

Drafted Case Study:

The Fine Bedding Co: Launching the HoneyFoam Pillow, an innovative and sustainable sleep solution

The Brief

The Fine Bedding Company set out to launch its latest product, the 'HoneyFoam Pillow' as a genuinely innovative solution within the sleep category. Designed around adjustability, sustainability and improved sleep health, the pillow needed to stand out in a crowded market while clearly communicating its differentiated benefits.

The challenge was twofold: to drive broad consumer awareness while also building credibility in more specialist spaces, positioning the product not just as a lifestyle purchase, but as a meaningful contributor to sleep health and performance.

Our Work

We developed a PR strategy that balanced mainstream visibility with targeted, expert-led storytelling. At the core was a clear narrative around personalised sleep – positioning the product as a solution to the growing demand for comfort tailored to individual needs.

We secured a combination of national coverage and high-value product reviews to validate the product's innovation and usability, including feature pieces in the *Metro* and *Daily Mirror*, while placing it in specialist titles such as *Women's Fitness* and *T3* to reach audiences actively engaged in wellbeing and performance.

Alongside this, we activated a targeted influencer programme, partnering with male and female creators across health, wellness and fitness to bring the product to life through authentic, experience-led content.

This coordinated approach ensured the product was both widely visible and credibly endorsed, while also helping to extend The Fine Bedding Company's presence beyond traditional home and interiors media into more health and lifestyle-led conversations.

The Results

The campaign successfully positioned the product as a forward-thinking sleep solution, reinforcing The Fine Bedding Company's credentials in both innovation and sustainability.

With over 28 pieces of coverage on the product launch, totalling nearly 100m potential reach across national and sector-specific titles, we drove awareness and authority. The comprehensive, glowing product reviews written by key journalists validated the product's comfort and functionality. At the same time, targeted placements introduced the brand to new,

high-value audiences. Across the campaign, we calculated the quality score of media coverage to be an average of 2.4 / 3 on meeting the objectives of the client for the product launch.

Overall, the launch demonstrated the impact of combining consumer relevance with expert positioning - delivering measurable visibility while strengthening the brand's role within the broader sleep health space.