

National Bed Month campaign toolkit

Download the campaign video via [Google Drive](#) or share via [Youtube](#).



Welcome to our National Bed Month campaign toolkit, refreshed for 2026. Did you know, we launched the first National Bed Month campaign way back in 1990?

Over the years, we have created various logo designs, strap lines, videos, posters, and social media infographics for retailers to use in promoting their business and aligning with the campaign. While tastes may have changed, this campaign still presents an excellent opportunity for you to boost your new bed sales. Our campaign toolkit pack includes everything you need to engage with the campaign and help your customers embark on a journey to a better life through good sleep.

Use our suggested social posts alongside the infographics on bed buying, bed care, and the dos and don'ts of sleep, in collaboration with official supporter, The Sleep Charity.

We have also produced posters on the three topic areas that you can display in-store or print as a leaflet to distribute to your customers.

Feel free to modify our suggested social media copy to suit your business and tone of voice.

Remember to use the hashtag #NationalBedMonth and tag our consumer channel @bedadviceuk.

Suggested social media copy for National Bed Month - promotional



Use in the lead up to March	We're excited to support #NationalBedMonth in March. We'll be sharing lots of advice on how to choose a bed that's right for you and how to sleep better with expert tips from @bedadviceuk and @TheSleepCharity.
	Did you know a comfortable and supportive bed can be a game-changer for your health and wellbeing? Make sure you're following us for #NationalBedMonth throughout March to find out why - start your journey to a better life with a new bed!
Use from 1st March	It's officially #NationalBedMonth with @bedadviceuk and @thebedfed! Time to celebrate the benefits a comfortable, supportive bed can bring to our health and wellbeing. Look out for our bed-buying and bed care tips throughout the month.
	Start your journey to a better life this #NationalBedMonth. Did you know, when we sleep on a good, comfortable and supportive bed, we're more likely to have a refreshing night's sleep, helping us to look better, feel better and concentrate better? It's a miracle product! Start your bed-buying journey today.
	If your bed is no longer giving you the support and comfort you need, it might be time for a new one. Stay tuned as we share lots of helpful information and advice throughout March. #NationalBedMonth

Suggested social media copy for National Bed Month on bed buying

You can do everything else right, but if your mattress is no longer supportive or comfortable, you'll struggle to sleep well. Check out our tips on how to start your bed-buying journey - our friendly team is on hand in-store to help you find the right bed for you and your needs. #NationalBedMonth

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. #NationalBedMonth

6 tips for buying a new bed:

- Do your research.
- Try before you buy.
- Spend as much as you can afford.
- Bigger = better.
- Make sure your mattress and base are compatible.
- Buy from an NBF-approved brand - safe, clean and everything it claims to be.

Our team is on hand in-store to help you find your dream bed!

When you sleep well on a comfortable, supportive mattress, you are more likely to: feel better, perform better, and look better - it's a miracle product! Visit us in store to help you find your dream bed.

A comfortable and supportive bed has the power to transform your life - it really is a miracle product! Check out the #NationalBedMonth video to see for yourself. We're here to help when you're ready to begin your bed-buying journey.



Suggested social media copy for National Bed Month on bed care

We all deserve a little TLC - including our beds! Once you've taken your new mattress home, it's important to take good care of it. Remember to let the mattress breathe as you might notice that "new" smell once unpackaged. Rotate it regularly and always use a mattress protector. Check out our post for more tips.

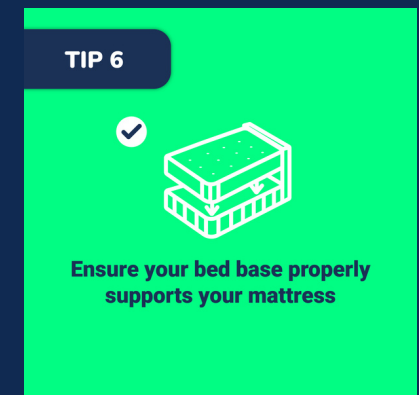
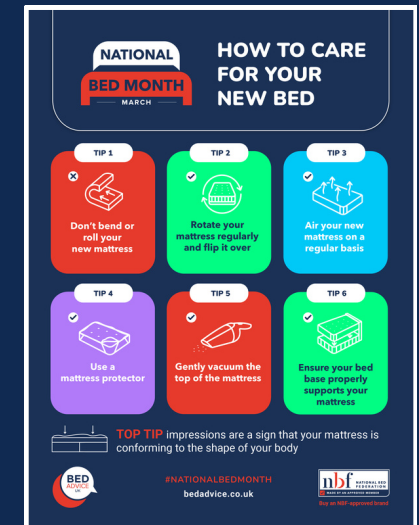
#NationalBedMonth

Top tip: Buy your new mattress and bed base at the same time. The two are designed to work together and a change of base will affect the feel and performance of the mattress. Visit us in store and our team is ready to help you find the right bed for you and your needs. #NationalBedMonth

Thinking about buying a new bed? Don't forget to use a mattress protector. A mattress protector prolongs the its lifespan and protect it from spills and seepage. #NationalBedMonth

Top tip: Always follow the care instructions included with your new mattress. Generally, we recommend you regularly rotate your mattress head to toe and flip it over unless it is single sided. This will ensure you get the most out of your mattress and help to minimise impression marks. Follow us for more tips this #NationalBedMonth

Have you recently bought a new bed from us? Expect some degree of body impressions (also known as settlement) – it's normal and a sign that your mattress is conforming to the shape of your body. #NationalBedMonth



Suggested social media copy for National Bed Month on sleep



We spend one-third of our lives snoozing, so it's important to get the best quality sleep you can. If you're struggling, try these simple tips from @TheSleepCharity to will help you wake up refreshed every morning! Start your journey to a better life this #NationalBedMonth

As well as having a comfortable, supportive mattress, there are other things you can do to sleep better. Only go to bed if you're feeling sleepy – you can't force it, and don't use alcohol as a sleep aid – it'll impact the quality and quantity of your sleep. #NationalBedMonth

How well did you sleep last night? If you're struggling to get good quality sleep, check out @TheSleepCharity's top tips on the dos and don'ts of sleep. It might be worth checking your bed is stil up to scratch, too! #NationalBedMonth

As part of #NationalBedMonth, The Sleep Charity has shared five things to avoid if you want to sleep better. Don't:

- Use alcohol as a sleep aid.
- Exercise just before bed.
- Go to bed full, hungry or thirsty.
- Watch the clock.
- Go to bed unless you feel sleepy.

Remember - an uncomfortable and unsupportive bed will rob you of your precious Zzzs!

To support #NationalBedMonth, The Sleep Charity has shared five things you should do if you want to sleep better.

- Keep a regular bedtime and wake time.
- Get out into natural light ASAP in the morning.
- Say no to electronics before bed.
- Make sure your room is cool and dark and has a comfortable, supportive bed.
- Consider cutting back on caffeine.

