Brahm Gets Into Bed With John Cotton

Contributed by Brahm
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Europeâ€™s leading pillow and duvet manufacturer, John Cotton has appointed complete communications agency Brahm to research customer sleeping habits and drive new product development.
John Cotton products, including its newly released â€˜Shake Me Freshâ€™ scented bedding from the luxury â€˜Livingâ€™ rang available throughout the UK. The Mirfield based company has appointed Brahm to position John Cotton as â€œThe Bedding Specialistsâ€• to stockists and increase availability in grocery multiples, department stores and specialist bedding retailers such as Rosebyâ€™s.
Leeds based Brahm will be conducting an omnibus questionnaire of 1000 women nationwide. By examining sleep patterns and behaviour including dreaming and sleep interruptions, the research aims to identify different categories of sleepers and help recommend how customers can enjoy a better nightâ€™s sleep.
To gain a deeper understanding into customers needs, nationally representative â€˜Pillow Talkâ€™ research panels will be recruited using market segmentation by postcode and TGI lifestyle profiling.
This will enable John Cotton to build up a long term rapport with customers via:
- Product testing - Focus groups - Exploring buying habits - Fixture visits
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Phil Atherton, sales and marketing director at John Cotton said, â€œCustomers are increasingly becoming more aware of the importance of sleep and opting for more sophisticated bedding. The research will enable us to gain a better understanding of our customers and innovate new products to help them wake up refreshed. Brahm has been our retained PR agency for two and a half years, we have been impressed by their understanding of the brand and are pleased to be working with their experienced research teamâ€•.
Robin Horsfield, associate director responsible for research at Brahm explained, â€œThereâ€™s a lot more to bedding than pric the right choice can influence how well people sleep and impact on their whole day. The research will enable John Cotton to build a close relationship with its customers to truly understand what makes them tick. Itâ€™s a great project and we are really looking forward to seeing the results.â€•

The newly launched â€˜Shake Me Freshâ€™ range developed with Proctor and Gambleâ€™s laundry care brand Lenor, will be available nationwide from June.
Recently Brahm was named as a finalist in two categories for the upcoming Marketing Research Awards 2005. While earlier in the year it was ranked in the top 50 top research agencies in the UK, according to the British Market Research Association (BMRA).
For further information, please contact Pippa Light at Brahm on 0113 230 4000 or email p.light@brahm.com
About Brahm
With 150 employees, Brahm is one of the largest independent communications agencies outside of London. Brahm invests great insight to achieve great outcomes for clients including: Kelloggâ€™s; DfES; Persimmon; Littlewoods; National Express Group; Yorkshire Building Society and Anglian Home Improvements.
More information can be found at http://www.brahm.com/.
About John Cotton
John Cotton is Europeâ€™s leading manufacturer of pillows and duvets. Manufacturers since 1916, the company is based in Mirfield, West Yorkshire and produces over 3 million duvets and 7 million pillows each year. The Shake Me Fresh bedding collection is part of John Cottonâ€™s new Living Range, which includes â€˜Cool Livingâ€™, â€˜Soft Livingâ€™ and â€˜