

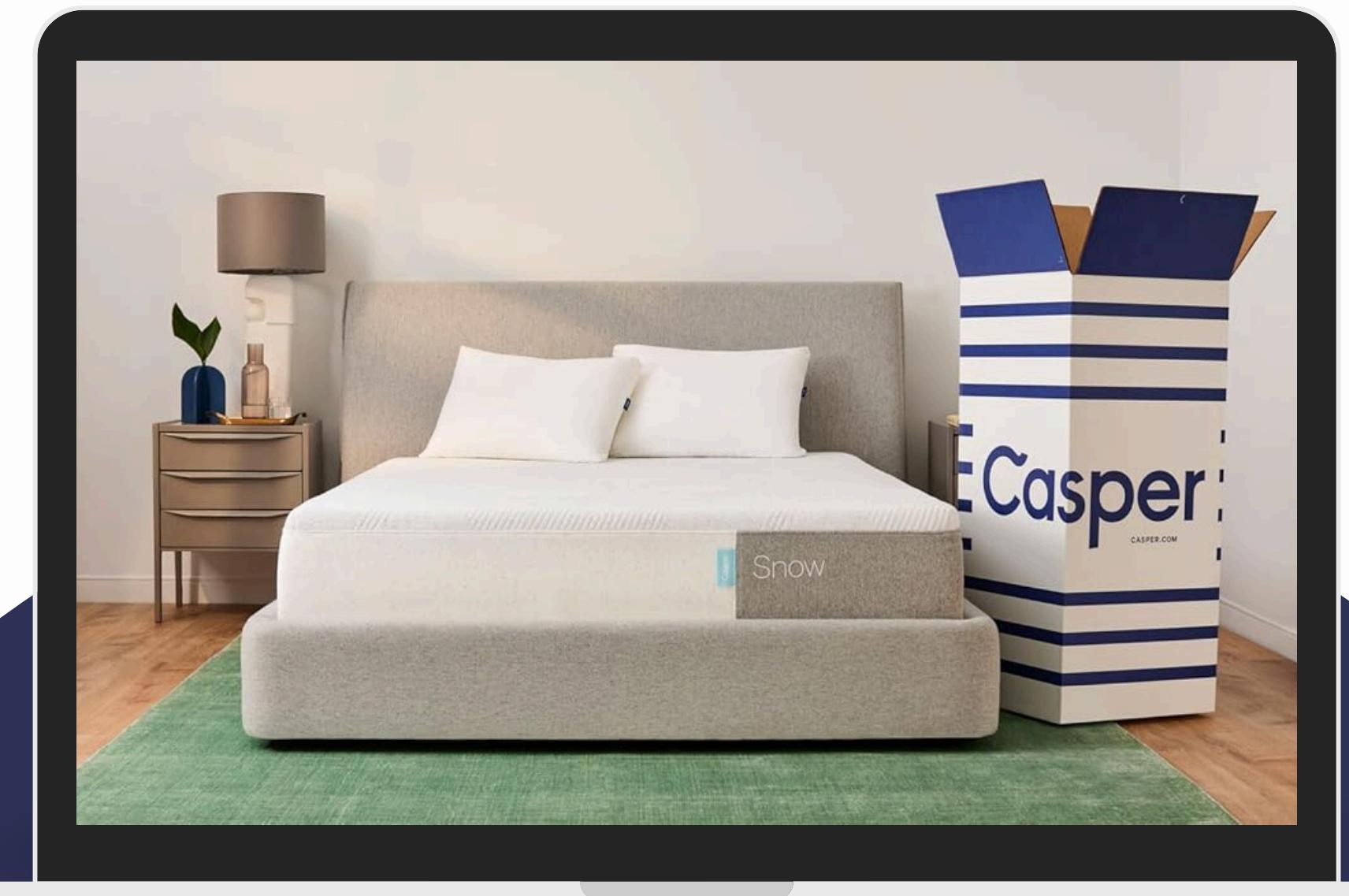


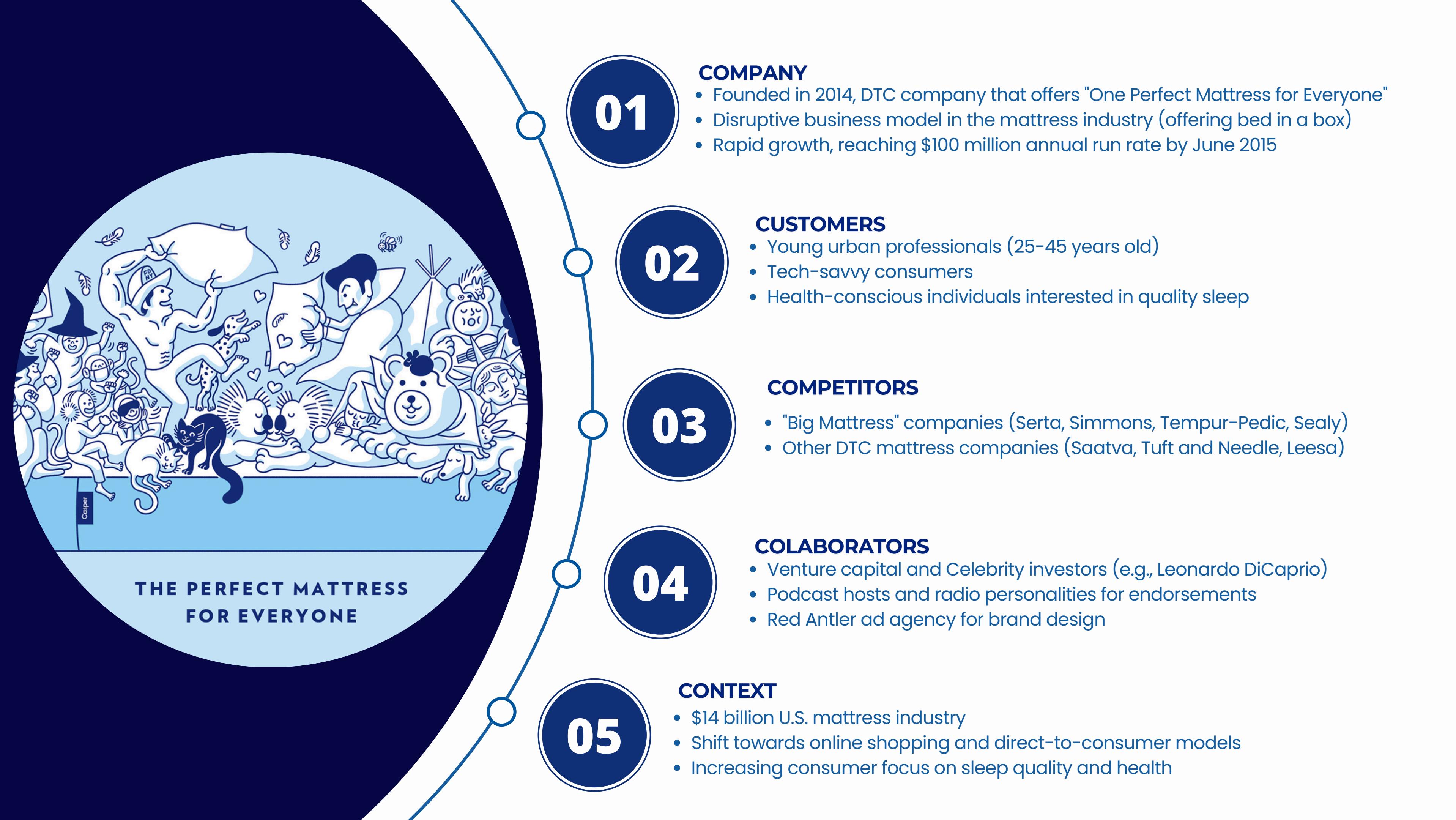
**GCI Marketing  
Consulting team**

# CASPER

*“Better sleep for brighter days”*

Nidhi | Shraddha | Aarti |  
Rohan | Andrew | Ankit

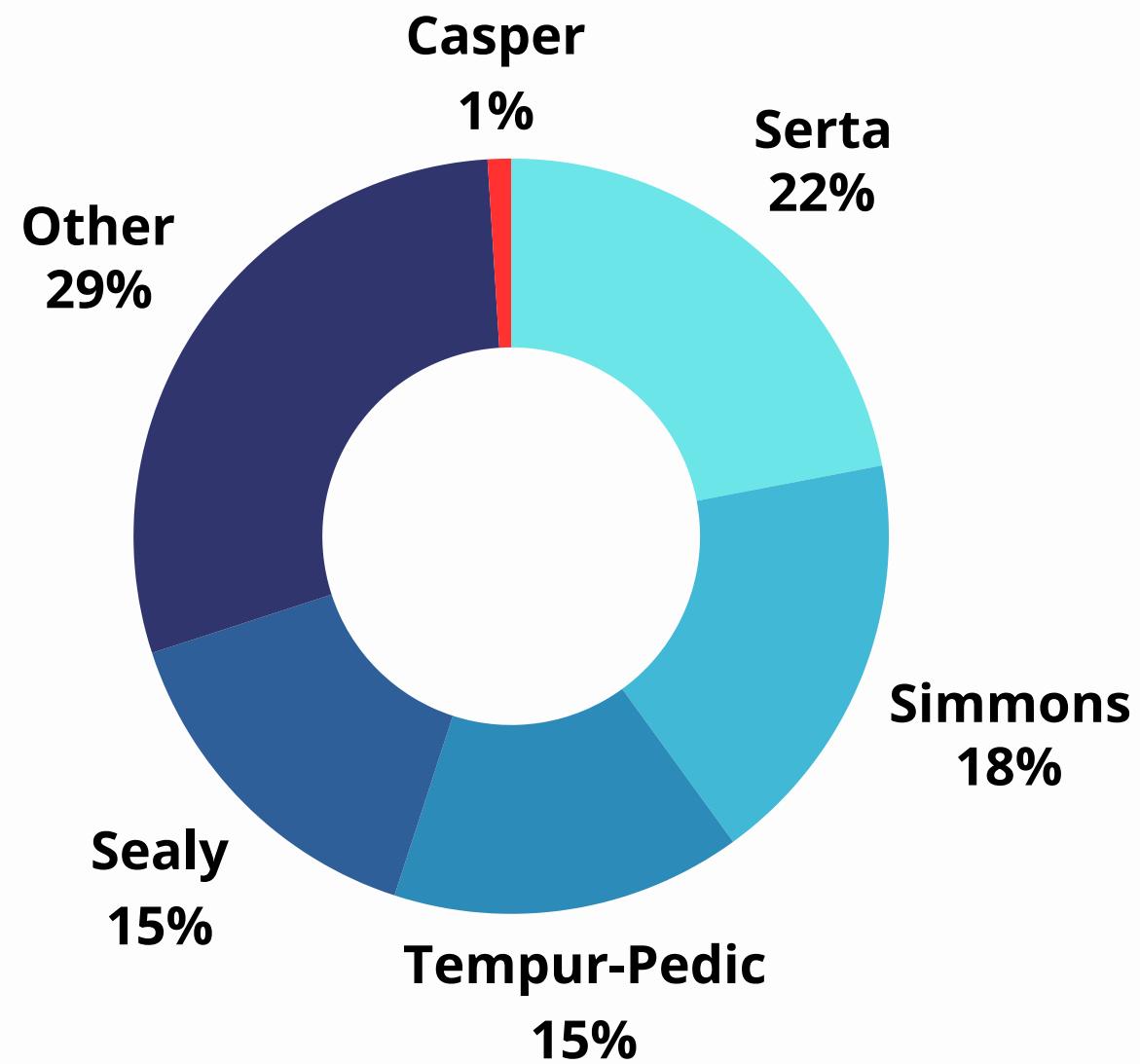




# *Situation*

**\$100M**

Annual run rate as  
of June 2015



**0.7%**

of the U.S. mattress  
market

# *Complication*

- Competitive Threat

- Promotional Strategy Dilemma

- Messaging Challenges



# THE BIG QUESTION

## HOW CAN CASPER PENETRATE THE MATTRESS MARKET AND TAKE ON THE BIG 4?

## Strategic Intent – 6M's

### MISSION



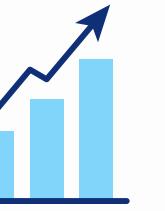
*“We Created Casper to help people  
sleep their way to better lives”*

- Innovative & Customer-Centric Brand
- Simplifying Mattress Shopping
- Driving Sales & Market Share
- Becoming the "Nike of Sleep" Globally



# Strategic Intent - 6M's

## MARKET



### Digital-First Millennial:

- Seek a hassle-free, online shopping experience.
- Find a comfortable, quality mattress that suits an on-the-go lifestyle.
- Value transparency, simplicity, and efficiency in the shopping process.



- Name: Alex Martinez
- Age: 29
- Occupation: Software Engineer
- Location: Urban areas, lives in San Francisco
- Income: \$90,000 per year

### Digital-First Millennial

### Health-Conscious Professional:

- Prioritize health and wellness, especially sleep quality, to support a demanding career.
- Invest in high-quality products that align with her healthy lifestyle.
- Prefer brands that offer a clear, research-backed value in health improvement.



- Name: Priya Gupta
- Age: 37
- Occupation: Marketing Manager
- Location: New York City
- Income: \$110,000 per year

### Health-Conscious Professional

### Eco-Conscious Young Adult:

- Buy products from brands that prioritize sustainability.
- Support companies that use eco-friendly materials and practices.
- Prefer products that are aligned with his values, even if they cost slightly more.



- Name: Ethan Chen
- Age: 26
- Occupation: Environmental Consultant
- Location: Seattle, WA
- Income: \$65,000 per year

### Eco-Conscious Young Adult

# Strategic Execution

## MESSAGE



*“Fuel your hustle with  
Casper Sleep”*

### Story We Want to Tell

- Casper **empowers busy professionals** to fuel their hustle with refreshing sleep.
- We provide an **easy, efficient shopping experience** and a mattress that helps them de-stress, recharge, and wake up ready for the next day's challenges. Casper is the key to staying productive and focused.

## MEDIA



### With Regards to Paid Media:

- Double down on **Social media targeted ads** by Age, Demography, Geography and consumption behaviors.
- **Invest 7% of the budget in TV ads** to improve brand awareness.

### Earned Media:

- Introduce **referral programs**.
- Offer celebrity investors **additional equity** in exchange for their participation in ads.



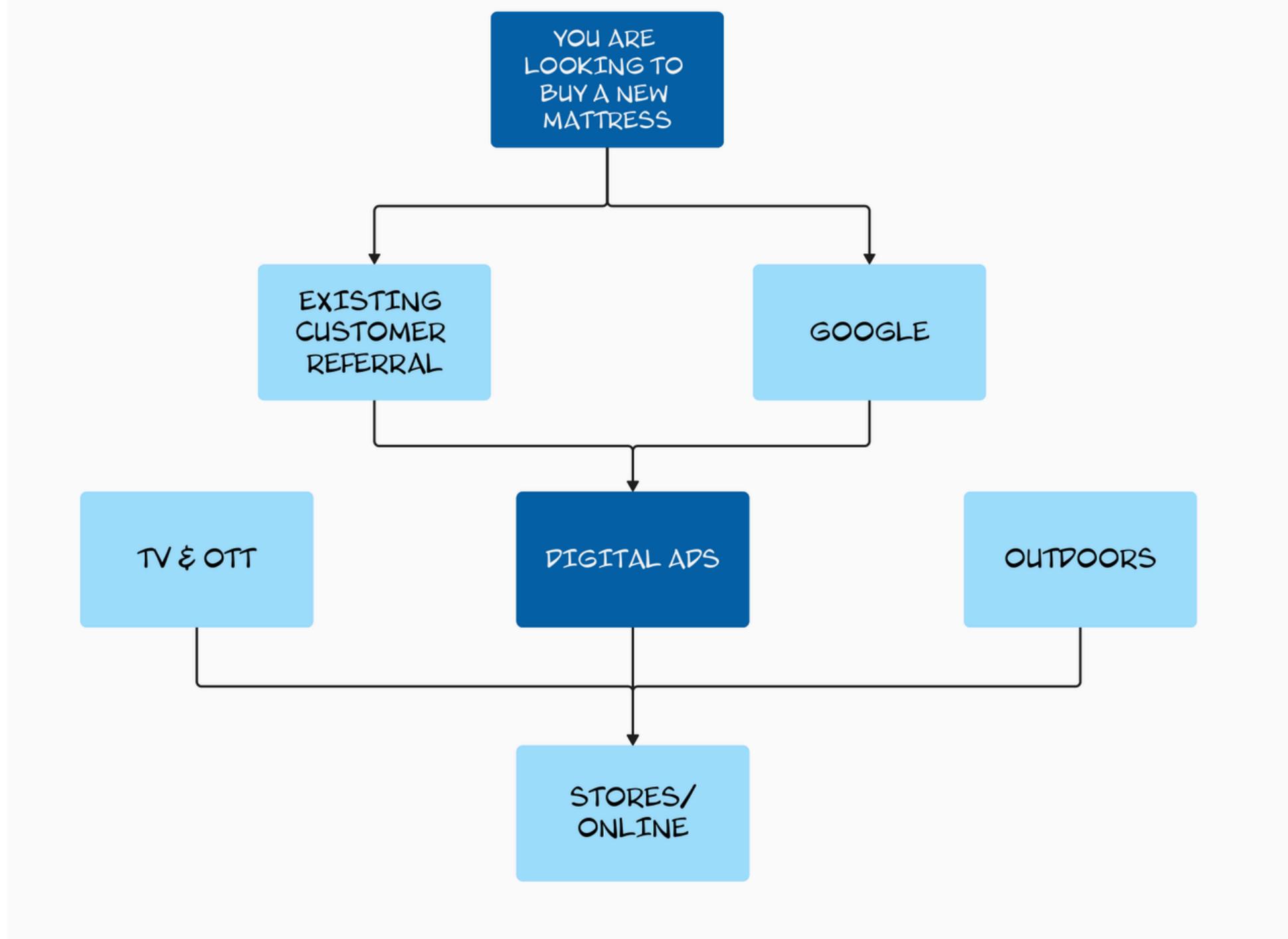
# MARKETING COMMUNICATION STRATEGY



## RECOMMENDED CHANGES

	CURRENT	RECOMMENDED
TELEVISION	0%	7%
INTERNET	55%	58%
NEWSPAPER AND MAGAZINES	2%	2%
RADIO	25%	15%
OUTDOOR AND CINEMA	18%	18%

## CUSTOMER TOUCHPOINTS



## MONEY & MEASUREMENT



Current Revenue for Casper in 2015: \$100 million dollars

20% of revenue is ad spend, of which 7% is TV = \$1.4M with \$25 CPM

Given: Average Order Value for Casper is : \$850

1. Conversion Rate for 1st funnel ( TV -> Website/Store ) = 0.3%

- Conversions =  $0.3\% * 56,000,000 = 168,000$

2. Conversion Rate for 2nd funnel ( Website/Store -> A paid customer ) = 2%

- Conversions =  $2\% * 168,000 = 3,360$

- Revenue =  $3,360 * \$850 = \$2,856,000$

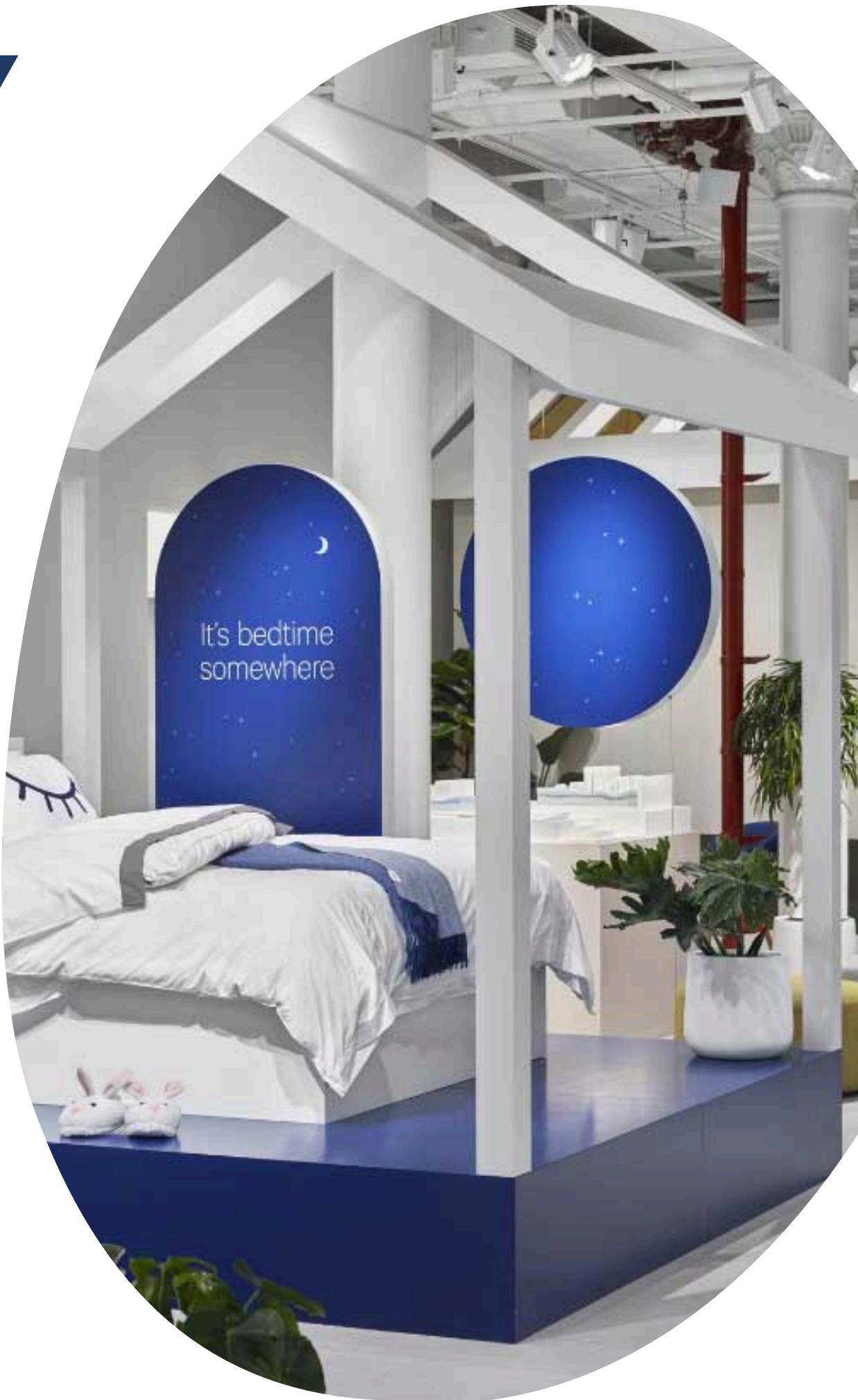
ROI = Revenue - Ad Spend / Ad Spend

$$= 1.04$$



# Additional Expansion

- Mattresses are a 7-10 year lifecycle product
- Eventually, we'll run out of sizeable new customers in just NYC
- 2 ways to increase revenue
  - Expand to newer geographies
  - Expand to newer user personas
- Expanding to divergent user personas will dilute the brand image
- Expand to newer geographies (metro cities) with similar marketing spend split and same user touchpoint experience as the flowchart.



# RECOMMENDATIONS

- Revamp marketing spend to focus on internet and social media, but incorporate TV and Podcasts.
- Create physical stores in key locations to cover all touchpoints for potential users.
- “Fuel your hustle with casper sleep.” Appeal to ambitious city folks with targeted ads.
- Expand into newer geographies with same customer touchpoints experience.

