

WHY SLEEP NUMBER BELIEVES GREAT BRANDED CONTENT REQUIRES GREAT PARTNERSHIPS

HOW RELATIONSHIPS WITH BLUE CHIP BRANDS LIKE CNN AND THE NFL DRIVE ITS STORYTELLING

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Successful brand stories take effective partnerships – it’s as simple as that. And, according to Sleep Number CMO Kevin Brown, the key to great partnerships is shared values.

That ethos is what led him to connect with Otto Bell, the chief creative officer for CNN’s Courageous Studios. “It was clear we were going to partner together on something because we had shared values,” Brown says in the above video. “What they are masters at is teasing out the stories that connect back to the brand but are emotionally engaging.”

That manifested itself in several video series that look at people with unusual sleep patterns – like a fisherwoman who gets out to sea in the middle of the night, a fishmonger up at the crack of dawn, and a chef who prepares the fish and closes the restaurant at 2 a.m. Another series? A look at the NFL (Sleep Number is an official sponsor) and how those athletes turn to sleep for a competitive edge. The stories engage the audience on an emotional level, but ultimately connect back to Sleep Number’s mission to help people be their best selves through sleep.

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