

Getting Divorced? You're Going To Need A New Mattress.

August 1, 2017. (Toronto, Canada.) Toronto-based creative boutique LP/AD unveils a new integrated campaign for EYRI Iceland Mattresses this week in Brooklyn, New York featuring Robert G. Smith, divorce attorney extraordinaire. The campaign, which features OOH in Brooklyn as well as an AI argue-bot to simulate pointless conversations with your ex and a cross-promo on Tinder explores the idea that after a messy breakup a good mattress is the second most important thing to have upon securing a top notch lawyer.

"In an age of swipe left and swipe right relationships, divorce is pretty real amongst our demographic," commented Alex Shifrin, Managing Partner for LP/AD. "And when that happens, we just want to be the ones who provide support. Firm, orthopedic support as can only be had from a premium Icelandic memory foam mattress. You know. Skate to where the puck is going to be. That kinda thing."

The integrated campaign includes a social media outreach with the hashtag #fortherestofyourlife, OOH, a micro-site with an AI chatbot, a presence on Tinder for the recently single and a running promo offering 50% off mattresses, because if you're going to give up half then so should EYRI. More information available at: <https://eyri.us/pages/splitsville>.

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About LP/AD

LP/AD is a creative and brand strategy boutique. We launch impactful brands. We engage with principal stakeholders to develop strategies and campaigns that reach consumers. Our clients include Tabasco, Amdocs, Pharmasave, MaRS Innovation, Canadian Red Cross, Canadian Owners and Pilots Association, French Fry Heaven, ZYR Russian Vodka, Dennis' Horseradish, EYRI Iceland Mattresses, Matrix, RIOT Instant Messaging, Proboknow and Geneva Centre for Autism.

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