

## Chattam & Wells Collection Launch

Social Media Pack - Instructions | Copywrite | Hashtags

*Made by Restwell-Sleep Products | Marketing*

March 25th, 2021

**(Please Read)**: Inside this folder, we have provided a range of digital assets for your store to use in their social media. All images and videos come with a description and optional hashtags to use along each post. Digital assets can be posted in any order the store desires, however, we recommend to post each asset in the order we provided on the table below. Descriptions are made to fit each image or video, but they can be interchanged.

We hope this **Social Media Pack** takes your social media to another level, increases product awareness, and helps increase sales.

Instruction Single Image & Videos	Instructions Multiple Images
<ol style="list-style-type: none"> <li>1. Download image/video into your phone/computer.</li> <li>2. Upload asset(s) into instagram/ Facebook.</li> <li>3. Copy and paste description into the Caption/Description section of the post you are going to make.</li> <li>4. Tag us @springaircanada &amp; @restwellsleep</li> <li>5. Publish Post</li> </ol> <p>- <b>Attention</b> - Make sure to pick an appropriate cover/thumbnaill when uploading videos. Option is within the Instagram Filter/Trim/Cover Menu. If no cover is picked the first frame of the video will show as the cover, and it can be empty.</p>	<ol style="list-style-type: none"> <li>1. Download images/videos into your phone/computer.</li> <li>2. Upload asset(s) into Instagram/ Facebook</li> <li>3. Select multiple photos from the gallery by pressing and holding on a mobile device.</li> <li>4. Copy and paste description into the Caption/Description section of the post you are going to make.</li> <li>5. Tag us @springaircanada &amp; @restwellsleep</li> <li>6. Publish Post</li> </ol>

#	File Name	Type	Descriptions (Copy/Paste)
1.	Intro Chattam & Wells	Video	<p>Embody the essence of luxury with Chattam &amp; Wells. Handcrafting mattresses since 1996. Built with Premium Materials. Unparalleled Comfort. Unlike any other.</p> <p><b>For Newest Collection, Visit:</b> springair.ca/chattam-wells</p>
2.	New Collection	Video	<p>Same Comfort, Different Configurations. Chattam &amp; Wells NEW Duchess, Countess, and Aristocrat Mattresses offer a diverse range of comfort levels for different sleeping preferences and positions. Duchess = Firm   Countess = Medium   Aristocrat = Plush.</p> <p><b>For Feature and Benefits, Visit:</b> springair.ca/chattam-wells</p>
3.	Hand Tufted	Video	<p>Hand-tufted to perfection. A luxury feature that prevents materials from shifting. A heritage tradition for a restful night's sleep. Chattam &amp; Wells. Unparalleled Comfort. Unlike any other.</p> <p><b>For More Features, Visit:</b> springair.ca/chattam-wells</p>
4.	Crafted By Hand	Video	<p>Chattam &amp; Wells is a collection produced by highly-skilled craftspeople. Making a mattress is an art of its own, and it takes master crafters 4x longer to build a quality Chattam &amp; Wells mattress compared to a mass-produced spring mattress.</p> <p><b>For Feature and Benefits, Visit:</b> springair.ca/chattam-wells</p>

5.	Duchess - Sides	Video	The Duchess features border vents to improve airflow, handles for easy positioning, vertical stitch border quilt, and the signature emblem.  <b>For Feature and Benefits, Visit:</b> springair.ca/chattam-wells
6.	Countess - Sides	Video	The Countess features border vents to improve airflow, handles for easy positioning, vertical stitch border quilt, and the signature emblem. Plus, a Medium-Soft Top for added comfort.  <b>For Feature and Benefits, Visit:</b> springair.ca/chattam-wells
7.	Aristocrat - Sides	Video	The Aristocrat features border vents to improve airflow, handles for easy positioning, vertical stitch border quilt, and the signature emblem. In addition, a Plush Top for added comfort.  <b>For Feature and Benefits, Visit:</b> springair.ca/chattam-wells

**Instagram & Facebook | Multiple Images Selection | Post Order: Scene, Full, Sides, Top**

8.	Duchess---Scene	Image	Rediscover pure serenity with Duchess from Chattam & Wells. Minimize pressure points with a Bi-Level Pocket Coil System that distributes body weight evenly while providing pressure relief throughout the body.  For a restful night's sleep, Chattam & Wells. Unparalleled Comfort. Unlike any other.  <b>For More Feature and Benefits, Visit:</b> springair.ca/chattam-wells
9.	Duchess---Full	Image	
10.	Duchess---Sides	Image	
11.	Duchess---Top	Image	
12.	Countess---Scene	Image	Discover your inner paradise, with The Countess from Chattam & Wells. Featuring an added Micro Coil layer to help contour the body's natural curves more precisely, while adding support and comfort.  For a restful night's sleep, Chattam & Wells. Unparalleled Comfort. Unlike any other  <b>For More Feature and Benefits, Visit:</b> springair.ca/chattam-wells
13.	Countess---Full	Image	
14.	Countess---Sides	Image	
15.	Countess---Top	Image	
16.	Aristocrat---Scene	Image	
17.	Aristocrat---Full	Image	Extent your Happiness with The Aristocrat from Chattam & Wells. Made with Natural Latex to eliminate and isolate motion transfer for an undisturbed rest.  For a restful night's sleep, Chattam & Wells. Unparalleled Comfort. Unlike any other  <b>For More Feature and Benefits, Visit:</b> springair.ca/chattam-wells
18.	Aristocrat---Sides	Image	
19.	Aristocrat---Top	Image	

**Optional Hashtags- Add this after description (Copy/Paste) - Including Dots**

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#chattamandwells #springaircanada #springair #mattress #handmadeincanada #canadianmade #madeincanada #shoplocal #handmade #canada #supportlocal #canadian #shoplocalcanada #supportsmallbusiness #shopsmall #handmadeincanada #vancouver #smallbusiness #ohcanada #buylocal #canadianeh #canadastrong #iamcanadian #truenorth #meanwhileincanada #alberta #makersgonnamake #thecanadianway #thecanehdianway #ehok #socanadian