



MYVITAMINS

Sleep and Relaxation Campaign

THG0070627 | Joss Gleave

The Brief

Myvitamins requires a campaign hero-ing our sleep and relaxation product range, onboarded expert advice and free relaxation PDF. Our myvitamins customers health and wellbeing is at the for front of what we do, sleep and relaxation is an integral part of this. We require a 360 campaign which focuses on supporting customers with their sleep and relaxation needs

Continuing on from our January 2021 campaign, we want to highlight the importance of sleep and relaxation on all aspects of our wellbeing. This campaign launch aligns with increase in search trends for sleep struggles and sleep support around this time.

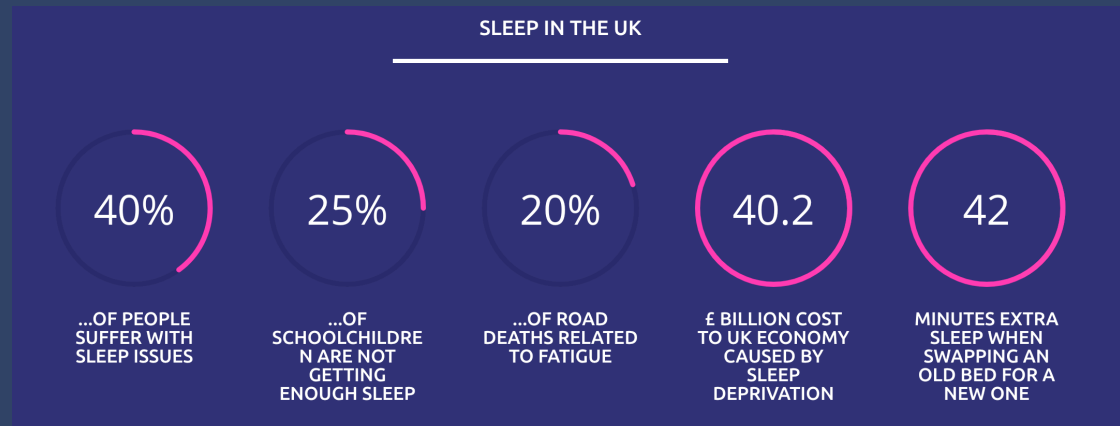
Key Objectives

Highlight the myvitamins wellness – sleep and relaxation range, and elevating education through expert advice and information. Sleep impacts a wide range of areas in our life, and takes up a 3rd of our day, we want to promote and support consumers with their sleep goals and elevate their health and wellness.

Insight

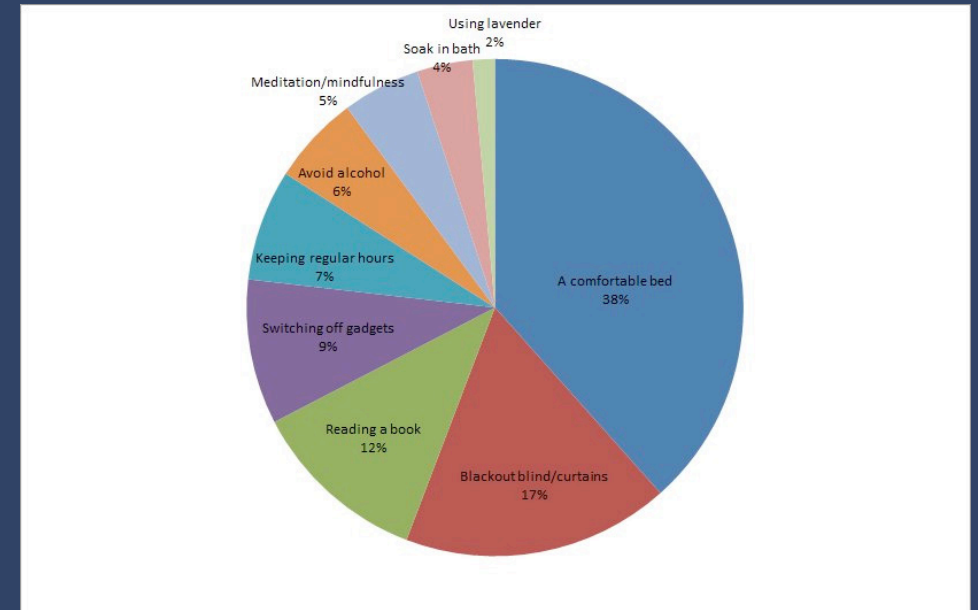
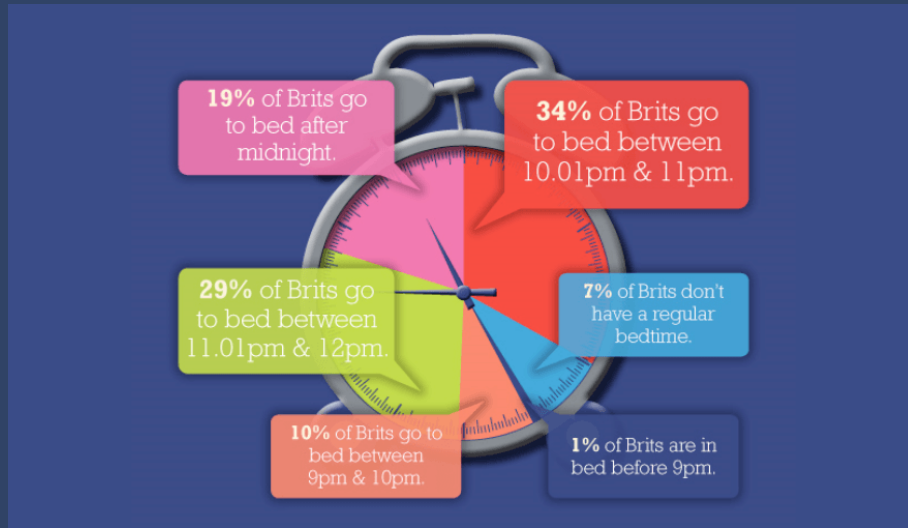
According to the NHS, one in three of us struggle to get a good night's sleep. A lack of proper rest doesn't just affect our mental health, it can also increase our chances of obesity, heart disease and diabetes, so it really is important to secure the recommended eight hours.

"Nearly half (48%) of adults and two-thirds of teenagers (66%) agreed that sleeping badly has a negative effect on their mental health." mentalheath.org.uk



for the winter this weekend, the findings suggest a longer and better quality night's sleep may be sorely needed. **On average, Aviva's data suggests UK adults sleep for six hours per night; below the seven to nine hours sleep recommended by the National Sleep Foundation**.**

Nearly a quarter (23%) sleep for five hours or less each night. With women getting an hour's less sleep on average than men (six hours vs. seven), they are also more likely to say they aren't getting the right



Which one of the sleep tips could you not live without?" Sleep Council

CORVID and Sleep

In the Corvid Pandemic, people reporting sleep issues has increased; due to fear and isolation as well as an impact of getting Corvid;

Sleep neurologists are reporting increased sleep disturbances and the misuse of sleep medications in people recovering from COVID-19 and people whose lives have been beset by fear and social isolation.

Neurologists who specialize in sleep disorders are seeing an increase in sleep disorders associated with COVID-19, a surge they're terming "COVID-somnia."

From insomnia to hypersomnia, night terrors to the misuse of sleep medications, the phenomenon is being reported and treated not only in people recovering from COVID-19, but in the far larger number of people whose lives have been turned upside down by fear and social isolation.

journals.lww.com

With partners, The Sleep Charity and Sleepstation, we surveyed more than 2,700 people to find out the current state of the nation's sleep during Covid-19.

The National Sleep Survey findings revealed

- Close to half of the respondents (43%) are now finding it harder to fall asleep, with unease around the current situation affecting sleep for three quarters of people (75%)
- More than one in 10 people (12%) are experiencing severe symptoms of depression, with women much more likely to report depressive symptoms in the moderate-severe range than men
- Alarmingly over three quarters (77%) say lack of sleep is interfering with their ability to function in the day (daytime fatigue, concentration, mood)
- Women are suffering more than men with anxiety around coronavirus, and are twice as likely to report feeling stressed compared to men
- Women also report having more vivid dreams

Sleep Council

Takeaways

The UK on average has one hour less sleep per night than the recommended 7 hours
and 40% of us suffer from sleep issues

We are bad at going to bed!; with 90% of the population not going to bed before 10pm
and 19% of us still up past midnight

An increase in people reporting sleep issues has increased; due to fear and isolation as well as
an impact of getting Covid



IKEA Sleep Campaign

The brand launched the first part of the campaign earlier this month, with a TV spot that spelt out how a lack of sleep (and a big night on the town) affected the hare's ability to race the next day.

Mother has now followed the spot with a series of clever and smartly designed posters which sees products such as energy drinks, anti-aging creams and vitamin supplements – all of which are intended to imitate the effects of a good night's sleep – filled with Ikea bedding replicating the liquids, pills and creams.

The striking visuals were shot by photographer Amy Currell, using large-scale models designed by Andy Knight Ltd to house the Ikea bedding.



Pukka Teas - Unwind with Nature

Promoting a healthy routine to help with sleeping, with their nighttime teas that have lavender and other herbal remedies that are associated with relaxation.

Pukka has shown this through a series of videos showing someone unwind after their day. Using purple and dark blue tones and restful music.

The videos link to blogs on how to help you sleep, meditation tracks and a Q&A posts.



Strapline

—————
Sleep easy.

Generic Messaging

—————
Rest assured, we've got this.

Relax, we've got it covered.

Rest easy.

Sleep easy.

You can do this with your eyes closed.

A good night makes for a good day.

Inclusion of product example

—————
Rest assured with the **Sleep & Relax Bundle**.

Inclusion of Trade

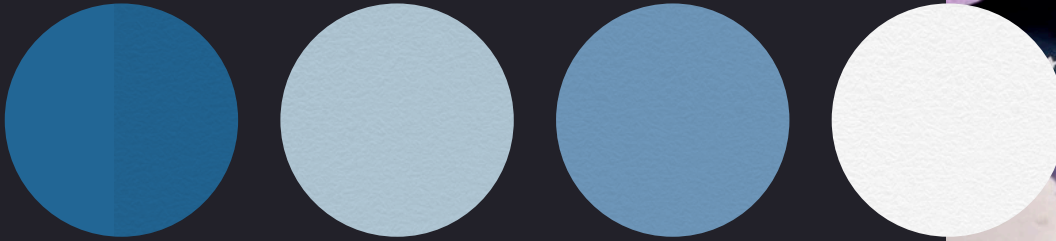
—————
Sleep easy with 50%Off



Concept One

Paper Art

MyVitamins Sleep and Relaxation / **Moodboard**



Textured papers to add a softer aesthetic

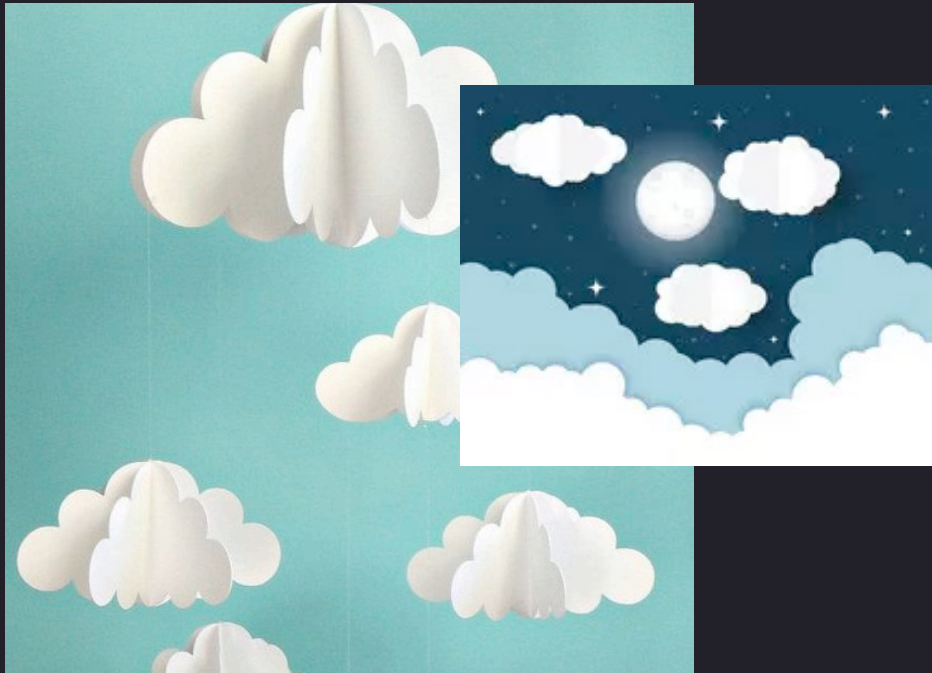
Layered paper clouds



Blue foils

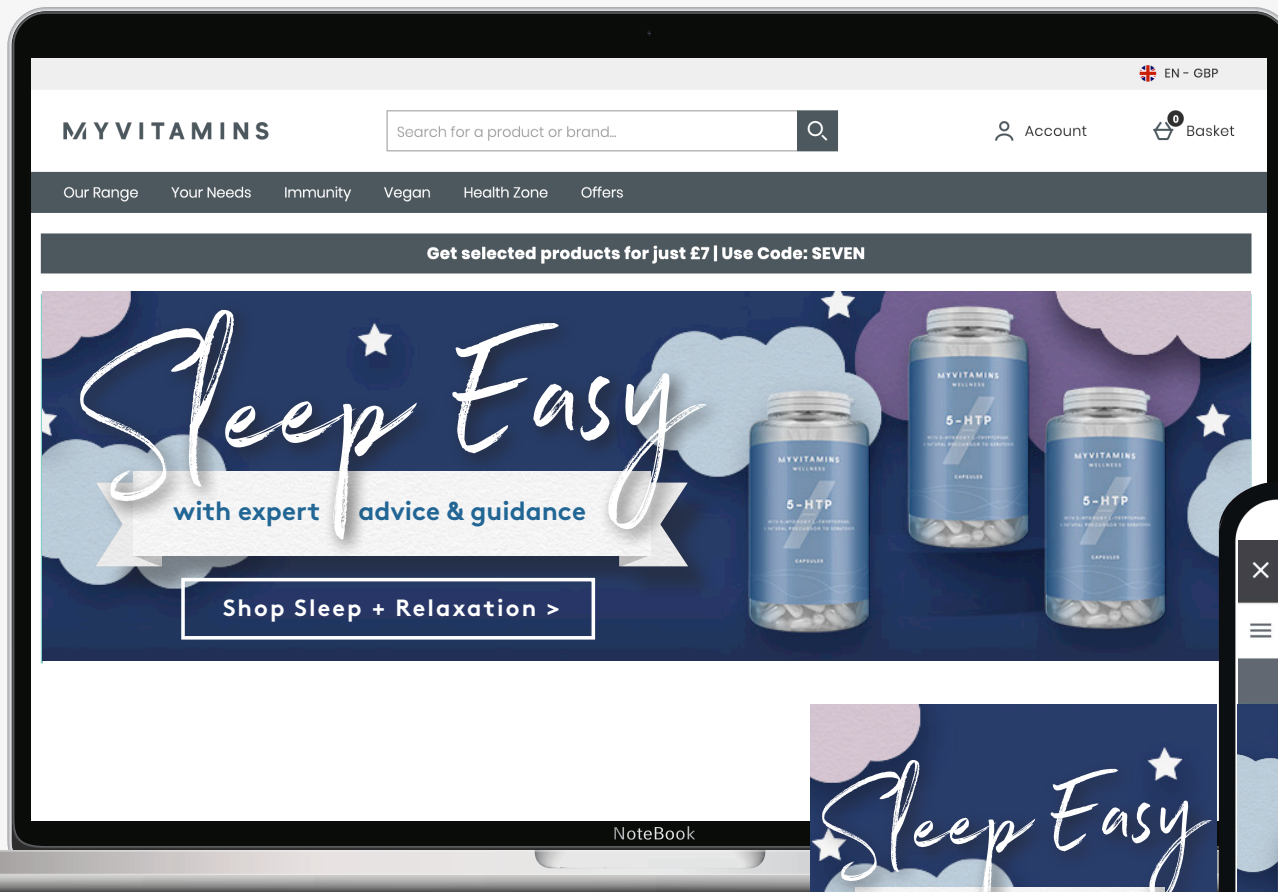


Paper clouds, stars, and moon



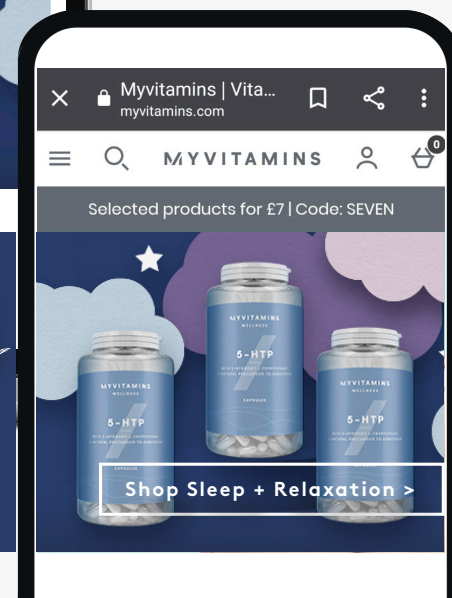
Paper art night sky with layers of clouds, stars and a moon, using the wellness colours with secondary blue and purple hues supporting.

MyVitamins Sleep and Relaxation / Homepage banners



Example Main Homepage Artwork

Using paper textures, stars, clouds and moon, main campaign lockup with ribbon, space for secondary copy on story.

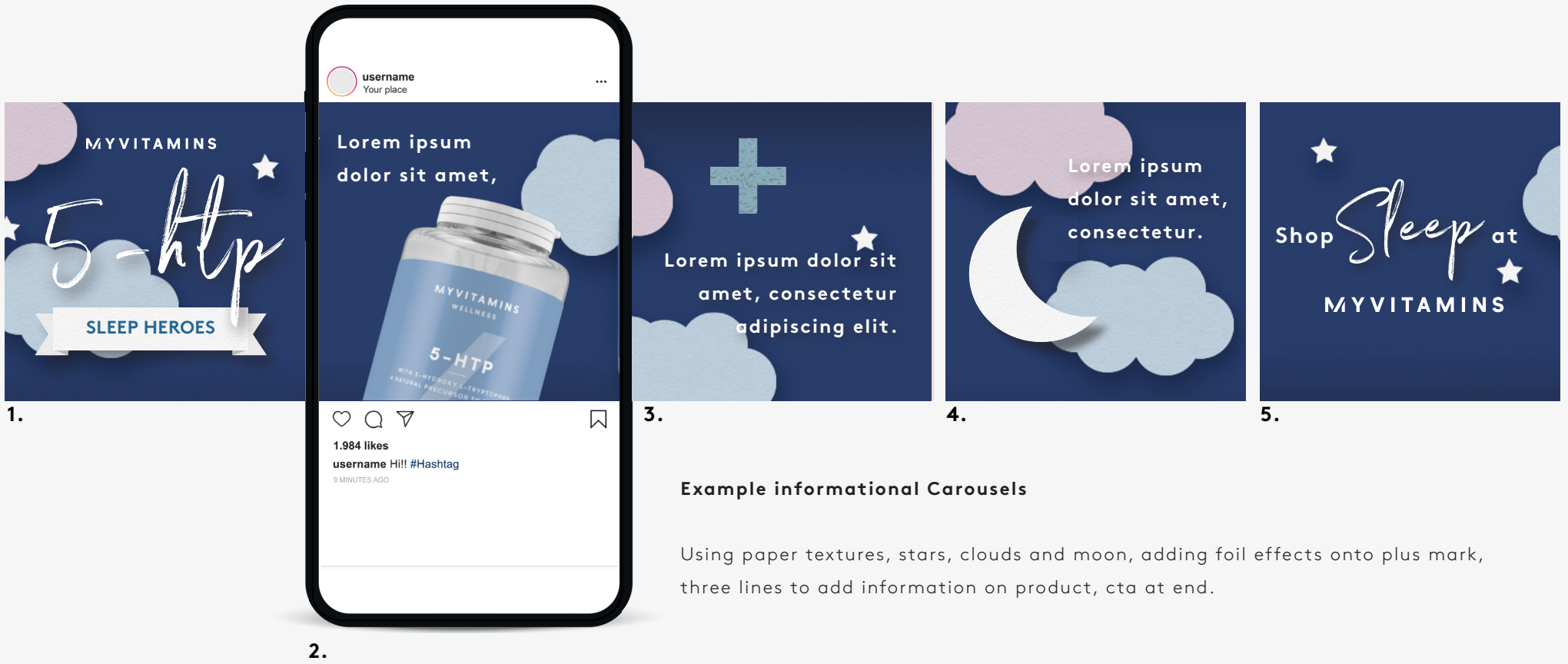


MyVitamins Sleep and Relaxation / **Social Media**



Example Main Artwork Socials

Using paper textures, stars, clouds and moon, main campaign lockup with ribbon, space for secondary copy on story.



Example informational Carousels

Using paper textures, stars, clouds and moon, adding foil effects onto plus mark, three lines to add information on product, cta at end.

MyVitamins January 2021 / Social Media Examples - Instagram Informational Stories

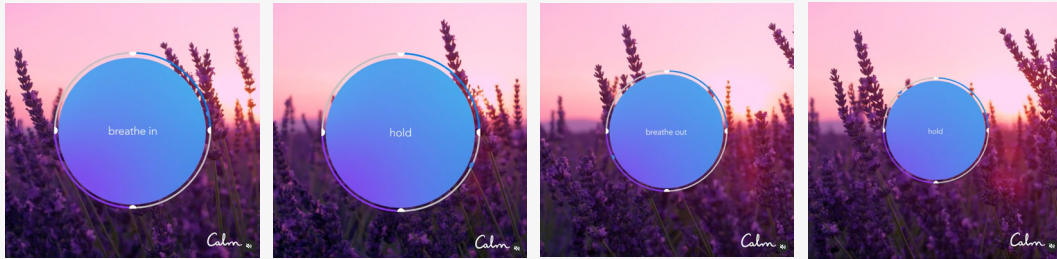


Example informational Stories; Using paper textures, stars, clouds and moon, three lines to add information on product, cta at end.

MyVitamins January 2021 / Social Media Examples - Customer Reviews and Trade Messaging



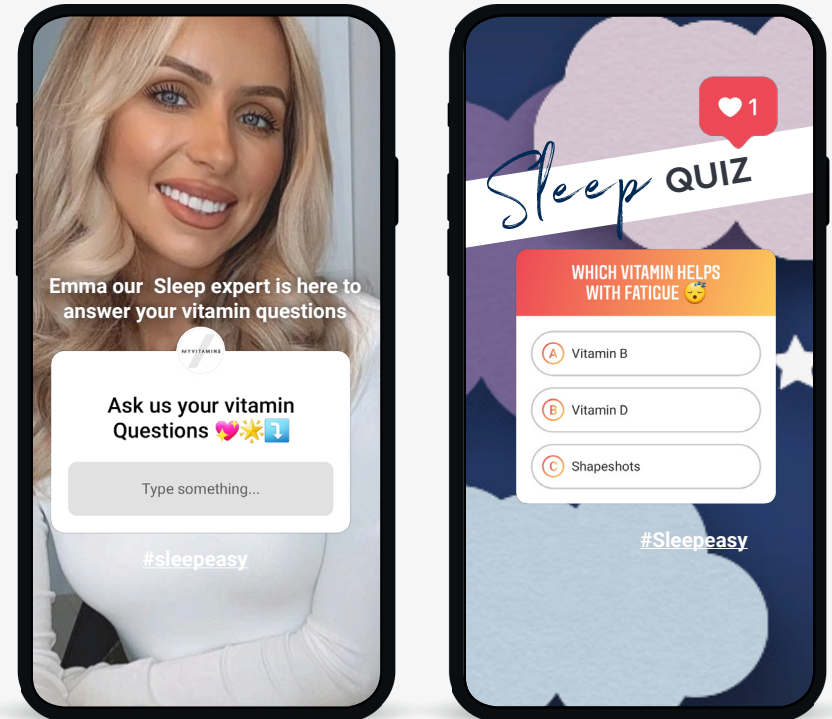
MyVitamins Sleep and Relaxation / **Community Interaction + engagement**



Relaxation Gifs- Simple animated looping gifs to help customers relax eg. Calm Gifs

Interaction with the instagram community

Q&A with our sleep expert, sleep quizzes



Emma our Sleep expert is here to answer your vitamin questions

Ask us your vitamin Questions 🧡🌞📩

Type something...

#sleepeasy

Sleep QUIZ

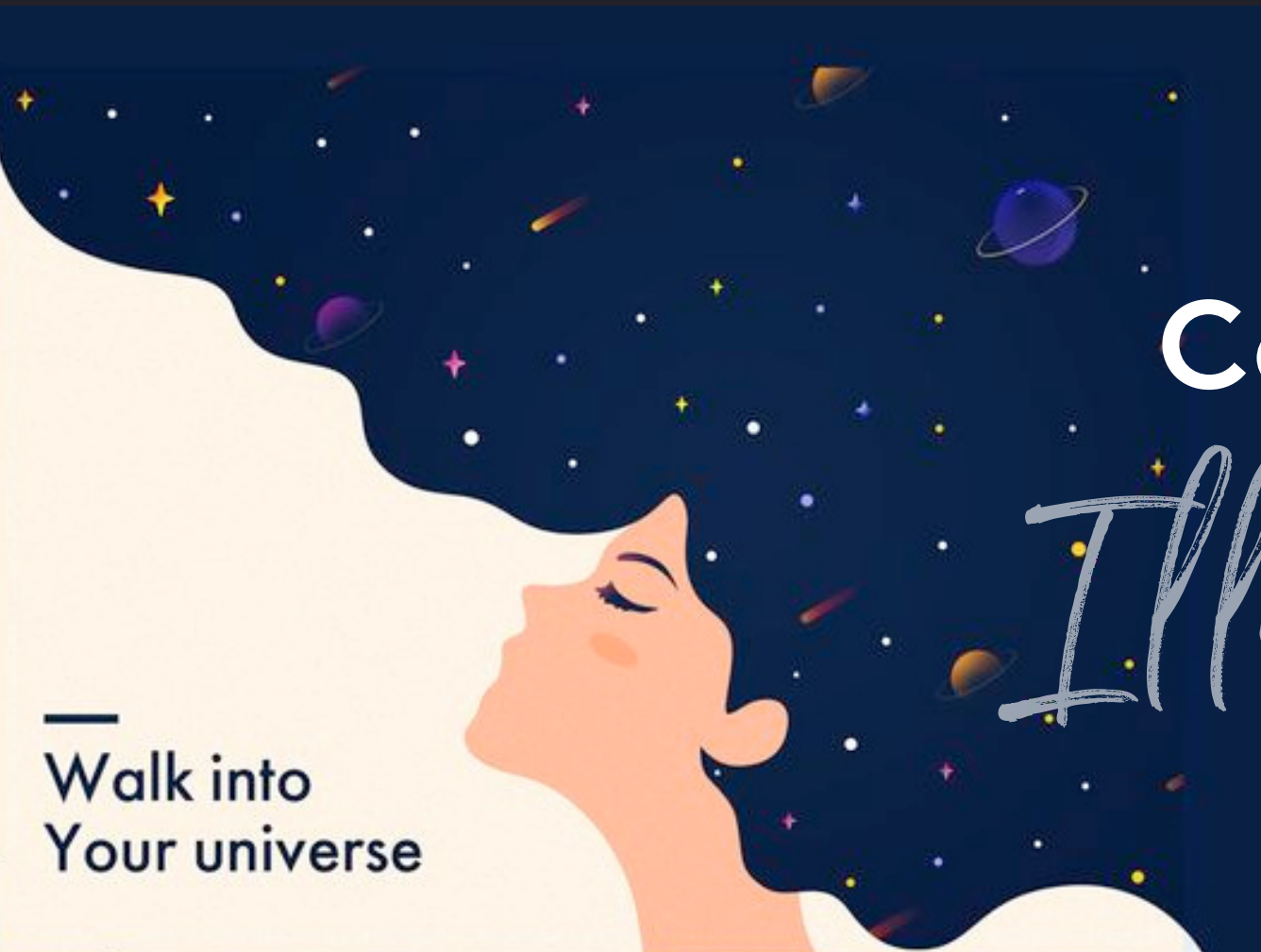
WHICH VITAMIN HELPS WITH FATIGUE 🤔

(A) Vitamin B

(B) Vitamin D

(C) Shapshots

#Sleepeasy



—
Walk into
Your universe

Concept Two

Illustration

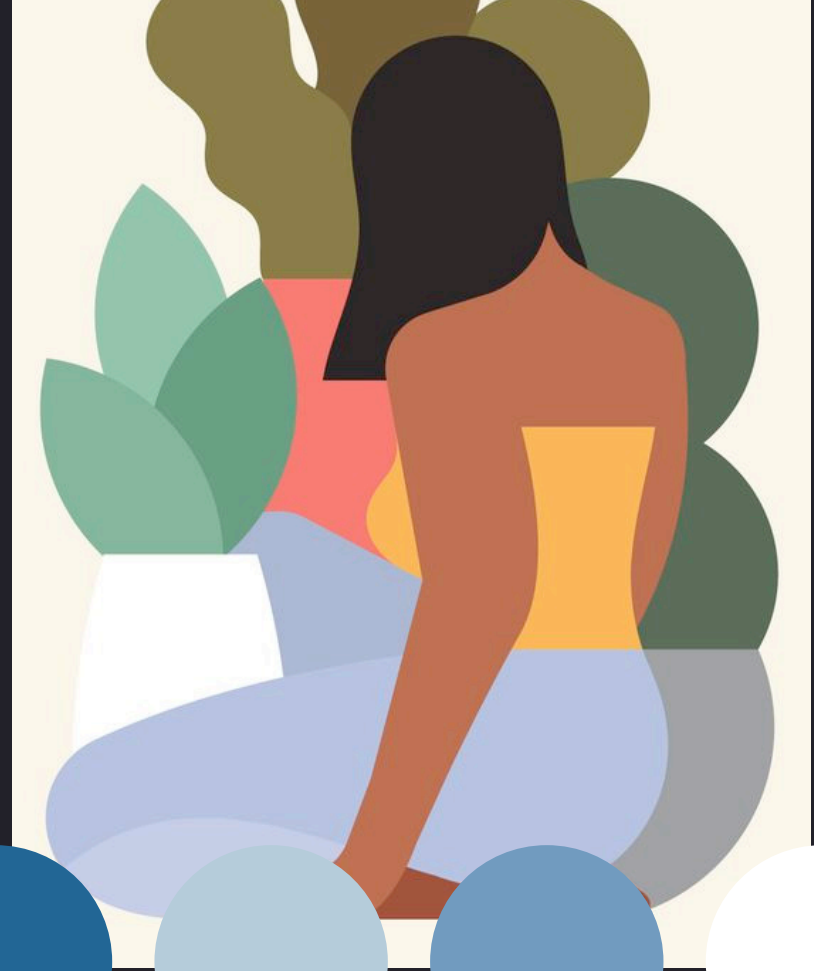
Simple, minimal illustrations

MyVitamins Sleep and Relaxation / **Moodboard**

Rest assured

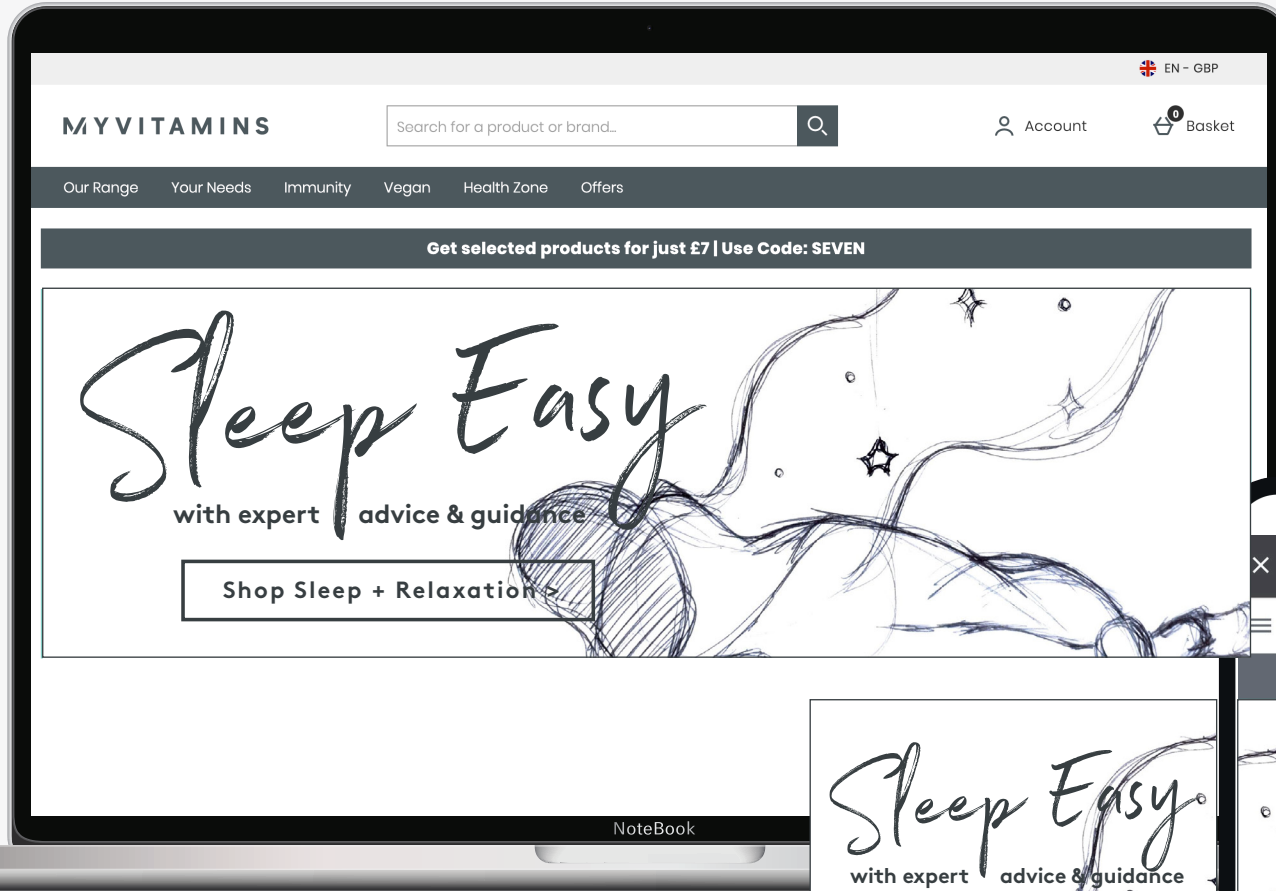


Simple illustrations with
restricted colour pallet,
Night time / rest scenes with
product SKUs used.



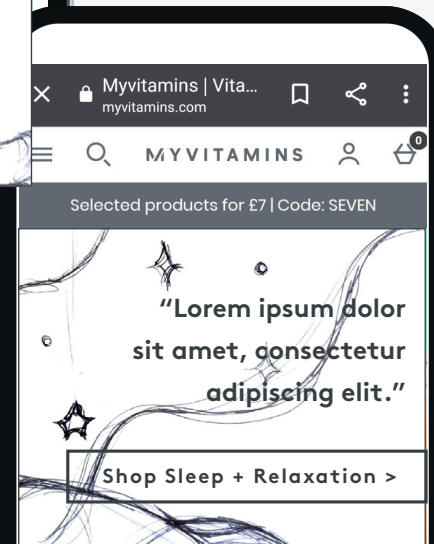
Wellness Blues with secondary supplement colours

MyVitamins Sleep and Relaxation / **Homepage banners**

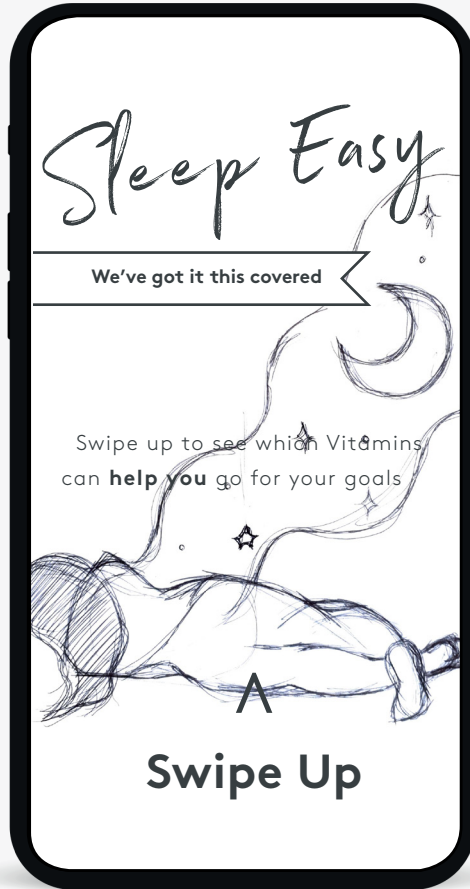


Example Main Homepage Artwork

Illustration of girl sleeping with stars, moon



MyVitamins Sleep and Relaxation / **Social Media**



Example Main Artwork Socials

Illustration of girl sleeping with stars, moon

MyVitamins Sleep and Relaxation / Social Media - Example Informational pieces

1. MYVITAMINS
5-HTP
SLEEP HEROES

2. username
Your place
Lorem ipsum dolor sit amet,
MYVITAMINS WELLNESS
5-HTP
WITH 5-HYDROXY-L-TRYPTOPHAN
A NATURAL PRECURSOR TO SEROTONIN

3. +
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

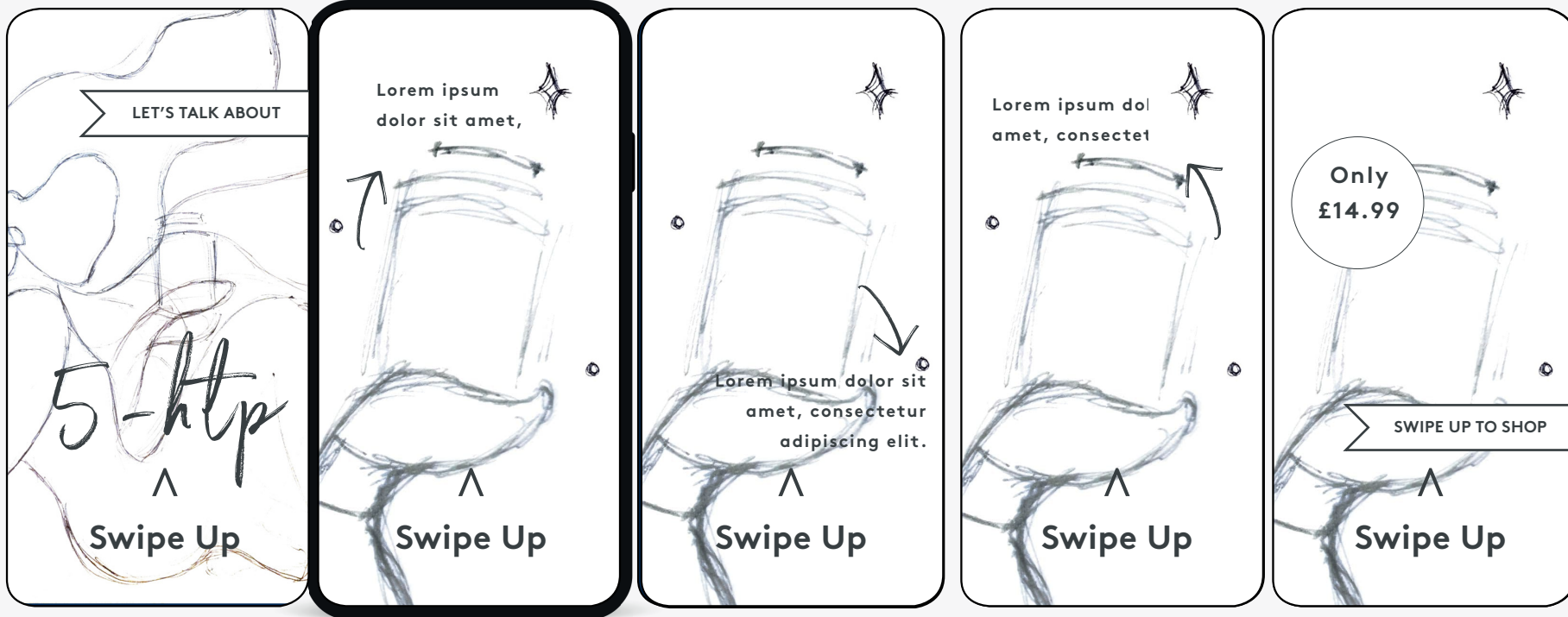
4. Lorem ipsum dolor sit amet.
MYVITAMINS WELLNESS
5-HTP
WITH 5-HYDROXY-L-TRYPTOPHAN
A NATURAL PRECURSOR TO SEROTONIN

5. Shop Sleep at MYVITAMINS

2. 1.984 likes
username Hi!! #Hashtag
9 MINUTES AGO

Example informational Carousels

Using sleep illustrations, three lines to add information on product, cta at end.



Example informational Stories; Using sleep illustrations, three lines to add information on product, cta at end.



