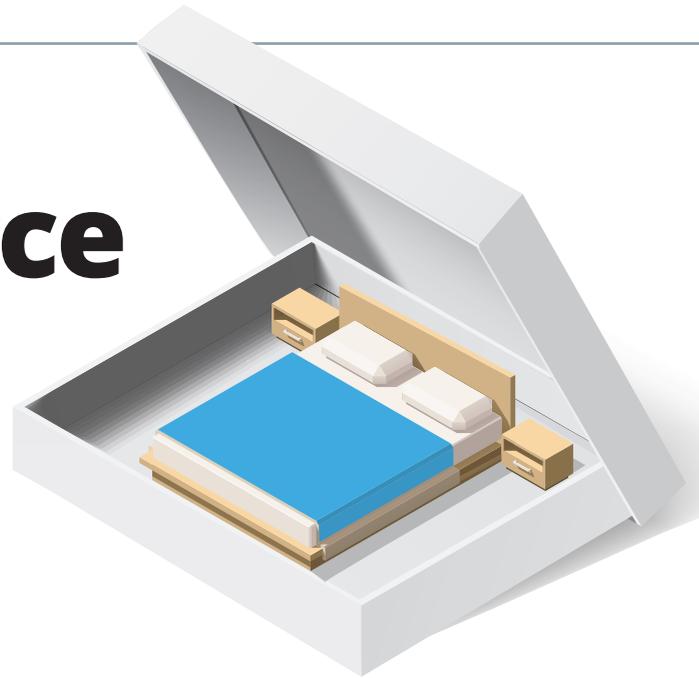# Want E-commerce Success?
It Starts with an Unbeatable Brand

Bed-in-a-box retailer Hyphen wins Best Overall Design award in BigCommerce contest.

For many years, the key to a retailer's success was physical proximity to its customers, but that has changed dramatically in the digital era. "What it's all about now is design and branding and how a retailer is able to use those elements to communicate its unique value proposition through its website," says Jimmy Duvall, chief product officer at e-commerce platform provider BigCommerce.

Shaun Pennington, president of Long Beach, California-based Diamond Mattress, couldn't agree more. When he decided to extend the fourth-generation business-to-business (B2B) mattress company's reach into the business-to-consumer (B2C) space, he was convinced e-commerce was the way to go. He also knew branding and website design would be critical to the venture's success, so he and his team pulled out all the stops. The result, Hyphensleep. com, helped the company rapidly grow its customer base and garner industry recognition, including being named Best Overall Design in the 2017 BigCommerce Design Awards competition.

Launched last year, Hyphen, a division of Diamond Mattress, is positioned to compete against other bed-in-a-box companies like Casper and Tuft & Needle, and it's on track to crack $1 million in sales in 2017. "We set out to develop something unique, something with a brand flavor that would speak to an active lifestyle and millennial values," Pennington says. "All Hyphen's sales would be online, so our initial objective was to create a website that would communicate our brand identity to that target audience."

The connection between day and night

Hyphen's branding efforts start with the name itself. A hyphen holds things together, and in this case it represents the connection between day and night. "How you sleep at night affects how you feel the next day. Hyphen is that thing in between, the place between your sleeping and your waking, where you go to recharge," Pennington says.

The Hyphen team was meticulous in its choice of design elements to communicate its brand values to potential customers. Part of the goal was to portray a sense of stability and professionalism. Blues and oranges are key colors in the design. "Blue

connotes a sense of trust and reminds us of sleep. Orange gives a nice pop in the call-to-action and similar elements," Pennington says. "We put a lot of time and attention into making sure our brand concept and look was integrated into every detail."

Hyphensleep.com provides all the information mattress shoppers need to make an informed purchase decision. It's clearly organized and easy to navigate, and it looks just as good on a mobile device as on a desktop browser.

"Hyphen's site is relatively simple, but it's beautifully designed, very well presented, and clearly structured to answer the key questions consumers have about this product," Duvall says. "A mattress is such a personal product, and this site addresses every one of the consumer pain points around this kind of a purchase—all while maintaining a consistent, engaging look that projects the brand's unique value proposition. By working with BigCommerce, Hyphen was able to achieve all that without breaking the bank on website development costs. We're proud of the role we're playing in Hyphen's success." ■

BIGCOMMERCE DESIGN AWARD WINNER
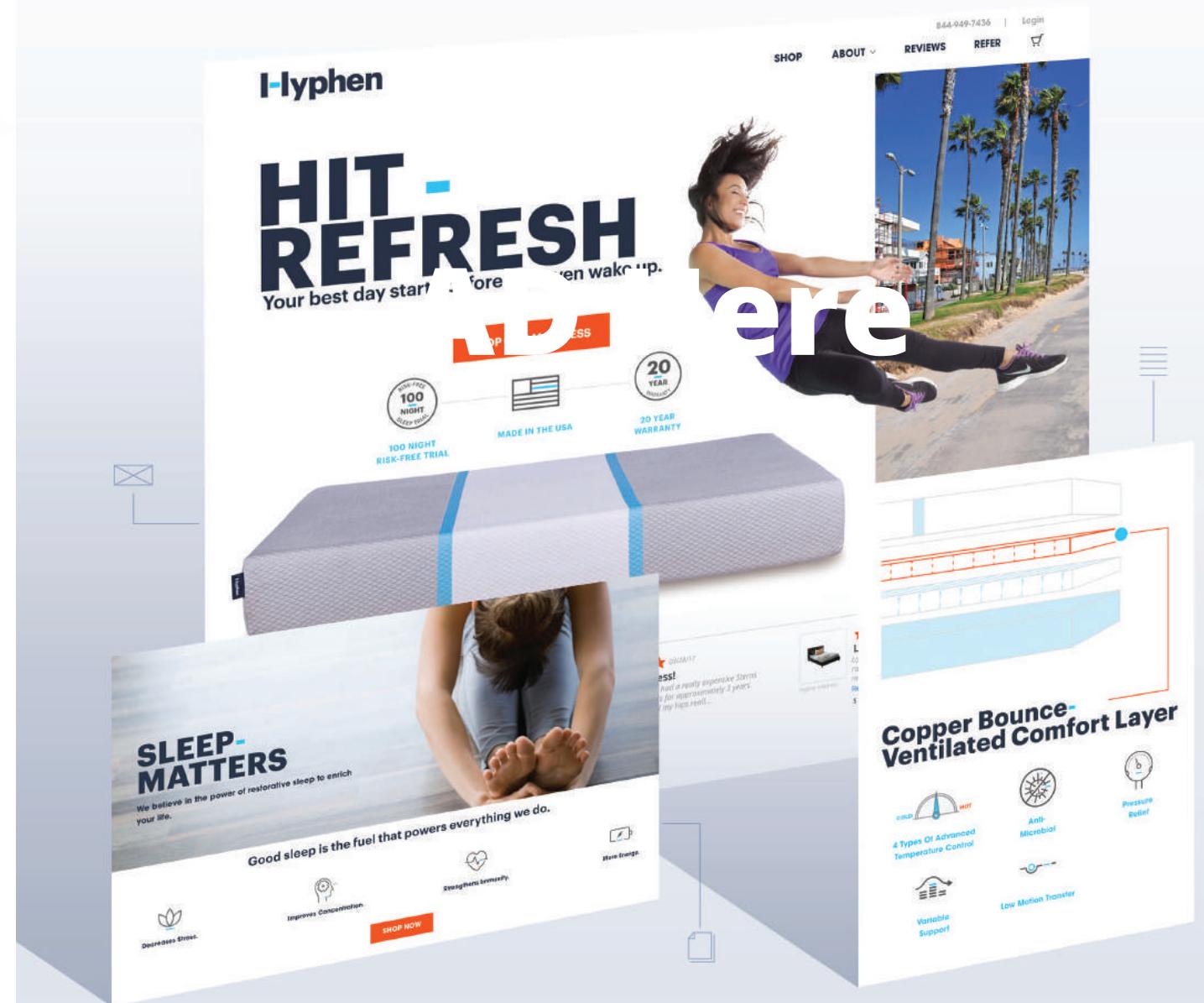
Wake up to what modern ecommerce looks like with BigCommerce

Hyphen, a breakout in the online mattress industry, won best overall design for an eye-catching site that both informs and inspires. The brand's use of visual storytelling sparks consumer interest — and aspiration.

See all our winners and find out why BigCommerce is the leading ecommerce platform for building beautiful stores.

bigcommerce.com/awards/design

Category Winners: Native Union Best Home Page | **Soundwall** Best Product or Category Page | **Human Solutions** Best Customer Experience **Fan Favorite** KidsChoo