



SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED

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NEWS RELEASE

*Simmons introduces new TVC delivering the message of
Youthfulness in A Rest Above The Rest*

Singapore, Embargoed till 7 March 2017 – Simmons rolls out its new TVC today to bring across the message of youthfulness. Titled “A Rest Above The Rest”, Simmons’ key message in its new television commercial (TVC) is to show the benefit of sleeping on a good quality mattress like Simmons, one gets bountiful energy, just like children, ready to take on the world! “Simmons is a brand that is a class above the rest, and we are pleased to create and communicate our new tagline A Rest Above The Rest, to liken the sleep quality one gets when one sleeps on a Simmons, i.e. it is a rest that is beyond any other rest,” affirmed Mr Casey Teh, Managing Director of Simmons (SEA) Pte Ltd.

Following the Living Life Fully Charged concept that focus on post-sleep benefit, A Rest Above The Rest also focus on the post-sleep benefit one gets when one sleeps on a high quality Simmons mattress. One can be assured of being energetic throughout the day with boundless energy. Thus, the saying *Be The Youthful Best With Simmons* communicates the feeling one gets after sleeping on a Simmons. Such uninterrupted sleep is only possible with the Simmons Original Pocketed Coils, known to deliver the Do-Not-Disturb benefit as the pocketed coils are built to react independently and the pre-compression of the pocketed coils provide the necessary conformability and support, thus providing one uninterrupted sleep.

The TVC begins with a boy getting out of bed energetically when the alarm rings. Two children, a boy and a girl were seen shaving and putting on make-up respectively; both getting dressed and ready to take on the day. The boy, the key character in the TVC is smartly suited, chairs a meeting and returns home to have dinner with the girl. Both are visibly fresh and energetic even after an entire day. It is at this juncture that the TV commercial reveals that the boy, while removing his tie, is mirrored over to an adult male, while the girl, who is removing her make-up, is a woman in the mirror reflection. This is to communicate that the children reflect the youthfulness in the two young adults who represent most of our consumers, typical young married couples.

“The use of children symbolises energy and youthfulness. Once you sleep on a Simmons mattress, you will have an uninterrupted sleep, necessary to let your body rejuvenate and recharge to keep you youthful and young-at-heart. It is known that sleep recharges and rejuvenates your mind and body, and this TVC perfectly showcases the importance of quality sleep and the importance in investing in a good quality mattress. After all, we spend a third of our life sleeping and it is vital that we choose the best,” added Mr Teh.



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“In conjunction with World Sleep Day on 17 March 2017, this new Simmons TVC is a timely reminder to all to seek uninterrupted sleep, A Rest Above The Rest and makes Simmons as their choice today, for we are certainly a class above the rest,” quipped Mr. Teh.

View the Simmons new TVC here: https://youtu.be/XF_GmRFHOpw.

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About Simmons (SEA) Pte Ltd

Atlanta-based Simmons Bedding Company is one of the world's largest mattress producers with more than 145 years of heritage. Maker of Beautyrest®, Beautyrest Black® and BackCare®, and also the preferred hospitality partner amongst world-renowned hoteliers, which include Westin Hotels, Starwood Group of Hotels, Resorts World Sentosa, Marina Bay Sands and Shangri-la hotels, Simmons is committed to constantly research, develop and create better beds to deliver better sleep. It is Simmons' goal to work continually with medical and industry experts to educate the public on the importance of quality sleep and the impact that a lack of it can have on our lives. Simmons is committed to developing superior mattresses to promote a higher-quality sleep, ensuring consumers around the world are having A Rest Above The Rest.

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