



your exclusive paint brand at Walmart 

 prismatic

PACE
UNIVERSITY
PLEASANTVILLE



NSAC
National  Student
Advertising Competition

The Palette

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Painted by...



prismatic

prismatic

Production



Marketing



Creative



IMC



Media



Painting the Picture

GLIDDEN OPPORTUNITY

- Build awareness of Glidden at Walmart by capitalizing on
 - ✓ Glidden quality and reliability
 - ✓ Walmart convenience and affordability
- Establish Glidden at Walmart as the best paint choice
 - ✓ for young female home décor DIY shoppers
 - ✓ relative to other brands and retailers

THE DIY/ WALMART SHOPPER

Three segments of Simple Solution DIY Walmart Shoppers:

- Female Millennials – first-time renters
- Family Focused – establishing new homes
- Baby Boomers – established homeowners

These consumers frequent Walmart, but are unaware of Glidden at Walmart

GLIDDEN'S BEST AUDIENCE AT WALMART

Young female shoppers 18-24 and 25-34:

- Are renters and new homeowners
- Enjoy DIY paint projects
- Are style conscious yet budget constrained
- Appreciate the convenience of Walmart

These women are moving out and moving up in life in terms of rentals and homes, relationships and careers, and attitudes toward decorating and design

LIFESTYLE/LIFE STAGE CAMPAIGN

The prismatic campaign will:

- Convey Glidden's understanding of young women
- Stress the value of Glidden exclusive at Walmart
- Deliver compelling messaging across a wide range of lifestyle communication platforms
- Demonstrate Glidden as a lifestyle and life stage solution

THE prismatic EFFECT

Our campaign will efficiently and effectively find young female consumers in their lives

- Campaign implementation will focus on digital, social, experiential, and in-store marketing and messaging
- A unique market segmentation of national, suburban, and rural Walmart consideration will match the budget to the business

MAKE IT GLIDDEN

Glidden at Walmart will become the preferred brand of paint for young, female consumers due to:

- Glidden's bold, unconventional, and modern personality
- prismatic's responsive, fresh, and slightly quirky campaign messaging and communication platforms
- Glidden at Walmart perception as the dependable, relatable and affordable choice for all of their DIY paint projects

Dippin' into Research

OBJECTIVE

To gain insight into Walmart home décor shoppers as defined in the Glidden case based on:

- Lifestyles, values, and DIY attitudes
- Awareness and preference of paint brands and retailers
- Best opportunities to drive Glidden sales at Walmart

METHODOLOGY: RESEARCH AND SAMPLES

	Female Millennials	Family Focused	Baby Boomers	Total
Qualitative	31	32	35	98
Interviews	20	18	23	61
Focus Groups*	11	14	12	37

*6 participants in each focus group

	Female Millennials	Family Focused	Baby Boomers	Total
Quantitative	380	308	300	988
In-Store	192	158	175	525
Online	198	150	125	473

KEY LEARNINGS

Female Millennials

- Independent
- Flexible
- Emerging
- Low income
- Striving

Family Focused

- Creative
- Adaptable
- Progressing
- Budget constrained
- Juggling

Baby Boomers

- Functional
- Perfectionist
- Experienced
- Higher income
- Established

AUDIENCE IMPLICATIONS

Female Millennials

- Value expression
- Open to all brands
- First time painters
- Price sensitive
- Paint by need
- **Movin' Out**

Family Focused

- Dive into decorating
- Brand experimental
- Novice painters
- Value conscious
- Beautify home
- **Movin' Up**

Baby Boomers

- Don't enjoy painting
- Brand loyal
- Seasoned painters
- Contractor oriented
- Last resort painting
- **Not Movin'**



CAMPAIGN FOCUS

With a \$10 million budget, it is imperative that we spotlight the segments that are most receptive to purchasing Glidden at Walmart and to use the brand for their DIY needs:

- **Movin' Outs** (18-24) and **Movin' Ups** (25-34) are our best target audience. They are focused on the present; experimental, youthful, and cost-conscious consumers who value convenient, cost effective home solutions.
- **Not Movin's** (50+) are experienced painters who do not enjoy painting. They are brand and retail loyal, and are more likely to hire professionals to complete their paint projects.

Canning the Competition

COMPETITIVE ISSUES

- Well established brands and retailers
- Low Glidden awareness
- Limited assistance in Walmart paint section

	Popular among knowledgeable DIY painters	
	Bigger jobs for brand loyal users and professionals	  
	Larger focus on industrial commercial projects	
	Favored for large projects with over 2,000 colors	
	Appeals to suburban middle class families	 
	Newest brand and still developing awareness	
	Quality, convenience and value for young DIY women	

GLIDDEN PERCEPTION

Glidden will become the preferred brand for young DIY consumers based on quality, convenience and value



GLIDDEN AT WALMART ADVANTAGE

- Young female shoppers often feel overwhelmed and uncomfortable in home improvement centers
- 90% of all Americans live within 15 minutes of a Walmart
- 33 million females ages 18-34 shop at Walmart every week, where they get their daily necessities in a relaxed setting



Marketing Stir

OBJECTIVE

To make Glidden at Walmart the go-to brand for female consumers (**Movin' Ups** and **Movin' Outs**) for all their DIY wants and needs

GOALS

- Improve market awareness of Glidden from 66% to 85%
- Improve purchase consideration from 23% to 45%
- Increase purchases from 5% to 20%, maintaining 80% of purchasers willing to recommend the Glidden brand
- Increase overall sales of Glidden paint by 25%

STRATEGY

Intercept **Movin' Out** and **Movin' Up** DIY home décor shoppers with impact marketing communications that will effectively reach young women in their daily lives

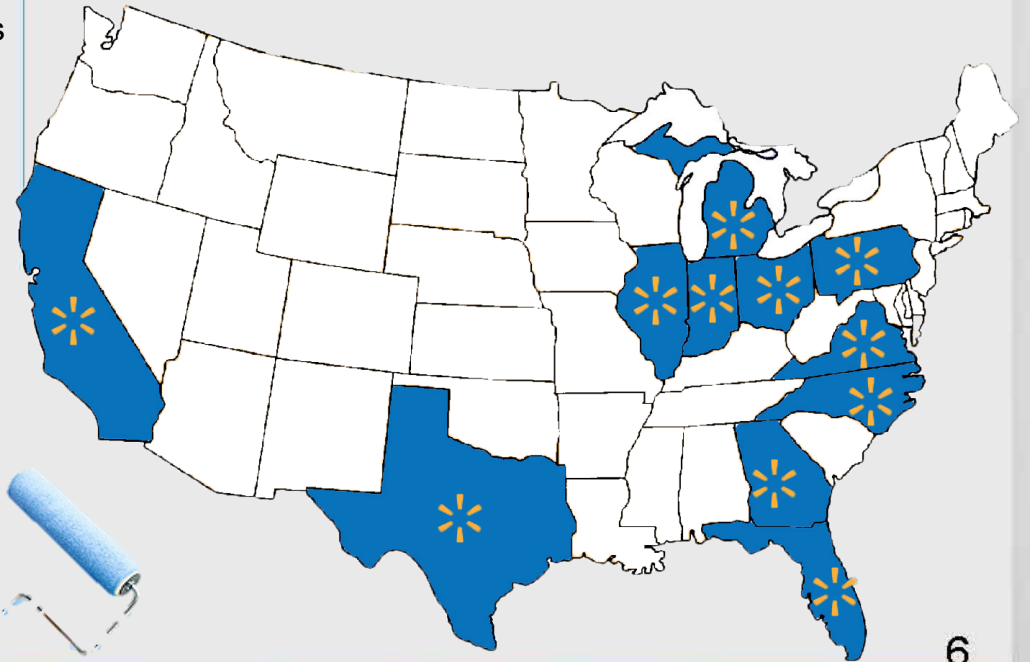
TACTICS

Carefully target a wide variety of traditional and nontraditional channels to best reach young women in the media and experiential marketing they consume

- Print
- Online Radio
- Digital TV
- Online
- Mobile
- Social Media
- Contests
- Out of Home
- Guerilla
- In-Store
- Sponsorships
- Causes

COMMUNICATIONS PLAN

- prismatic has allocated the \$10 million budget in a cost effective way that focuses on 11 Walmart "SuperStates" that account for 43.6% of Walmart's annual revenue and have the highest concentration of
 - ✓ Walmart Supercenters
 - ✓ 18-34 year old females
 - ✓ Low-income renters and first-time homeowners
- The 11-state effort will emphasize in-store and experiential/ guerilla marketing and public relations
- National communication will be represented in print, digital TV and radio, online, mobile, social media, contests, sponsorships and cause marketing



The Perfect Blend

TARGET AUDIENCE

Young Female DIY Walmart shoppers

- 18-24 year old: **Movin' Outs**
- 25-34 year old: **Movin' Ups**

DESIRED ACTION

To establish Glidden Brilliance at Walmart as the go-to brand for young women for all their DIY painting needs and solutions

BARRIERS

- 34% of Walmart shoppers don't know the retailer sells paint
- Most young women are less familiar with Glidden than other brands
- Young female DIY shoppers require customer service that can adequately assist their needs

BRAND PERSONALITY

modern accessible

BOLD

unconventional whimsical

KEY INSIGHT

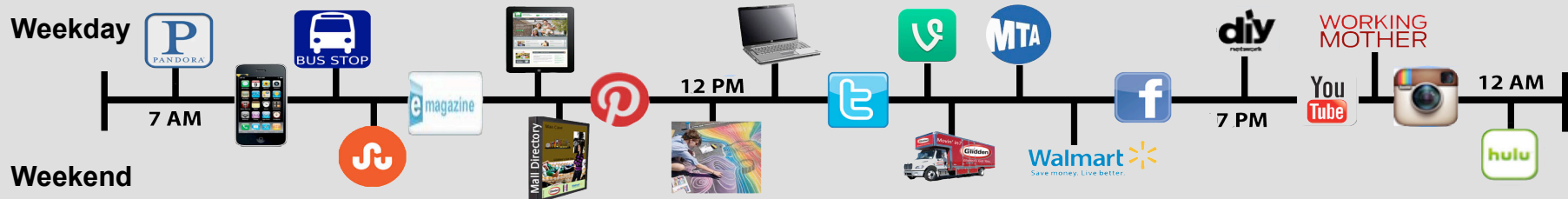
Young women (**Movin' Outs** and **Movin' Ups**) are in a state of constant change – in their living situations, relationships, careers, and families; they need simple, easy, and affordable solutions for their busy lives

REWARD

When I buy Glidden paint at Walmart, I will feel confident that my DIY painting needs will be fulfilled brilliantly



A DAY IN THE LIFE OF MOVIN' OUTS AND MOVIN' UPS



Creative Expression

“GLIDDEN’S GOT YOU” – THE CAMPAIGN

Movin’ Outs and **Movin’ Ups** are in a state of constant change. The “Glidden’s Got You” campaign relates to their lifestyles and life stages and establishes Glidden as the solution to all their DIY painting problems and desires. “Glidden’s Got You” is a lifestyle expression more so than Glidden’s current advertising slogan (“Glidden Gets You Going”) that we will put into the culture because it operates on three levels:

1. This is the brand that understands you – the young female consumer...Glidden gets you
2. Glidden’s literally got you covered – for your every DIY painting need
3. “Glidden’s Got You” – as a new, loyal customer

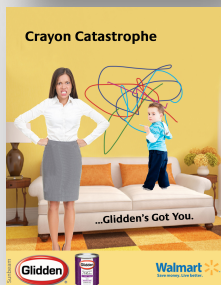
MOVIN’ OUTS: 18-24



MOVIN’ UPS: 25-34



YOUNGER



OLDER

“GLIDDEN’S GOT YOU” - IN YOUR LIFE

- The “Glidden’s Got You” campaign relates to young women’s lifestyles and life stages by demonstrating that Glidden has them covered every step of the way – from the college freshman in her dorm room, to the young woman moving in with her boyfriend, to the expectant mother of twins, to the young mother of an expressive two year old.
- Whether she wants to fix up her apartment by adding a touch of color, transform a dull man-cave into a bright sanctuary they can share, adjust the color in the twins’ nursery, or erase the artwork her toddler has drawn all over the living room walls, she will be assured that Glidden’s got her covered.
- The prismatic campaign will intercept today’s young woman in her everyday life throughout the day. By listening to Pandora in the early morning, looking through Pinterest at lunch time, and watching Hulu before bed, she will connect with the message that Glidden at Walmart is the solution for her every DIY painting situation.



First Coat

MOVIN' OUTS 18-24

Mall Directory

Man Cave

... Glidden's Got You.

Mint Shake

Glidden

Walmart

Mall Directory

...Glidden's Got You.

Deep Dusty Rose

Glidden

Paints

Walmart

Web Skyscrapers

...Glidden's Got You.

True Peach

Glidden

Paints

Walmart

Poster Problem

...Glidden's Got You.

Frying Fiasco

... Glidden's Got You.

Glidden

Walmart

eMagazines

eMagazines

Second Coat

Deep Coral

Glidden

DIRTY HANDS

Walmart
Save money. Live better.

... **GLIDDEN'S GOT YOU.**

Web banner

MOVIN' UPS 25-34

T - 3 Weeks

...Glidden's Got You.

Glidden

Walmart
Save money. Live better.

Sweet Baby Girl

Print Ad

Crayon Catastrophe

...Glidden's Got You.

Glidden

Walmart
Save money. Live better.

Sunbeam

Bus Stop

Playroom?

...Glidden's Got You.

Glidden

Walmart
Save money. Live better.

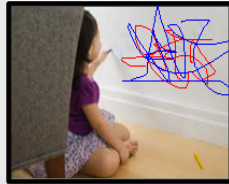
Lavender Flowers

In-store Poster

Paint Waves

CRAYON CATASTROPHE :06 (VINE)

Announcer: Crayon Catastrophe?
Don't worry, Glidden's Got You!
Glidden at Walmart



MOVIN' :12 (YOUTUBE)

Announcer: Movin' into his man cave?
Can't stand the color?
Make it your shared sanctuary!
Don't worry, Glidden's Got You!
Glidden Brilliance collection at Walmart

PANDORA

RADIO: MOTHER-IN-LAW :30

Christina: Derek, your mother is coming to stay for the weekend and the guest room

Derek: Christina, don't worry. I got it all figured out.

Christina: Oh really...what's your big plan?

Derek: I'll go to Walmart, pick out mom's new comforter, grab some Glidden paint and there you go.

Christina: How do you expect to "pick up paint" at Walmart? They don't even sell it.

Derek: Yes they do! They sell Glidden Brilliance. Check out this Glidden on the Go app I downloaded and you'll see what I'm talking about.

Christina: Well, fine. But since it's *your* mother make sure you get something purple. It's her favorite color.

Announcer: Glidden's Got You for your everyday paint solutions...and, when you need a quick fix.
"Glidden Brilliance. Sold Exclusively at Walmart"

NEW BABIES :30

Jenny: Melanie, Dr. Frank just called. it's a girl...and a boy!

Melanie: That's incredible! Congratulations!

Jenny: Thank you, Trey and I are thrilled. But. Trey refuses to let any son of his sleep in an all pink room.

Melanie: (Laughing) Just like a Trey.

Jenny: I don't know what to do...buying paint is just another expense we don't need right now.

Melanie: Jenny, relax. I have the perfect solution! Just go to Walmart and get Glidden paint. It's convenient, affordable and they've got 306 colors. You'll find one Trey will approve of.

Jenny: That's perfect! I was planning on going to go to Walmart later anyway. Thanks, Mel!

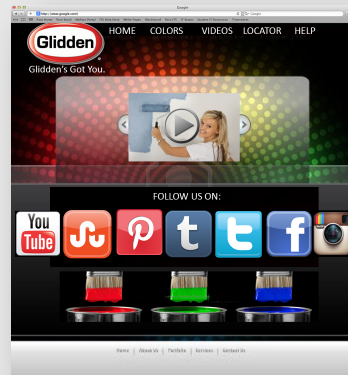
Announcer: Glidden's Got You, for your every day paint solutions...and for those unexpected surprises.
"Glidden Brilliance. Sold Exclusively at Walmart."

Feeling the Mix

PAINTING SOLUTIONS...GLIDDEN'S GOT YOU

The "Glidden's Got You" microsite contains everything **Movin' Ups** and **Movin' Outs** need to complete their DIY painting projects:

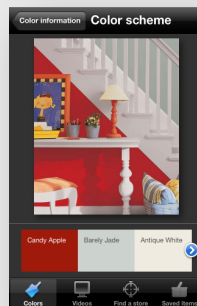
- Painting tips and color ideas
- Walmart website link
- Social media links to sharing info and contest links
- YouTube videos



GLIDDEN ON THE GO+

Multi-functional mobile app:

- Virtual paint capability
- Social paint sharing tool
- Walmart store locator



DIY TIPS? GLIDDEN'S GOT YOU

Glidden YouTube channel showcases 12-second commercials and special painting tips and tutorials



SHOW ME YOUR COLORS

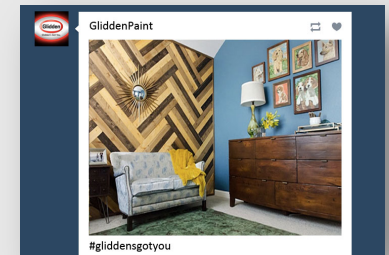
Movin' Ups and **Movin' Outs** post their best Glidden solutions on Pinterest



Glidden paint solution blogs updated daily on Tumblr



Users find creative Glidden ideas and solutions on StumbleUpon



PAINTING PARTY



TWITTER

Glidden Color Trivia: Glidden Twitter followers will guess the Brilliance paint color! 5 winners each week



FACEBOOK/INSTAGRAM

Glidden's Facebook and Instagram pages showcase users' rooms before and after their Glidden Brilliance interventions. Each week one inspired transformation will be chosen as the winner from each social media site



All contest winners will receive a \$10 Walmart gift card

Painting Outside the Lines

MOVIN' IN... GLIDDEN'S GOT YOU

Glidden Movin' trucks will visit college campuses in August and September extending Glidden decorating tips and free barbecues



HANG ON... GLIDDEN'S GOT YOU

Glidden grab handles in buses will provide support for colorful rides



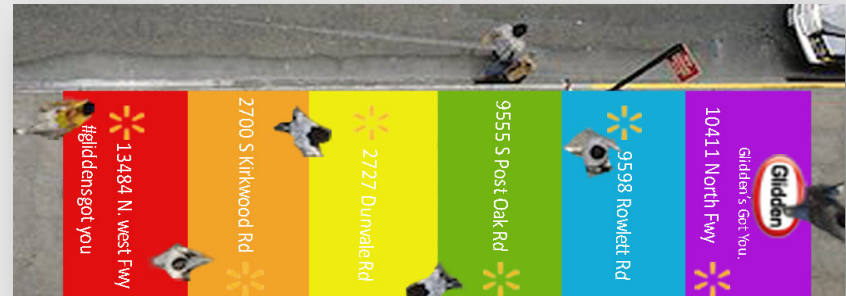
STREET ART...GLIDDEN'S GOT YOU

Stunning Glidden paint chalk drawings will catch the attention of passers-by in a quirky and exciting way



WHERE'S WALMART?...GLIDDEN'S GOT YOU

Colored sidewalk swatches will highlight nearest Walmart locations



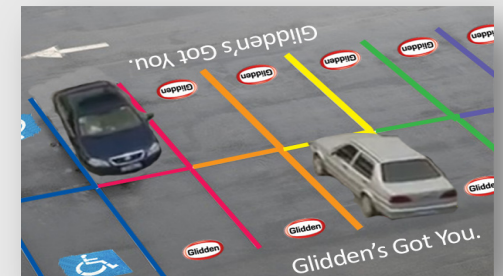
PARKING'S ON US...GLIDDEN'S GOT YOU

Glidden sponsored parking will encourage visits to Walmart stores



YOUR SPOT...GLIDDEN'S GOT YOU

Glidden parking spaces at Walmart showcase the brand's colorful style



Walmart Touch-Up

HANDLED... GLIDDEN'S GOT YOU

Glidden Walmart shopping cart handles will be constant reminders of its presence in the store



AT YOUR SERVICE...GLIDDEN'S GOT YOU

Galaxy Tablet kiosks assist customers with color selection and color matching



CONNECTING COLORS...GLIDDEN'S GOT YOU

Glidden Brilliance color swatches in home décor department will remind shoppers to visit the paint section



FULLY VESTED...GLIDDEN'S GOT YOU

One Glidden expert in an official Glidden vest will be the go-to person in every Walmart store, always happy to assist customers



FOLLOW THE FOOTSTEPS...GLIDDEN'S GOT YOU

Glidden footprints will lead customers from the home décor section to the Glidden paint section



GLIDDEN'S GOT YOU KIT

Every 306th customer (representing the 306 Glidden Brilliance colors in Walmart) will receive a Glidden kit including a roller, brush, tray, wall tape and mat



Spread the Love

SWEAT EQUITY... GLIDDEN'S GOT YOU

Glidden will sponsor DIY Network's "Sweat Equity" starring Amy Matthews who empowers young women to complete inspired and economical DIY projects



COLOR RUN... GLIDDEN'S GOT YOU

Glidden will sponsor the annual 2014 Color Run (the youth-centric 5k event where people in white tee shirts get decorated with paint) with the Glidden Brilliance line serving as the palette of the day



MAKE A WISH... GLIDDEN'S GOT YOU

Focusing on Glidden's "Growing Up" color collection, colored stars will be sold at Walmart checkout for \$1 each with all proceeds donated to the Make-A-Wish foundation



PLAY IT FORWARD... GLIDDEN'S GOT YOU

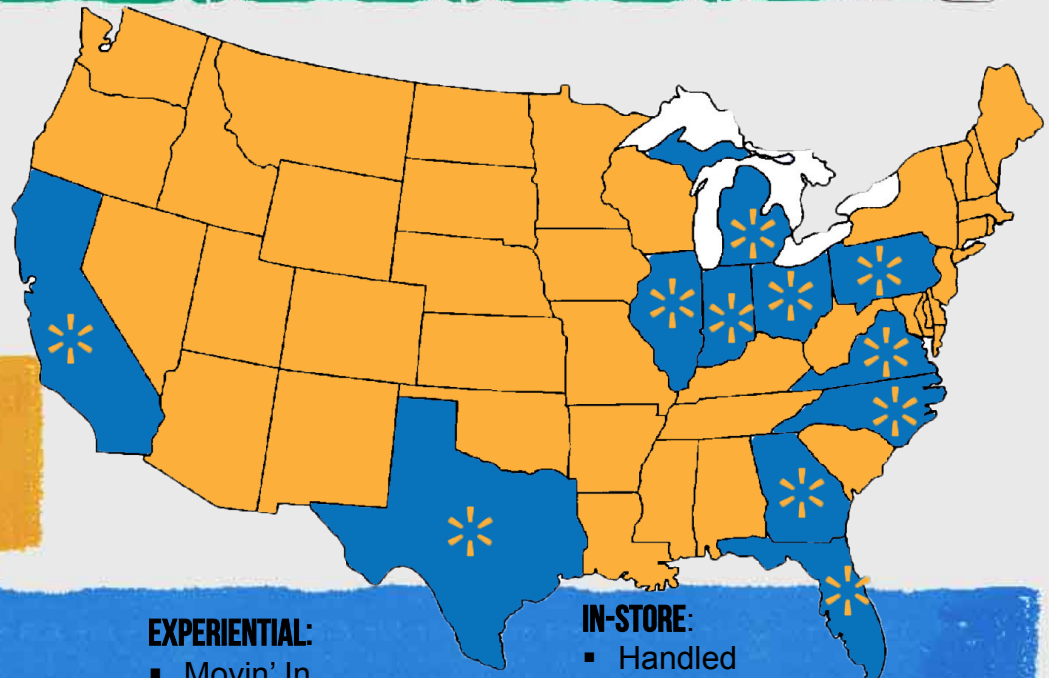
Glidden will build brightly colored playgrounds in economically challenged communities



Rolling Out IMC

“Glidden’s Got You” is a national campaign with added focus on these 11 Walmart SuperStates:

- California
- Florida
- Georgia
- Illinois
- Indiana
- Michigan
- North Carolina
- Ohio
- Pennsylvania
- Texas
- Virginia



National

- Print
- Digital TV and Radio
- Online
- Mobile
- Social Media
- Contests
- Sponsorships
- Cause Marketing

SuperStores

- Print
- Digital TV and Radio
- Online
- Mobile
- Social Media
- Contests
- Sponsorships
- Cause Marketing

EXPERIENTIAL:

- Movin’ In
- Hang On
- Street Art
- Where’s Walmart
- Your Spots

IN-STORE:

- Handled
- Footsteps
- Décor
- Kiosk
- Experts
- Kit

SHOWING THE LOVE

We anticipate significant local PR pick-up for the “Glidden’s Got You” campaign:

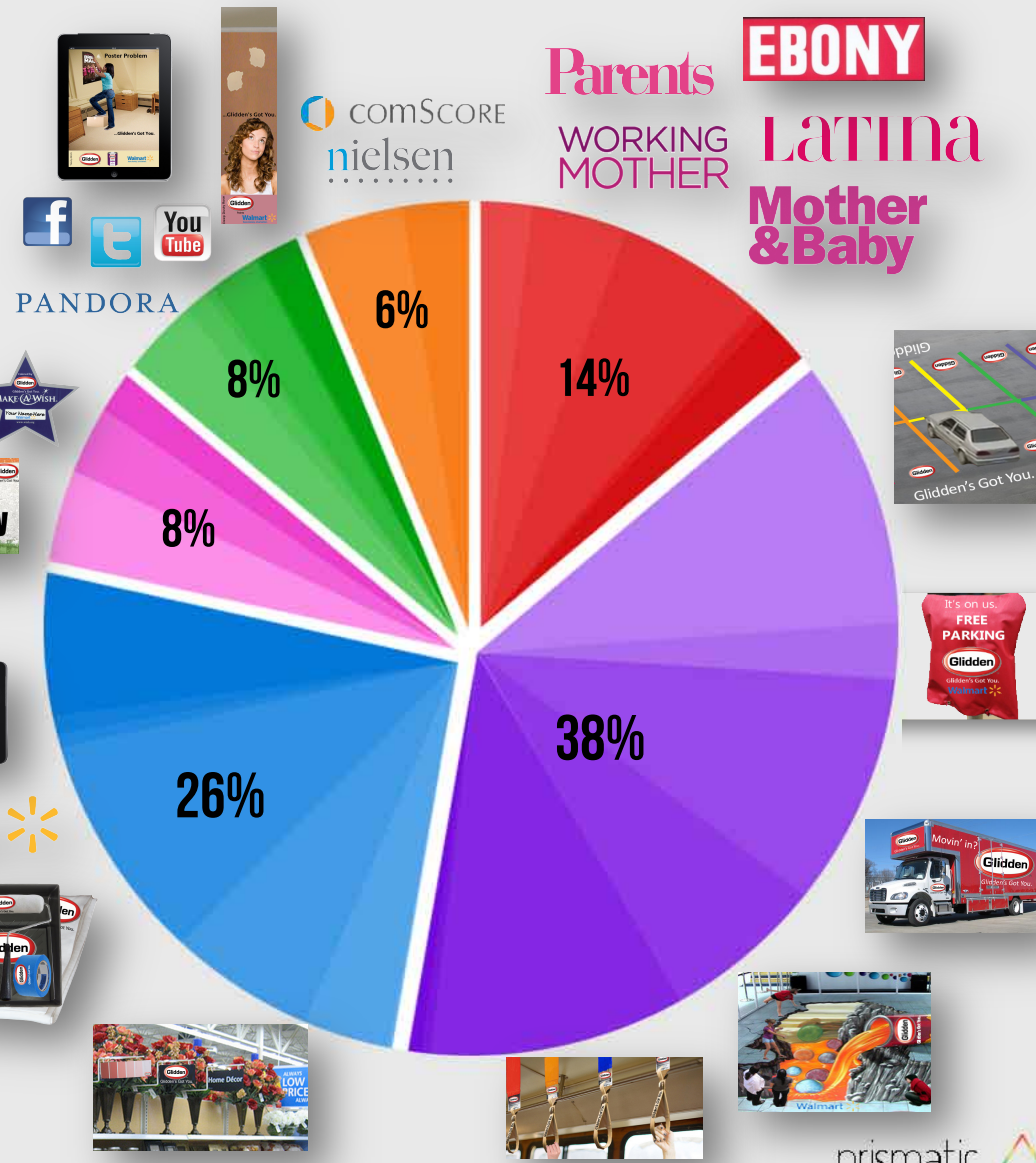
- Digital Radio and TV
 - ✓ Pandora
 - ✓ Vine
 - ✓ YouTube
 - ✓ Hulu
- Experiential Marketing
 - ✓ Movin’ in Tour
 - ✓ Hang On
 - ✓ Street Art
 - ✓ Where’s Walmart?
- Sponsorships
 - ✓ Sweat Equity
 - ✓ Color Run
- Cause Marketing
 - ✓ Make A Wish
 - ✓ Play it Forward



Crunching Cans

We have allocated the \$10million budget to fully integrate the "Glidden's Got You" lifestyle and connect with the "Movin Outs and Movin Ups" throughout their life stages. The budget centers on nine major spending categories: Print, Out of Home/ Guerilla, In-Store, Sponsorships/Causes, Digital/ Social Media, and Production/Research.

- Out of Home/Guerilla
- In-Store
- Print
- Digital/Social Media
- Sponsorships/Causes
- Production/Research



The Project Plan

	MAY	JUN	JUL	AUG	SEP	TOTAL
Print						1,389,466
Baby & Toddler						198,625
Working Mother						370,000
Parents						566,220
Latina						59,704
Ebony						194,917
Out of Home/Guerilla						3,886,350
Bus Stops						1,000,000
Mall Directory						206,250
Your Spot						10,000
Hang On						907,500
Parking's On Us						648,000
Movin' In						1,020,000
Where's Walmart						40,000
Street Art						54,600
In-Store						2,564,293
Walmart Poster						3,810
Connecting Colors						360,000
Follow the Footsteps						600,000
Glidden Kit						923,547
Fully Vested						54,936
Handled						72,000
Glidden Kiosk						550,000
Sponsorships/Causes						760,366
Make A Wish						350,000
Playground						255,453
Color Run						154,913
Digital/Social Media						781,900
Digital TV						290,000
Online Radio						100,000
Online Banners						28,400
E-Magazines						195,000
Microsite						8,500
YouTube Channel						10,000
Social Media						150,000
Production/Research						617,625
Production						367,625
Research						250,000
Plan Total						10,000,000

Gauging Gallons

"GLIDDEN'S GOT YOU" CAMPAIGN GOALS

- Increase awareness of Glidden from 66% to 85%
- Improve purchase consideration from 23% to 45%
- Increase purchases from 5% to 20%, maintaining 80% of purchasers willing to recommend the Glidden brand
- Increase overall sales of Glidden paint by 25%

WHAT WE WILL MEASURE

- Glidden awareness, consideration, and sales at Walmart
- Increased Glidden Department in-store traffic (Samsung Galaxy tablet usage and "Glidden's Got You" kit giveaways)
- Glidden digital and social activity (Mobile, Facebook, Twitter, Instagram, Pinterest, YouTube, Hulu, and Pandora)
- PR pickup from press-worthy initiatives (Movin' In Tour, DIY Sponsorship, Make A Wish stars, and Color Run)



BUILDING AWARENESS

"Glidden's Got You" is a multi-platform campaign that will be measured in qualitative and quantitative research. prismatic has allocated \$250,000 in research to ensure that our fully-integrated campaign effectively connects with the lifestyles of the **Movin' Outs** and **Movin' Ups**.

METRICS

- Nielsen* data will be used to monitor sales, print media, tablet usage, microsite click-throughs, shopper data, social media effectiveness and website traffic
- comScore will track mobile and digital TV engagements
- Quantitative data will measure campaign reach and frequency
- Qualitative research will assess brand strength before and after campaign implementation, gauging Glidden brand awareness, brand preference, and purchase interest over the course of 2014

MEASUREMENT BUDGET

Nielsen*	\$150,000
comScore	\$ 40,000
Quantitative	\$ 30,000
Qualitative	\$ 30,000
Total	\$250,000

*Nielsen provides data otherwise measured by Google Analytics



A Glossy Finish

GLIDDEN SITUATION

- Glidden at Walmart is both relatively unknown as a brand and most consumers don't even realize Walmart sells paint
- Glidden has a major opportunity to connect with value conscious DIY painters who are looking for convenience, reliability and affordability by reflecting their personalities, and extending Glidden as their perfect paint solution

THE PRIME TARGET

Young female consumers, **Movin' Outs** and **Movin' Ups**, represent Glidden's best business opportunity at Walmart.

They:

- Enjoy DIY projects and painting to fix problems and beautify their homes
- Have no brand preference and are willing to try new paints
- Have limited income to devote to home solution projects

Baby Boomers, the **Not Movin's**, are an unrealistic focus for this campaign because they:

- Do not enjoy DIY projects or painting
- Have strong brand and retail preferences
- Are more likely to hire professionals to do their painting

GLIDDEN PREFERENCE

Glidden can differentiate itself from competition as the brand that connects with young female lifestyle with its

- Fresh and vibrant personality
- Walmart price and convenience advantage
- Advertising that demonstrates that it is the perfect solution for all their DIY painting needs and desires

"GLIDDEN'S GOT YOU"

- "Glidden's Got You" is a fully-integrated campaign that will increase Glidden awareness and purchases at Walmart
- The campaign delivers a unique and powerful connection between Glidden and young women ages 18-34 who are movin' through various life stages in their living situations, relationships, careers, and families
- "Glidden's Got You" works on three levels:
 1. This is the brand that understands you – the young female consumer... Glidden gets you
 2. Glidden's literally got you covered – for your every DIY painting need
 3. "Glidden's Got You" – as a new, loyal customer

THE GLIDDEN EMBRACE

- The **prismatic** two-tier plan puts heavy emphasis on a wide variety of experiential and in-store ideas in 11 SuperStates
- National communication will be represented in print, digital TV and radio, online, social media, contests, mobile, sponsorships, and cause marketing

THE FINAL COAT

"Glidden's Got You" is an idea we will instill into the culture. It is not just a slogan, it is a solution; a concept young females will employ.

- It will make Glidden at Walmart the preferred paint choice for young women who will identify with the campaign and the brand.
- This is an empowering lifestyle connection, celebrating **Movin' Ups** and **Movin' Outs** who will make their every DIY painting move with Glidden!



...Glidden's Got You at Walmart 

 prismatic

