



Glidden

It's That Easy



National AF Student
Advertising Competition



imagiCal
ADVERTISING

We look back at the most powerful strategies.

We look forward to the upcoming consumer trends.

We look up - to imagine.

Imagine innovative thinking translating into unrivaled strategies.

Imagine innovative thinking translating into unrivaled strategies.

Imagine a targeted, nation-wide campaign that motivates and instills a newfound ease into your brand's identity

We're *magical*

Imagine the solution. See the results.

EXECUTIVE SUMMARY

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This year, imagiCal took on the challenge of raising awareness and increasing sales of Glidden paint in Walmart stores across three distinct customer segments. Juggling a limited budget and time frame, our team needed to consider a solution that garners high-impact from the get-go. Above all, we aim to create a platform that seamlessly integrates the needs and motivations of the Walmart do-it-yourself (DIY) paint consumer with Glidden's core values and messaging. The target of our campaign is the Simple Solution DIYer—a consumer excited and inspired by the prospect of DIY but often apprehensive of undertaking large projects.

Through our extensive research and consumer surveys, we found that while the target segments are inspired by DIY concepts and understand its value, they lack the encouragement and motivation to actually pursue DIY projects. They find the painting process daunting and out-of-reach, when in reality, it can be extremely accessible and rewarding. The opportunity for Glidden at Walmart lies in its already friendly, helpful nature; the brand stands as a testament to Walmart consumers that with proper tools and guidance, painting is easy and accessible. This promise builds confidence within our target segments and at the heart of it all, serves as a reminder that yes, when it comes to painting, *it's that easy*.

Our campaign seizes this opportunity and utilizes a comprehensive array of strategic and innovative media vehicles to create an interactive brand experience that ebbs and flows with the Walmart paint consumer's path to purchase. Our approach champions a targeted and localized experience that engages our segments in a two-way conversation. "It's That Easy" positions Glidden as the authority for any painting project and unearths the paint brand's untapped potential within Walmart.

S

Strengths

- Glidden is the only paint brand sold in a mass general store, Simple Solution DIYers can pick up everything they need for a home-decor update
- Glidden saves time with quality interior and exterior paints such as 2-in-1 paint and primer
- Glidden's "Top 10" colors simplify the color selection process

W

Weaknesses

- Low awareness of Walmart as a paint retailer and low conversion (from awareness) to consideration
- Walmart employees are perceived to be less knowledgeable about paint than employees at home improvement stores

O

Opportunities

- Walmart offers a variety of home decor items at a great price. Glidden can simplify the renovation process by suggesting home decor combinations
- Glidden's main competitor on the paint shelves is ColorPlace; Glidden must leverage its quality, color offerings and time saving features such as 2-in-1 paint
- Glidden can leverage its great relationships with local communities to further engage potential DIYers

T

Threats

- ColorPlace is offered at an extremely low price and first-time DIYers may gravitate toward a cheaper paint for their first project
- First-time painters may choose to go to a home improvement store for the professional guidance
- Once DIYers have chosen a paint brand, they are cautious about switching

Current Landscape

Glidden's competitive set may seem overwhelming, given the dozens of different paint brands that currently occupy the home improvement category. However, within the mass retail environment of Walmart, ColorPlace is the primary competition. To new painters, ColorPlace's low price point is initially attractive. These consumers, however, are often unaware that Glidden's price premium comes as a result of significantly higher quality, greater color variety and added benefit of convenience. These characteristics provide Glidden with a unique opportunity to move forward within Walmart.

THE RESEARCH

We conducted 1,715 online surveys and 6 in-person focus groups with TM, as well as made 5 in-store visits to various Walmarts. We experienced the painting process ourselves from start to finish with a few small projects.

Motivation/Inspiration

To understand the motivations behind a DIY project and where our Simple Solution DIYers find their inspiration.

Online, consumers turn to their favorite bloggers (47%) and to Pinterest (28%) to inspire their style.

“ Sometimes I go on Pinterest and get really excited about a project and talk to my roommate about it but then never get around to doing it. I have a huge list of things I want to do, but don’t. ”

TAKEAWAY: Simple Solution DIYers get their *inspiration* from variety of sources but still lack the *motivation* to begin and complete projects.

DIY Habits by Segment

To define how each of the segments approach DIY differently based on their life stage and environment.

Segment 1 consumers are strapped for cash, and the fact that **1 in 3** is moving houses, changing jobs, and getting married means they are the prime market for home improvement.

Segment 2 young couples want to save money and energy by taking on small-scale DIY projects to efficiently accomplish their vision²

Segment 3 consumers have an increased need for home renovation, with **63%** planning to age in place.

TAKEAWAY: Simple Solution DIYers have notable differences in their motivations to undertake projects, with Segments 1 and 2 more aesthetically motivated and Segment 3 more functionally motivated. There is opportunity in speaking to them on common ground - focusing on efficiency.

Paint Buying/DIY Experience and Process

To understand what matters to the Simple Solution DIYer in the DIY experience.

About 70% of survey respondents indicated a desire for instruction when completing a DIY project. They crave "instant satisfaction."

The time it takes to do even a small project is the most discouraging factor when it comes to starting a DIY project.

“ Small wins with small projects ” **“ If someone tells you the length, expect it to be longer. ”**
-BRIANNA, 22 YEAR-OLD FEMALE -NICOLE, 35 YEAR-OLD FEMALE

TAKEAWAY: Simple Solution DIYers tend to overestimate the time it takes to do projects by several hours and gravitate toward small and easy projects.

Perception of Glidden at Walmart

To understand how Simple Solution DIYers feel about Glidden at Walmart.

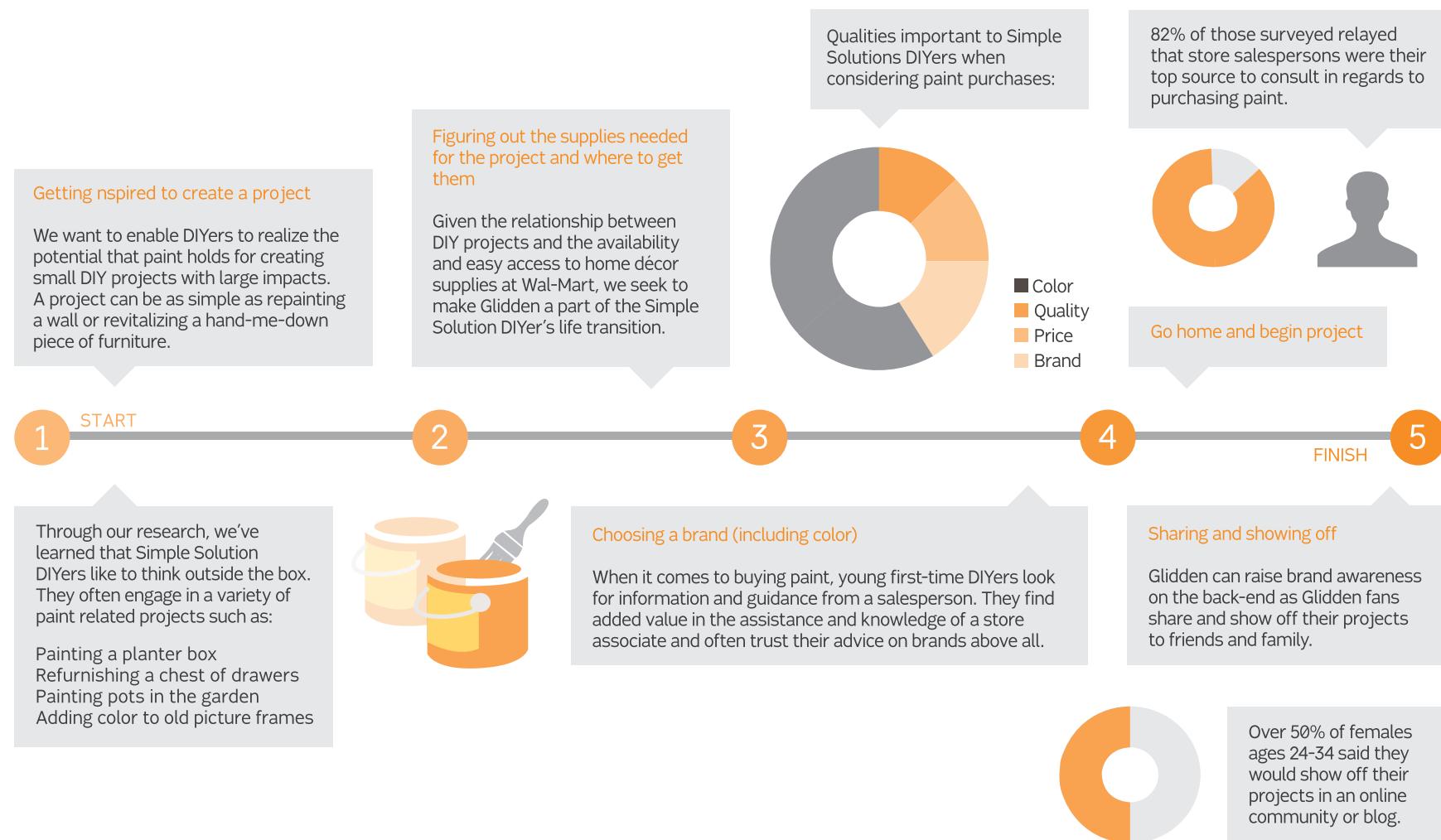
Only 9% of survey respondents listed Glidden when asked to name a paint brand they were familiar with.

Simple Solution DIYers believe Walmart employees are best for providing broad knowledge in the store but are not able to provide in-depth information on specific products like paint.

“ I bought paint at a Home Depot since I’m new to home improvement ”
and figured it was the right place to go.
-28 YEAR-OLD FEMALE SURVEY PARTICIPANT

TAKEAWAY: Our target market likes Walmart for its convenience and low prices but are uncertain about how this translates to quality paint.

DIYers + PAINT



SIMPLE SOLUTION DIYers



Although Segment 1 possesses the lowest income, they have high hopes for themselves. They are open-minded, digitally active, and eager to learn and further develop themselves.

Alexis is a 23 year-old recent graduate from Athens, Georgia. She rents a single-bedroom apartment outside the city and often takes the bus to her job as a research associate downtown. She regularly enjoys hiking, trying out new recipes with friends, and using Pinterest to get the latest DIY ideas. Despite her limited budget, Alexis is excited at the prospect of making her new apartment her own and the chance to reflect her own personality.



Segment 2 is seeking balance. They are juggling family obligations and personal desires, home life and careers. Functionality and fun both matter to this segment.

35 year-olds Isabella and Anthony have been married for five years and are expecting their second child, a baby girl. They want to transform their current office into a baby's room. As regulars in the Walmart paint department, there's no question where they should buy the supplies for the project. They plan to stencil decorations on the wall and repaint the existing crib for their newborn. Painting projects allow them to revamp their somewhat limited space and feel a sense of ownership over their home.



Many in Segment 3 have recently become empty nesters. Though more securely established and functionality-oriented, they are seeking newness and a sense of ownership over their lives and homes.

Jim is a 55 year-old dad who has just sent Sally, his freshman daughter, off to Duke University. He spends his weekends checking off items on his "honey-do" list from his wife—replacing the fence and planting in front of the house. In between work and playing golf, Jim finds time to Skype with his daughter whenever possible. Though he does not find the painting process to be exciting, he is committed to maintaining his home since he and his wife will be settled in for a while. He views painting as a functional necessity and thus, wants value at a reasonable price.

STRATEGY + POSITIONING STATEMENT

Target Market

From our research, we found that Simple Solution DIYers get their inspiration for projects from a variety of sources but lack the motivation to begin. They foresee the DIY process too time-consuming, complicated, and inaccessible. These Simple Solution DIYers need an integrated brand experience that focuses on efficiency and ease at every step of the painting process.

Glidden

To the Walmart consumer, Glidden is known for its lasting quality, variety of color offerings, and convenience. Specifically, Glidden at Walmart makes DIY projects even easier by cutting down the time it takes to choose a color, get your supplies, and apply the paint and primer.



Bringing It Together

We have come up with the following positioning for Glidden at Walmart:

From start to finish, Glidden at Walmart is the quality paint that promises an unexpectedly easy home décor experience for the overwhelmed Simple Solution DIYer.

By inspiring consumers both in-store and online, Glidden will drive Walmart shoppers to the paint section, where they will find out that doing-it-yourself is unexpectedly easy. Our goal is to simplify the painting process by showcasing Glidden's quality features while tying in the ease and convenience of Walmart, showing you *it's that easy*.



CREATIVE BRIEF

Given the short timespan of the campaign, the diverse problems facing each segment, and the lack of knowledge of the Glidden brand within Walmart, Glidden's message had to be straightforward and impactful. To emphasize the *ease of the paint process* to the distressed non-painter, we created a memorable campaign that shows all three segments that painting is *that easy*. The tone of this campaign, which will be consistent across social media, in-store, and non-traditional executions, is in accordance with Glidden's current brand personality.

Tagline

“It’s that easy”

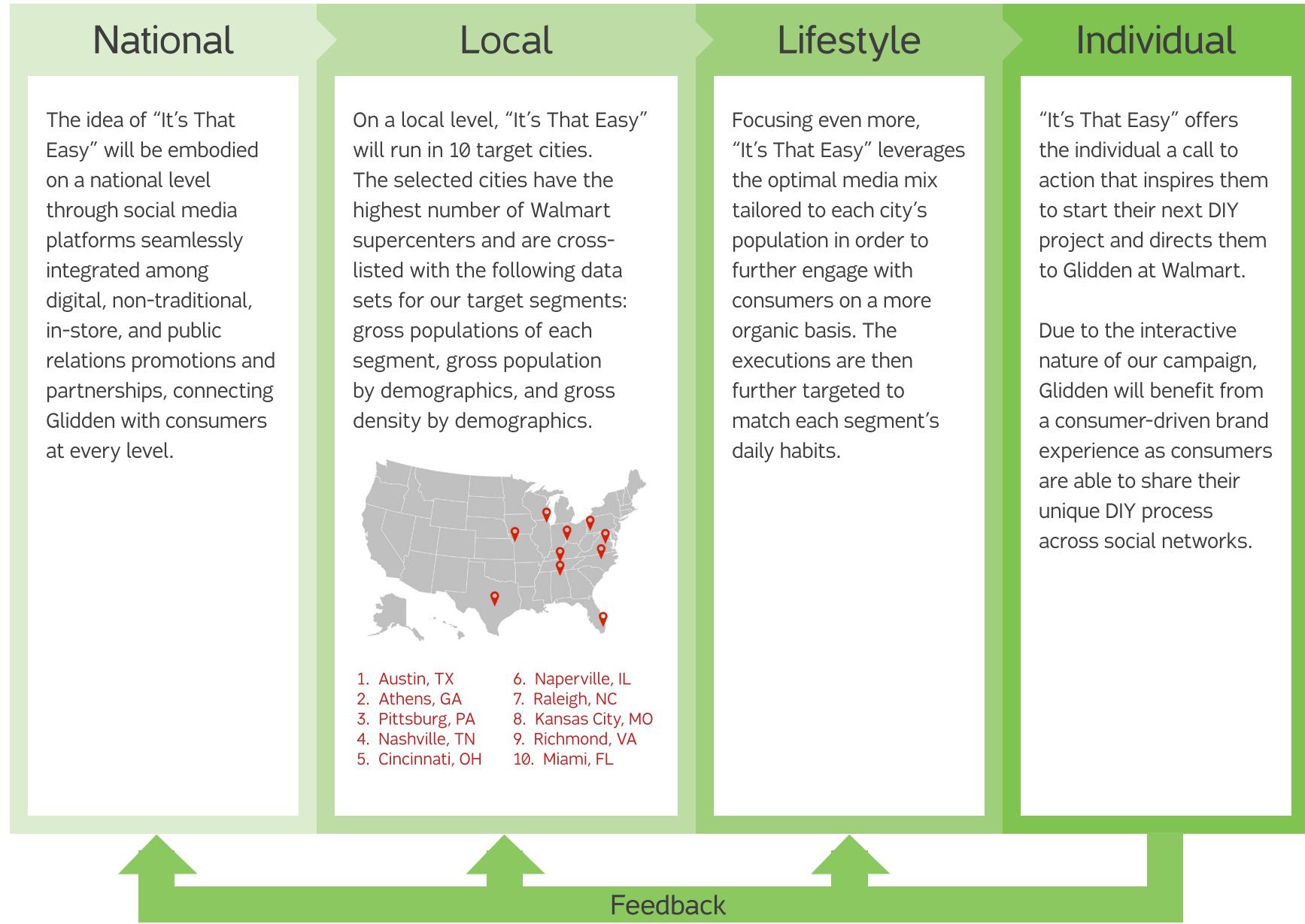
Tone

Our campaign falls perfectly under Glidden's core values, drawing on them in our executions to best communicate our message that projects incorporating Glidden at Walmart into the paint process are “that easy.” Each execution is simple, both aesthetically and tonally, to further emphasize the core message of ease and convenience.

Goals

- 1 Show the unexpected ease of the painting process
- 2 Highlight Glidden's features such as quality of paint, variety of colors, and efficiency
- 3 Bridge the convenience of Glidden at Walmart

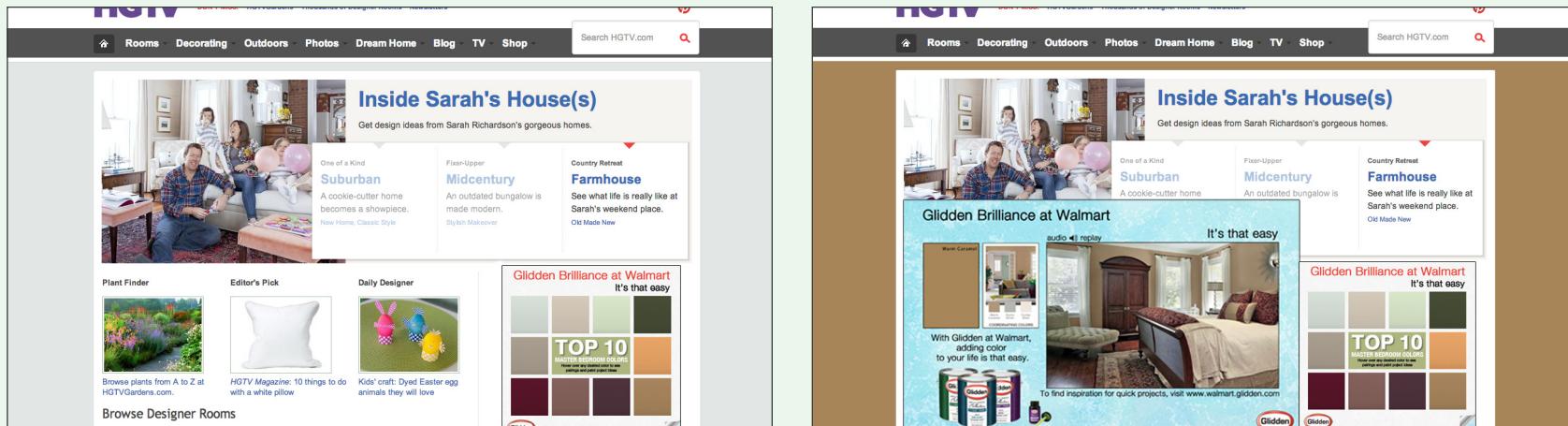
MEDIA STRATEGY FUNNEL



CREATIVE DIGITAL EXECUTIONS

INTERACTIVE TAKEOVER BANNER - BEFORE & AFTER

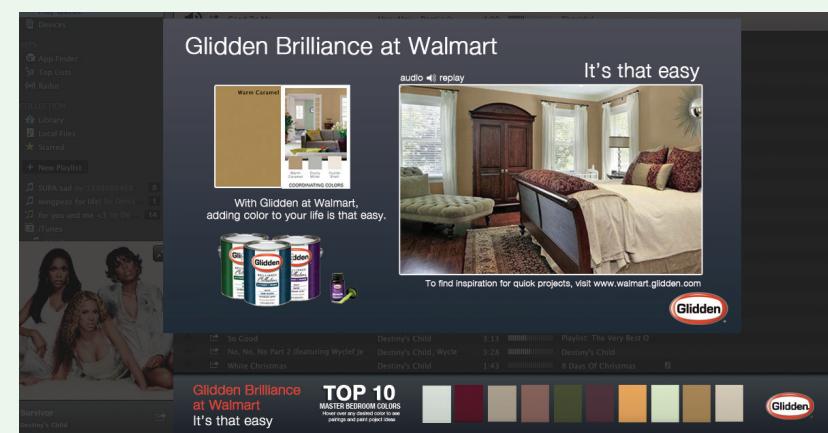
A palette of Glidden color swatches is available on the side of a website screen. When a user hovers over one of the colors, the entire web page refreshes to reflect the hovered color. A window will expand with a do-it-yourself video tutorial incorporating the color the viewer had chosen. The short clip will show the user the before and after results of the project, and then guide them to the microsite where they can view the entire project, tools needed, and furniture pairings, which can all be found at Walmart.



INTERACTIVE SPOTIFY ADS

Implementing the same idea behind the display ads, Spotify ads will have the narrator read the following copy:

"Glidden offers the best colors, time saving features and quality in each paint can, and let's you get it all done at Walmart. Want to try it out yourself? Pick a color and see how a project comes to life in a jiff! It's that easy!"



CREATIVE DIGITAL COMMERCIAL

Each of our commercials showcases a child—genuine, to the point, and friendly, much like Glidden—unexpectedly offering simple solutions to ease distressed Walmart customers during the painting process. At the end of each ad, the child disappears, showing that all the apprehensive shopper needs is a slight push from Glidden to get their paint project going.



SEGMENT 2 COMMERCIAL
THE HUSBAND AND WIFE

SETTING: Walmart aisles. Husband and wife walking down aisle together.



WIFE: [Looks around, not really paying attention to husband] "Honey could you pick up the paint? Don't forget the primer!"

HUSBAND: [Absent-minded, is left standing next to paint aisle] "Okay."



Husband looks across at the multitude of cans in the aisle, his face is clearly confused. He reaches for a can of primer. Suddenly, a little kid's hand tugs at the husband's sleeve.

KID: "Try this instead."



WIFE: [Wife enters from the other side of the aisle] "Honey, you ready?"

Husband is confused, looks around to see that the kid isn't there.

WIFE: [Sees the paint can] "2-in-1 Paint and Primer? Perfect!"



Husband smiles, feeling good about himself. He looks back one more time to see the kid in the aisle. Husband mouths "Thank You."



Fades to white with the Glidden and Walmart logos. Text reads "Glidden at Walmart: #itsthateasy"

END SCENE

SEGMENT 1 COMMERCIAL

A distressed girl in her early twenties walks through the paint aisle. On her phone is a photo of an off-white coffee table, with the words "BEST PARTY EVER" sharpied on it. The girl shuffles through the paint chips, stressing that she won't find the matching off-white color before her parents arrive. The kid comes over and tells her to download the Glidden App, which she uses on her photo to color match. She sighs with relief and says, "Wow, it's that easy!"

TAKEAWAY: This commercial capitalizes on Segment 1's reliance on technology in their daily lives, as well as their lack of knowledge about the paint process.

SEGMENT 3 COMMERCIAL

An older couple walks down the aisle. The husband complains that they need to hurry to make it in time to the home improvement store. The wife rolls her eyes and says she will quickly finish shopping. The kid sees this and scurries away. As the woman walks by the paint aisle, the kid convinces her to save time and energy by buying the high quality Glidden Brilliance paint. The woman brings the paint back to her pleasantly surprised husband.

TAKEAWAY: This commercial reassures Segment 3 on the convenience of Walmart as well as the quality of the Glidden Brilliance Collection.

CREATIVE OUT OF HOME

LAUNDROMAT

Glidden will place thermochromic polymer posters within the door of each laundry dryer machine. At first the poster is totally white with only a small logo at the bottom. When the washer is finished, the poster is completely colored, with copy that reads: "In the time it took to wash your clothes, you could have added an accent wall to your living room. Glidden at Walmart. It's that easy."



BUS STOP

At bus stops in our targeted cities, video displays will be set up showing a man constantly painting a piece of furniture. People approaching the display will be prompted to tweet the color they want to change the item to, along with the hashtag #ItsThatEasy. Using the location data from the tweet, the furniture item will automatically be updated to the new color, refreshing its feed to say "@GliddenUser painted this [color]."

Tweet "I'm at a @Glidden bus stop and I want to paint the furniture #SpearmintGum #ItsThatEasy" + Location

RADIO AD

"Stuck in traffic?" A voice comes on that sounds like a typical GPS voice, and begins giving directions:

*Turn Left
Turn Right*

After some normal directions, the voice picks up in speed and gets more ridiculous:

*Make a U-Turn
Stop. Reverse to the next lane
Take the first ramp...behind you.*

NARRATOR: "Directions don't have to be a hard process. Neither does painting. With Glidden paint at Walmart, simple projects are just within reach. It's that easy."

MALL DIRECTORIES

Featured in malls across the country, interactive touchscreen displays will prompt visitors with to either tap their NFC-capable phone to the displayed paint can or scan the adjacent QR code.



Once tapped or scanned, the empty porch is ready to be painted.

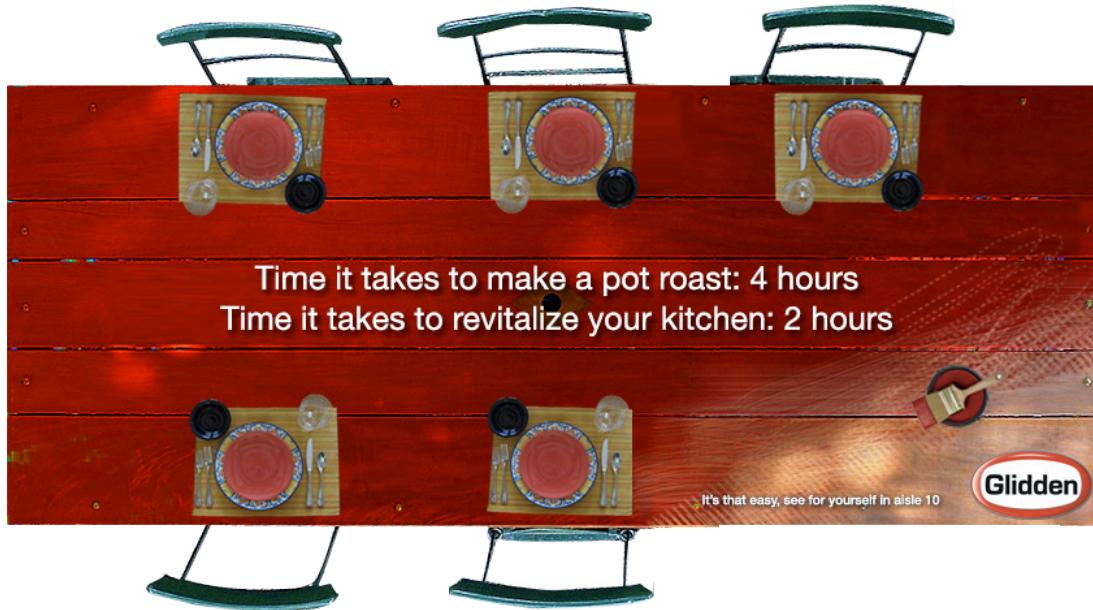


The user's phone is turned into a virtual paintbrush, and with each movement across the screen, the porch is "painted" by displaying the colored strokes on the phone screen.



Once finished, users will be prompted to share a picture of their painted porch through Facebook and Twitter on their phone.

CREATIVE IN STORE



INTERACTIVE PAINT CENTERS

Touch-screens, paint chips with helpful tips, and a call to action to visit the microsite will be implemented within existing Glidden Paint Centers to provide an interactive component to the paint aisles.

Touch-screens will guide shoppers through a comprehensive in-store paint-picking experience

Slide in a paint chip to see how the color will look with home furnishings.

Find the perfect color with Glidden's color matcher! Use a piece of fabric or color swatch.

COLOR CARTS

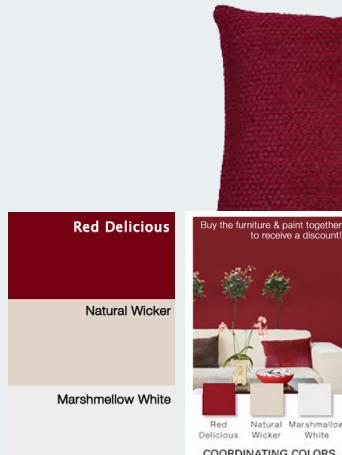
Walmart stores will have a limited edition of colorful shopping carts, in colors such as Candy Apple, Frosted Pine, Rich Navy, with the chip color number and Glidden logo on the cart handle. This will generate awareness about the paint section and direct customers to learn more about the variety of color offerings.

FLOOR DECALS

In various aisles within the store, floor decals will compare the amount of time it takes to do a certain task with the time it takes to do a related project using Glidden. The customer will be directed to the paint aisle via an aisle number at the corner of the ad.



FURNITURE PAIRINGS



Pair home decor items within Walmart with Glidden color chips. This execution will target customers who are already thinking about redecorating their rooms and direct them to the paint section.

OWNED MEDIA

CAMPAIGN MICROSITE/MOBILE APP

The utility of the Glidden website should be threefold: To inspire visitors to pursue a do-it-yourself project, to illustrate the ease of use of Glidden paint products and finally to connect the inspired to consumer the nearest Walmart.

BE INSPIRED: This feed will highlight the coolest simplest DIY projects posted, reblogged, retweeted or pinned by Glidden. As the visitor browses through the Inspiration Feed, he or she can share the content onto their own social media profiles or choose to “Favorite” them, adding the projects to a personal cache at the bottom of the page for easy-access when choosing their next project.

EXPERIENCE EASY: This virtual experience will take you through color selection and the actual painting process, incorporating existing website elements such as the Room Painter as well as newer interactive elements featured in the microsite and mobile experience.

VISIT: With the tools necessary in your shopping cart, you can find the nearest Walmart and also get paint pre-mixed so it’s ready when you go to the nearest Walmart. The list can also be connect to your Glidden app, so you can see the shopping list when at Walmart.

PR EVENTS

PAINT BY NUMBER EVENT

"Paint By Number," a summer event series, will involve the local community in a hands-on paint project, modeled after the children's "Color by Number" activity, with the purpose of educating consumers about the simplicity of the painting process. The event, located in Walmart parking lots, will allow consumers to paint on large canvases outlined and numbered by local artists while Glidden Guides will provide paint tips throughout. Finally, consumers can take their completed canvases home along with Glidden Paint "Starter Kits" which include basic painting tools, Glidden paint discounts, and pamphlets with small DIY projects. These events will be documented and shared on Glidden's social media platforms.



GLIDDEN BOOTHS

Glidden will set up pop-up booths at popular outdoor festivals, concerts, fairs and other fun summer events held throughout the target cities. The booths provide an immersive hands-on experience that demonstrate the simplicity of do-it-yourself projects and ease provided by the Glidden paint features. The walls of the booth will begin as blank canvases, but as the day progresses, festival-goers will have the opportunity to paint the walls. Glidden Guides will also be onsite offering DIY suggestions and information about the nearest Glidden paint center as well as providing paint chips, discount coupons and free cans of paint to participants.

GET OUT AND PAINT!

To celebrate families and the great summer weather, Glidden will host a buzzworthy contest called "Get Out and Paint!" to encourage parents and their children to engage in unique DIY projects with outdoor furnishings and Glidden. Contestants can undertake a variety of projects, such as a tree-house, a dog house, or a lawn chair and submit a before and after shot to enter the contest on the Glidden microsite. Each week, Glidden will post its top three favorite entries onto the Glidden Facebook page, Twitter, and Pinterest for viewers to browse, like, tweet, pin and share. The project that receives the highest popularity will be featured on the Glidden microsite and will earn a \$500 Walmart gift card.

PARTNERSHIPS

GLIDDEN GRANTS WISHES

Taking advantage of Glidden's partnership with the Make-A-Wish Foundation, Glidden plans to team up with local children's hospitals in the target cities. Glidden will collaborate with volunteers in the community to paint hospital wings with child-friendly themes. In order to further engage the community, Glidden will document these volunteer events and create a video to be shared on Glidden's Facebook page. For every "like" up to 50,000, Glidden will donate a dollar to the Make-A-Wish foundation.



GLIDDEN BLOGGER CHALLENGE



Jamie Hammond,
DIY Home Sweet Home

Glidden will partner with a variety of bloggers, such as "DIY Home Sweet Home" (diyhshp.blogspot.com), to show how easy the paint process actually is. Each blogger will be given a Glidden paint can and a day to complete a simple DIY project of their choice. Bloggers will feature the Glidden sponsored project on their blogs and highlight the easy process in their preferred method of presentation (i.e. blog entry, video tutorial, etc.) Afterward, these bloggers will challenge their readers to also participate in the challenge using Glidden paint. Each blogger will hand select three winners to receive a free can of paint and \$100 to spend at Walmart to buy their home decor supplies for their next project.

diy home sweet home

DIY *home sweet home*
- Because it's the little things that make a house a home -

Home | About | Contact Me | MMM | Link Parties | Get Featured | Advertise | Disclosure

Search

f t p r g+ DIY

MEDIA VEHICLES

Media Strategy

Glidden's "Unexpectedly Easy" campaign is extremely targeted, using digital, social, non-traditional, and in-store media platforms to effectively reach and engage the Simple Solution DIYers in all three segments. These vehicle types work seamlessly together to lead each consumer down the path to purchase and create positive brand awareness beyond the campaign's May to September 2014 timeline.

SOCIAL	Pinterest	N/A	
	ESTIMATED IMPRESSIONS: 936,000		
	RATIONALE:	Pinterest users currently follow an average of 9.3 retail companies, with 21% of them purchasing an item from the followed retail company. 81% of U.S. online consumers trust information from Pinterest, which generates more referral traffic than Google+, YouTube, and LinkedIn combined.	
OUT-OF-HOME	Facebook Display Ads	\$180,000	
	ESTIMATED IMPRESSIONS: 200 million		
	RATIONALE:	The average US mom checks Facebook 4.7 times per day. Women of all ages depend on peer recommendations when making purchasing decisions. Facebook's Sponsored Stories are an ideal way to show these moms which of their friends have "liked" Glidden. The introduction of Facebook mobile ads will increase impressions.	
	Twitter	\$50,000	
	ESTIMATED IMPRESSIONS: 667,000		
	RATIONALE:	Twitter accumulates over 300,000 new users a day, and has a userbase consisting of 15% of total adults. Users follow an average of 8.5 retail companies, which offers the opportunity to connect with influential bloggers and influencers to increase awareness. Specific hashtags such as #itsthateeasy, #warmcaramel #candyapple, and other popular paint chip colors will be used.	
	Interactive Bus Stop Ads	\$1,125,000	
	ESTIMATED IMPRESSIONS: 3,665,650		
	RATIONALE:	Segment 1 and 2 often commute and many of our target cities have a metro system, making it a great place to increase Glidden brand awareness. As commuters use the metro every weekday, the Glidden advertisement will be seen twice a day, at least five times a week.	
	Laundromat Ads	\$191,250	
	ESTIMATED IMPRESSIONS: 1 million		
	RATIONALE:	The top three demographic characteristics of laundromat users coincide with Segment 1: renters, low income, and college-age students. Statistics show that the average laundromat user spends 1.5 to 2 hours per visit and makes between 4 and 8 visits each month, during which Glidden's messaging can reach a captive audience.	
	NFC Technology at Malls	\$1,500,000	
	ESTIMATED IMPRESSIONS: 10 million		
	RATIONALE:	Malls have a high return rate of 37 visits for women per year, with an average of 1.5 hours spent per visit. This ensures repeated exposure to the ad within our target market. In addition, NFC technology creates engagement that increases retention for DIYers, who actively use smartphones while shopping.	

IN-STORE	Radio	\$1,200,000
	<p>ESTIMATED IMPRESSIONS: 1.2 million</p> <p>RATIONALE: 45% of moms listen to radio at work and the average American listens to the radio 19 hours and 23 minutes each week. Radio consumption is highest for drivers.</p>	
OUT-OF-HOME	Floor Graphics	\$106,500
	<p>ESTIMATED IMPRESSIONS: 30 million</p> <p>RATIONALE: Studies show that the use of floor decals results in an increase in brand sales by 17% and lessen decision making time. This will instantly draw the attention and raise awareness of Glidden at Walmart.</p>	
DIGITAL	Interactive Cards	\$10,000
	<p>ESTIMATED IMPRESSIONS: 30 million</p> <p>RATIONALE: 68% of consumers admit to being influenced by in-store signs or displays, and moms are more than twice as likely to make impulse buys after exposure to in-store messaging.</p>	
DIGITAL	Spotify Digital Radio	\$45,000
	<p>ESTIMATED IMPRESSIONS: 3 million</p> <p>RATIONALE: Internet radio users are 40% more likely to visit an advertiser's website than other internet users, validating Spotify Radio ads as an effective vehicle to drive traffic. Spotify differentiates itself from other radio ads with integration of social media, display ads, and options for click through URLs. With 10 million users listening for free, targeted ads will drive DIYers who seek inspiration to the microsite</p>	

DIGITAL	SEO Google Adwords	\$62,500
	<p>ESTIMATED IMPRESSIONS: 150 million</p> <p>RATIONALE: 7 out of 10 Americans query Google more than once per day, with over 30+ million "how to" paint related searches each month. 74% of Americans consult a search engine before purchasing home decor products, and 85% of Segment 2 say that it is their number one activity online.</p>	
DIGITAL	YouTube Commercials	\$155,000
	<p>ESTIMATED IMPRESSIONS: 1.55 million</p> <p>RATIONALE: 67% of YouTube viewers are ages 18-34 make up 2.2 million online views everyday. As a source of advice on DIY projects, this vehicle targets young moms; of which, 56% use YouTube to search. Furthermore, 40% of women 25-49 subscribe to YouTube channels specific to their passions and hobbies, such as DIY.</p>	
DIGITAL	Hulu	\$150,000
	<p>ESTIMATED IMPRESSIONS: 5 million</p> <p>RATIONALE: Hulu generated 1.2 of the 5.9 billion video ads in December 2012, the highest number of video ad impressions. Video ads reached 49% of the total U.S. population an average of 39.8 times per month. Hulu also delivered the highest frequency of video ads—an average of 47.1 per month.</p>	
DIGITAL	Mommy Blogs - Sponsored Posts	\$96,000
	<p>ESTIMATED IMPRESSIONS: 1.6 million</p> <p>BLOGS: 320Sycamoreblog.com, prettyhandygirl.com, diyshowoff.com</p> <p>RATIONALE: 55% of American women, ages 18-77, visit blogs at least once a week, and 61% of users have purchased a product based on a recommendation. 64% of blog readers' primary motivation for visiting blogs is to get information on products and projects. Sponsored posts on highly trafficked DIY blogs such as diyhshp.com will leverage peer recommendation at points of inspiration.</p>	
DIGITAL	Online Home Publications	\$562,500
	<p>ESTIMATED IMPRESSIONS: 4.5 million</p> <p>PUBLICATIONS: Houzz, My Home Ideas, Real Simple, HGTV, Better Homes & Gardens, Living</p> <p>RATIONALE: With a combined 15 million unique visitors each month, advertising on these sites will lead to an increase conversion and reach among potential Glidden customers.</p>	

BUDGET TIMELINE

	May				June				July				August				September				Cost	Impressions	
week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	\$/000	/000,000	
DIGITAL																							
Google Adwords (SEO)																					62.5	150	
YouTube Ads																					108	1,085	
Hulu Ads																					150	5	
Online Magazine																					562.5	4.5	
Spotify																					45	3	
SOCIAL																							
Facebook																					180	120	
Twitter																					50	0.667	
Pinterest																					0	0.936	
OUT-OF-HOME																							
Interactive Bus Stop Ads																					1125	3.7	
Laundromat																					191.25	1	
Radio																					1200	1.2	
NFC Technology																					1500	10	
IN-STORE																							
Floor Graphics																					53.25	30	
Interactive Cards																					10	30	
Microsite																					60	10.5	
Interactive Paint Center																					1500	15	
Furniture Pairing																					50	6	
Colored Carts																					500	30	
PR & PARTNERSHIPS																							
Glidden Grants Wishes																					50	3	
Glidden Booths																					400	6.8	
Get Out and Paint!																					16	1	
Paint by Number																					2010	24	
Blogger Challenge																					96	1.6	

*DARKER COLOR INDICATES HIGH ACTIVITY, LIGHTER COLOR INDICATES LESS ACTIVITY

TOTAL COST: \$9,920,000 OF \$10M BUDGET

TOTAL IMPRESSIONS: 458,988,000

CAMPAIGN EVALUATION

Glidden will implement the following tactics to evaluate the respective metrics and success of the campaign:

Objectives	Metrics	Results
Brand awareness at retailer	Website tracking, SEO, recognition testing	Increase views online, leading to link out to microsite, which will increase knowledge and inquiry of Glidden and Walmart
Brand recall with message	Digital media tracking, such as sharing and retweeting, and tracking in-store traffic to paint section	Increase consideration of Glidden at Walmart through progress on the microsite, and sharing and retweeting through social media
Increase online and in-store traffic among target market	Sales, social media mentions, coupon usage	Recognition of Walmart as the all-in-one home decor experience
Branding satisfaction, loyalty, and continued purchase	Social media sentiment tracking, brand engagement rate across digital and social platforms, consumer surveys, online community feedback	Continue purchase of Glidden products post-campaign and contribution to Glidden online community, while participating in seasonal promotions

We will divide evaluation periods into three segments: pre-campaign, mid-campaign, and post-campaign intervals. The pre-campaign period will include focus groups, individual interviews, and creative concept testing before rolling out the campaign. Quantitative feedback will be gained through online surveys and digital media tracking. At the half point mark, mid-campaign results will be gained through online community feedback, digital media tracking such as click-through-rates on the microsite and mobile site, and linkouts from external sites to the microsite to mitigate for any hiccups. For instance, there is a risk that some communities may require more online presence while others may need people-to-people interaction. These will be adjusted based on feedback. The post-campaign wrap up will include focus groups, individual interviews, online community feedback, and the Glidden semi-annual brand health survey. This will allow enough information to proceed with shaping the Glidden image as easy, bold and uncomplicated throughout all media outlets as well as its partnership with Walmart.

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- Bring Glidden to top of mind consideration when shopping at Walmart, subsequently increase sales and spreads recommendations
- Maintain Glidden site in accordance with ease and accessibility
- Continue seasonal events centered around Back-to-School, holidays and other special occasions
- Maintain online community and accumulation of social media within website
- Continue seamlessly integrating Glidden with Walmart via promotional deals within the store and online

CONCLUSION

Simple Solution DIYers are inspired by creativity and the endless possibilities associated with a painting project. However, in order for them to pursue the first step, they need authentic messaging that reinforces their confidence and ability. “It’s That Easy” is all about interacting with Simple Solution DIYers as they go about their daily lives. Through our digital, social, in-store, and out-of-home efforts, our campaign shows them that Glidden at Walmart is the helping hand and premier option when starting a do-it-yourself project.

With over 450 million total impressions, our campaign does more than just sell paint. It creates a lasting bond between these Simple Solution DIYers and Glidden’s undoubtedly bold, uncomplicated, and quality brand personality. “It’s That Easy” propels every aspect of Glidden’s integrated brand experience and at the core, gives these Simple Solution DIYers something they can trust. imagiCal offers Glidden a chance to create deep connections and loyalty—and with our campaign—we can wholeheartedly say, it really can be *that easy*.

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SPECIAL THANKS

Judy Hopelain
Diane Rames
ASUC

Haas School of Business
All the professors who gave us feedback
All the alumni who supported us
All the friends who believed in us