



Augustana College



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# *Executive Summary*

## *Welcome: Please let us introduce ourselves and our campaign!*

We are Velocity Communications from Augustana College in Rock Island, IL. Our single strategic marketing idea that we have centered our campaign around is improving the in store awareness and experience. This will be done by in store promotional changes & QR codes, increased service, and awareness built through the introduction of a Glidden reality show and through online advertising.

Supporting all of these tactics will be our public relations blitz and the use of online strategies. Our ideas compliment the National Glidden Brand efforts already in place by sticking to being simple, fun, and unexpected in good ways.

To begin, our Glidden's Got You Covered campaign requires the following work to be done prior to the public launch of the campaign:

In the months before the campaign, we will locate and contract with local PR agencies. These agencies will help source photographers and installers for our campaign. The installers will install new display materials including a 3-D floor sticker. The photographers will take pictures of local people interacting with our in-store materials for release to local media and social media.

In addition, Velocity Communication will prep each of these local PR firms with news release templates and instructions for a successful Glidden PR blitz at the local level and will monitor overall PR such as nationwide social media contests.

**- Velocity Communications**

# Swot

## Strengths

- User friendly website with a strong emphasis on customer service
- Affordable
- Easily accessible at Wal-Mart
- Advancing with technology by creating a smart phone app

## Weaknesses

- Lack of brand awareness
- The “Glidden on the Go” app doesn’t have the best quality of finding the color one may want
- Wal-Mart employees lack paint specific training
- Paint is perceived to be of poor quality

## Opportunities

- AkzoNobel is #1 among paint manufacturers - use prestige or connections
- Building awareness that paint is environmentally friendly to reach new markets
- Adapting technology quickly to promote Glidden and provide educational tools (Example QR codes)
- Social networking

## Threats

- Customers do not think it is high quality paint
- Consumers believe they have to apply multiple paint coats with Glidden
- In consumer reviews, competing brands are consistently ranked higher

# Primary Research

## Glidden's Got You Covered Campaign Outline

### Goals

- Build the awareness that Walmart sells paint
- Increase Glidden paint sales in Walmart
- Increase Glidden brand value

### Objectives

- Increase buying consideration from 23% to 28% from May to September 2014
- Increase awareness from 66% to 76% from May to September 2014
- Increase Glidden paint sales in Walmart by 10% within a 12 month period after our 5 month campaign
- Increase name awareness by 10% over the 5 month campaign among Walmart shoppers.
- Increase perceived quality of Glidden paint products by 15% over the 5 month campaign.

### Strategy

*Improve the in store awareness and experience*

### Tactics

- Introduce new in-store promotions
- QR Codes
- Increase Service
- Television
- On-line Advertising

### Supporting

- Public Relations Blitz
- Social Media

### Industry Trends

- Paint advertising tends to focus on emotion and comparisons of natural wonders such as leaves and waterfalls as opposed to colored paint chips
- Many paint companies are beginning to use virtual painting software to assist customers in color selection (Example is Glidden's "Glidden on the Go" app)
- Sustainability and environmentally friendly paint products are becoming more apparent

### Barriers

*As the case study states our barriers include:*

- Perceptual gaps in quality
- Lack of knowledge about products
- Absence of quality customer service

# Primary Research

## Method 1: Online Survey

**Sent to:** Augustana College students, faculty, staff, alumni, and individuals previous groups forwarded the survey to.

**Purpose:** to define and understand preferences in paint retailer, motivation, and frequency for undertaking a paint project, important features when purchasing paint, channels consulted for painting advice, and shopping frequency at Walmart stores among each segment.

*Survey responses remained anonymous*

## Key Findings:

### Uneducated Painters

The “uneducated painter” survey respondent base indicated that its primary motivation for painting a room is for personalization purposes, they are inexperienced with paint in, and a little over half shop regularly at Walmart less than once a month.

- 55% shop at Walmart less than once a month
- 84% of respondents would consult family for painting advice
- 100% of respondents had little or no experience in painting
- 58% would paint a room for personalization purposes
- 52% identified Home Depot as the retailer they would most likely visit to purchase paint

### Regular Painters

This group is defined as the “regular painter” .

- 44% shop at Walmart less than once a month
- 86% would consult with a paint department specialist for painting advice
- 100% of respondents indicated they paint once a year

- 44% indicated that their motivation for painting a room was for personalization
- 57% indicated Home Depot as the store they would most likely visit to purchase paint

### Older Painters

The “older painter” respondents consisted of individuals ages 51 and over and are more skilled in painting than the younger generations. Older painters surveyed indicated that they paint every couple years and prefer to visit a specialty store when making their paint decisions.

- 64% shop at Walmart less than once a month
- 89% would consult a paint department worker or specialist
- 52% of respondents in this segment indicated they paint every couple years
- 38% would paint a room for remodeling purposes
- 52% prefer to visit a specialty store to purchase interior paint

### Most important features in paint according to each segment

When asked what were the most important features of their decision making process in regards to the purchase of paint, respondents in each segment were asked to rank the following features in order of importance, 1 being the most important and 6 being the least important. All three segments indicated that the top three features most important in regards to paint were quality, price, and color selection:

- 1 Quality**
- 2 Price**
- 3 Color Selection**
- 4 Ease of Application**
- 5 Good Reviews**
- 6 Packaging**

# Primary Research

## **Method 2: Paint Department Analysis**

**Purpose:** to define the factors preventing Glidden from being a preferred paint brand among consumers through a paint department analysis within Walmart stores as well as competing paint retailers.

### **Key Findings:**

#### **Walmart**

- Physical location of the paint department varied in each store
- Average cleanliness of the paint department was 4.7 (based on a scale of 1-7).
- Advertising found within the paint department included a few flag banners and brochures
- Department was unattended (i.e. assistance with paint purchases was rarely offered)
- Customers in the department were mostly families
- Department lacks color and is overall uninviting to customers

#### **Competitors**

- Average cleanliness was 5.2 (based on a scale of 1-7)
- Traffic was much higher in competing retailers
- Advertising within the paint department included colorful overhead displays, signs, and brochures
- Assistance was prompt (less than 10 minutes)
- Customers in the department were mostly middle age adults
- Shelves were well stocked and organized
- Atmosphere was relaxed and professional in appearance

## **Method 3: In Depth Interviews**

**With Whom:** Our newly found segments.

**Purpose:** to verify our strategies were valid and assist us in making them better catered to our consumers.

### **Key Findings:**

- Knowledge about how consumers were typically drawn to the paint department through visual advertising
- Finding the information consumers feel is most needed before purchasing paint (transferred into our QR Code ideas and menu)
- Verification of the “cool factor” in our big ideas such as our 3D floor sticker and reality show



# Secondary Research

*Extensive research reveals the following about our segments and the paint industry.*

## **Segment 1 The Aspiring Amateur**

- Prefer bright and intense colors
- Unexpected color combinations make them feel spontaneous
- More environmentally friendly and like earthy tones
- Gravitate towards cheap design ideas that still look professional
- Heavy users of technology – growing rapidly amongst female Millennials.
- 75% of women use the Internet weekly for news and information.
- 16% more likely than non-Millennials to explore brands on social networks.
- Sites like Pinterest are popular among this generation for design ideas
- Price Sensitive

## **Segment 2 The Faithful Family**

- Over 70% of mom shoppers agree stores with QR codes at the shelf show the retailer truly cares about giving her “the best possible experience” in her purchasing decision. Reasoning is added QR codes make her process easier by linking her with direct access to more information.
- Driven by technology
- 2/3 use smartphones during shopping to take pictures of products and look up company websites
- Price Sensitive

## **Segment 3 The Experienced Elder**

- Baby Boomers often favor having a buying experience over simply paying for the physical item because they place value in customer service
- Desires good quality paint and easy application.
- They are not as price sensitive as the other two segments
- What about technology?



# Segments



## The Aspiring Amateur

- This segment is the least experienced in painting and home improvement.
- Budget is constrained and trying to make ends meet.
- They shop for affordable goods, but expect decent quality in what they buy.
- Relying on advice from their family and friends, the Aspiring Amateurs buy what their told, as long as it's convenient for them.
- With over 50% of this segment owning and using a smartphone they are technologically driven and interconnected through social media sites like Facebook and Twitter.



## The Faithful Family

- As current loyal Walmart shoppers, 72% of this segment already buys Walmart paint.
- With low incomes and a household to maintain, Faithful Families commit to inexpensive and basic decorating projects and renovations.
- Still connected to Facebook and Twitter, this segment heavily relies on product ratings and user reviews before committing to a purchase.
- Approximately 2/3 use smart phones to shop.



## The Experienced Elder

- Paints for maintenance and functionality.
- Appreciating the accessibility that Walmart has to offer, this segment recognizes the value in its products, however desires quality in its offerings.
- Not reliant on technology, but favors a personal relationship with the seller and looks to them for painting tips, info and advice.

# Tactic 1: In Store Promotions

## The PR Blitz

### Can in-store displays build brand awareness for Glidden in Walmart?

*They can if they are cool and customers interact with them.*

#### **So here is how it works:**

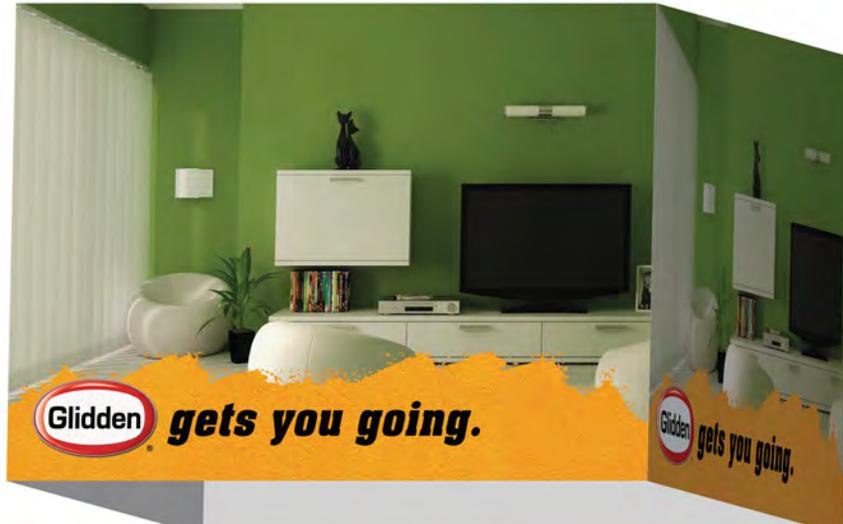
1. Local sign company installs all the new display materials, with the 3-D art floor sticker to be installed last (on the promotion kick off day).
2. Local PR contractor works with local media to get them to the store for the unveiling of the 3-D floor sticker and gets photos of local people interacting with the 3-D floor art. The media runs the photos or video footage with a local spin.
3. The local PR contractor also posts photos to social media including Facebook, Twitter, Pinterest, Foursquare and any local social media sites. The 3-D art features the Glidden and Walmart brands.
4. People across the country take photos of their families and friends posing with the 3-D art sticker and post it to their favorite social media (promoted by a contest where they can win Walmart gift cards).
5. It goes viral and people are constantly in the paint department figuring out different poses with the 3-D art floor sticker and sharing them across all social media.
6. The campaign is so successful that the 3-D art is replaced periodically with a new cool floor sticker so that people continue to stop in the paint department at Walmart to buy Glidden paint.

## Entrance Banner



# In Store Promotions

Paint-Aisle Banner



Large 3-D Floor Sticker placed in the paint department at Walmart stores



Demonstration of person posing in just one of many variations possible with the floor sticker.

Shelf Sticker for Other Departments



# In Store Promotions

## Shelf Flag



Taking place throughout the entirety of the campaign, customers have the chance to win a \$1,000 Wal-Mart gift card!

### It's Easy...

- Take a picture of yourself, friends or family posing with our featured in-store 3D floor sticker.
- Upload your photo to Twitter (#gliddensticker), Facebook (tagging yourself to "Glidden Sticker" on Glidden's official page) or Pinterest (@GliddenBrilliance).
- Get featured and win!
- Rules will be posted on each of our social media pages.

**PR Blitz:** There will be a press release introducing the in-store changes and introducing our 3D floor sticker competition.

**Social Media:** The 3D floor sticker competition will allow many chances to post photos throughout Glidden's social media.

## Tactic 2: QR Codes

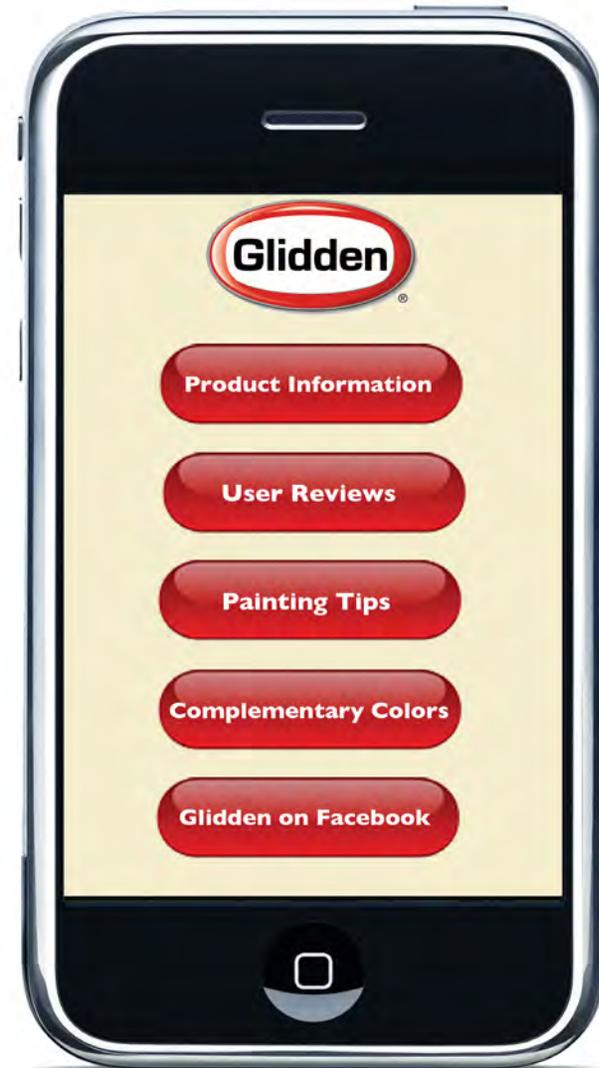
### Where do the QR codes lead?

- Back of paint chips lead to microsite top 10 colors
- Shelf stickers lead to Pinterest boards
- Paint Aisle banner and posters lead to microsite main menu
- Glidden Product QR codes lead to product information

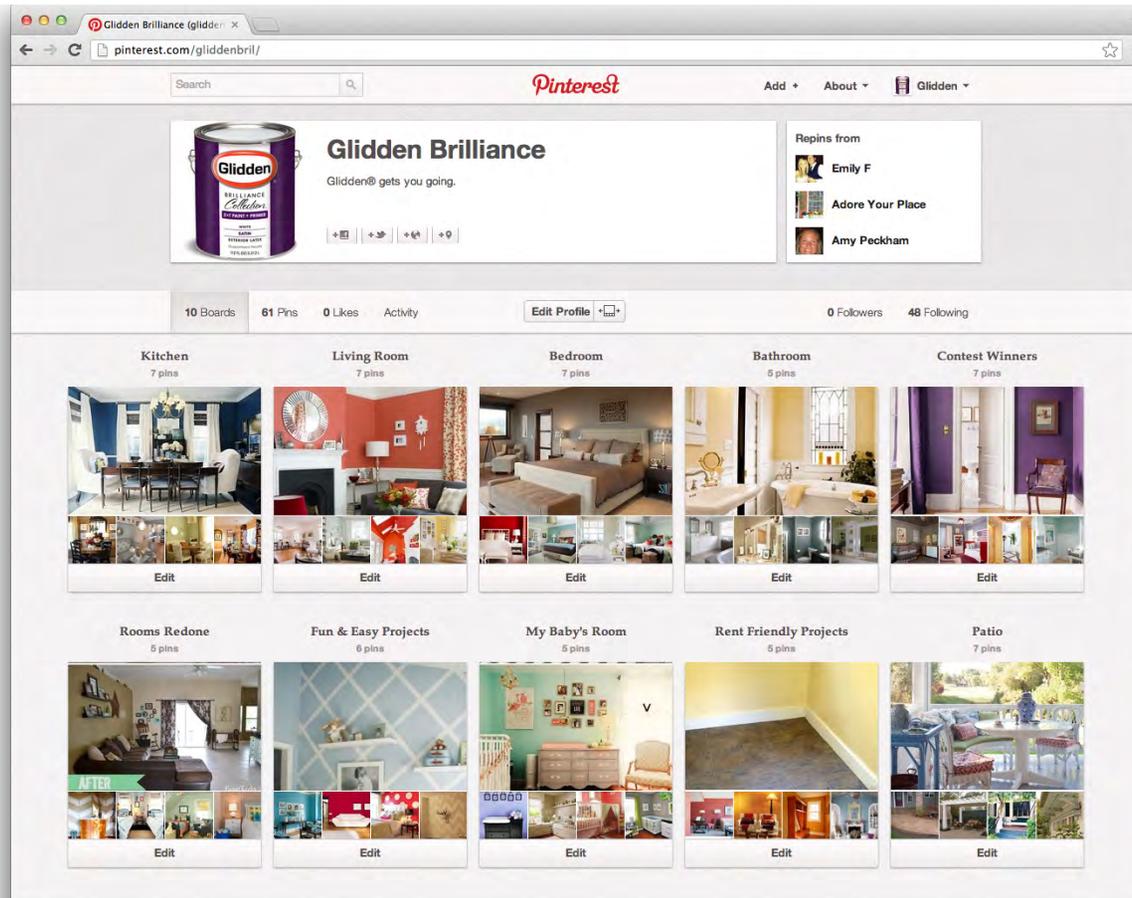


• **Areas with QR codes would include:** Glidden paint products, stickers in other departments, Glidden paint swatches and branded posters and banners.

### Microsite Main Menu



## Tactic 2: QR Codes



**PR Blitz:** Also in the press release announcing new Walmart paint department in store changes, readers will be told to scan QR codes throughout the department for more information and ideas.

**Social Media:** Some of the QR codes will lead to the new Glidden Brilliance Pinterest page.

# Tactics 3 & 4: Increase Service & Television

## Plan

### Our plan for increasing service to our consumers includes:

- In store Demos by Glidden Sales Representatives
- Distribution of training video to all Walmart painting department employees
- Adding a call button to the department

## Training Video Outline

### Portion 1: How to approach customers

- *How to communicate with customers*
- Instructions to give customers to take home with them
- Information on mixing with paint stick and dry times

### Portion 2: How to mix paint properly

### Portion 3: Knowledge of the products beings sold

- *Interior Paint*
- Discussion of complementary colors
- Discussion of Top Ten paint colors

### Portion 4: How to apply paint

- To different surfaces
- To different environments/conditions

### Portion 5: QR Codes

- What are QR codes?
- What does our microsite have to offer?

## The Reality Show

### A Lick of Paint!

- The reality show will launch with 13 episodes which will air once a week
- Host will be an attractive male, in their early 30s, charismatic, knowledgeable, and be a paint licensed and bonded paint professional. We will conduct a casting search focused on the Midwest markets we plan to shoot in.
- Show would take place in the Midwest region.
- The show will be syndicated to a cable network (producing revenue) and will increase awareness of Glidden products.
- If we are unable to syndicate the show immediately, all videos will be placed on YouTube.
- Network or YouTube links will be integrated into the Glidden website and microsite.
- A paint focused reality show will break through the standard paradigm by allowing customers to not only see the importance of color but to see how various painting techniques can change the atmosphere of a room.
- Evaluation of this program will be completed upon review of audience ratings, assessment of YouTube views and traffic to Glidden webpages.

**\*For detailed outline of show please view our storyboard**

**PR Blitz:** Instore demo dates and the reality show will be mentioned in a press release

**Social Media:** The demos and reality show will also be announced throughout all social media platforms

# Tactic 4: Television

## A Lick of Paint! Storyboard

This reality show uses a proven paradigm for home makeover shows. It features Glidden product placement and teaches new tips and tricks for great house paint projects.



1. The host approaches people looking at paint at Walmart. Some don't trust him, but he eventually finds someone with a paint project to take him home.



2. They check out the house and determine the scope of the project.



3. The family is shown a computer mockup of what the new paint will look like in their room.



4. The paint color reveal always features Glidden paint.



5. The homeowners help prep and paint. The host always features new tips and methods to apply the paint for custom finishes.



6. The home owners are sent away as the room is restaged. They return for the reveal and find that the show has also given them a gift for the room that is a surprise (e.g. bed room set, flat screen, etc.).

## **Tactic 5: Online Advertising**

### **Google Adwords**

- Approximately 5 billion Google web searches per day.
- Offers a keyword search basis.
- Cost per click (CPC) rate is very inexpensive (\$0.50) for having more than 600,030,000 impressions.
- Ads can be clicked up to 1,000,000 times throughout the campaign
- Our featured advertisements will connect users to the Glidden homepage as well as their new and improved Facebook page.

### **Facebook**

- Over 1 billion registered Facebook users.
- Marketing will tie directly to their “likes”, interests and personal information.
- With an established CPC rate of \$0.80 - set within the recommended bid range provided by Facebook - our Facebook banners will have over 240,000,000 total impressions.
- Ads can be clicked 250,000 times per year
- These featured banners will stand out from competing banners because of their bright expressive colors.
- This method of advertising will link Facebook users to Glidden’s homepage where possible consumers can be introduced to its wide array of products and offerings.

Between the utilization of Google Adwords and Facebook Advertising, this marketing tactic of online advertising alone will have over 840,000,000 combined impressions. By featuring 25-30 uniquely designed Google Adwords and Facebook banners, our users will continuously experience different visual representations of Glidden’s products. We ultimately believe that this marketing tactic will not only increase the percentage of sales of Glidden paint, but will build the awareness and consideration of purchasing Glidden branded products.

Paint – Great Quality, Great Price – Glidden.com

[www.glidden.com/collections](http://www.glidden.com/collections)

Find your inspiration

Glidden Brilliance Paint Collection – Glidden.com

[www.glidden.com/collections](http://www.glidden.com/collections)

Get Rolling With Glidden

# Effectiveness

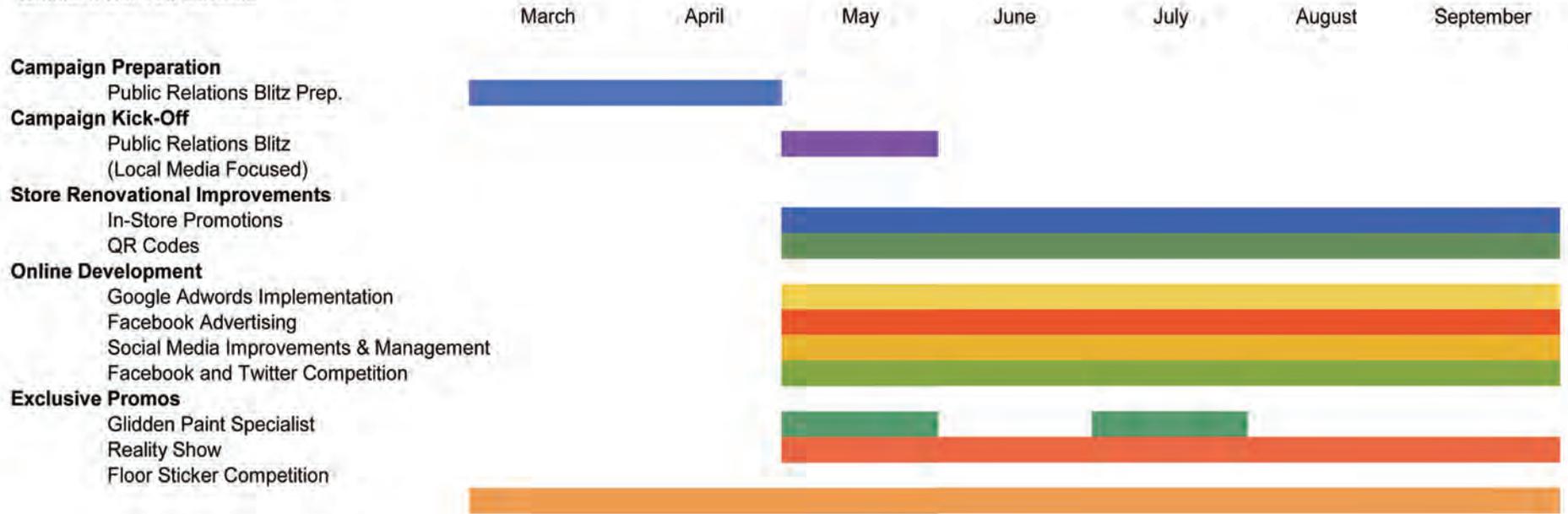
All objectives would be measured by Walmart consumer surveys and by verifying Glidden paint sales with Walmart at the end of the campaign. Each tactic may easily continue after the campaign's duration and evaluations of individual tactics are as follows:

- **Glidden Paint Specialist**- consumer surveys, Glidden sales representative surveys, Walmart employees survey
- **\*QR Codes**- A gateway page will allow us to measure traffic coming from the QR codes.
- **In Store Paint Department Changes**- survey consumers
- **\*Online Advertising**- Google account measures click-throughs and gross impressions
- **\*Reality Show**- check viewer numbers
- **PR Blitz**- consumer surveys and paint sales
- **\*Social Media Improvements**- number of likes, assessment of frequency of interaction between company and social media users, and number of entrances in social media competitions

**Items may be checked on throughout the campaign without much effort allowing for the decision to increase promoting them through other successful tactics or cutting them**

# Timeline

Timeline of Marketing Events (2013)  
"Glidden's Got You Covered"



# Budget

## Advertising Developers Budget Information "Glidden's Got You Covered"

### Tier of Focus

#### Service

Glidden Paint Specialist	\$1,020,000.00	
<b>Total</b>		<b>\$1,020,000.00</b>

#### Online

Social Media Improvements		
Facebook/Pintrest Competition	\$200,000.00	
Facebook Advertising	\$200,000.00	
Velocity Social Media Management of campai	\$100,000.00	
Google Adwords	\$500,000.00	
<b>Total</b>		<b>\$1,000,000.00</b>

#### In-Store Promotions

Shelf stickers with QR Codes	\$14,000.00	
Shelf Flags	\$14,000.00	
Shelf Talkers	\$26,250.00	
Ceiling banner	\$175,000.00	
3-D Floor Stickers	\$875,000.00	
Entrance Banners	\$2,100,000.00	
End Cap Displays	\$875,000.00	
QR Codes	\$0.00	
<b>Total</b>		<b>\$4,079,250.00</b>

#### Public Relations Blitz

Kick-off Public Relations Blitz	\$1,200,000.00	
<b>Total</b>		<b>\$1,200,000.00</b>

#### Television

"A Lick of Paint" Reality Show	\$1,000,000.00	
<b>Total</b>		<b>\$1,000,000.00</b>

#### Evaluations

Post Evaluations	\$50,000.00	
<b>Total</b>		<b>\$50,000.00</b>

#### Contingencies

Contingencies (7%)	\$700,000.00	
<b>Total</b>		<b>\$700,000.00</b>

<b>Total Expenditures</b>		<b>\$9,049,250.00</b>
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- Service
- Online
- In-Store
- Public Relations
- Television
- Evaluation
- Contingencies

## ***Meet the Team***

**Kayla Aeschliman**

**Anthony Ash**

**Zach Buchel**

**Brittney Bush**

**Arielle Campos**

**Amber Dalgaard**

**Alvin Fonseca**

**Justin Fox**

**Lauren Gebhardt**

**Jamie Hochmuth**

**Danna Jensen**

**April Kathe**

**Blake Kilker**

**Lauren Kirik**

**Paul Kleinhans-Schulz**

**Katherine Kot**

**Cortney Lebeda**

**Angelica Lindqvist**

**Lauren Mentado**

**Emanuel Olaguez**

**Amanda Pletsch**

**Genevieve Ritter-Jenkins**

**Nils Van de Ven**

**Lauren Verplaetse**

**Aubrey Waddick**

**Jaclyn Zamora**

**Jacob Zubrzycki**