



# ***SHERWIN WILLIAMS®***



**ADV 3001 - Fall 2024**

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# Sherwin-Williams Campaign Objective

Increase Sherwin-Williams' brand awareness and preference as the first choice retailer when purchasing paint products amongst homeowners in their mid 30s.





# Key Components

## MISSION

A global leader in house paints and coatings, focusing on innovation and sustainability

## CULTURE

Built around inclusion, its core values being integrity, people, service, quality, growth, innovation, and performance.

## PRODUCTS

- Paints and coatings
- Specialty products (primers, concrete products, floor coatings)
- Caters to painting contractors, home builders, and property managers
- Offers online shopping and delivery services

1. Sherwin-Williams. (n.d.). Home builders. Retrieved October 2, 2024, from <https://sherwin-williams.com/home-builders>

2. Sherwin-Williams. (n.d.). Our company. Retrieved October 2, 2024, from <https://corporate.sherwin-williams.com/us/en/our-company.html>

3. The Sherwin-Williams Company. (2024, July 23). The Sherwin-Williams Company reports 2024 second quarter financial results. PR Newswire. <https://www.prnewswire.com/news-releases/the-sherwin-williams-company-reports-2024-second-quarter-financial-results-302203860.html>



# Brand Understanding

## SALES TREND/MARKET SHARE

- 4.1% increase in net sales in 2023
- Post pandemic has led to an increase in products bought from Sherwin Williams

## PRICING

Due to their motto of high quality products, Sherwin-Williams markets their items priced higher than other competitors

## DISTRIBUTION

- Over 5,000 retail company owned stores
- Offers online shopping and delivery services

## ADVERTISING

- Offers a PRO+ program for professional painters, with exclusive savings and business tools
- Provide color selection tools, such as peel and stick samples and free color chips to help customers choose the right paint.

1. Sherwin-Williams. (n.d.). Home builders. Retrieved October 2, 2024, from <https://sherwin-williams.com/home-builders>

2. Sherwin-Williams. (n.d.). Our company. Retrieved October 2, 2024, from <https://corporate.sherwin-williams.com/us/en/our-company.html>

3. The Sherwin-Williams Company. (2024, July 23). The Sherwin-Williams Company reports 2024 second quarter financial results. PR Newswire. <https://www.prnewswire.com/news-releases/the-sherwin-williams-company-reports-2024-second-quarter-financial-results-302203860.html>



# Situation Analysis

- Manufactures, distributes, and sells paint, coating, and other services to retail, industrial, professional, and commercial industries. (Insights Partners).
- **Competitive advantages:**
  - Remarkable sales and efficiency in different industries.
  - World's leading paint company in brand value for the year 2024 with \$7.6 billion (Statista).
- **Competitors:**
  - PPG
  - Benjamin Moore
  - Behr Paint
- **Core target consumer:**
  - Adults in their mid 30s who own a home with a middle-class income.



## References:

Brand Finance. (July 11, 2024). Brand value of the leading paint companies worldwide in 2024 (in million U.S. dollars) [Graph]. In Statista. Retrieved October 03, 2024, from <https://www-statista-com.lp.hscl.ufl.edu/statistics/1447689/brand-value-of-the-leading-paint-companies-worldwide-in-2024>  
Insight Partners Company Reports. (2023). The Sherwin-Williams Co - Company Profile and SWOT Analysis. New York: TIP Knowledge Services LLC. Retrieved from ABI/INFORM Collection <https://login.lp.hscl.ufl.edu/login?url=https://www.proquest.com/reports/sherwin-williams-co-company-profile-swot-analysis/docview/3064179195/se-2>



# Direct Competitors



PPG Industries is a global leader in paints, coatings, and specialty materials, with a strong presence in both professional and consumer markets. PPG provides high-performance paint solutions for residential, commercial, and industrial applications.



**Behr Paint**

Behr Paint caters primarily to the DIY market, known for its affordability and accessibility through its exclusive partnership with The Home Depot. Offering a wide range of interior and exterior paints, primers, and stains, Behr has a vast color selection and innovative product solutions.



**Benjamin Moore**

Benjamin Moore is a premium paint brand recognized for its quality, durability, and extensive color palette. Distributed primarily through independently owned paint and hardware stores, the brand is highly regarded by professionals and homeowners.

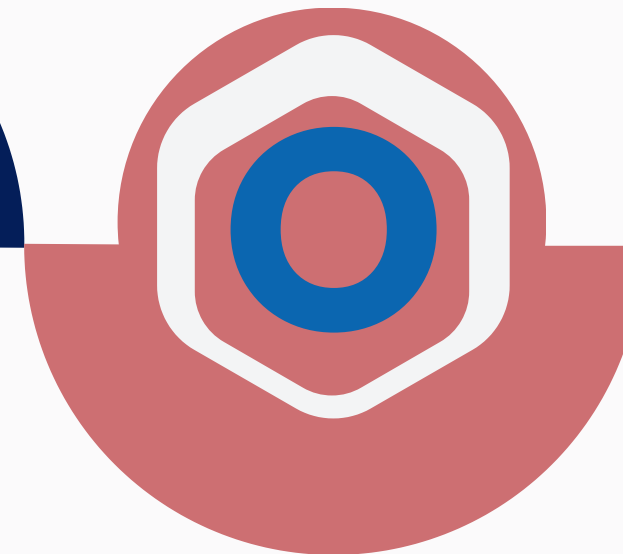


- Strong position in the paint market
- High access to distribution
- Production Quality
- Variety of services in different industries
- High customer retention



- Limited target market in age groups
- Poor ability to promote with Native Advertising

- Sustainability influence
- International market expansion



- Strong competition in paint industry sales
- Real Estate Inflation



# Meet Clara and Clark

Clara and Clark are a non-hispanic white couple in their mid-30s who put in the effort to make their home a **welcoming and cozy space** for their children, pets, and friends. They **value quality** in their purchases and seek products that **function properly and accurately** in their home. Clara and Clark buy from big-name retailer stores for home improvements as they find it **more convenient** and less centered on only industrial products as they perceive Sherwin-Williams to be. As for their home, they prefer to do **home renovations themselves** and like to focus on creating a comfy environment with neutral colored walls and modern-looking furniture/decorations.



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# The Approach

## INTERVIEW DETAILS

- Conducted 4 interviews on two females and two males all in their mid-30s.
- Interviewees owned both houses and apartments
- Interviews done by zoom and audio recording

## WHAT THE AUDIENCE CARES ABOUT

- Premium paint preference
- Big-name retailer preference
- Family and friends
- Cozy living space
- Incline towards neutral colors

## MOTIVATIONS TO BUY

- Price
- Quality
- Convenience
- Good advertisement



# Key Findings

## **BRAND INSIGNIFICANCE**

All our interviewees said that they cared mainly about quality, price, and convenience when it came to buying paint. Sherwin-Williams and brand category itself were of low importance; any brand worked, but leaned towards premium paints.

## **LACK OF BRAND AWARENESS**

It was evident that most of our interviewees were not truly familiar with Sherwin-Williams; had no solid opinion on the brand.

## **LACK OF DISTINCTION**

No one would go out of their way to go to Sherwin-Williams store to buy their products, they rather go to a retailer store to buy the products they need. There is no specific brand they cater towards.

## **MINIMAL EXPOSURE**

Brand lacks strong brand recognition due to minimal exposure through advertising and promotional efforts, and limited digital footprint. Sherwin-Williams has a weak presence in the shopping journey.



# Communication Strategy

## OBJECTIVE

Increase Sherwin-Williams' brand awareness and preference as the first choice retailer when purchasing paint products by target consumers.

## ISSUE

Clara and Clark believe Sherwin-Williams is geared towards professional paint services, making them think it's more of an industrial brand with less variety of products.

## INSIGHT

People go out of their way only when it is worth it. People prefer big-name retailers over Sherwin-Williams when purchasing paint because they find more variety of products for home improvement.

## CHALLENGE

Showcase Sherwin-Williams as the go-to brand for achieving high-quality results in every paint project. Highlight the unique value Sherwin-Williams brings through expert guidance, premium products, and personalized services, empowering consumers to transform their spaces with confidence and precision.



# Big Idea

**INSIGHT:** People go out of their way only when it's worth it. They prefer big-name retailers over Sherwin-Williams for paint purchases, believing they offer more variety for home improvement.

## "Your Home, Our Expertise"

This big idea addresses the core issue that people perceive Sherwin-Williams as primarily an industrial brand. By emphasizing "Your Home," we shift the focus to residential applications, while "Our Expertise" highlights the professional quality and knowledge Sherwin-Williams brings to home projects. This combination positions Sherwin-Williams as a brand that offers both the variety consumers seek and the expertise they value, making it "worth it" to choose Sherwin-Williams for home painting projects.

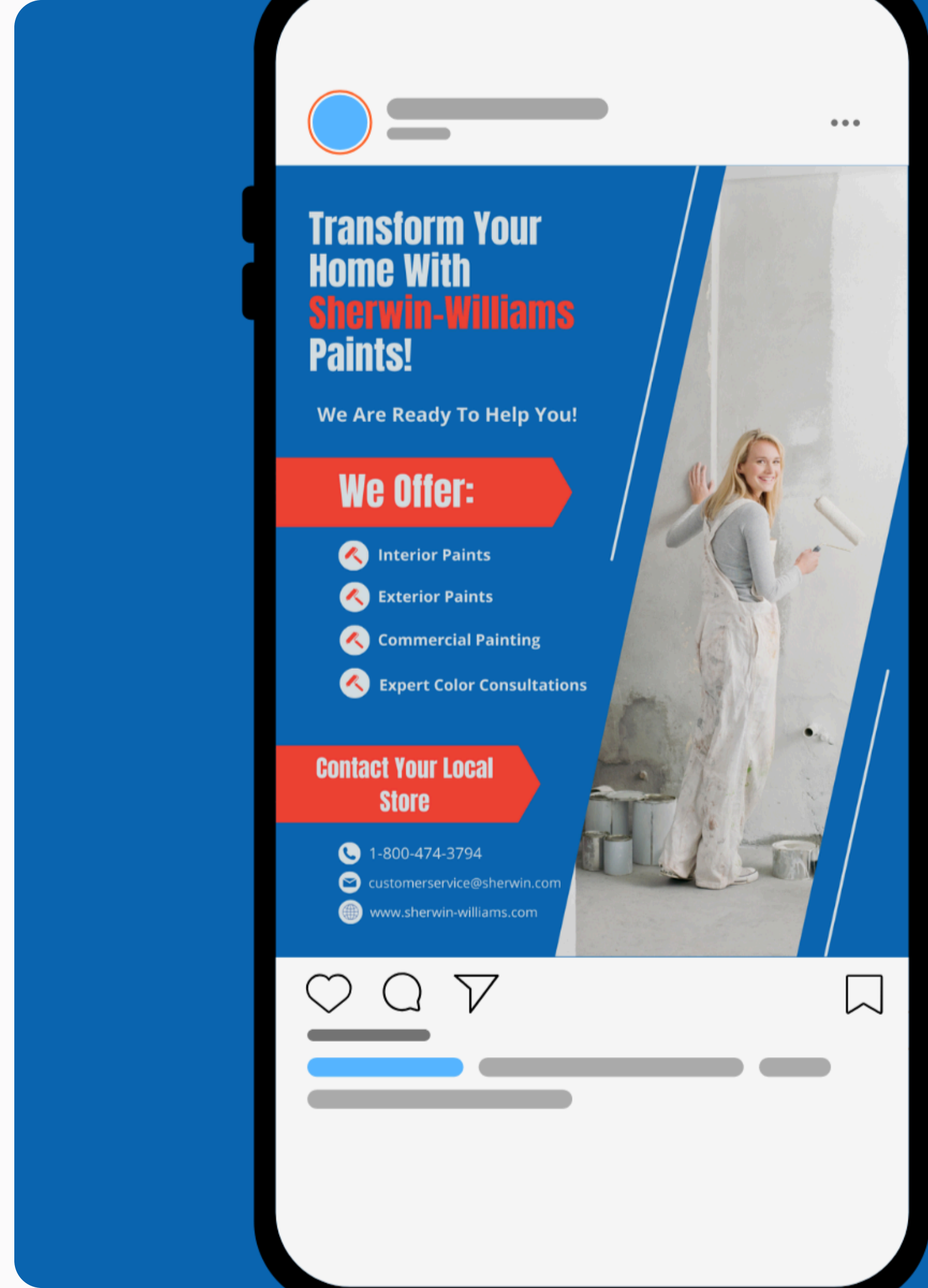


# Concept Board





# Instagram AD





# Billboard AD



A billboard advertisement for Sherwin Williams, set against a dramatic sky with orange and blue clouds. The billboard features a large graphic on the left consisting of a red and blue swoosh. In the center is a logo of a paint can pouring red paint over a globe, with the text "COVER THE EARTH" and a registered trademark symbol. To the right of the logo, the text "LOVE TO DIY?" is in red, "SHERWIN WILLIAMS®" is in blue script, and "IS HERE FOR YOU!" is in red. At the bottom right, the website "WWW.SHERWINWILLIAMS.COM" is in red. The billboard is supported by a dark pole and has four light fixtures on top.

**LOVE TO DIY?**

***SHERWIN WILLIAMS®***

**IS HERE FOR YOU!**

**WWW.SHERWINWILLIAMS.COM**



# Campaign Measurement

To measure the effectiveness of the Sherwin-Williams campaign, We recommend focusing on certain Key Performance Indicators (KPI's):

- **Brand Awareness:** One can measure the increase in brand recognition among the target demographic through surveys before and after the campaign
- **Store Traffic:** Track the number of visits to Sherwin-Williams retail locations, measuring pre and post campaign foot traffic
- **Website Traffic:** Monitor the amount of visits to the Sherwin-Williams website, more specifically when going to pages including residential paint products and services.
- **Sales Growth:** Measure the increase in sales of residential paint products and services before and after the campaign
- **Customer Perception:** Conducting surveys to see changes in customer perception regarding Sherwin-Williams view as a residential and convenient brand.

Viewing these metrics allows to see whether the campaign has shifted perception from an industrial brand to a go-to choice and residential brand.



**Thank  
You** »»»»

