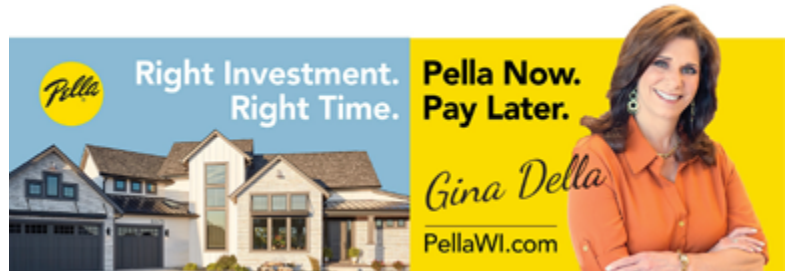


Pella Windows and Doors

Background

Pella Windows and Doors decreased their marketing spend to 35 percent of their typical budget when the pandemic hit. However, they didn't reduce their out of home advertising budget. Out of over 75 branches nationwide, Pella Windows and Doors of Wisconsin is the only branch actively handling its own marketing decisions. The other branches rely solely on Pella Corporate directives and agencies of record.



Objective

The objective of the campaign was to promote Pella's showroom in Appleton and a new Pella Experience Center that opened at the branch's headquarters in Green Bay. Pella's core customers are adults between the ages of 35-60 looking for home improvement products. Static boards were implemented throughout the heavily traveled I-41 corridor which gave them significant opportunities for top-of-funnel marketing exposure.



Strategy

The Green Bay-Appleton DMA is a competitive market in the residential window industry. With many companies in the market using out of home, Pella wanted to bring their 125 year history to the forefront of the market and make a bold statement. Through the use of four Bulletins on Interstate 41, both for traffic headed North and South, Pella used bright colors and extensions, along with a local celebrity face and their statewide representative "Gina Della from Pella", to show people the beautiful look of Pella windows.

Plan Details

Market: Green Bay-Appleton, WI

Flight Dates: March 2, 2020 - December 27, 2020

OOH Formats: Static Boards

Budget: \$10,000 and over

Results

Pella Windows and Doors goal in 2020 was to have an annual growth of 10 percent, but those numbers were down due to the pandemic. Even with the lowered expectations, the local Pella location more than doubled the intended gross revenues goal.