

Casper Mattress

Brand and Social Media Analysis

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Executive Summary

Casper was the first in its industry to take mattress buying online, revolutionizing the way consumers search for and purchase mattresses. Through our findings, we have seen how Casper's brand continues to set itself apart from other direct-to-consumer mattress companies that have attempted to replicate the Casper business model. Their quirky persona, cutting-edge technology, and consistent brand voice across all company communication efforts have made the Casper brand a recognizable name in the mattress industry.

Client

Casper was founded in 2014 as the mattress for everyone seeking a better night's sleep. It is the first in its class to bring direct-to-consumer shipping mattresses, eliminating the need for an awkward in-store mattress test (Truppmann, 2020). The award-winning technology has been recognized by several media outlets for its hyper-targeted support and high-class comfort. Casper has positioned itself in the mattress industry as an innovative, quirky, fun company that makes buying a mattress personal without the hassle and awkwardness of trying it out in-store. Their company communication efforts are transparent and thorough, making them a trusted and recognizable brand by consumers. Many celebrities even serve as large investors in the company, such as Tobey Maguire, Leonardo DiCaprio, Scooter Braun, and Adam Levine (Shieber, 2015). Casper has even recently teamed up with Netflix to promote the new movie *Slumberland*, proving that their mattress really is for everyone, even kids.

Product

Casper started selling their high-quality mattresses with three layers of foam in 2014. They now sell a multitude of products relating to sleep including pillows, bed frames, bedding, sheets, and accessories such as mattress toppers, nightlights, dog beds, slippers, robes, and sleep masks.

Audience

While everyone needs mattresses, Casper's audience is specific and targeted. Casper sells their products to those who value their sleep and will pay top dollar to be well-rested. As a result of Casper's unique e-commerce store, its consumers trust them while making big purchases online. Their target market mostly consists of millennials who enjoy online shopping and are comfortable with technology (Truppmann, 2020).

Social Media

Casper has a presence on Instagram, Twitter, TikTok, Pinterest, and Facebook. Casper's brand voice, personality, and messaging are consistent among its multiple forms of social media. They engage their audience with the fun, quirky, and relatable nature of their posts. Casper has even received a Shorty Award for their Twitter account (Markelz, 2022)

Part 1: Brand Analysis

Organization Background

Mission, Values, and Goals

Casper's mission is "to awaken the potential of a well-rested world" and they want their company to "become the top-of-mind brand for best-in-class products and experience that improve how we sleep" (Truppman, 2020). The values they shape their brand around are innovation, wondrous, joyful, and authentically human (Holley, 2023). They strive for their brand to be genuine, trustworthy, approachable, fun, and playful. Casper's goals include bringing joy and simplicity to its consumers and retail partners. They believe that good sleep is key to a "well-rested world."

Publics

Since Casper's business model is mostly e-commerce, their target consumers are millennials or tech-savvy individuals who are comfortable making big purchases online. To surpass boundaries, Casper has 60 retail stores and 18 retail partners along with their online store, which allows their customers to shop however they prefer.

Brand Story

Nine years ago, co-founders Philip Krim, Jeff Chapin, Neil Parikh, Luke Sherwin, and Gabriel Flateman were entrepreneurs who lived busy lives while simultaneously trying to prioritize their health and wellness (Truppman, 2020). Too often, they found themselves sacrificing sleep to meet their goals. They realized that when they got a better night's sleep, they felt better and performed better in their busy lives. Since then, Casper's award-winning mattress has been designed for the comfort and support of everyone seeking a better night's sleep. Casper revolutionized the mattress-buying game by eliminating the need for an uncomfortable in-store experience and replacing it with direct-to-consumer shipping. Their 100-day trial offers customers the time and sleep needed to assess how a new mattress fits in their life. Casper has created a transparent shopping experience through their reliable website by bringing cutting-edge technology right to your room.

Since the release of Casper's first mattress, the company has expanded to create pillows, sheets, duvets, bedroom furniture, sleep accessories, sleep technology, and sleep services. Casper products were recognized by the U.S. News & World Reports as the *Best Mattress of 2021* for their hyper-targeted support technology, as well as Good Housekeeping's *2021 Best Bedding Awards*. Because of this, Casper can say that no other company catering to the Sleep Economy has their level of product development talent, resources, data-driven insights, or expertise.

Key Players

Beyond Casper's five founders — Philip Krim, Neil Parikh, Luke Sherwin, Jeff Chapin, and Gabe Flateman — there are several prominent investors and stockholders who support the company's mission and goals. Big name investors of the company include

Tobey Maguire, Leonardo DiCaprio, Scooter Braun, Adam Levine, and Pritzker Group Venture Capital (Shieber, 2015). For principal stockholders, see Appendix A.

Brand Analysis

Casper, also known as “The Sleep Company,” is the leading online mattress retailer. Throughout their website, it is evident that they are a modernized organization, targeting millennials with their simplistic text and slogans related to sleep. Some of these sayings include: “So we dreamed a big dream,” “Well-rested world,” and “Bringing joy to a tired industry.” While the organization loves their puns and sleep references, they also heavily focus on customer service. Throughout the website, you can find promotional deals, discounts, free trials, a chat feature, as well as free nap appointments at select Casper Sleep Shops.

Brand Differentiation and Position

Casper set itself apart in the online mattress industry by being the first direct-to-consumer online mattress provider. Casper mattresses have a quality, three-layer foam that supports sleepers of all kinds. The mattress is made from recycled materials. Casper also offers free delivery, a 10-year limited warranty, and a 100-day trial period of the mattress, “no springs attached.” Recently, the online mattress industry has experienced a boom in competitors attempting to replicate the company’s business model. Casper has continued to distinguish itself apart from these new companies by expanding to storefronts while maintaining their immersive, comfortable trial period (Fletcher, 2022). Additionally, Casper has the advantage of being a well-known brand in the online mattress space even today.

Casper has positioned itself in the mattress market space as a “pioneer of the Sleep Economy” through reinventing the sleep experience by (Davies, 2022):

- Being the first direct-to-consumer online mattress provider, creating an unbeatable guarantee with the 100-day trial period
- Answering their target market’s questions and focusing on customer service by incentivizing them to complete a survey for a \$25 discount so they can make improvements to their products
- Creating a comparison resource with images for consumers to measure how they would size up to their mattress
- Showcasing all reviews on their website as well as all original research for consumers to view

Casper has aimed to give customers all the purchase information they may need to take away the stress of the online buying decision. This has established their reputation and position in the mattress industry as honest, reliable, and transparent.

As previously mentioned, Casper is known for being simplistic and modernized on many platforms. From their blue basic logo to their accessible website design, Casper has created an effortless way to find the perfect mattress online. Throughout their website, you can find quirky sleep references such as “E-zzz pickup” and finding the “cool side of the pillow.” These puns make the brand seem approachable and friendly since Casper’s online business model lacks a face-to-face connection with consumers.

Casper has also reached out to consumers through campaigns such as the “Casper Subway Campaign”. To increase product expansion, Casper used an out-of-home strategy starting on the NYC subway that emphasized the idea that one mattress could meet the needs of anyone. By creating quirky cartoons and sketches, the company was able to reach a larger audience on a more personal, day-to-day level. These illustrations included pizza-makers in Chicago, tailgaters in Houston, ladies of liberty in New York, and more. One of the goals of this campaign was to make their consumers feel comfortable and welcomed. This can be seen through their different communication techniques as well.

Part 2: Social Media Analysis

TikTok

Casper has a somewhat prominent presence on TikTok, which is where most of their target market can be found on a daily basis. They have acquired 106,000 followers on the app and a total of 912,700 likes on their page. In order to receive traction on a social media platform such as TikTok, it is essential to post almost every day, and Casper does exactly this, sometimes even multiple times per day. Although they only achieve between 300 and 6000 views per post, which is fairly low relative to their following, they do have three viral TikToks including one with over 460,000 views. Most of their content on TikTok consists of trends such as street interviews, which engage the audience, and skits. They keep up with current events and trends and use them to promote their products. For instance, after Rhianna’s Super Bowl Halftime performance, Casper posted two TikToks relating their Snoozewear Robe to the backup dancers’ iconic costumes, see Appendix B. While these two posts have not performed very well, only gaining a combined 38 likes and 1600 views, this still keeps the brand relevant with the social media sphere and shows they are paying attention to and acting on trends.

Casper uses trending sounds on the platform to boost their videos. Their content also includes sleep tips and holiday wish lists, which are ongoing series on their page. Casper caters to the interests of their target consumers, millennials, by creating zodiac sign content. For example, they have a series titled: “Sleep Sounds for your Zodiac Sign” and “Zodiac Signs as Early Birds or Night Owls,” see Appendix C. In addition, they even cater to specific Zodiac signs as seen in their slide photo post, “How an Aquarius feels an emotion,” where they share photos of a woman using their mattress to journal and read on, lounge in, and sleep on. Another series on Casper’s page that currently has six parts features a funny, energetic woman replying to comments about what their consumers wear to bed and sharing “what that says about [them].” This is an interactive way to keep consumers engaged in their page by using their comments in the brand’s social media content.

Casper’s TikTok enhances and expands upon their brand by showcasing their fun and quirky voice and personality. Their brand voice is consistent throughout their account and even between social media platforms.

Twitter

Along with Tiktok, Casper is very active on their Twitter platform. They have a following of 108,000 users and post almost every day, if not multiple times a day. Although they don’t get many retweets, they average between 1-12 likes per tweet. Their content mainly consists of Memes, zodiac signs, and promoting partnerships they have acquired.

The memes are usually sleep-related, while keeping them relatable, especially to their target audience of millennials. A recent tweet they posted stated, “Happy Valentine’s Day from your mattress; We hope you get some really good sleep tonight” with a winking emoji. Their tweets about zodiac signs engage users with polls, questionnaires, and relatable images. This helps their content become more interactive through digital marketing. Through partnerships and trends, Casper is able to expand their target audience by incorporating other brands and organizations. Their most recent partnership was with a Netflix original movie called “Slumberland”. This film targets kids which helps Casper’s brand connect with younger families. Along with Netflix, Casper has taken part in the Spotify Wrapped trend that happens at the end of every year, see Appendix D. The company decided to add their own twist to the marketing campaign calling it “Casper Tucked” and incorporating their minutes slept, top sleeping tracks, most used sleep position, and top bedtimes. These company traits have helped their brand recognition tremendously while giving their organization a distinct personality.

Part 3: Overall Assessment

Casper uses social media as an expansion of their brand voice and personality. They use TikTok to increase awareness of their brand and products. They use Twitter to engage consumers through interactive posts and project their quirky, funny personality. Casper’s brand voice, message, and personality are extremely consistent throughout everything they do including their website and each of their social media accounts. While they have a substantial following on Twitter and TikTok, their metrics such as likes, comments, retweets/shares, and views are fairly low.

Although they don’t receive significant engagement through social media, they make up for it with the amount of content they share throughout the day. This helps maintain their follower base while keeping their name relevant. By partnering with other companies and celebrities, and partaking in the latest trends, Casper is able to reach a larger audience than just their millennial target market.

In addition to Casper’s success online, the company has created multiple in-person opportunities for their consumers to feel comfortable with the brand and the sleep items they are wanting to purchase. This marketing technique is beneficial for Casper by allowing customers who may not feel confident navigating the website to directly test out the company's products.

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Appendix A

Below is a table of the primary stockholders of Casper Sleep (Truppman, 2020):

Name of Beneficial Owner

5% Stockholders:

Entities affiliated with IVP(1)

Entities affiliated with NEA(2)

Norwest Venture Partners XII, LP(3)

Red Cart Ventures LLC(4)

Vaizra US I, L.P.(5)

Named Executive Officers and Directors:

Philip Krim(6)

Emilie Arel(7)

Neil Parikh(8)

Anthony Florence(9)

Diane Irvine(10)

Karen Katz(11)

Jack Lazar(12)

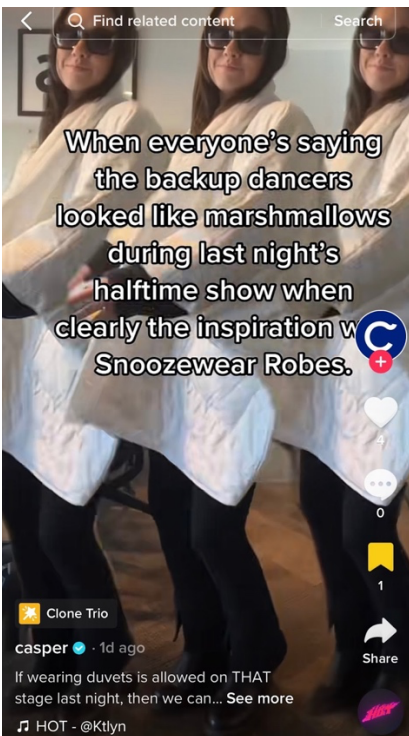
Benjamin Lerer(13)

Dani Reiss(14)

All executive officers and directors as a group (13 individuals)(15)

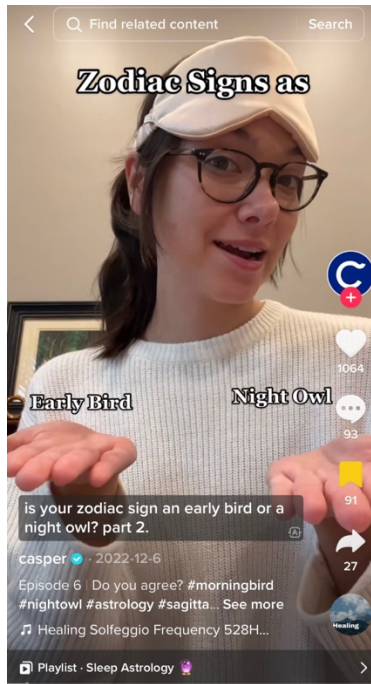
Appendix B

Below is an example of Casper making TikTok content related to Rihanna's Super Bowl Halftime Show.



Appendix C

Below is an example of Casper's TikToks about zodiac signs.



Appendix D

Below is Casper's version of Spotify Wrapped that was posted on Twitter.

