

Marketing Final Paper: Arctic Rest

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Abstract

This paper discusses the marketing plan and strategies for a cooling fluffy pillowcase product that is sold by the company Arctic Rest. This product is a one of a kind pillowcase that contains layers of cooling ice packs and soft, comfy memory foam. This paper includes the four p's of marketing: product, place, price, and promotion as well as a SWOT analysis, sales process, and much more.

Product

Strengths Weaknesses Opportunities Threats and Trends

Strengths of the Arctic Rest include temperature regulation, which can help with a better and more relaxing sleep, eliminating that hot and stuffy feeling. Improving sleep quality is important to everyone's betterment of their life. *Weaknesses* of this product may be trouble with keeping the product cool for the duration of 8 hours. In-store pricing also may be higher because of the cost of producing the product. *Opportunities* that come from this can be expanding the types of cooling pillows in the industry, catering to different people's wants and needs. *Threats* may be competitors that have efficient design that is simple while also producing for a lower price. Longevity and comfort of other businesses in other people's lives is also a large threat to our newcoming business. *Trends* created by the release of this product vary from other pillow designs and expansion in the industry.

Porters Five Forces

Porter's five forces analyzes the competitors and pressure against a business, allowing for adaptation and awareness within a business. These five forces are listed as, competitors, new entrants, substitute products, supplier power, and buyer power. *Competitors* refer to other companies that are doing similar things as us. Other cooling pillow case companies that have created different designs like usb connections for cooling and that sit next to our product on the shelves of a store. Other material used for pillows and pillow cases may also attract consumers that prefer a different feel. *New entrants* are new companies, designs, or products that are coming into the market and that may pose a threat to our business. These businesses may not have as much recognition than longer standing ones but new ideas, materials, and designs can attract consumers and partners. *Substitute products* are products that can serve the same purpose as ours but they might be more efficient or less expensive, making it easy to substitute it from our product. Again products with different material that people may like better or a design that is very simple and effective. *Supplier power* refers to the power a supplier(our company) holds over buyers and consumers. If buyers really like our product for different reasons, it will make it difficult to switch to others, giving us more power over price. If not many other brands are using the bamboo material that we are, then we can easily cater to customers that are looking for something different that might work better for them. *Buyer power* is the opposite. Buyer power is the ability for buyers to change and influence things like price, production, and the product itself. If buyers leave a poor review on the quality or feel of the pillowcase, we may consider changing that or if the price is just a little too high we may make some small changes to balance out our revenue and loss.

Environmental Analysis

When coming out with a new brand and products with it, we realize the importance of researching the competitors around us. This can help with picking up trends, seeing what others are doing for success, and learning from others' mistakes as well as ours.

Blissy is another linen company that specializes in pillow cases and other bedroom accessories. Their pillow cases specifically are also meant to have a cooling effect, without any electronics, just focusing on material. They also advertise these pillowcases to help with hair and skin quality as well, not focusing just on the cooling aspect. Blissy is on the more expensive side, having one pillowcase that costs around \$100 that is made out of 100% mulberry silk. Something Blissy is doing is also selling things like sleep masks, loungewear, and even candles. They also have a variety of designs for kids on their pillowcases and accessories, widening their demographic, something we could do with Arctic Rest down the road.

Breescape is another linen company that sells cheaper products, without as much variety. Breescape also uses three different materials instead of just one. They only allow you to buy two pillowcases at once, but for only \$35 for both. Unlike Blissy, Breescape does not have different patterns and kids style products, keeping their product line very simple and limited.

Even looking at and comparing just two competing companies that are very different, can teach our newcoming business a lot on the path we can choose for your business and also the things we are competing with and how our competitors are advertising.

Product Matrix

In this stage of Arctic rest, it is difficult to figure out a product matrix specific to our company, as we have only thought about one pillowcase design. In the future of this company, there are many options as our environmental research has shown with other companies. Arctic

Rest's cash cow would most likely be its high quality pillows if they are ever produced, getting lots of sales, and making money. The star product would be the pillowcases, getting sold in pairs while being our framed product that we are known for and that we have been creating to start the company. Question marks and the dog products would be things like eye masks, other accessories, or kids products with designs if Arctic rest ever decides to create and sell these. These may not get purchased a lot and as often, and they also take more time and different materials to make.

Product Mix

Product mix refers to the categories of product produced. This includes length, width, depth, and consistency. Width would be the variety of products, like pillows, pillow cases, along with eye masks, comforters, etc. Length would just be the total amount of products in each product line. Depth is equal to the number of variations of a product. For example, our pillowcases would be different sizes, maybe kids, standard, queen, and king sized for different pillows. Consistency refers to how related each product is to each other and how they go together, making it viable to sell them together, making sales go up and making it so that people want or need to buy things together.

Primary Target Demographic

Our primary target demographic is people who care about their sleep health and have the ability to purchase a more expensive pillow case than one might normally find. This is going to fall in the category of middle aged and older people who have decent paying jobs and are able to afford a more expensive item.

Marketing Research

When creating this product our company started with secondary research to find what else was on the market and how to make our product appealing to consumers. One thing we discovered while conducting our research was that cotton is a fabric that absorbs moisture. “Cotton pillowcases absorb moisture from your face and hair throughout the night, which can lead to dehydration and frizz. Silk or satin pillowcases create less friction, meaning fewer sleep creases on your face”(Weber, 2025). This study informed us that cotton was not the fabric we wanted to use for cooling properties. After learning about cotton fabric we decided to look into fabric with natural cooling properties and came across bamboo fabric. “Bamboo is 40% more absorbent than even the finest organic cotton, wicking moisture away from the skin much faster and keeping you dry and comfortable easier. Bamboo can take in three times more water than its weight which once made into a fabric, means that it also is able to get rid of moisture faster.”(Cariloha, 2025). After learning how absorbent and sustainable bamboo is, this seemed like a good option. Before we decided what we were going to use we wanted to look into similar products and see what they were using. One of the closest matches we could find was the Snuggle-Pedic Kool-Flow Cooling Pillow Cover. “The cooling effect from this pillowcase means you won’t have to be wary about night sweats,” (MattressNerd, 2025). After deciding what kind of fabric we wanted to use for this pillow the rest of the design fell into place. We were able to price compared to other companies. Our pillow is a more expensive option but worth it because it is eco friendly, lasts longer than others and comes in more sizes. Lastly, we wanted to get feedback from everyday individuals and see what their level of interest in our product was. Our team created a google form that was sent out to ask potential customers what they would think of our product:

(<https://docs.google.com/forms/d/e/1FAIpQLSekFR3VojA6GPQNn76lHZvDd-IE3BQUrCMqaR>

AoxZa6fiRMgg/viewform?usp=header.) Our product was well received and there was a high level of interest in a cooling pillow case. People liked the convenience of having a pillow that was always cool.

Specialty Product

Arctic Rest is a product for convenience, due to the sustainable resources it's made out of. This product stays cool for 8hr without having to plug in some sort of wire so the product is more costly than others comparatively. This is a specialty product that allows consumers to have a good night of rest with an always cool pillow case because of this the product is a justifiably more expensive choice.

Product Description

Arctic Rest cooling pillow case is made out of bamboo fiber which have natural cooling properties within them. The pillow case is packed with a thin inside layer of cooling filling that will allow the pillow case to remain cool throughout the night. The product comes with a warning label with the following information:

WARNING: Do not remove this tag. This product is made from bamboo fibers, This product should not be placed over one's head in case of suffocation, The plastic this pillow case is packaged in should not be placed over one's head in case of suffocation. This product should be kept away from fire and is a highly flammable item, this product should not be used if you are allergic to bamboo fibers, this product is manufactured in a factor that only makes this product and does not contain any other properties then as it is made out of. In the event the cooling filling breaks to not eat due to priorities that are poisonous to ingest. Use at your own risk.

Arctic Rest mission is to help people wake up refreshed by creating a cooling pillow case that reduces night overheating and overall wellbeing. Our goal is to give consumers the best

night sleep they can have. We are a specialty product that is used for the purpose of allowing consumers to have a good night sleep and wake up refreshed for the day ahead of them.

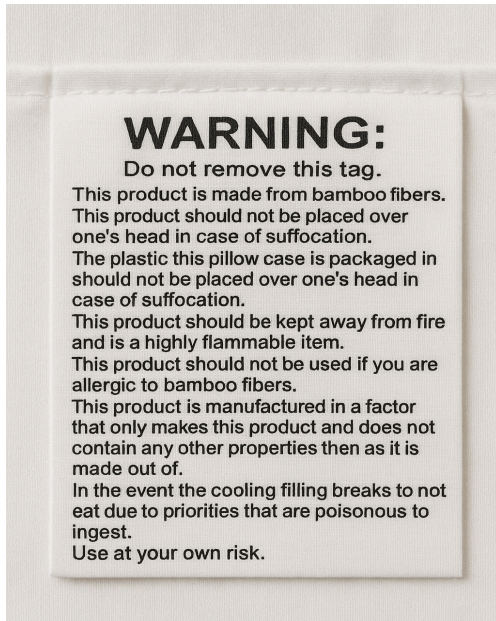
Arctic Rest Cooling Pillow Case Picture: Created on Canva



Arctic Rest Logo: Created on Canva

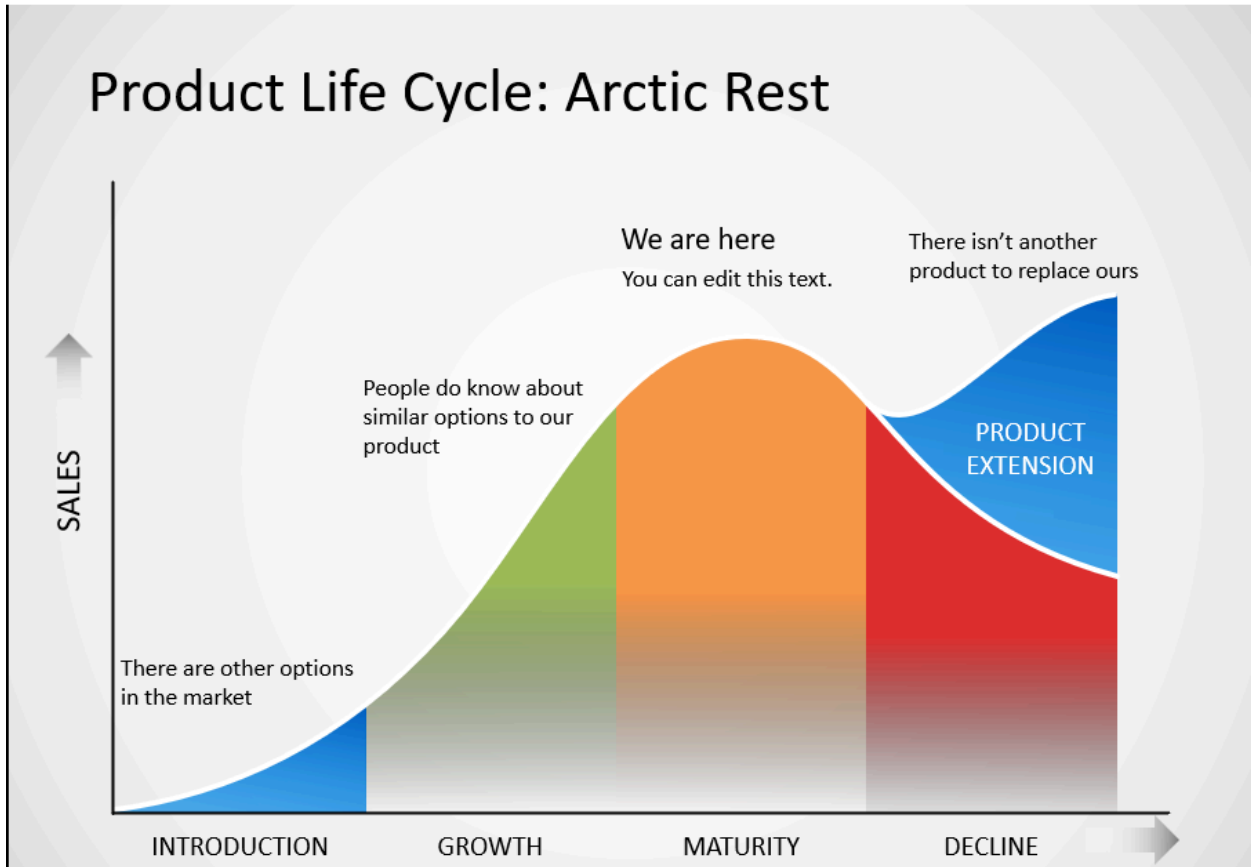


Warning Label attached to pillow case: Created on Canva



Product Life Cycle

Other cooling pillow cases have been introduced into the market, but many are powered with some form of electricity. The concept of a cooling pillow case is something that a lot of people know exists but not something that everyone has in the home. Arctic Rest cooling pillow case is in the maturity stage because there are similar products like it so many people would be inclined to buy the product. If there is another product that enters the market similar to this one that has an upgraded feature that may be superior to our product it has the potential to push us out of the market.



Place

Type of Brand

The cooling fluffy pillowcase falls under the category of a private label company. Our product is created and designed by our company and sold to bigger retail stores like Target and Walmart to be distributed on the shelves. Packaging and design are all done in the warehouse, then shipped off to bigger retailers to sell.

Brand Equity

Our company strives to promote equity and fairness in our business practices and products. The goal is to create a reputable name that continues to lure in customers who are proud to support the company. Quality products and customer satisfaction are located at the front line of our concerns.

Packaging/ Shipment

The fluffy cooling pillowcase is shipped to companies on pallets. There are 10 boxes per pallet. Each box contains 10 pillowcases inside. The packaging outside is an Arctic blue color and is labeled with the shipping address of Walmart and Target it is being shipped. Shipment by truck allows for Business-2-Business interactions because our trucks are sold to wholesalers when signing on to carry our product. This allows for smooth transitions of products and less likely of a chance for a shipping mistake. This helps with Business-2-Consumer interactions, allowing us to sell products at Walmart and Target.

Business-2-Business (B2B)

As a smaller company that does not sell the fluffy cooling pillowcase individually, we work closely with other retailers, including Target and Walmart, who sell our products in their stores. Companies sell our products on their shelves, resulting in us both receiving profit.

Business-2-Consumer (B2C)

Consumers can find our products at Target and Walmart locations. They can purchase our products on the shelves in these retail stores. On our website, we offer the ability for customers to leave feedback and reviews, so we can ensure they are satisfied with what we are producing. This allows the company to stay in touch with customers, even if we don't have our own retail stores, we are selling the pillowcases.

Distribution Strategy

Our company follows a selective distribution strategy. Products are sold and distributed to Walmart and Target stores. This allows us the opportunity to showcase our products at well-known retailers, in hopes of providing customers with the fluffy cooling pillowcase. A certain number of fluffy cooling pillowcases are made based on supply. As the supply increases in retail stores, more product is created. This helps ensure we provide our customers with the best quality products.

Modes of Transportation

Our main mode of transportation is the use of trains and trucks. Trains help us deliver products to Target and Walmart locations all around the United States. Once the pallets come off the train, the fluffy cooling pillowcases get shipped directly to our retailer by our specialized trucks. Both modes of transportation can fit our pallets perfectly. This process allows our products to be transferred more quickly and efficiently to our supplying stores.

Types of Retailers

Our products are available at select chain stores, including Target and Walmart. No online orders or personal stores are available. Geographically, we can be found all over the United States. Our mission is to bring our product to as many locations as possible for the wants and needs of our customers.

Layout of Store

When shopping in Target and Walmart for the fluffy cooling pillowcase, it can be found in the middle of the store, where the house decorations are stored. The aisle will be labeled 22A and will include different pillows and pillowcases.

Layout of Shelves

In aisle 22A, our product can be located on the left-hand side towards the back. It will be directly across from the different styles of pillows. The pillowcases are folded up in a plastic wrapping and fit perfectly on the standard-sized shelves.

Marketing Strategy

Our product is located at Target and Walmart locations all around the United States. Deliveries are sent in pallets by trains and trucks to these locations. Retailers help make our product available to customers. Information about our product can be found in detail through our advertisements. These include important aspects like sizing, pricing, materials, etc. Our product is also showcased online and in different catalogs for Walmart and Target stores.

Promotion

Making Wants Into Needs

The promotional goal of Arctic Rest is to turn the common desire for a soothingly chilly pillowcase into a nightly reality for all our customers. Our brand is centered around customer comfort, personal wellbeing, and sleep quality. Our product is specifically designed to not only provide our customers with quality sleep, but also provide the energy and healing their body needs everyday. Our product focuses on the very first of Maslow's Hierarchy of Needs: Physiological needs. Physiological needs include basic survival needs such as food, water, shelter, and sleep. Sleep is extremely important to our well-being because it is essential for every major body system (nervous, immune, endocrine, cardiovascular, metabolic, and musculoskeletal). Sleep is crucial for neural processing and so many other bodily processes, so investing in a quality pillow case is investing in your health and wellbeing. The Arctic Rest pillowcase customers can rest assured (pun intended) that they will fall asleep fast, sleep well, and wake up extremely well rested and refreshed. Physiological needs are the very foundation of Maslow's hierarchy of needs, so our brand centers itself around promoting Arctic Rest as an essential part of a healthy sleep routine, not a luxury product; just as sleep is essential, not a luxury.

Sales Channel

Arctic Rest is a product for everyone, therefore it is available OTC (over the counter) at popular retail stores. Our product is shelved in large retail stores like Target and Walmart. Selling our product within these larger cooperation chains allows for convenience and more visibility due to the large number of stores and locations. The promotion within the retail stores is crucial to our product's success. Our in-store displays effectively use the AIDA model (attention,

interest, desire, action) to help Arctic Rest stand out from all the other pillow cases (our competition). In-store displays use our bright complimentary brand colors to catch the eye of our customers, then our fascinating overnight cooling technology peaks their interest, then our brand idea that sleep is essential not a luxury so investing in our product is investing in your wellbeing creates desire, and our thoroughly researched market based price seals the deal with the action of purchasing our product. Our primary display/brand colors are icy light blues and grey. We use symbols like snowflakes to indicate the cooling aspect of our product, and use soft curves/waves on packaging to align with the calming/sleepy aspect.

Sales Process

The Arctic Rest sales process is built on customer service and satisfaction.

1. Determine Target Customers

We first need to identify the customers we are trying to market our product to. Our primary target demographic is anyone (specifically adults) who values sleep health, may experience nightly overheating, or people who are drawn to wellness products.

2. Open Conversations about Current/Past Pillowcases

Our sales representatives (in store, demo, or professional settings) start by opening a conversation with a customer looking into pillows/pillowcases about their past pillowcases and current sleep wants and needs.

3. Introduce Arctic Rest

We then introduce Arctic Rest and make sure to highlight all its stand-out features like cooling technology, bamboo fiber, and modernly sleek design.

4. Expand on Functionality

We provide every location where Arctic Rest is sold with demo pillow cases so our customers can feel and try out our product in store, this allows our sales reps to expand further about how the cooling layers function, how it feels compared to other pillowcases, and how long it lasts.

5. Ask Closed-Ended Questions

Next, asking closed ended questions like “Do you prefer the cold side of the pillow?” or “Do you ever wake up feeling overheated?”. These questions allow the customer to realize how the product fits into their life and guide them into fully understanding the benefits.

6. Finalizing the Sale

After addressing any further questions and recapping the benefits, the purchase can be made in store. Our product is sold in retail stores like Walmart and Target.

7. Follow Up

Lastly, every customer who purchases an Arctic Rest pillowcase will receive a follow-up questionnaire/form (48 hours after purchase) asking about how they are liking the product thus far. This is a deeply important part of the sales process because it builds customer relationships, strengthens brand loyalty, and promotes customer satisfaction.

Perception Map

A perception map is used to compare Arctic Rest to competitors based on two key factors, price and quality. The Arctic Rest Pillowcase resides in the top right quadrant, or “Best” category, of a perception map due to its extremely high quality materials (high-tech long-lasting cooling gel and luxurious bamboo fiber), and thoughtfully calculated price point based on several

factors like competitors pricing, cost of materials/manufacturing, customer satisfaction, and more.

Promotional Strategy

The Arctic Rest promotional strategy seamlessly blends a mix of digital and traditional advertising. We also aim to market Arctic Rest as not just a cooling pillowcase, but an essential wellness product that drastically improves your sleep health and everyday wellbeing.

Key components of our promotional strategy includes:

1. Social media presence

As a brand with a growing product, having a social media platform/presence is extremely important to brand success. Social media allows for easy reachability to a massive audience, and having a regular presence increases customer loyalty.

2. TV commercials

TV commercials are a tried and true form of advertising. We use short and creative commercials to highlight our product's special features and expose our brand to a large audience.

3. Email marketing

Our customers have the option of subscribing to our mailing list that sends out weekly offers or discounts.

4. Seasonal promotions

We have special promotions and discounts during the summer months when the weather is warmer (therefore more nighttime overheating).

5. In store displays

In store displays use symbols like snowflakes to indicate the cooling aspect of our product, and use soft curves/waves on packaging to align with the calming/sleepy aspect. Our displays include a scaled-down sample product so customers can feel the product in store. We also use specific messaging like “Wake up refreshed” and “Your new favorite wellness product” to help tell customers about our product.

Pricing

Introduction:

Arctic Rest is a sleep product that cools your pillow by combining a soft, squishy memory foam with a long-lasting ice pack. The goal of our product is to help people sleep better by keeping their pillow cool throughout the night. We’ve designed it to stay cool for up to 8 hours, so it will keep someone cool all night without warming up. We offer different sizes that can match various pillows and create designs suited to different age groups. Since our target market is pretty much anyone who wants a more relaxing, comfortable night's sleep, our pricing needs to be simple and easy to understand. In this section, I will explain how we set our price by reviewing our total costs, markup, distribution chain, pricing strategy, and finally, why the retail price fits our product and customers.

Total Costs:

To set a price that makes sense, we first had to look at how much it actually costs to make Arctic Rest. Total costs include fixed costs and variable costs. Fixed costs are costs that never change, regardless of how many units we produce. Even if we made only one unit or a million units, these costs won't change. Fixed costs would include the machines used to fill the gel, a storage warehouse for our supplies, and the salaries of the people who manage production. For our company, the fixed costs are estimated at around \$50,000 per year. While this may seem like a lot, every operating business has to pay these fixed costs.

Variable costs differ because they change with the number of units we produce. For our product, the variable costs include the gel ice pack, the foam layer around it, the outer fabric, and lastly the packaging. Every time we produce one unit, we spend money on these materials, and the total comes to the same amount each time. Our variable cost for Arctic Rest is six dollars per unit. When using the total costs formula, which is $\text{total cost} = \text{fixed costs} + \text{variable costs} \times \text{units produced}$, we figure out how much we really spend. For example, if we were to make 10,000 units, our total cost would be \$110,000. This will help us know how much money we must bring in before we start making a profit.

Markup Formula:

After understanding that each unit costs six dollars to produce, we can dive into the markup. Markup is the amount we add to the cost to ensure the business is actually profitable.

The markup formula is: $\text{markup price} = \text{cost} + \text{cost} \times \text{markup percentage}$. The formula is very simple but very important. If our markup percentage is 50%, then we multiply 6 dollars by 0.5, which is 3 dollars. We then add that to the original six dollars, and the price becomes nine dollars. This new price is what we would charge a distributor. It's not necessarily the final store price, but it helps in setting up the rest of the pricing process.

Markup Through the Distribution Chain:

We plan to sell Arctic Rest to stores like Walmart and Target, so we have to think about how the price actually flows through the distribution chain. This chain normally has a few main steps. The manufacturer first makes the product, then the distributor buys a bunch of units from us and resells them. After that's done, the retailer buys them and finally sells them to customers. Every step will add a markup because each part of the chain has to make a profit to be beneficial to them.

Our original manufacturing price was six dollars, we then sell it to the distributor for nine dollars. Then the distributor adds their own markup, which would probably bring the price to around \$11 or \$12. After that, the retailer will add its markup. Most retailers add around forty to fifty per cent markup. The price would then be around \$17, which is a realistic final retail price for store shelves. This shows that everyone in the chain earns money while also keeping the product reasonable.

Pricing Strategy:

We chose a mix of value-based and competitive pricing for our strategy. Value-based pricing means we set a price based on the value it delivers to each customer. Arctic Rest is much more comfortable and convenient than the average pillow, which adds to its value. At the same time, we don't want the price to be too high, since most other cooling pillows in stores cost over forty dollars. We wanted Arctic Rest to be high quality but also a good deal price-wise.

On the other hand, competitive pricing means we looked at what similar products were going for in stores. Many cooling products at places like Walmart or Target cost the same or more than ours. While there might be a couple of products that are cheaper than ours, we are on the lower end of the spectrum, which helps us stay competitive. Customers won't feel like they are overspending, especially since our product offers features that cheaper pillows or cooling products don't.

Retail Price and Target Market Fit:

The retail price for Arctic Rest is about seventeen dollars. This price is reasonable because it's lower than what people pay for a pillow or comfort device, and it offers great features as well. It also matches our target market, including families, students, adults, and even kids who want a comfortable, cool sleep. Since Arctic Rest is pretty much for anyone, we don't want the price to scare anyone away. A price in the lower or middle range of other products indicates it is useful and well-made, and comfortable for households. The price could also attract newer customers who haven't tried a product like this before.

Price Fit With the Distribution Chain:

Our price also fits smoothly with the distribution chain. The manufacturer earns a profit by selling our product for \$9. The distributor will earn a profit by selling it for about twelve dollars. The retailer will then earn a profit by selling it for around \$17. Each step in the chain earns enough product to keep working with it. This is very important because if any step didn't turn a profit, that step wouldn't carry Arctic Rest, and it wouldn't reach customers. The final price remains fair throughout this process, which helps keep everything balanced.

Conclusion:

The pricing plan for Arctic Rest is fair and reasonable, serving both the customer and our company. By reviewing our fixed and variable costs, applying the markup formula correctly, and understanding how prices rise through the distribution chain, we arrived at a final price that makes sense. The price of seventeen dollars fits the target market, matches or is lower than similar products in stores, and still allows for everyone in the distribution chain to make a profit. This pricing strategy ultimately supports the goal of making Arctic Rest a helpful and affordable option that almost everyone can buy and enjoy

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