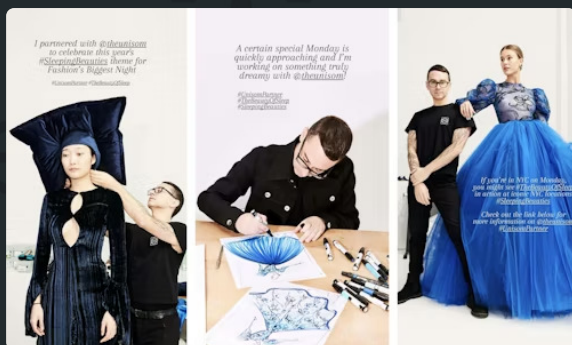




FROM THE 17TH ANNUAL SHORTY AWARDS

SLEEPING BEAUTIES

Winner in **EVENT & EXPERIENTIAL**

OBJECTIVES

The sleep aid market is notoriously crowded, featuring a variety of over-the-counter products such as pills, powders, supplements, tonics, and teas. This saturation makes it challenging for any brand, including Unisom, to stand out. More than a third of Americans don't get enough sleep (no wonder there are 13.3 million mentions of sleep struggles on social media over the past year), and yet sleep brands—including Unisom—were notably absent from the conversation. It was clear that Unisom wasn't dominating the sleep discourse. Competing against numerous options for sleep solutions and having limited awareness, we recognized the need for a campaign that would shift the narrative surrounding sleep aids.

Our goal was to break out of the pack by conveying a simple message: good sleep is magical, and Unisom helps you achieve it. We wanted to avoid the over saturation of the category filled with overt marketing messages, by preserving the media appeal and engagement potential of the content. The campaign aimed to elevate Unisom's visibility and relevance in a crowded category, generating substantial buzz around the brand's message of the "Magic of Sleep." We sought to not only increase brand visibility but also to resonate emotionally with consumers who yearn for a good night's sleep.

STRATEGY AND EXECUTION

How did you bring your project to life? Describe your plan of action, the execution and key features. Tell us

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ENTRANT COMPANY / ORGANIZATION NAME

The Martin Agency,
Unisom

LINK

🔗 <https://www.instagram...>

ENTRY CREDITS

Claudine Patel
Chief Marketing Officer,
Opella North America at
Opella

Nimit Bansal
Brand Lead, Personal &
Sleep Care at Opella

Jodi Mordekai
Senior Brand &
Innovation Manager,
Unisom at Opella

Erin Frates
Associate Brand &
Innovation Manager,
Unisom at Opella

Bill Ulrick
Head of Content &
Creative Excellence at
Opella

Amy Rosenthal
Senior Manager,



In the 13 months leading up to our campaign, with under 50,000 mentions on social media, Unisom lacked ownership in the sleep aid conversation.

A third of consumers face sleep challenges but only 38% of those consumers recognized Unisom as a viable solution. This insight underscored an opportunity for Unisom to break through the noise and position itself as a trusted authority in the sleep category. Our strategy was to attach ourselves to a culturally relevant moment in order to increase brand relevance because when you impact culture, you impact sales.

We found the creative opportunity of our dreams when the Met Gala announced their theme for 2024 — "Sleeping Beauties: Reawakening Fashion". This moment in culture was our chance to inject Unisom into the broader conversation surrounding the magic of sleep.

To maximize engagement on a limited budget, we needed a tight narrative that would showcase the brand in a fresh and engaging context throughout Met Gala week and fashion's biggest night.

To realize this vision, we collaborated with Christian Siriano, whose reputation as a longstanding designer for the Met Gala ensured Unisom was woven into the fabric of fashion's biggest night. Siriano created 20 high-fashion, sleep-inspired gowns in Unisom's twilight palette, worn by models as they fell asleep at NYC's most iconic landmarks in a head-turning stunt. We also documented Siriano's creative process, capturing inspiration, sketches, and fittings to amplify the campaign's allure. The models were microinfluencers who created additional content at the event, further expanding the campaign's reach.

By capitalizing on cultural moments, such as the Met Gala's "Sleeping Beauties" theme, we made Unisom relevant in the broader conversation surrounding sleep.

RESULTS

Can a one-off fashion activation for a sleep-aid brand drive real brand results? Our proof of

US Experience Planning
Lead at Opella

Greg DiBella
Senior Corporate
Counsel Opella North
America at Opella

Pranjal Sharma
Manager, Consumer
Care at Opella

Wendy Mcmanus
Regulatory Lead, Opella
at Opella

Jan Summers
Medical Lead at Opella

Danny Robinson
Chief Executive Officer
at The Martin Agency

Jerry Hoak
Chief Creative Officer at
The Martin Agency

Anne Marie Hite
SVP, Group Creative
Director at The Martin
Agency

Preethi Balakrishnan
Associate Creative
Director at The Martin
Agency

Kelsey Boylan
Associate Creative
Director at The Martin
Agency

Alyssa Mihalik
Copywriter at The
Martin Agency

Taylor Wiegert
VP, Group Planning
Director at The Martin
Agency

Chuka Schneider
Group Account Director
at The Martin Agency

Sophie Wolf
Account Director at The
Martin Agency

Veronica Perez
Account Supervisor at

to celebrate within each individual channel.

- Earned + Influencer
 - Christian was featured in 8 press interviews for a total of 17 unique stories and
 - 39 press placements, generating 243 million+ earned media impressions and
 - Reached 11.3 million followers on social
 - 6 Instagram stories from Christian Siriano organically featured Unisom brand links
 - Content from micro influencer models generated 10+ content pieces and over 2K organic engagements
- Paid Media
 - 2x paid boosts garnered 5.5 million impressions
- Campaign Lift Study
 - Independent campaign lift study reported a 47% increase in aided brand awareness following the activation
- Sales
 - Sales data showed 4x the category growth for Unisom

It's clear this big risk paid off and appearing in such an unexpected place with content people wanted to engage with generated tangible results.

MEDIA

Video for Sleeping Beauties



Executive at The Martin Agency

Keri Lynch
Senior Project Manager at The Martin Agency

Ann Parker
VP, Executive Producer at The Martin Agency

Evan Frank
Senior Producer at The Martin Agency

Vanessa Griggs
Senior Art Producer at The Martin Agency

Paul Martin
Senior Product Producer at The Martin Agency

Omar Vargas
Junior Producer at The Martin Agency

Becca Grimes
VP, Director of Communications Strategy at The Martin Agency

Michael Bonavita
Senior Communications Strategist at The Martin Agency

Mariah Harris
Associate Director, Cultural Impact at The Martin Agency

Fenton Crowler
Senior Cultural Impact Specialist at The Martin Agency

Matt DeSiena
Head of Social at The Martin Agency

Drew Corrigan-Nunez
Associate Director, Social at The Martin Agency

Nicole Bae
Senior Social Media



25
posts

2,938
followers

39
following

Unisom

It's almost time for the best night (of sleep) of your life... Sleeping Beauties coming May 6th.

🔗 www.unisom.com and 1 more



Followed by ehwilber

Following ▾

Message

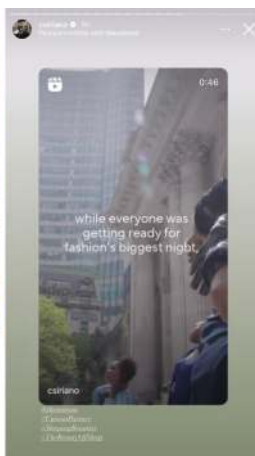
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Get Your Z's



Partners 🤝



Anderson
Associate Director,
Business Affairs at The
Martin Agency

Donna Belej
Producer at Allswell
Productions

Paul Park
Director of Photography
at Allswell Productions

Oliver Rivard
Editor

Katelyn Pavloff
VP, Group Director,
Client Experience at
Havas

Mara Pluim
VP, Director, Comms
Strategy at Havas

Jordan Brensilber
VP, Director, Digital
Investment at Havas

Chris Hoopes
Director, MX Planning at
Havas

Jenny Gandhi
Associate Director,
Digital Investment at
Havas

Taylor Brew
Associate Director,
Social at Havas

Megan Quinn
Supervisor, Comms
Strategy at Havas

Sarah Higgins
Supervisor, MX Planning
at Havas

Shannon Thompson
Supervisor, Investment
at Havas

Katherine Romeo
Sr. Associate, MX
Planning at Havas

Kristin Pehush
Senior Vice President at
Lippe Taylor



Dyana Buttacavoli
Director, Engagement at
Lippe Taylor

Jonathan Waks
Executive Producer at
High Contrast

Wessel Graafmans
Producer at High
Contrast

Mark Behnam
Producer at High
Contrast

Christian Siriano

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