

# EXEMPLAR

## Strategic Solutions

**Client:** Cobalt Lifestyles

**Services:** Brand Strategy & Design

New Brand Logo



Revamp of a mattress brand

### Case Study

Contura is a brand of mattresses, pillows and accessories made from a unique material called visco-elastic foam or memory foam.

The products were largely sold online and through a few dealers on the marketing platform of fragrance.

We conceptualized and developed a scientific and socially relevant marketing platform of 'Sleep Science'. We reworked the logo with the symbol R appearing in the logo to reflect the medically proven properties of the product. A tagline 'Changing the way you wake up' was developed to further strengthen the association of Contura with carefree healthy sleeping.

The marketing collaterals such as brochure, product pamphlets, packaging design were revamped to reflect the new brand look. A film was made as a promotional video to be sent along with the marketing kit of the brand. Changes were recommended to the website and newer marketing channels were introduced.

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**CONTURA**<sup>TM</sup>  
Sleep Science

New descriptor which is the marketing platform

We also introduced new marketing elements such as '6 reasons to buy a Contura mattress & pillow', A Sleep Science kit with a sample of the foam, brochures and pamphlets containing the information on products of interest, comparison of Contura memory foam mattress with conventional spring and coir mattresses to promote people into buying a Contura mattress. A photoshoot was done to generate a pool of photographs for the brand communication that are of international standards. The film was developed from the scratch in Goa with the concept, script, animation done inhouse or by using local camera, sound recording artists. An international male voice over artist was used for the main voice in the film.

*contura*<sup>TM</sup>

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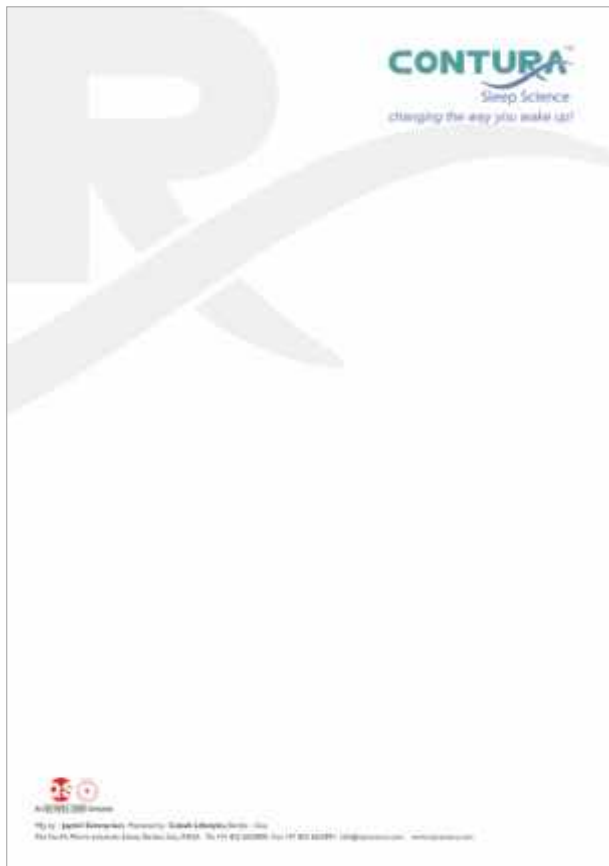
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Letterhead



9 x 4 Envelope



Visiting Card

A4 Size Envelope



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Old Brochure Design



New Brochure Design



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Kit Design



Pillow Case Design



Pillow Box Design



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### Label Designs



### CD Cover & Label Design



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# EXEMPLAR

Strategic Solutions

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Owners Manual Design



Leaflet Designs



Certificate Design



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