

Expand Your Living Space

Target Audience: 18-25 years male, single - living in student housing

Video: Aslak - Target audience 18-25 years - male single 1920x1080.mp4

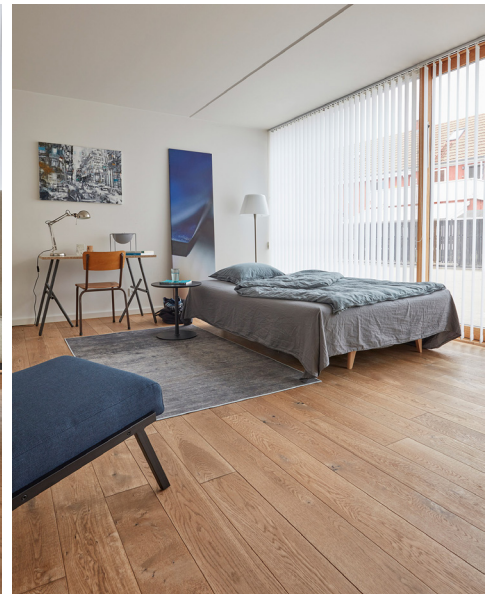
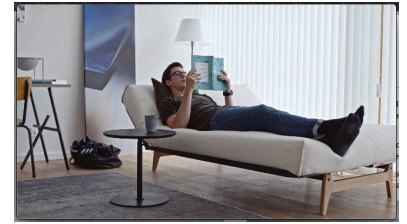
Social Media suggestion:

FACEBOOK: Ads and organic posts with video and images in horizontal direction.

INSTAGRAM: Ads and organic posts with video and images in vertical direction.

Text: Suggestion below. Adapt for local adjustments and Key Selling Points. Call-to-action for dealer is own website.

#hashtags - make local adjustments but always include #innovationliving



New University – New home

Your new reality includes long days with lectures, group work, self-study and perhaps a new intern job. All this call for relaxation. Aslak is a multipurpose piece of furniture. An everyday bed with unique comfort and four-step head elevation, and as sofa it features two back positions for individual comfort. Multipurpose sofa with individual comfort for flexible living terms. Whether you are sitting, lying or simply relaxing, Aslak offers a range of options for you and your guests. Be it in front of the flat screen for the big final of your favorite TV-show or if you need to rest comfortably while preparing for that big exam. Personalize your Aslak sofa bed on our website and explore the options that best suit your home and style.

CTA Link - <https://www.innovationliving.com/products/by-type/sofa-beds/product-details/aslak-140-sofa-bed-nordic-cover-soft-spring?fabric=531-Boucl%C3%A9-Off-White>

#innovationliving #expandyourlivingspace #multifunctional #danish #design #studenthome #danishdesign #livingroom #sofabed #sofa #bed #oneroomliving #multipurpose

Expand Your Living Space

Target Audience: 18-25 years male, single - living in student housing

Video: Idun - Target audience 18-25 years - male single 1920x1080.mp4

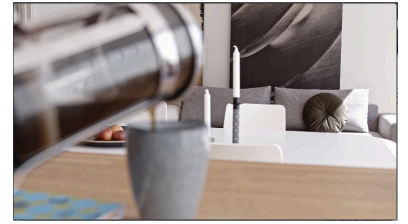
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Expand your student housing living space

Whether living alone or with roomies, a sofa bed can make a big difference when space is limited. You can place Idun in your common room and utilize it as a gathering space to lounge and as a spare bed for guests spending the night. Idun is a comfortable three-seater sofa that easily turns into a single or double bed. Use it as a single by removing the cushions to make an 80 x 200 cm single bed. If you need space for two, make Idun into a comfortable double by sliding out the seat and folding down the back, making up a 140 x 200 cm double bed. Visit our website to see the possibilities and fabric options available for Idun.

CTA Link - <https://www.innovationliving.com/products/by-type/sofa-beds/product-details/idun-sofa-bed-3?fabric=521-Mixed-Dance-Grey>

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Expand Your Living Space

Target Audience: Retargeting - text are more product oriented

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Video: Idun - Target audience 18-25 years - male single 1920x1080.mp4

Social Media suggestion:

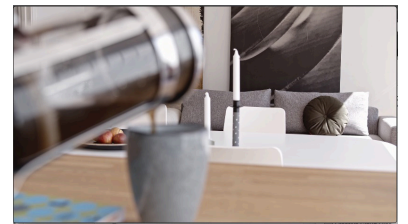
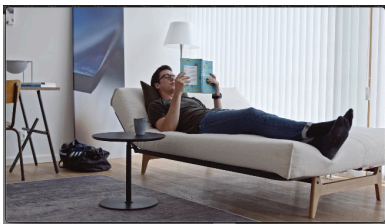
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Product: Aslak 140

Bed and sofa – Multifunction that expands your living space

When choosing the Aslak sofa bed you do not compromise on comfort, design, and choice of materials. A multifunctional design with two settings in sofa position and 140 x 200 cm bed space when laid flat. Aslak features a four-step head elevation in bed position, allowing for personal comfort. Further, Aslak has a small bedding box under the seat to store beddings and cushions. As comfort is subjective, the handmade mattress is available in several comforts, allowing you to choose your desired comfort. Should you want to renew your Aslak sofa, a new mattress or merely a new, removable cover can be purchased to refresh the look. The intelligent design is sustainable as all parts can be maintained or replaced.

< CTA Link to product >

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Product: Idun

Function and aesthetics go hand in hand

At the first glance, Idun is a sofa inspired by Nordic design. Idun's elegant design and timeless aesthetics with wide armrests and light oak legs all pay homage to Scandinavian furniture design. Yet, Idun is much more than a stunning design piece – it is functional. Idun easily transforms into a sofa bed via two simple steps. Slide out the base and adjust the metal legs, then drop down the back rest and you have completed the conversion from sofa to a 140 x 200 cm double bed. A pocket sprung base fit on a metal frame makes Idun very durable. Below the base is an easily accessible bedding box where beddings can be stored. Visit our website to see more pictures and a video of Idun.

< CTA Link to product >