

Building Better Beds and Better Brand Credibility at Sealy Singapore

Ms Valerie recognises the value of amplifying the reach and impact of their news coverage



Background

- When The Straits Times journalist traveled to Sealy's research and development facility in Brisbane, Australia to understand about the processes behind their innovative mattress design, specifically engineered to enhance rest, and subsequently crafted a news article, Ms Valerie Tan, Marketing Manager at Sealy S.E.A., recognised the value of this exposure and seized the chance to amplify the reach and impact of the article.

“It’s not every day that your brand gets featured on the news.”



The Implementation

- Rather than preserving a mere newspaper cut-out that would inevitably deteriorate over time, Ms Valerie reached out to SPH Media Archive Sales to produce high-quality plaques that ensure the preservation of the article in an enduring memento format, which also looks presentable to customers.

The news plaques have served as useful visual tools for customers to know that the business was featured on the news.

They also purchased the licensing rights to place the news feature on their website. Aside from that, their sales teams also use them as an enablement tool during their sharing with customers.

“We’ve realised that customers do seem curious and stop at the news plaque to read more.”

The Results

- Sealy now has these news plaques placed at 14 boutiques and key stores across Singapore, proudly showcasing their achievement. The strategic placement of these plaques not only serves as a constant reminder of Sealy’s excellence but also allows customers and visitors to appreciate the accolades garnered by the brand, solidifying their reputation as a leader in the mattress industry.



“The news feature has helped to increase our customers’ confidence in our products and reinforced our brand credibility, which eventually guides their purchase decision.”

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