

Wrapify Rolls Into Chicago with GhostBed as First Advertiser

Technology-rooted “Uber for Marketers” continues rapid expansion nationally with latest foray into key advertising market, launching with disruptive mattress retailer and Cubs radio partner

San Francisco, CA ([PRWEB](#)) April 06, 2016 -- Wrapify, the technology-based car wrap company that's been called “Uber for advertisers,” will enter the Chicago market May 2, the company announced today, with a campaign for the innovative mattress retailer, GhostBed.com.

Chicago is the latest top-tier media market added by the adtech/outdoor advertising company, following its March debut in New York City. The company had a breakout 2015 after first hitting the road in a pair of California markets last July. Wrapify has now broadened its presence to six states and 18 markets.

The first Wrapify campaign for GhostBed will feature 50 cars with GhostBed messaging for 3 6 months, as well as multiple Wrapify “Swarms” -- a large number of wrapped vehicles converge in one area or at a specific event, to dominate the visual landscape -- throughout Chicago.

“Chicago is a great, historical city for advertising and creative influence,” says James Heller, Wrapify CEO. “We were thrilled to connect with another disruptive company like GhostBed, and doubly so when we learned that Chicago was the city where they wanted to first implement the Wrapify platform.”

Wrapify revolutionizes car wrap advertising by incorporates the sharing economy, real-time data and analytics, and American drivers — who get another opportunity to monetize their time on the road.

GhostBed is likewise revolutionizing the mattress shopping experience, from nightmare to dream. It puts the in-store showroom stress to bed, and replaces it with a 101-night in-home sleep trial of the company's American-made quality latex and gel memory foam mattress in a box, bedding, with free shipping.

GhostBed, a proud partner of the Cubs CBS Radio Network, is making a significant splash in Chicago, says CEO Marc Werner, and sees Wrapify as a key strategic marketing partner.

“The moment I heard about Wrapify, the idea immediately clicked with me,” Werner says. “I've always believed in the power of outdoor advertising -- it's real, you can see it, you know it's getting in front of people's eyes -- and Wrapify is an ingenious expansion of its power. And since GhostBeds are manufactured in Chicago, and I have roots in Chicago myself, that made it all the more appealing.”

Nationally, Wrapify has signed up more than 23,000 drivers nationwide, experiencing explosive month-over-month growth. To-date, Wrapify has run campaigns for eBay, Petco, Harrah's, TriNet and Quest Nutrition, among many other clients. Several advertisers are planning their next campaign with Wrapify.

Wrapify has raised \$1.5 million in seed funding from investors that include Ludlow Ventures, Social+Capital Partnership, Haystack, and The LAUNCH Fund.

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