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Glidden at Walmart: There for You

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 **Glidden** at **Walmart** 

There for you.



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EXECUTIVE SUMMARY

Hectic, busy, tiring—these are just a few words our target markets use to describe their day-to-day lives. Millennials, young families, and Baby Boomers all feel the pressure of life. With jobs, schoolwork, and family, they find it hard to keep up. Because of these busy lifestyles, savvy consumers crave home improvement solutions that are both quick and reliable. Glidden offers a solution to these issues by placing its top-quality paint in the most convenient store on Earth, Walmart. The University of Nebraska–Lincoln NSAC Team has created a plan to promote this symbiotic relationship of Glidden’s quality and Walmart’s convenience as an invaluable asset for any Millennial, young family, or Baby Boomer to pursue.

Glidden paint at a convenient location appeals to Millennials, young families, and Baby Boomers. However, home improvement stores already have a firm hold on the paint retail market. The partnership of Glidden at Walmart must define itself as different enough to break the status quo.

When we conducted our research, we wanted to find the point where the attributes of Walmart meet what consumers want from a paint retailer. The audience generally views Walmart as the ultimate one-stop shop for anything and everything they need. With paint specifically, the audience wants an affordable, high-quality product. Furthermore, we found that life events inspire people to paint. Many of these life events happen so quickly that there is often little time to get the job done. In conclusion, consumers want a convenient, high-quality solution to their DIY projects. That is where Glidden at Walmart comes in. Glidden at Walmart is convenient. Glidden at Walmart is helpful. Glidden at Walmart is superior quality. Glidden at Walmart is . . .

There for you.

This entire campaign focuses on highlighting the partnership between Glidden and Walmart. We promote this through traditional, online, and in-store methods. Furthermore, we show Glidden at Walmart being there for you in the form of personal assistance, engaging point-of-purchase, and public relations strategies. This entire campaign demonstrates how Glidden at Walmart is truly there for you.



FOUNDATIONS

Providing quality products and color inspiration to help brighten lives.

Glidden's promise to its consumers is a simple one. Glidden wants to brighten consumers' lives with top-quality paint. This ideal drove our research.

It's not just Glidden, it's Glidden at Walmart. The challenge is to identify the relationship between these two brands. Saving people money so they can live better is Walmart's promise. Combining these ideals shows that Glidden at Walmart is where true value meets top quality.

It is this combination that the consumer needs to understand, in order to appreciate the value of Glidden at Walmart.

The target demographic already has a strong connection to home improvement stores for paint retail needs, and because of that, the investigative purpose of the research was clear. We needed to find out when and how the target audience would best receive this partnership.

We needed to know what made Glidden at Walmart truly stand out.

WE WANTED TO DISCOVER

1. What is important to Millennials, young families, and Baby Boomers when they choose a paint brand?
2. Where do our target markets' needs overlap?
3. How do the target markets view Walmart as a paint retailer and the Glidden brand?
4. What factors influence painting projects?
5. Where does Glidden at Walmart fit in the paint retail market?

426

QUANTITATIVE SURVEYS

From all three market segments

73

INTERCEPT SURVEYS

Millennial men and women

8

VIDEO INTERVIEWS

4 Millennials, 1 young mother, 3 Baby Boomers

4

FOCUS GROUPS

3 Millennial groups, 1 Baby Boomer group





INSIGHTS

big ideas gained from research

THE TARGET AUDIENCE

Cares about convenience and ease of purchase.

Believes in the transformative qualities of paint.

Needs a reason to start a painting project, such as an event or life change.

Uses the Internet as a resource for inspiration.

Has misconceptions about Walmart's DIY offerings.



- Gretchen P.



Diane T. -



- Ellen H.



Matt K. -



- Demetria S.



Allison H. -



- Carie W.



Paul H. -

MILLENNIALS

Consider painting projects to be relatively easy and enjoyable.

Often feel uncomfortable in large home improvement stores.

Rely on advice about DIY projects from family and friends.

Paint to personalize new spaces because they are more likely to be renters.

Are more likely to be females than males, when referring to DIY shoppers.

YOUNG FAMILIES

Have lifestyles that demand the convenience of a one-stop shopping experience, which makes them more likely to be frequent Walmart shoppers.

Rely on the female in the household to shop for home decor products.

Feel inexperienced when considering paint projects.

Have a greater urgency to complete DIY projects that happen with changes caused by a growing family.

BABY BOOMERS

Are the most willing to spend extra money to obtain higher quality paint.

Have a greater overall awareness than other generations about Glidden paint.

Have more DIY experience and are the most confident of the three target markets.

Are more willing to paint in order to add value to their home.





“There has to be a complete set of directions that I can follow because I’m terrified of messing something up.”

- MILLENNIAL

“If I can’t find someone to talk me through the project, I’m going to hire someone else to do it.”

- MILLENNIAL

“It’s mainly wear and tear. A room that was a daughter’s room becomes a guest room, then becomes a grandson’s room.”

- BABY BOOMER

“When you’re a woman in a home-improvement store, [sales associates] kind of assume you’re an idiot.”

- MILLENNIAL

“The quality is important. I don’t want it so thin that you have to put more coats on. You want a good, nice, quality paint that only takes two coats, hopefully.”

- BABY BOOMER

“There’s a lot of knowledge that goes into the painting: the kind of paint that you use, the proper taping off and prep work.”

- BABY BOOMER





THE CHALLENGE

about Glidden, Walmart as a paint retailer, and the competition

In our research, the respondents emphasized Walmart has just about everything, but sometimes lacks high-end products.

WE ASKED THE TARGET AUDIENCE

What do they think about Walmart?

“When I think of products and I think of Walmart, I don’t first think of a high-quality product.” -BABY BOOMER

“They just won’t have the best brand. That’s not Walmart.” -YOUNG FAMILY

“When you think of home improvement you don’t think of Walmart as the first place. I don’t think Walmart is the place to go for your home improvement projects.” -BABY BOOMER

How they feel about Walmart as a paint retailer?

“I have bought paint [at Walmart], but you have to hunt for somebody to be around who may or may not be in that area.” -BABY BOOMER

What do they think of Glidden?

“Glidden historically has been a pretty sought-after paint brand.” -BABY BOOMER

“I saw that Glidden was being carried in Walmart and thought, ‘Hey, that’s easy! I can get what I want when I’m doing my normal shopping.’” -YOUNG FAMILY

STRENGTHS

- Walmart is the largest retailer in the United States. It’s the only place where paint is available along with items not found in home improvement or hardware stores.
- Glidden at Walmart provides the most convenient, cost-efficient way to buy high-quality paint.
- Glidden has a history of innovation that still sparks brand recognition.

WEAKNESSES

- Consumers tend to believe that lower prices correlate with lower quality.
- Walmart is not widely known as a paint retailer.
- Consumers lack awareness of the Glidden at Walmart partnership.

OPPORTUNITIES

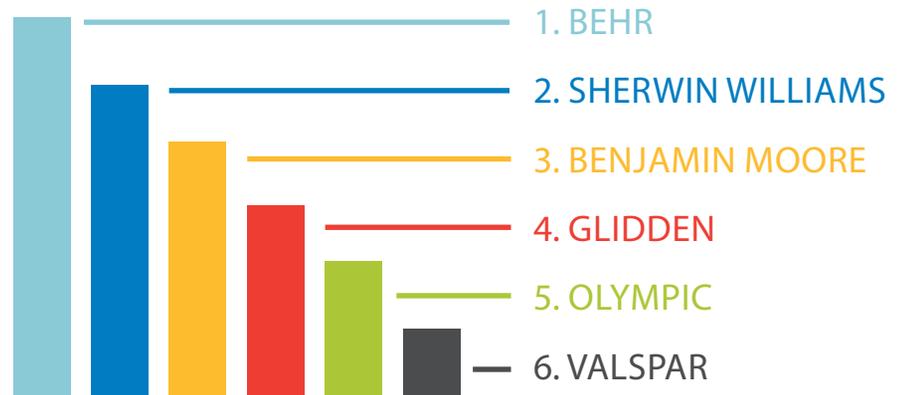
- There is room to increase awareness of the Glidden at Walmart partnership.
- Walmart occupies a different market space than any other paint retailer.
- Millions of individuals already frequent Walmart locations.
- Walmart consumers need top-quality paint in a convenient location.

THREATS

- Target markets prefer home improvement and paint stores over Walmart when buying paint.
- Similar product offerings from other brands create intense competition within the paint industry.

CONSUMER RANK

brand comparison from our survey





THE SOLUTION

Glidden's place in the paint market

BRAND STRENGTHS

The quality of Glidden paint combined with the value and convenience of Walmart makes this partnership unrivaled within the market. Glidden at Walmart provides customers with a retail store that is familiar and dependable, while also offering them a reliable paint product.

Walmart offers a variety of products, including furniture and home decor. Customers have plenty of opportunity to use other products from Walmart along with Glidden on their DIY projects. Walmart shoppers return consistently because of great value and quality products. That same combination of quality and value is found in Glidden paint.



POSITIONING

Home improvement stores focus on durability and guidance from experts for large renovation projects.

Glidden at Walmart focuses on convenience in a one-stop shopping environment that gives customers the confidence to update their homes easily, using trusted products.

The brand marriage of Glidden and Walmart can occupy a unique place in the paint market for consumers who want to update their homes with simple, one-day, DIY projects.

Glidden at Walmart provides the easiest, most cost-efficient way to buy quality paint.

SUPPORTING INSIGHTS

"Walmart is convenient because it's open late, and I'm a late person."-BABY BOOMER

"I like to be independent. I like to go in, know what I'm getting, and get out."-MILLENNIAL

"I think the tools to be successful [when] painting something are easily accessible. You could easily go to Walmart ... for whatever you'd need to finish a project."-MILLENNIAL

"I can get paint when I'm doing my normal shopping, and I feel comfortable because I've used Walmart for so long."
- YOUNG FAMILY





CREATIVE BRIEF

the guide to the deliverables

BRAND PERSONALITY

Glidden at Walmart is the ultimate problem-solving duo. Walmart understands consumers' need for simplicity, while Glidden is a reliable, encouraging friend.

TARGET AUDIENCE

The target markets are savvy problem solvers who seek quality, but demand value. They choose Walmart over home improvement stores because Walmart is where they can find quick, easy solutions to any problem, big or small.

OPPORTUNITY

We want to pleasantly surprise our target audience with a paint-buying experience that combines unparalleled convenience and value. We can educate the 34 percent of DIY consumers who are not aware of Walmart's paint department by promoting it with the Glidden brand. Glidden can build trust for Walmart as a paint retailer, while Walmart allows Glidden to be found in the most accessible way possible.

PROPOSITION

Glidden at Walmart is the simplest path to DIY success for people who want to tackle small one-day projects to spruce up their homes.

REASONS TO BELIEVE

The target markets already appreciate the convenience of Walmart and are familiar with Glidden as a premium paint brand. Once they know Glidden is sold in Walmart, they will purchase paint there. They can get quality for less in a comfortable environment, whenever they need it.

Glidden at Walmart. There for you.





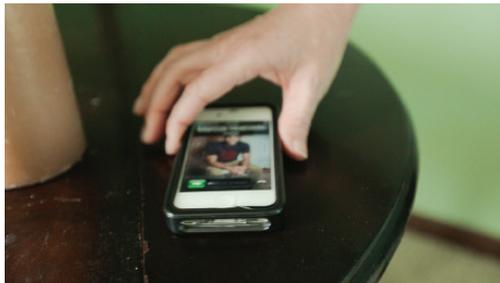
STREAMING VIDEO

spot 1: welcome back, again

In the creative executions we wanted to highlight the convenience and quality of Glidden at Walmart. These spots contain comical, yet believable, reasons to need paint quickly. Each situation is resolved with a quick trip to Walmart for Glidden paint.



The scene opens with Diane, a middle-aged woman, redecorating a room. She is creating her own personal zen space.



The phone rings. Cut to Diane's son.



Diane's son is seen packing a car while talking on the phone.
SON: Hey, mom, yeah it didn't work out, I'm coming home.



DIANE: Oh, hey, honey. What? You... moving back? No, it's exactly as you left it.

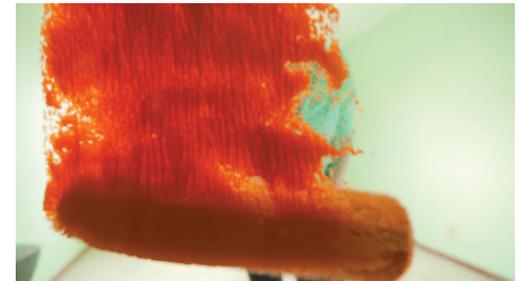


Disappointed, Diane starts removing her calming decorations.



NARRATOR: For your simplest path to do-it-yourself success.

LOGO: Glidden at Walmart



NARRATOR: Glidden at Walmart. There for you.



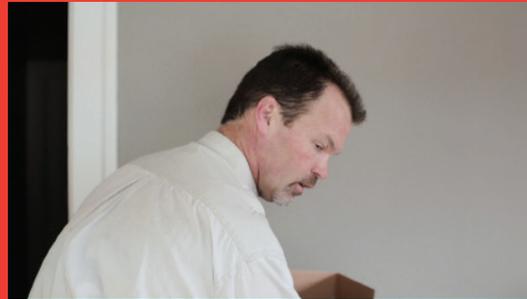


STREAMING VIDEO

spot 2: bigger ego than biceps



The scene opens with a couple, Emily and Greg. Emily is moving out, and Greg and her father are there to help.



Greg immediately goes to the heavy dresser, but is handed a box instead by Emily's father.



Greg refuses the box and goes to show the dresser who's boss.



He is a little shaky at the start, but he successfully makes his way through the door.



Just when he thinks he made it, he gets caught in the doorway and puts a hole in the wall.



Greg is shocked and a little scared.



Emily and her father look on disapprovingly.



NARRATOR: For your simplest path to do-it-yourself success.

LOGO: Glidden at Walmart



NARRATOR: Glidden at Walmart. There for you.



STREAMING VIDEO

spot 3: pint-sized Picassos



Craig is supposed to be watching his darling girls.



Instead, he is on the couch enjoying the Saturday game.



That's until his little angels have other ideas for a canvas.



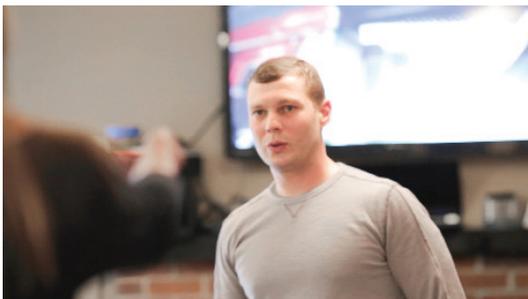
While Craig enjoys his favorite pastime, his girls decide to enjoy their favorite pastime, playing artist.



As his girls put the final touches on their masterpiece, Craig's favorite team scores and he jumps in jubilation.



Just as he jumps for joy, Christina walks in to see a new art exhibit on her living room wall. She angrily hands Craig the keys to the mini van.



Busted.



NARRATOR: For your simplest path to do-it-yourself success.

LOGO: Glidden at Walmart



NARRATOR: Glidden at Walmart. There for you.





PRINT

there for you, when you need it

RATIONALE

These print ads show how the quality and convenience of Glidden at Walmart give consumers an easy solution to some of life's little surprises.



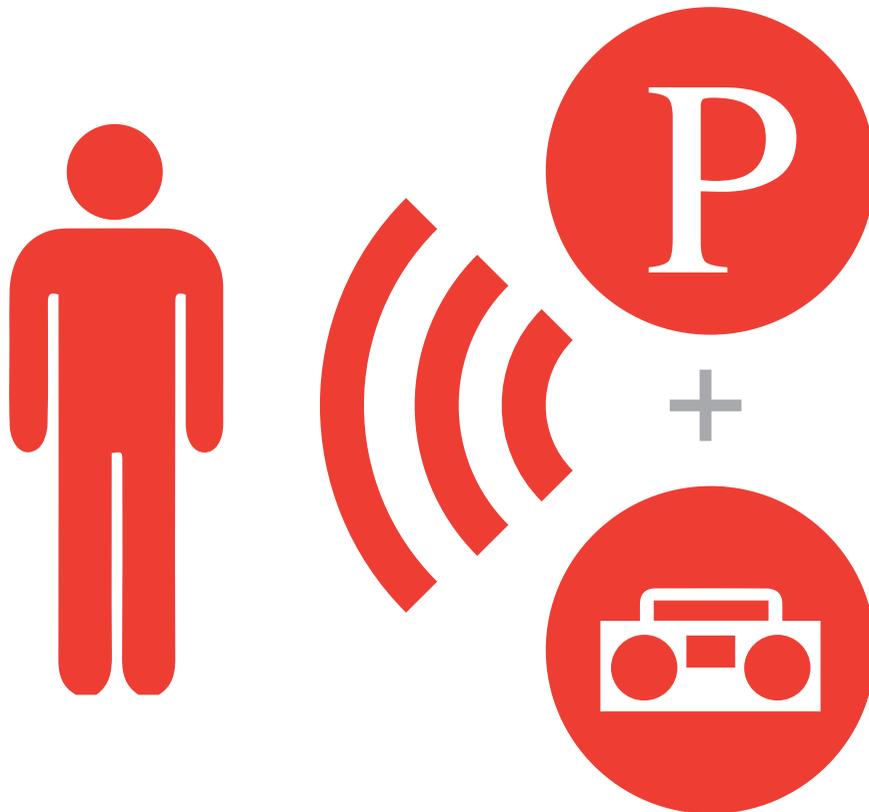
Left: The first print ad targets the young family demographic. It features a sudden realization from a family who planned for pink instead of blue. This is a situation that can be solved with Glidden at Walmart.

Above: The second print ad revisits the concept of a son moving back home. Again, we see a parent changing her son's room into a personal room. This situation portrays an unexpected life event that can be fixed with a quick trip to Walmart for Glidden paint.



RATIONALE

The radio spots repeat the concepts seen in the streaming video spots so that our message reaches consumers more frequently and has more traction. The narrator describes a humorous situation in which something is damaged and needs to be fixed immediately. The call to action tells listeners that when something needs to be repainted now, Glidden at Walmart is the easiest choice they can make. These radio spots are heard on national stations as well as Pandora Internet Radio.



A BIGGER EGO THAN BICEPS

MALE VOICEOVER

It's 8 o'clock and you've almost finished moving out of your apartment. That is until your boyfriend spots your antique dresser in the corner. He means well, but his two weeks at the gym have produced a bigger ego than biceps. You told him he should wait for your dad to help move it. He's not the greatest listener.

SFX

CRASH

MALE VOICEOVER

If your landlord finds out that your boyfriend just put a hole in the wall you might as well forget about getting your deposit back. I guess it's time for Spackle and paint.

MALE VOICEOVER

The simplest path to do-it-yourself success. Glidden at Walmart. There for you.

PINT-SIZED PICASSO

MALE VOICEOVER

It's early in the morning, and you've just found out you have a pint-sized Picasso in the house. While you want to encourage his creativity, the latest permanent marker masterpiece is on your living room wall. Too bad your mother-in-law is on her way to visit, and just like everything else, your son's mural won't live up to her expectations. Looks like you're gonna need some paint, a few rollers, obviously some more coloring books, ...and washable markers.

SFX

KEYS JINGLE

MALE VOICEOVER

The simplest path to do-it-yourself success. Glidden at Walmart. There for you.





POINT OF PURCHASE

gaining awareness throughout the store

LITTLE THINGS MAKE A BIG DIFFERENCE

The primary objective of our point-of-purchase strategy is to raise awareness of Glidden paint and Walmart's paint department. We want customers to view the paint department as an alternative to home improvement stores. With so many Walmart stores throughout the country, we want to spread our reach as far as possible through eye-catching yet cost-effective in-store promotions. From the time customers walk in, until the moment they leave, Glidden at Walmart's presence is noticed. The point of purchase is designed for, and placed in, areas that offer high visibility without interfering with clean-store policies.



PAINT CAN PYLONS

Awareness of the paint department starts from the moment customers enter the store. A display that turns the pylons outside the entrance into paint cans spilling over onto the pavement will get customers' attention and raise awareness of Glidden and the paint department. It will spark customers' interest before they even walk into the store.

PUSHING TO THE PAINT SECTION

We advertise Glidden with strategically placed signs in different sections of the store. The signs relate the contents of the department to the paint section. This displays Walmart's strength as a unique paint retailer, showing customers that they can get a crib, pacifiers, and formula, as well as paint, for their newborn's room.



POINT OF PURCHASE

there for you throughout the store



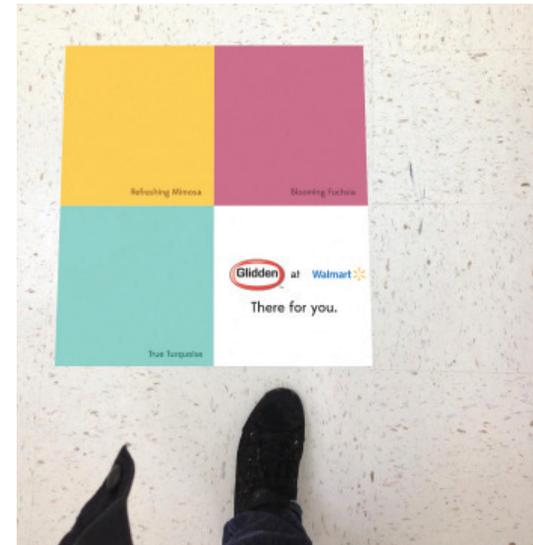
PAINT DEPARTMENT

Within the paint department, the signage strengthens the message of “Glidden at Walmart. There for you.” Signs include situations from the other media in the campaign as well as provide checklists, tips, and helpful brochures. For example, not only do they say, “This is what you need for a wall.” They also say, “This is what you would need, if your child drew on the wall.”



PAINT TILES

Strategically placed covers on tiles throughout the store appear to look like paint chips. Along with the other in-store tactics, this helps Glidden at Walmart stay on the minds of Walmart customers.



CHECKOUT CONVEYOR BELT

For a final punch of brand awareness, there is a Glidden ad on the conveyor belt at all checkouts. The belts display various paint chips from the paint section, leaving a lasting impression of Glidden at Walmart. It also ensures that the brand is promoted to every single Walmart customer.



PARDON THE INTERRUPTION

Periodically, the Glidden spots produced for streaming video run on the television displays in Walmart. We also produce a simple, yet disruptive ad that runs across the screens in the electronics section. The video features an annoying salesman who is selling a fake product, when a paint roller crosses the screen, covering him up. This video strengthens the message of Glidden at Walmart being there for you.





MEET AMY!

she's quirky, fun, and helpful

AMY, THE INTERN

Meet Amy. She is a modern and slightly quirky Millennial. She is Glidden's online personality and produces weekly videos for Glidden at Walmart. These videos feature how-to tutorials, give design advice, and make product suggestions. All of Amy's projects feature Glidden paint, Walmart bags with logos, and any other materials needed for the projects. These videos appear on the Glidden at Walmart YouTube Channel and on various other social media sites.

Glidden and Walmart will choose Amy in a competitive process. She will be required to have knowledge about, and background in, DIY and paint projects. She will also properly represent the Glidden at Walmart brand personality.

A VOICE FOR GLIDDEN AT WALMART

Amy is there for Glidden at Walmart because our target markets look to the Internet when starting DIY painting projects. They are looking for reviews, tips, and inspiration on Google, YouTube, and Pinterest. The research shows that it's imperative that Glidden at Walmart is represented online. Glidden's brand personality also needs to be properly represented. Amy, an online personality that the target markets can connect with and believe, is the solution.

HELPING THE COMMUNITY

Amy also is involved in a partnership between Glidden and the Make-A-Wish Foundation. Along with her other weekly videos, she produces one video per month featuring the Make-A-Wish Foundation. In these videos she helps complete projects with, and for, the Make-A-Wish participants. All products and materials are donated by Glidden and Walmart.



MEET AMY!

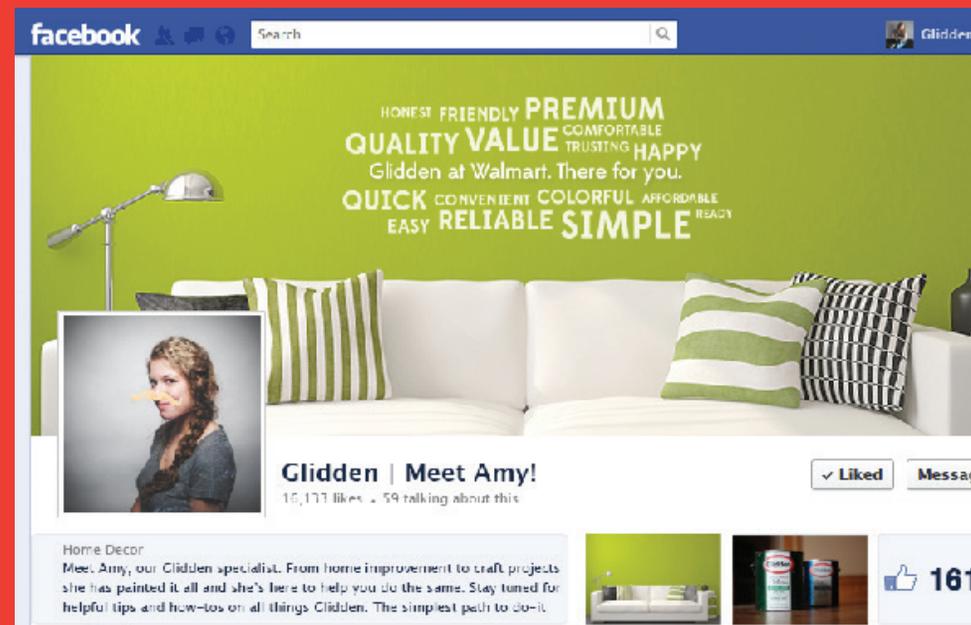
she's so connected, it's scary



SOCIAL MEDIA STRATEGY

The main purpose of Glidden at Walmart's social media strategy is to provide an outlet for customers to communicate directly with the brand, making Glidden at Walmart there for them. Consumers can reach Glidden at Walmart on Twitter, Facebook, and Pinterest. Glidden will hire an employee to maintain all of Glidden at Walmart's social media sites. This person's main job is to respond to posted questions. For Pinterest, the employee, along with the help of Glidden and Walmart, creates thematic boards that provide inspiration. On special nights, Amy, our online personality, takes over Twitter and Facebook to answer questions in real time. We selected evenings specifically because that is when the target markets access the Internet.

Along with producing her weekly videos, Amy is the voice of our promotional contest. The contest includes Amy solving user-submitted DIY paint questions or problems. Consumers can post their questions to all social media sites as well as the online microsite. Once a month Amy, Glidden, and Walmart representatives choose one submission to produce into a feature video. They choose the videos based on which user-submitted question receives the most likes of the month. Amy then travels to the winner's location to help solve their DIY dilemma. This video will premiere the following month. The winner also receives a \$2,000 gift card to Walmart stores.





WEB APPLICATION

Glidden at Walmart's social media presence is not enough to keep users engaged online. Consumers need a place where Glidden at Walmart stands on its own, the Glidden at Walmart Web app. The Web app is an online website that functions as if it were a mobile application. Consumers can access it at home on their computers or with their mobile devices. The purpose of this Web app is to provide the customers with help and to enhance their experience with the brand. It has several different functions that are there for the customers at every step of the painting process.

Video Content

The first thing users see when they access the Web app is the featured video page. In addition to YouTube, this is where Amy's videos, and popular user-generated content are displayed.

My Glidden Profile

Web app content, such as DIY tips or color palettes, can be "liked" and saved. Saved content goes to a personal Glidden profile to keep the user's inspiration all in one place. Users can also upload their own content.

Color Studio Function

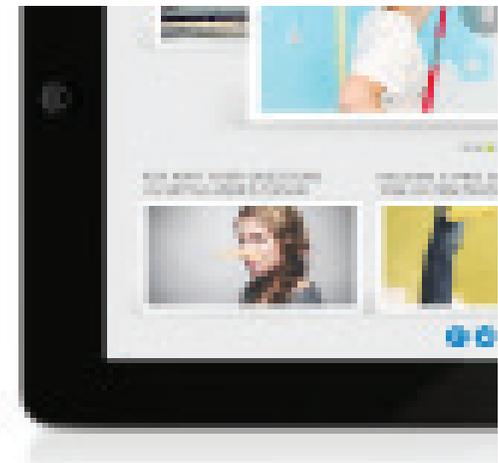
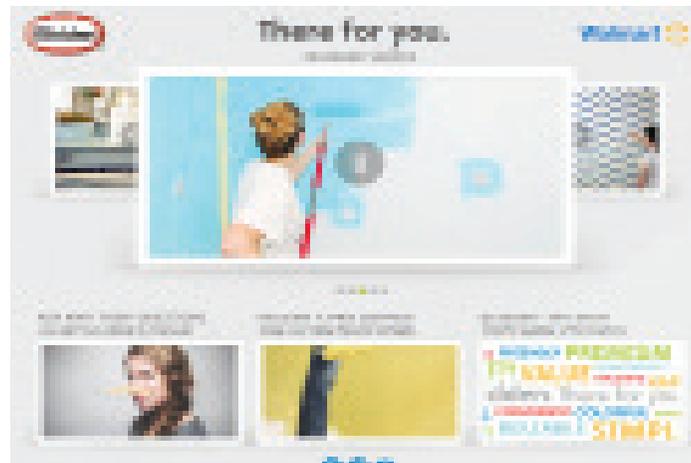
This function helps customers through the decision-making process of their projects. It displays all available colors as well as suggested color palettes. This content is not stagnant; it is constantly updated and influenced by user feedback. Another feature of the Color Studio is My Palette. This feature allows users to upload their own inspirational pictures and pull a Glidden color palette from those pictures.

DIY Center

This is a web-based catalog and display where Glidden can post both tips and ideas relating specifically to DIY painting projects. These tips are categorized and constantly updated. Users can also upload their own tips and ideas.

Glidden Help Center

This is where customers find basic paint FAQs. It is also where they can get simple answers to questions, such as "How many gallons do I need?" or "What kind of prep do I need to do?" or "How do I tape off my room?" This content is for first-time painters who need all the help they can get.





MEDIA PLAN

making the right impression

OBJECTIVES

Maintain an estimated 70% reach with a nationwide average frequency of 3 throughout the 5-month campaign

Generate consumer awareness through digital, traditional, and point-of-purchase advertising

STRATEGIES & TACTICS

A mix of traditional media and new online media pulses throughout the year.

Establish yearlong top-of-mind awareness using point of purchase, a microsite, and our DIY expert to drive sales and awareness during the heavy paint-purchasing months of May through September.

Pulsing media maintains a 5-month-long national presence with extra emphasis placed in strategic areas at strategic times. Qualitative research was used to make these decisions.

TIMING

- May 2014 The launch of the campaign coincides with the beginning of summer and the typical time our audience undertakes DIY home improvement projects.
- July 2014 DIYers tend to paint for events, and the Fourth of July is one of the largest holidays in the 5-month campaign time frame.
- September 2014 The end of summer is the DIYers' last chance to finish their summer projects. This push finishes the campaign strongly.

OVERVIEW

While some vehicles are geared toward one of the target markets, media buys are based on each of the target markets' media usage and lifestyle.

The May 2014 – September 2014 “There for you” campaign uses an optimized combination of traditional and non-traditional media to maximize our reach to the three target markets as well as generate overall awareness about Glidden at Walmart.

TRADITIONAL: \$3,266,730

Magazine: \$1,737,054 Gross Impressions: 182,847,789

4-color & full-page advertisements, one ad each magazine/month; May, July, & September

RATIONALE

Women, who are the principal shoppers in their households, are 15% more likely to be heavy readers of magazines. 49% of these women read magazines regularly. 43% of Millennials and 39% of Baby Boomers say they are slightly-heavy to heavy magazine readers.

BETTER HOMES AND GARDENS: 74.1% of readers are women and 29% are grocery buyers with kids in the household.

PEOPLE: 71% of readers are women. 34% of readers are Millennials (b. 1977-1994). 36% of readers are Baby Boomers (b. 1946-1964). 46.1% of readers have children in the household.

GOOD HOUSEKEEPING: 11% of Walmart shoppers read this publication. Walmart shoppers are also 16% more likely than other consumers to read Good Housekeeping.

Radio: \$1,466,676 Gross Impressions: 964,918,420

RATIONALE

Walmart shoppers are 5% more likely than the average person to be heavy users of radio, with 41% of Walmart shoppers using radio heavily. Millennials are 8% more likely to be heavy users of radio, with 42% of Millennials saying they are slightly-heavy to heavy users of radio. Baby Boomers are 3% more likely to be heavy users of radio, and 41% of Baby Boomers use radio frequently.



Radio impressions reach
the United States public 3 times.





MEDIA PLAN

continued

Public Relations: \$63,000

\$29,000 is budgeted for the public relations intern. \$24,000 (\$2,000/month) is used to compensate the social media intern who produces short videos of painting tutorials for the year. During the 5 months of May through September she answers viewers' questions. \$5,000 (\$1,000/month) is used for travel to visit the five contest winners.

\$10,000 is allocated for the 5-month video entry contest on our microsite. Each month, one winner is selected to receive a \$2,000 Walmart gift card.

\$24,000 (\$2,000/month) is budgeted for a social media employee. This individual is responsible for maintaining the Glidden at Walmart Facebook page as well as responding to questions and posts made on that page during the yearlong campaign.

NON-TRADITIONAL: \$5,693,178

Point of Purchase: \$2,000,000

\$2,000 per store is allocated to the 1,000 most trafficked U.S. Walmart stores. Focus groups of Millennials and Baby Boomers said point of purchase is very important when entering a paint section to decide on which paint to buy.

RATIONALE

Placing point-of-purchase signage throughout Walmart stores drives more store traffic to the paint section. This signage also helps point-of-purchase elements stand out from the rest of the store.

Online Radio: \$500,000

Gross Impressions: 25,000,000

Pandora.com:

32% of Pandora's listeners fall within the Millennial age bracket. Overall, Millennials are 27% more likely to use Pandora than the average person. The average listener on Pandora spends 19.1 hours/week listening to music or roughly 2 hours and 40 minutes per day. Additionally, 15-second Pandora commercials cannot be skipped. The markets listen to the ads because there are no other stations they can turn to as with traditional radio.

Streaming TV: \$2,793,178

Total Gross Impressions: 64,018,735

Hulu.com: \$1,980,178

Gross Impressions 44,003,955

- 30 sec ads to play throughout videos being viewed

RATIONALE

Overall, users spend an average of 1 hour and 13 minutes per day on Hulu. Millennials are 76% more likely to use Hulu than the average individual, while 64.8% of Hulu's audience is within the Millennial age range. Also, Hulu does not allow viewers to skip through advertisements, so ads placed on Hulu are more likely to be watched in their entirety.

YouTube.com: \$813,000

Gross Impressions: 23,228,571

- 30 sec ads to play before YouTube videos

RATIONALE

By placing our ads before DIY videos on YouTube, our ads target prospective DIYers. YouTube attracts more than 800 million unique visitors each month, and more than 4 billion hours of video are watched every month. 67% of the U.S. Millennial audience is reached via YouTube, while Baby Boomers who use YouTube account for 52% of the total U.S. Baby Boomer population. Individuals in the Millennial age range are 57% more likely than the average person to use YouTube. Also, individuals with children are 8% more likely than the average person to watch videos on YouTube.

Microsite: \$400,000

Cost for set-up and 12-month-long maintenance

Production: \$1,040,092

These funds are used to finance the creation of streaming videos, point-of-purchase ads, and radio spots. This production fund also serves as a contingency for unplanned expenses.



MEDIA SCHEDULE

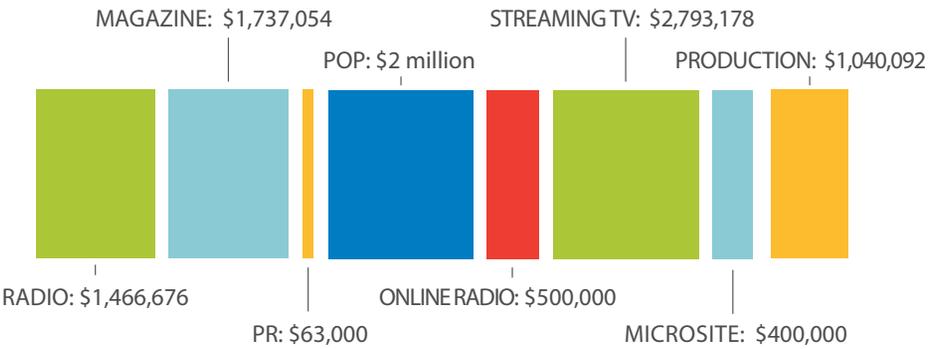
schedule, budget, and sources



2014

	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	JAN.	FEB.	MAR.	APRIL	BUDGET OUTLAY	IMPRESSIONS
ONLINE	[Bar spanning May to Sept.]													
Hulu	[Bar spanning May to Sept.]												\$1,980,178	44,003,955
YouTube	[Bar spanning May to Sept.]												\$813,000	23,228,571
Pandora	[Bar spanning May to Sept.]												\$500,000	25 million
MAGAZINE	[Bar May]		[Bar July]		[Bar Sept.]								\$1,737,054	182,847,789
PR	[Bar spanning May to Dec.]													
PR Intern	[Bar spanning May to Dec.]												\$29,000	
Social Media Intern	[Bar spanning May to Dec.]												\$24,000	
Video Contest	[Bar spanning May to Sept.]												\$10,000	
MICROSITE	[Bar spanning May to Dec.]												\$400,000	
POP	[Bar spanning May to Dec.]												\$2 million	
RADIO	[Bar spanning May to Sept.]												\$1,466,676	
PRODUCTION	[Bar spanning May to Dec.]												\$1,040,092	964,918,420
TOTAL													\$10 million	1.2 billion

BUDGET



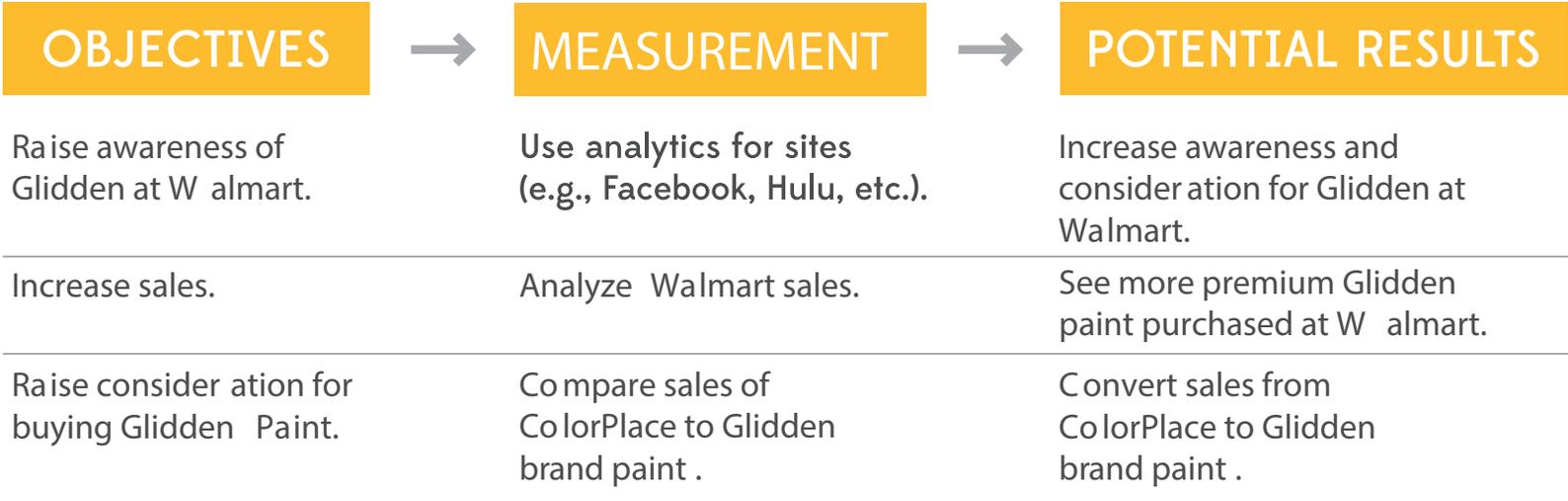
MEDIA SOURCES

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- www.youtube.com/yt/advertise/demographics.html
- www.quantcast.com/hulu.com



CAMPAIGN EVALUATION

defining success and outcomes





ACKNOWLEDGEMENTS

the people who made this campaign a success

The University of Nebraska–Lincoln NSAC team would like to thank the College of Journalism and Mass Communications faculty and staff for their knowledge, insight, and creativity. Because they were there for us, we were able to develop the 2013 UNL NSAC, “Glidden at Walmart. There for you.” campaign.

We would like to extend a special thank you to Adjunct Professor Rich Bailey, who continuously inspired and guided us. His knowledge and expertise were invaluable to the campaign process from start to finish.

We would also like to thank Senior Lecturer Michael Goff. His no-nonsense attitude and dedication to our team kept us going.

Special thanks to Glidden and Walmart. We learned a lot from the experience of solving this unique challenge. This extraordinary opportunity would not have been possible were it not for you. We appreciate the time spent putting together the materials and information for us.

A special thanks is also given to AAF and everyone involved in NSAC for providing us with this opportunity. It was a valuable experience and will help us in the future. Thank you.

OUR TEAM:

ACCOUNT SERVICES

Cody Elmore | Account Supervisor

Adam Kroft | Account Planner/Project Manager/PR

Rachel Leitschuck | Account Planner/Research Director/PR

Brittany Rypkema | Account Planner/Project Manager/PR

Jordan Oddo | Account Planner/PR

MEDIA SERVICES

Derek Niewohner | Media Director

CREATIVE

Matthew Anderson | Creative Director

Mitchell Benes | Creative Director

Meg Brannen | Copywriter

Griffin Gale | Copywriter

Devin McDermott | Copywriter

Grant Weber | Copywriter

Jennifer Gortik | Art Director

Jeremy Gortemaker | Art Director

Katie Hottovy | Art Director/Interactive Designer

Matt Wengert | Art Director

Toan Chu | Film/Photography

Devin Specht | Film

FINALLY, WE WOULD LIKE TO THANK THE FOLLOWING INDIVIDUALS FOR THEIR CONTRIBUTIONS

Dr. James O’Hanlon | dean

Dr. Charlyne Berens | associate dean

Karen Brokaw | adjunct professor

Dr. Frauke Hachtmann | associate professor

Michael Kuhl | adjunct professor

Chuck Piper | adjunct professor

Clint Runge | adjunct professor

Dr. Linda Shipley | professor

Amy Struthers | associate professor

Kris Grimes | actor

Tyler, Ashley, Emma, and Ruby Sasek | actors

Zelie Rutledge | actress

Mark and Julie Anderson | set providers

TJ and Ashley Thornton | set providers

HONEST FRIENDLY **PREMIUM**
QUALITY VALUE COMFORTABLE
TRUSTING **HAPPY**

Glidden at Walmart. There for you.

QUICK CONVENIENT **COLORFUL** AFFORDABLE
EASY **RELIABLE** **SIMPLE** READY

