

tweet For Sleep

**harnessing the power of twitter
to boost your sales.**

To help launch the new Beautyrest® mattress, Simmons is using twitter, a social network website that allows instant messaging between people anywhere in the world.



How does this benefit you?

Over 20 million people use twitter. Each user has an average of 126 followers. This contest is a great opportunity for you to use twitter to promote your store - for free - to a large, growing audience.

How the contest works.

Customers are encouraged to buy a new Beautyrest® mattress from your store, then enter the contest. To enter, they just send Simmons a message, or tweet, from their twitter account.

If a customer purchased a new Beautyrest® mattress and they win, they'll be reimbursed up to \$2,000.

Winners who didn't make a purchase will receive a new Beautyrest® Anniversary mattress.

There will be 12 winners in all, chosen once a week at random starting February 1 and ending April 30, 2010.

Getting Support Materials.

We'll promote the contest on multiple online vehicles including twitter and facebook. You can view the contest site at contest.simmons.com. To download campaign materials [click here!](#)



Poster



Tent Card



Drop-in Ads



Ceiling Dangler



Online promotions -
Web banners

