

SIMMONS CREATES NEW LOGOS



Simmons, known for being a major supplier of bedding, is now working on the launch of its new logo and brand new advertisements, as a means of building the brand even further and featuring the Beautyrest line, which will be the primary focus for the company. The national advertisement campaign will have a lot more focus on the Beautyrest brand above everything else. Simmons first introduced the Beautyrest brand in 1925 and has recently created an entirely new logo for the brand, which has a new tagline that says, "Living Life Fully Charged." Research showed that consumers want to feel good in the morning, after having a great night sleep on their bed which is where this tagline originates. Simmons wants to extend the Beautyrest brand to targeted consumers, specifically those who are cranky and tired in the morning and they are doing so by stating that the Beautyrest brand will help consumers feel energized, recharged, and simply refreshed when they awake from such a comforting sleep. This is something that consumers want which is what the company plans to do for them. The new changes are based entirely on the preference of the vast majority of consumers. Simmons is saying that sleeping on a Beautyrest brand bed will help the consumer to recharge, just like a cell phone or computer would need to be recharged when the battery is low. The CEO for Simmons, Gary Fazio, says that this campaign will be the biggest campaign ever for the company. Fazio did not, however, wish to disclose the amount of money spent on the advertisements and campaign. This new campaign will be focusing primarily on the new Beautyrest line, TruEnergy, which includes the Recharge Sleep System. The Recharge Sleep System comes equipped with memory foam, Beautyrest Pocketed Coil technology, and an AirCool design which allows consumers remain at their ideal temperature. The Beautyrest logo will also change colors. Traditionally, the logo was all black but will now be black, granite, and blue. The company is working on making a total transformation and changing the logo helped with the approach. Fazio says, "This is a complete transformation of the company." Fazio declared. Fazio says that the whole process began toward the end of 2010 and continues even now. The transformation includes a lot of focus on consumers and what they want, along with developing the products and using strategic approaches to marketing the different products that are offered. This is a 360 degree approach, based primarily on what the consumer wants. The Simmons Company has been focusing on what consumers prefer when they go to sleep, products which include memory foam as well as innersprings that are actually preferred over memory foam beds by the consumers.

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