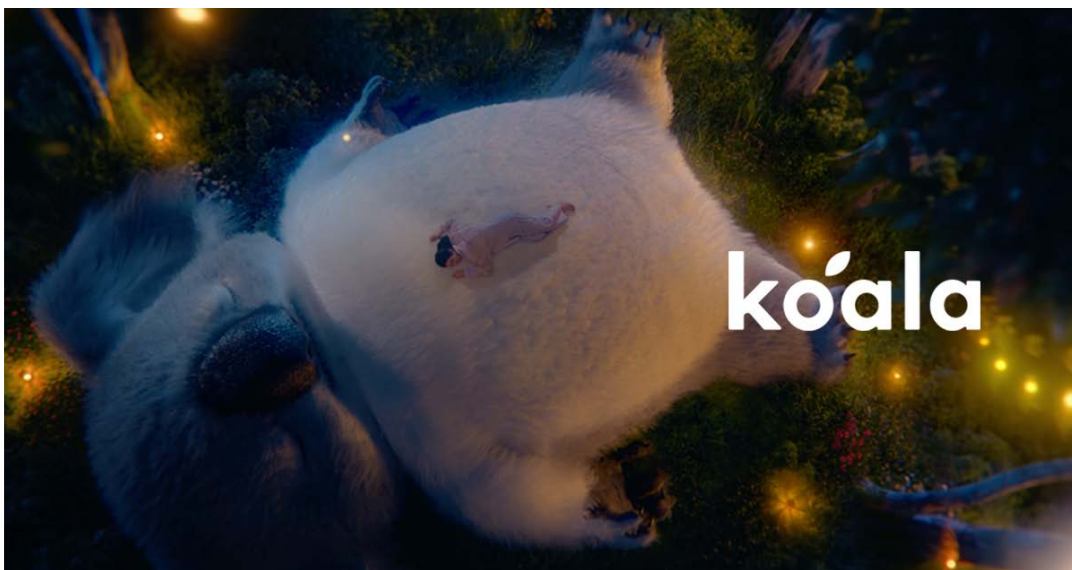


9 June 2021

## TBWA\HAKUHODO produces a new TV commercial for Koala Mattress, “Ultimate Koala comfort until morning”

~Representing the disruption of “comfort sleep” through Koala Sleep’s technology~

TBWA\HAKUHODO has produced a new TV commercial for “Koala Mattress” by Koala Sleep Japan KK, which went on air from May 19, 2021, with the title of “Ultimate Koala Comfort Until Morning” .



The concept of the Koala mattress is to deliver a blissful sleep with outstanding support through “Zero Disturbance Technology” , which does not spread vibrations horizontally and absorbs movements from tossing and turning.

In the new commercial, the giant koala, the symbol of the Koala Mattress brand, is depicted as a mattress, expressing the soft and comfortable feeling of sleeping on the product. The creative team aimed to depict the feeling of comfort sleeping on a mattress with zero disturbance technology, not through logical explanation but solely through sensation.

### **【Comment by Nobuhiro Arai, Creative Director of TBWA\HAKUHODO】**

Time spent sleeping time is said to be 1/3 of one’s life.

Choosing a mattress upon which spend such invaluable time is naturally a tricky task.

Since Koala mattresses do not have a storefront, we tried to create a commercial that could help viewers imagine the feeling of blissful sleep. Just watching it makes you want to sleep.

“What is the feeling of ultimate koala comfort?” - a positive question comes to mind.  
We hope that we can deliver such a quiet and pleasant 15 seconds to every viewer.

**【Summary of “Ultimate Koala Comfort Until Morning”】**

Title: Ultimate Koala Comfort Until Morning

Start Date of Airing: May 19, 2021 (Wed)

Media: TV, Internet (Digital media including social media platforms)

CM Movie link: Ultimate Koala Comfort Until Morning (15s) <https://youtu.be/D15mqSaZ4qU>

**【Staffs List】**

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**■ About TBWA\HAKUHODO**

TBWA\HAKUHODO is a full-service advertising agency based in Tokyo, established in 2006 as a joint venture between Hakuhodo and TBWA Worldwide Inc. With the combination of TBWA's DISRUPTION(R) methodology, a global network spanning over 100 countries/regions and Hakuhodo's in-depth knowledge of the Japanese market and longstanding reputation for trustworthiness, the agency continues to create and deliver high quality solutions to all of our clients – solutions that cause change and have the power to get noticed.

<https://www.tbwahakuhodo.jp/en>