

Building a Premium Sleep Brand Through Integrated Digital Experience & Performance Marketing

Client: Diamond Foam UAE

Industry: Sleep & Home Comfort

Market: UAE

Platforms: Website · Instagram · Meta Ads

Services Provided:

Website Development & Management · Product Photography · Content Creation · Social Media Management · Visual Communication Design · Performance Marketing

Overview

Diamond Foam UAE partnered with Digital Blaze 360 to build and manage a **complete digital ecosystem** for a premium sleep brand operating in a highly competitive market.

The objective was clear:

- Establish a **strong, premium brand presence**
- Present products with clarity, comfort, and trust
- Create consistency across website, social media, and ads
- Use performance marketing to support visibility and sales

This was not a single-channel engagement, but a **long-term digital growth partnership**.

The Challenge

The mattress category demands more than visuals — it requires **trust, education, and consistency**.

Key challenges included:

- Showcasing comfort and quality digitally
- Maintaining visual consistency across hundreds of assets
- Building a recognizable brand language in the UAE market
- Managing a large product catalog with clarity
- Supporting brand presence with performance marketing

The goal was to ensure Diamond Foam UAE looked **credible, premium, and dependable at every digital touchpoint**.

The Strategy

Digital Blaze 360 approached Diamond Foam UAE as a **sleep-focused lifestyle brand**, not just a product seller.

Strategic Focus Areas:

- Develop a conversion-ready website foundation
 - Build a strong, recognizable visual language
 - Use product photography to communicate quality and comfort
 - Maintain an active, structured social media presence
 - Support brand and product visibility through performance marketing
-

Execution

Website Development & Management

- Developed and managed the ecommerce website
 - Structured product pages for clarity and ease of decision-making
 - Ensured performance, responsiveness, and scalability
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Product Photography

- Conducted professional product shoots
 - Created clean, premium visuals highlighting materials, layers, and comfort
 - Ensured imagery consistency across web and social platforms
-

Content Creation & Visual Communication

- Designed branded content templates
 - Created educational, promotional, and lifestyle content
 - Maintained a cohesive color palette and visual identity
 - Translated technical product features into consumer-friendly visuals
-

Social Media Management

- Managed a high-volume, consistent posting schedule
 - Built a grid-level visual identity for Instagram
 - Balanced product highlights, brand messaging, and lifestyle content
-

Performance Marketing

- Ran Meta campaigns to support brand awareness and product visibility
- Used content-led creatives to drive engagement and interest

- Supported ecommerce goals through performance-driven ads
-

Results & Impact

The integrated digital approach delivered strong brand and business outcomes:

- A **strong, premium digital presence** across all platforms
- Highly consistent visual identity across hundreds of posts
- Improved product presentation and customer trust
- Active social media ecosystem supporting brand recall
- Performance marketing reinforcing visibility and sales

Diamond Foam UAE now operates with a **cohesive, scalable, and professional digital system**.

What This Project Achieved

- Unified website, social, and advertising under one brand language
 - Elevated product presentation through professional photography
 - Established Diamond Foam UAE as a credible sleep brand in the market
 - Built a foundation for long-term digital growth
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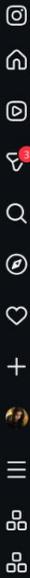
Client Outcome

Digital Blaze 360 helped Diamond Foam UAE transform its digital presence into a **brand-led, performance-supported ecosystem** — one that communicates comfort, quality, and trust consistently across every channel.

See below for:

Website Home Page + Product Page

Social Media (Instagram Layout)



diamondfoam.ae

Diamond Foam

168 posts 95 followers 3 following

Even Dreams Deserve Luxury.

📍 diamondfoam.ae and 2 more



Followed by millionairafaisal and nosheenyousuf33

Avg Likes per Post: 2

Avg Comments per Post: 0

Engagement Rate: 2.11%

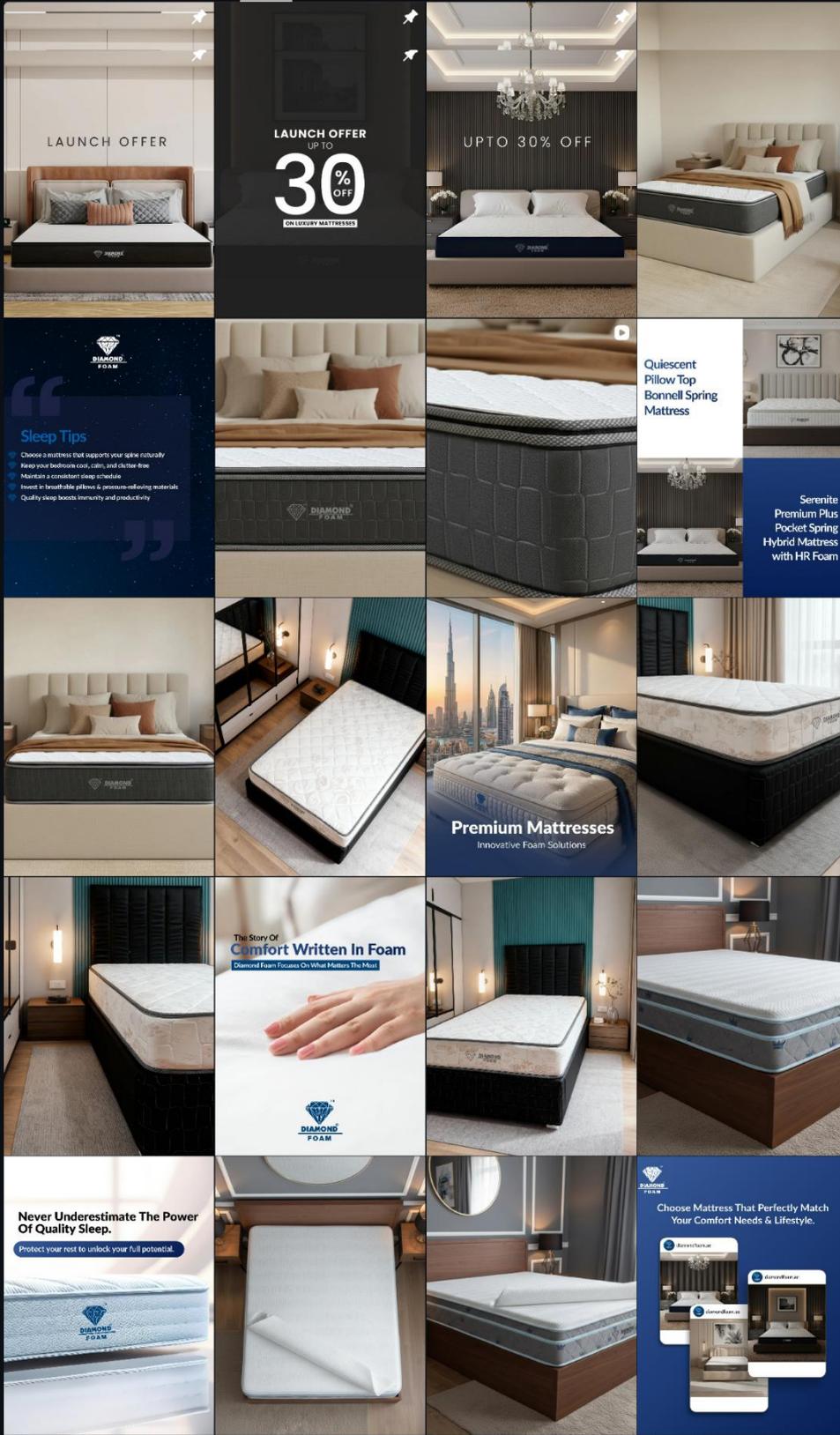
[How these metrics are calculated](#) [Based on 143 posts](#)

Analyze More Posts

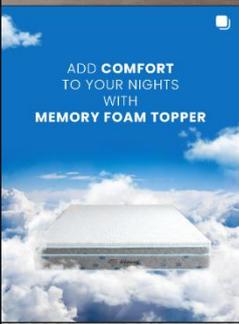
[Buy Keywords Everywhere](#)

Following

Message



ADD COMFORT TO YOUR NIGHTS WITH MEMORY FOAM TOPPER



DESIGNED FOR ULTIMATE COMFORT



Customized Comfort & Pressure Relief
Optimized Spinal Health
Maintained Sleep Posture (Zero Disturbance)

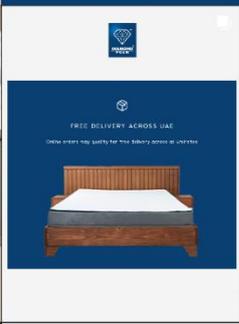
UP TO 10 YEARS OF GUARANTEE



TruCo's #TheDiamondSleep

FREE DELIVERY ACROSS UAE

Other delivery may apply. For more delivery options at checkout.



Experience Advanced Airflow Comfort

Experience cooler, fresher sleep every night, perfect for the UAE's warm climate.



Dual-Comfort Construction
Enhanced Body Support & Pressure Relief
Long-Lasting Durability



MEMORY FOAM

Body-contouring & sinking sensation
5-7 years

Good pressure relief, less hip pain
Side sleepers, those who love a "hugging" feel

DIAMOND HR FOAM

Responsive & Supportive Cloud-Like Comfort
10+ years

Excellent spinal alignment, healthy breathability
All sleeping positions, for deep, undisturbed, rejuvenating sleep



Waking up drowsy?
You need #TheDiamondSleep



Experience the DIAMOND SLEEP



SHOP NOW



WE'RE LIVE

Shop the ultimate luxury for your dreams




Perfection? We've been doing it for years.



LAUNCHING TOMORROW



What if the solution was COMING SOON?

#TheDiamondSleep



DIAMOND HR FOAM

SPRING COMFORT



FOR TOTAL SERENITY

LUXURY MATERIALS PEACEFUL SLEEP

QUIESCENT MATTRESS. DEEP REST. GUARANTEED.

SHOP NOW



YOUR MATTRESS YOUR CHOICE



Can you guess what mattress this is?

#TheDiamondSleep



Cloud-Like Comfort,
Engineered Support



Sleep has a NEW STANDARD

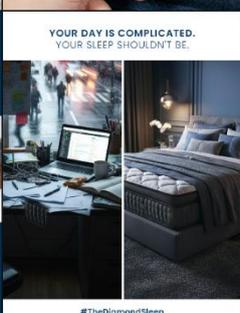


THE FUTURE OF BEST
SOFTNESS THAT LASTS.
NOW IN THE UAE.



YOUR DAY IS COMPLICATED. YOUR SLEEP SHOULDN'T BE.

#TheDiamondSleep



THIS IS WHAT REFRESHED FEELS LIKE.



CAN YOU GUESS WHAT MATTRESS THIS IS?



#TheDiamondSleep

THE ONLY MATTRESS COMPANY YOU'LL EVER NEED.



SINK INTO SERENITY. COMING SOON

#TheDiamondSleep



QUALITY isn't just a buzzword. It's our foundation. Every Diamond Foam mattress is meticulously crafted to meet the highest UAE standards.





- FREE DELIVERY ACROSS UAE**
Online orders may qualify for free delivery across all Emirates.
- WARRANTY UP TO 10 YEARS**
Enjoy lasting assurance with coverage that varies by product.
- SUPPORT WHEN YOU NEED IT**
Reach out anytime, our team is here to assist. 7 days a week.

DISCOVER OUR
BEST SELLERS

			
<p>SAVE UP TO 30%</p> <p>SERENITE PREMIUM PLUS POCKET SPRING HYBRID MATTRESS WITH MEMORY FOAM</p> <p>1,620.00 AED 1,135.00 AED</p>	<p>SAVE UP TO 30%</p> <p>SERENITE PREMIUM PLUS POCKET SPRING HYBRID MATTRESS WITH H.R. FOAM</p> <p>1,847.00 AED 1,295.00 AED</p>	<p>SAVE UP TO 30%</p> <p>SERENITE PREMIUM PLUS POCKET SPRING MATTRESS</p> <p>978.00 AED 685.00 AED</p>	<p>SAVE UP TO 30%</p> <p>QUIESCENT EURO TOP BONNELL SPRING MATTRESS WITH MEMORY FOAM</p> <p>1,768.00 AED 1,195.00 AED</p>

[VIEW ALL](#)

LEGACY OF SLEEP, PERFECTED FOR UAE

In a world that never slows down, we believe in the power of pause, the kind that restores, renews, and redefines how you feel every morning.

For decades, **Diamond Foam** has mastered the science of sleep, combining precision craftsmanship with innovative comfort technology to create more than just mattresses. We create sanctuaries of rest.

[EXPLORE COLLECTIONS](#)



SHOP BY CATEGORY

 PILLOWS	 POCKET MATTRESS	 BONNELL MATTRESS
 MEMORY FOAM	 PU FOAM MATTRESS	 MEDICAL MATTRESS



ESSENTIAL COMFORT

More than just a mattress, Diamond Foam is the foundation of your family's well-being. We craft each collection to be the silent, supportive partner in your life's moments, from peaceful nights that recharge busy parents to playful mornings in a well-rested home. Discover the comfort that connects every aspect of your life.

[DISCOVER PRODUCTS](#)



DIAMOND FOAM UAE
SERENITE PREMIUM PLUS POCKET SPRING HYBRID MATTRESS WITH HR FOAM

1,850.00 AED

Split your purchase in up to 12 monthly payments. **Learn more** [tcbby](#)

Size: 190X202X27CM

- 1 +

ADD TO CART

BUY IT NOW



Experience more balanced sleep in the UAE with the **Pocket Spring HR Foam Mattress**, designed to combine targeted support with durable comfort in one refined build. Serenite Premium Plus brings together individually wrapped pocket springs and a high-density High Resilience (HR) foam layer to create a mattress that feels supportive, resilient, and comfortable night after night.

This 'best of both worlds' construction is built for real bedrooms and real routines, especially Dubai-First Homes where everyday comfort and long-lasting performance matter. The pocket spring system is engineered to provide targeted support and pressure relief, helping your body feel more evenly supported across key contact points. Above it, the HR foam layer adds an extra level of comfort and durability, contributing to the overall feel and longevity of the mattress by delivering loft and resilience.

Together, this dynamic duo supports a restful sleep experience with a calmer feel for shared sleeping. The HR foam helps cradle your body while the pocket springs work independently to support and reduce motion transfer, promoting more undisturbed sleep. If you want comfort that holds up over time, this mattress is where comfort meets durability so you can wake up feeling refreshed and rejuvenated.

Share

- QUICK SUMMARY
- TECHNICAL DETAILS
- BENEFITS
- IDEAL FOR

RELATED PRODUCTS



Serenite Premium Plus Pocket Spring Hybrid Mattress with Memory Foam
1,620.00 AED



Serenite Premium Plus Pocket Spring Mattress
980.00 AED



Relax Bonnell Spring Mattress
650.00 AED



Quiescent Euro Top Bonnell Spring Mattress with HR Foam
1,800.00 AED

Frequently Asked Questions

- WHAT SIZE SHOULD I CHOOSE FOR THIS MATTRESS?
- WHAT FIRMNESS LEVEL IS SERENITE PREMIUM PLUS WITH HR FOAM?
- IS IT SUITABLE FOR BACK PAIN OR BACK SUPPORT?
- DOES IT REDUCE MOTION TRANSFER FOR COUPLES?
- IS IT GOOD FOR HOT SLEEPERS IN THE UAE CLIMATE?
- HOW FAST IS DELIVERY ACROSS THE UAE?
- IS DELIVERY FREE ACROSS ALL EMIRATES?
- WHAT WARRANTY APPLIES TO THIS MATTRESS?

Customer Reviews

☆☆☆☆
Be the first to write a review

Write a review

SHOP ALL

FILTER 40 PRODUCTS



SAVE UP TO 30%
SERENITE PREMIUM PLUS POCKET SPRING HYBRID MATTRESS WITH MEMORY FOAM
~~1,620.00 AED~~ 1,135.00 AED



SAVE UP TO 30%
SERENITE PREMIUM PLUS POCKET SPRING HYBRID MATTRESS WITH H R FOAM
~~1,647.00 AED~~ 1,295.00 AED



SAVE UP TO 30%
SERENITE PREMIUM PLUS POCKET SPRING MATTRESS
~~970.00 AED~~ 685.00 AED



SAVE UP TO 30%
QUIESCENT EURO TOP BONNELL SPRING MATTRESS WITH MEMORY FOAM
~~1,700.00 AED~~ 1,195.00 AED



SAVE UP TO 30%
QUIESCENT EURO TOP BONNELL SPRING MATTRESS WITH HIGH-DENSITY PU FOAM
~~1,801.00 AED~~ 1,260.00 AED



SAVE UP TO 30%
QUIESCENT EURO TOP BONNELL SPRING MATTRESS WITH HIGH-DENSITY PU FOAM
~~1,501.00 AED~~ 1,050.00 AED



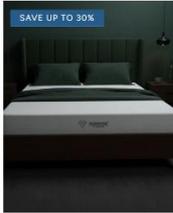
SAVE UP TO 30%
QUIESCENT PILLOW TOP BONNELL SPRING MATTRESS
~~1,445.00 AED~~ 1,015.00 AED



SAVE UP TO 30%
ASENTAR HIGH-DENSITY PU FOAM MATTRESS
~~770.00 AED~~ 540.00 AED



SAVE UP TO 30%
COMFOPEDIC EGG CRATE CONVOLUTED PU FOAM MATTRESS
~~855.00 AED~~ 600.00 AED



SAVE UP TO 30%
DIAMOND EXECUTIVE MEMORY FOAM MATTRESS
1,539.00 AED 1,080.00 AED



SAVE UP TO 14%
NORMAL MEDICAL REBONDED FOAM ORTHOPEDIC MATTRESS
214.00 AED 185.00 AED



SAVE UP TO 14%
MEDICARE ORTHOPEDIC EURO TOP REBONDED FOAM MATTRESS
385.00 AED 330.00 AED



ULTRA MEDICAL ORTHOPEDIC REBONDED FOAM MATTRESS
~~257.00 AED~~ 220.00 AED



OPULENT BONNELL SPRING HYBRID MATTRESS WITH REBONDED FOAM
752.00 AED 640.00 AED



PRIDE MEDIUM-FIRM BONNELL SPRING MATTRESS
983.00 AED 835.00 AED



RELAX BONNELL SPRING MATTRESS
~~646.00 AED~~ 550.00 AED



SAVE UP TO 15%
257.00 AED 220.00 AED



SAVE UP TO 30%
REBONDED FOAM
752.00 AED 640.00 AED



SAVE UP TO 14%
983.00 AED 835.00 AED



SAVE UP TO 15%
646.00 AED 550.00 AED



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