

Home Depot

Problem

How does a retail store drive awareness in a crowded urban environment?

Solution

Use nontraditional formats near the store locations to remind pedestrians of their presence and proximity.

Background

The Home Depot prides itself on being the world's largest home improvement specialty retailer with locations in all 50 states as well as Puerto Rico, U.S. Virgin Islands, Canada, Mexico and China. The company was founded on the idea of providing a great overall customer experience each time one enters the store.



Objective

The campaign objective for OOH in New York (specifically Manhattan) was to increase brand awareness as well as drive traffic to Home Depot's two store locations in Manhattan, 980 3rd Ave and 28 W 23rd St # 1.

The goal was to use nontraditional formats rather than traditional as there is much more flexibility and acceptance in a market like New York City for nontraditional formats.



Strategy

Home Depot executed a "Vendor Cart Domination" campaign by dominating the vendor carts nearest their two Manhattan store locations. The domination consisted of vendor cart signage, vendor cart umbrellas, coffee cups and deli bags. All creative executions had catchy taglines that married well with the format. For example, a coffee cup's message read "CAUTION: Our Delivery and Installation is Hot," while a cart's sign read "Food for Thought..." or "Relish lower prices."

Plan Details

Markets: New York (Manhattan)

Flight Dates: June - August 2009

OOH Formats Used: 250,000 branded coffee cups, 250,000 branded deli bags, 60 branded vendor cart signs, 10 branded vendor cart umbrellas

Results

The campaign was very well received by both employees and the general market.

- Store sales between the two Manhattan locations showed a lift for \$979,000 within the first two weeks of the campaign.
- Transactions increased by 22,000 between both locations within the first two weeks of the campaign.
- Home Depot was so pleased with the results that the company decided to extend the coffee cup program.