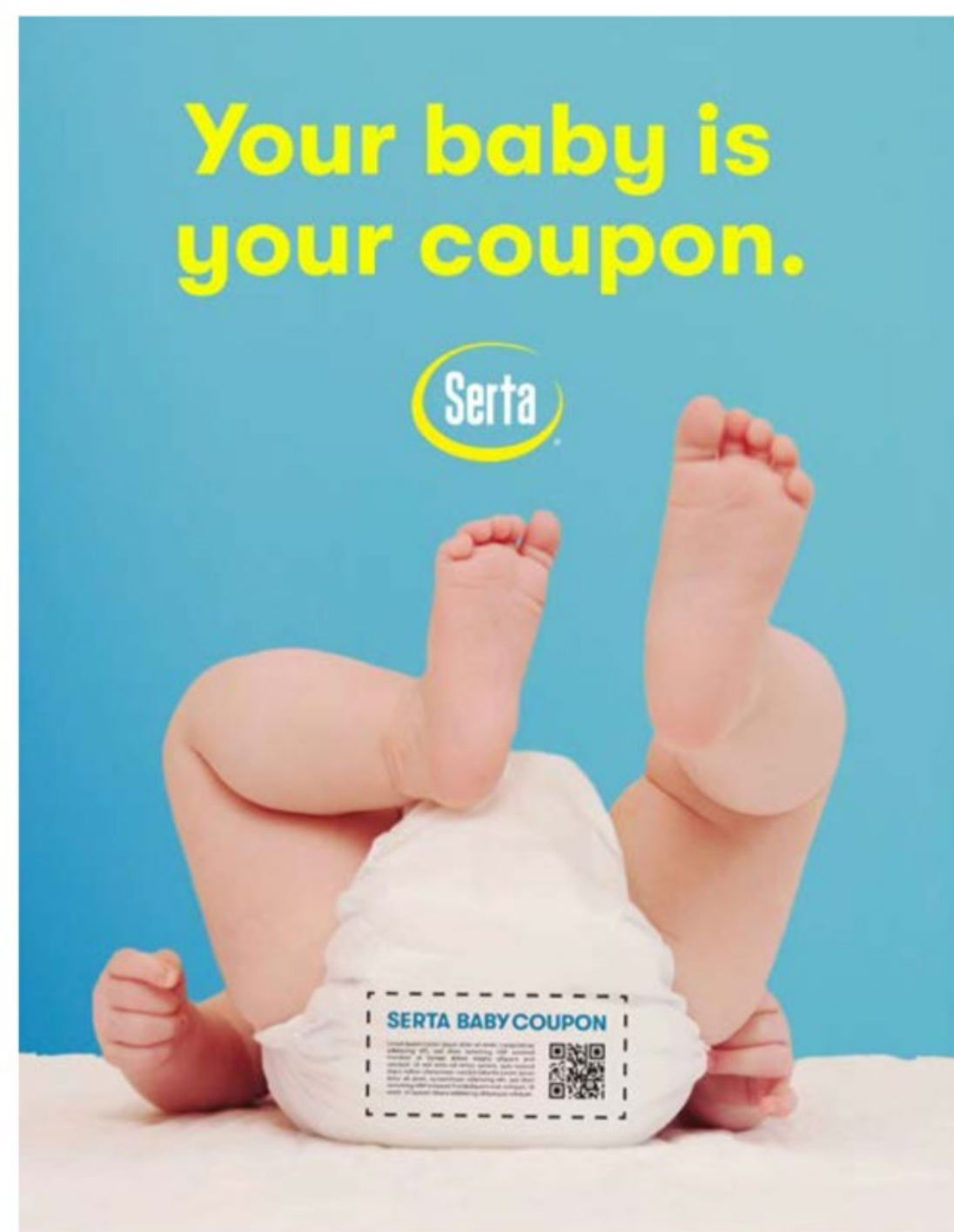


# The Promotional Idea

## Your Baby is Your Coupon

No one needs Serta comfort more than moms. After all, they sacrifice everything for their babies, often at the expense of their own comfort.

Over Mother's Day weekend, let's offer moms the comfort they deserve by offering them a discount on a Serta mattress when they bring their baby in store.



# How It Works

## OFFER

Bring your baby in and receive a discount or gift with purchase up to \$300 off a Serta mattress

## DETAILS

Bring in your Baby\* and:

- Purchase any size Serta® iComfort® or Serta® iComfort® Hybrid mattress retail priced at \$1999 or more and receive a gift with purchase valued at up to \$300.
- Purchase any size Serta® iComfort® or Serta® iComfort® Hybrid mattress retail priced under \$1999 will receive a gift with purchase valued at up to \$200.
- Purchase any size of any other Serta® mattress and receive a discount off the purchase price.

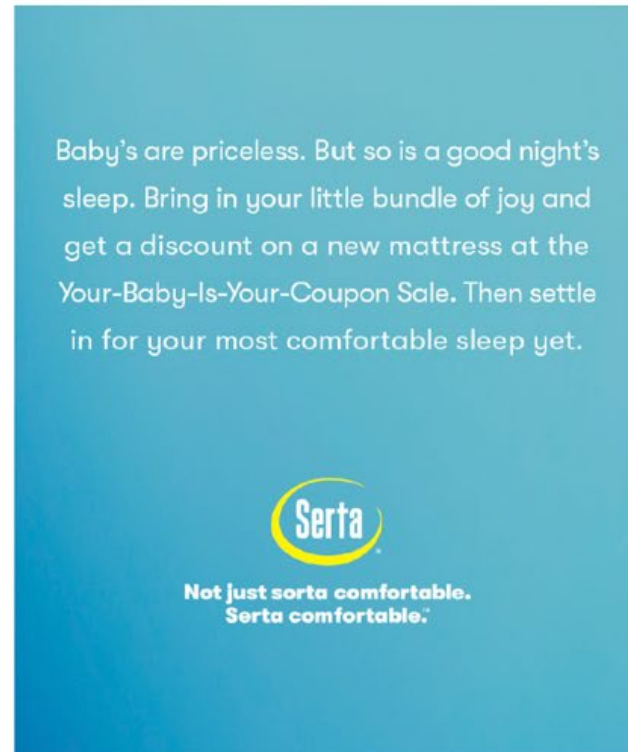
## TIMEFRAME

May 6 – 20

# Serta Support

Available To Order starting Apr 11

## In-store Poster and Tent Card



# Serta Support



(cause Mom is probably still awake)

Baby Coupon Segment on Jimmy Kimmel  
**Airs Wed May 8**

- :90 second branded content
- Amplified on JK YouTube channel for one month
- Amplified across Serta's social channels

*Jimmy Kimmel Reach: 2.6MM viewers*

*Jimmy Kimmel YouTube viewers: 13.6MM subscribers*



# TUNE IN MAY 8th: SERTA x JIMMY KIMMEL LIVE!

ABC (11:35 p.m. ET / 10:35 p.m. CT)

To kick off our “Your Baby is Your Coupon” Sale, we’re teaming up with Jimmy Kimmel for an in-show integration to get *everyone* buzzing about Serta and in-store to buy a mattress.



**:90 spot airing**

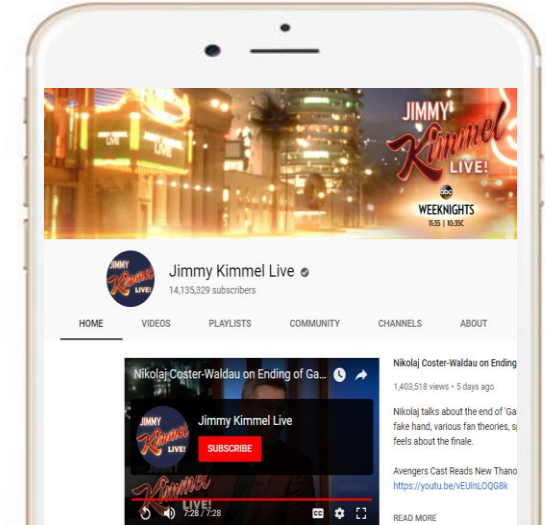
**Wednesday, May 8th**

featuring JKL personality and Kimmel’s sidekick, comedian Guillermo Rodriguez



Segment broadcasted to

**MILLIONS** of viewers nationwide



Posted on show’s [YouTube channel](#), reaching

**14 MILLION** subscribers

**PLUS, promotional spots with Serta’s logo and voiceover shown the entire week during JKL shows**

# Serta Support

Aol.

Los Angeles Times

AdAge

ADWEEK

FurnitureToday

Parents

american baby

FOX & friends

HOUSTON  
★  
CHRONICLE

- Broadcast TV
- Mainstream Publications
  - Lifestyle Magazines
  - Trade Publications
  - Lifestyle magazines
  - Parenting Magazines

MODERN FAMILIES + FRESH IDEAS  
parenting



REFINERY29



PureWow

The Telegraph

# Serta Support

Launch timing: May 6



## Online Video

This humorous video pokes lighthearted fun at the mishaps that can happen when new parents are exhausted.

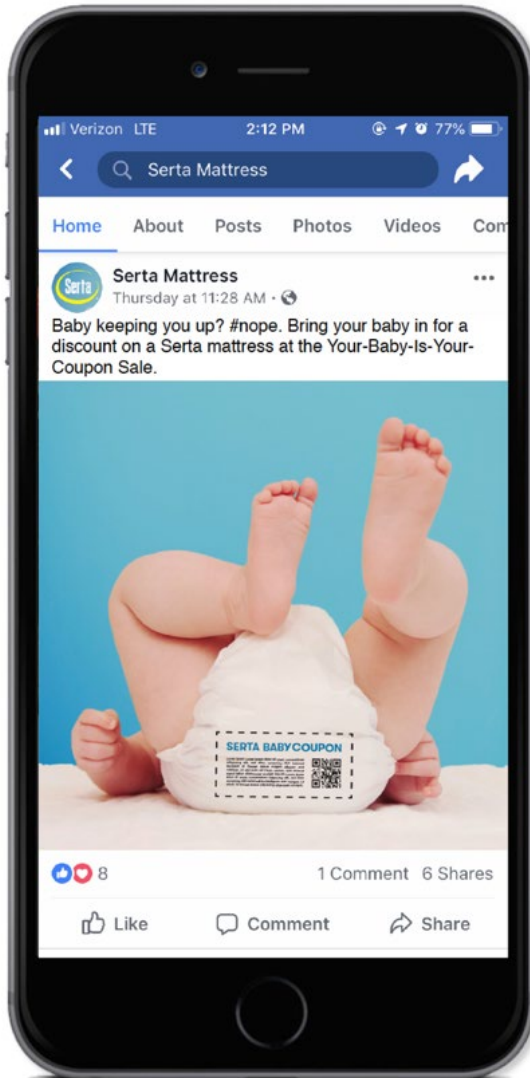


Video ends with call-to-action about going to a store with your baby for a Serta mattress discount.



# Serta Support

Launch timing: May 6



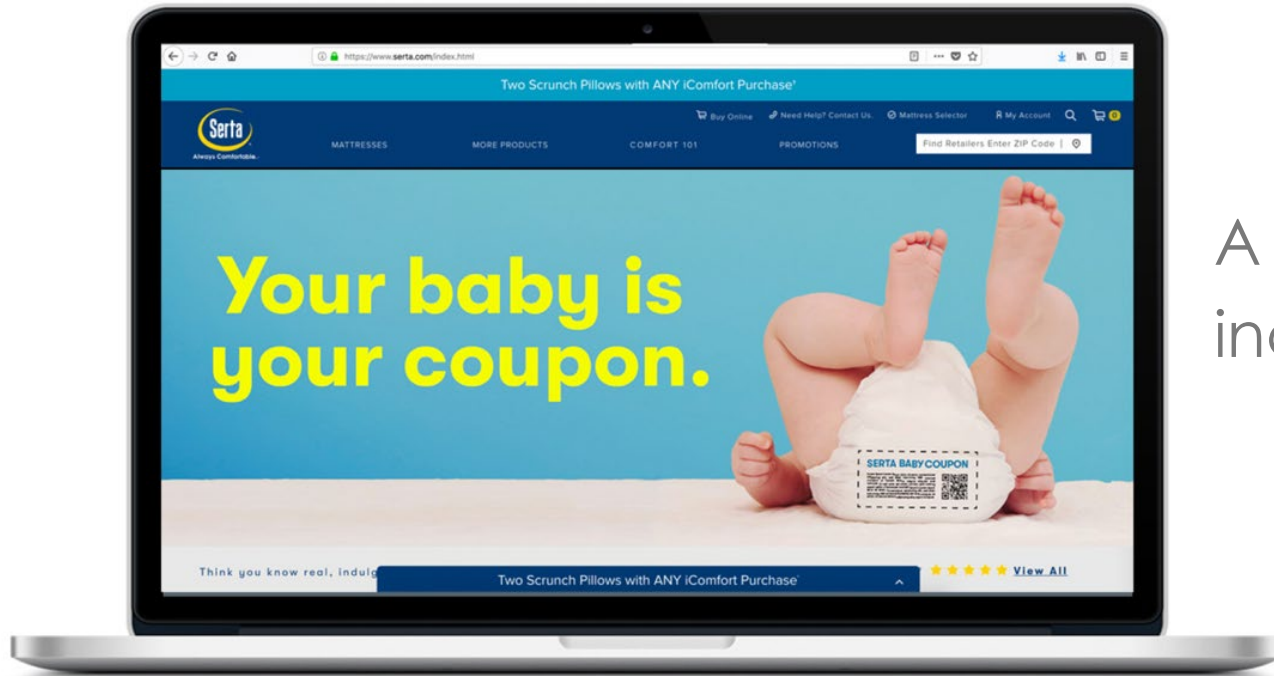
Amplification on Social Media

*Baby keeping you up? #nope Bring your baby in for a discount on a Serta Comfortable mattress at the Your-Baby-Is-Your-Coupon Sale.*

\*post will drive to retail locator on Serta.com

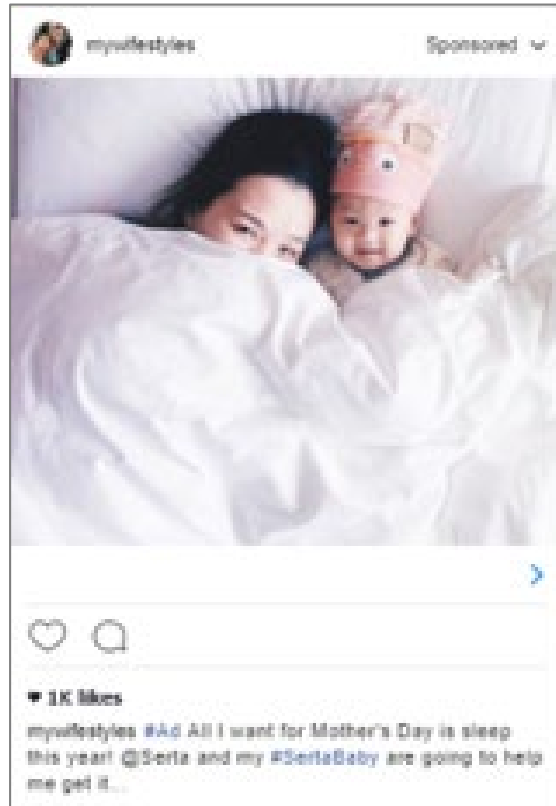
# Serta Support

Launch timing: Apr 22



A Serta.com landing page will include retailer locator information

# Serta Support



Partnership with **Mom Influencers** to help flood social feeds with our promotion and drive their mom-followers into stores.

# Serta Support



For an extra special delivery of comfort on Mother's Day, Serta will surprise one lucky mom who welcomes their new baby into the world that day, with a Serta mattress and a babysitting fund to catch up on comfortable zzzz's.

**Parents will have a chance to enter a 24-hour giveaway starting at midnight on Mother's Day.**

To be included for consideration, parents must upload a photo of their newest little one and proof of birth (date/time) on Instagram/Twitter, and tagging @Serta and using the hashtags #SertaBabyCoupon and #promotion.

# Retailers Involvement

1. Go to [sertaretail.com](http://sertaretail.com) to order in-store materials. Put POP materials up in store starting May 6
2. Brief your store managers and associates on sale/promotion
3. Post about the promotion on your store's social media using digital assets from [sertaretail.com](http://sertaretail.com)
4. Encourage your shoppers to post pictures of their baby coupon, tagging both your store and Serta



# Baby Coupon Event Calendar

Apr 11 – Start Order of In-Store Materials

Apr 22 – End Order of In-Store Materials

May 3 – In-Store Materials Delivered to Store

May 6 – Baby Coupon Promo discount/GWP program start

May 20 – Baby Coupon Promo discount/GWP program end

# Key Q&A

## **How long does the promotion last?**

A: The Baby-Is-Your-Coupon sale begins May 6th and ends May 20th.

## **What retailers are participating?**

A: Various retailers are participating in the Baby-Is-Your-Coupon sale as well as larger Memorial Day sales events. You can visit Serta.com and use our retail locator tool to see who is participating in your market.

## **Q: Can you apply the promotion online at Serta.com?**

A: The Baby-Is-Your-Coupon sale is an in-store only event.

## **Why can't this promotion be combined with additional promotions such as the National Memorial Day promo discount?**

A: Like all of our promotions, you cannot combine multiple offers. This Mother's Day, we introduced a new Baby Coupon to help celebrate new Moms and parents, and help them get to more restful sleep. Whether you use the Memorial Day promo or Baby Discount promo, Serta has some of the best promotional offerings on mattresses this holiday season.

## **What if you don't have a baby, can you still participate?**

A: Yes. While we are celebrating all new parents and moms in honor of Mother's Day, anyone can participate in this promotion and "your baby" is at your own discretion and can include newborns, toddlers, teenagers, husbands, favorite pets, favorite purses, etc.

# Baby Coupon Promo Disclaimer

Bring in your Baby\* and purchase any size Serta® iComfort® or Serta® iComfort® Hybrid mattress retail priced at \$1999 or more and receive a gift with purchase valued at up to \$300.

Serta® iComfort® or Serta® iComfort® Hybrid mattress retail priced under \$1999 will receive a gift with purchase valued at up to \$200.

Purchase any size of any other Serta® mattress and receive a discount off the purchase price. Discounts and gifts with purchase will vary by model and retailer. Offer valid only at participating retailers. Offer is not valid for online sales. Offer may not be applied to previous purchases, cannot be combined with other offers and are available only on qualified purchases made at participating retailers in the 50 United States and the District of Columbia.

Gifts with purchase are available while supplies last.

Product availability and pricing may vary by retail location

Offer is valid on purchases made between May 6, 2019 and May 20, 2019.

Limit one (1) offer per qualified purchase.

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"Your Baby" is at your discretion and includes newborns, toddlers, teenagers, husbands, favorite pets, favorite purses, etc.