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Executive Summary

Walmart's motto of "Save money. Live better." and Glidden's legacy of "do it yourself" go hand in hand and with the help of our ad campaign they can become the go to retailer and brand for painters in the DIY market. An integrated ad campaign between Walmart and Glidden will look to increase the awareness of Walmart as a paint retailer as well as educate consumers on the value, quality and accessibility of Glidden products.

Walmart's large selection of home decorating and improvement items along with their partnership with Glidden Paint and Better Homes and Gardens will inspire creativity in a DIYer as well as help start their project with ease. DIYers, especially those who make up Glidden's target segments credit ease as a main component they desire in completing a project. Walmart's convenient one stop shopping and Glidden's dedication to making shopping for their products as easy and efficient as possible plays directly into DIYer's inclination for ease. Glidden's simplified method of choosing colors, and buying paints sends DIYers on the path to completing their own project and the satisfaction that comes along with it whether they are making their new rental more personal, upgrading their young families home, or looking to maintain their home.

Target Audience

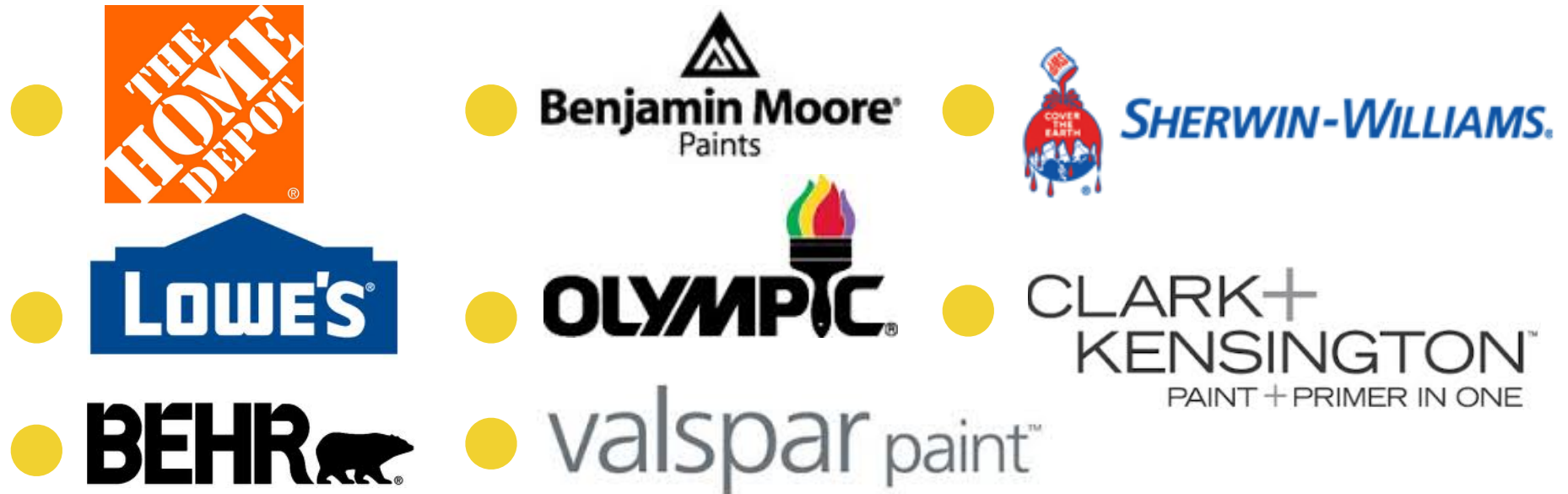
- *Renters*
- *Young couples*
- *Families*

They are DIYers, looking for easy projects that aren't overwhelming to complete. They're busy, going through a transition in their lives, and want to enhance their homes and accommodate for the change in their lives without depleting their wallets.

The Insights

- *Cost is a factor, but quality is more important.*
- *They want their homes to be aesthetically pleasing.*
- *They do not think to look at Walmart for paint.*
- *The only time brand matters is because they trust the quality of that brand.*

The Competition



Home Depot and Lowe's target audience is more confident with a focus on maintenance or repair than Glidden's target audience of DIYers. They mainly compete with Sherin-Williams. However, Benjamin Moore's latest campaign targeted female DIYers. Consumers are tempted by Behr's paint-and-primer-in-one, which other paint brands followed to avoid being eclipsed by Behr, Valspar's rebate on paint if consumers were unsatisfied with the color, and Clark + Kensington's free paint giveaways. Olympic is Glidden's newest competitor, but their message directly threatens Glidden.

Strengths

- Very affordable compared to other brands and stores
- Accessible and convenient
- Easy for any age range to be comfortable with
- Easy for DIYers and nonprofessionals
- One stop shopping for everything from paint to apparel to groceries

Weaknesses

- Quality isn't trusted as much as other brands or stores
- Customer service isn't very helpful
- No brand trust with Walmart because of the variety of products that are sold
- Not the strongest company among its market

Opportunities

- Create more of a brand recognition with consumers
- Needs to raise awareness of paint products and Walmart as a paint retailer
- Target an even more specific target audience
- More promotional creative platforms to make consumers consider Walmart's paint department
- Educate staff members more

Threats

- Home Depot and Lowe's customer service is knowledgeable and helpful
- More brand trust with home improvement stores
- Quality of paint is better at Home Depot or Lowe's according to consumers
- Valspar provides rebate to buy more paint if you don't like the first result
- Benjamin Moore targets specifically young female DIYers

Our Goal

- *We need to promote awareness of the Glidden paint brand by developing a unified and multi-platform marketing plan for the three segments in the target audience.*
- *The quality of the Glidden brand and the trust in Walmart as a paint retailer need to be reinforced.*

Creative Brief

What is the problem? *Walmart stores are not where people go to buy paint for their projects.*

What are you trying to achieve? *Change the way consumers perceive Walmart stores and increase Glidden paint sales.*

Who are you advertising for? *DIYers. People who are experiencing changes in their lives and want a cheap, convenient, and easy way to enhance their homes.*

What is the benefit? *Walmart stores are a one-stop destination and allow consumers to purchase everyday items and paint all at once.*

Why should they buy it? *Glidden paint has quality at a low price. People will appreciate that it's affordable, reliable, and safe for the painter and family.*



***Keeping the
consumer's wallet
and home in mind:***

***Glidden paint at
Walmart.***

In Store Media

- *Posters*
- *Floor decals*
- *Sales associates wearing Glidden paint shirts*

This will allow consumers to feel as if they are in a store within a store - as if Glidden was its own store in Walmart - in order to increase trust in Walmart as a paint retailer. It will also make it easy for consumers to find the paint section and make the Glidden brand stand out, increasing awareness of the Glidden brand.

- *Interactive tutorials throughout the store*

Similar to larger department stores, such as Macy's, Walmart's paint section will feature stations where you can scan paint-related items, such as paint brushes, which will also feature a 60-second tutorial on different ways to use the product, different paint strokes to get the best quality, and different color schemes.

Traditional Media

● **Commercials**

These will be featured on channels that adults generally flick through, such as ABC and FOX. We will incorporate a younger couple with a family, taking a trip to Walmart.



● **Magazines**

We will feature an ad that is similar to the magazine's style, so it appears as an article rather than an ad. It will include different painting techniques and décor ideas.



Print Ads

We will include a family-oriented picture to portray that the painting process is a family activity and include the Glidden logo and the tagline.



Outdoors

We will focus on billboards and mass transit, such as buses, emphasizing the trials and tribulations of family life with slight humor.



Social Media

● Websites

We will feature a video on the side of home décor websites, such as HGTV. At the end of the video, this image will be displayed and will lead to the Glidden paint website.

97% of people who use Glidden® paint would recommend it to a friend.

Now it's your turn.

Get Inspired.





We will create a Glidden “fan page” as a way to interact with consumers. The page will provide information about the brand’s history, new and current products, upcoming promotions, and new innovations in the paint industry. Consumers will also be able to tag the page in images of their homes and projects after using Glidden paint.




We will create an account to spread the word about new products. Other users can also share their ideas as well as the Glidden name.




Spotify®

We will place advertisements on the side of the page as well as during commercial breaks to guide customers toward Walmart for paint.

-  *We will create a twitter account to tweet about new products and reminders to pick up Glidden paint at your local Walmart. In addition, we will create a catchy hashtag to get it to trend.*

-  *We will create an instagram account where we will post pictures of new colors and trends during the season and will continue the twitter hashtag on this platform.*

-  *We will create our own youtube channel, which will feature all of our commercials in addition to innovative ways to use the product.*

PR & Publicity

● Becoming affiliated with a popular home decorating show allows viewers to see how using Glidden paint can impact their home. The HGTV show Color Splash with David Bromstad transforms tired rooms to vibrant, unforgettable spaces and truly encompasses Glidden's brand voice of how paint can be a great way to brighten lives and lift moods. HGTV is a popular channel amongst DIYers and will provide the perfect channel for Glidden's target audiences. Color Splash and David Bromstad contribute credible backing to insure the quality of Glidden products as well as provide inspiration to DIYers. Broadcasting the partnership between Walmart and Glidden through Color Splash will spread awareness of Walmart as a paint retailer as well as improve perceived quality of Walmart products, factors that will help counteract current deterrents that have stopped consumers from looking to Walmart to purchase paint.

● Glidden believes that paint can lift moods, by adding color to the world and bringing people together much like Color Run, the original paint race that brings communities together to participate in the "Happiest 5k on the Planet." Color Run has exploded since being founded in 2012 and tripled its growth in 2013 hosting more than 170 events in over 30 countries and becoming the single largest event series in the United States. Although Color Run is a for-profit event management company they have donated more than \$1 million to charity and Glidden can assist in making this number grow. A series of Glidden sponsored Color Runs in which portions of profits are donated to various charities is a good way to stir up publicity while doing it in a format that is compatible with Glidden's brand of voice.

● The Wounded Warrior Project is a nonprofit organization that offers a variety of programs, services and events for wounded veterans of military action. A part of the many services they offer is The Wounded Warrior Home Project which focuses on building and improving homes to be more suitable for ill and injured veterans returning home. Along with altering building specifications to respond to the physical and emotional needs of the returning veterans the project looks to honor the service and sacrifice these Wounded Warriors have given in the line of duty. By taking part in The Wounded Warrior Home Project, Glidden Paint will help show that their product will help improve your home as well as show that they are a company who gives back to those that have sacrificed so much.

Promotions

- **Sweepstakes:** *The winner will win 10 cans of Glidden paint (colors chosen by the winner). The other entries will be mailed Glidden paint samples, encouraging them to try the paint. The forms will be at all registers at Walmart.*

- **Coupon:** *Purchase two cans of Glidden paint and get a paint brush free.*



Reward points when you spend money at Walmart. 50% off your choice of Glidden paint for 10 points and a free can of Glidden paint for 100 points.

Campaign Evaluation

Objectives

- Increase awareness of paint department at Walmart
- Reinforce Glidden as a quality paint brand
- Increase sales

Evaluation Techniques

- Focus groups of consumers to determine the impact of the campaign
- Compare sales of Glidden to competitors'
- Analyze sales at Walmart

Potential Results

- Awareness and consideration for Glidden at Walmart increases
- Sales have increased a noticeable amount since the campaign began
- More Glidden paint purchased at Walmart (more supply and demand needed)

Media Plan

	January	April	May	August	September	November	December	TOTAL
Print <ul style="list-style-type: none"> Magazines (<i>Better Homes and Garden, HGTV Magazine, Martha Stewart Living</i>) 	\$380,000	\$380,000	\$380,000	\$380,000	\$380,000	\$380,000	\$380,000	\$2,660,000
Sponsorships <ul style="list-style-type: none"> Color Run Sponsored products through <i>Color Splash: David Bromstad</i> 	\$20,000 \$20,000	\$20,000 \$20,000	\$20,000 \$20,000	\$20,000 \$20,000	\$20,000 \$20,000	\$20,000 \$20,000	\$20,000 \$20,000	\$140,000 \$140,000

Budget

● Print ● Sponsorship ● Social Media ● Television ● Promotions ● Other

