



*A Room Worth Sharing*



**NSAC**  
National **AAUW** Student  
Advertising Competition

BEYOND ADVERTISING

**PACE**  
UNIVERSITY  
NEW YORK CITY

## **OUR DEEPEST APPRECIATION TO:**

**Professor Conrad Nankin and Dr. Larry Chiagouris** for their guidance and endless dedication.

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*Professor Phyllis Toss, Nisha Lalchandani, Dr. Mary Long, Jose Engage, Kathleen O'Neal, Sarah O'Brien, Jazz Hernandez, Laura Acloque-Charles, Maria De La Cruz.*

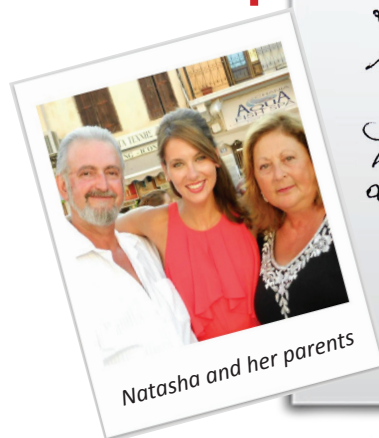


# Relationships Worth Sharing.

Working on this campaign has reminded us of the people who inspire us every day.

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Natasha and her parents

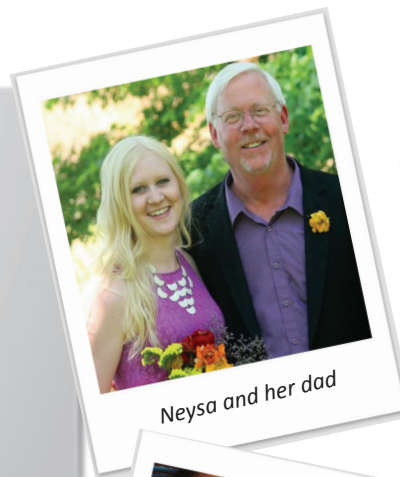
To My Sunshine,

I am so proud of the woman you are becoming. You moving out has been one of the hardest experiences I've had to endure, but my one comfort is seeing how responsible, intelligent, and driven you are.

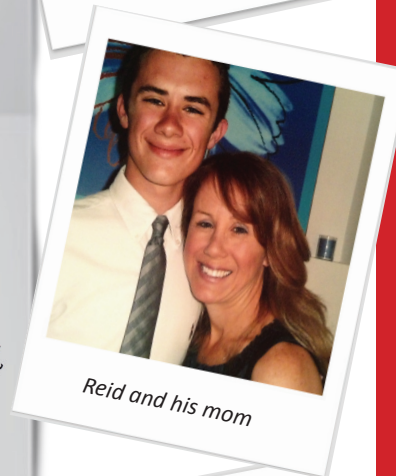
When we began your apartment search, I thought you'd feel intimidated by all the work that would need to be done and decide to stay home (I can dream!) But when I visited last week, I was shocked to see your beautiful new place. I really loved how your personality instantly came through as soon as I walked in. Somehow you managed to find the perfect shade of red that screams "Natasha!" I can't believe you did it yourself and didn't have to call daddy for help. You even inspired me to re-paint our bedroom. I couldn't be more excited for you and all of the wonderful memories you will make there.

Thank you for sharing your new home with me, I love you.

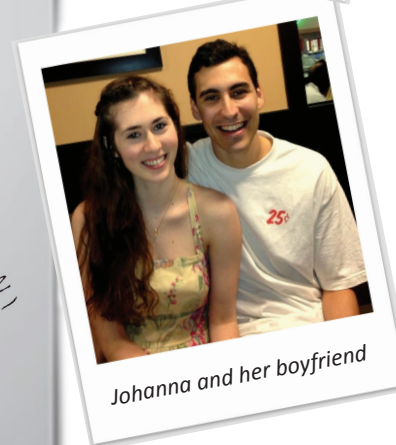
XOXO,  
Mom



Neysa and her dad



Reid and his mom



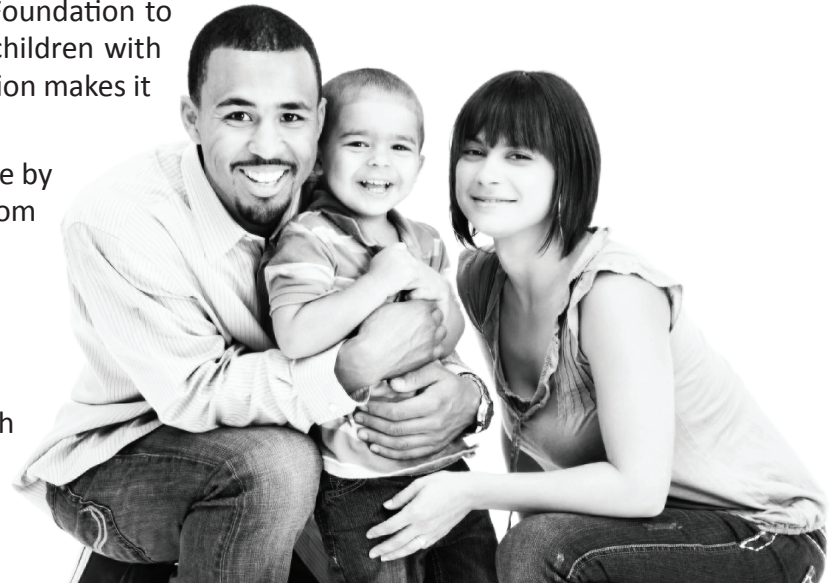
Johanna and her boyfriend

# EMPHASIZING RELATIONSHIPS TO GET *Glidden Going.*

Simple Solution DIYers view Glidden as a high quality paint brand, and yet they do not view Walmart as a high quality paint retailer. Beyond Advertising's campaign, "A Room Worth Sharing," closes this perceptual gap by addressing the target's key motivator: relationships. The campaign raises awareness and increases consideration for Glidden Brilliance at Walmart by leveraging the brand's simplicity with the end result of a room worth sharing.

- Research reveals that women are the driving force behind home décor purchase decisions. Therefore, we have given names to each of the three segments that reflect a female skew. Out of all three segments, Modern Family Mothers (formally Segment 2: *Current Walmart Paint Shoppers – Family Focused*) spend the most time in-store, visiting Walmart about once a week. As such, they have been identified as our primary segment. Furthermore, they represent the highest opportunity for increased sales.
- All creative elements are integrated throughout the campaign in a tone that is warm, friendly, and fun. Our signature paint stroke, "a stroke of Brilliance," reveals images of each segment enjoying their new surroundings with the people they care about.
- The media plan optimizes the budget through cross-channel buys and reaches the segments where they spend the most amount of time: online. Further, a two-tier system targets shoppers at Walmart stores with the most foot traffic in order to maximize the impact of in-store and out-of-store initiatives.
- Glidden's new virtual brand ambassador, Gabby the Glidden Guide, enhances Walmart's service and engages customers on a personal level both inside and outside of Walmart through the updated Glidden on the go™ app.
- Our creative strategy comes to life with the "Glidden Rooms Worth Sharing" mobile showcase that features three rooms painted with Glidden Brilliance and furnished with home décor products sold at Walmart. Shoppers experience firsthand the simplicity of Glidden Brilliance as four mobile showcases visit the top 400 Walmart stores.
- The Walmart Mom bloggers team up with the Make-A-Wish Foundation to show that small paint projects can make a big difference for children with life-threatening diseases. A series of local events across the nation makes it simple for moms everywhere to Share the Power of a Wish®.
- The Glidden Brilliance microsite simplifies the paint project cycle by pulling all relevant user-generated content and owned media from multiple social media platforms into one convenient location.

With an emotional strategy and innovative executions, "A Room Worth Sharing" is a campaign that builds lasting relationships between Glidden Brilliance and Simple Solution DIYers.





*Challenge:* **CLOSE THE PERCEPTUAL GAP BETWEEN GLIDDEN AND WALMART.**



**Glidden's brand perception exceeds the reputation of Walmart as a paint retailer.**

\*Term used for all three segments in the AAF's NSAC Glidden case study.

# HOW TO CLOSE THE GAP: *Women and Relationships.*

## OUR RESEARCH PROCESS:

### 1. GATHER

First, we studied the industry and our top competitors by comparing their marketing mixes. We found that the market is saturated with color palette and product benefit campaigns. We also examined the segments to find their key motivations.

### 2. ANALYZE

Next, we analyzed these findings and determined that people paint for emotional reasons more than for functional purposes.

### 3. VERIFY

Then, to verify that emotion is the preeminent driver, we conducted primary research through in-depth interviews, qualitative surveys, and in-store observational studies at Walmart and other paint retailers.

**1,020** SURVEY  
RESPONDENTS

**68** IN-DEPTH  
INTERVIEWS

**43** IN-STORE  
OBSERVATIONAL  
STUDIES

**12** FOCUS  
GROUPS

## TWO KEY FINDINGS EMERGED FROM RESEARCHING ALL THREE SEGMENTS:

### 1. Women are the driving force behind home décor purchase decisions.

**"75%** of women are the primary shopper for all household products."

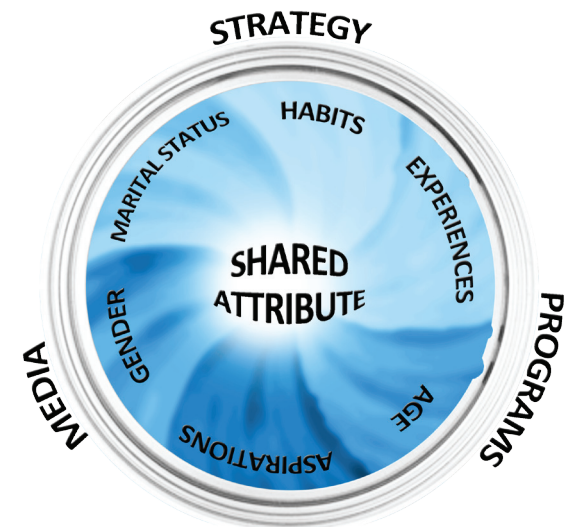
GfK MRI, 2011: *Survey of the American Consumer.*

**"85%** of all brand purchases are made by women."  
Unicast Report, June 2010: *"What Women Want from the Web."*

Among **43%** of couples, women make twice as many decisions about the home as men. 31% of couples share the decisions equally. In only 26% of couples do men make the primary decisions about the home. Pew Research Center, 2008: *"Women Call the Shots at Home; Public Mixed on Gender Roles in Jobs."*

### 2. There is one key shared attribute among all three segments: **RELATIONSHIPS**

Glidden's three segments differ from one another in terms of their lifestyles, buying habits, and psychographics, yet it is the people in their lives that have the predominant influence on their decision making.



Beyond Advertising Proprietary  
Target Unification Model™



# Relationships: **BELONGING AND ESTEEM ARE KEY...**

**SHARED ATTRIBUTE:** Simple Solution DIYers are motivated by relationships. They view their home as an extension of themselves and enjoy sharing it with others.

## **CREATE POSITIVE ESTEEM**

Our segments take pride in what they create and gain confidence through recognition from others.

"A home is more than just where you live, it reflects who you are."

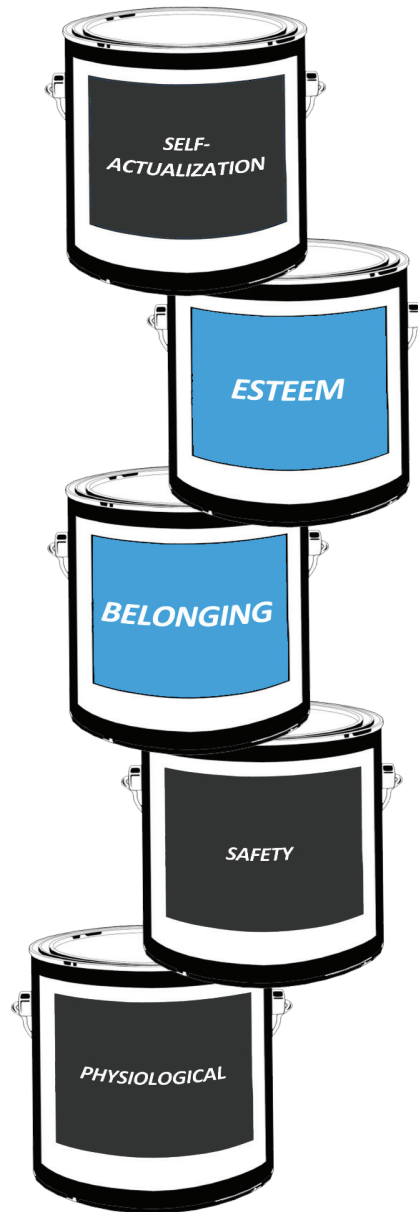
Ty Pennington, Host of *Extreme Makeover: Home Edition*

"I was really satisfied with my paint job after I was done and got many compliments."  
Michelle -26, NY

**79%** of respondents chose to paint a room because they felt the room no longer reflected them or their personality. They felt they deserved a change.  
Primary Research

**65%** of our segments agree with the following statement: "My home is an important part of who I am."  
Simmons 2010

**WITH GLIDDEN BRILLIANCE,  
YOU CAN CREATE A ROOM  
YOU ARE PROUD TO SHOW OFF.**



Beyond Advertising's Adaptation of  
Maslow's Hierarchy of Needs

## **CREATE A SENSE OF BELONGING**

Our segments strive to make changes within their homes that will strengthen their relationships.

"We all aspire to have our homes feel great. We do not just do it for ourselves... we do it for our families, we do it for our friends."

Nate Berkus, Design Expert for *O, The Oprah Magazine*

"I want to be comfortable in my home, and I want people to feel that way when they walk into my home."  
Shari -42, WA

**76%** of respondents believe showing their newly painted walls to others is important.  
**73%** of respondents are likely to have company over after painting a room.  
Primary Research

"...the great lesson is that the sacred is in the ordinary, that it is to be found in one's daily life, in one's neighbors, friends, and family, in one's backyard."  
Abraham Maslow

**WITH GLIDDEN BRILLIANCE,  
YOU CAN CREATE A ROOM  
TO ENJOY WITH FRIENDS AND FAMILY.**

# ...TO UNDERSTANDING AND PRIORITIZING THE *Glidden-Walmart Customer.*

A name was given to each segment to better represent those who are in it.

All segments have been prioritized according to their present value as customers.

## Primary Segment: (Family Focused) MODERN FAMILY MOTHERS



### Meet Isabella...

Age: 31

Location: Amarillo, Texas

Living Arrangement:

Rents a 3-bedroom house where she lives with her husband and young daughter

Occupation: School Secretary

Isabella is a Latina mother who buys only what is best for her family. She is value conscious and needs to be well informed about a product prior to purchase. Isabella is pregnant with her first son, and her next paint project is to paint his crib.

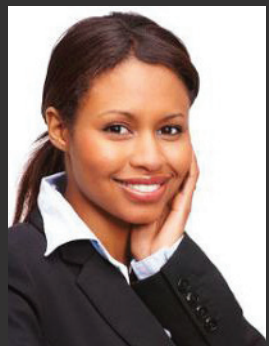
**Modern Family Mothers represent the highest opportunity for increased sales.**

**"The Walmart Mom is inside our stores about once a week. While she often brings a list, many of her choices are made inside the store."**

Walmart Smart Network

Shop Walmart Hardline	Shop Walmart About Once per Week	Likely to Buy Paint at Dept. Stores
YES	YES	YES

## Secondary Segment: (Make It My Own) NIFTY THRIFTIES



### Meet Ashley...

Age: 23

Location: Baton Rouge, Louisiana

Living Arrangement:

Rents a 2-bedroom apartment where she lives with a friend

Occupation: Intern at an accounting firm

Ashley is a young African-American woman who enjoys entertaining and ultimately wants her space to reflect her personality. However, she is on a tight budget, and although willing to pay extra for quality in personal items, she looks for low prices in other product categories. Her next project will be to paint an accent wall in her living room.

**Nifty Thrifties are the second largest segment of Walmart Hardline shoppers.**

**Therefore, they will have an exposure to in-store initiatives above that of the average Walmart shopper.**

YES	NO	NO
-----	----	----

## Secondary Segment: (Routine Maintenance) ROOM-TO-IMPROVERS



### Meet Mary...

Age: 58

Location: Columbus, Ohio

Living Arrangement:

Owns a 3-bedroom house where she lives with her husband

Occupation: Homemaker

Mary is a Caucasian baby boomer who knows exactly what she wants to buy, but she is highly influenced by in-store promotions. Mary's youngest son just moved out, and her next paint project is to turn the empty space into an entertainment room.

**Room-to-Improvers are 30% more likely than the average shopper to buy paint at a department store such as Walmart.**

MRI 2011

**By increasing the perception of Walmart as a quality paint retailer, Room-to-Improvers will be more willing to buy Glidden Brilliance at Walmart.**

NO	NO	YES
----	----	-----

**SHARED ATTRIBUTE:  
RELATIONSHIPS**



# THE PLAN TO GET *Glidden Going.*

## KEY INSIGHT

Simple Solution DIYers view Glidden as a high quality paint brand. However, they do not view Walmart as a high quality paint retailer.

Simple Solution DIYers are motivated by relationships. They view the home as an extension of the self. Therefore, they want their home to be an environment that they can be proud to share with others.

## MESSAGE

Glidden Brilliance is a high quality paint that makes it simple to share the warmth of your home with those you care about.

## tone

Warm, friendly, and fun.

## CAMPAIGN TAGLINE

A Room Worth Sharing: Glidden gets you going™

## BRAND TAGLINE

Glidden gets you going™



## REASONS TO BELIEVE

**Emotion Over Function:** Simple Solution DIYers paint for emotional reasons more than for functional purposes, and the primary emotional motivator is relationships. Yet, Beyond Advertising's campaign, "A Room Worth Sharing," still sends the message that paint projects are simpler when using Glidden Brilliance.

**Self-Perception:** Simple Solution DIYers strive to create an environment that accurately represents their personality.

**Simplicity:** Glidden Brilliance is an easy to use paint that offers a simple palette of 306 colors, conveniently available at 3,500 Walmart locations across the country.

## POSITIONING STATEMENT

With the high quality of Glidden Brilliance paint, Simple Solution DIYers can easily create a room they are proud to share with others because Glidden Brilliance is easy to use and conveniently available at 3,500 Walmart stores nationwide.

## ORGANIZING IDEA

"A Room Worth Sharing" will show a paint stroke on a wall, referred to as "a stroke of Brilliance," that reveals a vision of people enjoying their newly painted room with the most important people in their lives.

Background music for audio and video media will be Jack Johnson's "Better Together."

# Print Ads **SHOW THAT PAINTING WITH GLIDDEN IS NOT A JOB...**

## ART DIRECTION

The simple design focuses on the paint strokes that reveal each segment's vision with the most important people in their lives, the basic relationship theme of the campaign.

## HEADLINE

Aside from the three print ads shown in the plans book, other scenarios are easily represented.

Examples:

- Buddies enjoy the big game in a room worth sharing.
- Mothers witness first steps in a room worth sharing.

## ILLUSTRATION

The vision inside the paint stroke supports the emotional aspect of the campaign.

## COLOR

For this ad, Glidden's Red Delicious® color is used to reflect feelings of love among family members. Each ad uses one specific color from Glidden's color palette to reflect the emotions shown in the vision.

## COPY

The words, "a stroke of Brilliance," tie in the Glidden Brilliance name to associate the brand with feelings of confidence and self-expression, while at the same time addressing how the brand will make any painting project simpler.

## TAGLINE

The simplicity of using Glidden Brilliance to create a room worth sharing - the narrative of the campaign - is associated with the brand tagline, "Glidden gets you going™."

## CALL TO ACTION

Encourages readers to visit Brilliance.Glidden.com, the social media microsite that displays user-generated content and owned media to show how simple it is to paint with Glidden Brilliance.

*Families*

come together in

*a room worth sharing*



It's simple with  
*a stroke of Brilliance*

The Glidden Brilliance Collection  
**Glidden gets you going™**  
Available exclusively at Walmart




Discover the simplicity at [Brilliance.Glidden.com](http://Brilliance.Glidden.com)

**MODERN FAMILY MOTHERS**





...BUT A PATH TO MORE SHARED *Experiences.*

*Girlfriends*  
celebrate in  
*a room worth sharing*



It's simple with  
*a stroke of Brilliance*

The Glidden Brilliance Collection  
**Glidden gets you going™**   
Available exclusively at Walmart  
Discover the simplicity at [Brilliance.Glidden.com](http://Brilliance.Glidden.com)



### NIFTY THRIFTIES

The Orange Slice® color scheme of this advertisement depicts the happy sentiment of the three friends having a classic “girls’ night in.” The color orange represents warmth, joy, and enthusiasm. It evokes feelings of happiness and friendship.

*Soul Mates*  
begin anew in  
*a room worth sharing*



It's simple with  
*a stroke of Brilliance*

The Glidden Brilliance Collection  
**Glidden gets you going™**   
Available exclusively at Walmart  
Discover the simplicity at [Brilliance.Glidden.com](http://Brilliance.Glidden.com)



### ROOM-TO-IMPROVERS










The Country House Blue® color scheme evokes feelings of tranquility and relaxation in order to appeal to the age demographic of this target segment. The color blue is also associated with trust, security, and confidence.

CREATIVE MESSAGING: EXECUTION






# COMMERCIALS EXPAND THE EMOTIONAL *Experiences.*

**MUSIC:** Artist - Jack Johnson Song - Better Together

## :30 SECOND VIDEO - MODERN FAMILY MOTHERS VERSION

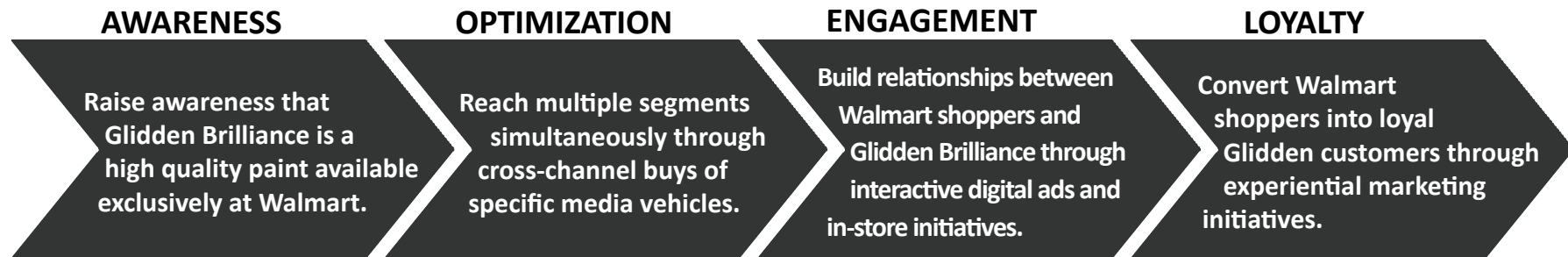
IMAGE	 4 SEC	 4 SEC	 4 SEC	 2 SEC	
VO	What goes into a room worth sharing?	Is it that faint heartbeat that grows stronger with every passing day?	Or is it knowing where to go? Where there's no boundary between price and quality.	Is it creating the perfect room?	
VIDEO	Opening shot: Pregnant woman and husband looking at pink and blue strokes of paint on the wall, imagining a future with a new baby boy or girl. Husband kisses wife goodbye.	Wife takes out ultrasound of baby. She takes picture of ultrasound on iPhone and sends it to "Mama" with text that reads: "It's a boy!!! Surprising Eddie tonight!!!"	Cut to wife walking into Walmart. Cut to wife in DIY section shopping for Glidden Brilliance paint. Walmart employee enters frame to assist. Wife grabs paint can and puts it into shopping bag.	Cut to room. Close up of Walmart bag. Wife takes out Glidden Brilliance paint can.	
IMAGE	 3 SEC	 3 SEC	 3 SEC	 3 SEC	 4 SEC
VO	Or is it a mother's love? Infinite and unconditional.	Or is it something else? Something more?	Something you don't see with your eyes, but with your heart.	Create A Room Worth Sharing. It's simple with a stroke of Brilliance.	The Glidden Brilliance Collection. Available exclusively at Walmart. To learn how Glidden gets you going, visit Brilliance.Glidden.com.
VIDEO	She then takes out baby clothes from bag, looks at them lovingly and smiles. Cut to her pouring paint. She paints one stroke of blue on the wall.	Husband returns. He sees blue paint on the wall and realizes they are having a boy. Husband jumps for joy, embraces his wife, and kisses her.	Couple continues to paint. A vision of the couple with their baby begins to appear.	The still vision comes to life. The mother and father are holding baby boy in newly painted room.	Pan down to extreme close up of Glidden paint can, Walmart shopping bag, and campaign tagline.

## :15 SECOND VIDEO - NIFTY THIRTIES VERSION

IMAGE	 2 SEC	 3 SEC	 3 SEC	 3 SEC	 4 SEC
VO	What goes into a room worth sharing?	Is it going to the place where there's no boundary between price and quality?	Or is it something you don't see with your eyes, but with your heart?	Create A Room Worth Sharing. It's simple with a stroke of Brilliance.	The Glidden Brilliance Collection. Available exclusively at Walmart. To learn how Glidden gets you going, visit Brilliance.Glidden.com.
VIDEO	Opening shot: Millennial girl moving boxes into new apartment.	Cut to girl at Walmart purchasing Glidden Brilliance paint at the checkout counter.	Cut to girl in her room painting an accent wall. Girl steps back to admire her work. A vision appears on the wall where she is painting.	The still vision comes to life. The girl is hosting a "girls' night in."	Pan down to extreme close up of Glidden paint can, Walmart shopping bag, and campaign tagline.

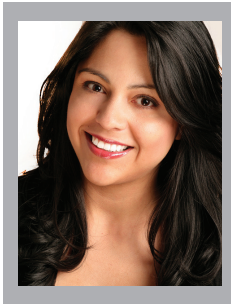


# PLANNING THE PATH TO NEW *Relationships.*



Although all three segments have different media consumption habits, we identified one common medium.

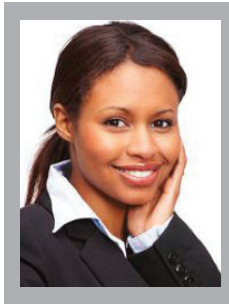
## MODERN FAMILY MOTHERS



Enjoy magazines, download mobile apps, rely on Internet as the primary source of entertainment.

**Categories:** family, home décor, cooking.

## NIFTY THRIFTIES



Read magazines just for the ads, influenced by TV shows, rely on Internet as the primary source of entertainment.

**Categories:** pop culture.

## ROOM-TO-IMPROVERS



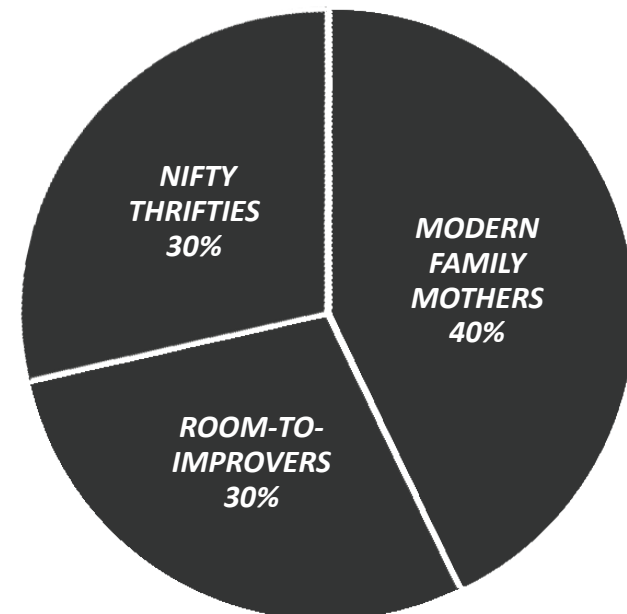
Respond well to in-store advertising, rely on Internet as primary force of information.

**Categories:** health, DIY projects, current events.

## ONLINE

Internet buys minimize waste by specifically addressing each segment's demographics, psychographics, and behaviors.

Working Media Allocation by Segment:  
\$7,332,000



Heavy-up on Modern Family Mothers because they represent the highest opportunity for increased sales.

## SAMPLE LEADERBOARD

*a room worth sharing*

Glidden gets you going™

Discover the simplicity at [Brilliance.Glidden.com](http://Brilliance.Glidden.com)**DIGITAL & ONLINE****In-Stream Video: \$600,000****248,200,000 impressions**

:15 &amp; :30 second in-stream commercials on YouTube, Hulu, and Facebook.

**Banner Advertising: \$1,000,000****55,000,000 impressions**

- Leaderboards, skyscrapers & pop-ups on BHG.com, CountryLiving.com, DIY.com, HGTV.com, HuffingtonPost.com, Parents.com, HouseBeautiful.com.

**2-day YouTube Homepage Takeover: \$600,000****1.3 billion impressions**4<sup>th</sup> of July and Memorial Day.**Search Engine Optimization:****Reach Local Service\*: \$300,000****20,000,000 impressions**

- Keywords across all search engines.
- Different words for each segment.
- Keywords take user to Glidden ad with content relevant to the search.
- EXAMPLE: "How do I paint?" takes user to the Glidden painting tutorials.

**Mobile: \$200,000****70,000,000 impressions**

Geo-targeted alerts and interactive ads will be delivered when a shopper enters Walmart.

**MAGAZINE****Print and Digital Advertisements: \$2,500,000****23,000,000 impressions based on circulation**

- 4-color, full-page ads, 1 per magazine.
- Buys in digital magazines on tablets and e-readers consistent with print buys.
- Better Homes & Garden, Family Fun, Ladies Home Journal, People, Southern Living, Delish.

**Special buys based on high readership:**

- People Magazine's "World's Most Beautiful" issue.
- Better Homes & Garden Magazine (South Atlantic region).
- Delish Magazine Takeover:
  - 3 issues.
  - 10 ads per issues.
  - Covers half of the available advertising space.

**DIRECT MAIL****\$186,000****2,000,000 impressions**

- Target recent movers who need to paint their new home.
- Current and upcoming promotions will be sent during the peak moving months: June and August.\*\*
- Focus on the markets with the most Walmart locations.

**IN-STORE****Walmart Smart Network: \$1,250,000**

TV screens inside Walmart reaching 140 million shoppers each week.

- 30 second commercials.
- Feature: The Walmart Mom Bloggers.

Some Walmart stores are more important than others. Developing a Tier system based on foot-traffic maximizes the impact of in-store media buys. Tier 1 stores have more foot-traffic than Tier 2 stores.

**TIER 1:** 800 stores.

Runs during entire campaign.

- Receipt Advertising: \$100,000
- Shelf Advertising: \$320,000
- Floor Advertising: \$192,000

**TIER 2:** 800 stores.Only runs during key promotional times: Mothers Day, 4<sup>th</sup> of July, and Back-to-School.

- Receipt Advertising: \$20,000
- Shelf Advertising: \$64,000

**Receipt Advertising** - Printed receipts featuring current promotions, tagline, and logo. When customers leave Walmart, they are reminded of Glidden Brilliance.

**Shelf Advertising** - Drives shoppers from other aisles to Glidden Brilliance.

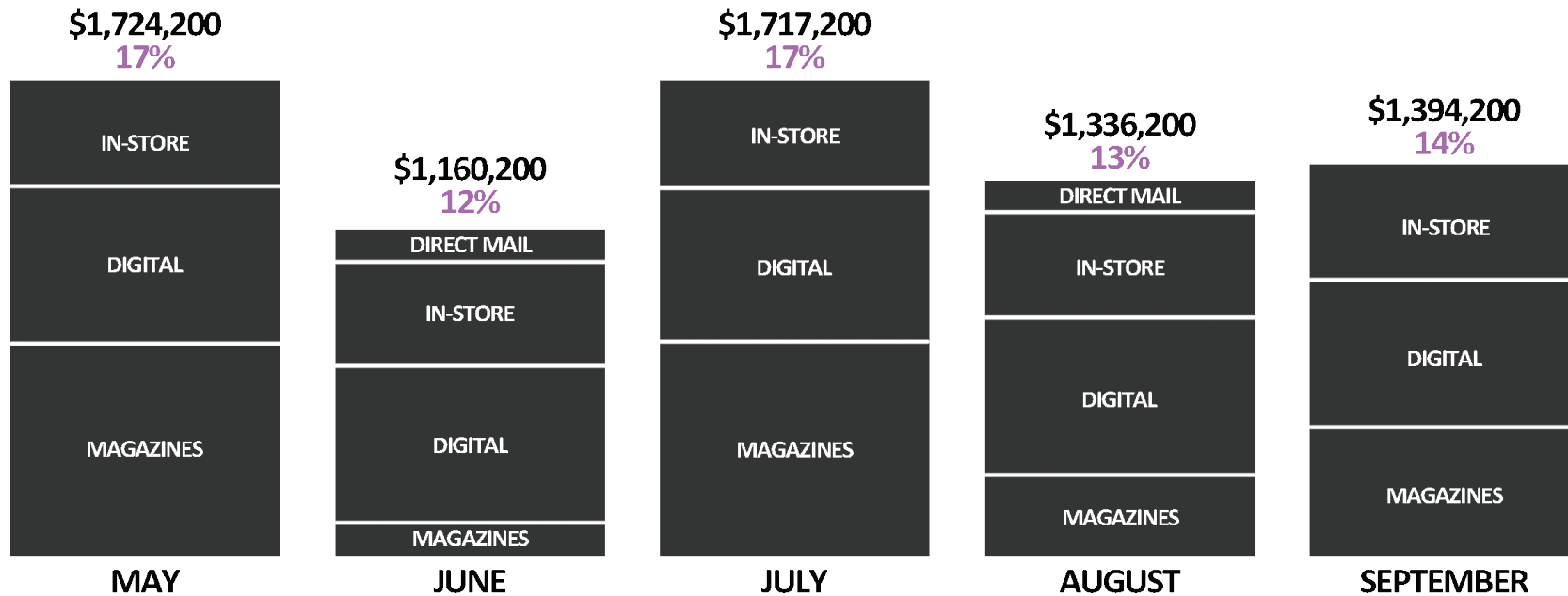
**Floor Advertising** - Stickers on the floor direct traffic to the Glidden Brilliance section.

\*Reach Local – A company that specializes in local advertising across multiple search engines.

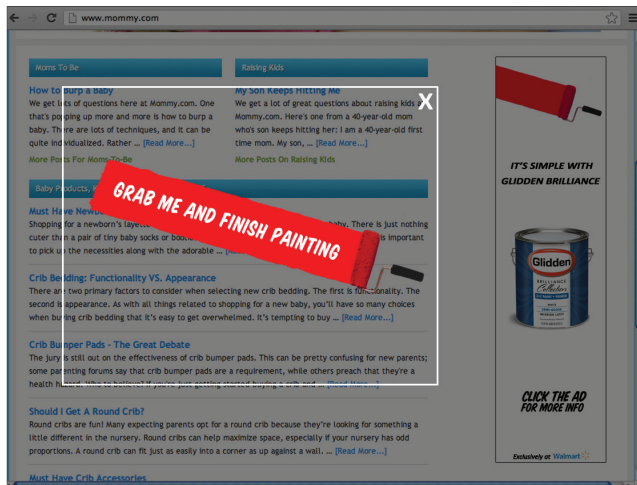
\*\* American Movers &amp; Storage Association

...AND AT THE RIGHT *Time.*

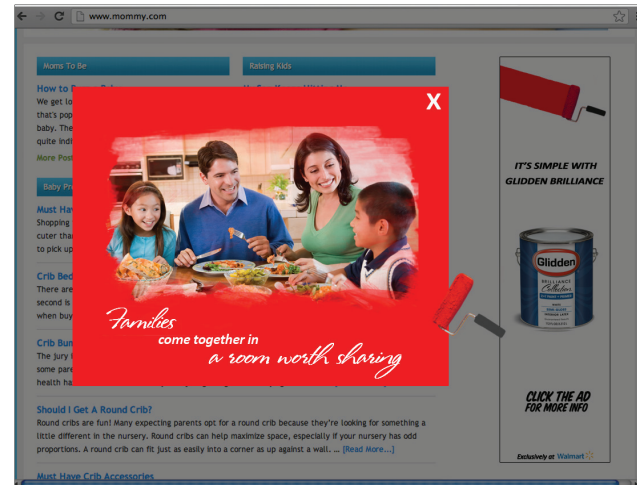
## WORKING MEDIA SPENDING BY MONTH AND PERCENTAGE OF TOTAL BUDGET



## INTERACTIVE POP-UPS AND SKYSCRAPERS REACH OUR TARGET WHEN THEY ARE ONLINE



1. When a user enters a website the screen dims and offers the user the option to grab a virtual paint roller and finish painting.



2. Virtual paint strokes create an image of the print ad.



3. When user exits, the pop-up ad turns into a skyscraper.

MEDIA



## DELISH MAGAZINE TAKEOVER

### Delish Magazine Takeover Strengthens In-Store Presence

Delish is a free, food-focused magazine offered as a premium to Walmart customers who purchase one other Hearst publication.

### The Typical Delish Reader

Delish readers are women between the ages of 24 and 45.

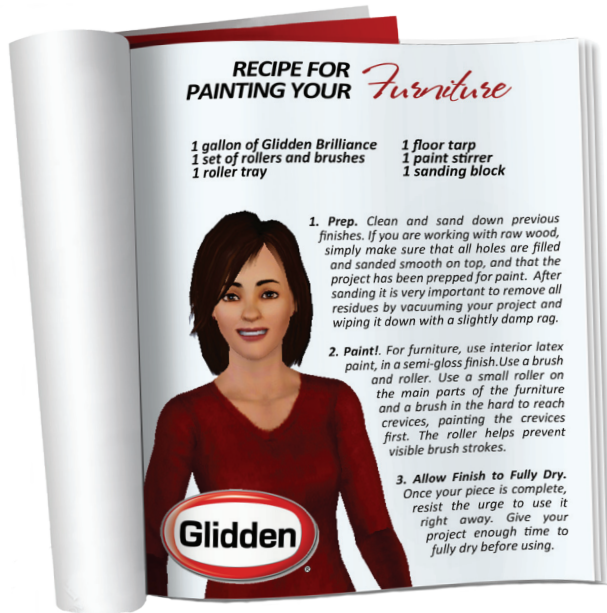
They “*appreciate the DIY ethic...and want to be inspired.*”

Delish Media Kit

### Advertorials Inspire Readers

Glidden advertisements and editorials inspire Delish readers to take on simple DIY paint projects. Three issues, each with ten ads, create a major presence:

- DIY small paint project “recipes.”
- Walmart Mom Bloggers painting experiences.
- Gabby the Glidden Guide painting tips.
- Print ads for each segment.



*“We know how to make things and fix things. And if we don’t know how, we find out.”*

Reader Profile from Delish Media Kit

## IN-STORE INITIATIVES BUILD Awareness.

## GEO-TARGETED MOBILE ADS

An ideal time to reach Simple Solution DIYers is when they are near or inside Walmart.

### Geo-Fencing

Ads or alerts will appear on mobile apps including Walmart, Glidden, Shopkick, Facebook, and Retail Me Not.

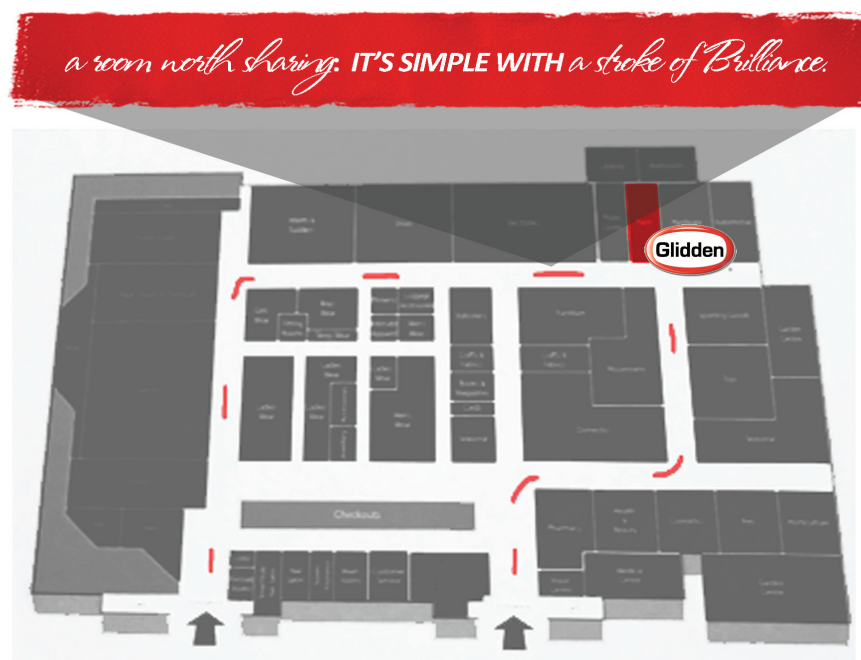
### Foursquare

Walmart has the highest “check-in” rate among other retailers. Shoppers who “check-in” to Walmart will be greeted with “A Room Worth Sharing” advertisement.



## STROKES OF BRILLIANCE

Stickers on Walmart’s floors guide shoppers to Glidden Brilliance in the paint aisle and use the theme of the campaign as shown:



# WALMART SHOPPERS MEET THEIR NEW FRIEND, *Gabby the Glidden Guide.*

...a virtual brand ambassador who builds relationships with Simple Solution DIYers both inside and outside of Walmart. Gabby has her own tab on the enhanced Glidden on the go™ app. She is also available on in-store interactive touch screen kiosks.

**“HELLO, I’M GABBY THE  
GLIDDEN GUIDE. HOW MAY I  
ASSIST YOU TODAY?”**



## GABBY’S FEATURES

### Get Inspired

Gabby displays images from Brilliance.Glidden.com, a microsite that pulls content from multiple social media platforms into one convenient location.

### Find *Your* Color

Gabby asks a series of questions to help users select the best color for their personality.

### Ask Questions

Gabby answers all FAQs from the Glidden website.

### Create *Your* Room Worth Sharing

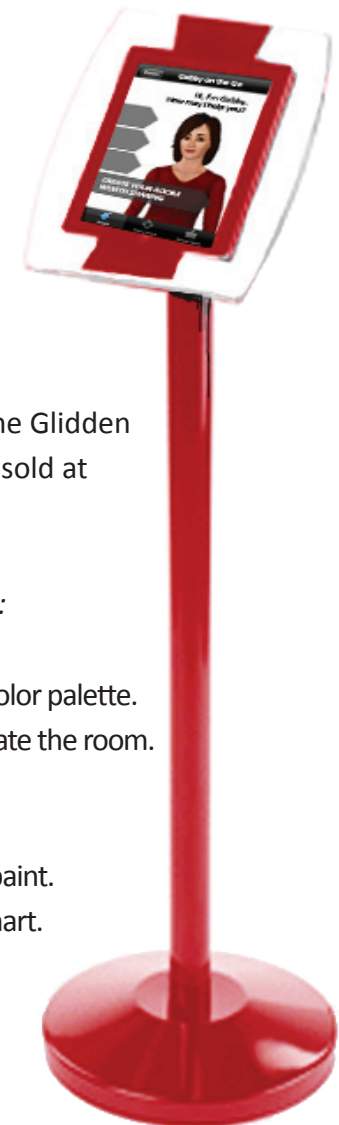
Gabby helps users design their virtual dream room using the Glidden Brilliance color palette, as well as furniture and appliances sold at Walmart.

*To create a room worth sharing, users are prompted by Gabby to:*

1. Select or upload an image of the room they plan to paint.
2. Paint with their fingers on the touch screen using Glidden’s color palette.
3. Drag and drop home décor products from Walmart to decorate the room.
4. Save and share their virtual dream room on social media.
5. Make a purchase.

**In-store:** Gabby notifies a Walmart associate to mix their paint.

**Out-of-store:** Gabby schedules a pickup at their local Walmart.



# Glidden Rooms Worth Sharing: PRINT ADS COME TO LIFE AT WALMART.

## Traveling Rooms “WOW” the Nation

The Glidden Rooms Worth Sharing mobile showcase features three rooms painted with Glidden Brilliance and furnished with home décor products sold at Walmart. This experiential showcase brings the simplicity of painting with Glidden Brilliance to the top 400 Walmart stores.

- Demonstrations by brand ambassadors show the quality of Glidden Brilliance.
- Time lapse videos reveal how simple and easy it is to paint the rooms.
- Shoppers receive a Glidden Brilliance paint tester when they “check-in” to the mobile showcase using FourSquare and Facebook.
- Pictures of the event will be available on Glidden’s Facebook page.
- Excitement about the Rooms Worth Sharing event will be created through local TV, radio, newspapers, and social media.

## Dare To Share Social Media Contest

Glidden dares contestants to share photos or videos of their:

- Crazy Family
- Funny Friends
- Adorable Children

**Weekly Winners:** Two weekly winners receive a Walmart home décor product of choice featured in the Rooms Worth Sharing mobile showcase.

**Grand Prize Winner:** At the end of the campaign, one grand prize winner receives a room makeover painted with Glidden Brilliance and furnished with products from the Rooms Worth Sharing mobile showcase.



One side of the mobile showcase features three large windows, revealing the rooms worth sharing as it travels on the road. Rear drop gate reads: *A Room Worth Sharing. It's simple with Glidden Brilliance. Glidden gets you going™*

There are two ways to enter the contest, and all entries must include the hashtag #GliddenDareToShare.

### 1. Upload an image to Instagram and share it on Facebook.

Contestants must tag Glidden in the photo on Facebook. The image with the most combined “likes” and “shares” wins.

### 2. Create a Vine video and share it on Twitter.

Contestants must mention @GliddenBrilliance in their entry. The entry with the most “retweets” wins.



# WALMART MOMS MAKE IT SIMPLE TO SHARE THE POWER OF A *Wish.*

The Walmart Mom bloggers team up with the Make-A-Wish Foundation, “an organization that grants the wishes of children with life-threatening medical conditions,” to create Rooms Worth Sharing within local pediatric centers.

## Making a Big Difference with Small Paint Projects

Walmart Mom bloggers lead hands-on paint parties to make pediatric centers feel like a more hopeful place for the children of the Make-A-Wish Foundation. Using Glidden Brilliance paint testers, children of the Make-A-Wish Foundation (wish kids) decorate wooden picture frames at a fun-filled event with their families and other patients. Each finished frame features a picture of the wish kids alongside their unique wish. Hung throughout patient rooms, waiting areas, and hallways, the children’s wishes are shared with all who pass through, turning every room in the pediatric center into a room worth sharing.

## Empowering Volunteers to Share the Power of a Wish

Using their blog network, the Walmart Mom bloggers encourage others to bring the same experience to their local pediatric center. Anyone can apply, and those who are chosen by Glidden and the Make-A-Wish Foundation are given the necessary resources to fill their local pediatric center with hope.

## Sharing Wishes Across Multiple Media Platforms

Each event will be photographed and video recorded by Glidden and covered by local news media. Content will be distributed on each Walmart Mom’s blog, the Glidden YouTube channel, the Walmart Smart Network, and the Brilliance.Glidden.com microsite.

**“94% of consumers are likely to switch to a brand associated with a cause.”**

Cone Communications, Echo Global Logistics, 2011: *Corporate Responsibility Opportunity Study*



From the Walmart Mom web page: *“We’re real Moms. And we’re bloggers. We’ve come together with Walmart to celebrate Moms, share our experiences and create a community.”*



## Raising Money to Grant Wishes

At checkout in the top 800 stores (Tier 1), Walmart customers who make a recommended two-dollar contribution to the Make-A-Wish Foundation receive a high quality complimentary reusable shopping bag that features the logos and messages of both the Foundation and Glidden Brilliance.



# Brilliance.Glidden.com: A REVOLVING CYCLE OF SOCIAL MEDIA.

When a user visits this newly created microsite, they are greeted with a revolving image of the paint project cycle that orbits the elements of this dynamic microsite, a one-stop destination that simplifies the paint project cycle by pulling all relevant user-generated content and owned media from multiple social media platforms into one convenient location.

## Pinterest

To inspire more simple DIY projects, the site displays interactive images from Glidden's new "Brilliant Rooms Worth Sharing" Pinterest board.

## Twitter

Our site displays helpful tips and answers to FAQs from Gabby's Twitter account, and informs which Walmart store the Rooms Worth Sharing mobile showcase will visit next.

The first 10 people to tweet Gabby each day will receive a digital coupon redeemable for a free Glidden Brilliance paint tester.

## YouTube

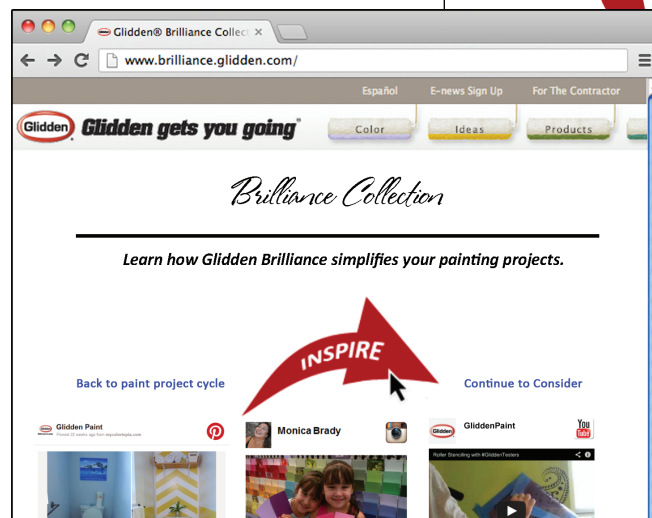
The site shows instructional YouTube videos for simple DIY projects with Glidden Brilliance to show how a small change can make a big impact.

## Vine & Instagram

Vine videos and Instagram photos from the Dare to Share contest are featured throughout the site.

## Facebook

Our site shows Glidden's "Relationships Worth Sharing" Facebook album, which showcases users enjoying their newly painted rooms with the most important people in their lives.



# A ROOM WORTH SHARING *Flowchart.*

		May				June				July				August				September				Total Cost	% of Budget
		W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4		
Print	<b>Magazines:</b>																						
	People																					\$660,000	6.6%
	Better Home & Garden																					\$420,000	4.2%
	Southern Living																					\$414,000	4.1%
	Family Fun																					\$176,000	1.8%
	House Beautiful																					\$290,000	2.9%
	Delish																					\$540,000	5.4%
	<b>Direct Mail:</b>																					\$186,000	1.9%
	<b>Total</b>																					\$2,686,000	26.9%
Digital	<b>Banner Advertisements:</b>																					\$1,000,000	10.0%
	<b>In-Stream Video:</b>																						
	Hulu.com																					\$200,000	2.0%
	YouTube.com																					\$200,000	2.0%
	Facebook.com																					\$200,000	2.0%
	YouTube Homepage Takeover																					\$600,000	6.0%
	Mobile Advertising																					\$200,000	2.0%
	Reach Local																					\$300,000	3.0%
In-Store	<b>Total</b>																					\$2,700,000	27.0%
	<b>In-Store Advertising:</b>																						
	Aisle Advertising																					\$384,000	3.8%
	Receipt Advertising																					\$120,000	1.2%
	Walmart Smart TV																					\$1,250,000	12.5%
Strategy & Integration	Floor Advertising																					\$192,000	1.9%
	<b>Total</b>																					\$1,946,000	19.5%
	<b>In-Store Initiatives</b>																						
	<b>Gabby The Glidden Guide:</b>																						
	iPad Kiosks & Software																					\$340,000	3.4%
	<b>Make a Wish Foundation:</b>																						
	Wish Worth Sharing Bags																					\$425,000	4.3%
	Walmart Moms at Hospitals																					\$400,000	4.0%
	<b>Out-of-Store Initiatives:</b>																						
	Mobile Showcase																					\$1,174,000	11.7%
	Dare to Share Prizes																					\$55,000	0.6%
	Microsite																					\$20,000	0.2%
	Paint Testers																					\$4,000	0.04%
	<b>Total</b>																					\$2,418,000	24.18%
	<b>Music Production Costs:</b>																					\$250,000	2.5%
<b>Total</b>																						\$10,000,000	100.0%

\*All production costs are included in each line item

FLOWCHART



*"Progress is not progress if it cannot be measured."* - W. EDWARDS DEMING

At **Beyond Advertising**, we believe that the use of metrics will lead to informed decisions. Our approach effectively tracks the success of our outreach through varied research based measurement tools.

Our **Measurement Value Chain Model** reflects our goal to gauge the success of our campaign from start to finish.

## GOALS & OBJECTIVES

Close the perceptual gap between Glidden and Walmart by:

- Raising awareness that Glidden is a high quality paint sold at Walmart.
- Increasing consideration for Walmart as the place to buy quality paint.

Persuade present Walmart shoppers to purchase Glidden Brilliance at Walmart.

Convey the simplicity of painting with Glidden Brilliance to achieve a result one would be proud to share with others.

Develop in-store promotions to drive traffic to the paint section.

## INTERIM MEASURES

Increase in awareness and consideration for Glidden Brilliance at Walmart

Increase in conversion rates throughout the purchase funnel

Levels of positive brand engagement

Glidden brand loyalty

### Tools:

- Ongoing sales tracking
- Ongoing brand perception research
- Ongoing social media monitoring

## RETURN ON INVESTMENT

Increase in Glidden Brilliance sales resulting in an increase in Glidden's DIY paint market share as well as an increase in Walmart's DIY paint market share.

Return on marketing investment (measured in operating return on increase in sales).

Media post-buy analysis.

Increased traffic to the paint section from existing Walmart customers.

# 2014 AND *Beyond.*

## WHAT WE RECOMMEND

### Bring Gabby to Life

To stop shoppers in their tracks and generate buzz nationwide, Glidden can bring Gabby to life in select Tier 1 locations by using interactive holographic technology from Tensator, Inc.

*"The Tensator Virtual Assistant uses cutting edge technology to create the illusion of a real person, acting as an interactive informational and instructional tool for space owners."*

Tensator, Inc.

### Launch a DIY Magazine Sold Exclusively at Walmart

In order to inspire shoppers to create a home worth sharing, Glidden should release a DIY magazine. The magazine will provide in-depth tutorials and stories that inspire simple solution paint projects by directly targeting each segment.

### Make Gabby the Face of Glidden's Online Training Program

To generate excitement among Walmart employees, Glidden will hold a monthly regional sales competition. The Walmart stores within each region that have the highest percentage increase in Glidden sales will be rewarded with a break room makeover.

### Extend Make-A-Wish

To extend the relationship with Make-A-Wish, Glidden should continue the proposed wish kids paint parties at pediatric centers. Furthermore, Glidden and Walmart Moms should select one pediatric center per month to receive a paint makeover.

## WHAT SHOULD BE AVOIDED

### Do Not Focus on the Act of Painting

Showing the daunting task of painting reminds consumers of what can be a laborious process. Emphasizing the final project will keep Simple Solution DIYers inspired and motivated.

### Do Not Expand "Gabby" to All Glidden Brands

Gabby is the link between the Glidden Brilliance Collection and Walmart. As the voice of Simple Solution DIYers, expanding Gabby to the entire Glidden line would dilute her value.

### Avoid Large Cable/Broadcast TV Spots

Broadcast/Cable TV is an expensive way to waste money on people who are not in the target and cannot be measured. Advertisements placed online have the ability to target specific demographics, psychographics, and behaviors.



