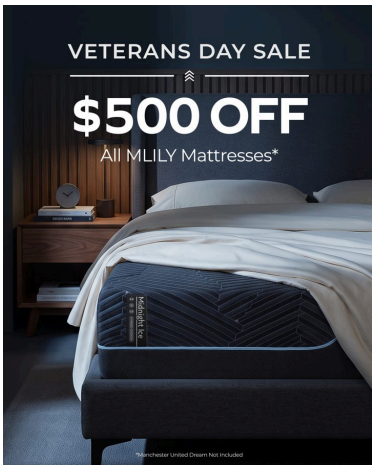
Black Friday 2026 Retailer Toolkit

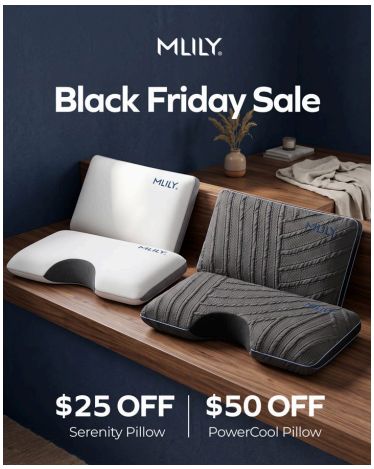
Sale Period: November 7 through November 30

Veterans Day · Black Friday · Pillows

Ready-to-use sale creative, video reels, and suggested copy for MLILY retail partners.







1. What's Included

This toolkit is designed as a simple resource library for retailers. Choose the creative that fits your store and use the suggested copy as-is or customize it for your own channels.

- Veterans Day sale creative
- Black Friday sale creative
- Serenity and PowerCool pillow creative
- Video reels for each campaign
- Suggested ad copy and short-form captions
- Feed, Story, and Square social sizes

Sale Offers

Product	Offer	Details
MLILY Mattresses	$500 Off	Any MLILY mattress. Excludes Manchester United Dream.
Serenity Pillow	$25 Off	Any Serenity Pillow.
PowerCool Pillow	$50 Off	Any PowerCool Pillow.

Available Creative

Campaign Creative

Campaign	Headline	Creative Versions
Veterans Day Sale	$500 Off All MLILY Mattresses*	ChiroPro, Midnight, Midnight ICE (2 versions)
Black Friday Sale	$500 Off All MLILY Mattresses*	Midnight ICE, Mattress Stack, WellFlex ICE (2 versions)
Pillows	$25 Off Serenity Pillow $50 Off PowerCool Pillow	Serenity + PowerCool, Serenity, PowerCool

Video Reels

Veterans Day	Black Friday	Pillows
Veterans Day Lifestyle Veterans Day Product 01 Veterans Day Product 02	Black Friday Lifestyle Black Friday Product 01 Black Friday Product 02	Serenity Pillow PowerCool Pillow

*Excludes Manchester United Dream.

2. Suggested Ad Copy

The following copy can be used as-is or customized to fit your store's voice and promotional needs. Replace [Your Store] with your store name.

Important

Consumer-facing advertising should use the dollar-off promotional amounts shown in this toolkit. Retailer discount percentages are for dealer reference only and should not appear in consumer advertising. Any mattress offer must include the disclaimer: ***Excludes Manchester United Dream.**

Veterans Day Sale

Creative	Suggested Primary Text	Suggested Headline	CTA
Version 01	Better support. Better rest. Shop the Veterans Day Sale at [Your Store] and save $500 on MLILY mattresses.* Discover comfort backed by an endorsement from the International Chiropractors Association.	Veterans Day Sale: $500 Off MLILY Mattresses*	Shop Mattresses
Version 02	Your nightly reset starts here. Save $500 on MLILY mattresses* during the Veterans Day Sale at [Your Store]. Explore ICA-endorsed mattresses designed with your comfort and support in mind.	Veterans Day Sale: $500 Off MLILY Mattresses*	Shop Mattresses
Version 03	Make yourself comfortable. The Veterans Day Sale is on at [Your Store], with $500 off MLILY mattresses.* From plush to firm, find your fit with a brand endorsed by the International Chiropractors Association.	Veterans Day Sale: $500 Off MLILY Mattresses*	Shop Mattresses
Version 04	Settle into comfort. Wake up to possibilities. Save $500 on MLILY mattresses* at [Your Store] this Veterans Day. Discover thoughtful design, everyday comfort, and ICA-endorsed support.	Veterans Day Sale: $500 Off MLILY Mattresses*	Shop Mattresses

Closing Lines

End each post with:
Shop in store or tap the link in our bio.
*Excludes Manchester United Dream.
#MLILY #VeteransDaySale

Black Friday Sale Copy

Pair the copy below with any of the four Black Friday creative versions or reels.

Creative	Suggested Primary Text	Suggested Headline	CTA
Version 01	Better sleep starts with better support. Black Friday starts now at [Your Store]. Save $500 on MLILY mattresses,* endorsed by the International Chiropractors Association and designed with your comfort in mind.	Black Friday Sale: $500 Off MLILY Mattresses*	Shop Mattresses
Version 02	Comfort you can feel. Support you can trust. Save $500 on MLILY mattresses* at [Your Store] this Black Friday. Discover thoughtful sleep design backed by an endorsement from the International Chiropractors Association.	Black Friday Sale: $500 Off MLILY Mattresses*	Shop Mattresses
Version 03	Give your bedtime an upgrade. Black Friday is here at [Your Store], with $500 off MLILY mattresses.* Discover ICA-endorsed comfort and support, and find the mattress that feels right for you.	Black Friday Sale: $500 Off MLILY Mattresses*	Shop Mattresses
Version 04	Find your comfort. Save $500. Shop MLILY's Black Friday Sale at [Your Store] and explore ICA-endorsed mattresses in a range of comfort levels to find your perfect fit.*	Black Friday Sale: $500 Off MLILY Mattresses*	Shop Mattresses

Closing Lines

End each post with:

Shop in store or tap the link in our bio.

*Excludes Manchester United Dream.

#MLILY #BlackFriday

3. Pillow Suggested Copy

Pair the copy below with the corresponding pillow creative. Copy may be customized to fit your store's voice, product assortment, and advertising platform.

Product	Offer	Suggested Primary Text	Suggested Headline
Serenity + PowerCool	$25 / $50 Off	Our #1 best-selling pillows. Your next sleep upgrade. Save $25 on the plush comfort of Serenity or $50 on the cooling comfort of PowerCool at [Your Store].	Save Up to $50 on MLILY Pillows
Serenity Pillow	$25 Off	End your day on a softer note. Save $25 on the MLILY Serenity Pillow at [Your Store]. Sink into the plush comfort of one of our #1 best-selling pillows.	$25 Off the MLILY Serenity Pillow
PowerCool Pillow	$50 Off	Keep a cool head, all night long. Save $50 on the MLILY PowerCool Pillow at [Your Store]. Discover cooling comfort in one of our #1 best-selling pillows.	$50 Off the MLILY PowerCool Pillow

End each post with: Shop in store or tap the link in our bio.
Hashtags: #MLILY #BetterSleep, plus #Serenity or #PowerCool for single-product posts.

Short-Form Captions

- $500 off MLILY mattresses this Veterans Day.*
- Black Friday is here: $500 off MLILY mattresses.*
- ICA-endorsed comfort, now $500 off.*
- Save $25 on Serenity or $50 on PowerCool pillows.
- Your better sleep starts with the right pillow.
- MLILY savings available through November 30.

*Excludes Manchester United Dream. Include this disclaimer with any mattress caption.

4. Creative Sizes & Downloads

Use the formats that best fit your store's social channels and digital advertising.

Social Creative

Size	Format	Best For
1080 × 1350	Feed	Instagram and Facebook feed posts and ads
1080 × 1080	Square	Feed posts, carousels, and marketplace listings
1080 × 1920	Story	Instagram and Facebook Stories

Veterans Day and Black Friday include four creative versions each; Pillows include three. Every version is available in all three sizes (JPG).

Download Social Assets

Video Reels

Reel	Campaign	Length	Format
Veterans Day Lifestyle	Veterans Day	0:14	9:16 Vertical MP4
Veterans Day Product 01	Veterans Day	0:07	9:16 Vertical MP4
Veterans Day Product 02	Veterans Day	0:08	9:16 Vertical MP4
Black Friday Lifestyle	Black Friday	0:14	9:16 Vertical MP4
Black Friday Product 01	Black Friday	0:08	9:16 Vertical MP4
Black Friday Product 02	Black Friday	0:08	9:16 Vertical MP4
Serenity Pillow	Pillows	0:10	9:16 Vertical MP4
PowerCool Pillow	Pillows	0:11	9:16 Vertical MP4

Reels are sized for Instagram Reels, Facebook Reels, Stories, and TikTok.

Download Video Reels

Social Creative Previews

The three social formats included in this toolkit.



1080 × 1350
Feed



1080 × 1080
Square



1080 × 1920
Story

Creative Library

All creative versions, shown in the Square format. Each version is also available in Feed and Story sizes.

Veterans Day



ChiroPro



Midnight



Midnight ICE



Midnight ICE 2

Black Friday



Midnight ICE



Mattress Stack



WellFlex ICE 1



WellFlex ICE 2

Pillows



Serenity + PowerCool



Serenity

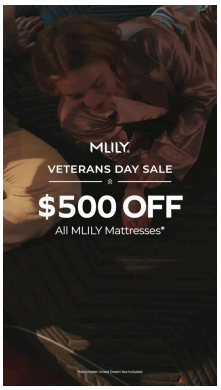


PowerCool

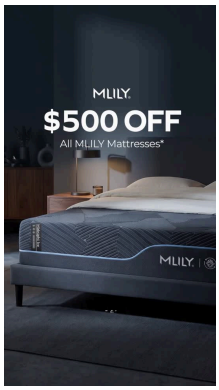
Video Reel Previews

Still frames from the eight video reels included in this toolkit.

Veterans Day



Lifestyle
9:16 MP4

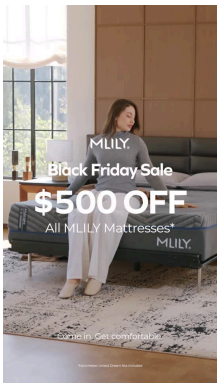


Product 01
9:16 MP4



Product 02
9:16 MP4

Black Friday



Lifestyle
9:16 MP4

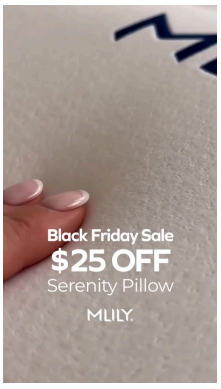


Product 01
9:16 MP4



Product 02
9:16 MP4

Pillows



Serenity Pillow
9:16 MP4



PowerCool Pillow
9:16 MP4

Questions?

For additional creative sizes, product information, or marketing support, contact your MLILY representative.

Contact	Details
Website	www.mlilyusa.com
Email	csr@mlilyusa.com
Phone	877.475.7768
Social	@MLILYUSA