

CASE STUDY

**An April Fool's Day
Partnership: How Mattress
Firm teamed up with ICUC
and Chili's Restaurant**





Summary

The Challenge

- Grab audience attention on April Fool's Day
- Maintain a new brand storyline in conversation
- Showcase Mattress Firm as fun and lighthearted

The Solution

- Implement customized community management
- Resource connections from ICUC's top tier client community
- Report successes and areas to optimize

April Results (Compared to March 2022)



↑ 24.6x

Twitter impressions went up by
24.6x



↑ 29.5x

Twitter engagements increased
by 29.5x



↑ 31x

Instagram engagements went up
by 31x

Mattress Firm went through a major rebrand in the last few years. With a nation suffering from poor sleep, Mattress Firm, is committed to unjunk people's sleep by finding the right mattress, and by connecting customers with their Sleep Experts®. They're seeking specific social strategies to convey this switch across their online channels. By teaming up with Chili's and a 24/7 community management team at ICUC, they ideated and executed a campaign that naturally embraced the day.



The Company

In the match-you-with-the-right-mattress-for-you business, Mattress Firm and its family of companies have been delivering better sleep across America for the past 90 years. Originally starting out with just a few local stores in Texas, they have now expanded to more than 2,400 neighborhood stores across 49 U.S. states. Known as America's largest specialty mattress store, each of their Sleep Experts® share pride in their careers with over 200 hours of training.



Keep reading to learn how Mattress Firm teamed up with Chili's and ICUC to implement a new social strategy on one of the biggest social media days of the year, April Fool's Day.



The Challenge

Mattress Firm came to ICUC for strategic insight on how to rally a community for its “Junk Sleep” campaign, and the widespread issues associated with an epidemic of poor sleep.



When it comes to our social strategy, it comes down to how “Junk Sleep” relays on those channels. Since Summer 2021, Mattress Firm has wanted to be known for entertainment, connection, and helpfulness in our customers’ journey of finding the best bed they sleep and live well by. As our brand purpose and campaign has shifted, we’ve been wanting to equally switch the story on social media.



Sarah Hoover
Manager, Communities at Mattress Firm



ICUC started with cultivating a natural, human connection online, and connected Mattress Firm with another top-tier client team at Chili’s restaurant group through a funny, twitter reply.



We've built up a lot of campaigns leaning into Junk Sleep. One of them was called 'Junk Sleep Confessions', where we went out to various accounts and asked them over Twitter, 'What's keeping you up at night?', tagging them for engagement. Chili's responded, saying 'Worrying if the Presidente Margarita was shaken enough times.' That's how this campaign organically began.



The Solution



To understand combined business needs, ICUC met with internal teams at Mattress Firms and Chili's and narrowed down comprehensive goals for the April Fool's Day campaign. These included:

- Growing follower accounts across all channels
- Deepening the community of brand loyalties
- Increasing the month-over-month engagement rate



The entire idea for April Fool's Day came super organically through a prior conversation on Twitter. And after that conversation happened, our teams all talked to each other about April Fool's Day. We thought, 'Why try to create something that is a ton of work when this naturally falls into our laps?' That is the beauty of why Margarita Mattress was such a success for us. We did not have to figure out some of the "latest ideas." Instead, we embraced our natural connection online, and so did Chili's Restaurant.



Through community management and engagement, and campaign optimization, ICUC gave Mattress Firm peace of mind during a substantial change in the company's messaging, and how they'll relate to a new brand purpose online.



ICUC did an amazing job of pushing that conversation on Twitter throughout the day, generating engagement and making it feel like it was a fun community to be a part of. On social, we see plenty of the negative sides to conversations, and it was wonderful to say, 'Hey, we're having fun.'





Results

As Sarah Hoover, Manager, Communities explains, by giving creative ideas a chance, the two teams were better set up to leverage comments and overall engagement from both audience members and brand accounts.



As the campaign launched, we watched all these brands come in and join the campaign, which as a social media professional, is huge. I mean, I can retire now (kidding). Kimpton and Massage Envy joked about wanting a massage bed -- not a bad idea now that I think about it!



The campaign boosted Mattress Firm's April engagement and impressions on both Twitter and Instagram to overwhelmingly surpass those of March. Twitter impressions increased by 24.6x, and engagements increased by 29.5x. On Instagram, Mattress Firm saw a 31x boost in engagement and 3x the reach.

And qualitatively, the groups brought a fun side of customer service to the table, which brought a lighthearted energy to the entire team dynamic, something highly valued after a few hard years globally and an often-rocky social landscape.



It was so much fun to see the two brands come together under one roof and really embrace the day, embrace the idea – everyone on all three teams had a blast that day. So, I really want to give ICUC kudos on that.



Melissa Rivers
Director of Social Media, Mattress Firm



This won't be the only noteworthy social campaign. Mattress Firm and ICUC look forward to projects on the horizon – a future made possible by a solid foundation and earned trust.



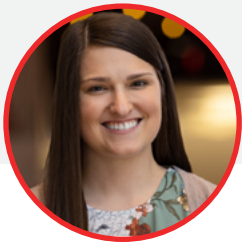
When I think of our partnership with ICUC, I feel peace of mind. Once we were onboarded with ICUC, it was a night and day shift in community management. Sarah and I no longer had to check all our posts on a Monday morning to see if issues had been addressed because ICUC covered it. Seeing real-time responses was amazing, too – they were tailored and unique, so our customers didn't feel like they were talking to a robot.



Justin Ramsay
Social Media Manager, Mattress Firm



It's a true partnership. It's very comforting that ICUC could come to us with this idea about Chili's and to banter. We're able to partner together and make sure we're working toward the common goal for our channel to be successful. We're thrilled to be working with ICUC.



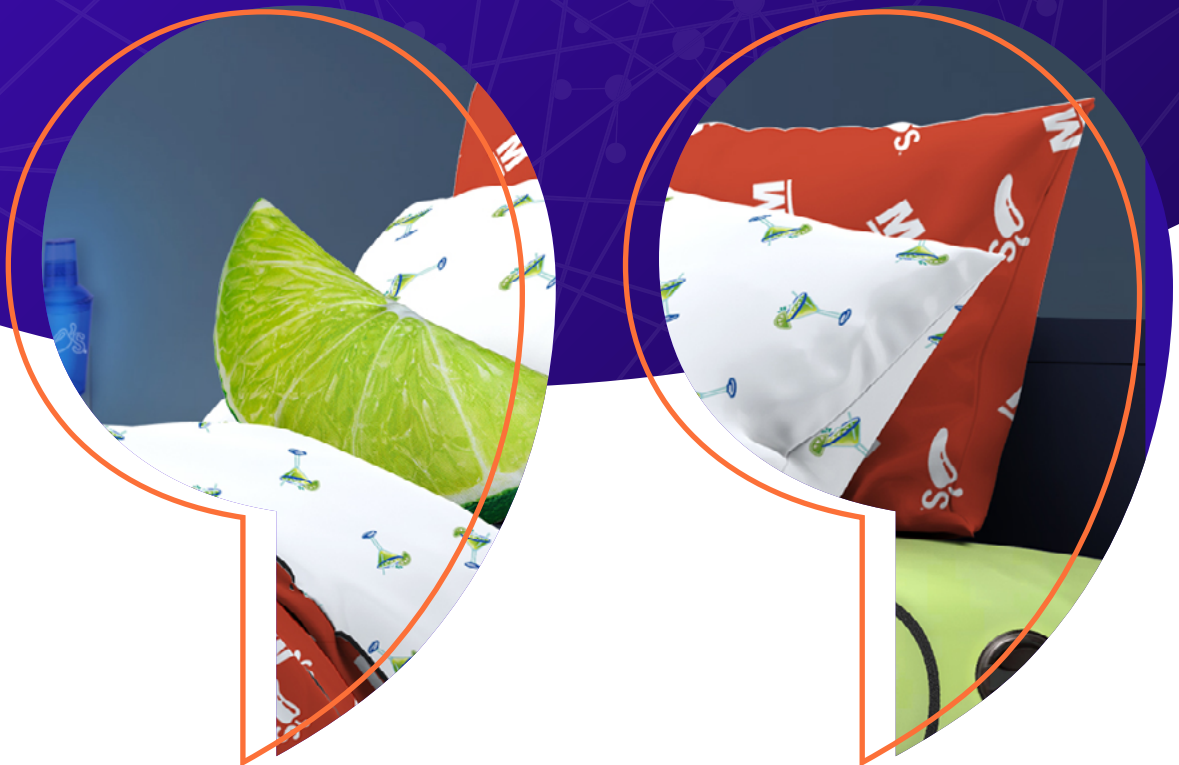
Sarah Hoover
Manager, Communities



Stay “Always On” Social, Without the Hassle

Get 24/7 digital and social media strategy and engagement. With ICUC, your brand and customers are in safe hands during any brand moment or storm.

LET'S TALK



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