

# Disc-O-Bed

**The Challenge:** In collaboration with a communications company, The Brand Renovator was retained to take the company through a process of brand assessment and positioning to support a brand refresh.

## The Solution:

- Through interviews and workshops, The Brand Renovator led the brand inquiry process.
- A new brand footprint emerged based on a composite of learnings about the marketplace, the business, corporate culture and core capabilities.
- *Extreme Sleep Solutions* was established as the essence of the company and is now its tagline.
- The Brand Renovator went on to develop web content to bring the Disc-O-Bed story alive: [DiscOBed.com](http://DiscOBed.com)

**The Result:** This global bedding powerhouse continues to grow by leaps and bounds with a solid brand story and positioning to go with its modern new look.

