



SHERWIN WILLIAMS.®



ADV 3001 - Fall 2024

Alessandra Paul
Valentina Arcila
Maliha Mahmud
Reegan Hong



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.ip.hscl.ufl.edu/statistics/1447689/brand-value-of-the-leading-paint-companies-worldwide-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.ip.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 Inc**

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**

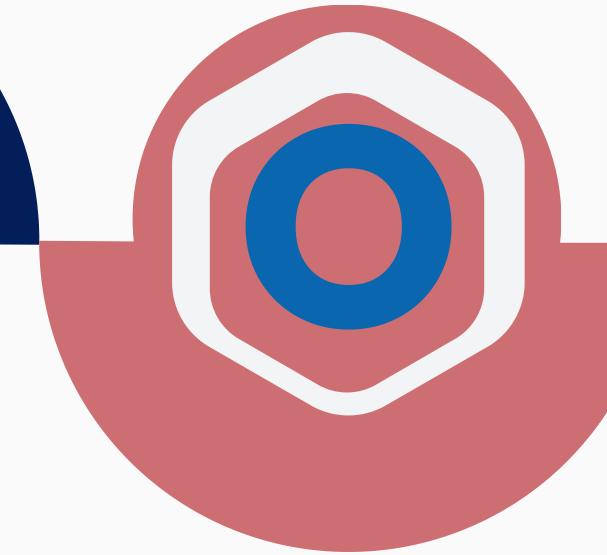
Benjamin Moore is a premium paint brand recognized for its quality, durability, and extensive color palette. Distributed primarily through independently owned paint and hardware stores, the brand is highly regarded by professionals and homeowners.

- 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.



shutterstock.com · 138838181

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 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.

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.

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.

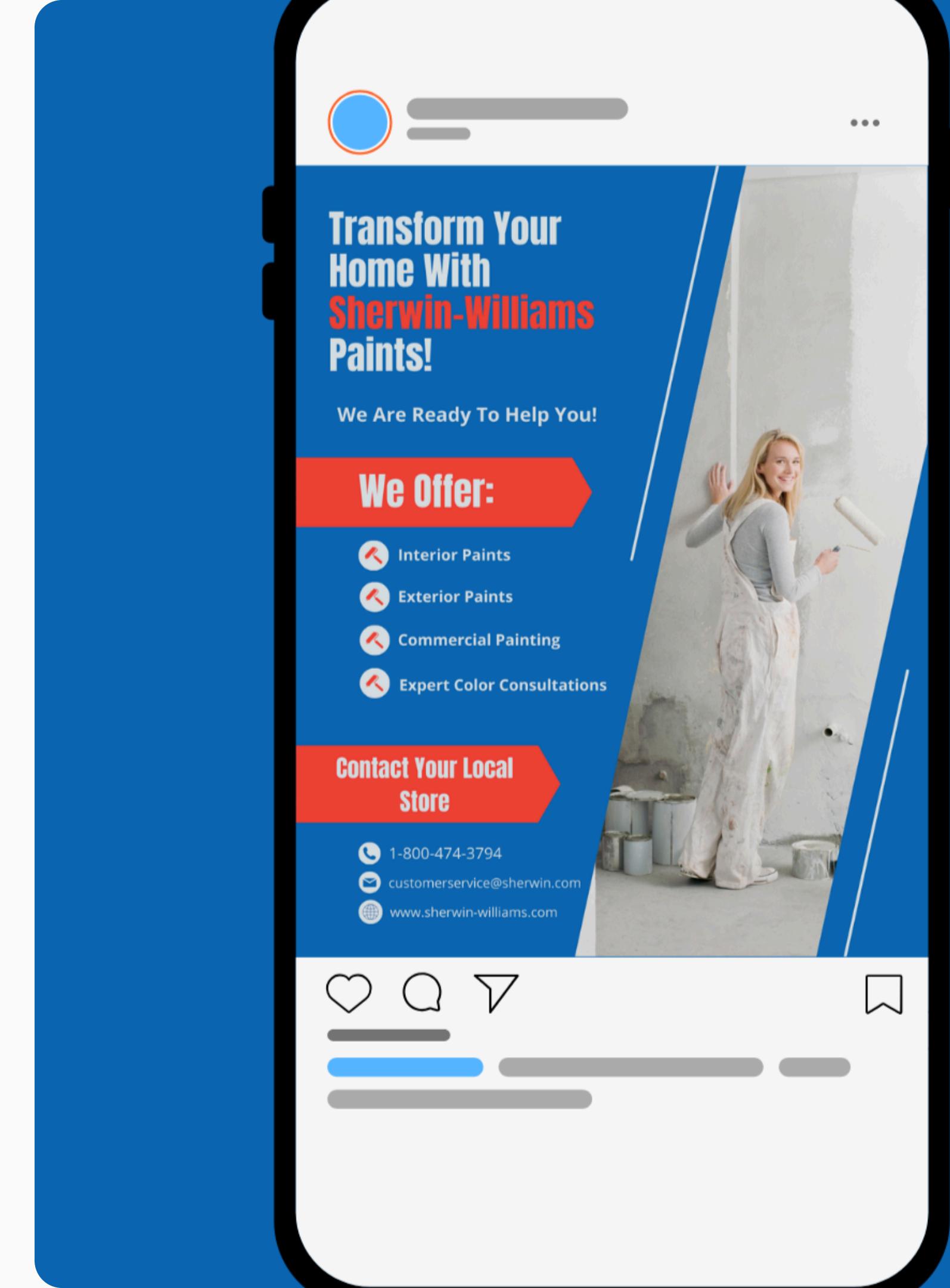
"Your Home, Our Expertise"

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. The billboard features a large red and blue circular graphic on the left. In the center, there is a logo of a paint can pouring paint onto a globe, with the text "COVER THE EARTH" and a registered trademark symbol. To the right of the graphic, the text "LOVE TO DIY?" is in red, followed by the Sherwin Williams logo in blue, and "IS HERE FOR YOU!" in red. At the bottom, the website "WWW.SHERWINWILLIAMS.COM" is displayed in red. The billboard is set against a backdrop of a cloudy sky at sunset.

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

