

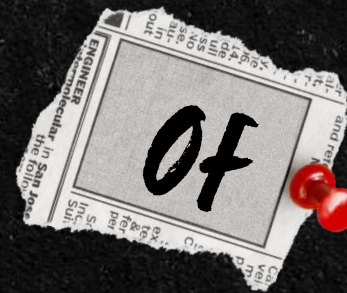
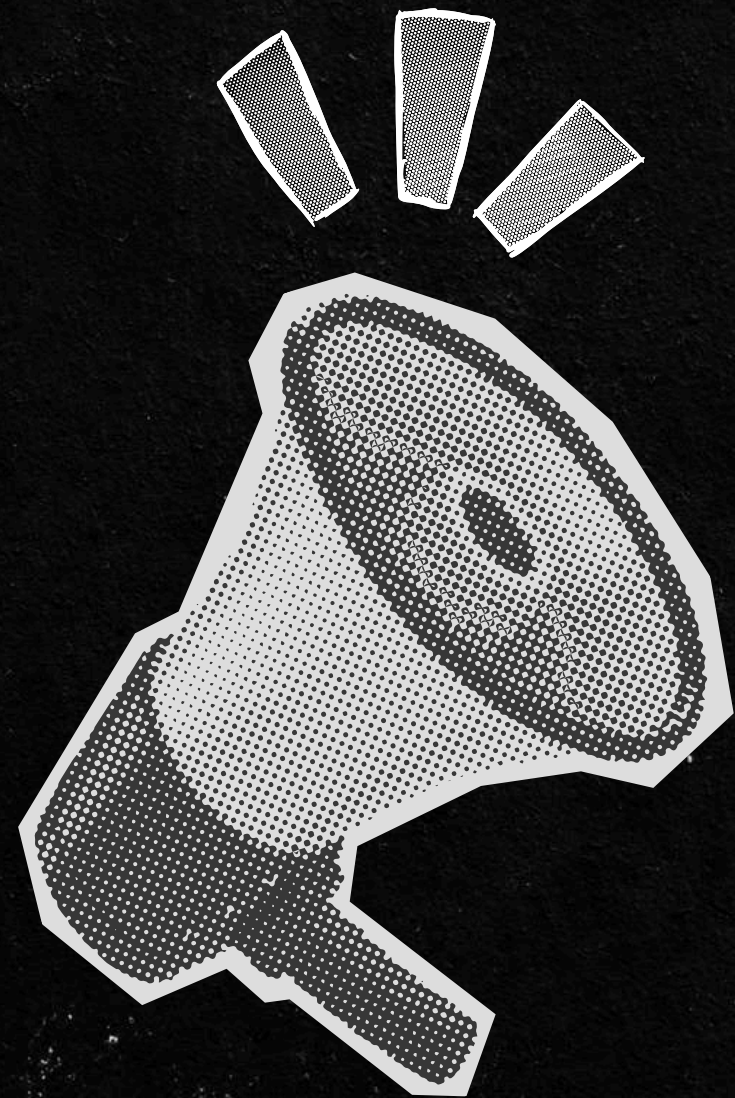
ADVERTISING

AND

PROMOTION



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01 About the Brand

02 Content

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ABOUT THE BRAND

Eternal Sunshine is committed to providing solutions that promote healthy sleep and emotional wellness. The brand's focus is on leveraging advanced technology to enhance the sleep experience for its customers.

Eternal Sunshine's products are designed with user-friendliness, quality, and efficacy in mind.

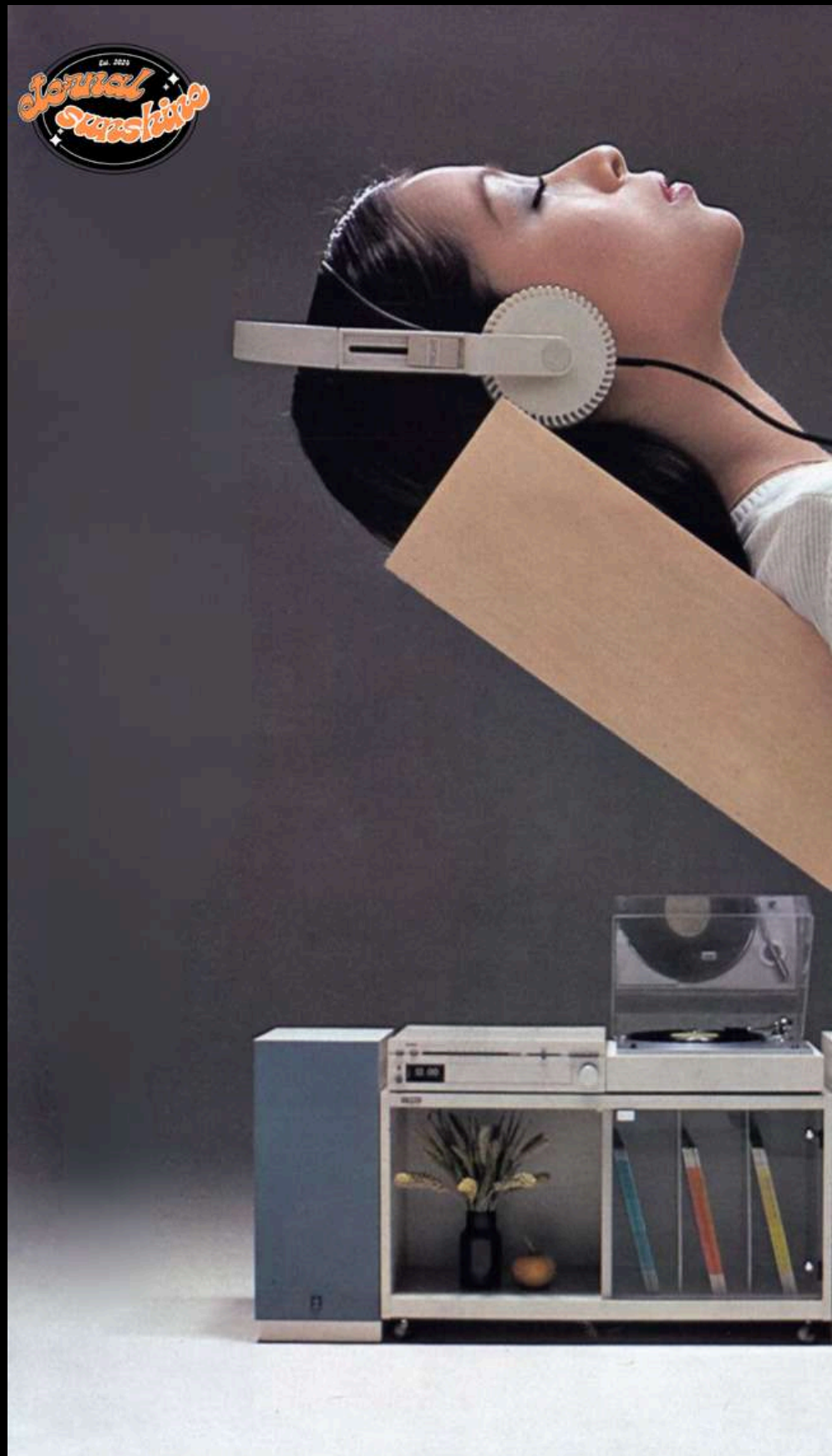
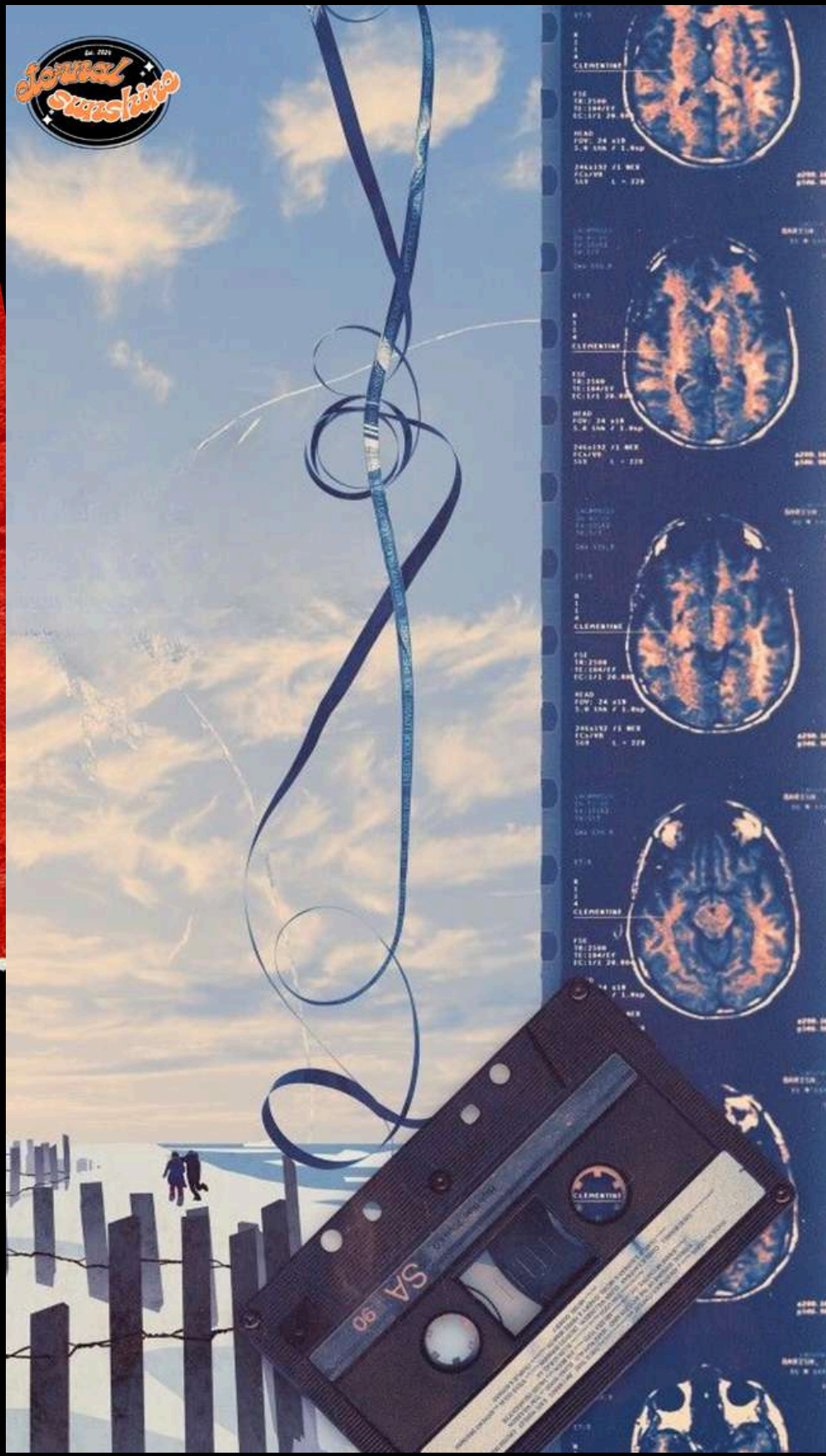
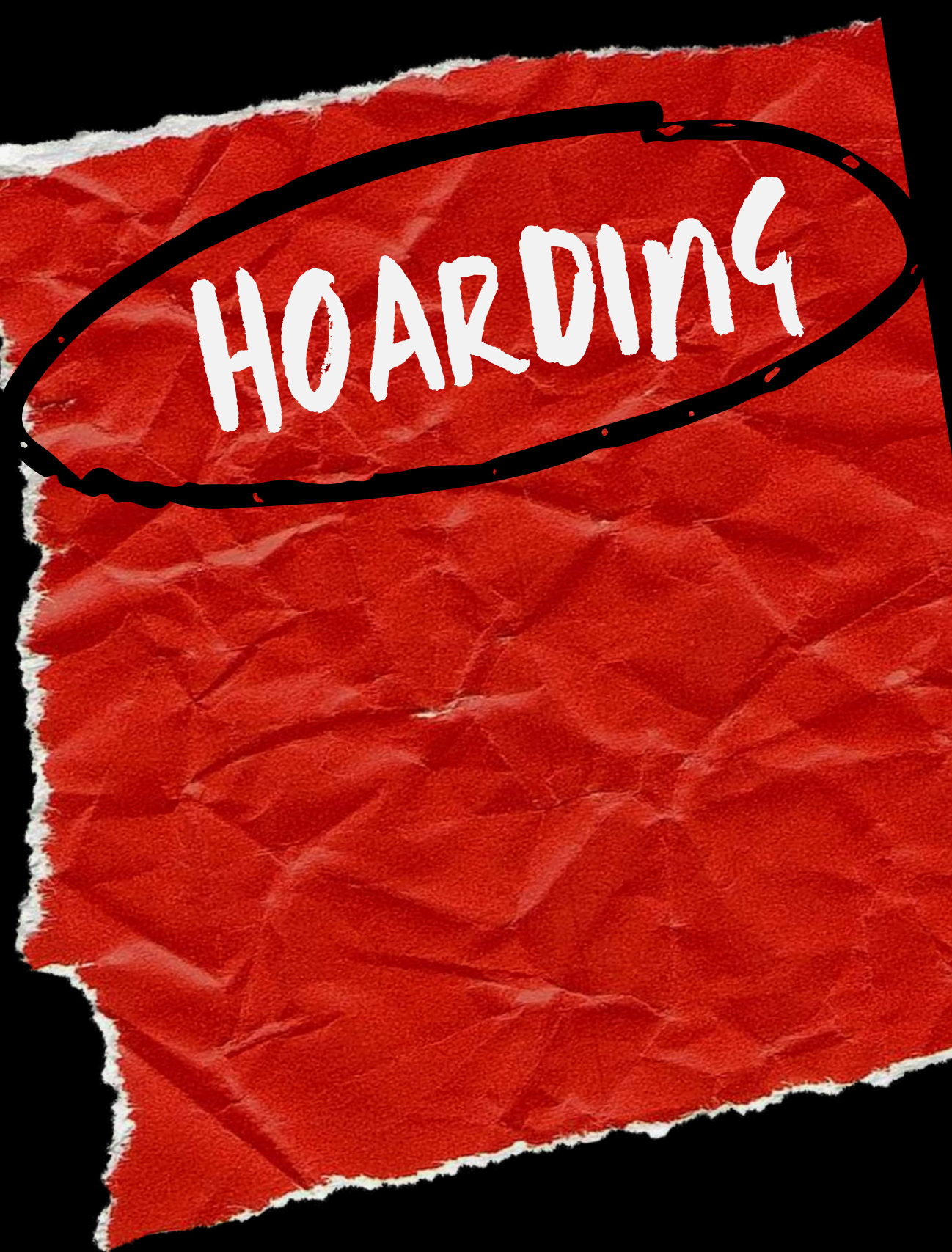


ETERNAL SUNSHINE

TAGLINE



*"Awaken to Eternal
Sunshine: Transforming
Nightmares into Dreams."*





A nightmare dream recorder for a goodnight sleep
Also available in five different colors



PRINT AD

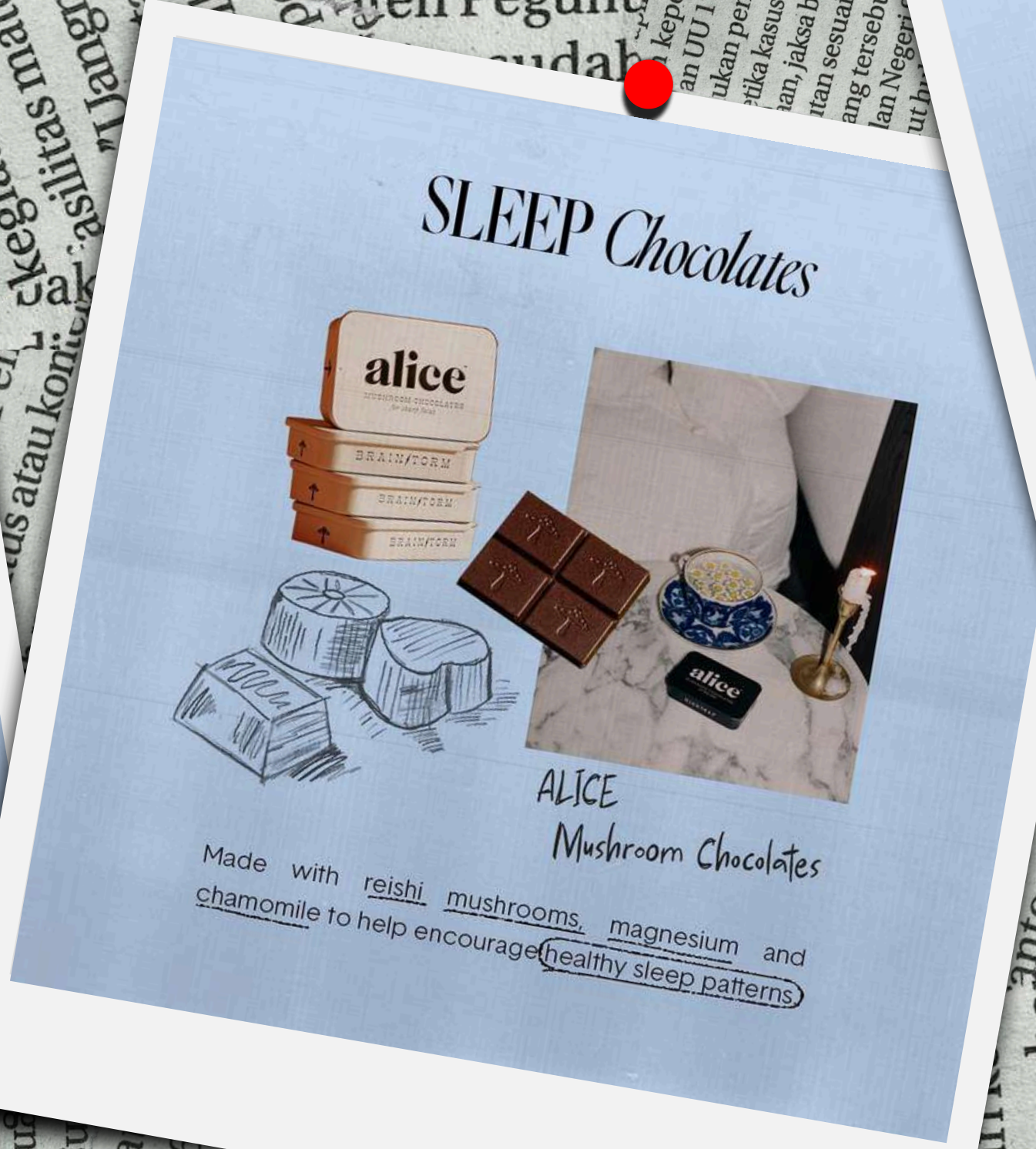
how
dreams are
recorded

JOIN US LIVE ON INSTGRAM ON
29TH MARCH 12 PM IST

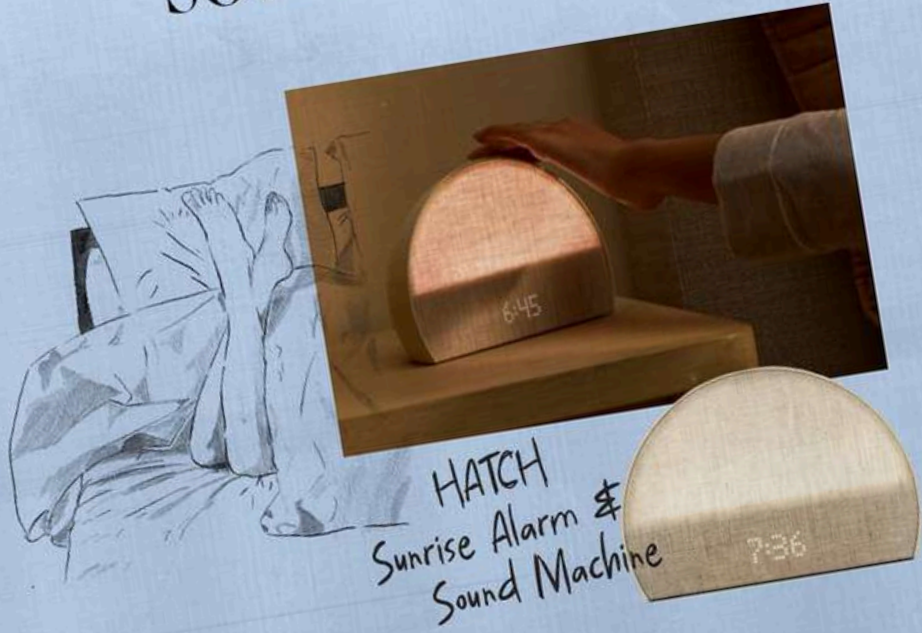
WWW.ETERNALSUNSHINE.COM



INSTAGRAM POSTS



SOUND Machine



Use the nature sounds in the built-in sound machine as part of your wind-down routine, to block background noise and to help fall asleep.

NIGHTMARE DREAM RECORDER

With Dreamscape, have Fearless Sleep!



WASHABLE Comforter



SUNDAY CITIZEN
Premium Bamboo
Bubble Comforter

Made of bamboo viscose and recycled filling, this washable comforter is OEKO-TEX certified (which is the standard to look for for all your bedding including sheets).

self reminder

take charge of your nights and wake
up feeling refreshed and
rejuvenated.

www.eternalsunshine.com

CAPTURE YOUR NIGHTMARES WITH EASE!

RECORD AND ANALYZE YOUR
DREAMS FOR BETTER SLEEP.





RADIO

https://drive.google.com/drive/folders/1VvjkwJTQCdQHgzsfkWvcRfrVpw_WsZYU?usp=share_link



TELEVISION



COMMERCIAL



BEYOND NIGHTMARES:
REDEFINE YOUR DREAM , REWRITE YOUR DESTINY



https://drive.google.com/drive/folders/1u5BuK5nZRhoxs9-ekgKe6TKOW4GcDGDJ?usp=share_link

TARGET AUDIENCE

1. Survivors of Trauma
2. People with Sleep Disorders
3. Empathy Driven Consumers
4. Tech Enthusiasts
5. Seekers of Empowerment



MESSAGE



"Empowerment, Transformation, Hope: Our TV commercial showcases the transformative power of the Nightmare Dream Recorder, known as 'DreamScape.' Through the journey of our protagonist, viewers witness the device's ability to empower individuals to **rewrite their nightmares** into **peaceful dreams**, reclaiming their sense of security and well-being. Amidst the darkness of trauma, Eternal Sunshine offers a message of hope, instilling optimism and inspiring viewers to embrace the possibility of a brighter future."

EMOTIONAL APPEAL

SAFETY, FEAR &
SECURITY

The commercial addresses the fear and lack of security associated with recurring nightmares, offering a solution to empower individuals to reclaim their sense of safety and well-being.

LOVE & AFFECTION

The underlying message of the commercial is one of self-love and self-care, as individuals are encouraged to take control of their mental health and find peace within themselves.

HAPPINESS & JOY

The ultimate goal of 'DreamScape' is to bring happiness and joy by transforming nightmares into peaceful dreams, allowing individuals to wake up feeling refreshed and rejuvenated.

RATIONAL APPEAL

FUTURE APPEAL
FOCUS

TRANSFORMATIONAL BENEFIT

Its ability to record and rewrite nightmares into peaceful dreams, the commercial appeals to viewers' desire for a tangible solution to their nighttime distress.

PROBLEM-SOLUTION APPROACH

By emphasizing its dominant product traits, such as its ability to alleviate fear and promote peaceful sleep, the commercial provides a rational appeal that addresses viewers' practical concerns and motivates them to consider the product as a viable solution to their sleep-related issues.

RETENTION OF MEMEORY

This feature appeal ensures that viewers understand the nuanced approach of the product, assuring them that their past experiences are not invalidated but transformed into more positive ones. This rational appeal adds credibility to the product and reassures viewers of its effectiveness and safety.

EXECUTION **STYLE**

Slice of Life

The commercial depicts a relatable scenario of a woman struggling with nightmares due to past trauma. It presents a realistic portrayal of her experience and how the Nightmare Dream Recorder, offers a solution to her problem. By focusing on everyday life situations and emotions, the commercial aims to resonate with viewers on a personal level, making it more relatable and emotionally engaging.



Expected Impact ON CONSUMERS

01

Creating Awareness

The commercial introduces viewers to the Nightmare Dream Recorder, highlighting its innovative features and benefits to expand its reach among potential consumers.

02

Generating Interest

Through compelling storytelling, the commercial captivates viewers' curiosity, sparking interest in the product and its potential to address their sleep-related issues.

03

Eliciting Emotional Response

the commercial resonates with viewers on an emotional level, fostering empathy and encouraging them to consider the product as a solution to their sleep-related issues.

