

GhostBed Drives Into South Florida with Wrapify

Online Mattress Retailer Expands Visibility with Growing “Uber” of Marketing

FORT LAUDERDALE, FL ([PRWEB](#)) June 15, 2016 -- Innovative mattress retailer GhostBed announces that its local visibility is picking up speed in South Florida, as it revs up its successful national relationship with Wrapify – known as the “Uber” of Advertising. GhostBed is building on its success of its wrapped vehicles in San Francisco and Chicago.

Wrapify will initially have fifty vehicles wrapped and ready, split between Dade and Broward counties. The South Florida Wrapify campaign will feature GhostBed messaging, as well as multiple “Swarms” -- when a large number of wrapped vehicles all converge in one area, to dominate the visual landscape -- throughout the region. After South Florida, New York City will be the next stop for GhostBed and Wrapify.

GhostBed is revolutionizing the mattress shopping experience from nightmare to dream. It puts the in-store showroom stress to bed, and replaces it with a 101-night in-home sleep trial of the company’s American-made quality latex and gel memory foam mattress in a box, with free shipping. The price of a GhostBed is lower than other luxury gel memory foam mattresses that can cost thousands of dollars more.

Wrapify likewise revolutionizes car wrap advertising by incorporating the sharing economy, real-time data and analytics, and American drivers — who get yet another opportunity to monetize their time on the road. Based on its experience in Chicago, GhostBed sees the technology-based car wrap company as a key strategic marketing partner.

“The moment I heard about Wrapify, the idea immediately clicked with me, and it’s already proven to be a big success for us in Chicago,” said Marc Werner, CEO and Founder of GhostBed by Nature’s Sleep. “I’ve always believed in the power of outdoor advertising -- it’s real, you can see it, you know it’s getting in front of people’s eyes -- and Wrapify is an ingenious expansion of its power. And since GhostBed is headquartered in South Florida, expanding our presence here is important to us.”

“We believe that South Florida will be an outstanding location for our Wrapify platform,” says James Heller, Wrapify CEO. “We are thrilled to continue our relationship with another disruptive company like GhostBed, and excited to make our foray into this market.”

South Florida is the latest top-tier media market to be added by the adtech/outdoor advertising company. The company had a breakout 2015 after first hitting the road in a pair of California markets last July. Wrapify has now broadened its presence to six states and 18 markets, including San Francisco, Chicago, South Florida and Dallas.

About GhostBed

The GhostBed is made in America by Nature’s Sleep, a mattress industry leader for over fifteen years, focusing on high-quality, low-cost sleep products. With expert craftsmanship and superior materials designed for comfort and durability, the GhostBed offers an affordable alternative in the online mattress marketplace. The only mattress of its kind that comes with an optional matching foundation, the GhostBed ships in 24 hours, delivered to your front door with free shipping, and includes an industry-leading 20 year Warranty and 101-Night free trial period. Visit <http://www.ghostbed.com>.

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