

Glossary of Branded Terminology

Content:

Snooze Sessions (Appointments)

- **Definition:** Personalized appointments where customers can book their showroom visit.
- **Details:**
Customers can schedule a Snooze Session to receive a tailored shopping experience, including access to personalized recommendations and in-depth assistance.

SnoozePads (In-store iPads)

- **Definition:** Interactive in-store tablets that enhance the shopping journey.
- **Details:**
SnoozePads help customers explore product options, engage directly with Snoozer, and access exclusive content like Snooze News.

SnoozeLinks (QR codes)

- **Definition:** QR codes placed throughout the showroom for convenient access to digital resources.
- **Details:**
Customers can scan SnoozeLinks to view product details, discover promotions, and manage their Snooze Club membership.

SnoozeTunes (Music)

- **Definition:** Curated in-store music designed to create a relaxing shopping atmosphere.
- **Details:**
SnoozeTunes plays soothing tracks that enhance comfort and focus during the customer's showroom experience.

Snooze Assessment (Sleep Assessment)

- **Definition:** A guided questionnaire to identify the best sleep system for individual needs.
- **Details:**

The Snooze Assessment eliminates guesswork by offering tailored product recommendations based on sleep habits, preferences, and health concerns.

Snooze Club (Rewards Club)

- **Definition:** Loyalty program for dedicated customers, known as “Snoozers.”
- **Details:**

Members earn points with every purchase, redeem rewards for discounts, and access exclusive offers and promotions.

Snooze News (Newsletter)

- **Definition:** A regular newsletter focusing on sleep health, product innovations, and exclusive deals.
- **Details:**
Subscribers to Snooze News receive valuable tips and updates to stay informed and enhance their sleep quality.

Snoozers (Members)

- **Definition:** Loyal customers who are part of the Snooze Club.
- **Details:**
As a Snoozer, you’ll enjoy rewards, promotions, and a sense of community with others dedicated to improving their sleep.