



Dormeo
sleep day
2020

- In 2017 Dormeo became sponsor of World Sleep Day, collaborating for a common cause: attract attention to the importance of sleep and sleep related problems.
- Every year Dormeo Sleep Day is becoming a stronger campaign, being at the 4th edition in 2020.
- Campaign became a huge event internally (employees) and on the markets and goes live in 21 countries on the same date Campaign starts with a pre-phase on social media called “Sleep job” where people apply to get paid for their sleep (competition).



Symbol of the campaign

Sleeping masks!

