

TEMPUR+SEALY

Promotions



nationwide
marketing group



SHERWOOD
ESSE TIALS

CROWN
JEWEL

GOLDEN
ELEGANCE

Sealy

STEARNS
& FOSTER

TEMPUR-PEDIC

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.



2022-23 Calendar

monthly overview

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

JANUARY

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



Fall Mattress Sale
Page 6



Gift with Purchase
Page 10



Black Friday Mattress Sale
Page 7



Lowest Prices of the Year
Page 11



Black Friday Mattress Sale
Page 8



After Christmas Sale
Page 12



Simple Easy Buy
Page 9



New Years Sale
Page 13

Fall MATTRESS SAVINGS

Fall MATTRESS SAVINGS

FEATURING CROWN JEWEL®

New SHERWOOD ESSENTIALS

Every Sherwood® mattress is built in the USA to a high-quality standard that make all Sherwood® Bedding products the best value on the market today.

Queen mattress only (shown)\$000
King mattress\$000
Full mattress\$000
Twin mattress\$000

FREE MATTRESS DELIVERY PLUS PAY NO INTEREST FOR UP TO 00 MONTHS*

*Qualifying customers only. See store for details.

Sealy

MILLENNIUM GRAPHICS • DESIGN

Euro Pillowtop

SAVE UP TO \$000

STEARNS & FOSTER

Save \$000

TEMPUR-PEDIC

#1 IN CUSTOMER SATISFACTION

MILLENNIUM

FREE MATTRESS DELIVERY • PAY ZERO INTEREST*



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



Black FRIDAY MATTRESS SALE

Black FRIDAY MATTRESS SALE

FEATURING GOLDEN ELEGANCE®

FREE Pillows with purchase \$00 value!

Every Sherwood® mattress is built in the USA to a high-quality standard that make all Sherwood® Bedding products the best value on the market today.

Queen mattress only (shown)\$000
King mattress\$000
Full mattress\$000
Twin mattress\$000

FREE MATTRESS DELIVERY PLUS PAY NO INTEREST FOR UP TO 00 MONTHS*

*Qualifying customers only. See store for details.

Sealy

MILLENNIUM GRAPHICS • DESIGN

Euro Pillowtop

TEMPUR-PEDIC

BLACK FRIDAY EVENT

SAVE UP TO \$500

ON SELECT ADJUSTABLE MATTRESS SETS

OFFER ENDS SOON.

FREE MATTRESS DELIVERY* PLUS PAY NO INTEREST FOR UP TO 00 MONTHS*

STEARNS & FOSTER

BLACK FRIDAY EVENT

Save up to \$800

ON SELECT ADJUSTABLE MATTRESS SETS

LIMITED TIME ONLY



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Black FRIDAY

MATTRESS SALE

Black FRIDAY MATTRESS SALE

NEW SHERWOOD ESSENTIALS

Showered \$000

Crown Jewel \$000

Euro Pillowtop Queen Mattress

Sealy

GET 0% Financing

Add an Adjustable Base for just \$000

FREE MATTRESS DELIVERY

Simple way to easy buy

Simple easy way to buy

Get your NEW mattress with no interest for up to 00 months plus

- FREE delivery
- FREE gift*

Golden Elegance \$000 PILLOWTOP MATTRESS

Also available in twin, full and king sizes with similar savings!

Sealy

TEMPUR-PEDIC

BLACK FRIDAY EVENT

SAVE UP TO \$500

ON SELECT ADJUSTABLE MATTRESS SETS

OFFER ENDS SOON.

GET 0% Financing

and up to 00 months to pay.

MILLENNIUM

STEARNS & FOSTER

BLACK FRIDAY EVENT

Save up to \$800

ON SELECT ADJUSTABLE MATTRESS SETS

LIMITED TIME ONLY

MILLENNIUM

TEMPUR-PEDIC

SAVE \$000

ON SELECT MATTRESS

WITH CUSTOMER SATISFACTION

ZERO% FINANCING + 00 MONTHS

MILLENNIUM

STEARNS & FOSTER

Save \$000

ON SELECT MATTRESS

MILLENNIUM



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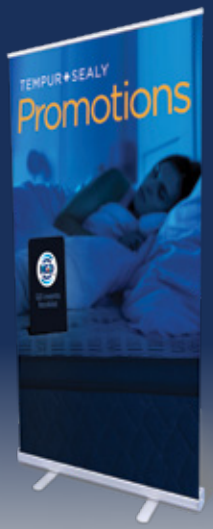


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Free Gift! with purchase
Event

with any mattress purchase get a free gift worth up to \$300.*

Free financing up to 00 months plus free delivery

SHERWOOD ESSENTIALS NEW

Euro Pillowtop
Queen mattress only (shown)\$000
King mattress.....\$000
Full mattress.....\$000
Twin mattress.....\$000

Crown Jewel® \$000 PILLOWTOP MATTRESS
Also available in twin, full and king sizes with similar savings

Sealy

FREE GIFT WITH PURCHASE
STEARNS & FOSTER Save \$000
ON SELECT MATTRESSES

00% Financing 00 Months*

breaze®

MILLENNIUM



New SHERWOOD ESSENTIALS

Sleep LOWEST PRICES OF THE YEAR Sale

Every Sherwood® mattress is built in the USA to a high-quality standard that make all Sherwood® bedding products the best value on the market today.

Queen mattress only (shown)\$000
King mattress.....\$000
Full mattress.....\$000
Twin mattress.....\$000

FREE MATTRESS DELIVERY PLUS 30 DAY TRIAL

FEATURING CROWN JEWEL® \$000
YOUR CHOICE: FIRM, PLUSH OR PILLOWTOP QUEEN SIZE

Sealy

MILLENNIUM

TEMPUR-PEDIC SAVE \$000
ON SELECT MATTRESSES
LIMITED TIME ONLY!
GET THE BEST SLEEP NIGHT AT OUR NIGHT AND DAY

0% Financing FREE
and up to 00 months to pay

STEARNS & FOSTER Save \$000
ON SELECT MATTRESSES



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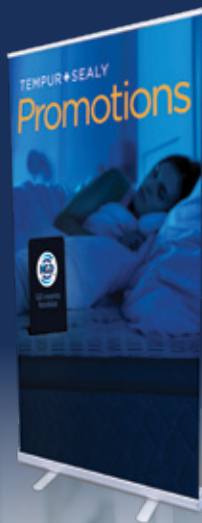


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Notes

A plan for success

Lined writing area for notes.





• millenniumgd.com • info@millenniumgd.com • (201) 644-0870 • 3 Fir Ct., Oakland, NJ