

AdAge, U.S.: Brand Partners with Brooklyn-Based Creative Content Shop Mustache to Kick Off World's Quietest Revolution



Excerpts from AdAge's article:

"It all started with a nap. Meet Yawn Yawnson: the first-ever hype man for sleep. Silk-pajama-wearing Yawn contrasts the serenity that is typical in sleep marketing and instead channels the energetic and over-the-top style of today's motivational speakers.

In a series of spots produced for YouTube, Facebook and Instagram platforms, Yawn addresses massive crowds and extols the power of his go-to sleep solution: Nectar, a memory foam mattress with unrivaled comfort and an unprecedented 365-night sleep trial. His fans, also known as Bedheads, go wild and partake in mattress surfing as a happily snoring customer rides atop the audience wave.

'We all know a great night's sleep is amazing, but most brands talk about it in a way that's unoriginal and far from attention-grabbing,' said John Limotte, CEO and Executive Creative Director, Mustache. 'From a strategic perspective, we couldn't have asked for a more aligned client partner than Nectar by Resident, as they allowed us to literally bring sleep education to life in an exciting way through the creation of Yawn Yawnson.'"

Click [here](#) to read more.

<https://news.cognizant.com/2019-10-08-Brand-Partners-with-Brooklyn-Based-Creative-Content-Shop-Mustache-to-Kick-Off-Worlds-Quietest-Revolution>