

# EDUCATING CONSUMERS AND GROWING SALES WITH THE DESIRE COMPANY.

## SITUATION

Sleep Crown markets an over-the-head pillow that was developed by a restorative yoga teacher. The pillow's design helps users fall asleep faster and stay asleep longer by blocking natural and artificial light, muffling sound, and providing a secure, tucked-in feeling.

Sleep Crown needed to educate consumers about how the innovative product works and why people should buy it. The task required video content to help tell the story of the product and its benefits. Being a small brand with few sales and low awareness, Sleep Crown didn't anticipate having the budget to create high-quality content, nor did the company have the experience to run a video marketing campaign.

"As the owner of a microbrand, my main energy goes into focusing on my product and my customers—I didn't have the time and energy to figure out how to make high-quality videos to tell my product story," said Founder Julie Westervelt. "Even if I could manage that, I didn't know what to do with the videos once I had them."

That is when Sleep Crown partnered with The Desire Company with the goal of educating consumers and growing sales.

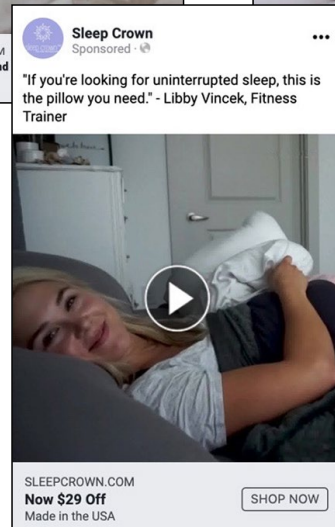
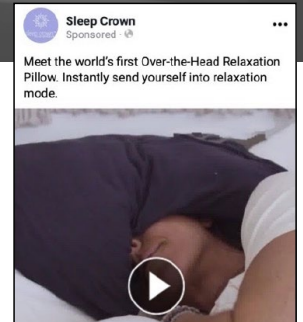
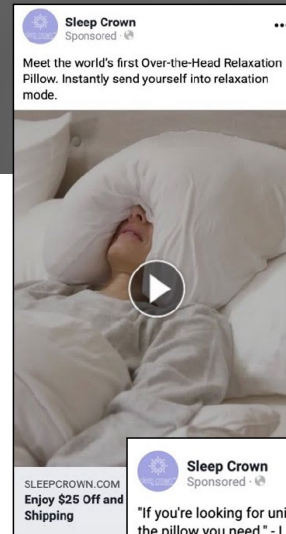
"I was overjoyed to discover The Desire Company as it solved multiple pain points for me," said Julie.

**VIDEO REVIEWS DEMONSTRATE HOW THE EXPERTS  
USE AND BENEFIT FROM THE SLEEP CROWN PILLOW.**

**"[THE DESIRE COMPANY HAS]  
HELPED MY COMPANY GROW  
AND DELIVERED EFFECTIVE  
DATA-DRIVEN RESULTS."**

**Julie Westervelt**

Founder, Sleep Crown



## SOLUTION

Sleep Crown hired The Desire Company to create and produce high-quality videos to educate consumers about their products, and has been very satisfied with the results and overall experience.

“Every single person on The Desire Company’s team is exceptional,” said Julie. “They have helped my company grow and have delivered effective data-driven results.”

The challenge facing The Desire Company was to help consumers understand the benefits of the Sleep Crown in order to generate sales of the product.

The first step was to identify experts who could trial the Sleep Crown pillow and provide personal stories of their experiences, explaining how they used it and identifying the product’s key benefits.

These reviews were then packaged into high-quality videos using the power of authentic product storytelling. In the videos, experts shared the ways in which they used the Sleep Crown pillow and how they benefited from its functionality.

The videos featured a diverse selection of experts, male and female, from a range of different backgrounds and expertise in order to resonate with a broad audience.

With the content in place, The Desire Company then built out a budget-friendly content roadmap that included paid advertising on Instagram and Facebook to ensure distribution of the expert review videos to a targeted audience as defined by the brand.

“The Desire Company makes everything so easy and solution-oriented,” said Julie. “I absolutely love the videos that the company has produced and placed for me.”

## RESULTS

### HIGH RETURN ON AD SPEND

The campaigns generated a **65% increase** in return on ad spend (ROAS), which **increased to 104.26%** during the Christmas holiday season.

### INCREASED CONVERSION RATE

There was a **114% increase** in the conversion rate (visit to purchase).

### LOWER CONSUMER ACQUISITION COST (CAC)

There was a **19% decrease** in the CAC.

### TARGETED VIDEO PLACEMENT

Generated product listing in “Must Have Bedtime Essentials” list for leading lifestyle website Poosh.



**“I WOULD BE LOST WITHOUT  
THE DESIRE COMPANY.”**

Following the great success of the partnership Sleep Crown has now signed a longer term retainer agreement with The Desire Company to create and distribute expert reviews monthly.