

# Pillow Talk



# Pillow Talk

PILLOW TALK

## Challenge:

McCann was appointed to develop a strategy, brand development and platform to re-position Australian retailer Pillow Talk.

We conducted brand research, key stakeholder workshops and worked closely with Pillow Talk to develop a new brand, positioning, strategy, packaging design, store signage, wayfinding as well as teaser and launch campaigns.

## Idea:

*For the love of comfort.*

Comfort isn't just about cosy blankets or silky soft sheets - it's about feeling content in your home and in your heart.

Because to be human, is to seek comfort, share it with those around you, and to create a loving home, where anything is possible.

It's why, at Pillow Talk, they do what they do, for the love of comfort.

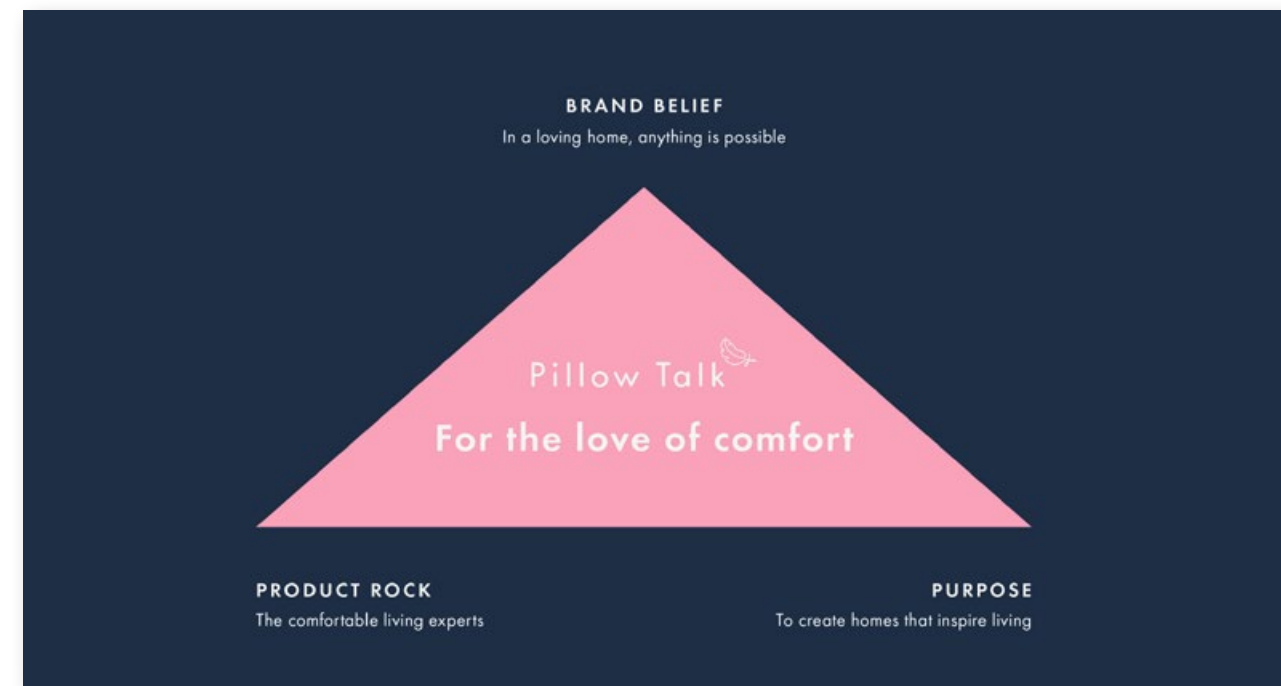
## Impact:

The new brand and campaign launched on the 14th of September 2018.

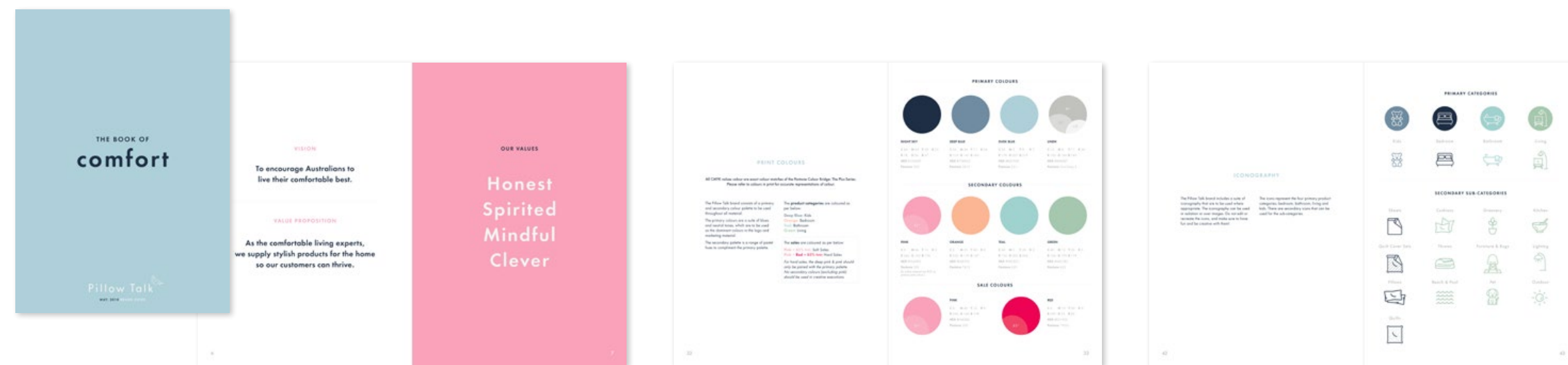
### BRAND DEVELOPMENT



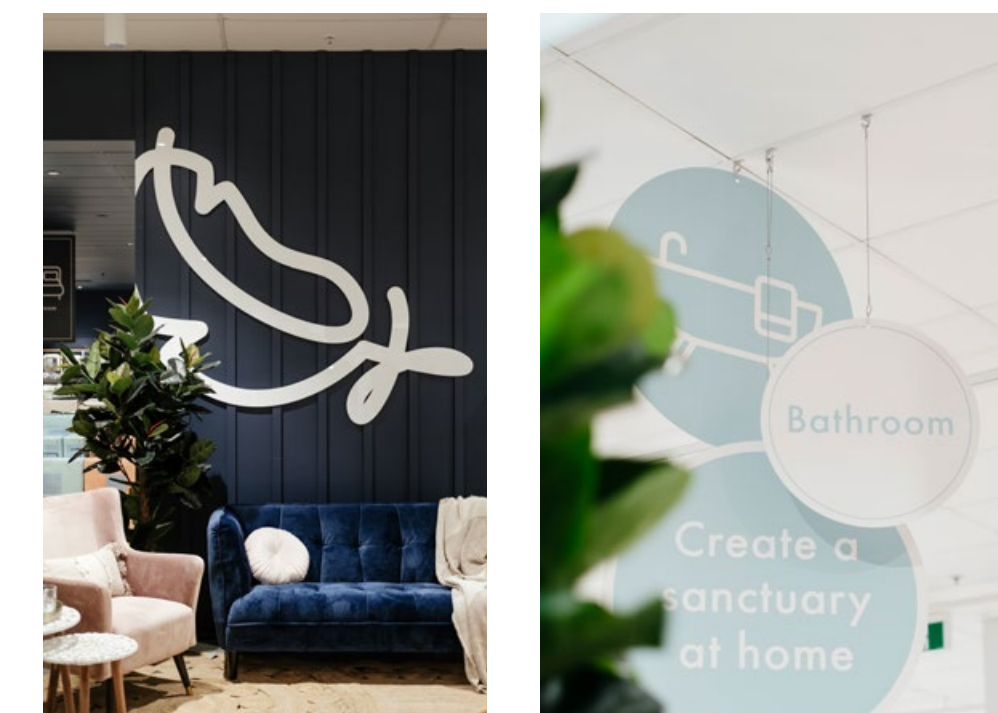
### STRATEGY



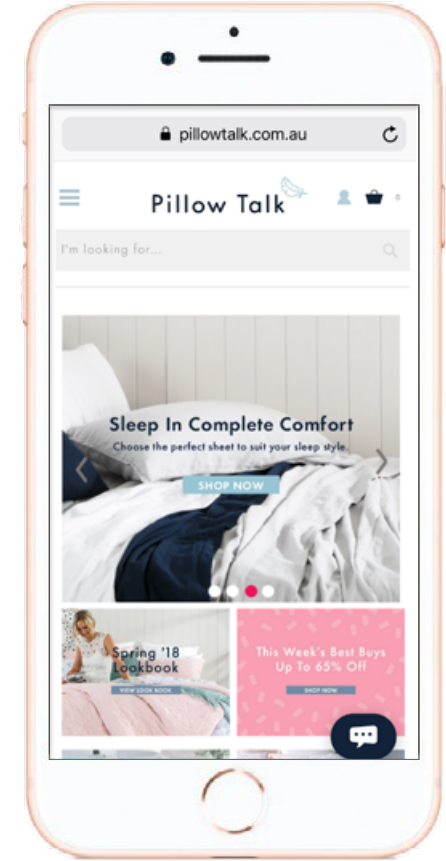
### BRAND BOOK



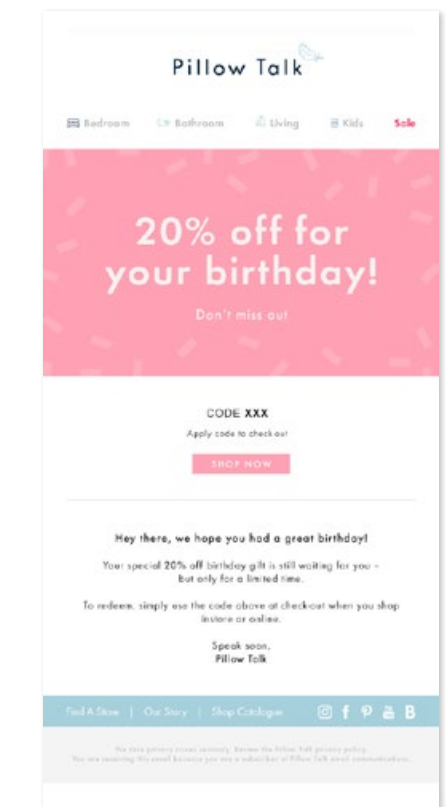
### STORE SIGNAGE & WAYFINDING



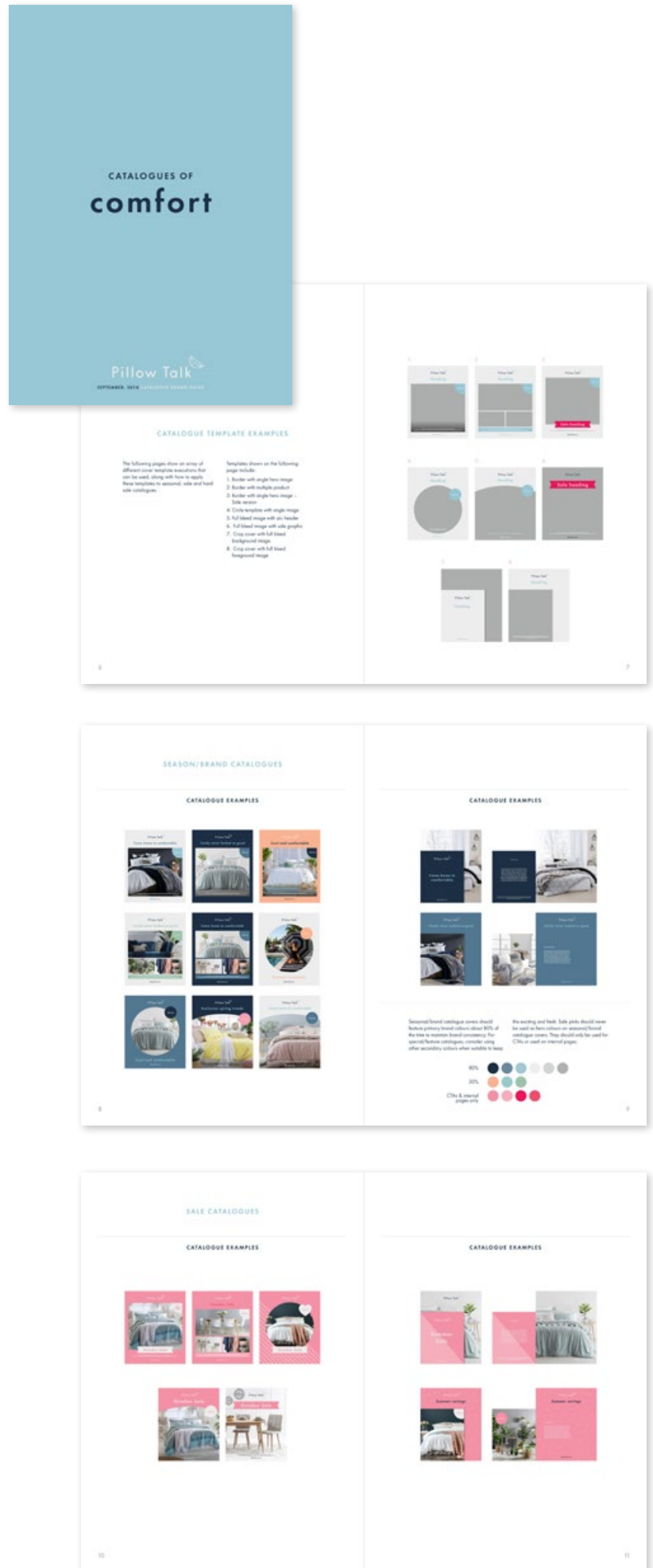
### ONLINE



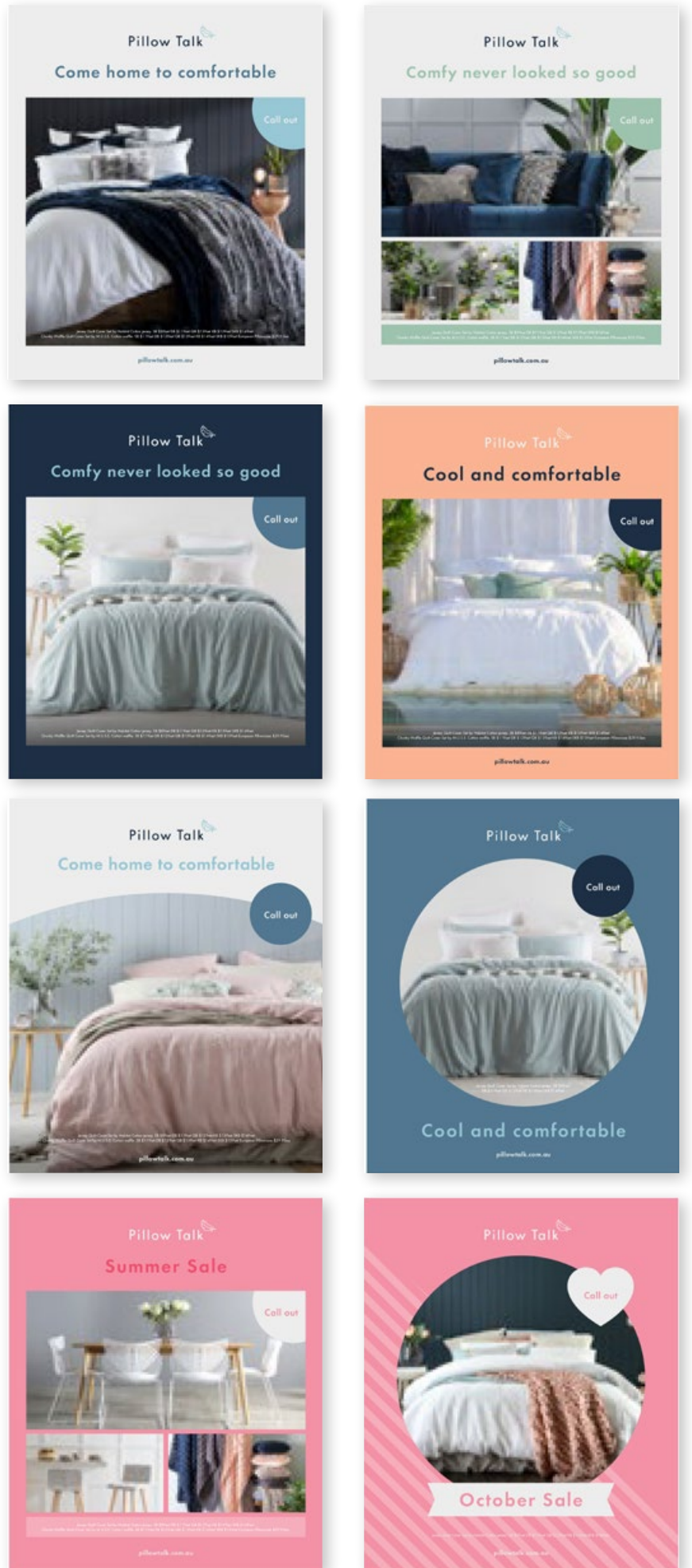
### EDM



CATALOGUE GUIDELINES



CAMPAIGN PHOTOGRAPHY



LAUNCH EVENTS



**Launch Campaign:**  
**For the love of comfort**

**Truth:**

Comfort is a universal, human truth. We all get it, we all understand it, even if comfort for one person is completely different to another. Therefore, the universality of this new comfort platform gives Pillow Talk the tools they need to build genuine relationships with all Australians, no matter their age or background.

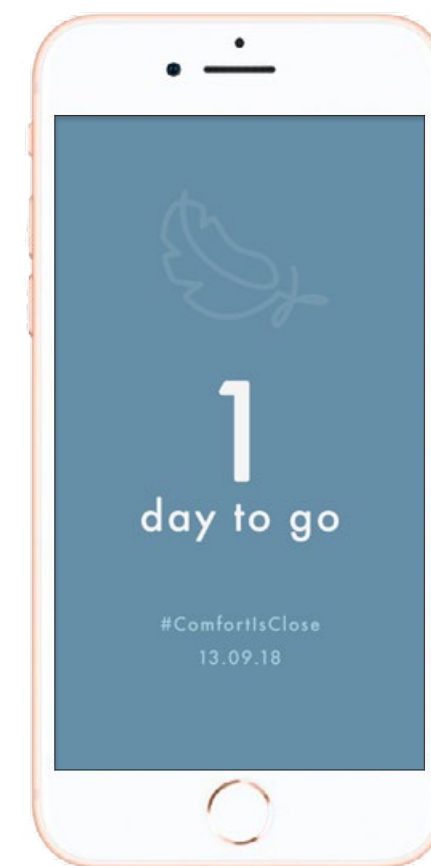
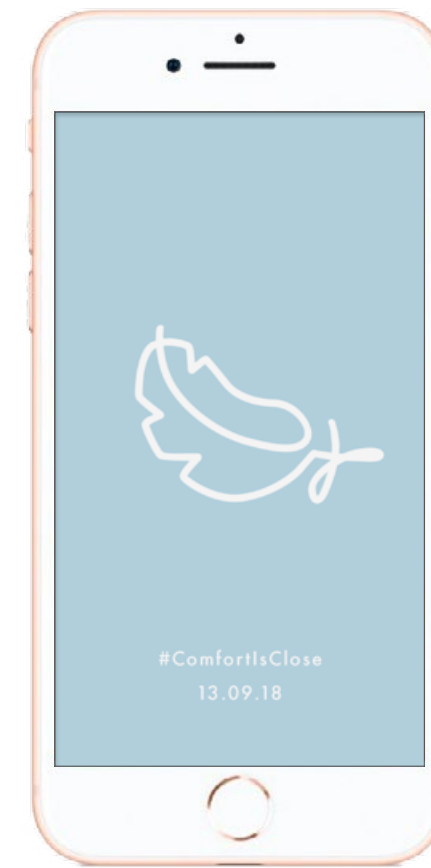
**Transformation:**

So, to launch a brand that completely and utterly champions comfort, McCann turned to Pillow Talk staff – the comfort experts – to tell their own unique stories about what comfort means to them.

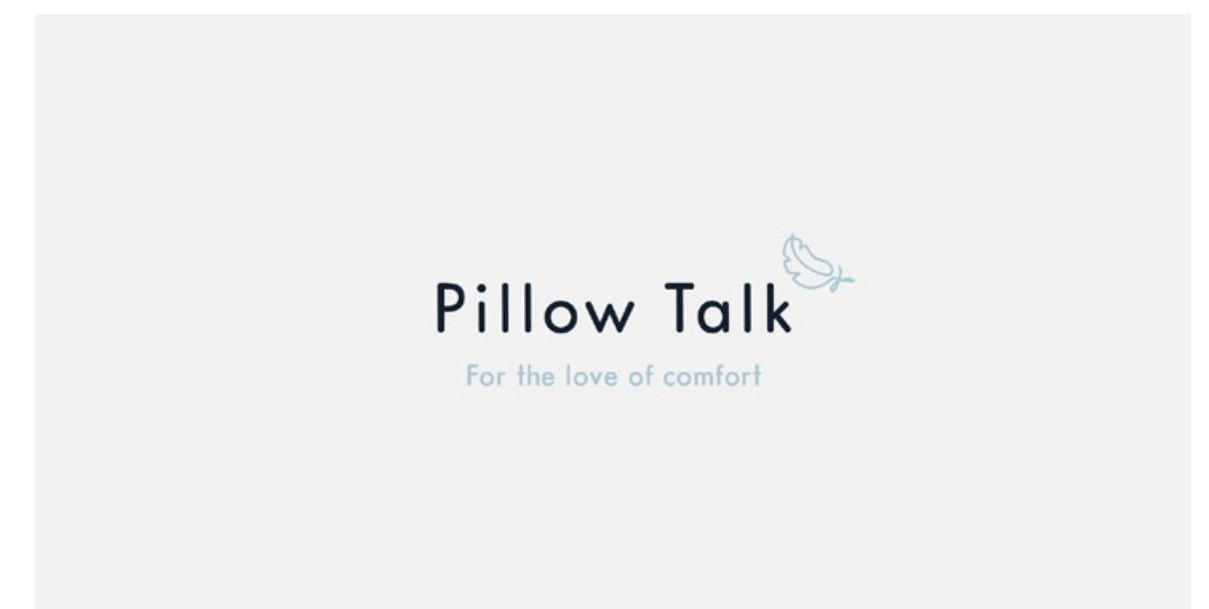
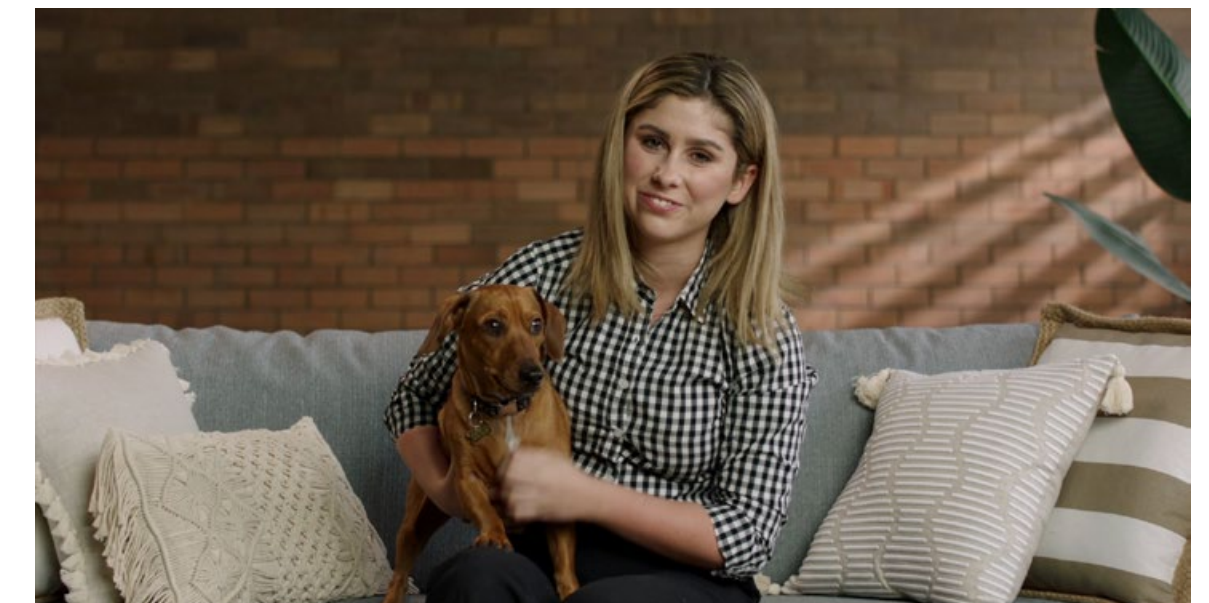
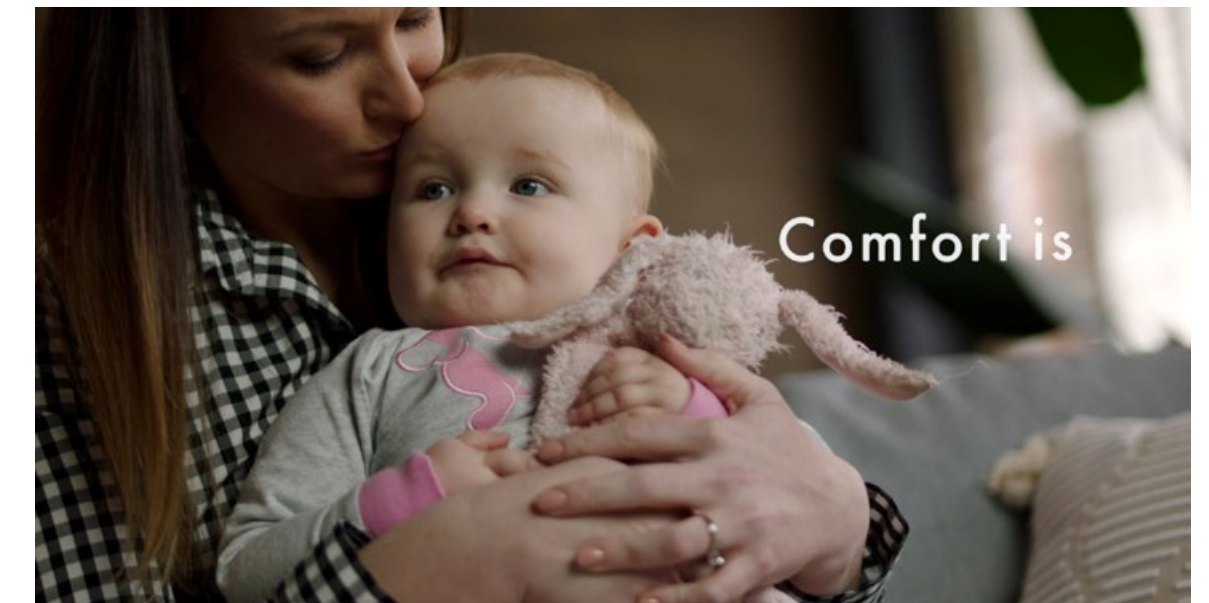
What resulted was an inspiring and moving brand film that captured genuine emotions from real Pillow Talk staff. The film, launched in cinemas and across social channels, introduced Pillow Talk’s new brand positioning ‘for the love of comfort’, new logo, and complete new look to Australian’s for the very first time.

As part of the film launch, McCann and Pillow Talk, along with The Red Republic, produced a three tiered in-store brand launch at Pillow Talk’s new and improved Robina store. This included a media and influencer breakfast, a loyal customer event for dinner and an ‘official’ store re-opening a few days later.

TEASER FILMS



BRAND FILM



[WATCH](#) 'FOR THE LOVE OF COMFORT'  
(60s BRAND TVC)