



challenge

“Winning in the crowded field of specialty beds”



*Baby Boomers are at a point in life where they are searching for a better, more comfortable, night's sleep. Along with this opportunity comes a problem. There are a lot of players in the field, and competition is fierce. So, the question becomes this: **“How does Niagara Therapy differentiate itself from the competition?”***

THERE WAS NO SLEEPING ON THIS JOB.

*Owner Jeff Hibler worked closely with WOWO to devise a creative message, promoting the expertise of Niagara Therapy, with a **focus on their unique strength**, the Heavenly Sleep System.*

ACTION steps

The Plan

MASSAGING NIAGARA'S STRENGTHS

Niagara has been in business for over 60 years. Many of their products are ones they have internally designed themselves--including **the Heavenly Sleep System**, an adjustable mattress fitted with specially placed massage motors that improve circulation and provide a "heavenly" experience.

Performance

RECORD SALES MONTHS!

March and April of 2011 were both **record months** for Niagara Therapy. That's a big deal when they have been in business over 60 years!

WOWO RADIO WORKS!

