

Case study:
Enterprise Renewal
Business Grant

Region
Wrexham

Sector
Service

Project value
£9,952

NORTH WALES BEDS

An ambitious marketing campaign was the key to success when the region's top bed retailer launched their very own mattress brand.

"Fall in love with your sleep again." That was the bold claim of Gwersyllt-based North Wales Beds when they launched their very own Cariad mattress brand.

With pocket springs for support, body-hugging comfort and cooling technology, this hybrid range was already proving popular under the banner of its manufacturer Mlily – a global mattress giant. But North Wales Beds wanted to bring things a little closer to home. Now in their 33rd year of trading, the leading specialist bed and mattress retailer in the region has built up plenty of credibility with their customers. When they say they're impressed with a mattress, people tend to believe them.

"We wanted to put our own personality on it," explains director David Griffiths. "We came up with the name Cariad, which means sweetheart in Welsh, and decided to promote it as product we believed in. We've been here a long time, customers do believe what we say, and branding it under our own name acts as an endorsement."

Underlining their confidence, the company extended the standard five-year mattress guarantee by a further three years and there are plans to offer a 60-night free trial. It's a great deal but North Wales Beds knew they had to get the message out loud and clear. Their Enterprise Renewal grant meant they could pull out all the stops with an integrated marketing campaign featuring in-store merchandising, local press and radio advertising, social media posts and large-format digital advertising. They even mounted a "playful pets" online competition with a Cariad mattress as the prize – and the response was huge.

"The whole campaign was more ambitious because of the grant, it gave us the confidence we needed," says David. "With our previous radio and press advertising we'd never focused on a single product. We've learned that it can work really well. Last year Mlily, the manufacturers of Cariad, were our fourth biggest supplier – now they're number one. Sales are up by 40% and we're selling about 24 Cariad mattresses every month, at a price that's more than £100 above the store average.

"Because the mattresses come to us vacuum packed, it saves on storage, helps with difficult access on deliveries and enables customers to collect in person if they wish. These are all long-term benefits. In a difficult trading period for beds and furniture retail, the successful launch of our Cariad brand has made a real difference."

