



AMPLIFY

TEMPUR+SEALY



Q3 EVENTS BOOKLET

# THE BALANCING ACT

## FINDING CUSTOMERS

### Display Banner and Video Impression Delivery:

Customers are identified based on where they live, their location and their internet activity. Targeting customers who are actively in market for a mattress makes it easier to find customers to target with these impressions. Once customers have engaged with stores ads and website, we are able to retarget them with sales messaging to drive traffic to the stores.

### Social Media:

Using engagement ads to stop customers scrolls, we identify customers who are aware and interested in the store brand. Once customers are in the funnel and interested, we use retargeting to deliver sales messaging encouraging the customer to take action and make a purchase.



### Webpage:

Webpage created to reinforce each advertisement and promotion to the customer. Customers are directed to this webpage after clicking on an ad.

### Tracking:

We use a patented tracking dashboard that gives our customers full insight to see how the campaign is performing overall. Additionally, can see the statistics of each ad, where they are delivering, and how many customers view the landing page and/ or website after being impacted by an advertisement.

### Monitoring:

Full team at Millennium dedicated to ensuring that each ad is performing to the best of its abilities. In house daily meetings to review each advertisements performance, and where they are delivering allows our team to change creative and ad placement when needed.



# 2022 CALENDAR

MONTHLY OVERVIEW

## JULY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## AUGUST

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## SEPTEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

## OCTOBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## NOVEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

## DECEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

# PROMO EVENTS

PRINT / DIGITAL / POINT-OF-SALE / SOCIAL



Summer Sale  
Page 6



Shop Local Event  
Page 10



Get A Better Night Sleep Event  
Page 7



Fall Mattress Savings  
Page 11



Labor Day Mattress Sale  
Page 8



Black Friday Mattress Sale  
Page 12



Labor Day Mattress Sale  
Page 9



Black Friday Mattress Event  
Page 13



**SUMMER**  
Sale

**SUMMER Sale**

**EXCLUSIVE FREE**  
GIFT WITH PURCHASE  
LIMITED STOCK  
\*with approved credit.

**NEW**  
**Encore®**  
Queen Size  
**\$000**  
PILLOWTOP MATTRESS

Also available in twin, full and king sizes with similar features.

**ADD AN ADJUSTABLE BASE SPECIAL BUY \$000**  
Queen size adjustable base unit

**FREE MATTRESS DELIVERY PLUS ZERO% FINANCING\***

**SUMMER Sale**

**STEARNS & FOSTER**

**True comfort IS CRAFTED BY HAND**

**GET UP TO 00 MONTHS OF ZERO INTEREST\* FREE DELIVERY**

**SLEEP SMARTER WITH TEMPUR-PEDIC**

**TEMPUR-LOUD™** **TEMPUR-PRO™**

**00** **00**

**00 Financing 00 Months\***

**MILLENNIUM**

**GET A BETTER NIGHT SLEEP.**

**FREE MATTRESS DELIVERY PLUS ZERO% FINANCING\***

**NEW**  
**Encore®**  
FIRM OR PLUSH OR PILLOWTOP  
**\$000**  
was \$0000

ENCORE QUEEN MATTRESS  
Twin...\$000  
Full...\$000  
King...\$000

**ADD AN ADJUSTABLE BASE SPECIAL BUY \$000**  
QUEEN SIZE ADJUSTABLE BASE UNIT

**GET A BETTER NIGHT SLEEP.**

Triple comfort choice one price  
**\$000**  
Select firm, plush or pillowtop

**MILLENNIUM**  
DESIGN + DESIGN

**GET A BETTER NIGHT SLEEP.**

**STEARNS & FOSTER**

**Save \$000**  
on select mattresses

**00 Financing 00 Months\***

**MILLENNIUM**

**PLAYING OR SNOOZING? THE DIFFERENCE IS 8.**

**breeze®**

**00** **00**



**MGD MEDIA** generates better brand recall and high response rates to maximize ROI, especially when combined with digital & social advertising.



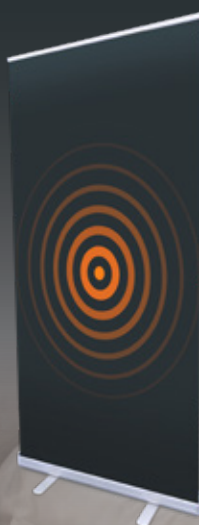
**MGD MEDIA** generates better brand recall and high response rates to maximize ROI, especially when combined with digital & social advertising.



**POINT-OF-PURCHASE**

Generate better results with matching POP.

- Posters
- Banners
- Tent cards
- Headboards
- Plus more



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# Shop Local EVENT

# FALL Mattress Savings



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**AMPLIFY**  
TEMPUR+SEALY

**BLACK FRIDAY**  
**MATTRESS** Sale

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**MATTRESS** Sale  
NEW *Encore*  
Queen Size \$000  
Encore Pillowtop Mattress  
Also available in twin, full and king sizes with similar savings  
GET 0% Financing  
Add an Adjustable Base for just \$000  
FREE MATTRESS DELIVERY

TEMPUR-PEDIC  
SAVE \$000  
ON SELECT MATTRESSES  
LIMITED TIME ONLY!  
STEARN & FOSTER  
Save \$000  
ON SELECT MATTRESSES  
Financing FREE

**BLACK**  
**Friday**  
**MATTRESS** EVENT

**BLACK**  
**Friday**  
**MATTRESS** EVENT  
Memory Foam  
All in stock and ready for delivery!  
NEW *Encore*  
Queen Size \$000  
Encore Memory Foam  
EXCLUSIVE FREE GIFT WITH PURCHASE LIMITED STOCK  
ADD AN ADJUSTABLE BASE SPECIAL BUY \$000  
ZERO% FINANCING UP TO 00 MONTHS FREE DELIVERY  
MILLENNIUM GRAPHICS & DESIGN  
BLACK Friday MATTRESS EVENT  
SAVE UP TO \$000  
STEARN & FOSTER Save \$000 ON SELECT MATTRESSES  
FREE MATTRESS DELIVERY + PAY ZERO INTEREST\*



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