

Test And You Shall Receive

This mattress brand didn't sleep on history audiences, and the results speak for themselves.

Campaign Summary

A leading sleep and wellness brand partnered with True Native Media across multiple campaigns to connect with consumers seeking healthier, more intentional lifestyles. By aligning with a trusted podcast whose audience demonstrated strong engagement and affinity with the brand's values, the partnership delivered meaningful reach, sustained brand exposure, and measurable consumer action over two consecutive years.



3.03 M
Impressions



655K
Households Reached



OBJECTIVE



A premium sleep and wellness company sought to build meaningful connections with consumers invested in improving their health and overall well-being. The brand aimed to expand awareness, increase consideration among highly engaged listeners, and establish an authentic presence within a trusted content environment. Following the success of its initial campaign, the company returned for a second consecutive year, further investing in the partnership to deepen its connection with its ideal audience.

FRAMEWORK



The True Native Media team developed a host-read podcast strategy centered around a highly engaged audience whose interests naturally aligned with the brand's mission of helping consumers improve their quality of life.

By leveraging trusted creator endorsements and authentic storytelling, the campaign integrated the brand's messaging into content listeners already valued and sought out regularly. The result was a sustained partnership that allowed the brand to build familiarity, reinforce its messaging, and engage audiences through repeated, trusted touchpoints over time.



**Trusted Creator
Partnership**



**Audience
Alignment**



**Long-Term Brand
Building**

RESULTS



Sustained Brand Visibility

Delivered more than **3 million impressions** and reached over **655,000 households**, driving significant awareness among highly engaged listeners.



Lasting Partnership

Following the success of its initial campaign, the brand returned for a second consecutive year, underscoring the value of podcast advertising as an effective channel for reaching and engaging its target audience.