



Cushie

REBRANDING  
**MARKETING PLAN**

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# PRESENTING

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

**Cushie**

🕒 Sit to sleep in **4 secs!**



1

#### **Dift & Flip**

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



2

#### **Form The Bed**

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



3

#### **Place Topper**

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



4

#### **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.



**Persona 2:** Andrew | The Airbnb Host

**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 multi-functional 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 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.



# 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

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### 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.
  - 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. Follower Growth & Community Building:

- 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

### 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.

### 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").

### 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., Mody, 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.
- 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.

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

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

**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.*





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*Thank you for your time and consideration.*