



UTOPIA COMMUNICATIONS, Inc.  
Changing the world, one client at a time.

## What Else Can You Do In Bed?

### Leggett & Platt Debuts Starry Night™ Sleep Technology Bed at 2008 CES

**The Challenges:** As a global diversified manufacturer, Leggett & Platt did not have much experience bringing direct-to-retail products to market until it debuted the Starry Night™ Sleep Technology Bed at the 2008 Consumer Electronics Show (CES). A \$50,000 high-tech sleep environment, Starry Night™ came equipped with an iPod docking station, an LCD projection screen, anti-snore technology, a system that moderated body temperature and 1.5 terabytes of media storage. L&P decided to build the bed based on consumer research that revealed consumers did more than sleep and have sex in bed; they read, did work, watched movies, listened to music; etc. This was more than just your everyday bed; it was a sleep system.

Exhibiting at the CES, one of the most publicized trade shows in the U.S., offered L&P exposure they had never experienced before. RLF Communications was asked to mount a campaign that would generate significant media results – in a matter of six weeks. They partnered with Utopia Communications to handle media relations for the campaign.

First, we had six weeks to prepare for the nation’s largest high-tech trade show - with no technology experience. Second, was how to surmount the fierce competition for media attention and coverage? Last, and perhaps most daunting, was sheer person-power. How do you execute the plan with a core staff of five people? It turns out that the last question was the easiest to answer: You partner with Utopia, of course!

**The Gameplan:** Build a story that journalists cannot ignore. Leverage existing CES media opportunities and appeal to traditional media through social media and other non-traditional means.

Working in partnership with RLF Public Relations, Utopia built a relationship with CES’s PR staff to piggy back on media efforts already offered to CES exhibitors, such as free profile in Businesswire release, registered media lists, award entries, virtual press room and e-press kits. We told a visual story by creating b-roll that was placed on websites where audiences could view them, built a website to showcase product and provide a feedback loop for consumers and journalists, used social media sites to attract consumers and traditional media. We then took Mohammed to the mountain. Journalists couldn’t be expected to see every single product at CES, so we loaded our b-roll onto an iPod and walked the convention floors to pitch journalists. We also made accommodations. As a new product from a virtually unheard of company, we knew we were in no place to demand an exacting schedule from journalists. We opened our exhibit early, stayed late, reformatted videos and stayed an extra day to appeal to journalists.

**Results:** Starry Night received more than 57.6 million impressions and \$900,000+ in 1:1 media value within six weeks. Cost per impression = .001. Client ROI 12:1. More than eight hours of television coverage included Good Morning America, MSNBC, NBC and CBS. Starry Night was featured on Yahoo! News as one of the top 25 most viewed stories on January 10, 2008. There were more than 4,500+ YouTube visits and 188 Facebook group members. We received 30 inquiries via e-mail, and more by phone, from consumers around the globe (e.g., Hong Kong, Italy, Belgium) wanting to know where they could purchase the bed.

Leggett received calls and e-mails from many companies requesting the right to distribute the bed. Here are a few: Bloomingdales (the day the press release was distributed), Harrods in London, Hypnos in the UK (requesting exclusive distribution), and Macy’s.



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