

# BE Brilliant

**University of Tampa**  
Plans Book



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## Executive Summary

Two hundred million customers walk through the doors of Walmart's retail stores every week. These stores have become a staple, and a visit to Walmart is often a part of many consumers' daily routines. People buying groceries, furniture, bicycles, or televisions, often times buying all of these things together. Why not paint too? A lack of awareness, that's why. But tell me; if you already go to Walmart why make a second trip? That's where our campaign fits in. Informing these shoppers, who already frequent the store, that there is a paint section here, and that Glidden is there to help.

This means helping first-time apartment renters pick colors with confidence, saving a young family time and money by bundling their grocery run with a home project trip, and assuring experienced home owners that the paint they buy at Walmart provides the same value as their other home décor purchases. The campaign exemplifies how purchasing Glidden at Walmart is a smart decision. How does one define brilliance? Whether being brilliant to you means saving money, saving time or getting the best quality on a budget, Glidden wants you to be brilliant.

## The Glidden Brand

Glidden has a unique personality within the paint market. Our campaign leverages that unique personality to increase awareness and consideration of Glidden paint among current Walmart shoppers. The Glidden Brand personifies the following characteristics:

Simple & Convenient  
Bold & Modern  
Fun & Friendly

The Glidden Philosophy:

"Painting can be a great way to brighten our lives. It lifts our moods. It adds color to the world. Painting brings us together. And starting today, we all can paint. Because Glidden makes it easy to turn inspiration into action. Glidden provides the tools to choose color with confidence and match trim like a designer. And, Glidden makes sure you have fun every step of the way. Ready to make a change for the better? Glidden Gets You Going®."

## Key Points: Glidden is simple

Glidden welcomes new painters and opens a realm of creative self-expression

Glidden's Brilliance Collection offers quality paint and primer for half the cost of competitors

Glidden's products motivate, and make it easy, for people to paint

## Research Objectives

Identify the DIY needs of each target segment - what motivates them to paint?

Uncover perceptions of Glidden and Walmart as a paint retailer

## Method

250 Walmart shopper surveys conducted both on and offline

73 in-depth interviews with participants from the three segments

45 observation hours over 5 weeks in Wal-Mart stores.

# Consumer Insights

Question: What Influences Shoppers to Purchase Paint?

Insight #1: Color Matters

Summary: Color is a source of inspiration for the target segments as well as a tool they use to make their homes unique and suitable.

Reasoning/Question: "Does the brand of the paint matter to you?"

Answer: "No, it's more color based. I don't know enough about different brands to have a preference, as long as it looks appealing."

"In a nutshell color is absolutely an influence, [in purchasing paint] its essential. Performance is an influence, convenience is an influence"

"Paint is essential, color is essential, I will not live in white!

"White walls drive me insane, I want color"

Insight # 2: Creative Swatch Displays Catch Shoppers Attention

Reasoning: "The color sample wall catches my attention."

"The wall of color samples, especially if they're in a cool arrangement...they make you want to go over and see what the product is."

Question: What do the DIYers want?

Insight # 4: DIYers Want to Live in Comfort and Style

Summary: The target audience wants their home to mirror their personal style.

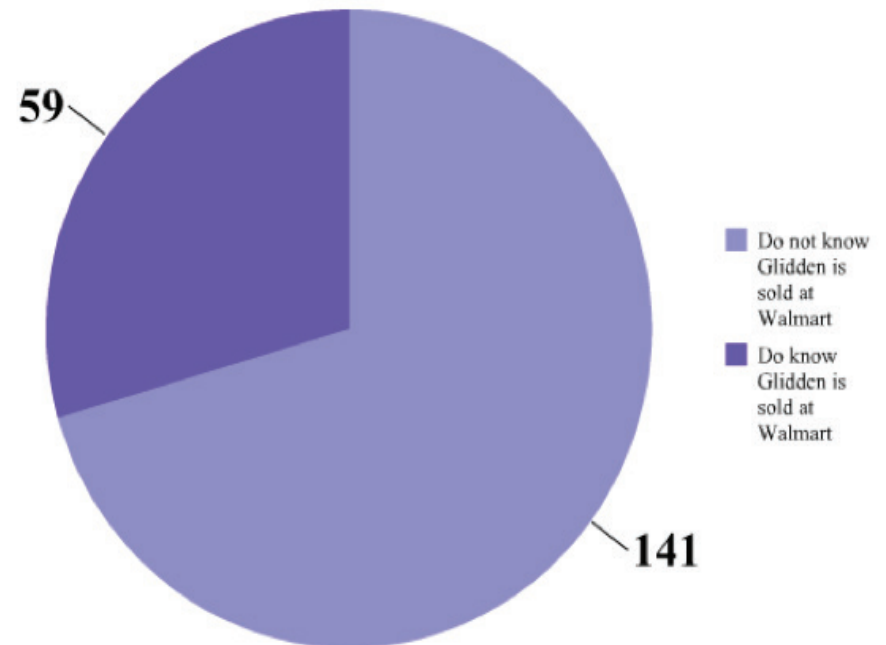
Reasoning: "I like a certain spontaneity to my home décor. Eclectic style, but it all comes together because in the end it represents different parts of my personality."

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

Insight # 5: DIYers Want Value

Summary: While the segments are looking for a good product they tend to focus more on staying within their budget.

Reasoning: "Price is always an influence but quality comes first"



## Summary of Challenges and Opportunities

The biggest challenge Glidden faces comes from target segments who are already Walmart customers, but do not use Walmart as their retailer for paint. This is a direct result of a lack of awareness of the store's paint department, and the availability of quality paint that Glidden provides there.

As Walmart's flagship paint brand, Glidden has the opportunity to reach a large group of potential customers whose values are already aligned with Glidden's brand. Our campaign will close the information gap between these consumers and Glidden, satisfying both the brand's and the consumers' needs.

## SWOT

<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>- No competitors within <u>Walmart</u></li> <li>- <u>Walmart</u> is a well known brand</li> <li>- Target Market ALREADY shops at <u>Walmart</u></li> <li>- <u>Walmart</u> is a convenient, one stop shop</li> </ul>	<p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>- Lack of awareness and consideration for <u>Walmart's</u> paint department</li> <li>- Customer service concerns</li> </ul>
<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>- <u>Walmart</u> already has 200 million customers per week</li> <li>- Condition of the economy results in consumers seeking products with strong price value</li> </ul>	<p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>- Paint is commoditized product</li> <li>- 2-in-1 paint primer is no longer unique to Glidden</li> </ul>

## Target Segments

Renting DIY Shoppers - Millennials – eager to revive their rental to make it their own– least experienced – least confident – need simplicity – already shop at Walmart but are not aware about the Glidden paint selection – may need help when it comes to deciding what to buy – have the inspiration just do not know where/how to start

Current Walmart Paint Shoppers – Young families on a budget, includes minorities- Walmart paint loyal – painting projects are family oriented and simple (not too costly, not overly advanced or time consuming) – Already buy Glidden at Walmart so we are looking to inspire more frequent projects in order to sell more paint.

DIY Shopping Walmart Home But Not Paint – older – perfectionist -- experienced painters – likes to keep things simple -- homeowners -- need reassurance in Walmart quality – appreciates the one-stop-shop concept Walmart offers -- like to save money by fixing things themselves, while also adding value to their property -- have acquired many life skills through the years -- mostly Caucasian -- paint for maintenance through simple and affordable decoration projects

# Brief Material

## BACKGROUND:

The Glidden and Walmart brands strive to provide consumers with a shopping experience that is simple and valuable. With Walmart's easy and convenient one-stop shop consumers are able to save money and "live better." While Gliddens motivating approach gives Walmart shoppers the inspiration to take on new projects with confidence.

## THE CONSUMERS:

All three segments are Walmart shoppers that want, or need, to take on a DIY project. When shopping, these segments focus on value and convenience. They desire to live in a space that reflects their personality, and to refresh and maintain their homes. Color selection is crucial because it is the biggest influence when choosing home décor.

"I like certain spontaneity to my home decor. An Eclectic style. It all comes together, but in the end it represents different parts of my personality."

## THE PROBLEM:

Current DIY Walmart shoppers lack awareness and consideration towards purchasing Glidden Brilliance paint at Walmart. Those who are aware lack inspiration for projects or the confidence to take on the job.

## HOW WE WILL FIX THIS

The campaign will interact with Walmart shoppers throughout their visit to the store by creating an engaging retail experience. Informative in-store signage will communicate the benefits of using Glidden, and encourage shoppers to make a stop at the paint department part of their Walmart routine.

## ROLE OF ADVERTISING:

Advertising will be used to inspire the target audience to take on new paint projects, boost user confidence, and solidify the trustworthiness of the brand. The campaign will communicate the convenience of buying Glidden at Walmart along with other essentials. People want their home décor to reflect their lives and personality. Paint is the foundation and inspiration for people's homes.

## TONE:

Aligned with Glidden's brand image the campaign will be upbeat, relatable, and motivational.

## Campaign Theme

# BE Brilliant

Brilliance is defined as having excellence or distinction, conspicuous talent, or mental ability; characteristics that our campaign associates to consumers that use Glidden for their projects.

Be Brilliant. Use Glidden. It's that simple. Glidden paint performs competitively with other brands, sells for half the price, and is available at a store that our audience frequently visits for other necessities. Why make a second trip to another store for paint?

Everyone has a different concept of brilliance, and using Glidden makes each of our target markets brilliant in their own way. Renting DIY-er's can confidently tackle projects and crafts, with a paint brand that makes the process easy to understand. Young families will find that the price and convenience of buying Glidden fits nicely into their previously established Walmart routines. While routine

maintenance and décor shoppers can save time and get everything they need in one trip to Walmart.

The message is a call to action for these targets. Use Glidden, because it's easier, cheaper, and more convenient. Use Glidden and be brilliant.



# Creative Executions

## Non-traditional

### The Brilliant Machine

The Brilliant Machine will be located in the paint department. It is a visually interactive paint mixer that allows customers to mix paint on their own time. The machine is a mechanical paint specialist giving the consumer his or her individual experience with Glidden.

#### Machine Directions

##### Be Brilliant, Start Here

1. Insert Can
2. Type color code
3. Select sheen
4. Mix color
5. Enjoy your brilliance



## Paint Kit



“Everything You Need To Be Brilliant”

The Glidden paint kit provides consumers with all of the tools they need to complete their project. The Glidden Gear Paint Kit is available for purchase in Walmart alongside the paint aisle.

## Isle Tags



The Glidden “Be Brilliant,” logo and tagline are placed sporadically throughout Walmart’s ceiling aisle signs. They are another way to raise awareness that Glidden is sold within Walmart. The signs are merely there to catch the shopper’s attention and visit the paint department.

“Brilliant is matching your paint to your \_\_\_\_\_”

The “Be Brilliant” color comparison advertisements are a way to show shoppers how Glidden paint can be a major form of decoration within their living space. It gives inspiration to use a specific item to base paint selection from. The aisle advertisements can spark consumer interest to take on a project and use simple items within Walmart as inspiration. They not only create ideas, but also show how color can impact a room. The aisle tags will be located in various departments within Walmart for the entire campaign.

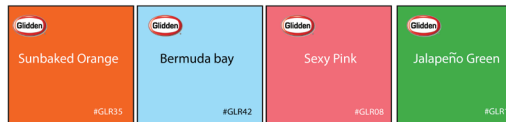
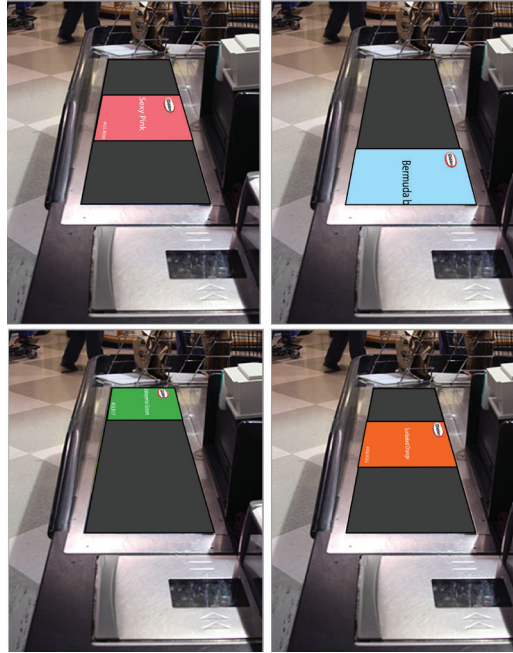


## Paintchip Swatch Mosaic



Each Glidden paintchip swatch mosaic will be brilliantly designed to mimic various works of art. The mosaic will be located in the front of the Walmart store to catch shoppers' immediate attention. The mosaic shows the brilliance of Glidden's colors, and raises awareness that Glidden paint is sold within Walmart. It is an eye-catching work of art featuring brilliant people (Steve Jobs, for example) that reinforces the campaign theme and inspires customers to take on brilliant projects of their own.

## Conveyer Belts



Glidden's conveyer belt stickers can be found at all 3,500 Walmart stores. Each conveyer belt will display one of the Glidden Brilliance Collection color, along with the color's name, Glidden logo, and "Be Brilliant" tagline. This ensures that all customers who purchase an item from Walmart will see the advertisement. The conveyer belt stickers are there to trigger the thought to take on a project with Glidden



# Social Media

Glidden uses social media as a form of advertising due to our highly digital society. Aside from in-store advertising, social media is the second best way to target our specific market. The advertisements on our social media outlets are unavoidable to the consumers eye. They are a definite way to be seen and they deliver the “Be Brilliant,” message in a short, entertaining matter. Social media allows the consumer to develop a relationship with the brand, and create a world around Glid-

## Facebook Ad



Facebook ads will reflect the print advertisements located in Glidden’s selected magazines. The advertisements on Facebook will be micro-targeted to our specific market of 18-35 year old

male and females. Glidden’s Facebook advertisements will run throughout the entire duration of the campaign.

## Facebook Contest



“Glidden Top 10 for 10” The Facebook contest will inspire consumers to be brilliant and take on their own paint project with Glidden’s Brilliance Collection.

The aim is to promote Glidden’s “Top 10” color themes while creating consumer involvement with the brand. The contest requires contestants to use 3 colors within the Glidden Brilliance Collection, painting a single room in their home, and inspiring a new theme from the room. They will then upload a finished picture of their project and an explanation for their theme they created. The contest will held during the last half of Glidden’s campaign, and the winner will be announced on Facebook. The winner of the new “Top 10” color theme will be awarded a grand prize of \$10,000.

# Pandora

The Pandora Advertisement will be located on the right hand side of the music playlist. Over a five month period, the advertisement will reach exactly 55,555 people per day totaling 10,000,000

The advertisement will only be visible to those who do not pay for Pandora, being that the station does not allow the user to diminish the advertisement. Glidden’s “Be Brilliant” ad will be targeting our Millennial target segment.



**BE**  
Brilliant

# Traditional Executions

## Posters

Glidden's "Be Brilliant," in-store posters, give a detailed, intellectual explanation of each color of the Brilliance Collection. They provide consumers with information as to how the color can affect their life and their home.

The posters are a way to make the DIYer feel brilliant in his or her color selection, for knowing the meaning behind the choice he or she makes. They will be used throughout the entire duration of the campaign throughout each Walmart.



## Print Ads

Print Ad #1 (first segment)  
"Your new room means their new aspiration"  
Be Brilliant

Shot of the back of a female with her Instagram pulled up on her computer screen. The Instagram shows a before and after of her room that she is CURRENTLY sitting in. It has many likes from her friends (so she feels brilliant). Next to her is a Walmart magazine of her inspiration for the room that she used, and successfully executed with Glidden paint.

College student halfway out the door with his boxes, while the parents are celebrating with paint supplies in their hands. They are not but instead staring at his room in excitement.

not even paying attention to their Print #2 (Segment 2)

"His new drawing board means your new paint project"  
Be Brilliant

Picture of toddler drawing across the living room wall as his father follows behind him with a paint roller. The Glidden paint can is somewhat surrounded by a Walmart bag in order to show where they purchased it.

Print #3 (Segment 3)

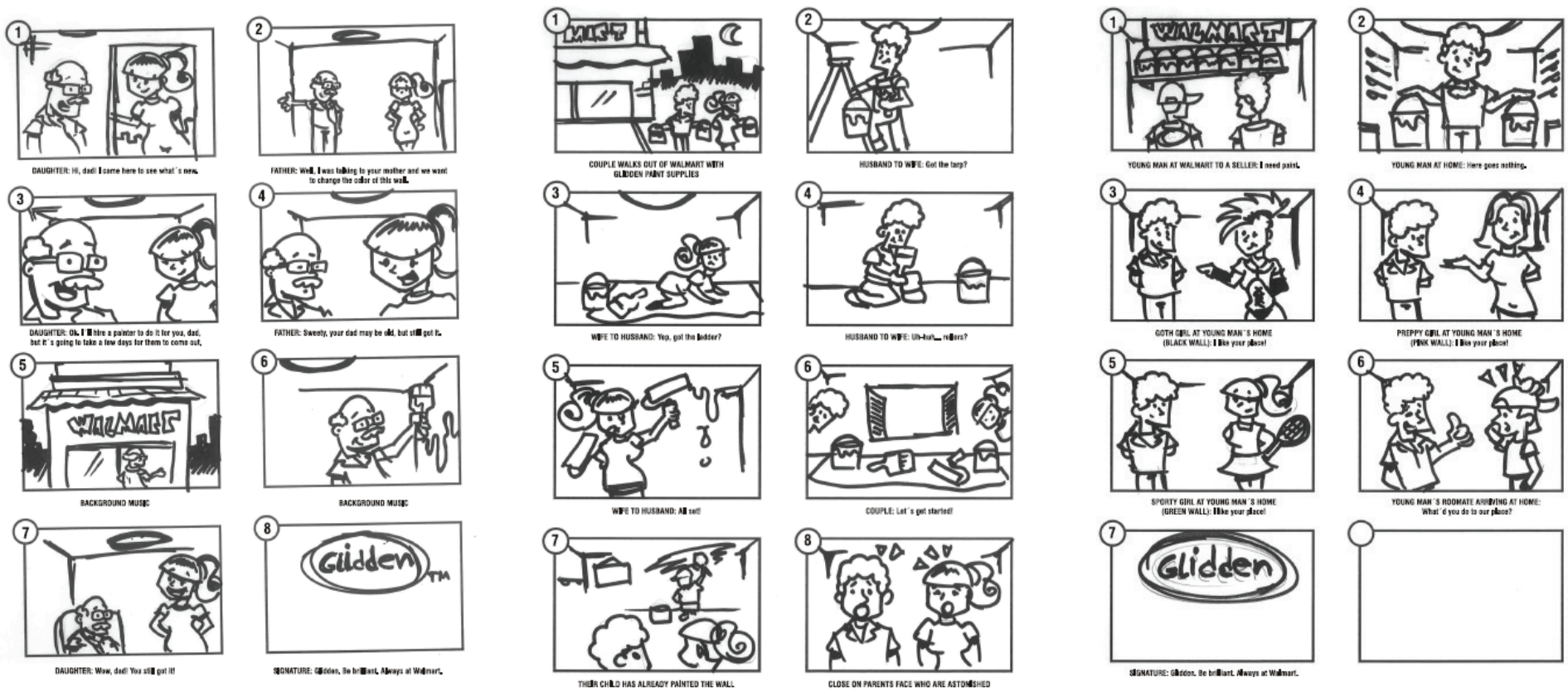
"His new dorm means your new office"  
Be Brilliant

Justification:

The print ads convey the essence of the campaign, that you save time and money by purchasing Glidden at Walmart. The print ads epitomize that Glidden directly connects with the target segments everyday life.



# Youtube



Our first video spot conveys the idea that the Routine Maintenance and Décor shoppers can still get the jobs they need done with Glidden paint. The simplicity of using Glidden paint is highlighted and portrays the consumer's use of the paint as brilliant. The video will be aired on Glidden's YouTube channel and be shared through Facebook and other social media channels.

The second commercial is to reach out to the young DIY-renter segment, including college students and recent college graduates who now live in their own apartments. The changing of the wall color each time to suit a different audience is to show that Glidden paint is easy to use and has colors for any occasion. The young man in this commercial is brilliantly taking advantage of Glidden's product. This spot will

be aired on Glidden's YouTube channel and be shared through other social media channels as well.

The third commercial conveys the ease and accessibility of Glidden paint at Walmart for young families. A young couple is portrayed walking out of Walmart and then starting their project at home. They have all the supplies they need, after their visit to Walmart and are

enthusiastic to start painting. Glidden's ease of use is exhibited when the couple's young child ends up painting the wall. This spot will be aired on Glidden's YouTube channel and other social media channels.



# Media Plan

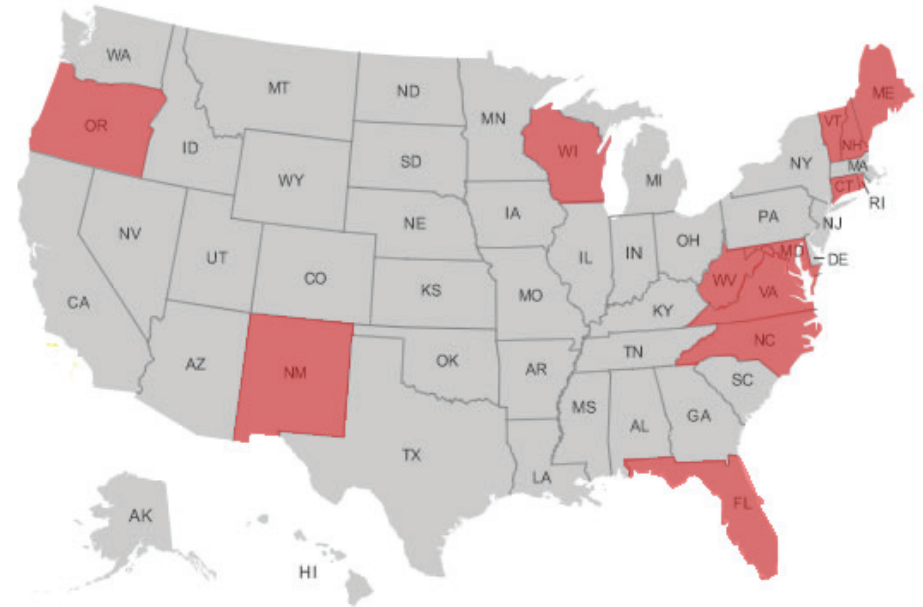
## Media Plan Rationale

Our media plan seeks to leverage the wide network of Walmart stores in the United States to deliver campaign messages that connect with the three target segments. The plan targets primarily the top ten most populated urban centers in the country as well as Walmart stores located in cities where residents are most likely to engage in DIY projects

This is a smart way to make the most of the \$10 million budget and meet the objectives laid out for the campaign: to increase awareness and consideration of Glidden paint among DIY Walmart shoppers. The bulk of our creative executions will then be on display at Walmart stores. From a media planning perspective, this means that our focus is on non-paid media. This strategy allows us to maximize the value of our budget although it is not driven by budget considerations alone.

We will also harness the power of social media and other digital media channels to deliver campaign messages. Finally, we have allocated a portion of the budget toward print media. This will be done primarily in an effort to reach older, more experienced DIY Walmart shoppers.

# Map & Reasoning for Target Regions



Top 10 DYI US Cites

- N.M. - Santa Fe, Espanola
- W.I. - Wausau, Merrill
- O.R. - Bend, Prineville
- FL. - Port St. Lucie-Sebastian, Vero Beach
- V.T./N.H. - Claremont, Lebanon
- FL. - Sarasota, Bradenton, Punta Gorda
- C.T. - Hartford, West Hartford, Willimantic
- V.A./W.Va/M.D. - Washington, Baltimore, Northern Virginia
- M.E./R.I./N.H. - Boston, Worcester, Manchester
- N.C. - Raleigh, Durham, Cary

Top 10 Most Populated US Cities

- New York, NY
- Los Angeles, CA
- Chicago, IL
- Houston, TX
- Philadelphia, PA
- Phoenix, AR
- San Antonio, TX
- San Diego, CA
- Dallas, TX
- San Jose, CA





## Flowchart

<b>IN-STORE MATERIALS, PROMOTIONS AND EVENTS</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>Cost</b>
Paint machines						\$1,300,000
Paint kits						\$3,801,800
Posters						\$126,000
Aisle tags						\$22,400
Conveyor belts						\$892,500
Chair display						\$846,000
Paintchip swatch mosaic						\$550,000
<b>DIGITAL</b>						
Facebook contest						\$10,000
Facebook ads						\$920,000
YouTube videos						\$0
Pandora						\$50,000
<b>TRADITIONAL</b>						
Print ads (Better Homes and Gardens)						\$1,294,950
<b>PRODUCTION</b>						
Creative production						\$186,350
<b>TOTAL</b>						\$10,000,000



# Campaign Evaluation

## RECAPPING CAMPAIGN OBJECTIVES:

Increase Glidden paint awareness and consideration within Walmart stores.

### Current Levels of Awareness and Consideration:

66% do-it-yourself shoppers are aware that Walmart sells paint

23% do-it-yourself shoppers consider purchasing paint at Walmart

## MEASURING CAMPAIGN SUCCESS

To measure the success of the campaign we will distribute before, during, and after surveys among shoppers at the Walmart stores located in our media plan's targeted cities and use web analytics metrics (e.g., number of visits, likes, etc.) to track the progress of our digital media efforts. We will use these data to make adjustments to the campaign during the five-month period and to understand what efforts are worth keeping after the end of the campaign in September 2014.

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