



BOSTON • DUBLIN

Mattress Firm “Jellies not Junk” campaign”

SUMMARY OF PROJECT AND STRATEGY

A creative idea conceived in Connelly Partners’ across 30 U.S. markets for Mattress Firm, a 90 year old heritage brand in the U.S. with 2,400 locations.

Disposable masks can take up to 450 years to decompose in the ocean. And due to careless disposal (littering, flushing, etc.), soon there could be more masks in the ocean than jellyfish.

Mattress Firm is in the business of helping people get a good night’s sleep – and believes we can all sleep better by doing our part to keep rubbish and disposable masks out of the oceans. All it takes is 4.5 seconds to dispose of your mask properly in the bin. It’s that simple.

The new campaign raises awareness and encourages people to pledge to dispose of their disposable masks properly to protect our oceans. The campaign kicks off with the video spot airing on TV in 30 U.S. markets.

Agency: Connelly Partners

Creative Director: Ronan Doyle

Strategy Director: Mary McMahon

Retouching: Jeff Bennett, Graphic Arcade

Senior Project Manager/Producer: Janet Cuttle

Copywriter: Stan Conway

Production: Barry Frechette

Production: Lauren Lukacsko

Media: Michelle Capasso

PR & Social: Alyssa Stevens

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