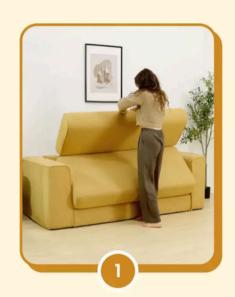


PRESENTING

- Mini Branding Guide
- Content Strategy
- UGC & Influencer Collaboration
- PR & Brand Partnerships

Sit to sleep in 4 secs!





Pull up the front edge of the seat and flip it over towards the sofa's back.



Form The Bed

Push the flipped part down until it's flat to turn the seat into the bed's surface.



Place Topper

Place the topper on the surface and ready for a comfortable sleep.



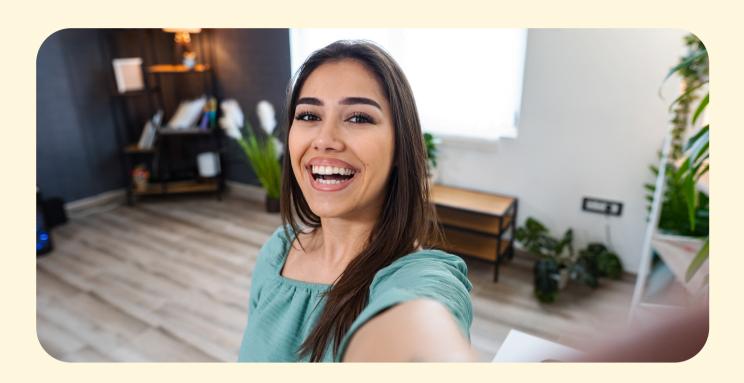
Enjoy Sleeping!

Adjust the surface to make sure it's even and ready for a comfortable sleep.



MINI BRANDING GUIDE

Customer Personas



Persona 1: Ashley | The Urban Apartment Dweller

Age: 30

Occupation: Marketing Manager

Location: City apartment **Income:** Middle-class

Lifestyle & Interests: Loves modern, space-efficient furniture, enjoys

hosting friends, values quality and design.

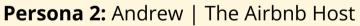
Pain Points: Limited living space, struggles to find stylish yet functional

furniture, dislikes bulky, unattractive sofa beds.

Buying Motivation: Wants a sleek, multi-functional sleeper sofa that

enhances her space without sacrificing comfort.





Age: 48

Occupation: Short-term rental owner **Location:** Suburban vacation home

Income: Upper Middle-Class

Lifestyle & Interests: Focused on maximizing guest experience, seeks

durable and stylish furniture, values efficiency.

Pain Points: Needs a reliable, easy-to-use sleeper sofa that can

withstand frequent use without losing comfort or style.

Buying Motivation: Wants a high-quality, space-saving solution that provides a great night's sleep for guests while maintaining a stylish look



BRAND POSITIONING STRATEGY

BRAND ESSENCE: "EFFORTLESS STYLE, UNMATCHED COMFORT"

Positioning Statement:

Cushie is the premier choice for those who want a sleek, space-saving sleeper sofa that doesn't compromise on comfort. Designed for modern living, Cushie transforms seamlessly from a compact, stylish sofa into a luxurious queen-sized bed in seconds—perfect for urban dwellers, hosts, and anyone who values both form and function.

Key Differentiators:

- Instant Transformation: Converts from a sofa to a queen bed in seconds.
- Space-Saving Design: Ideal for small apartments, guest rooms, and multifunctional spaces.
- Uncompromised Comfort: Designed for everyday use, ensuring a great night's sleep.
- Modern Aesthetic: Stylish, contemporary designs that fit seamlessly into any home.



BRAND MESSAGING STRATEGY

TAGLINE: "MORE THAN A SOFA. MORE THAN A BED."

Brand Voice & Tone:

- Smart & Practical: We speak to space-conscious buyers who value efficiency.
- Stylish & Approachable: A fresh, modern tone that reflects our design philosophy.
- Trustworthy & Reassuring: We provide durable, high-quality solutions for real-life needs.

Key Messaging Pillars:

- 1. Space-Saving Made Simple
 - "Maximize your space without sacrificing style or comfort."
- 2. Effortless Transformation
 - "From sofa to bed in seconds—no hassle, no compromise."
- 3. Designed for Living
 - "A sleek, modern sleeper sofa built for everyday comfort and convenience."
- 4. Host-Ready Comfort
 - "Give your guests the best night's sleep with a queen-sized bed in disguise."



Cushie

CUSHIE CONTENT STRATEGY

Why It Resonates:

Urban apartment dwellers and short-term rental hosts need multi-functional furniture that optimizes space without compromising style. This pillar highlights how Cushie's sleek, space-efficient design solves these challenges.

How It Supports Brand Positioning:

It reinforces Cushie as a modern, stylish, and practical solution for small spaces, positioning it as the top choice for people who prioritize both aesthetics and function.

CONTENT CONCEPTS

Organic

- a. "Before & After" transformations showing how Cushie upgrades a living space.
- b. Tips on maximizing small spaces, featuring Cushie as a key solution.
- c. User-generated content showcasing real customers' living spaces.

Paid

- a. Video ads demonstrating Cushie's instant transformation from sofa to bed.
- b. Carousel ads highlighting Cushie in different room setups (studio, guest room, Airbnb).
- c. Testimonials from renters and homeowners about how Cushie changed their space.

"EFFORTLESS COMFORT" Cushie

CUSHIE CONTENT STRATEGY

Why It Resonates:

Both our personas—urban dwellers and Airbnb hosts—value comfort just as much as design. This theme focuses on how Cushie offers a cozy, premium sleeping and lounging experience.

How It Supports Brand Positioning:

By emphasizing comfort without compromise, Cushie differentiates itself from traditional, uncomfortable sleeper sofas, reinforcing its value as an everyday essential.

CONTENT CONCEPTS

Organic

- a. "Real Comfort, Real Reviews" series—sharing authentic customer testimonials.
- b. Behind-the-scenes: What makes Cushie so comfortable (materials, design, etc.).
- c. "Cushie Test" challenge—customers try sleeping on Cushie and rate the experience.

Paid

- a. Video ads comparing Cushie's comfort to traditional pull-out sofas.
- b. Influencer-led campaigns demonstrating a full night's sleep on Cushie.
- c. Limited-time promotions on Cushie for those seeking a better night's rest.

CUSHIE CONTENT STRATEGY

Why It Resonates:

Short-term rental owners need furniture that is guest-friendly, durable, and easy to set up. This pillar speaks to hosts looking for a stylish, reliable sleeper sofa that enhances guest experience.

How It Supports Brand Positioning:

It reinforces Cushie as a smart investment for Airbnb and vacation rental hosts who want great reviews and repeat guests.

CONTENT CONCEPTS

Organic

- a. "Airbnb Host Tips" series featuring Cushie as a guest-friendly essential.
- b. Showcase how fast and easy Cushie converts into a bed for guests.
- c. Customer stories: Hosts sharing their experience with Cushie.

Paid

- a. Testimonial ads from top-rated Airbnb hosts who use Cushie.
- b. Retargeting ads for Airbnb hosts with a call-to-action to upgrade their rental space.
- c.A/B tests comparing listings with and without Cushie (higher reviews, more bookings).

ORGANIC VS. PAID MESSAGING DIFFERENCES

Customer Personas





• Organic Content:

- Focuses on community-building, education, and lifestyle inspiration.
- Relies on user-generated content, storytelling, and behind-the-scenes insights.
- Encourages engagement through comments, shares, and interactions.

• Paid Content:

- Highlights Cushie's value propositions quickly (space-saving, comfort, hosting benefits).
- Uses concise, action-driven messaging with strong CTAs ("Upgrade your space today").
- Targets high-intent audiences (urban dwellers, Airbnb hosts, small-space shoppers).



UGC & INFLUENCER COLLABORATION STRATEGY – CUSHIE

1. Influencer Selection Criteria

To maximize the impact of Cushie's \$10,000 monthly budget, we will partner with a mix of micro and mid-tier influencers who align with our brand's values and target audience.

Why These Creators?

- They have **high engagement rates** and niche credibility.
- Their audience **aligns with Cushie's customer personas** (urban dwellers, remote workers, and Airbnb hosts).
- They create **trustworthy**, **relatable**, **and conversion-driven content** that seamlessly integrates into everyday life.

Ideal Creator Profiles:

- 1. Home & Lifestyle Creators (Micro & Mid-Tier | 10K 200K followers)
 - Specialize in home decor, interior design, and small-space living.
 - o Can showcase Cushie in real-life settings with aesthetic, aspirational content.
 - Their audience actively seeks space-saving and stylish furniture solutions.
- 2. Work-From-Home & Productivity Influencers (Micro | 10K 50K followers)
 - Appeal to professionals looking for comfortable home office setups.
 - Can position Cushie as an essential for long workdays and relaxation.
- 3. Airbnb Hosts & Real Estate Creators (Micro & Mid-Tier | 15K 100K followers)
 - Provide real-world proof of Cushie's value for short-term rental success.
 - Their audience includes rental property owners looking for high-quality furniture solutions.
- 4. Family & Parenting Influencers (Micro | 10K 75K followers)
 - Show how Cushie supports families with multi-functional, cozy furniture.
 - Appeal to parents who need stylish, durable furniture for their homes.



UGC & INFLUENCER COLLABORATION STRATEGY - CUSHIE

2. Campaign Execution & Content PlanTactics:

- Affiliate & Discount Codes → Each influencer gets a unique Cushie discount code to drive trackable sales.
- Unboxing & First Impression Videos →
 Showcase the ease of setup and transformation from sofa to bed.
- Day-in-the-Life Content → Influencers incorporate Cushie into their daily routine, emphasizing comfort and functionality.
- Transformation & Space-Saving Hacks → Before-and-after videos demonstrating how Cushie upgrades small spaces.
- Guest Experience Stories → Airbnb hosts share how Cushie enhances guest satisfaction and boosts booking rates.

BUDGET BREAKDOWN (\$10,000 MONTHLY):

TACTIC	BUDGET ALLOCATION	DETAILS
Micro-Influencer Partnerships (8-10 creators @ \$500 - \$1,000 each)	\$7,000	Paid collaborations for Instagram, TikTok, YouTube Shorts, and Pinterest.
Product Seeding (Gifting 3-5 influencers per month)	\$2,000	Send free Cushie sofas in exchange for authentic UGC.
Whitelisting & Paid Amplification	\$1,000	Boost top-performing influencer content to targeted audiences.



KPIS AND SUCCESS METRICS

Primary KPIs:

1. Conversions & Revenue:

- Sales generated from influencer discount codes & affiliate links.
- Cost per acquisition (CPA) compared to ad spend.

2. Engagement & Brand Awareness:

- Likes, shares, saves, and comments on influencer posts.
- Video views & watch time on Reels, TikToks, and YouTube Shorts.

3. UGC Volume & Content Performance:

- Number of influencer-created assets available for repurposing.
- Performance of repurposed influencer content in paid ads.

4. FFollower Growth & Community Building:

- o Increase in Cushie's social media followers.
- Growth in direct messages & tagged posts from customers.

ROI-Focused Strategy Summary:

- **Cost-Effective Influencer Mix:** Prioritizing micro-influencers ensures high engagement and cost-efficient content production.
- Sales-Driven Campaign: Using trackable discount codes and affiliate links ties influencer efforts directly to conversions.
- **Evergreen UGC Collection:** All influencer content will be repurposed for organic and paid marketing to extend its lifespan.
- **Continuous Optimization:** Budget will shift toward creators who deliver the best engagement and ROI.



CUSHIE PR & BRAND PARTNERSHIPS STRATEGY

1. PRESS OUTREACH STRATEGY

2. Exclusive Product Previews & Gifting

 Send select journalists and influencers a Cushie sleeper sofa for first-hand experience and coverage.

3. Seasonal & Trend-Based Story Hooks

 Align PR pitches with relevant moments (e.g., "Best Small-Space Solutions for Holiday Guests").

1. Personalized Media Pitching

- Identify journalists who cover home trends, space-saving furniture, and Airbnb hosting.
- Craft tailored pitches that highlight Cushie's unique value proposition.

4. Press Releases & Media Drops

 Announce key brand milestones (new product launches, sustainability initiatives, major partnerships).

Media Targets:

Home & Design: Apartment Therapy, Architectural Digest, Dwell, House Beautiful

Tech & Business: Fast Company, Forbes, Business Insider (for innovation-focused storytelling)

Lifestyle & Travel: Condé Nast Traveler, Travel + Leisure (for Airbnb/guest-friendly angles)



CUSHIE PR & BRAND PARTNERSHIPS STRATEGY

2. STORYTELLING ANGLES

Angle 1: "The Ultimate Space-Saving Solution for Modern Living"

Why It Works:

- Speaks to city dwellers, remote workers, and minimalists who need smart furniture solutions.
 Taps into the rising trend of multi-functional furniture for small spaces.

Headline Example:

"This Stylish Sleeper Sofa Transforms in Seconds— Perfect for Small Apartments & Airbnb Hosts!"

Angle 2: "How Cushie is Redefining Guest Comfort for Airbnb Hosts"

Why It Works:

- Airbnb hosts are always looking for ways to enhance their listings and guest experience.
 Cushie is a high-value addition that can lead to
- better reviews and more bookings.

Headline Example:

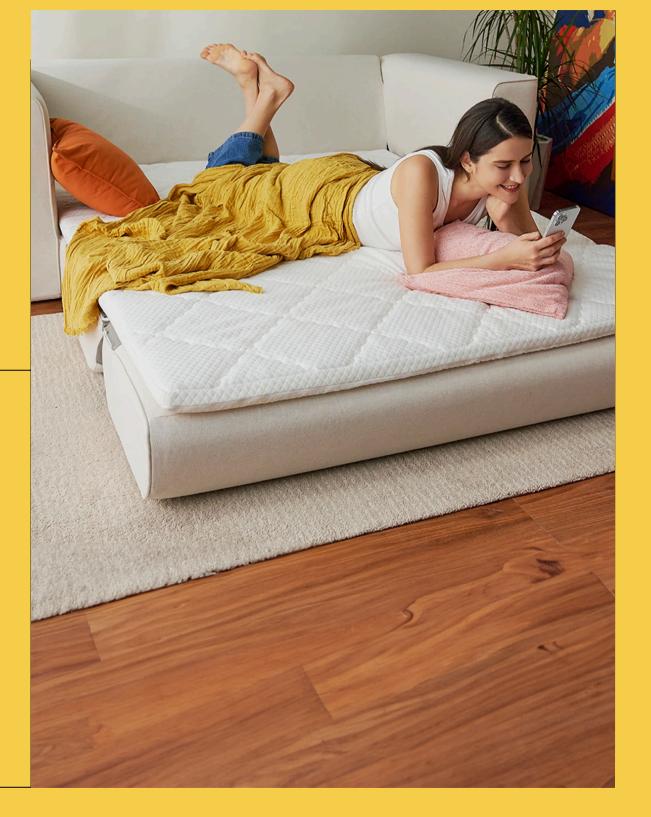
"Airbnb Hosts Swear by This Sleeper Sofa—Boosting Bookings and 5-Star Reviews!"



CUSHIE PR & BRAND PARTNERSHIPS STRATEGY 3. BRAND COLLABORATION APPROACH

POTENTIAL PARTNERS:

- 1. Home & Lifestyle Brands (e.g., Brooklinen, Parachute, Casper)
 - Why? They align with the sleep and comfort category, making cross-promotions seamless.
 - Collab Idea: "The Ultimate Guest Room Bundle" a co-branded giveaway featuring Cushie + luxury bedding brands.
- 2. Interior Design & DIY Influencers (e.g., Modsy, Havenly)
 - Why? Their audience is actively looking for home upgrades.
 - Collab Idea: "Small Space Makeover" campaign featuring Cushie in designer-curated setups.
- 3. Short-Term Rental Platforms & Host Communities (e.g., Airbnb, VRBO, Guesty)
 - Why? A direct way to reach our Airbnb host persona.
 - o Collab Idea: Special discounts for Airbnb hosts + content showcasing how Cushie improves guest stays.
- 4. Co-Working & Wellness Brands (e.g., WeWork, Calm, Headspace)
 - Why? Many remote workers value ergonomic home setups.
 - Collab Idea: "Work-from-Home Comfort Kits" featuring Cushie + wellness brand perks.



Ideal Brand Partners:

To elevate Cushie's brand presence, we will collaborate with companies that complement our mission of comfortable, stylish, and space-efficient living.



SUCCESS METRICS

To measure the impact of PR and partnerships, we will track:

Press & Media Metrics:

- Number of media placements
 & impressions
- Domain authority & traffic from press backlinks
- Engagement (shares, comments, and discussions) on press features

Brand Partnership Metrics:

- Increase in referral traffic & sales from co-branded campaigns
- Social media engagement on collaboration content
- Growth in brand mentions & user-generated content

Business Impact Metrics:

- Increase in direct website traffic & search volume for "Cushie"
- Improvement in conversion rates from PR-driven traffic
- Sales attributed to partner discount codes & press coverage



SUMMARY: ROI-DRIVEN PR AND PARTNERSHIPS

Strategic media outreach will establish Cushie as a go-to solution for modern, space-saving living.

•

High-impact brand partnerships will expand brand reach while providing tangible customer value.

Compelling storytelling angles will position Cushie as a must-have for both apartment dwellers and Airbnb hosts.

Data-backed measurement ensures every PR and partnership effort contributes to brand awareness, traffic, and sales growth.

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Thank you for your time and consideration.



