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<b>EXECUTIVE SUMMARY</b>	01
<b>SITUATION ANALYSIS &amp; MARKETING STRATEGY</b>	02
<b>MEDIA OBJECTIVE, STRATEGY &amp; TACTICS</b>	13
<b>CREATIVE STRATEGY</b>	21
<b>PROMOTION STRATEGY &amp; IMC EFFORTS</b>	27
<b>EVALUATIONS</b>	32
<b>REFERENCES</b>	33



# EXECUTIVE SUMMARY

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Glidden at Walmart currently faces a problem overcoming the negative association that people have with Walmart. Many people don't trust Walmart as a paint retailer because of its association with low quality and limited customer assistance. In terms of Glidden's reputation, most consumers view Glidden as an old, tired brand. We want to reinvigorate the Glidden brand to overcome the "Walmart stereotype" to create brand loyalty and purchase intent among younger consumers.

We first thoroughly analyzed Glidden and its competitors to see where Glidden had the most opportunity for improvement and expansion. We found a significant opportunity to make DIY projects more appealing to young consumers. We determined that our primary competitors are Behr, Sherwin Williams, Valspar and ColorPlace, and our secondary competitors are Clark+Kensington, Benjamin Moore and Olympic. Like its competitors, Glidden taps into the DIY trend, but its branding lacks the young person appeal of its competitors.

To reach our marketing and advertising objectives to increase market share, sales, brand awareness and purchase intent over the fiscal period of May 2016 to September 2016, we conducted online surveys, in-depth interviews and quantitative research to deeply understand our target audience. The results from this research determined that our primary target audience should be females 18-34 who are renting DIYers looking to put their own personal mark on their living spaces.

Since many people don't know Walmart sells Glidden, we will use reach-focused media plan to push our message in an effort to build as much awareness as possible among our target audience. Though we will run advertising from May to September, we will pulse during June, July and August, when our target audience will have more time for DIY projects. We will focus our advertising in the top DMAs for the paint category across the country. We will maintain Glidden's presence in the areas where it is currently doing well, but we will spend a larger percent of the budget in areas where the category is doing well but Glidden has potential for growth. For paid media, we will run our campaign using late and early fringe TV, magazines, email marketing and mobile video ads. We will also employ extensive IMC efforts to reach our audience in a fresh and authentic way.

Before we decided on our creative concept, we came up with three completely different ideas and conducted a focus group to see which idea appealed the most to our primary target audience. From this feedback, we came up with the campaign tagline, "It doesn't take millions to make a masterpiece." This campaign will empower every creative, no matter the skillset, to complete paint projects with confidence and ease at a great price.

We will use a combination of TV, print and digital advertising to appeal to achieve a widespread reach that speaks to both segments of our target audience, while focusing on the channels that appeal to primary target audience the most.

In addition to our traditional advertising efforts, we will also use promotional strategies and IMC efforts. We will use in-store executions, including product demonstrations, an interactive game and a premium promotion, in top-DMA Walmart stores. We will use email marketing to send out coupons as a form of sales promotion and convey the affordability of Glidden. We will also team up with local artists from different communities and have them paint public murals using Glidden paint, which we will record and share on our social media. We will use cause-related marketing by remodeling underprivileged schools and donating Walmart school supplies. Through all of these efforts, we will gain earned and owned media through press coverage and posting vignettes of the events on our own social media pages.

We will use copytesting and post-testing techniques to measure the success of our campaign. Copytesting will ensure that our messages are relevant and inspiring before and during the campaign. We will use post-testing after the campaign's conclusion to determine if attitude and purchase intent increased as a result of the campaign. We will also analyze sales data for increases in Walmart paint purchases.

By sending the message of with Glidden at Walmart, "it doesn't take million to make a masterpiece," we will create a dedicated following among the millennial demographic and therefore establish Glidden as a dependable brand that doesn't just keep up-- it leads the pack.





# **SITUATION ANALYSIS**

& MARKETING STRATEGY

# MARKETING PROBLEM

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Glidden at Walmart's main problem is overcoming the negative association people have with Walmart and its products. Our target audience views Walmart as lacking in quality and customer service, so they inherently perceive Walmart products as subpar. Paint is a high involvement product for many in our audience, and though they shop at Walmart, they generally don't trust the chain to provide for their paint needs. Some don't even know that Glidden is sold at Walmart. Two-thirds of DIYers know Walmart sells paint, but only five percent consider purchasing it. This has led to a poor market share for paint at Walmart: only nine percent for interior and exterior paint. In terms of Glidden's reputation, most consumers view Glidden as an old brand—trusted but not trendy. In a product category that focuses on how to bring life and vibrancy to a home, Glidden cannot afford to be the “tired” brand. Glidden needs to reinvigorate its branding to overcome the “Walmart stereotype” and create brand loyalty and purchase intent among younger consumers.

## PRODUCT/BRAND ANALYSIS

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Although nationally recognized, the Glidden Paint company is a division of PPG Industries, which is one of the largest paint and coatings manufacturers in North America. It is available throughout the United States and Canada at The Home Depot, Walmart, company-owned stores and various small retailers (1). The company owns 1,000 stores in the United States alone and operates in 70 countries worldwide. The United States accounts for 62 percent of PPG's total revenue (2). In the U.S. paint and coating manufacturers industry, Sherwin-Williams holds the largest amount of shares with 45 percent, followed by PPG Industries with 20 percent, Masco with 14 percent, Valspar at 5 percent and 16 percent for other (3).

Glidden is nationally recognized for its generations of versatile, high-quality paint, and strives to provide innovative product offerings to consumers. From 2003-2008, however, the brand experienced a treacherous decline in market share, allowing competing companies to capitalize. Glidden acquired reinvention methods in 2009, such as a simplified color center and mass media push, to re-position itself as an established brand. In 2010, it struck a deal to be the exclusive paint manufacturer of Walmart, offering three functional paint collections at affordable prices. The first, Glidden Brilliance Collection, is both an all-in-one paint and primer. Offered in over 300 colors, the Glidden Brilliance Collection is dependable and sold for \$23-\$29 per gallon. Glidden's second collection exclusive to Walmart is Better Homes and Garden Interior Paint that holds Glidden as its endorser. This inspirational, 180 color line is retailed between \$16-\$19 per gallon. The third and final selection is ColorPlace. Its inexpensive price (\$10-\$13 per gallon) makes it attractive to consumers. ColorPlace is offered in 882 colors, making it Glidden's largest product line sold at Walmart. Today, however, the Glidden Paint company focuses on being the leader in its category by positioning itself as easy, fresh, and friendly (4). By using this approach, Glidden hopes to gain the attention of DIY painters shopping at Walmart.





## COMPETITORS ANALYSIS

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A rising economy, technological advancements and market improvements have caused the paint retail industry to flourish. The rise in the economy has created more disposable income for consumers to spend redecorating their homes. Home improvement projects have always been an activity people enjoy doing, but now the rising popularity of YouTube videos and other helpful DIY videos has made remodeling more popular than ever. Research shows DIY painters acquire paint most often through home improvement stores, such as Home Depot and Lowes. These outlets contribute to 61 percent of DIY channel share. Independent paint stores contribute 15 percent, followed by mass merchants at 14 percent and hardware stores at 9 percent (5). DIYers contributed 45% of all paint sales in 2012. In 2014, the painting and coatings industry globally acquired \$106.7 billion, while North America earned \$18 billion (17 percent of total paint sales) (6). In the United States, paint and coating manufacturers produced \$28 billion in revenue in 2014. Interior paint is the largest product segment for this industry, and accounted for 43% of total revenue (7). According to the 2010 market share by type of paint within the painting and coating industry, architectural coatings contained the largest share of 41 percent, followed by industrial coatings at 38 percent and 21 percent for special purpose coatings (8).

Glidden's primary competitors are Behr, Sherwin-Williams and Valspar. These three highly recognizable and successful paint brands are effectively targeting younger audiences through their active use of social and online media. They create shareable content and push it on platforms most used by millennials. These three brands serve as the primary competitors for the campaign because they actively attract Glidden's target audience. They are primary competitors also because of their high market share and their strong brand recognition among our research participants. ColorPlace is also a direct competitor for Glidden because it is the less expensive Walmart paint choice. Sales for Behr are strongest in Detroit (265), Atlanta (184) and Philadelphia (174). Behr uses a mixture of traditional and digital media. In Behr's recent campaign, the company not only used a mixture of print, social media and outdoor advertising, but they also teamed up with the online media company BuzzFeed. Behr sponsors BuzzFeed's DIY page and gave the BuzzFeed corporate office a makeover using Behr products(2). Sherwin-Williams sales are strongest in Atlanta (241), Cleveland (227) and Washington DC (149). Sherwin-Williams uses a mixture of almost all media outlets. In their recent "Explosion of Paint" campaign, they filmed paint in tanks of water and created commercials and shareable social media videos. Sherwin-Williams also makes highly effective use of its outdoor and print advertising(3)(1). Valspar sales are strongest in San Antonio (208), Philadelphia (156) and Boston (156). Valspar is very active in using digital advertising and creating shareable content for social media. In Sherwin-Williams' most recent campaign, the brand created a pair of glasses that allow people who are colorblind to see the colors they were unable to see before. The video was massively shared across many social media outlets. The brand also employs a fair share of print advertising (1). ColorPlace represents 60 percent of Walmart's paint sales and is retailed at \$10 to \$13 per gallon.

Glidden's secondary competitors are Clark+Kensington, Benjamin Moore and Olympic. Glidden should be wary of these brands as well because they are starting to make efforts to appeal to Glidden's same target audience. For example, Clark+Kensington recently partnered with OPI to create a line of premium interior paint that matches nail polish colors (4). These brands are not as recognizable among young audiences as the primary competitors and do not have as strong of a digital presence, but they are still a major threat because either their long brand history, their retailer partnerships or their willingness to try new tactics to appeal to younger audiences.



## **STRENGTHS**

- Higher quality than ColorPlace
- Long-trusted brand
- Affordable
- Readily available color suggestions/guides
- Scaled-down color options makes selection easy
- Walmart has a reputation for having everything you need
- Easily accessible
- Less expensive than other brand names

## **WEAKNESSES**

- Walmart's poor customer service
- Walmart is not thought of as a paint retailer
- Walmart gives the brand low-quality tone
- Perceived as outdated

## **OPPORTUNITIES**

- Promote Walmart as your "one stop shop"
- Show painting as an easy and non-stressful activity
- Inspire DIYers to take on small, one-day projects
- Boost social media presence
- Modernize brand to appeal to young consumers

## **THREATS**

- Specialty stores
- Low price of ColorPlace
- Unbeatable quality of competitors
- Trendy branding of competition
- No longer has product differentiation from competitors

# PRIMARY COMPETITORS

## BEHR

### STRENGTHS

- Partnership with The Home Depot
- Old company, established in 1947
- Reputation as professional-grade paint
- Targets consumers, professionals and architects

### WEAKNESSES

- The Home Depot partnership limits possible customers
- High prices don't always translate to high quality

### OPPORTUNITIES

- Promotional activity through The Home Depot
- International sales through The Home Depot

### THREATS

- Other paint brands have same or lower prices but better quality

## SHERWIN-WILLIAMS

### STRENGTHS

- Is its own paint retailer
- Knowledgeable and available paint associates
- Trusted, reliable brand known for quality

### WEAKNESSES

- Lawsuits for manufacturing lead-based paint
- Only sold at Sherwin-Williams stores
- Products are expensive

### OPPORTUNITIES

- Targeting the homeowner/homemaker segment
- Increase its international presence
- Produce environment-friendly products
- Partner with HGTV Home

### THREATS

- Competing with paint retailers and paint brands divides communication tactics

## VALSPAR

### STRENGTHS

- Top-rated VOC paint
- Strong brand characters
- Acquired Ace Hardware's two paint manufacturing facilities
- Industrial coating manufacturer
- First paint brand to offer refunds on paint after it's tinted

### WEAKNESSES

- New to the paint category
- No exclusive partnership with any paint retailer

### OPPORTUNITIES

- Opportunity to reach many people by not being tied to a specific retailer
- International sales through The Home Depot

### THREATS

- Similar products to its competitors

## COLORPLACE

### STRENGTHS

- Represents the majority of Walmart's paint sales
- One of the most affordable paint brands

### WEAKNESSES

- Low quality
- Almost nonexistent digital presence
- Most of their online presence involves negative reviews

### OPPORTUNITIES

- Targeting DIYers on a budget
- Increasing presence on digital and social media

### THREATS

- High quality paints
- Positioned directly next to Glidden at Walmart locations

# SECONDARY COMPETITORS

## OLYMPIC

### STRENGTHS

- Sold almost exclusively at Lowe's
- Trusted brand-- around since 1938
- Strong social media presence

### WEAKNESSES

- Not partnered with any retailer
- Criticized for lack of product variety

### OPPORTUNITIES

- Inspire DIYers to resurface and paint old wooden furniture
- Partner with another DIY brand or network to gain leverage
- Offer wider variety of products

### THREATS

- Other competitors are also sold at Lowe's

## CLARK+KENSINGTON

### STRENGTHS

- Sold exclusively at Ace Hardware
- Partnership with OPI nail polish
- Inexpensive & good value
- Recently came under Valspar's ownership

### WEAKNESSES

- Almost nonexistent online presence
- Newest brand to paint market

### OPPORTUNITIES

- Attract young customers with OPI partnership
- Create a digital and social media presence to attract new customers

### THREATS

- Long-established paint brands
- Brands with vibrant social media and digital presences

## BENJAMIN MOORE

### STRENGTHS

- Favored in architecture and design communities
- Utilizes fashion and makeup colors
- Trusted name
- Strong social media presence

### WEAKNESSES

- Expensive products
- Limited product variety

### OPPORTUNITIES

- Target a younger audience
- Expand product offerings
- Partner with trendy brands to attract new consumers

### THREATS

- Availability of cheaper brands of similar quality



## **MARKETING OBJECTIVE**

Increase Glidden's market share by 10 percent and increase Glidden's sales from 40 to 60 percent of Walmart's overall paint sales over the fiscal period of May 2016 to September 2016.

## **ADVERTISING OBJECTIVE**

Generate 80 percent brand awareness and 35 percent purchase consideration among Walmart shoppers.



## TARGET AUDIENCE & PROFILE

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In analyzing secondary research and Simmons OneView results, Glidden's current target audience appears to be 35 to 55-year-old homeowners (129). These people are generally married (124) with children in their household aging six to 12 (257). Most of these individuals are currently employed full time. Our research as well as Simmons OneView show that Glidden shifting its focus to target younger individuals, mainly new homeowners or renters. These individuals show to currently be in college part time (129) and have part-time jobs (113).

The in-depth interviews and the online survey revealed that Glidden's primary competitors are Behr, ColorPlace, Sherwin-Williams and Valspar. Glidden's secondary competition includes Olympus, Clark+Kensington and Benjamin Moore. To determine the target market for Glidden's main competitors, we ran multiple crosstabs in Simmons OneView. The data was similar for all competitors. The majority of them appeal to married couples with multiple children living in their households ranging from 6-17. These men and women are typically 35-55 and employed. However, research suggests that paint brands like Valspar, Olympic, and Clark+Kensington appeal to a younger age range, mainly millennials who are still at least part-time students in college.

Our primary target audience for this campaign is females ages 18-34-- young DIYers seeking to spruce up and personalize their rented living spaces. They have limited paint experience, and they are not perfectionists. They enjoy being creative and the look of their home is very important to them. The younger end of the target will be renting a first apartment in college, while the older end may be renting a house and may have children. By targeting a younger segment, we have a good opportunity to develop a lifelong brand loyalty to Glidden among a large segment of consumers. Many of Glidden's current customers are in older age groups. Glidden must develop relationships with young people now to ensure they will be loyal to Glidden once they are ready to purchase their first homes. Our secondary target audience will be Glidden's current buyers, the 35-55-year-old baby boomer homeowners discussed above. Our advertising strategies, though more heavily targeting younger people, will also speak to these older individuals. In doing so, we will gain new Glidden customers while maintaining our current users. We learned much of our target audience psychographic insights through our market research.

# MARKET RESEARCH

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## IN-DEPTH INTERVIEW SUMMARY

To better understand our target audience, we first conducted primary research in the form of in-depth interviews. A total of 17 people within in our overall target audience participated and offered insightful suggestions, critiques and comments. The majority of participants were female (15), while only two males participated. Participant ages ranged from 21-66, with the average age being 43.

### SECTION 1: UNDERSTANDING PARTICIPANTS LIFESTYLES AND INTERESTS

Most participants agreed that spending time with family and friends, relaxing and being outside were their favorite activities to enjoy during their free time. Most participants said they had few hours of free time a day, but had more time on weekends. Three of the participants said they enjoy doing home improvement and decor projects during their free time. Most participants were homeowners, married and have children. Ten participants were married, and 12 participants had children of various ages. The most common profession among the participants was teaching, but other jobs include a lawyer, nurse, secretary, business owner, marketing executive and several office administrators.

### SECTION 2: UNDERSTANDING PERCEPTIONS ABOUT WALMART

The second portion of the in-depth interview consisted of questions focusing on paint projects and perceptions about Walmart. Many participants admitted that they do not paint very often, but when they do it's usually small projects.

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**Most of them say they are motivated to paint, but only if there is something that needs to be painted or “touched up.”**

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Most participants said they like to repaint their walls every five years. Many said the look and feel of their home is very important to them. Participants were most likely to go Lowe's and Home Depot for their paint. They also acknowledged using Glidden competitors, such as Sherwin-Williams, Behr and Benjamin Moore. They like to shop at places that have excellent in-store assistance. Most of them do not have a favorite paint brand and are motivated to buy a certain paint depending on the job at hand. Participants said they consider color, quality and price when buying paint, not necessarily brand. Participants also agreed to wanting paint that is durable and long-lasting. According to the participants, the best part about painting is the satisfaction they get from seeing the end result. The worst thing about painting is the extensive time and energy it requires.

### SECTION 3: UNDERSTANDING EXPERIENCES/OPINIONS ABOUT GLIDDEN

The third section of the in-depth interview focused on experiences and opinions about Glidden paint. All female participants ages 20-40 said they had never heard of Glidden before and therefore had never used it. One associated the brand name as being “generic and common,” while one female thought it sounded “cute” and “adorable.” Overall, participants seemed disinterested and unfamiliar with the brand. Several participants said they have used Behr before. Female participants ages 50-60-years-old had heard of Glidden before. All of the participants associate Glidden as being “old” and of an “older generation.” The two male participants agreed that they said they have heard of Glidden. They labelled Glidden as a cheap, old brand associated with construction or outdoor projects. The overall average estimated cost for a gallon of Glidden paint was \$20.

### SECTION 4: MESSAGE AREAS AND CREATIVE IDEAS ABOUT GLIDDEN

Section Four of the interview focused on potential message strategies and creative ideas Glidden could use. Many of the participants said that having a helpful, knowledgeable staff is an essential characteristic of a store that sells paint. Many of the participants were unaware that Walmart even sold paint or offered other painting products and thought that more effective advertising could draw shoppers to Walmart's paint section. Most participants said they are more receptive to advertising commercials. One participant suggested selling a paintbrush with each paint purchase could draw shoppers to the paint section. One participant commented that in-store paint demonstrations of easy DIY projects could help draw shoppers to the store.

### SECTION 5: POTENTIAL ROLES AND BENEFITS FOR GLIDDEN

Responses for Section Five, analyzing how Glidden relates to consumers, were generally negative. Few participants mentioned having a paint project planned for the upcoming year. The other participants that do have paint projects planned in the near future said the projects will involve their hallways, bathrooms, bedrooms and baby rooms. Some participants commented that to determine if Glidden is the best paint option for them, they would have to do more research on the brand and competitors. Many people said that they would not advise people to buy Glidden at Walmart until they knew the paint was of substantial quality and was worth recommending. One participant said, “I just don't think about Walmart when I think about paint.” Many participant's opinions were mixed regarding whether they would buy Glidden paint from Walmart in the future. Many said they would not, simply because they dislike Walmart and avoid shopping there.

# MARKET RESEARCH

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## ONLINE SURVEY SUMMARY

As part of our research we conducted an online survey and received 200 responses from members of our target audience. We asked six questions pertaining to psychographics and six involving demographics.

The majority responders stated that the look of their home is important, but they are not loyal to one particular paint brand and do not work on interior paint projects often. When we asked our respondents to name three paint brands, 56 percent of people named Behr. Only 15 percent included Glidden (Figure 1). Most people were familiar with Sherwin-Williams and Behr. However, 72 percent of people have heard of the name Glidden.

Quality was listed as the most important factor in buying paint, and 43 percent of respondents buy paint from Home Depot while only 7 percent buy paint at Walmart (Figure 2). However, 27 percent of people shop at Walmart 2-3 times a month.

When we asked people to describe Walmart, most of the responses were negative. They described the chain using words like “crowded,” “cheap,” “gross” and “trashy.”

Of our respondents, 45 percent were ages 18-24, and 30 percent were 25-34 (Figure 3). The majority of people were in a relationship or married. Sixty-three percent of respondents did not have children, but 53 percent owned their home.



**200**  
RESPONDENTS



FIGURE 1

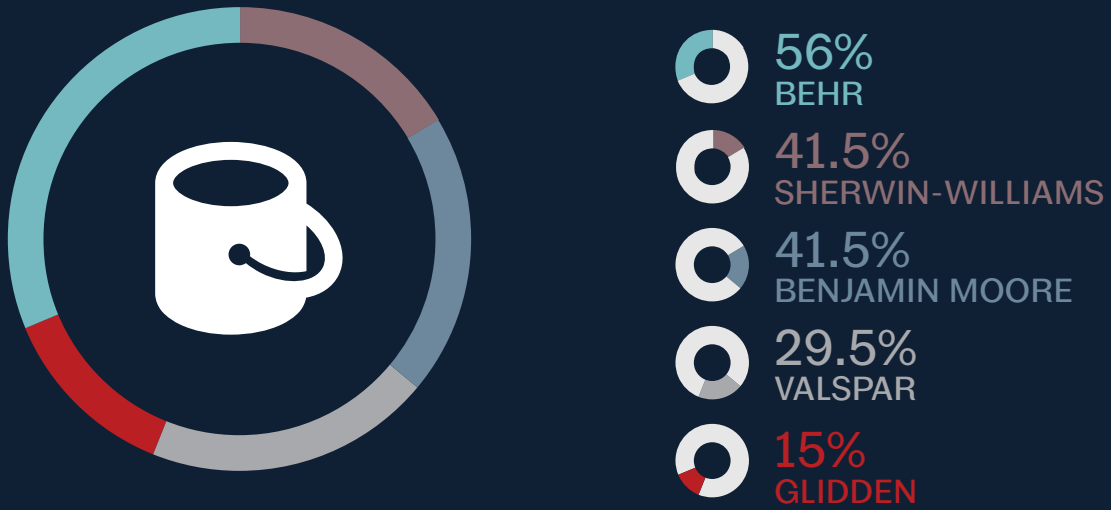


FIGURE 2

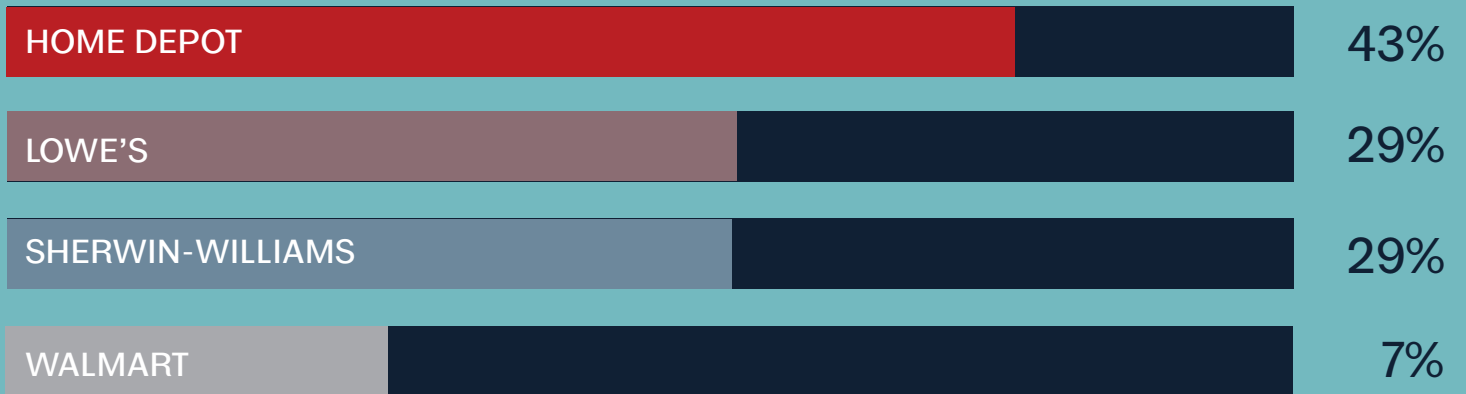
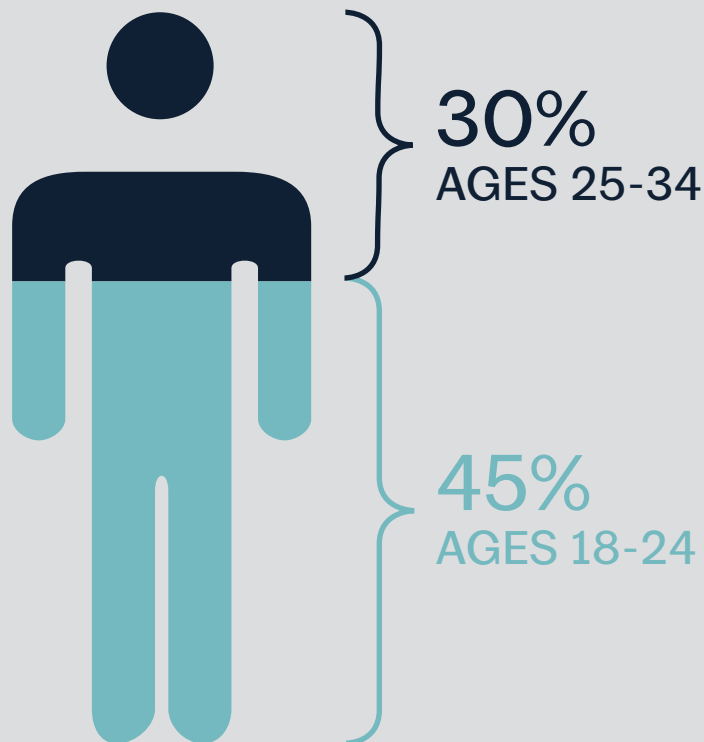


FIGURE 3







# **MEDIA OBJECTIVE**

STRATEGY & TACTICS



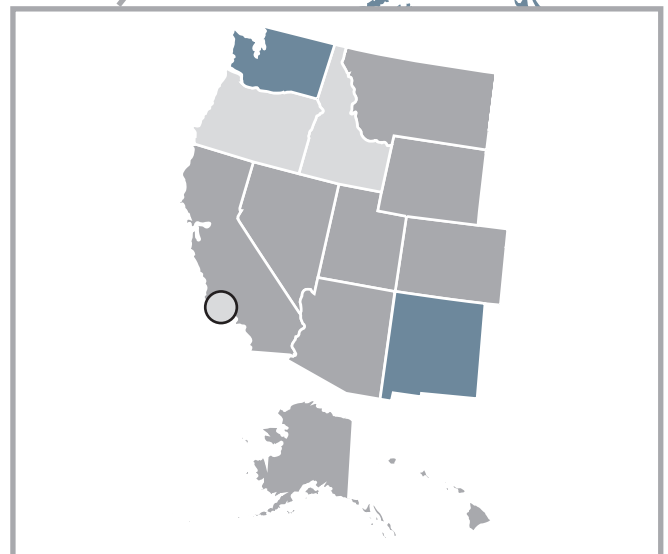
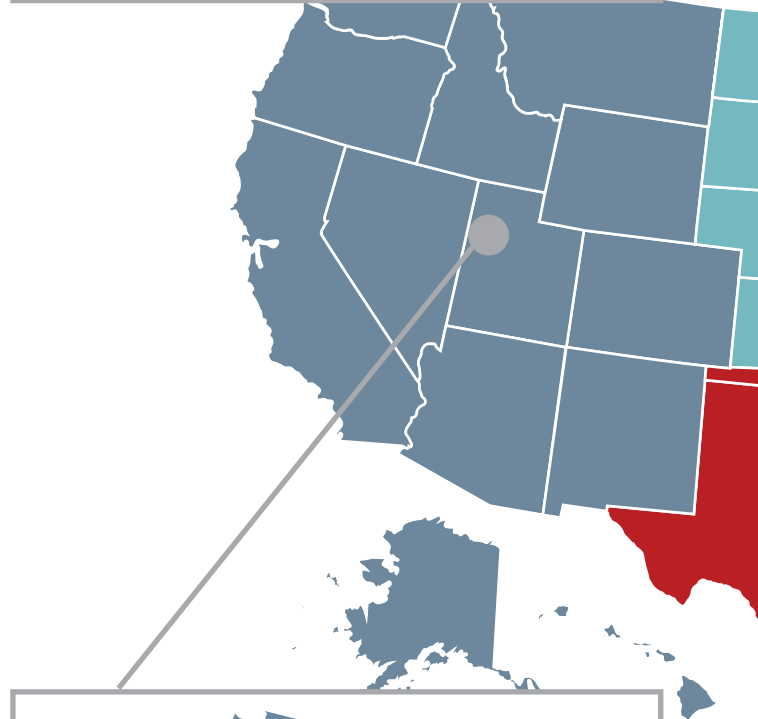
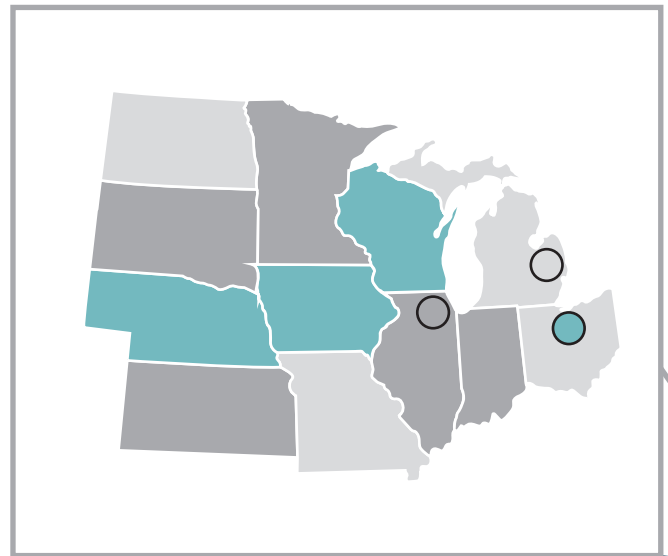
## **MEDIA OBJECTIVE**

Reach 85 percent of our primary target audience with a frequency of 3 impressions per consumer in the 2016 fiscal year by advertising to our target audience on the media they consume the most. We expect to reach 60 percent of our secondary target audience with a frequency of 2 impressions per consumer in that same period.

# REGIONALITY

## MIDWEST REGION

Interior paint is doing well in the Midwest region with an index of 105. Glidden, however, is not selling as well with an index of 65. This is an opportunity area for Glidden to gain market share in an area where people are frequently using interior paint. The states in dark gray are areas where both interior paint and Glidden are not doing well. These areas should be monitored in case of any change in the interior paint market, but these areas are currently too risky to advertise in. The states in blue, NE, IA, WI, have high index numbers for interior paint and Glidden. Glidden should continue their current strategies in these areas to maintain their market share. The states in light gray, MI, MO, ND, OH, are areas with high index numbers for interior paint and low index number for Glidden. This area is an opportunity for Glidden to increase their promotion strategies in order to gain market share in areas where people are buying interior paint. The city in light gray, Detroit, is designated market area where Glidden will focus a lot of their efforts since it's a highly populated and monitored market. The city in blue, Cleveland, will follow the same strategy as the other states in blue, by continuing Glidden's current strategy and monitoring this market closely to ensure promotions are working.



## WEST REGION

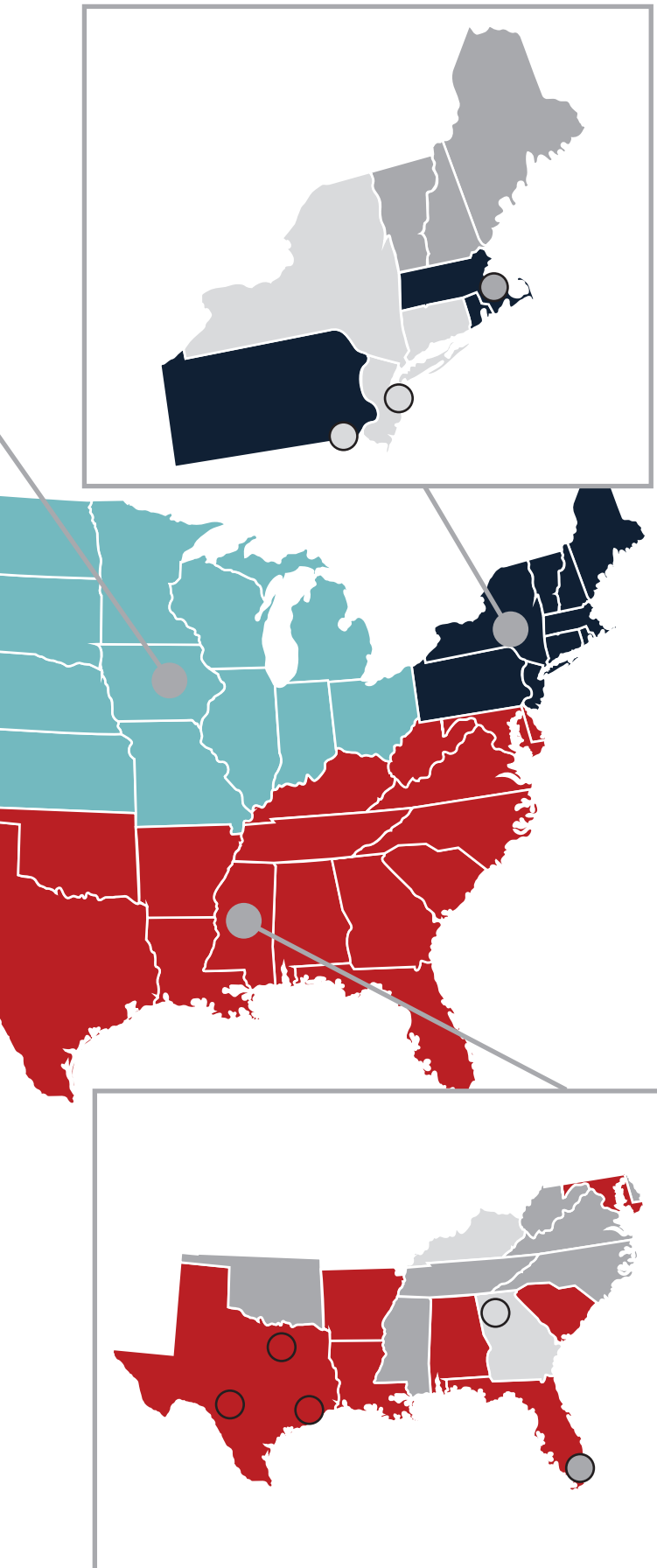
In the West region interior paint is not doing too well with an index of 88. Glidden also is not doing well in this region as whole with a low index. Breaking it down by state, however, WA and NM have high index numbers for interior paint and Glidden as a brand. Glidden should continue to use their current strategies in these states to maintain market share. The states in light gray, OR and ID are opportunity areas for Glidden since these states have high index numbers for interior paint. Glidden should increase their strategies in these states in order to gain market share. The states in dark gray are not focus areas for Glidden, however, Los Angeles is a designated market area with a high index number for interior paint. Therefore, Glidden can increase their promotional strategies in this market to monitor the West region to determine whether or not their strategies are working.

## NORTHEAST REGION

As a category, interior paint is selling extremely well in the Northeast region with an index of 115. Glidden is also flourishing in the Northeast with an index number of 145. Glidden should focus on maintaining its current market share in this area where people are frequently painting and frequently using Glidden to do so. The states in dark gray are areas where both interior paint and Glidden have low index numbers. These areas are not a focus for Glidden's new promotions; however, these states should be monitored in case of a change in the interior paint market. The states in navy blue, PA, RI, MA all have high index numbers for interior paint and Glidden as a brand. Glidden will maintain their current strategy in these areas. The states in light gray, CT, NY, and NJ are all opportunities within the Northeast region where Glidden can gain market share where interior paint is already selling well. Likewise, the cities in light gray, such as New York and Philadelphia, are designated market areas where Glidden should focus its promotions since these are highly populated and monitored areas.

## SOUTH REGION

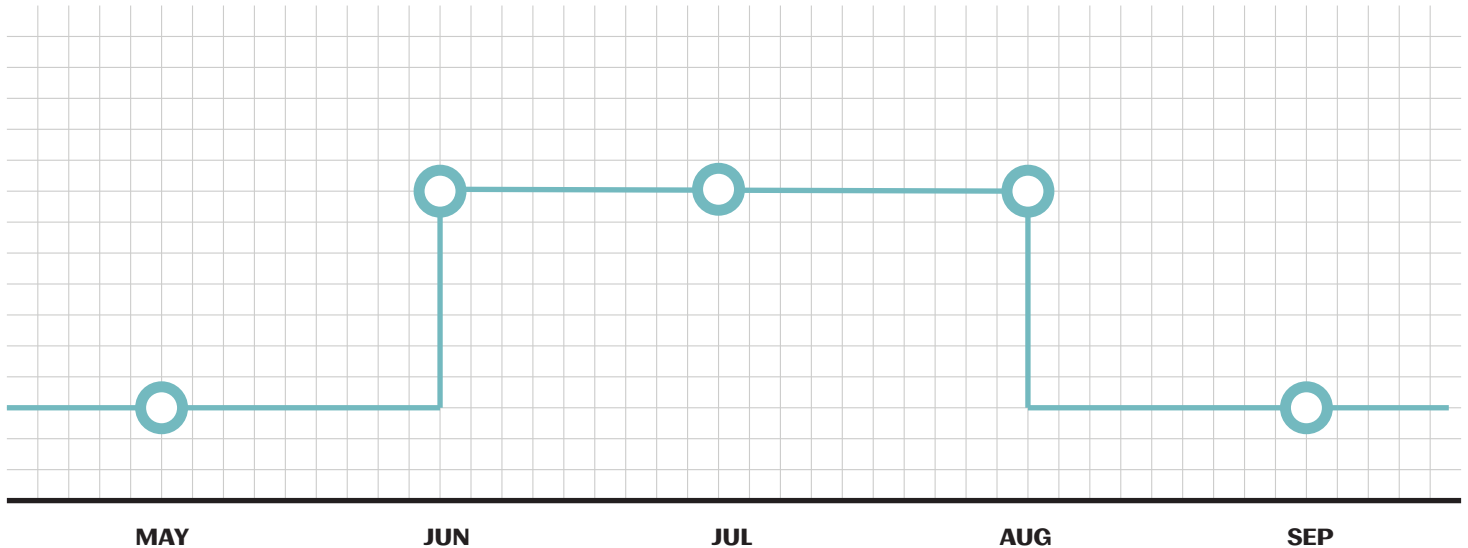
Interior paint is not doing well in the South regional as a whole. Glidden is doing extremely well in the South region as a brand. The states in red, FL, MD, SC, are areas where interior paint is doing well and where Glidden is doing well as a brand. Glidden should maintain its current strategies in these areas in order to maintain current market share. The states in light gray, GA, KY are opportunity states for Glidden since there's are areas where interior paint is selling well. Glidden should increase their promotional strategies in this area where people are buying more paint. The city in light gray, Atlanta, is designated market area where Glidden can monitor their strategies in ensure the new promotions are working. The states in dark gray are not areas of focus for Glidden since paint is not doing well. Glidden should continue to monitor the market in case there are any changes where Glidden can capitalize.



# SEASONALITY & SCHEDULING

The advertising period for this campaign is May to September 2016. People get inspired to paint when they have more free time. During June, July and August, people, especially the college students in our target audience, generally have more time to focus on personal activities. Men and women with young kids also don't have to focus as much on their child's school activities. By reaching out to our audience in these months, we will be maximizing our reach and frequency potential.

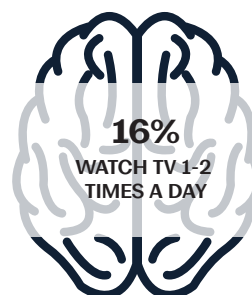
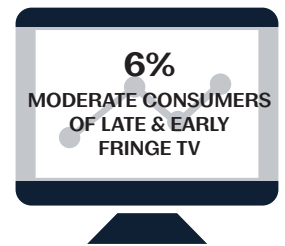
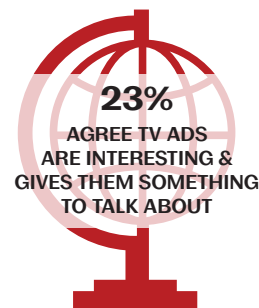
We will therefore use a pulsing scheduling strategy, advertising more heavily in the peak painting summer months of June, July and August while creating consistent buzz in the bookend months of the campaign.



# MEDIA RATIONALES

Using a base of females 18-34 with a household income below \$50,000 we ran multiple media quintile analyses using Simmons Oneview. The research verified that our target audience is not consuming a lot of traditional media. Glidden's target audience is moderate consumers of late and early fringe TV (106). They are not watching TV during day or during prime time due to their busy schedules. When they do watch TV, they only afford it one to two hours a day (116). They strongly agree that TV advertising is interesting and quite often gives them something to talk about (123).

The only other traditional medium our target audience heavily consumes is magazines. Our audience strongly agrees that they read magazines to stay up to date on current affairs, entertainment news, and niche interests (140). They strongly agree that magazines are their main source of entertainment (152), and that magazines are worth the investment (145).





The target audience is heavy consumers of Internet at home (112) and on their mobile device (130). The top places where the audience consumes the Internet the most are libraries (160), at school (135) and at home (123). The top online activities are employment searches (117), video game news (115) and online gambling (128). The top mobile online activities are online gambling (164), downloading movies (148) and employment searches (143). The top mobile apps used are related to watching TV shows (105), food and cooking (104) and magazines (103). They only view one or two unique pages a month (116). This means the audience does not tend to look at a lot of different websites only once. They tend to view websites multiple times after they are exposed to it and tend to consume content from websites with which are already familiar.

For the target audience, email marketing (108), banner ads (120), pop-up window ads (135), and full motion video ads (169) often lead to high convergent rates while floating ads (106) somewhat lead to high convergent rates. Sponsored websites on search engines (106) very often lead to high convergent rates.

# INTERNET

## MEDIA RATIONALE



# HIGH CONVERGENT RATES

These techniques lead to high convergent rates for Glidden's target audience.



8%

EMAIL MARKETING



BANNER ADS  
20%



35%

POP UP WINDOW ADS

FULL MOTION VIDEO ADS



FLOATING ADS (106) SOMEWHAT LEAD TO HIGH CONVERGENT RATES. SPONSORED WEBSITES ON SEARCH ENGINES (106) VERY OFTEN LEAD TO HIGH CONVERGENT RATES.

The target audience is more likely to recall mobile video ads they have seen when they are waiting for public transportation (113) and riding public transportation (112). The audience is consuming these videos on their mobile device.

Based on these findings the target audience is not searching the Internet for news or entertainment; they are using their social media platforms. The audience is on social media three or more times a day (101). They are constantly interacting with friends (164) and brands (153). They use their newsfeed to keep up to date on current affairs and pop culture news (115) on many different devices (100). The audience is also more likely to purchase products they see advertised on social media (156), and they trust product information more on social media than on any other source.

# MEDIA SELECTION & MEDIA MIX

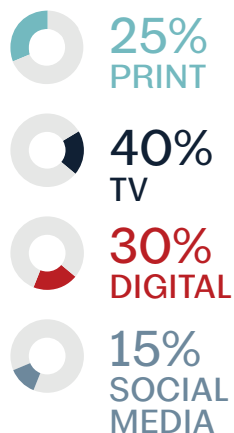
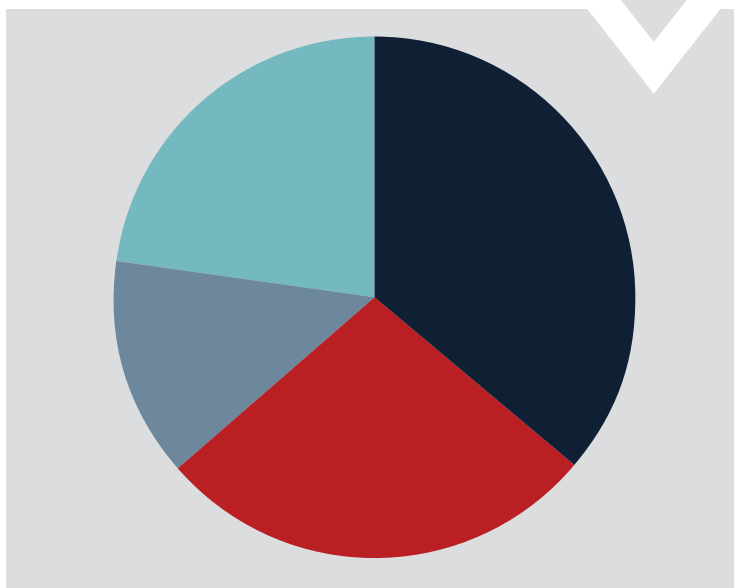
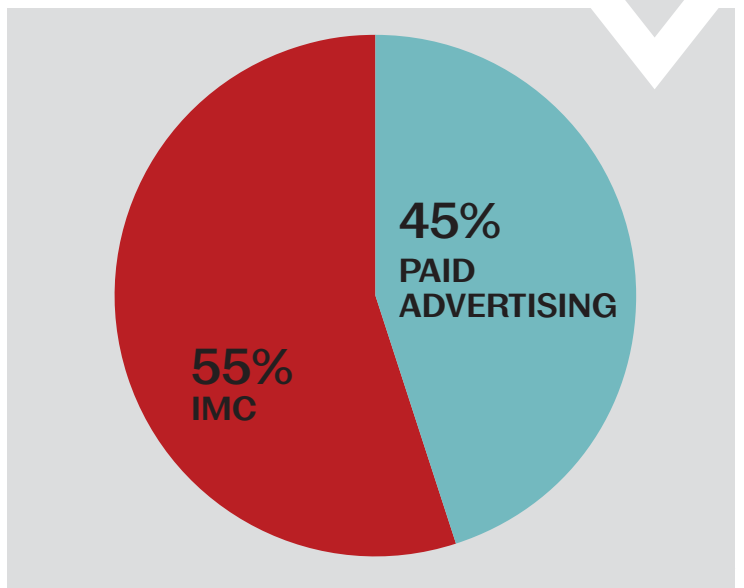
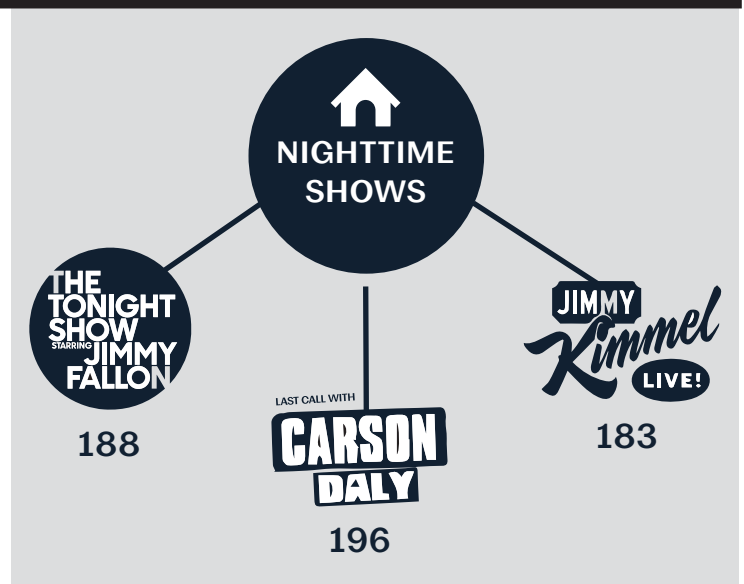
For Glidden to effectively meet their goals they should run TV spots during heavily viewed shows early in the morning such as Eyewitness News This Morning on ABC (211) and CBS this Morning on CBS (163). Glidden should also run a TV spot during popular late night shows that their target audience heavily consumes as well. The top three late night shows viewed by our target audience are Last Call with Carson Daily on CBS (196), Late Night with Jimmy Fallon on CBS (196), and Jimmy Kimmel Live on ABC (183). Glidden's message strategy during late and early fringe TV shows will effectively increase reach and awareness.

Glidden will also effectively increase reach and awareness by placing fun and informative full-page ads in magazines heavily consumed by their target audience, such as Babytalk (167), American Baby (165), Parenting: School Years (153), and Seventeen (150).

For Glidden to effectively meet their advertising goals a strong emphasis needs to be placed on digital media. The top websites used by the audience are Columbiahouse.com (185), coolsavings.com (163), livenation.com (158), and citysearch.com (149).

The top search engines used by our target audience are Ask (142), Yahoo Search (119), and AOL (106). Glidden needs to increase their SEO efforts in order to increase awareness on popular searches such as "paint" and "DIY." The top web programs used by the target audience are as follows: Winamp three to six times a week (233), Spotify three to six times a week (151) and Weather Bug seven or more times a week (135). Aside from Weather Bug, these programs are all music listening platforms. All of the platforms have pop-up video ads that play intermittently during listening sessions for unpaid users. Winamp is owned by AOL and has 25 million active users (1). Spotify has 75 million active users and 20 million paid subscribers (2). Weather Bug has 6,555,000 page visits a day ranking number one in the top ten news and information websites for 2015 (3). Glidden will place 30-second video ads on these platforms in order to effectively reach the selected target markets and increase awareness.

In sum, we will run our campaign using late and early fringe TV, magazines, email marketing, mobile video ads and social media. We will also include extensive IMC efforts to reach our audience in a fresh and authentic way.



# FLOWCHART

GLIDDEN					
2016 Media Plan					
Market:	MAY	JUN	JULY	AUG	SEP
<b>TELEVISION</b>					
Eyewitness News This Morning on ABC		[Purple Block]			
CBS this Morning on CBS		[Purple Block]			
Last Call with Carson Daily on CBS		[Purple Block]			
Late Night with Jimmy Fallon on NBC		[Purple Block]			
<i>Jimmy Kimmel Live on ABC</i>	[Purple Block]				[Purple Block]
<b>MAGAZINE</b>					
Babytalk		[Green Block]			
American Baby		[Green Block]			
Parenting: School Years		[Green Block]			
Seventeen	[Green Block]				[Green Block]
<b>DIGITAL</b>					
Columbiahouse.com		[Orange Block]			
coolsavings.com		[Orange Block]			
livenation.com		[Orange Block]			
citysearch.com		[Orange Block]			
Ask		[Orange Block]			
Yahoo Search		[Orange Block]			
AOL	[Orange Block]				[Orange Block]
<b>SOCIAL MEDIA</b>					
Facebook	[Blue Block]				
Pinterest	[Blue Block]				
Instagram	[Blue Block]				
Snapchat	[Blue Block]				
<b>DIGITAL APPS</b>					
Winamp		[Red Block]			
Spotify		[Red Block]			
Weather Bug	[Red Block]				[Red Block]
<b>IMC CREATIVE STRATEGIES</b>					
Local Artist Murals		[Orange Block]			
Product Demonstrations		[Light Blue Block]			
Balloon Game			[Yellow Block]		
Footprints	[Red Block]				[Red Block]
Consumer Sales Promotion		[Purple Block]			
Email Marketing	[Green Block]				[Green Block]
School Service Project			[Yellow Block]		



The image features a minimalist abstract design. A vertical grey bar is on the left. A dark blue triangle is in the top right. A horizontal black line is in the middle. Below it, a teal triangle, a red triangle, and a black triangle are arranged. Vertical grey lines are spaced across the page.

# **CREATIVE STRATEGY**



# CREATIVE CONCEPTS: WHAT TO SAY

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IGNITE-VENDO drafted three separate creative concepts, and through extensive concept testing, decided which concept appealed most to the target audience. Concept One focused on a family painting project, with the slogan “Memories that last as long as our paint.” Concept Two focused on an inspirational theme, entitled “Be an artist in your own home.” Lastly, concept three encouraged audiences to “Start Fresh,” with new paint projects for milestones throughout life. Feedback provided by research participants indicated that Concept Two was more favorable and better received by key audiences. The concept has since been altered to reflect participant’s feedback and suggestions.

## Concept 1

“

**SOUNDS HOMEY,  
FRIENDLY, FUN,  
WARM.**

**GIVES YOU A FUTURE  
LOOK - WHEN YOU  
HAVE A FAMILY.**

**YOU EITHER NEED TO  
PAINT OR YOU DON'T  
- THAT'S GOING TO  
DECIDE WHETHER  
YOU GO OUT AND  
BUY PAINT.**

”

## Concept 2

“

**PRETTY CLEVER.**

**MORE INSPIRATIONAL  
- I FEEL LIKE I COULD  
BUY A SMALL CAN OF  
PAINT & PAINT A SHELF.  
IF IT DOESN'T WORK  
- PAINT OVER IT.**

**THE PUN STAYS  
WITH YOU - YOU'LL  
REMEMBER IT WHEN  
YOU BUY.**

”

## Concept 3

“

**IT'S RELEVANT TO  
A LOT OF PEOPLE.**

**I PICTURE BUYING  
MY FIRST HOME &  
PICKING WHAT  
FITS ME.**

**WHY DO I NEED  
TO START FRESH?  
IT MAKES ME FEEL  
LIKE I FAILED.**

”



# IT DOESN'T TAKE MILLIONS TO MAKE A MASTERPIECE

---

Our advertising concept is centered on the tagline “It doesn’t take millions to make a masterpiece.” Our target audience enjoys fun brands they can relate to but want to know they’re getting good quality for their budget-constricted purchase. This concept assures consumers that Glidden paint is affordable, quality paint with a touch of lovable quirkiness. Our traditional advertising will use puns based on famous painters to convince our audience that DIY can be easy and fun. Some of the phrases will include, “Be the Monet of feng shui,” “From dingy to Da Vinci,” and “Flow like Van Gogh.” This concept will inspire our less-experienced audience to take a chance on a DIY project and will ensure them that they too are capable of making a masterpiece. Many focus group participants said this concept would inspire them to be more creative and risk-taking in their DIY projects; this concept would

push them to take their projects one step further. Our target audience largely views painting as a functional activity; we added humor to our campaign to make a seemingly dry activity appear fun and fresh. IGNITE-VENTO wants people to know that they don’t have to be acclaimed artists or spend large amounts of money to do great painting.

Overall, “It doesn’t take millions to make a masterpiece” concept received the most positive feedback from the focus group. Respondents were very positive about the copy and used words like, “catchy,” “unique,” “memorable,” “clever” and “funny.” One respondent even said she was trying to think of more artist puns as the focus group progressed.



# CREATIVE BRIEF

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## OBJECTIVE

We aim to increase awareness of and consideration for Glidden paint within Walmart stores while establishing Glidden as easy, affordable and fun brand.

## TARGET AUDIENCE

Our target audience consists of females ages 18 - 34 having lower incomes and renting apartments or houses. They have little paint experience and usually paint only when necessary, but they enjoy the satisfaction they receive from completing a painting project. They value the look of their home greatly. They are technologically savvy and want their brands to be modern and relatable.

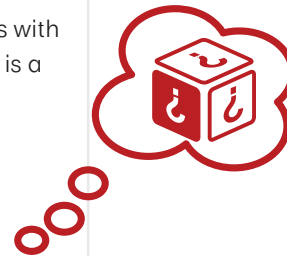


## CURRENT THOUGHT

Much of the target audience has never heard of Glidden. Those who have heard of Glidden think of it as an old brand-- and therefore "not for them." Glidden's association with Walmart also makes the target assume the brand is low quality.

## DESIRED THOUGHT

Glidden empowers every creative, no matter the skillset, to complete paint projects with confidence and ease at a great price. Glidden simplifies the painting process and is a relatable, friendly and dependable painting partner.



## SINGLE MOST IMPORTANT THOUGHT

Whatever your project, Glidden assures users it doesn't take millions to make a masterpiece.



## TONE

Fun, witty and inspiring with a stroke of functionality.

## RATIONALE

The primary research on our target audience showed that our target cares most about the quality and cost of the paint. Based on the results of our concept testing focus groups, participants were most drawn to clever and witty ideas that centered on the quality and affordability of the paint rather than its potential emotional pull. They enjoyed the concept that involved clever puns because they said it grabbed their attention and would be memorable. Our participants also said this concept would encourage them to take small paint projects to the next level. Since our target has little experience, this strategy be effective by showing how easy and affordable painting can be with Glidden.



# CREATIVE EXECUTIONS

## PRINT ADS

The tagline “It doesn’t take millions to make a masterpiece,” will be integrated into the print component of Glidden’s campaign. The advertisements will feature witty copy such as “Flow like Van Gogh,” and “Be the Monet of feng shui.” Every ad will have a picture of a famous painting from the artist mentioned in the copy juxtaposed against painted interiors that have similarities to the painting. We will feature these ads in magazines because our target audience heavily consumes this form of print media, as shown through Simmons research.

We hope that our target will see these magazine ads and be inspired to be an artist in their own home by completing DIY projects with Glidden. The ads’ humor will differentiate Glidden from other paint brands, which mostly focus on straightforward copy.

This idea for the print segment of our campaign is further backed by research conducted in a focus group. With 11 participants, we concept

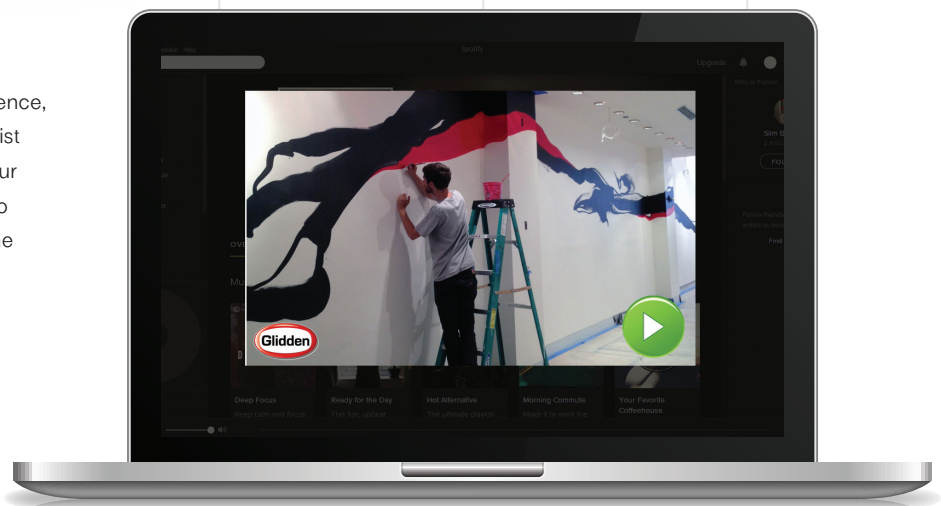
tested three different print ads and themes. The artist puns were the most widely received messages because participants felt that the humor and DIY inspiration motivated them to buy paint more than a sentimental concept. For example, one participant stated, “It gave me a good visual image in my head,” and “I think they did a good job pairing images together. It made me feel more inspired.”

However, most participants did not like that the previous ads did not mention price or quality, which they deemed as an important factor in driving purchases. With this considered, we changed our previous tagline, “Be an artist in your own home,” to “It doesn’t take millions to make a masterpiece,” so audiences see Glidden as an affordable brand. Also, the word “masterpiece” will suggest that Glidden paint is beautiful and long-lasting.



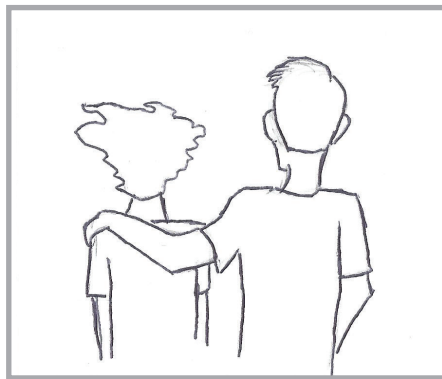
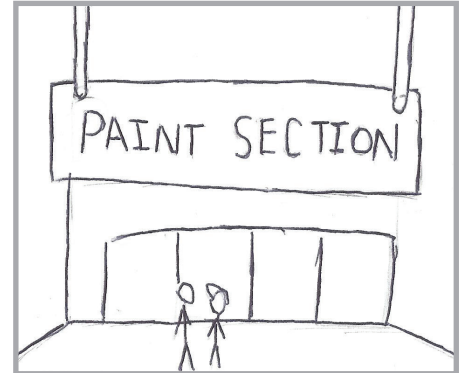
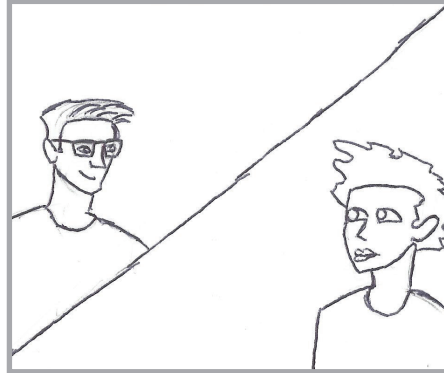
## DIGITAL AD SPOTS

Since digital media is so important to our target audience, we will create digital pop-up videos using our IMC artist mural hyperlapse videos, which will be described in our IMC strategy section. These spots will be pop-up video ads pushed on Spotify, Winamp and Weather Bug, the top web programs used by our target audience.



## TV COMMERCIAL

We plan to create a national TV ad to increase our reach among our target audience; this will increase awareness of Glidden at Walmart. We will use a comical tone while focusing on the affordability of Glidden at Walmart. The TV spot script will incorporate several of the artist puns to create a funny and light-hearted commercial.



INT. APARTMENT - LIVING ROOM - DAY

CLARK and MICHELLE sit on the floor in the living room of their newly rented apartment. Cardboard boxes and other miscellaneous items are scattered around the room.

CLARK  
I'm tired of unpacking.

MICHELLE  
We literally just finished moving all the boxes in. We haven't even started unpacking!

The two gaze about the small room. The walls are painted a rather drab cream color.

CLARK  
What's up with the walls in here?

MICHELLE  
I was thinking the same thing. They give off a creepy vibe, like this place was a potential crime scene before we moved in.

CLARK  
Should we paint?

MICHELLE  
Ah, that kind of stuff can get pretty pricey.

CLARK  
I don't know, I heard Wal-Mart has pretty reasonable prices.

INT. WAL - MART

The two friends walk under a big "PAINT SECTION" sign in the

CLARK V.O.  
Watch, we're about to go from straight dingy to Da Vinci!

MICHELLE V.O.  
I can't take you anywhere.

Clark and Michelle peruse around the paint section. Clark reads a sign located near a row of paint gallons.

CLARK  
Look, It says here we can get a gallon of any color Glidden paint, as well as a paint brush, tray, and masking paper, all for just 20 bucks!

MICHELLE  
Now that's the kind of deal i'm looking for.

INT. APARTMENT - LIVING ROOM - DAY

Clark and Michelle stand before their freshly painted wall. Clark drapes his arm around Michelle's shoulders.

CLARK  
I guess it just goes to show it doesn't take millions to make a masterpiece.

MICHELLE  
I'm walking away now.

TITLE CARD: The Wal-Mart logo is centered on the screen in bold lettering. Underneath is the Glidden logo. CUT TO:

NARRATOR V.O.  
Now at Wal-Mart, you can get a bucket of any color Glidden paint, as well as the necessary equipment you need to complete your own DIY project, all under 20 bucks. It doesn't take millions, to make a masterpiece.





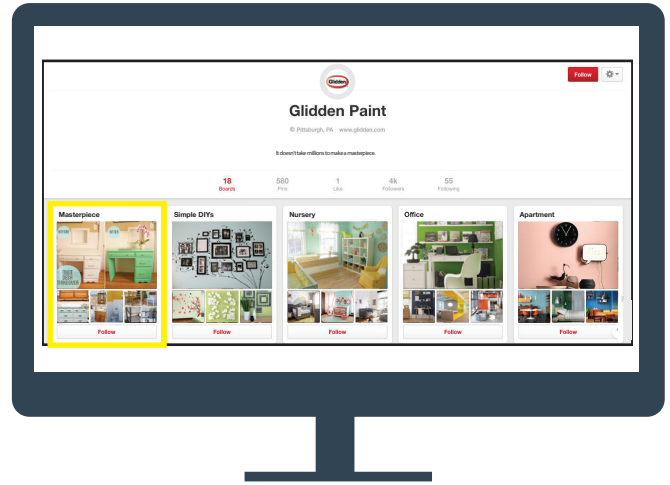
# **PROMOTION STRATEGY**

& IMC EFFORTS



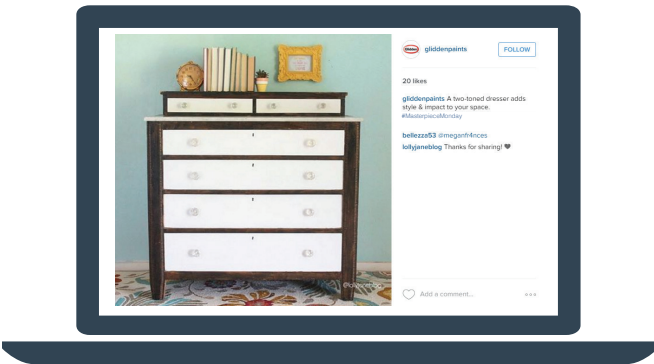
# PINTEREST

DIYers use on Pinterest for inspiration. We want to expand Glidden's current presence on Pinterest by consistently and frequently pushing content including inspiration guides, tips and examples. We will integrate the social media of our campaign by creating a "Masterpiece" board, which will specifically show how it doesn't take millions to make a masterpiece. This board will feature pins of before and after pictures, showcasing how using affordable and easy Glidden projects can turn an ordinary room or piece of furniture into a masterpiece. The pins will link to inspirational tips and guidelines on how to create a masterpiece of your own using Glidden paint.



# INSTAGRAM

We will use Glidden's Instagram account to connect more to the young target audience and provide entertainment and inspiration. Posting photos of ordinary projects that have become masterpieces will inspire our audience that it doesn't take millions to make a masterpiece. We will use the hashtag #MasterpieceMonday and every week showcase the different ways that people turn ordinary rooms or pieces of furniture into their own masterpieces using Glidden paint. Users can hashtag their DIY projects with #MasterpieceMonday, and Glidden will feature some of these posts on its account.



# SNAPCHAT

Snapchat is extremely popular among our target audience. We will use Snapchat geofilters to expand brand recognition and word of mouth in our top DMAs. These geofilters will be created for the designated days the local artists create their murals, the days that our charity groups work to revamp run-down schools and on #MasterpieceMondays. We will also create sponsored stories in our top DMA markets on the days that local artists create their murals. We will call these live stories, "Masterpiece Days," and submit coverage of and around the local areas where the artists are painting their murals. We will also encourage other users to submit their own masterpieces to make it a collaborative event. We believe that this will be an efficient way to create buzz and awareness about these events.



# LOCAL ARTIST MURALS

To further incorporate our campaign's theme of "It doesn't take millions to make a masterpiece," Glidden will team up with local artists from different communities to create owned and earned media.

These local artists will create their own "masterpieces" in public places such as malls and libraries. The artists will be provided with Glidden's high-quality interior paint to create murals in indoor spaces.

Glidden will film the artist's entire mural-painting process. These recordings will be transformed into hyperlapse videos that Glidden will promote on its social media accounts. These videos will likely gain popularity because of the demonstration of the artists' skills, the beauty of the final result and the overall uniqueness of the videos. This owned media will create an earned buzz as social media users share the video through a social media platforms. Because the murals will be displayed in public places, the mural itself will also promote Glidden to residents of the community that see it. A painted Glidden logo will be featured at the bottom of every mural, noting that the mural was painted with Glidden paint. We will use this event as the basis for our digital pop-up ads.



# FOOTPRINTS

We also plan to draw typical Walmart shoppers to the paint section of the store by painting oversized, cartoon-style paint splotches in the shape of footprints. This technique will involve eye-catching footprints that will provoke curiosity about where they could lead.

# IN-STORE PRODUCT DEMONSTRATIONS

Based on the results of our primary research, our target audience highly values in-store painting assistance and dislikes Walmart largely because of its lacking customer service. To appeal to our target's desires and Walmart's weakness, we suggest sending a Glidden brand ambassador to highly-trafficked Walmarts in our top DMAs. Once a week, the Glidden rep will hold free painting demonstrations for Walmart shoppers. The rep will show customers how to do small DIY painting projects, explain the best painting techniques and be available to answer any questions the shoppers may have about their unique projects. This weekly event will draw attention to the previously overlooked paint section. It will also show care to consumers in a place they are not expecting it, which will provoke brand loyalty..



## BALLOON GAME

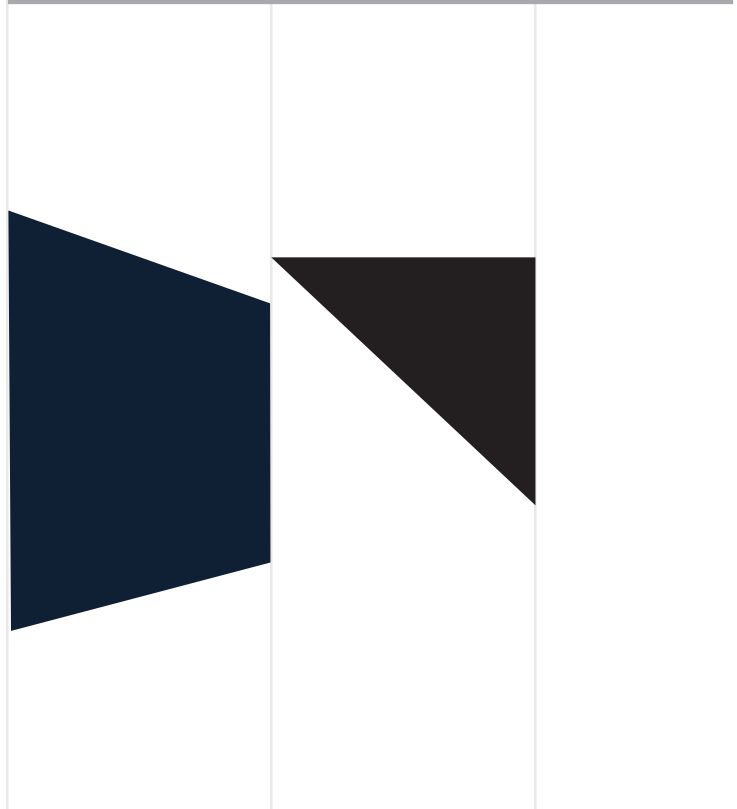
To get consumers' attention and awareness about Glidden at Walmart, 10 Walmart locations in the top 10 DMAs will host a \$100 Walmart gift card giveaway. The activity will take place right outside of the store and will involve participants throwing a dart at a large wall covered with paint filled balloons. The participants who break the balloon filled with yellow paint will win the gift card. The outside color of the balloons will be red, black and blue to disguise the paint colors inside. We will have 15 \$100 gift cards to give away at each of the 10 locations. During the activity, two Glidden brand ambassador will be present to assist with the activity, take photos, post Snapchat stories and assist with paint questions. This activity will be a form of both earned and owned media.

## CONSUMER SALES PROMOTION

We understand that each DIY project requires a unique set of tools and materials. We want to make getting these supplies as cheap and easy as possible, so we have created the "Glidden Paint Pack Promotion," a premium consumer promotion. Customers can go the Walmart paint section and build their own paint pack that contains: 2 quarts of chosen Glidden paint, 1 paint brush, and 2 accessories (i.e. painter's tape, caulking or sand paper). Instead of buying the project materials separately, the customer can buy all of their needs at once for a special discounted price. Our target audience views painting as time-consuming and expensive; this promotion will make their projects simpler and affordable.

## EMAIL MARKETING















Through our research, we found that our primary target audience interacts heavily with email marketing. These emails will contain helpful information on DIY products and helpful DIY tips and tricks. The emails will also include a consumer sales promotion strategy by rewarding coupons and other deals to email subscribers, a perk that will appeal to our price-sensitive audience. We believe email marketing will increase website traffic and drive sales of Glidden at Walmart stores across the country.



## CAUSE RELATED MARKETING

Research shows that millennials want their brands to be good citizens and care about the community. To support community, Glidden will paint underprivileged schools in our top DMAs. To add engagement and incorporate our tagline, "It doesn't take millions to make a masterpiece," we will dedicate one wall for the children to create a paint design of their own, such as a handprint tree. Glidden, as well as Walmart, will be involved in the outreach project. We will partner with Walmart to donate school supplies to the schools.

We plan to draft press releases of the event to garner local news coverage of the event. Glidden will film this project before and after and create sharable content to post on social media. We are hoping this will create earned media and show these communities that we care about them. In our research, we found that most people in our target audience like brands more if they are involved in the community, so we are hoping that this will create buzz about Glidden and increase awareness.

CONCEPT	PAID	EARNED	OWNED
PRINT			
TV COMMERCIAL			
SOCIAL MEDIA			
SCHOOL REVAMP			
STORE FOOTPRINTS			
LOCAL ARTISTS' MURALS			
IN-STORE DEMONSTRATIONS			
BALLOON CONCEPTS			
SALES PROMOTION			
EMAIL MARKETING			
VIDEO POP-UP ADS			

# EVALUATIONS

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We will use various copytesting techniques at the end of our creative development to ensure that our campaign will be successful. The techniques will be performed on a sample of our target audience in our top DMAs. These techniques will help evaluate the different cognitive, affective and behavioral dimensions of our advertising. We want to make sure our advertising will be memorable, recognizable and understandable, and at the same time, bring about positive attitudes and purchasing intentions from our target audience.

We will use coincidental surveys for our TV spots to determine the reception from our audience. These surveys will ask questions such as, "Does this tagline make sense?" and "What did you like/dislike about the tagline?" We will also use attitude tests for our print ads, local artist vignettes and charity vignettes to measure our tone, wording and visual displays and make sure that they all lead to favorable attitudes. We will use tracking tests on our email marketing, digital and social ads to see where specifically our audience is focusing on the most.

At the end of the campaign, we will use post-testing techniques to determine if we met our marketing, advertising and media objectives. The techniques will be performed on a sample of our target audience in our top DMAs. These techniques will include memory tests, which will be done to find out what our target audience remembers from our TV spots and print ads. We will also use brand linkage tests to see if our audience associates our different IMC efforts with the Glidden brand. Likeability tests will determine whether our audience actually liked our different ads and if they were relevant and enjoyable to them. We will use persuasion tests to determine if attitude and purchase intentions were affected by our campaign. Finally, we will analyze Walmart paint sales data during and after the campaign to determine whether the changes in awareness and attitude resulted in the desired outcome in purchase behavior.

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