

MediaCom wins European and APAC task for Tempur Sealy

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MediaCom has won the media planning and buying account for global bedding giant Tempur Sealy International across 16 new markets in Europe and APAC following a competitive pitch.

The win expands the relationship between the two companies, with MediaCom having won the North America task in January 2014.

Tempur Sealy is one of the world's most respected bedding manufacturers, developing and manufacturing mattresses, adjustable bases, pillows and other sleep and relaxation products. Key brands include Tempur, Sealy, and

Stearns & Foster.

The win covers all media including PPC, SEO and Paid Social spend. Total spend is estimated at \$50m for the 16 new markets, which include the UK, France, Germany, Spain, Australia, Japan and Korea.

A key focus for MediaCom will be to work with Tempur Sealy to boost the effectiveness of their digital investment and to ensure that prospective consumers keep Tempur Sealy brands front of mind. The agency will also work on a range of new product launches planned for 2016.

“We're thrilled to be able to build our relationship with Tempur Sealy to include so many new markets. With our experience of working with the company in North America for the last two years, we are hugely excited about the opportunities of working with the hugely innovative bedding products made by the company. Everyone needs a great place to sleep, giving us a huge audience to connect with,” said Nick Lawson, CEO EMEA at MediaCom.

“Extending our partnership with MediaCom across our international businesses outside of North America at a key moment of our portfolio expansion allows us to accelerate awareness for our brands and to increase our focus on supporting consumers in their choice of brand and product style. We are excited by the knowledge, capability and skill MediaCom offices across the world will bring to each of our businesses,” said Simon Bird, Vice President International Marketing at Tempur Sealy.

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