

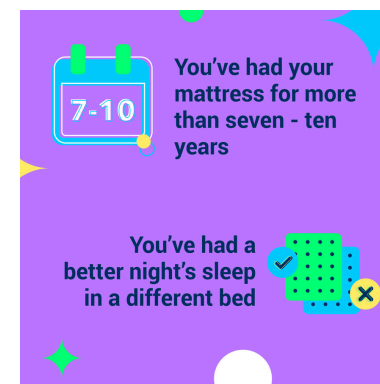
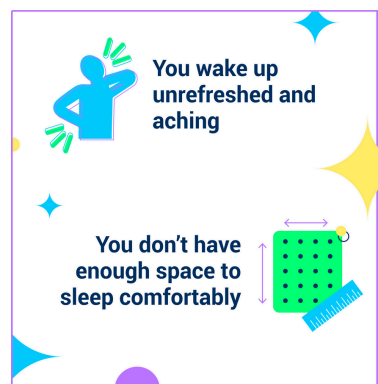
# May Be Time for a New Mattress campaign toolkit



Welcome to our May campaign toolkit! Our 'May Be Time for a New Mattress' campaign is designed to empower consumers by providing them with key indicators that it's time to replace their mattress.

Use our suggested posts alongside the linear infographic and square carousel graphics, highlighting the signs to look out for. We'll be guiding consumers to our online [Bed MOT tool](#) and popular [Bed Buyers' Guide](#), providing them with all the essential information to kickstart their bed-buying journey.

Feel free to customise our suggested social media copy to align with your brand's tone of voice. Remember to use the hashtag #MayBeTimeForANewMattress and tag our consumer channel @bedadviceuk on Facebook and Instagram.



# Generic social media copy

It's officially #MayBeTimeForANewMattress with @bedadviceuk, brought to you by the National Bed Federation (NBF). Throughout May, we'll be sharing guidance on knowing when it's time to replace your mattress and how to buy a new one.

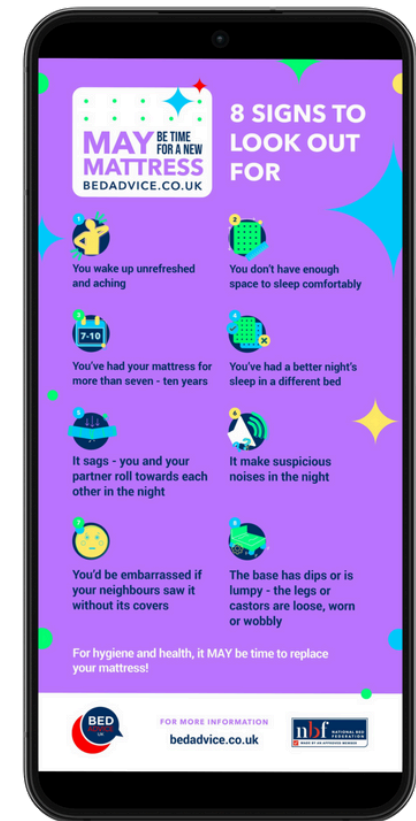
Did you know, investing in a good bed is an investment in your health and wellbeing? If your mattress doesn't provide the support and comfort you need to sleep well, it's probably time for a new one. We're here to help - visit us in-store or check out our website. #MayBeTimeForANewMattress

Don't underestimate the power of a good night's sleep! Upgrade to a new mattress and experience the difference it can make to your physical and mental wellbeing. It's time to wake up to better sleep this May - visit us in-store to begin your journey. #MayBeTimeForANewMattress

Tired of waking up feeling exhausted? It may be your mattress! May is the ideal time to give yourself the gift of good sleep with a new mattress. Your journey to better sleep starts with us - visit us in-store to find out more. #MayBeTimeForANewMattress

As an NBF Retail Champion, we stock reputable, UK and Irish bed brands that are Approved by the National Bed Federation. This means you can be rest assured knowing your new bed is safe, clean and everything it claims to be – just look for the NBF-approved tick! Visit our store to browse our range of NBF-approved brands. #MayBeTimeForANewMattress

How well do you sleep? If your mattress isn't providing the comfort and support you need to sleep well, it's probably time for a new one. Explore our range of mattresses made by National Bed Federation-approved brands = safe, clean and genuine. #MayBeTimeForANewMattress



# Social media copy on the eight signs

Here are 8 signs that indicate it's time to replace your mattress:

- You wake up unrefreshed and aching
- You don't have enough space to sleep comfortably
- You've had it mattress for more than 7 - 10 years
- You've slept better in a different bed
- It sags and you roll into the middle
- It makes suspicious noises in the night
- It has embarrassing stains
- The base has dips or is lumpy and the castors are loose or worn

If these apply to you, then for your health and hygiene, it may be time to replace your mattress!

#MayBeTimeForANewMattress

Not sure if you need a new mattress? See if any of these signs apply to you.

Alternatively, put your bed through Bed Advice UK's Bed MOT: <https://bedadvice.co.uk/beds-and-beyond/bed-mot/>  
#MayBeTimeForANewMattress

Is your mattress past its prime? Are you waking up with aches and pains? Do you sleep better in other beds? It may be time to upgrade your mattress and rediscover the benefits of a good night's sleep. Visit us in-store to find the perfect mattress for your sleep needs. #MayBeTimeForANewMattress

Is your current mattress leaving you waking up achy and tired? Can you feel lumps and bumps in the mattress? Do you sleep better in other beds? It's time to say goodbye to sleepless nights and hello to sweet dreams with a new mattress. #MayBeTimeForANewMattress

