



CASE STUDY



Wild Slumber

www.wildslumber.com



Wild Slumber are a UK-based children's pyjama brand. They sell a wide range of bespoke, luxury sleepwear that have been made with complete sustainability in mind. As such, all of their designs are created from organic cotton here in the UK.

Wild Slumber's product range includes baby grows, traditional pyjamas, loungewear, blankets, and matching sets for parents and their children.

 Childrenswear  Cambridge, UK

The Challenge

Wild Slumber approached VerriBerri for support with an influencer marketing campaign, public relations management, and social media ads. Our main focus was to grow Wild Slumber's customer base, enhance their recognisability, and develop the brand's credibility.

The Process

In order to maximise Wild Slumber's brand awareness, we created, managed, and monitored 3 ads across Facebook and Instagram. The budget for these campaigns was relatively low, at just £5 a day. Nevertheless, VerriBerri were confident these ads would perform well with the right content.

Alongside social media ads, our PR team worked



hard to brainstorm unique opportunities for media coverage. We then worked with journalists to pitch strong article concepts and secure high-quality, valuable coverage.

In addition to the above, we created a list of mummy bloggers who align with the Wild Slumber brand, and we reached out to discuss gifting opportunities.

Key Metrics

We secured multiple collaborations with carefully selected influencers. Zoella (Zoe Sugg) was one of many to speak about the brand, sharing Wild Slumber's products on her YouTube channel. This video received a total of 1 million views. We also secured a collaboration with Katie Piper, who has a total of 1 million Instagram followers.

Successfully secured a wide range of publications, including the

Daily Mirror

70,143

Social Media Reach

117,209

Social Media Impressions