

## 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 Dijoen 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**.

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### 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**.

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### The Strategy

Dijoen 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
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## **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
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### **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
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### **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
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### **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
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## 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**.

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## 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

Dijoen 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.

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## 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.

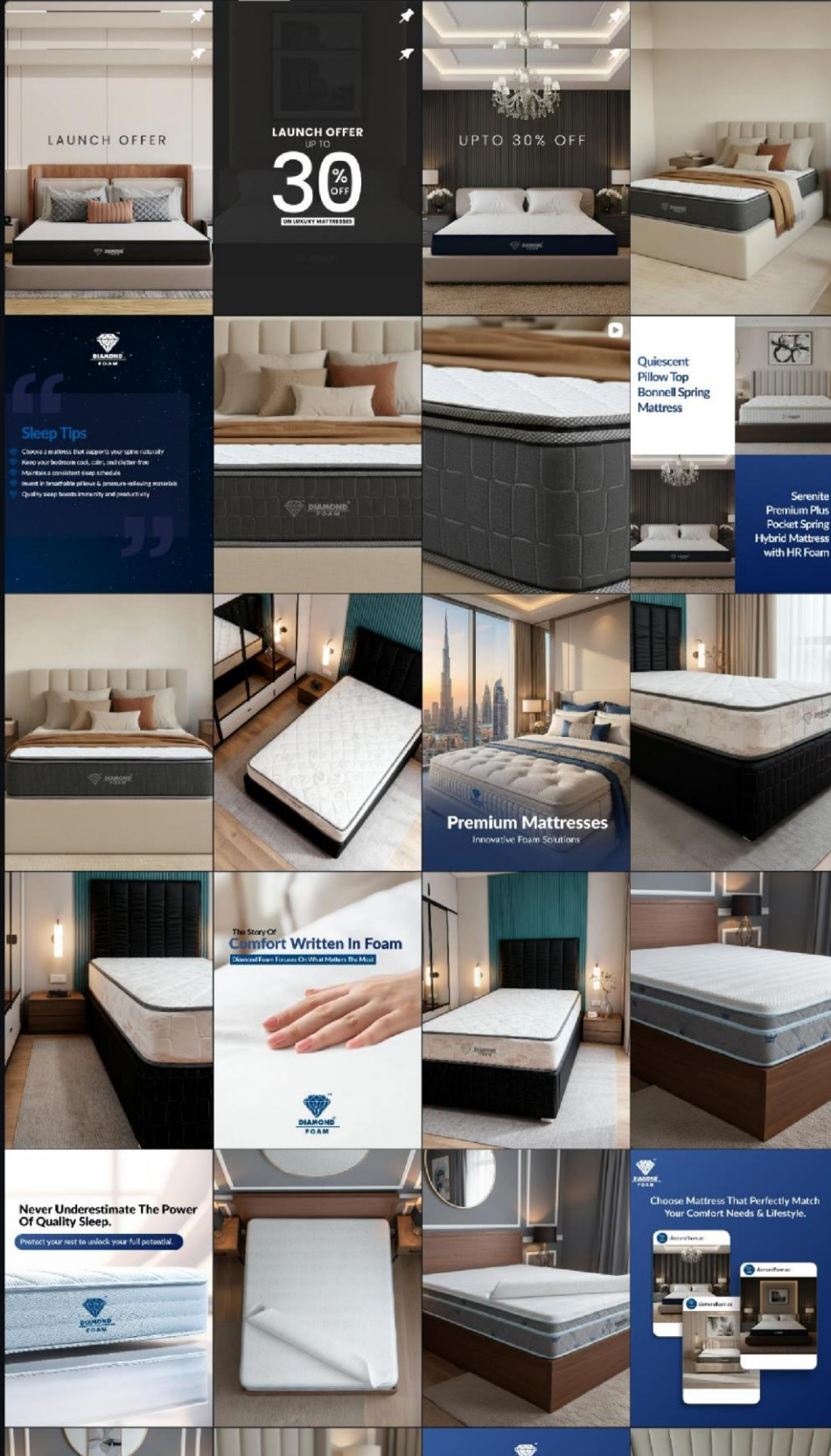
diamondfoam.ae and 2 more

Followed by millionairefaisal and nosheenyousuf33

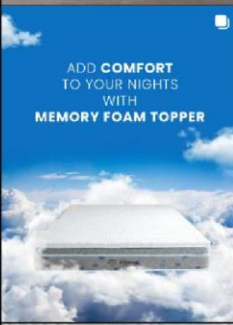
Avg Likes per Post: 2  
Avg Comments per Post: 0  
Engagement Rate: 2.11%  
[How these metrics are calculated](#) [Based on 143 posts](#)  
[Analyze More Posts](#)  
[Buy Keywords Everywhere](#)

Following

Message



**ADD COMFORT TO YOUR NIGHTS WITH MEMORY FOAM TOPPER**



**DESIGNED FOR ULTIMATE COMFORT**



Customized Comfort & Pocketed Support  
 Adaptive Support System  
 Reinforced Edge Support (No Sagging)

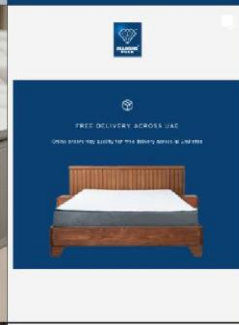
**UP TO 10 YEARS OF GUARANTEE**



Track #TheDiamondSleep

**FREE DELIVERY ACROSS UAE**

Only when the order for this item is over 1,000 AED



**Experience Advanced Airflow Comfort**

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



Dual-Comfort Construction  
 Reinforced body, supports & pressure relief  
 Long-lasting durability



**MEMORY FOAM**

Body-shaping & strong sensation  
5-7 YEARS

**DIAMOND HYBRID**

Supportive & supportive  
COOLING CONTACT  
10+ YEARS

Experience extra relief, cool sleep, and side sleeping, those who love to "egg" it.

Experience great ergonomic, pressure relief, and side sleeping, those who love to "egg" it.



**Waking up drowsy?**

You need #TheDiamondSleep



**Experience the DIAMOND SLEEP**



**SHOP NOW**



**WE'RE LIVE**

Shop the ultimate luxury for your bedroom.




Perfection? We've been doing it for years.



**LAUNCHING TOMORROW**



What if the solution was **COMING SOON?**

#TheDiamondSleep




**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 REST  
 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><b>SAVE UP TO 30%</b></p> <p>SERENITE PREMIUM PLUS POCKET SPRING HYBRID MATTRESS WITH MEMORY FOAM 1,699.00 AED - <b>1,135.00 AED</b></p>	 <p><b>SAVE UP TO 30%</b></p> <p>SERENITE PREMIUM PLUS POCKET SPRING HYBRID MATTRESS WITH H.R. FOAM 1,947.00 AED - <b>1,295.00 AED</b></p>	 <p><b>SAVE UP TO 30%</b></p> <p>SERENITE PREMIUM PLUS POCKET SPRING MATTRESS 978.00 AED - <b>685.00 AED</b></p>	 <p><b>SAVE UP TO 30%</b></p> <p>QUIESCENT EURO TOP BONNELL SPRING MATTRESS WITH MEMORY FOAM 1,708.00 AED - <b>1,195.00 AED</b></p>
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[VIEW ALL](#)

**LEGACY OF SLEEP, PERFECTED FOR UAE**






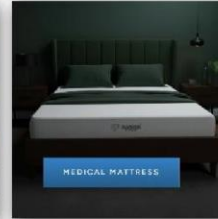
In a world that never slows down, we believe in the power of pause, the kind that restores, renews, and redefines how you feel every morning.


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

 <a href="#">PILLOWS</a>	 <a href="#">POCKET MATTRESS</a>	 <a href="#">BONNELL MATTRESS</a>
 <a href="#">MEMORY FOAM</a>	 <a href="#">PU FOAM MATTRESS</a>	 <a href="#">MEDICAL MATTRESS</a>



**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 **tabby**

Size: 180X200X25CM

- 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 dual. 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 lift 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  
1,820.00 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  
~~1,520.00 AED~~ 1,135.00 AED



SAVE UP TO 30%  
SERENITE PREMIUM PLUS  
POCKET SPRING HYBRID  
MATTRESS WITH HR FOAM  
~~1,347.00 AED~~ 1,295.00 AED



SAVE UP TO 30%  
SERENITE PREMIUM PLUS  
POCKET SPRING MATTRESS  
~~990.00 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



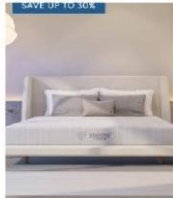
SAVE UP TO 30%  
QUIESCENT EURO TOP BONNELL  
SPRING MATTRESS WITH HR  
FOAM  
~~1,800.00 AED~~ 1,260.00 AED



SAVE UP TO 30%  
QUIESCENT EURO TOP BONNELL  
SPRING MATTRESS WITH HIGH-  
DENSITY PU FOAM  
~~1,500.00 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%  
ASESTAR HIGH-DENSITY PU  
FOAM MATTRESS  
~~770.00 AED~~ 540.00 AED



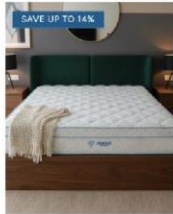
SAVE UP TO 30%  
COMFOPEDIC EGG CRATE  
CONVOLUTED PU FOAM  
MATTRESS  
~~655.00 AED~~ 600.00 AED



SAVE UP TO 30%  
DIAMOND EXECUTIVE MEMORY  
FOAM MATTRESS  
~~1,530.00 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  
~~750.00 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  
~~750.00 AED~~ 640.00 AED



SAVE UP TO 14%  
983.00 AED 835.00 AED



SAVE UP TO 15%  
646.00 AED 550.00 AED



SAVE UP TO 15%  
257.00 AED 220.00 AED



SAVE UP TO 30%  
REBONDED FOAM  
~~750.00 AED~~ 640.00 AED



SAVE UP TO 14%  
983.00 AED 835.00 AED



SAVE UP TO 15%  
646.00 AED 550.00 AED