

THE SLEEP BOSS LAUNCHES 'SLEEPING ON ANOTHER PLANET' CAMPAIGN VIA THE CREATIVE CARTEL



"Sleep, it's such a small word for the huge importance it holds", so says the voiceover in the new [online film](#) for Melbourne based company, [The Sleep Boss](#), and it's a fundamental belief of CEO Rachael Coupe. "The Sleep Boss is a business on a mission, not only to help people sleep well but to help save the planet with the continuous development of our refillable range," adds Coupe.

The Sleep Boss' new campaign was created and produced by newly appointed agency [The Creative Cartel](#), a creative shop drawing on worldwide talent and founded in Sydney by creative director Daragh Ledwidge.

As well as an online video, The Creative Cartel created a new logo, a new brand look and feel, packaging design, social posts, digital, and OOH executions.

Says Ledwidge: "Rachael was the ideal client to work with. As a start-up, they didn't have big budgets but they trusted us to deliver the work they needed and that fired our enthusiasm even further."

Says Coupe: "When we met with The Creative Cartel, it was obvious that they just got us. We love to bring solutions for sleep and relaxation to our customers, but we wanted to share the earth-friendly benefits of our development of our refillable range too. By the time we'd unpacked all that we wanted to achieve, we knew there was a lot of work to do. When Daragh and his team shared the 'Sleeping On Another Planet' concept, they managed to encapsulate our entire mission in just four words. The Creative Cartel simply excelled."



thesleepboss

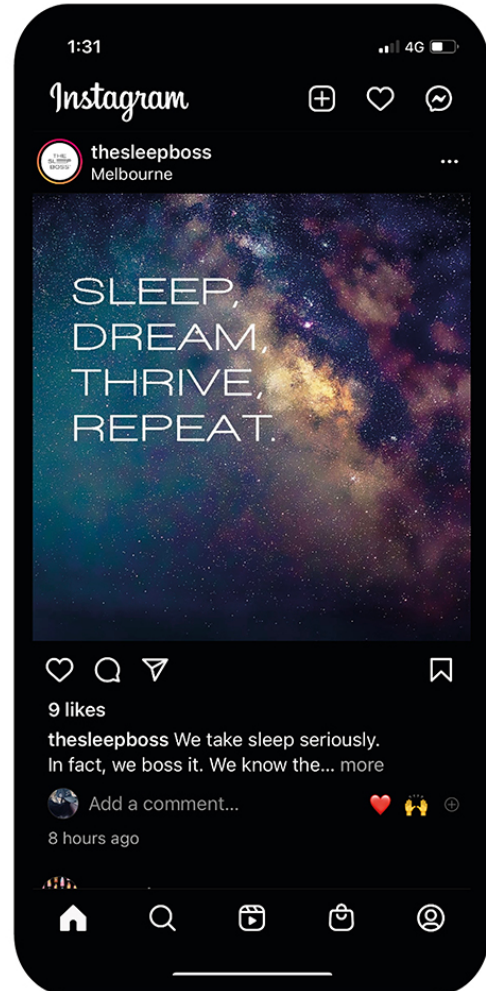
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Client: The Sleep Boss
Founder | CEO: Rachael Coupe
Creative Agency: The Creative Cartel
Founder | Creative Director: Daragh Ledwidge
Writer: Jason Hynes
Designer: Amanda Gleeson
Post Production: The Hive
Editor: Christopher Baron
Music and Sound Design: Andro Martinez
Voiceover: Damien Linklater
Media Agency: Apparition Media