



S U M M I T A D V I S O R Y G R O U P

P U R P L E

F I N A L C L I E N T R E P O R T

Commissioned by: Purple
June 5, 2024

TABLE OF CONTENTS

1.	Executive Summary	2
2.	Introduction	3
3.	Methodology	5
4.	Results	12
5.	Conclusions	17
6.	Recommendations	18
7.	References	21
8.	Appendices	23

Executive Summary

Summit Advisory Group conducted comprehensive research to optimize promotional messaging for Purple's Harmony Pillow, targeting the Premium Health and Wellness Seeker segment. This research aimed to effectively communicate the pillow's unique benefits and align with consumer values of luxury, wellness, and superior quality.

The primary objectives of this research were to assess the impact of emphasizing the Harmony Pillow's lifespan compared to cheaper competitors, evaluate the effectiveness of communicating Purple's sustainability efforts, and determine the best messaging to address common sleep issues and highlight the Harmony Pillow's benefits. Our research employed both secondary and primary data collection methods. Secondary data was gathered from industry reports, consumer behavior studies, and competitive analyses. Primary data was collected through mystery shopping at Purple's showroom in Lone Tree, Colorado, conducted from April 4 to April 14, 2024 (Appendix A). Additionally, a descriptive research study involving a questionnaire targeting the identified segment was conducted in May 2024. The descriptive research included testing three messaging concepts: highlighting the extended lifespan of the Harmony Pillow, emphasizing eco-friendly materials and manufacturing, and focusing on the pillow's ability to relieve pain and improve sleep quality.

Key findings revealed that the pain relief messaging was the most effective in significantly increasing interest in purchasing the Harmony Pillow, generating a strong desire to learn more about the product, and effectively differentiating it from other premium pillows. Durability messaging also performed well, particularly resonating with lower-income respondents who valued the long-term investment. In contrast, the environmental sustainability message was the least effective, suggesting that while sustainability is a growing concern, it was not the primary driver for purchasing decisions in this segment.

Based on these findings, we recommend enhancing the messaging focus on pain relief by developing targeted advertising campaigns, updating product packaging, and improving in-store displays to highlight pain relief benefits. Increasing promotions for pillows through in-store and online channels will also boost visibility and sales of the Harmony Pillow. In the long term, expanding market research through larger-scale surveys and A/B testing will refine messaging strategies and better understand nuances among different consumer sub-groups. Additionally, diversifying product offerings by developing variations of the Harmony Pillow and complementary sleep products tailored to specific consumer needs will attract a broader customer base.

In conclusion, the research indicates that focusing on the pain relief and rejuvenation benefits of the Purple Harmony Pillow, with durability as a secondary message, will most effectively resonate with the target audience. Environmental benefits can be included as supplementary information to enhance the product's appeal without overshadowing its primary advantages. By implementing these recommendations, Purple can strengthen its market position and enhance consumer satisfaction and loyalty.

Introduction

Problem Definition

Purple faces a significant decision problem in optimizing its promotional messaging to better target and engage the Premium Health and Wellness Seeker segment. The challenge lies in effectively communicating the unique benefits of the Harmony Pillow and having it resonate with their preferences. Purple must refine its marketing messages to clearly articulate the technological and comfort advantages of the Harmony Pillow while aligning with the lifestyle aspirations of luxury, wellness, and superior quality that this segment values.

The decision revolves around determining the most effective messaging approach that not only highlights the product's distinct features but also connects with the broader values and wellness goals of the target audience. This involves choosing the right tone, messaging channels, and content that emphasize the Harmony Pillow's contribution to a health-centric lifestyle. The goal is to create messaging that positions the Harmony Pillow as an indispensable part of a premium wellness regimen, distinguishing Purple from its competitors in the premium bedding market. By addressing this problem, Purple aims to enhance its market penetration and brand loyalty among those who seek not only comfort but a comprehensive wellness experience in their sleep products.

Market Segments

Purple targets the Premium Health and Wellness Seeker with the Harmony Pillow. This group is characterized by their high investment in health and comfort-enhancing products. This demographic is increasingly attracted to innovative sleep solutions that offer mental health benefits, stress reduction, and mood improvement. With the U.S. sleep economy projected to grow significantly, there is strong market potential for products like the Harmony Pillow that combine new technology with high functionality and quality (de Hechavarria, 2023).

These consumers frequently engage with digital media and are influenced by brands that promote sustainability and social responsibility. Effective marketing for the Harmony Pillow should highlight its unique features such as ergonomic design, health benefits, and eco-friendly materials (Waters, 2023). Leveraging digital platforms and local partnerships will be crucial, ensuring that Purple's messaging resonates with the health-focused values of this target audience.

Industry Overview

The bedding industry, particularly the segment focusing on sleep products, has experienced significant growth and transformation, driven by increasing consumer awareness of the health benefits associated with high-quality sleep. The U.S. sleep economy, valued at \$79 billion in 2019, is projected to reach \$95 billion by 2024, indicating strong market potential for innovative sleep solutions (Waters, 2023). A key trend in the industry is the growing demand for products that not only enhance sleep quality but also align with broader lifestyle values such as sustainability and technology integration. Companies like Purple are navigating an environment where consumers are increasingly drawn to eco-friendly and smart sleep products that offer personalized comfort and health monitoring features. This shift is particularly pronounced among Premium Health and Wellness Seekers, who prioritize products that support both environmental responsibility and newer technology in their search for optimal health and comfort.

This evolving market landscape leads to several pertinent research questions for Purple as it seeks to refine its product offerings and messaging strategies:

- 1. How can Purple effectively communicate its brand values, such as sustainability and social responsibility, to appeal to eco-conscious consumers?**
 - a. Rationale: The mattress industry is facing greater scrutiny over environmental issues, and brands are increasingly emphasizing renewable resources, reducing carbon emissions, and focusing on sustainable manufacturing. Understanding how to align with these values will help attract and retain eco-conscious consumers.
- 2. How do sustainability and smart technology integration into sleep products influence consumer perception and buying behavior, and affect sleep quality among Premium Health & Wellness Seekers?**
 - a. Rationale: With a growing trend towards eco-friendly and tech-integrated products, understanding consumer responses to these features could guide future product development. This question emphasizes innovation and meeting evolving customer expectations regarding sustainability and technology.
- 3. How does the target audience view the word “harmony”? Do their associations with the word increase product purchase intention?**
 - a. Rationale: Aside from the name, Purple has not comprehensively used “harmony” in messaging or described what it means in the context of the pillow. It would be helpful to know what consumers think harmony indicates, and if leaning into the harmony messaging would be beneficial for sales of the pillow.
- 4. What specific sleep issues do consumers commonly experience, and how can messaging for the Purple Harmony Pillow address these issues to position it as a solution for improving sleep quality and addressing common sleep-related discomforts?**
 - a. Rationale: By identifying sleep issues among consumers, Purple can tailor messaging for the Purple Harmony Pillow to highlight its features and benefits that directly address these concerns, such as neck and shoulder pain relief or promoting restful sleep.
- 5. Does emphasizing the lifespan of the Harmony Pillow compared to cheaper alternatives incline more consumers to buy?**
 - a. Rationale: The Harmony Pillow is set at a price point that is initially hard for consumers to wrap their heads around, but by pointing out how much longer its lifespan is compared to cheaper alternatives, consumers will have better reasoning for making that financial decision, considering they could be spending more in the end on replacing their cheaper pillow at the rate it needs replacing.

These research questions, which are integral to guiding Purple's strategy to meet and exceed the expectations of its target audience, are further refined in subsequent sections.

Methodology

Exploratory Research

I. Secondary Data

Overview of Sources

In the secondary research conducted for Purple, we utilized a wide array of data sources to gain insights into consumer behavior, market/industry trends, and competitive dynamics in the mattress and bedding industry. Notable databases such as Mintel and Statista provided a plethora of industry-specific data, revealing key trends like the growing importance of sleep health and the competitive landscape that Purple operates within.

Additionally, insights from research publications by authoritative bodies like the NIH (National Institutes of Health) and general news outlets such as CNET and Fortune Business Insights were crucial in understanding broader consumer attitudes and technological advancements in sleep products. This mix of sources from specialized databases to broad-spectrum online publishers enabled a comprehensive analysis, informing strategic decisions for Purple to better align with consumer needs and market opportunities, particularly focusing on health, wellness, and the innovative use of technology in sleep solutions.

Databases	Research Publications	Online Sources	Other Sources
<ul style="list-style-type: none">MintelFirst ResearchStatistaMergent IntellectIBIS World	<ul style="list-style-type: none">CDC's NIOSH	<ul style="list-style-type: none">CNETFortune Business InsightsTrademark Status & Document RetrievalNIH News in HealthRetail dive	<ul style="list-style-type: none">RedditPurple websiteThe Casper blogBetter Health Osteopathy

Findings

Market Dynamics and Industry Insights:

The sleep products industry is undergoing significant growth, with the U.S. sleep economy valued at \$79 billion in 2019, forecasted to reach \$95 billion by 2024 ("Pillows and Mattresses - US - 2023 - Market Research Report," 2023). Mattresses and pillows, essential home items, exhibit high market penetration, but face challenges from low intent to purchase rates as replacements remain a primary purchase driver, which restrains market growth (de Hechavarria, 2023). However, consumer demand for sleep-related products is rising, highlighted by 73% of adults reporting struggles with sleep, a notable increase from previous years ("Sleep Health - US - 2023 - Market Research Report," 2023). The industry sees a growing recognition of sleep's importance to overall health, reflected in the increasing market size and investment in sleep-related products. Over the last 25 years, consumers have increased their awareness of the importance of a good night's sleep, so the global sleep economy is projected to reach a staggering \$585 billion by 2024, underscoring the vast potential market expansion ("2024 Projected to Be Biggest Year Yet for Sleep Industry" 2024).

Customer Behavior and Expectations:

As consumers become increasingly health-conscious, there is a noticeable surge in demand for products that not only offer comfort but also enhance well-being, such as those providing improved back support and superior sleep quality. There's a significant shift towards multifunctional products that address health and lifestyle needs, such as materials offering added health and comfort benefits (de Hechavarria 2023). Technology also plays a crucial role, with a growing number of consumers using tech to manage their health, suggesting a market leaning towards smart sleep solutions (Mintel 2024). Despite this interest, many consumers remain hesitant about immediate purchases; for instance, at least two in five adults have no plans to buy new pillows soon. ("Pillows and Mattresses - US - 2023 - Market Research Report," 2023). Yet, the preference for pillows crafted from innovative materials that promise health benefits is on the rise. ("Pillows and Mattresses - US - 2023 - Market Research Report," 2023). Furthermore, 67% of Millennials are focused on improving their health through sleep and 65% through exercise. 40% of Millennials use technology to help them manage their health, more than any other generation ("Millennials and Health – US – 2024 - Mintel," 2024). Multicultural consumers cite more concerns that prevent them from a good night's sleep. Both Black and Hispanic consumers recognize the importance of sleep when it comes to health, with 56% of Black adults and 50% of Hispanic adults focusing on quality of sleep as a top area of wellness (de Hechavarria, 2023).

Competitive Analysis and Positioning:

In the competitive landscape of this industry, Purple stands out from its competitors, Casper and Tempur-Pedic, by emphasizing its unique GelFlex Grid technology. This patented feature offers consumers unparalleled pressure relief and cooling effects, setting Purple apart as a leader in sleep technology innovation (Purple Innovation LLC). As advancements in smart mattress technology like sleep sensors and temperature control gain popularity, Purple's offerings resonate strongly with the growing consumer interest in health technology ("Pillows and Mattresses - US - 2023 - Market Research Report," 2023). Meanwhile, competitors such as Eight Sleep are also embracing smart technology, using it to enhance their products with capabilities like tracking sleep metrics and providing personalized sleep recommendations ("Pillows and Mattresses - US - 2023 - Market Research Report," 2023). Despite the intense competition, Purple maintains a strong presence in the market, with a brand awareness rate of 49% across the United States ("Purple Brand Profile U.S. 2022 | Statista," 2023). Although Purple only holds a 4% brand loyalty rate, this translates to a significant 57% of their user base demonstrating loyalty, considering Purple's 7% usage share in the market. ("Purple Brand Profile U.S. 2022| Statista," 2023).

Technological and Environmental Trends:

There is an increasing consumer interest in products that integrate smart technology and are environmentally friendly. Purple's use of CertiPUR-US certified foams appeals to environmentally conscious consumers, and their technology like the GelFlex Grid aligns with the demand for products that enhance sleep quality through innovation (Paliano 2017). The mattress industry is undergoing significant transformations due to heightened environmental scrutiny. As a result, leading brands are prioritizing the use of renewable resources, cutting down on carbon emissions, and adopting sustainable manufacturing processes ("Pillows and Mattresses - US - 2023 - Market Research Report," 2023). This shift highlights a growing consumer preference for sustainable manufacturing and reduced carbon emissions, indicating that environmental concerns are becoming increasingly relevant to consumer choices and brand positioning. Additionally, there's an emerging trend known as "sleep divorce," where couples choose to sleep separately to improve sleep quality. Brands like Naturepedic are supporting this trend, while Avocado leads the sustainability market, boasting its status as the first Climate Neutral Certified brand in the mattress and bedding sector, and highlighting its use of eco-friendly materials such as organic latex and wool ("Pillows and Mattresses - US - 2023 - Market Research Report," 2023).

II. Primary Data

Goals

The primary data collection for Purple's mystery shopping initiative aimed to strategically assess and enhance the showroom experience for their products, focusing primarily on mattresses and pillows. The goal was to gather relevant feedback from this evaluation that would be critical in identifying strengths and areas for improvement within Purple's retail strategy. This research was conducted at the Park Meadows mall showroom with the goal of gaining insights into product display, promotional messaging, quality of service, and overall customer experience. Individually, we were to act as mystery shoppers i.e. nobody in-store (except the manager) were informed of our visit. The study sought to collect genuine, unbiased feedback on the shopping environment and staff interaction. We were instructed to evaluate several key areas including the cleanliness, layout, and navigability of the showroom, as well as the engagement and informativeness of the product displays. This included assessing the visual appeal and organization of products, the clarity and attractiveness of promotional messages, and the interactive elements that might enhance customer interaction with the products. Additionally, we were to examine the professionalism and product knowledge of the sales staff, which is crucial for providing a high-quality customer service experience. These insights helped guide the next phase of the research project, focusing on descriptive analysis. Mystery Shopping reports for all team members are included as Appendix A.

Methodology

For the primary data collection on Purple's products through mystery shopping, our methodology utilized a qualitative approach, following specific protocols and instructions to ensure consistency and reliability of the data gathered. The mystery shopping was conducted from April 4 to April 14, 2024, at the designated Purple showroom at the Park Meadows mall. Each of us, disguised as a regular customer, independently visited the showroom without disclosing our role as a researcher. This covert approach was essential to observe and record authentic interactions and the natural environment of the showroom.

We were instructed to meticulously capture detailed observations about the product displays, promotional messaging, and overall customer experience. Since the use of recording devices was not transparent/consensual (as we were not allowed to disclose our purpose of visit); we were encouraged to take detailed notes immediately post-visit to ensure accuracy in recollection. This was followed by a structured form filling exercise where we reported on specific aspects such as product variety, display effectiveness, customer service interaction, and the overall ambiance of the showroom. The collected data were then transcribed and prepared for analysis, aiming to derive insights that would enable Purple to refine their showroom strategies and enhance customer interaction quality. Each visit lasted approximately 30 minutes, and the findings were compiled and reported by the due date of April 14, 2024.

Analysis/Coding Procedure

In our analysis of the primary data collected through mystery shopping for Purple's showroom, we implemented a simple systematic procedure. First, the data from our four individual mystery shopping forms (one from each team member) were meticulously transcribed to ensure accuracy and detail. Each team member then extracted specific insights from their forms related to key aspects of their showroom experience, such as product display, promotional messaging, and customer service interaction.

To increase the efficiency of consolidating our findings, we used a table format as a visual element, highlighting all the relevant details under specific categories. This visual differentiation helped in quickly identifying patterns and trends across our individual data forms. All our key points were then discussed collaboratively to ensure consistency and comprehensiveness, with minimal overlap.

Findings

This comprehensive analysis regarding product displays, promotional messaging, quality of service, and the overall customer experience was drawn from the primary data collected through the mystery shopping visits by our team. Please see Appendix B for a detailed overview of our mystery shopping findings.

Showroom Layout & Customer Experience:

The showroom's layout was universally noted for its cleanliness, strategic organization, and ease of navigation, enhancing the shopping experience. The ambient scent of lavender and visually calming elements like a lavender field video display were highlighted, setting a relaxing tone that aligns with the brand's sleep-focused ethos. Product displays were thoughtfully arranged, with mattresses, pillows, and bedding accessories grouped by style and firmness, and interactive elements such as material samples and televisions showing silent ads added engagement. In terms of products, the Harmony Pillow received significant attention. There was much appreciation for the variety and quality of the pillows, which included multiple sizes, and the notable GelFlex Grid technology, known for its cooling effect and comfort. However, there was a mixed response regarding the visibility and clarity of product information, with some of us feeling that certain details were not as accessible or as comprehensively explained without direct interaction with sales staff.

Promotions & Customer Service:

Promotional messaging within the showroom was strategically placed and effectively conveyed key brand messages, with offers such as discounts on mattresses and a "zzzero%" financing promotion being particularly memorable. These promotions were well-integrated within the store's aesthetic and were perceived as aligned with customer needs, providing clear incentives and making premium products appear more accessible. However, there were calls for more prominent promotional offers for pillows, as these were less emphasized compared to mattress offers. Customer service interactions were another strong point, with sales associates described as knowledgeable, professional, and respectful. The staff effectively supplemented the digital and physical informational displays, addressing customer inquiries about products, features, and pricing with competence and courtesy.

Overall, the mystery shopping exercise highlighted the effectiveness of Purple's showroom strategy in creating a welcoming and informative environment that encourages customers to explore and understand products thoroughly. Recommendations for improvement include enhancing the visibility of promotions for smaller items like pillows and ensuring consistent clarity in promotional messaging across all channels to maximize customer engagement and satisfaction.

Integrated Findings and Final Research Concepts

Concept 1: *Enjoy years of restful nights with the Purple Harmony Pillow; a comfort that doesn't fade away.*

This Concept is based on capitalizing on the lifespan of the Harmony Pillow. The Purple Harmony Pillow is positioned at a price point that may initially deter consumers. However, by highlighting the longevity and durability of the Harmony Pillow in comparison to cheaper basic alternatives, consumers can make a more informed financial decision. Secondary research has shown that traditional pillows that range from \$30 to \$50 have a recommended replacement frequency of 1 to 2 years. The Purple Harmony Pillow, priced at \$199 for the standard size and \$239 for the king size, includes a one-year warranty with purchase and is designed to last significantly longer due to its innovative materials such as the GelFlex Grid and Talalay Latex core. With proper care, the Harmony Pillow can surpass the lifespan of cheaper alternatives by several years, ultimately providing greater long-term value. This rationale suggests that by emphasizing the Harmony Pillow's extended lifespan and cost-effectiveness, consumers may be more inclined to invest in this premium product, recognizing the potential savings over time compared to continuously replacing cheaper pillows.

Concept 2: *Luxury doesn't have to be harmful. Invest in yourself and the environment with the Purple Harmony Pillow.*

The concept is based on the luxurious feel of the Purple store in Park Meadows and the sustainability efforts consumers desire.

The research indicates a significant shift within the sleep industry towards health and wellness, with consumers increasingly seeking products that align with their lifestyle needs, including sustainability ("Pillows and Mattresses - US - 2023 - Market Research Report," 2023). This trend highlights the importance of incorporating technology and sustainability into product offerings to meet evolving customer expectations. Furthermore, the mattress industry is under increasing scrutiny regarding environmental issues, prompting brands to prioritize renewable resources, carbon emission reduction, and sustainable manufacturing practices ("Pillows and Mattresses - US - 2023 - Market Research Report," 2023). Purple, aiming to expand its market presence, must align with these values to attract and retain eco-conscious consumers. Additionally, the emergence of materials offering health and comfort benefits, alongside sustainability considerations, presents an opportunity for Purple to educate consumers and enhance perceived value (de Hechavarria, 2023). Integrating these findings into the messaging strategy for the Harmony Pillow involves emphasizing its eco-friendly materials, sustainable manufacturing processes, and alignment with consumer values. By highlighting Harmony Pillow's use of renewable resources, reduced carbon footprint, and commitment to sustainability, Purple can appeal to eco-conscious consumers within the premium health and wellness sector with products that reflect their values.

Concept 3: *Transform restless nights into rejuvenating sleep. The Purple Harmony Pillow relieves pain, restoring mental clarity and vitality.*

This concept highlights how the Harmony Pillow resolves the pain points of sleeping and how better sleep can better your mental capabilities.

Our research proves a rising issue of sleep struggles among adults, including restless nights, neck and shoulder pain, headaches, and the need to adjust pillows during the night (Lorraine, 2023). These findings highlight the challenges consumers face in finding comfortable solutions to improve sleep quality. We have seen now that sleep plays a crucial role in regulating hormone levels, impacting appetite control and metabolism (NIH, 2021). Inadequate sleep can disrupt hormonal balance, leading to increased feelings of hunger, unhealthy food cravings, and weight gain (NIH, 2021). Showcasing the benefits of the Purple Harmony Pillow allows us to improve margins. By identifying common sleep issues such as neck and shoulder pain, restlessness, and the need for pillow adjustment during the night, Purple can tailor messaging for the Purple Harmony Pillow to position it as a solution for improving sleep quality. The Harmony Pillow's innovative design, including the polymer grid for support and airflow, directly addresses these concerns, providing relief and promoting restful sleep for consumers (Coughlin, 2024).

Descriptive Research

Research Methodology

To test the three research questions defined previously, Summit Advisory Group identified a step by step process that aimed to generate actionable insights from the identified target audience of Premium Health and Wellness Seekers.

Based on the findings from secondary research (summarized above) and from our team's mystery shopping experiences at the Purple store in Lone Tree, Colorado Summit Advisory Group designed a questionnaire that features a variety of questions relating to the three messaging concepts developed by our team. The goals of this questionnaire were twofold: 1) to understand which concepts related to the Harmony Pillow are most appealing the target audience and 2) to test specific messaging versions so determine the best verbiage for Purple to use on various promotional channels. Further information on the sampling plan, questionnaire design, and timeframe for research are provided below.

Sampling Plan

As noted in the RFP and in the April 22nd discussion with Purple, sampling for the questionnaire was primarily handled by the vendor contracted for this research project, Harman Atchison Research. While specific information on Harman Atchison's sampling methodology is not publicly available, they assert that they use "only the top-rated online sample providers who employ cutting-edge technology [and] who share our commitment to respondent quality," (*Data Collection*, 2015). Additionally, the questionnaire draft included numerous screener questions to ensure that survey respondents fit within the target market and fulfill all requirements established by the RFP. Following sampling and screening, Summit Advisory Group received 101 viable responses for each of the three identified concepts.

Questionnaire Design

The questionnaire was designed to test the three messaging concepts identified by Summit Advisory Group while also providing useful information on the demographic makeup of respondents and their overall thoughts on the messaging associated with the Harmony Pillow. The question sequencing and layout were based on best practices established by Aaker, et al., including the general order which starts with screener questions, followed by broad but simple questions, followed by focused questions relating to messaging concepts, and then ends with further demographic information (Aaker et al., 2008). The questionnaire was also written and revised to ensure that there are no leading, loaded, or double-barreled questions (Burns et al., 2017). Further, both positive and negative descriptors (e.g. "like" and "dislike") are included in questions to prevent leading respondents (Burns et al., 2017). Messaging variations were presented to respondents after exposure to brief information on the Harmony Pillow to ensure basic familiarity with the product. Blocks within the questionnaire were also designed so that they could be independently tested from other concepts. This means that all blocks contained relevant question introductions, information on the product, and an attention check. The questionnaire drafted by Summit Advisory Group can be viewed at the link below, while the actual survey administered by Herman Atchison can be found in Appendix C:

https://udenver.yul1.qualtrics.com/jfe/preview/previewId/a3493ee2-b56a-4f26-bc3f-c9a0bcf966b4/SV_6P5vAC6VOsIxy6O?Q_CHL=preview&Q_SurveyVersionID=current

Timeframe

Upon receiving feedback from Purple, the questionnaire was adjusted, finalized, and pretested by Wednesday, May 15th. At the discretion of Harman Atchison, the survey was then ran for approximately one week or until 100 viable responses are gathered. Data was received May 21st, at which time Summit Advisory Group performed additional data cleaning and began analyzing the data in the analyses described below. Final results and insights are to be presented to Purple on Wednesday, June 5th.

Date	May 13 - 15	May 16 - 21	May 22 - June 4	June 5
Edit and pretest survey				
Launch and run survey (Harman Atchison)				
Analyze results and develop insights				
Present findings to Purple				

Results

Overview

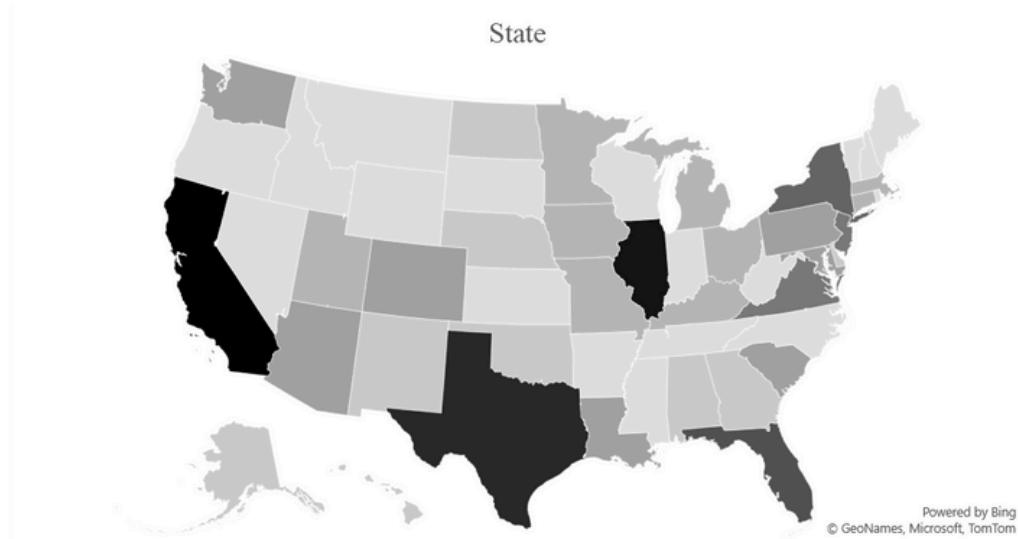
Data collection was coordinated by Harman Atchison and results were received on Tuesday, May 21st, 2024. After respondents who did not fulfill requirements established by the screener questions were filtered out, 101 viable responses were left. Each of the 101 respondents were exposed to all three of Summit Advisory Group's messaging concepts, as well as a selection of other questions related to sleep issues they experience, sleep tracking they would appreciate, and a variety of demographic information including their age, gender, and household income, among other factors. Outputs from all statistical analyses can be found in Appendix D.

Descriptive Analysis

Of the 101 respondents:

- 50 males and 51 females
- Age spanned from 21 to 65, with an average age of 44.6 years
- 73.3% are employed full time, followed by homemakers who make up 7.9% of the sample and self-employed individuals at 6.9%
- 72% are married and 16% are not married; 12 individuals did not answer the question
- 44% were graduates of a 4-year college, followed by 34% with a graduate degree
- 32 states were represented, with the highest proportion coming from California, Illinois, and Texas (see Table 1, below)

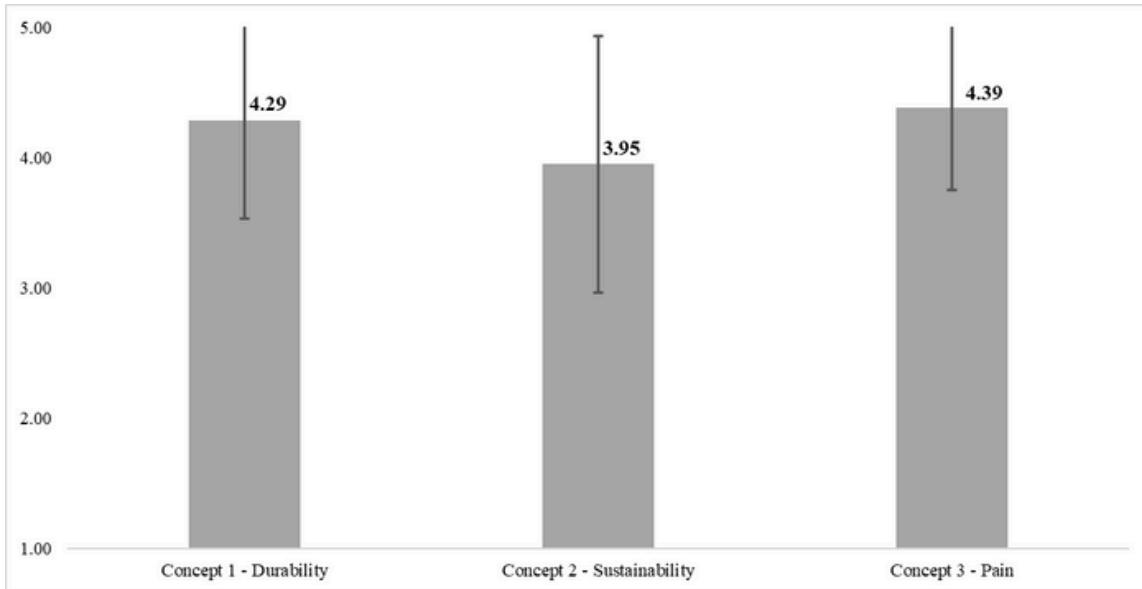
Table 1: Respondent State of Residency



Messaging Concept Testing

To determine the most viable and appealing messaging concept, Summit Advisory Group ran a variety of statistical tests comparing the three messages directly, as well as based on a number of different variables to determine relevant subsamples of interest for the Purple Harmony Pillow. The three direct comparisons of the messaging concept were questions aimed at determining how each of the concepts: 1) impacted interest in buying a Purple Harmony Pillow, 2) influenced desire to find out more about the Purple Harmony Pillow, and 3) differentiates this pillow from other premium pillows currently available. Results for these three variables can be found in Tables 2, 3, and 4 below.

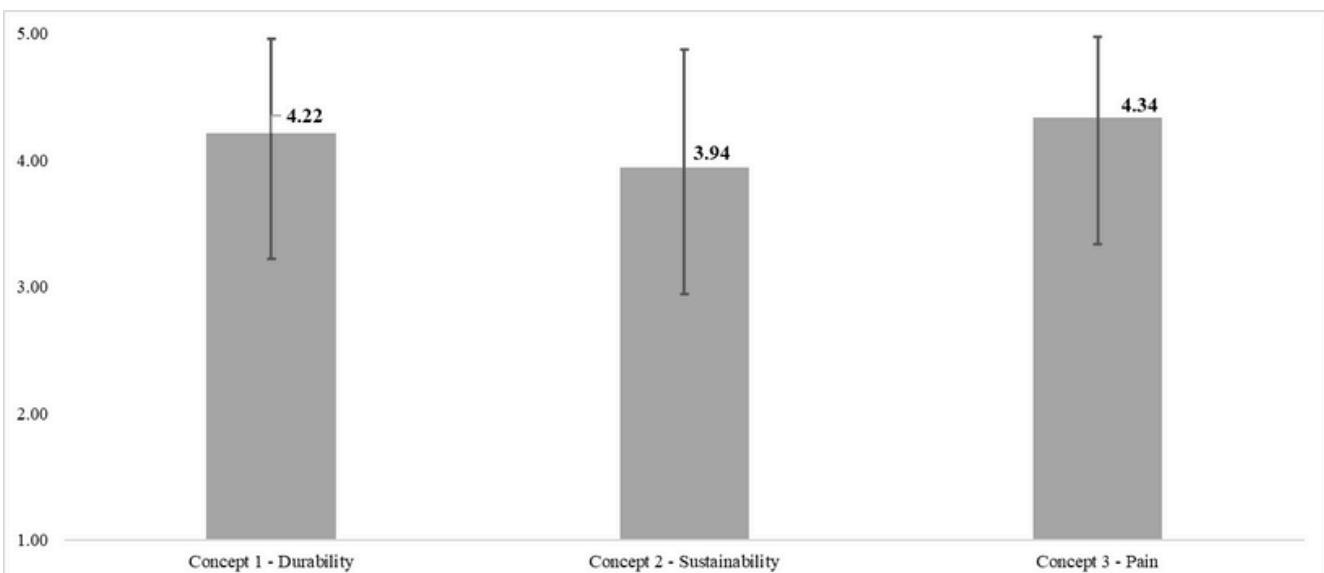
Table 2: Impact statement has on interest in buying the Purple Harmony Pillow.



n=101; 1 = Makes Me Much Less Interested, 5 = Makes Me Much More Interested

A Paired Sample T-Test was used. The difference between Concept 1 and Concept 2 was determined to be significant (p value <.001), as was the difference between Concept 3 and Concept 2 (p value <.001). The difference in mean score between Concept 1 and Concept 3 was not significant (p value = .114), though Concept 3 scored higher.

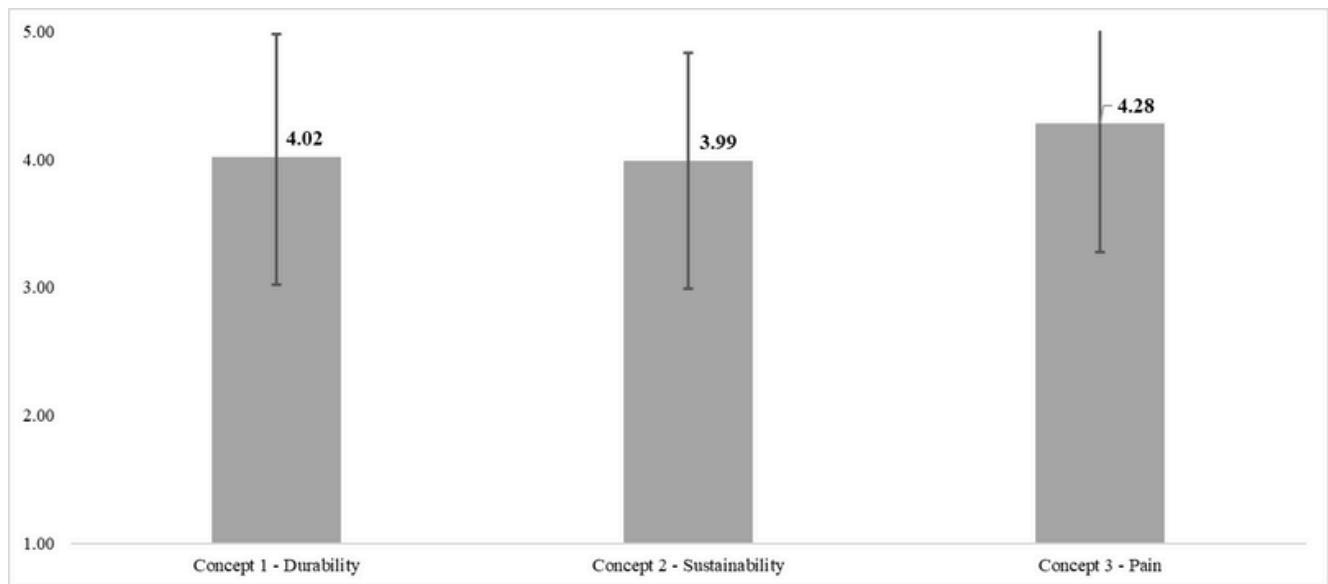
Table 3: Desire to find out more about the Purple Harmony Pillow



n=101; 1 = Completely Disagree, 5 = Completely Agree

A Paired Sample T-Test was used. The difference between Concept 1 and Concept 2 was determined to be significant (p value = .006), as was the difference between Concept 3 and Concept 2 (p value <.001). The difference in mean score between Concept 1 and Concept 3 was not significant (p value = .090), though Concept 3 scored higher.

Table 4: Impact statement has on differentiating the Purple Harmony Pillow from other premium pillows currently available.



n=101; 1 = Completely Disagree, 5 = Completely Agree

A Paired Sample T-Test was used. The difference between Concept 1 and Concept 2 was not significant (p value = .752). The difference between Concept 3 and Concept 2 (p value <.001) and between Concept 1 and Concept 3 (p value = .002) were significant.

Across each of the three comparisons, Concept 3 (“Transform restless nights into rejuvenating sleep. The Purple Harmony Pillow relieves pain, restoring mental clarity and vitality.”) scored the highest. This indicates that respondents in the sample found Concept 3 the most likely to increase their interest in and desire to find out more about the Purple Harmony Pillow, as well as their agreement that it differentiates Harmony from other competitors in the market.

It is important to note that the differences in ratings were not always statistically significant, especially between Concept 3 and Concept 1 (Durability). This indicates that some respondents found the Durability messaging similarly compelling, which led our team to conduct further analyses to determine which sub-groups preferred each of the concepts, which is explored further below. Concept 2 (Sustainability) tested the lowest across all messaging comparisons. While secondary research suggests that environmental concerns are a prominent purchasing motivator for the premium health and wellness seeker segment, given its poor testing, we did not focus on Concept 2 for significant further exploration.

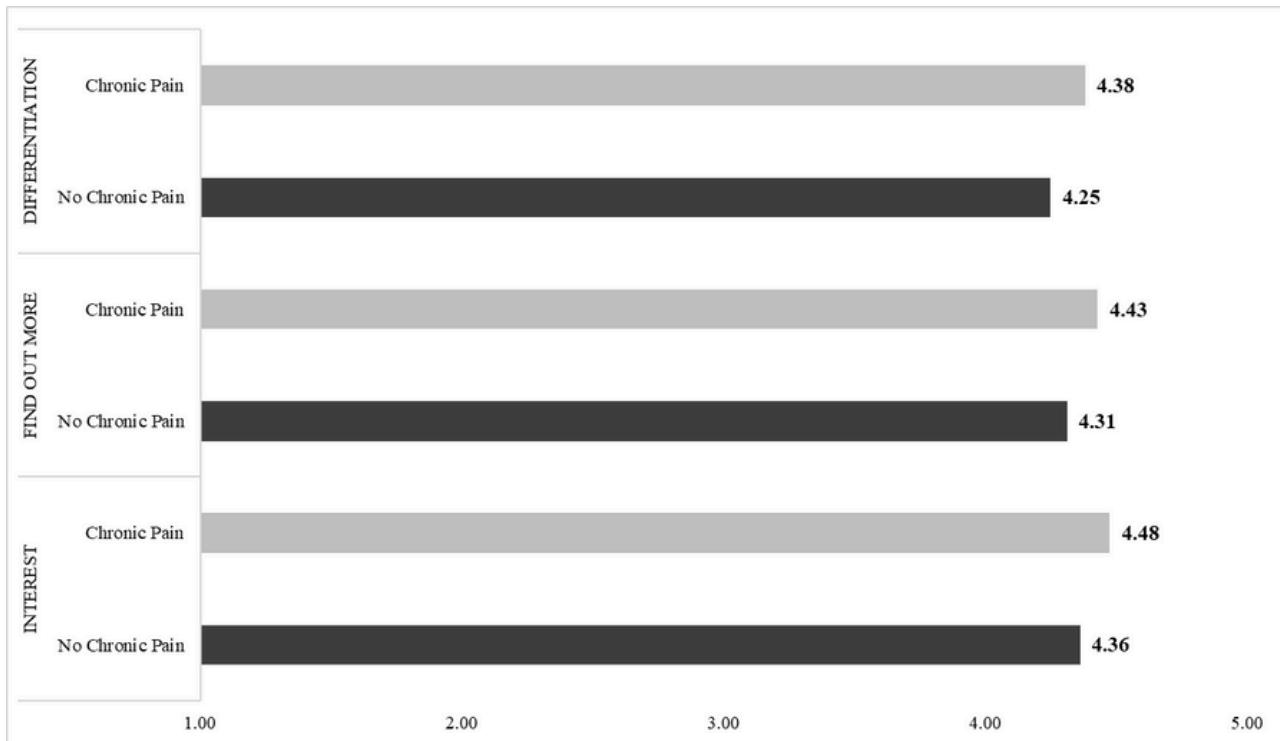
Concept 3 - Pain

Concept 3 was the highest rated across the three direct comparisons with other messaging concepts. Summit Advisory Group tested the concept with the descriptive variables tested above to explore whether or not the performance of the concept was heavily determined by membership in a certain subgroup. There were no significant differences in ratings of Concept 3 based on gender, age, region, education level, or employment status.

In Question 8 of the questionnaire, respondents indicated which, if any, sleeping issues, they currently have or frequently encounter. While many of these were not relevant to our messaging concepts, where was a response to indicate “Chronic Pain”. Given the focus of Concept 3 on pain, we tested this concept based on whether or not respondents indicated they suffer from Chronic Pain.



Table 5: Ratings of interest, desire to find out more, and differentiation of Concept 3 - Pain based on group membership: chronic pain



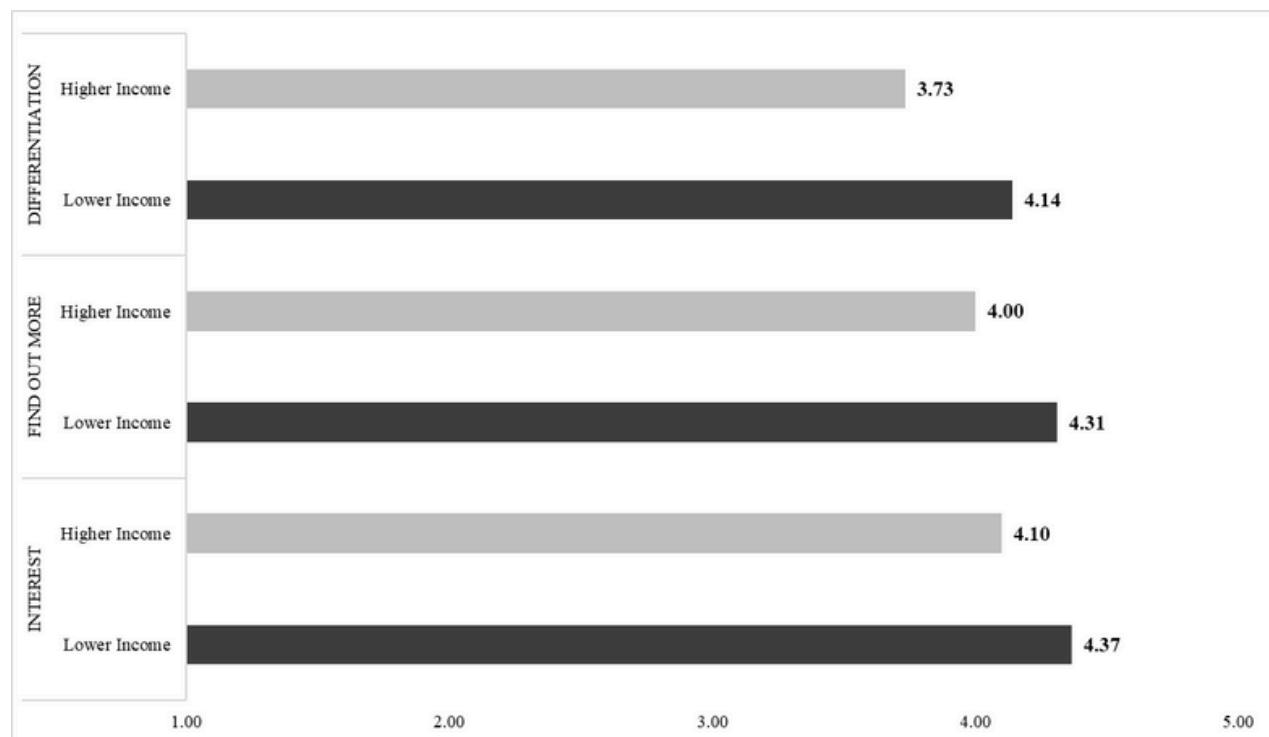
n Chronic pain = 21, n No Chronic pain = 80

An Independent Samples T-Test was used. Those with Chronic Pain rated Concept 3 higher than those without Chronic Pain across all three tests. However, this difference was not significant across the tests (Interest p value = .704; Find out more p value = .177; Differentiation p value = .464), so this trend would need to be explored further with a larger subsample of those with chronic pain.

Concept 1 - Durability

Since Concept 1 scored highly in many categories, Summit Advisory Group also explored the performance of the concept across various groups. Given the focus of the concept (“Enjoy years of restful nights with the Purple Harmony Pillow; a comfort that doesn't fade away”) on the long-lasting nature of the Purple Harmony Pillow compared to competitors, we wanted to explore the relationship between the concept and household income. Two dummy variables were created: those with an income between \$75,000 and \$149,999 were recoded as “Lower income” (noting that respondents making below \$75,000 were screened out) while those making \$150,000+ were recoded as “Higher income”. Results are below in Table 6.

Table 6: Ratings of interest, desire to find out more, and differentiation of Concept 1 - Durability based on group membership: Household income.



n Lower income (\$75,000 - \$149,999) = 71; n Higher income (\$150,000+ = 30

An Independent Samples T-Test was used. Those in the Lower Income group rated Concept 1 higher than those in the Higher Income group across all three tests. For the question related to differentiation, those in the Lower Income group rated Concept 1 significantly higher (p value = .031). The difference was not significant for the other two tests (Interest p value = .616; Find out more p value = .616) so this results would need to be substantiated with a larger subsample of those in the higher income group, was well as with members of the premium health and wellness seeker segment with an income below \$75,000.

Conclusion

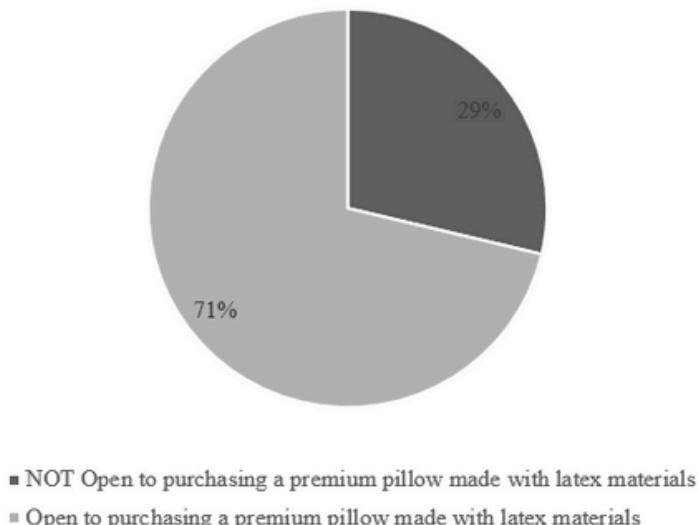
Based on the research findings, the most effective messaging concept for the Purple Harmony Pillow is centered around pain relief and improved sleep quality. Concept 3, which emphasizes transforming restless nights into rejuvenating sleep and relieving pain, consistently scored the highest in terms of increasing interest and differentiating the product from competitors. This indicates that practical benefits that directly impact health and well-being are the primary motivators for consumers in this market segment.

While durability-focussed messaging (Concept 1) also performed well, particularly among lower-income respondents, environmental messaging (Concept 2) was less effective across all measures. This suggests that while sustainability is a growing concern, it is not the primary driver for purchasing decisions in the premium health and wellness category. Consumers are more inclined to prioritize tangible, immediate benefits over broader environmental considerations.

The subgroup analysis revealed that chronic pain sufferers show a trend towards preferring pain relief messaging, although further research with a larger sample size is needed to confirm this. Additionally, the lower income group's stronger preference for durability messaging indicates that highlighting the long-lasting value of the product can resonate more with this demographic.

However, it is important to note that 29 respondents indicated that they are not open to purchasing a premium pillow made with latex materials, almost 30% of those surveyed (see Table 7, below). This necessitates further testing to determine if any of the three messaging concepts change openness to a premium latex pillows and if not, what wording would increase this outcome measure.

Table 7: Percentage of individuals open/not open to purchasing a premium pillow made with latex materials.



n not open to premium latex pillow = 29 ; n open to premium latex pillow = 71

In conclusion, marketing/messaging efforts for the Purple Harmony Pillow should primarily focus on the pain relief and rejuvenation benefits, with durability as a secondary message. Environmental benefits can be included as supplementary information to enhance the product's appeal without overshadowing its primary advantages. Future research should explore these preferences further to refine and personalize marketing strategies effectively.

Recommendations

I. Short-Term

Enhance messaging focus on pain relief

The research indicated that Concept 3, which focuses on pain relief and rejuvenating sleep, was the most effective in increasing consumer interest and differentiating the Purple Harmony Pillow from competitors. This concept resonates well with the target audience, particularly those experiencing chronic pain. Following are some action steps we'd recommend Purple to consider:

- Develop Targeted Advertising Campaigns: Create engaging digital ads that emphasize the pain relief benefits of the Purple Harmony Pillow, and run these ads on platforms like Google Ads, Facebook, and Instagram. Collaborate with health and wellness influencers for authentic promotion through sponsored posts, product reviews, and live demonstrations.
- Public Relations and Media Outreach: Issue press releases and pitch stories to health and wellness publications, focusing on the pillow's effectiveness in pain relief. Arrange expert interviews or guest articles to further enhance credibility and reach.
- Product Packaging and In-Store Displays: Update product packaging to highlight pain relief benefits using bold text and visuals. Design in-store displays that educate customers about the benefits, utilizing posters, banners, and interactive kiosks.
- Customer Education and Support: Host workshops and webinars on sleep health and pain management, and train customer service representatives to emphasize pain relief benefits when assisting customers.

Increase in-store and online promotions for pillows

Mystery shopper findings indicated a lack of promotional materials for the Purple Harmony Pillow compared to mattresses. Increasing visibility through promotions will help attract more customers and boost sales. Following are some action steps we'd recommend Purple to consider:

- In-Store Promotions: Place eye-catching banners and posters in stores to highlight the Purple Harmony Pillow, and offer special in-store discounts and bundle deals.
- Online Promotions: Feature the Purple Harmony Pillow prominently on the website with high-quality images and detailed descriptions. Create exclusive online promotions, such as discount codes and limited-time offers, and promote these through email marketing, social media, and online ads.
- Customer Engagement and Loyalty Programs: Introduce a loyalty program rewarding customers for repeat purchases and referrals, and encourage satisfied customers to leave positive reviews and testimonials online, using these reviews in marketing materials to build trust.

Customer Testimonials and Website Placement Mockups



In the visual mockups provided, customer testimonials from Skeette and S. Klobucarich highlight significant improvements in neck and back pain after using the Purple Harmony Pillow. Featuring these testimonials prominently on the Purple website, including the product page, home page, and landing pages, can help potential customers see firsthand accounts of pain relief, driving purchasing decisions. This strategic placement reinforces the pain relief message and provides social proof, enhancing the product's credibility and appeal. Additionally, creating digital ads incorporating snippets of these testimonials with key phrases and ratings can make the benefits more tangible and persuasive, leading to higher conversion rates.

A screenshot of the Purple website. At the top, there is a navigation bar with links for Mattresses, Pillows, Sheets, Bedding, Bed Frames, Seat Cushions, Mattress Quiz, Memorial Day Sale, Why Purple, My Account, Reviews, and a shopping cart icon. Below the navigation, there is a large image of a hand resting on a white sheet, with the text "Medium firmness — airy, bounce-back feel". To the right of this image is a testimonial from S. Klobucarich and a mobile phone displaying the Purple Harmony Pillow product page. The product page features the same testimonial and a 5-star rating. Below the phone is a promotional offer: "Save 25% when you add Purple SoftStretch Sheets!" with a subtext "Give yourself the luxury of sleeping on our most comfortable pillow and stretchy soft sheets for your Purple mattress." A separate box for "Purple SoftStretch™ Sheets" shows a small image of the sheets and the text "Soft, breathable sheets with perfect stretch designed to maximize the comfort of your mattress. \$229 \$171".

II. Long-Term

Expand Market Research & Testing for Messaging Concepts

While Concept 3 (Pain) performed best overall, there are varying preferences among different sub-groups, such as those with chronic pain. Further research is needed to understand these nuances and ensure that messaging effectively targets all potential customer segments. Following are some action steps we'd recommend Purple to consider:

- **Conduct Larger-Scale Surveys:** Design and distribute a comprehensive survey targeting a broader audience to gather more detailed data on messaging preferences. This survey should include questions that delve deeper into specific demographic and psychographic characteristics to uncover unique preferences and trends among different consumer groups.
- **A/B Testing of Marketing Materials:** Implement A/B testing for different versions of marketing materials based on the various messaging concepts. This could include variations of digital ads, landing pages, and email campaigns. Analyzing the performance of these tests will help identify the most compelling messages and optimize future marketing efforts.
- **Collaborate with Sleep and Health Experts:** Partner with sleep and health experts to validate the claims made in the messaging, especially those related to pain relief and health benefits. This collaboration can provide scientific backing to marketing claims, enhancing credibility and consumer trust.

Diversify Product Offerings Based on Consumer Insights

The research revealed varying preferences and needs among different consumer segments, suggesting opportunities for product diversification. By offering a range of products tailored to specific needs, Purple can attract a broader customer base and enhance customer satisfaction. Following are some action steps we'd recommend Purple to consider:

- **Develop Product Variations:** Based on insights from market research, develop variations of the Purple Harmony Pillow to cater to specific needs. This could include pillows with different firmness levels, sizes, and materials (e.g., eco-friendly options). Each variation should be designed to address the unique preferences and pain points identified in the research.
- **Introduce Complementary Products:** Expand the product line to include complementary sleep products, such as mattress toppers, bed linens, and sleep accessories. These products should align with the core benefits of the Purple Harmony Pillow, such as pain relief, durability, and sustainability, creating a cohesive product ecosystem.
- **Conduct Beta Testing:** Before a full-scale launch, conduct beta testing of new products with select groups of customers. Collect feedback on their experiences and use this information to make necessary adjustments and improvements. Beta testing will help ensure that the new products meet customer expectations and deliver on their promises.
- **Launch Targeted Marketing Campaigns:** Develop targeted marketing campaigns for each new product variation and complementary product. Use the insights from the expanded market research to create personalized messaging that highlights the specific benefits and features most relevant to each consumer segment.

References

2024 Projected to Be Biggest Year Yet for Sleep Industry. (2024, January 29). Sleep Foundation. <https://www.sleepfoundation.org/sleep-news/2024-projected-to-be-biggest-year-yet-for-sleep-industry>

Aaker, D. A., Kumar, V., Leone, R. P., & Day, G. S. (2008). Marketing research. John Wiley & Sons. 316-334.

Bed & Mattress Stores in the US - Market Size, Industry Analysis, Trends and Forecasts (2024-2029)| IBISWorld. (n.d.). <https://www.ibisworld.com/default.aspx>

Bedshed. “How Often Should You Change Your Pillow?” Accessed May 8, 2024. <https://www.bedshed.com.au/blog/how-often-should-you-change-your-pillow>.

Burns, A. C., & Veeck, A. (2020). Marketing research (Ninth edition). Pearson Education. Coughlin, Sara. “Best Pillows for 2024.” CNET, March 11, 2024. <https://www.cnet.com/health/sleep/best-pillow/>.

Data Collection. (2015). Herman Atchinson Research. Retrieved May 7, 2024, from <http://www.h-aresearch.com/tools/data-collection.html>

de Hechavarria, A. (2023). Pillows and Mattresses. Mintel. <https://reports-mintel-com.du.idm.oclc.org/display/1157845/>

Lorraine “The Importance Of A Good Pillow And How It Can Affect Your Sleep And Health.” Better Health Osteopathy (blog), March 7, 2023. <https://betterhealthosteopathy.nz/the-importance-of-a-good-pillow-and-how-it-can-affect-your-sleep-and-health/>.

NIH Office of Communications and Public Liaison. “Good Sleep for Good Health.” NIH News in Health, March 29, 2021. <https://newsinhealth.nih.gov/2021/04/good-sleep-good-health>.

Paliano, A. (2017, October 26). Purple Mattress Review 2024: Pros, Cons, & Our Verdict. NestMaven.Com. <https://www.nestmaven.com/mattress/purple-mattress-review/>

Purple brand profile U.S. 2022. (n.d.). Statista. <https://www.statista.com/forecasts/1252137/purple-furniture-online-shops-brand-profile-in-the-united-states>

Purple Innovation LLC. “Purple HarmonyTM Pillow.” Purple, April 12, 2024. <https://purple.com/pillows/harmony>.

References Continued

Quora. “How Many Years Is Several Mean?” Accessed May 8, 2024.
<https://www.quora.com/How-many-years-is-quite-a-few-years-mean>.

Reddit. “Is the Purple Pillow Worth It?” Reddit Post. R/LifeOnPurple, September 21, 2022.
www.reddit.com/r/LifeOnPurple/comments/xkjrqq/is_the_purple_pillow_worth_it.

Salpini, Cara. “Purple CEO: ‘It’s Time for the Brand to Mature.’” Retail Dive, January 11, 2023. <https://www.retaildive.com/news/purple-mattress-ceo-talks-maturing-brand/640126/>.

Sievers, Meagan. “Side Sleepers: A How-to Guide + Sleep Tips.” Casper Blog, June 10, 2020. <https://casper-blog-2020.flywheelsites.com/side-sleeper/>.

Sleeping pillow market size worldwide 2019-2024. (n.d.). Statista.
<https://www.statista.com/statistics/933485/sleeping-pillow-market-size-worldwide/>

Target. “Bed Pillows: Target.” Shop. Target. Accessed May 8, 2024.
<https://www.target.com/c/bed-pillows-protectors-bedding-home/-/N-5xtv3>.

Trademark Status & Document Retrieval. (n.d.).
https://tsdr.uspto.gov/#caseNumber=98103045&caseSearchType=US_APPLICATION&caseType=DEFAULT&searchType=statusSearch

Waters, Rebecca. “Sleep Health - US - 2023 - Market Research Report.” Report. US. Mintel, 2023. <https://clients.mintel.com>.

Work and Fatigue | NIOSH | CDC. (2023, March 2).
<https://www.cdc.gov/niosh/topics/fatigue/default.html>

Yeager, K. (n.d.). LibGuides: SPSS Tutorials: One-Way ANOVA. Retrieved May 7, 2024, from <https://libguides.library.kent.edu/SPSS/OneWayANOVA>

Appendix A - Mystery Shopping

Summary of Visit (ca. 400-500 words; write within 24 hours of your visit; consider dictation)

When attending the Purple store in Park Meadows I went with one member of my group, Christina. We planned to meet outside of the store at 6pm so we could discuss the plan of action before entering. We decided it was best to approach the strategy of being in the market for the harmony pillow, that way we could get the full consumer experience. On the outside of the store there was one promotional sign about getting up to 400 dollars off their different sized mattress, after walking past that we were greeted with a sales representative who acknowledged us kindly and asked what we needed help with. I said I was in the market for a new pillow, and she talked us through our options and pointed towards the spread of pillows. Along each wall there were mattresses with two pillows on each. On the right side of the store, which most of our attention was drawn too since it was the Harmony Pillows, they had two of their small pillows on one mattress, two medium on the second mattress, and two tall on the last and third mattress. She encouraged us to test each pillow out by laying on each mattress, when asked she reassured us that each layer was cleaned daily so that we felt comfortable testing it out. I went to each bed and laid on the small medium and large pillows. The sales representative followed in a respectful space, being available for questions but not interjecting or being overbearing. After trying out each pillow we inquired about prices and she was very accommodating to any question, she also let us know that he encourages to buy in store because if you purchase a pillow online you can only return online and vice versa. On the other side of the store there was a mirrored line up of mattresses with pillows on them, but these were a different kind, because we are most interested in the Harmony pillow, we didn't spend as much time over there, but she still walked us through it. Since there wasn't as much interest shown to that side we rerouted back to the harmony where she explained to us the honeycomb Gelflex Grid that lines the pillow for a comfort feel while also having a mesh that creates the cool feeling and never having to flip your pillow to the cool side at night. She also assured us that she sleeps on the pillow every night and has never had to flip it. After that conversation I felt like we had gotten what we needed, and I told the sales rep thank you and I will think about all my options before coming back for a decision. Walking out the door we admired the virtual lavender screen and the clean smell one last time before making our exit.

Date: Tuesday April 9, 2023, **Time:** 6:00pm

Section I: Showroom Visit (General Observations)

Observe the layout, organization, and cleanliness of the showroom. Did the overall layout and organization of the showroom facilitate easy navigation and browsing?

The store was extremely clean, minimal décor but it had a clean lavender smell that went along with its digital lavender moving field creating a very calming environment. The showroom was very clean and even had shoe covers on each of the mattresses for guests to lay on. It was very easy to navigate because what you saw was what you got. You could see each mattress with the different size pillows and a wall in the back with extra inventory tightly organized.

Evaluate the display of mattresses, bed frames, pillows, and other bedding accessories. Were there any interactive or engaging elements incorporated into the displays? If yes, please elaborate.

Appendix A - Mystery Shopping

It was engaging to try each pillow and mattress, they had a place to set your feet and pillows to lay on. If you're shopping as a couple there was space for both of you to lay down so it was very inviting. The bed frames were minimal, it was just the mattress ad two pillows but it left for a clean feel.

Take note of any promotional materials, signage, or messaging throughout the showroom.

Before walking into the showroom there was a sign out front that indicated up to 40 dollars off their mattresses, and the messaging campaign of the egg drop as you walk in. All the promotional signage I saw was for mattresses and none for pillows.

Did you notice any innovative or eye-catching design elements in the showroom?

The most eye-catching design was the virtual sign of the lavender field that added to the aroma of the showroom. That caught my eye the most because it was the most obvious design in the showroom, everything else was left very minimal.

Section 2: Product Assessment

Examine the quality and variety of products available.

The quality of products was very high and you could tell that the products lasted well and were well taken care of, their was a variety of pillow sizes and kinds and 6 different mattresses throughout the store too.

Try to find the Harmony Pillow in the Showroom. Try it out.

I tried all three variations (sizes) of the harmony pillows in the showroom.

How would you rate the quality of the products available? (Poor / Fair / Good / Excellent)

Good

Were there a variety of pillow types and sizes available?

There was three different types of the harmony pillows, small medium and large , king size and standard size.

Did you notice any specific features or benefits highlighted for the pillows? If yes, please specify.

The GelFlex feature and the cooling affect it has was highlighted for the pillows in the middle of the showroom however you had to read the benefits and features of it.

Were the pillows displayed neatly and organized effectively for easy comparison?

Appendix A - Mystery Shopping

The Pillows were neatly placed on each mattress, two on each mattress.

Did you find the product information provided (e.g., features, materials, pricing) to be clear and comprehensive?

The product information on the mattresses were much clearer and obvious than the pillows pricing, but there was a messaging station for the materials and features of the pillow by the door with the egg.

Section 3: Promotional Messaging

Pay attention to any special offers, discounts, or promotions highlighted for specific products.

The special promotions was for the mattresses, it was for up to 400 dollars off a full mattress, and the prices differ per size of the bed.

Analyze the effectiveness of promotional messaging in conveying key brand messages.

If I was in the market for a mattress the up to 400 dollars off sign would have been extremely impactful, it would have grabbed my attention since the way they did the messaging created a very appealing deal for consumers.

Evaluate the alignment of promotional offers with customer needs and preferences.

I wish that there would have been more promotional offers available or advertised in store for the pillows, since the only offers were for the mattress but with that being a bigger purchase it does align with the needs of the consumers.

Determine the clarity and consistency of promotional messaging across different channels (e.g., signage, brochures, digital displays).

I found that their promotions have a lot more variety throughout their online platforms than they did in the showroom. The consistency of the promotions are well themed and aligned with what Purple has created the brand for themselves.

Section 4: Customer Service Interaction

Did you interact with a sales associate? (**Yes / No**)

If Yes: What did you learn about products, pricing, or special offers?

I learned about the different prices for the standard pillows vs. the king size pillows, we also learned about the different prices for size of the mattress, king being the highest price whereas twin and full were lower prices.

Evaluate the responsiveness, professionalism, and product knowledge of the staff members.

Appendix A - Mystery Shopping

The staff member we were with was very responsive to us while remaining respectful, she gave a good amount of information without over sharing or being too close to us. She was available when we needed her and stayed close so we didn't have to go and find her.

Take note of any additional assistance or recommendations provided during your interaction.

We were the only people in the store so we got one on one attention from the sales personnel but there was no one else with us or another employee we saw in the store.

Section 5: Overall Experience

How likely are you to return to this showroom to explore products? (Not Likely / Somewhat Likely / Very Likely)

How likely are you to recommend this brand to others? (Not Likely / Somewhat Likely / Very Likely)

What did you like about your experience at the showroom?

I enjoyed my experience because of how clean, calm and welcoming the environment was in the store, the smell was also clean and had a very lavender scent to it which made me feel clean and relaxed.

What could the showroom improve for future visits?

The store was a little dark which made it look like it was closed if you didn't see it straight on so I would've made it a little bit more welcoming from shoppers walking by, with more light and bigger signage.

Is there anything else noteworthy about your experience that you would like to mention?

I thought the store was very calm and it worked well with their brand of a sleep company I just think they should've had more attention to the pillows along with the mattresses, as well as more lit from the outside so it looked more opened and welcoming.

Thank you for your participation in this mystery shopping evaluation.

Your feedback is greatly appreciated and will contribute to our client research project.

If you have any additional comments or suggestions, please feel free to reach out to your professor at ana.babic-rosario@du.edu.

Appendix A - Mystery Shopping

Mystery Shopping Form for Purple

Summary of Visit:

During my visit to the Purple store, I was quite impressed by the calming ambience, the store's cleanliness, and its easy-to-navigate layout. The interior's soothing color palette and the strategic placement of indoor plants enhanced the aesthetic appeal, setting a peaceful tone right from the entrance. A standout feature for me was the introduction of Gelflex Grid technology through samples at the store's entrance, which not only educated but also piqued my curiosity about the products.

The showroom's thoughtful organization was evident in the display of mattresses, bed frames, pillows, and bedding accessories. Products were grouped by style and firmness, with each displayed on individual carpets, creating a clear and appealing visual order. Interactive elements, like televisions displaying silent ads and a trial area for chair cushions, made the experience engaging. The store also made a notable effort to ensure comfort and hygiene with mattress runners for shoe-wearing customers like me.

There was a strategic placement of the various promotional materials, with messaging that cleverly tied to the brand's focus on sleep. The "zzzero%" promotion was particularly memorable, using wordplay to highlight offers while reinforcing the brand's sleep-centric ethos.

In terms of products, the variety and quality were impressive, from the variety of mattresses and pillows to the softness of the bedsheets and duvets. The Harmony Pillow stood out for its comfortable balance of thickness and coolness. All the products were presented with clear, comprehensive information, facilitating an informed shopping experience for me.

I felt that the promotional messaging was effective and aligned with customer interests, offering clear incentives and discounts that likely appeal to those seeking premium products at more accessible prices. The promotional offers were well-integrated within the store's aesthetic and informational displays, maintaining consistency and clarity across various mediums.

Customer service interaction was another high point. The sales associate demonstrated extensive product knowledge, professionalism, and a respectful approach to customer space and inquiry, enhancing my overall shopping experience. The staff's responsiveness and the additional information provided about upcoming promotions and product features emphasized on the brand's commitment to customer satisfaction.

In conclusion, my overall experience left a positive impression, with well-structured product displays, engaging interactive elements, and effective promotional messaging. The quality and variety of products, along with the knowledgeable and courteous staff, contributed to an amazing brand experience.

Date: April 9, 2024 **Time:** 2:30 pm

Appendix A - Mystery Shopping

Section I: Showroom Visit (General Observations)

1. Observe the layout, organization, and cleanliness of the showroom. Did the overall layout and organization of the showroom facilitate easy navigation and browsing?

The overall vibe of the store was quite calming and not over-crowded by customers or employees. It smelt quite good as soon as you enter and the color theme for interiors was soothing to eyes. The layout and organization were super neat, clean and easy to navigate. I loved that they put samples of their ~~Gelflex~~ Grid technology at the beginning of the store to educate the consumers before they experience their products. It personally made me more intrigued to try out their mattresses and pillows. The addition of various indoor plants made the overall store more aesthetically pleasing.

2. Evaluate the display of mattresses, bed frames, pillows, and other bedding accessories. Were there any interactive or engaging elements incorporated into the displays? If yes, please elaborate.

Similar styled mattresses with various levels of firmness were displayed on one side of the store while those with different styles or technologies (even twin beds) were placed on the opposite end; both ends facing each other in a vertical form. Each mattress on top of the bed frames were placed on individual carpets, dividing them in a neat appearance. All the beds had nightstands with either plants or other decorations on top of it, giving it a homier feel. The center of the showroom had a couple display sections: travel pillow with a cover and combined with suitcase to show how it looked, weighted blankets, and regular pillows with various instructions on its technology. The area completely opposite to the entrance had open cabinets with various bedsheets hanging in a row, most of them being pastel colors. While trying out the mattresses I noticed how the ceiling had televisions stuck with various silent ads being displayed continuously. To me it felt like a new and creative approach that holds the customer's attention towards the brand and its products even when lying down. Making the boring activity of jumping from one mattress to another, a bit more engaging. My personal favorite was whenever the pug was coming on the screen, it made me want to lie down for a while longer just to see it again. All the mattresses also had runners at the foot so that the customers can conveniently lie down while keeping their shoes on. This made me feel like the brand really wanted the customers to feel as much at ease as possible during their shopping experience. Near the entrance, on the right side was a tryout chair cushion with their ~~gelflex~~ grid technology and the foam pads of this technology on the left side, displayed in a very luxurious manner which reminded me of a watch display section in a store.

3. Take note of any promotional materials, signage, or messaging throughout the showroom.

In the middle of the store there was a mid-sized standing banner that displayed the promotional message “~~zzzero~~%”. I really liked that idea cause the 3 z's signified sleep, which aligns with their products and brand and the % in the end with the word ‘zero’ felt like a

Appendix A - Mystery Shopping

super creative way to promote any offers or discounts. While entering the store they had a simple quote displayed on the glass wall on the outside which aligned with the calming color theme and their brand messaging, and felt quite minimalistic with a neat appearance. I also loved the huge lavender flower display inside the showroom where the mattresses were on display.

4. Did you notice any innovative or eye-catching design elements in the showroom?

One thing I noticed in a couple seconds of entering the store, was that the table that had the gelflex grid foam displayed on it, had a couple short sentences on the technology engraved on it. It definitely attracted my attention and I found it quite innovative. I also liked the fall ceiling look in the entire store and how each section was neatly displayed with minimal overcrowding. I loved the wooden dividers for each bed, it gave the entire store a more neat and minimalist visual.

Section 2: Product Assessment

1. Examine the quality and variety of products available.

The store had a wide range of mattresses and pillows, and various colors in bedsheets. It also had weighted blankets and travel pillows, along with duvets displayed in the store. I felt that the mattresses were of exceptional quality and the bedsheets/duvets felt amazing to touch. The pillows were super comfortable to lie on, with a couple being my favorites. The weighted blankets were another product that caught my eye. They were easy to pick up thanks to the knotted design, and fell perfectly when lying down, while distributing its entire weight pretty much equally.

2. Try to find the Harmony Pillow in the Showroom. Try it out.

Harmony pillow was the best pillow product I tried in the store. I loved how the temperature neutral was accurate, it felt cool enough but not too a degree that it felt unbearable. Due to its structure and materials layered inside, the pillow felt neither too thick nor too thin and my head perfectly fit on top of it without it feeling too uncomfortable.

3. How would you rate the quality of the products available?

(Poor / Fair / Good / Excellent)

4. Were there a variety of pillow types and sizes available?

Appendix A - Mystery Shopping

I didn't really notice much size variations but there were a fair variety of pillows (didn't really pay attention to the names). There were also travel pillows as one of the products, that I felt was a nice integration when it came to variety.

5. Did you notice any specific features or benefits highlighted for the pillows? If yes, please specify.

With what the employee told me, the pillows were supported by their gelflex grid technology which easily molded according to how the sleeper was placing their head (whether it was on their side or back). When trying it out I did feel the difference more evidently but only because I had a fair information on the materials and layers being used.

6. Were the pillows displayed neatly and organized effectively for easy comparison?

Yes, there was a designated section in the middle of the store with both the gel flex grid technology and the pillows displayed in an orderly manner. Each of the mattresses also had two pillows at the top for a more enhanced experience when trying out the mattresses.

7. Did you find the product information provided (e.g., features, materials, pricing) to be clear and comprehensive?

Yes, I did find all of the information quite clear. Also, one of the employees were constantly helping me to better understand the intricacies and answer the questions I had. As for the mattresses a fairly detailed information was printed on small display frames that were kept on the beds.

Section 3: Promotional Messaging

- I. Pay attention to any special offers, discounts, or promotions highlighted for specific products.

There was a banner at the entrance mentioning \$400 off purple mattresses as part of a spring refresh event and a promotional messaging with the wordplay "zzzero%" highlighted on a mid-size banner in the middle of the store. The zero% signified the brand's zero% APR (interest rate) for the mattresses which could be too expensive to make a down-payment of.

2. Analyze the effectiveness of promotional messaging in conveying key brand messages.

Appendix A - Mystery Shopping

Displaying promotional messaging across the entire store is definitely quite eye-catching and makes customer pay more attention to specific products with special offers. The one messaging at the entrance of the store on its glass wall caught my eye and did deliver what the brand actually stood for and was trying to convey to the people. The digital media and promotional slides on the televisions was another captivating aspect for me. It made the entire experience of trying out the mattresses way more engaging and fun.

3. Evaluate the alignment of promotional offers with customer needs and preferences.

Displaying promotional messaging across the entire store is definitely quite eye-catching and makes customer pay more attention to specific products with special offers. For those who want premium products like purple's, but at a more reasonable price, all these offers and promotions help facilitate their purchase decisions to a great extent. Even its promotional strategy to try out the mattresses for 100 nights and return if its doesn't fill in the need of the consumers, is likely to encourage people to give the products a shot before making such a long-term decision, therefore, easing their worries out.

4. Determine the clarity and consistency of promotional messaging across different channels (e.g., signage, brochures, digital displays).

I felt the overall clarity was excellent across all the channels in-store. The entire organization of these displays were neat and minimalist and were carefully placed in the most eye catching areas without visually bombarding the sight of the customers or leaving a lot of empty space. The whole placement of promotional messaging felt quite aesthetic across the entire store and in-line with the visual theme.

Section 4: Customer Service Interaction

Did you interact with a sales associate? (Yes / No)

If Yes:

I. What did you learn about products, pricing, or special offers?

The sales associate further explained to me about the product warranty (it was a year for pillows and 10 year for mattresses) and how Mother's Day promotions are soon to come, and I might want to check once it's out. She also clearly explained the gelflex grid technology and how sleeping in various positions would slightly change the mattress to fit your body shape perfectly.

Appendix A - Mystery Shopping

2. Evaluate the responsiveness, professionalism, and product knowledge of the staff members.

I felt that the staff was quite knowledgeable about the products, promotions and pricing. They were courteous and paid special attention to give me space when trying out and exploring various products. Unlike other mattress stores I didn't feel like I was being bombarded by questions, constantly watched/followed or being pulled into purchasing a product. The whole experience was really professional, calm and stress-free, which made me appreciate the products and the brand in general, even more. The employee even handed over a card to reach out for any further inquiries, which I felt was a really nice gesture.

3. Take note of any additional assistance or recommendations provided during your interaction.

Its already summarized in the above question.

Section 5: Overall Experience

How likely are you to return to this showroom to explore products?

(Not Likely / Somewhat Likely / Very Likely)

How likely are you to recommend this brand to others?

(Not Likely / Somewhat Likely / Very Likely)

1. What did you like about your experience at the showroom?

The overall vibe, color theme, innovative promotional messaging, minimalist interiors, and the guidance provided by the employee. I absolutely loved the products too and personally won't mind investing in them if I were to purchase one in the near future.

2. What could the showroom improve for future visits?

I don't think there is anything to improve on as of now. It was one of the best mattress shopping experiences for me and I didn't feel like anything in store was lacking, ~~atleast~~ at present.

3. Is there anything else noteworthy about your experience that you would like to mention?

No, I already mentioned everything that felt noteworthy and relevant.

Appendix A - Mystery Shopping

Summary of Visit (ca. 400-500 words; write within 24 hours of your visit; consider dictation)

The visit to the Purple Showroom was very informative overall, giving me a better overview of the product offerings than I had received viewing their products online. Everything was organized very efficiently, having the space be clean and cozy while still showing off a variety of different products. The mattresses themselves were very comfortable once I got used to the feeling of the material used and it was interesting to see a split king bed that had separate controls for each side of the bed, something I'd never seen before. Pillows were also comfortable but it wasn't super apparent what the differences were on the display besides size. The promotional adverts around and outside the store were well made, attention grabbing, and fit with the theme of the brand and showroom overall. Financing options being at the forefront of the store was a good move as it allows for a broader appeal for those walking around the mall having a look and makes the product seem much more affordable for the average person.

However after reflecting a bit, I was surprised Mother's day was being pushed so heavily but there were no actual discounts available from what I saw. Perhaps discount promotions won't occur until closer to the date as it is a month out, but the lack of them still surprised me while there. The sales associate who helped me was very informative on all of the products and friendly overall, which made the encounter overall more enjoyable as I explored the products. She cleared up questions I had about the difference between mattresses, my price concerns, the quality & features of different products, and informed me of a promotion when I showed interest in purchasing a pillow. Customer service was excellent and she was still extremely friendly and welcoming even after it was made clear I wouldn't be purchasing anything today. Overall, I am very likely to recommend Purple due to the high quality of the products and the professional customer service. Although I generally prefer online shopping, the showroom experience was valuable and makes a subsequent visit likely or at the very least a possibility. The promotions seemed aligned with customer needs, offering both immediate discounts and financing options that appeal to a broad customer base looking to invest in their sleeping comfort without a huge upfront cost.

Date: 4/14/2024 **Time:** 1:30 PM

Section I: Showroom Visit (General Observations)

Observe the layout, organization, and cleanliness of the showroom. Did the overall layout and organization of the showroom facilitate easy navigation and browsing?

- The space was well organized and the layout extremely easy to navigate. Because the space wasn't particularly large, you could easily see all the displays from the front of the store and even the other products like pillows and sheets around as well.

Evaluate the display of mattresses, bed frames, pillows, and other bedding accessories. Were there any interactive or engaging elements incorporated into the displays? If yes, please elaborate.

- Yes, at the front of the store there's an area where customers can see the material that the mattresses are made from and interact with it directly. Also, each of the mattresses

Appendix A - Mystery Shopping

could be tested out and even had a cover for shoes near the bottom so the display would remain clean. Also even the pillows and other items like the chair or back cushions still had interactive models all around the showroom. Even above the mattresses, there were TVs which kept me engaged and staying around the store longer than initially anticipated.

Take note of any promotional materials, signage, or messaging throughout the showroom.

- The most prominent advertising found both outside and inside the store was a mothers day sale, encouraging buyers to consider a mattress or pillow as a gift for the holiday. Additionally outside there were two signs, one that advertised the chance to win a free Harmony Pillow. The other was offering \$400 off on select mattresses depending on what financing option is chosen. Around the showroom, there were many different pricings and advertisements by each mattress or stand but not in a way that was distracting or taking away from the experience.

Did you notice any innovative or eye-catching design elements in the showroom?

- The set up of other furniture such as book shelves, chairs, coffee tables, sides tables, etc. Each of these stood out to me as they weren't Purple products but added a homier vibe to the showroom, making it easier to imagine the products in an actual home.

Section 2: Product Assessment

Examine the quality and variety of products available.

- The products overall were good quality, it was strange at first adjusting to the feel of the material but the pillows and mattresses were very comfortable overall. Temperature control was also something that gave me the impression of high quality as maintaining a room temperature pillow is a feature I've wanted for years. The showroom had a variety of products including mattresses, pillows, seat & back cushions, and different sheets/covers for the bed itself.

Try to find the Harmony Pillow in the Showroom. Try it out.

- The Harmony Pillow was very comfortable and even has me considering purchasing one for mothers day once I go back into the store again later.

How would you rate the quality of the products available? (**Poor / Fair / Good / Excellent**)

- Excellent, the products felt and looked high quality. Also the long warranty and expected lifetime on the products speaks even more to me as a consumer in terms of quality and Purple's faith in their product.

Were there a variety of pillow types and sizes available?

- Yes there were many different types and sizes. The sales associate showed me a few different examples of the sizes and the pricing differences.

Appendix A - Mystery Shopping

Did you notice any specific features or benefits highlighted for the pillows? If yes, please specify.

- Honestly nothing really stood out to me in the features or labeling for the pillows. The different sizing and materials were noticeable but even the packaging on the pillows looked the same across each type.

Were the pillows displayed neatly and organized effectively for easy comparison?

- Yes, however only one was out on display which made it difficult to see the difference between the different types. The displays did have information that showed pricing differences and names, but while I'm sure there was text explaining the differences, I don't remember them.

Did you find the product information provided (e.g., features, materials, pricing) to be clear and comprehensive?

- Yes, each of the displays were easy to read and understand with the products they were explaining right in front of me to help visualize it as well. The pricing cards were not in the way or distracting but still were easy to find and read. The features were advertised well and the sales associate cleared up any questions quickly.

Section 3: Promotional Messaging

Pay attention to any special offers, discounts, or promotions highlighted for specific products.

- The Harmony Pillow was the first product I saw advertised before I even got inside, as well as a financing promotion. There was a sign that said fall asleep 20% faster which initially I thought was 20% off which is what made me walk up in the first place. There was also a mother's day display in the middle of the showroom and it had a variety of products being advertised.

Analyze the effectiveness of promotional messaging in conveying key brand messages.

- The promotional messages did a good job of emphasizing high quality products and the importance of a good night's sleep, aligning with the brand messaging. Each of the products felt high quality and the sales associate did a good job of explaining the pricing to make it seem even more desirable.

Evaluate the alignment of promotional offers with customer needs and preferences.

- The promotional offers did a good job addressing customer needs, especially the financing options as many would be willing to invest in their sleep but not a lump sum all at once. Also showing off the preferences with the split king display to show that each side of the mattress could be adjusted to the person's preferences was a good touch and added to the high quality appeal.

Determine the clarity and consistency of promotional messaging across different channels (e.g., signage, brochures, digital displays).

Appendix A - Mystery Shopping

- The promotional messaging was consistent the entire time I was there, with each advert looking on brand but being different enough to distinguish the talking points. There was no contradicting information and each advert fit seamlessly next to each other.

Section 4: Customer Service Interaction

Did you interact with a sales associate? Yes

If Yes: What did you learn about products, pricing, or special offers?

- The sales associate was able to give me a run down on pricing, general differences between the products, and even information on the warranties for each one. They also mentioned a 10% off for two pillows sale they had going when I asked for more information on the pillows.

Evaluate the responsiveness, professionalism, and product knowledge of the staff members.

- The sales associate who spoke with me was extremely professional and seemed to have extensive product knowledge. They responded quickly to me (within a minute of walking in) and addressed all the questions I had from exploring the showroom.

Take note of any additional assistance or recommendations provided during your interaction.

- The only recommendation was on the pricing for pillows as I had told them I was looking for something on the cheaper end which led to them recommending the Harmony Go Pillow since it would still be high quality and would have more usage as it was travel size.

Section 5: Overall Experience

How likely are you to return to this showroom to explore products?

- Somewhat likely. The showroom was nice, however I usually prefer online shopping especially since I have now already had an opportunity to see the quality.

How likely are you to recommend this brand to others?

- Very Likely. I don't know anything about mattresses or pillows but even I can identify the high quality which would lead to me recommending this brand if it ever comes up in conversation.

What did you like about your experience at the showroom?

- I enjoyed the overall atmosphere of the showroom, plus it was entertaining to check out all the displays and try out some of the mattresses and pillows.

What could the showroom improve for future visits?

Appendix A - Mystery Shopping

- The deal the sales associate offered me (10% off for 2 pillows) wasn't something I had seen advertised in the store, so maybe having it be somewhere more visible if it is there already or putting it up if it isn't.

Is there anything else noteworthy about your experience that you would like to mention?

- No, overall it was a very pleasant but casual experience.

Thank you for your participation in this mystery shopping evaluation.

Your feedback is greatly appreciated and will contribute to our client research project.

If you have any additional comments or suggestions, please feel free to reach out to your professor at
ana.babic-rosario@du.edu.

Appendix A - Mystery Shopping

Summary of Visit (ca. 400-500 words; write within 24 hours of your visit; consider dictation)

I visited the Purple store in the Park Meadows mall on Tuesday, April 9th at 6pm. I went to the store with my teammate Abbie Southall, as well as two of our friends. When we found the Purple store, we waited outside for about five minutes to see who went in and out and to take pictures of the messaging on the outside of the store. The outside had pictures of the egg ad with the tagline “The Egg Doesn’t Lie” and wraparound banners with “Mattress, Pillows, Sheets, Bedding”. No one entered or left the store in those five minutes.

When we entered the store, there was purple imagery and a large video screen showing lavender fields. In front of the screen there was a desk with a sales associate, which behind the wall opened up to a row of beds along each side wall, which all had the same color and design of bedding. There were different sizes of beds, mattresses, pillows, and bedding styles, all with light purple sheets. The back wall had different sheet colors and options, as well as complimentary water for customers. Pillow boxes were neatly stacked in the middle of the store with some pricing information on top. The store had a light and pleasant lavender scent.

In the store, the sales associate, a young woman wearing a Purple-branded vest, greeted us and asked if we were looking for anything specifically. Abbie stated that she was looking for a pillow, and she immediately mentioned the Harmony Pillow and walked us back to show us the specific pillow. She showed us the three different heights of the pillows and invited Abbie to try any of the beds, which had different heights of pillow (and clarified that all of the covers and pillowcases are washed after trying). Abbie and one of our friends tried two of the different pillow/bed options. They preferred the tall option over the smaller two sizes and liked the grid technology which was advertised throughout the store. Once Abbie started trying the bed, the associate walked away and said to let her know if we had any questions but remained close and added a few more details about the pillow as we talked and asked questions. We spent approximately 15 minutes in the store and looked at every bed and pillow option, including the king-sized pillow (which the associate noted is more expensive).

After asking all of our questions and trying the products, we walked to a display of the gelflex grid technology and the associate explained how it works and that it does not leave any marks on skin. Abbie then told the associate that she would consider which pillow to purchase and the associate told her to be sure to buy in store if she chooses to buy from Purple because online returns can only be processed online. We then left the store, passing another sales associate that we did not speak to. No other customers came into the store in the 15 minutes we were looking.

Date: Tuesday, April 9th, 2024 **Time:** 6pm

Section I: Showroom Visit (General Observations)

Observe the layout, organization, and cleanliness of the showroom. Did the overall layout and organization of the showroom facilitate easy navigation and browsing?

The storeroom was very clean and looked/smelled fresh and well maintained. The layout clearly directs customers to first speak to an associate before moving to the products, but the

Appendix A - Mystery Shopping

showroom is organized in an open and easy-to-navigate way. Mattresses are the focus of the organization so it was slightly harder to find all of the pillow options.

Evaluate the display of mattresses, bed frames, pillows, and other bedding accessories. Were there any interactive or engaging elements incorporated into the displays? If yes, please elaborate.

The displays are very interactive and engaging because trying the mattresses and pillows is encouraged. We did not see signs to try the mattresses, but the associate mentioned it very early in our interaction and importantly mentioned that they would be cleaned (there were small signs on nightstands indicating that the pillowcases are washed).

Take note of any promotional materials, signage, or messaging throughout the showroom.

The “The Egg Doesn’t Lie” tagline was advertised on the outside of the store, as well as on other signs and on the grid technology demo display. There was a sign sitting outside the entrance door to the store stating “\$400 off any new mattress” – further research online showed that this is off a full mattress, while kings are \$250 off, queens and twins are \$200 off. Other messaging around the store focused on the grid technology and specific product characteristics.

Did you notice any innovative or eye-catching design elements in the showroom?

The full-wall video screen of a lavender field was eye-catching and visually appealing.

Section 2: Product Assessment

Examine the quality and variety of products available.

All of the products seemed very high quality and all of the mattresses and pillows were available in the showroom. The associate also let us know that all of the pillow sizes/heights were in stock in the store.

Try to find the Harmony Pillow in the Showroom. Try it out.

We tried the Harmony Pillow and liked the feel the look of it. We tried all heights. I liked the medium the most.

How would you rate the quality of the products available? (Poor / Fair / Good / Excellent)

Excellent.

Were there a variety of pillow types and sizes available?

All of the pillow sizes/heights were in stock in the store. All were also displayed in the showroom, on different beds.

Appendix A - Mystery Shopping

Did you notice any specific features or benefits highlighted for the pillows? If yes, please specify.

The Purple ~~gelflex~~ grid technology is highlighted for the pillows, on signage and in the associate's explanation. They also talked about how the design of the pillow promotes cooling.

Were the pillows displayed neatly and organized effectively for easy comparison?

The three pillow heights are displayed on three different beds so it's somewhat difficult to directly compare the differences (though this is so they can be tried on the beds). However, they are neatly displayed and the inventory on the floor was clean/easy to find.

Did you find the product information provided (e.g., features, materials, pricing) to be clear and comprehensive?

Product information was somewhat difficult to find since the pillow heights are displayed on different beds and there isn't a central "pillow" location. All of the signs on the mattresses were pricing and information for the mattresses specifically and the pillow information was not as clear. However, the associate was helpful with pricing and feature information for the pillows.

Section 3: Promotional Messaging

Pay attention to any special offers, discounts, or promotions highlighted for specific products.

Analyze the effectiveness of promotional messaging in conveying key brand messages.

The "The Egg Doesn't Lie" tagline was advertised on the outside of the store, as well as on other signs and the ~~gelflex~~ grid technology demo display. There was a sign sitting outside the entrance door to the store stating "\$400 off any new mattress" – further research online showed that this is off a full mattress, while kings are \$250 off, queens and twins are discounted by \$200. Other messaging around the store focused on the grid technology and specific product characteristics. This messaging was somewhat ineffective for our group as the video of the egg is more effective than static images (i.e. we had all seen the egg video previously but if we had not, we wouldn't have known what it was referencing).

Evaluate the alignment of promotional offers with customer needs and preferences.

The \$400 discount (or other discounts based on mattress size) is effective for customer needs given the high price point of the mattresses. However, there were no offers on the pillows, and generally seemed to be less of a focus compared to mattresses.

Determine the clarity and consistency of promotional messaging across different channels (e.g., signage, brochures, digital displays).

Appendix A - Mystery Shopping

Purple is very consistent with its messaging across channels. All of the brand imagery is very simple and consistent (the shades of purple, fonts, calming and natural imagery). Elements like the egg campaign/imagery, the Purple ~~gelflex~~ grid technology, and the product offerings are consistent on all channels. The \$400 off promotion was slightly different across channels as the sign only mentioned the highest discount (for full beds), but did not mention the pricing for the other sizes (there was an asterisk directing customers to get more information online). While this is logical from a space perspective, customers buying other mattress sizes may be disappointed by the lower discount.

Section 4: Customer Service Interaction

Did you interact with a sales associate? (Yes / No)

If Yes: What did you learn about products, pricing, or special offers?

Yes. The sales associate was very helpful and filled in any gaps left by lack of signage, etc. The location of the Harmony Pillow, price of the pillow, and numerous questions about the features were answered by the associate. No special offers were discussed, so I assume that there are none for the pillow (it appears online that you can get 10% off a second pillow, which I do not believe was mentioned by the associate).

Evaluate the responsiveness, professionalism, and product knowledge of the staff members.

The sales associate that worked with us was very professional, responsive, and knowledgeable about products. They were also conscious of letting us browse the store independently while maintaining a balance of also providing information. The store is clearly designed around interacting with the sales associate (based on the layout as well as amount of information provided solely by the associate). While I doubt this would be an issue given the low customer volume of the store, it may be riskier at busy times.

Take note of any additional assistance or recommendations provided during your interaction.

The sales associate recommended that we buy in store if we chose to buy a pillow because online returns can only be processed online.

Section 5: Overall Experience

How likely are you to return to this showroom to explore products? (Not Likely / Somewhat Likely / Very Likely)

If I were in need of a mattress, I would visit the showroom again (likely). I would not visit randomly or for a pillow, given the price point.

How likely are you to recommend this brand to others? (Not Likely / Somewhat Likely / Very Likely)

I would not recommend Purple to others without trying the product (for longer than a few minutes). Based only on the customer service, offerings, and store experience, I am very likely to recommend considering the brand to others.

What did you like about your experience at the showroom?

Appendix A - Mystery Shopping

The atmosphere of the showroom was very pleasant—it was clean, smelled nice, and products were neat. The sales associate we worked with was also very helpful and knowledgeable. I think the opportunity to try products is important for mattresses and pillows (at the price point of Purple), so those are all beneficial experiences of the showroom, compared to shopping online.

What could the showroom improve for future visits?

There is nothing major I would recommend improving as we had a very good experience. As noted previously, interaction with associates is important so my only concern would be the amount of information displayed and value conveyed to customers who do not want to or aren't able to speak with an associate.

Is there anything else noteworthy about your experience that you would like to mention?

As previously mentioned, there were no other customers in the 15+ minutes we were in the store. Recognizing that we went at a low-volume time (Tuesday evening), I would be curious if the store is frequently/ever busy and how the experience would change with other people in the store (in terms of sales associate interaction and willingness/ability to try the products).

Thank you for your participation in this mystery shopping evaluation.

Your feedback is greatly appreciated and will contribute to our client research project.

If you have any additional comments or suggestions, please feel free to reach out to your professor at
ana.babic-rosario@du.edu.

Appendix B - Mystery Shopping

Key Takeaways

	Christina	Abbie	Alex	Dimple
Showroom Layout	Clean, Well-maintained, easy-to-navigate with a focus on mattresses. A full-wall video screen displaying lavender fields was particularly eye-catching.	Clean, Minimalist, Easy-to-navigate. Had a calming lavender scent complemented by a digital dynamic lavender field. Displays were minimal but engaging, with space to test products & organized extra inventory.	Well-organized, easy to navigate. Displays clearly visible from entrance. Interactive displays include material samples & covered areas for testing mattresses. TVs above mattresses to enhance engagement.	Calming ambiance with clean & easy-to-navigate layout. Soothing color palette, strategic placement of indoor plants, & samples of GelFlex technology at the entrance. Mattress runners provided when lying down. Interactive elements like TV displaying silent ads & trial area for chair cushions.
Product Assessment	Products were high quality and were displayed interactively, allowing customers to try them out. Harmony Pillow was highlighted, with different heights available for trial.	High quality products with various pillow sizes and types, particularly the Harmony pillow in 3 sizes. Pillows featured GelFlex technology for comfort and a cooling effect. Information on product features was less clear compared to mattresses.	High quality mattresses featuring temperature control, and a variety of pillows, cushions, & bedding accessories. Harmony pillow noted for comfort. Long warranties indicate product quality. Product information clearly displayed & easy to understand.	Impressive variety & quality of products. Harmony pillow noted for its comfortable balance of thickness & coolness. Mattresses displayed by style & firmness. GelFlex technology prominently featured, providing an educational touchpoint about the products. Clear & comprehensive information.
Promotional Messaging	Included discounts on mattresses and consistent branding across the store. “The Egg Doesn’t Lie” campaign was visible, but messaging effectiveness could be improved for clearer communication on various offers.	Promotions focused heavily on mattresses, offering up to \$400 off. Promotional materials for pillows were limited. Messaging was clearer & more varied online compared to in-store displays.	Promotions included Mother’s Day sale & financing options. Harmony pillow promotion emphasized. Effective messaging that aligns with brand commitment to quality sleep. Promotions address customer needs with tailored promotions like \$400 off on select mattresses.	Effective use of promotional messaging aligning with the brand’s focus on sleep, such as the “zzzero%” promotion. Banner at the entrance announcing \$400 off Purple mattresses as part of a spring refresh event. Clarity & consistency of messaging across various channels including signage, brochures, & digital displays.
Customer Experience	Sales associate was knowledgeable, professional, and helpful in providing detailed information about products and answering questions. No special offers discussed for pillows during the visit.	Sales associates were responsive, professional, & knowledgeable, providing one-on-one attention & detailed product information. They maintained a respectful distance and were readily available for inquiries.	Knowledgeable and professional sales associate provided comprehensive product & pricing information, including special offers like 10% off on pillows. Tailored recommendations provided, such as suggesting a travel-sized pillow for affordability & convenience.	Sales associates were knowledgeable, professional, & respectful for customer space & inquiry. Responsive & courteous service, offering calm & stress-free shopping experience. Provided space to explore products independently. Provided additional information on upcoming promotions & product features.
Overall Experience	Positive experience with a likelihood of returning for mattress needs but less so for pillows due to pricing. Recommendation to others would depend on product trial duration. Showroom atmosphere and customer service were strong points.	Welcoming & relaxing environment, enhancing shopping experience. Improvements could include better lighting & more visible, larger signage to make showroom appear more inviting & open from outside.	Positive showroom experience likely to encourage future visits & brand recommendations. Improvements: Increase visibility of promotions like the pillow discount to ensure customers are aware of all available offers.	Positive impression with well-structured product displays, minimalist interiors, interactive elements, & effective /innovative messaging. High likelihood of returning to the store & recommending brand to others. Experience was considered one of the best mattress shopping experiences, with no suggested improvements for the immediate future.