

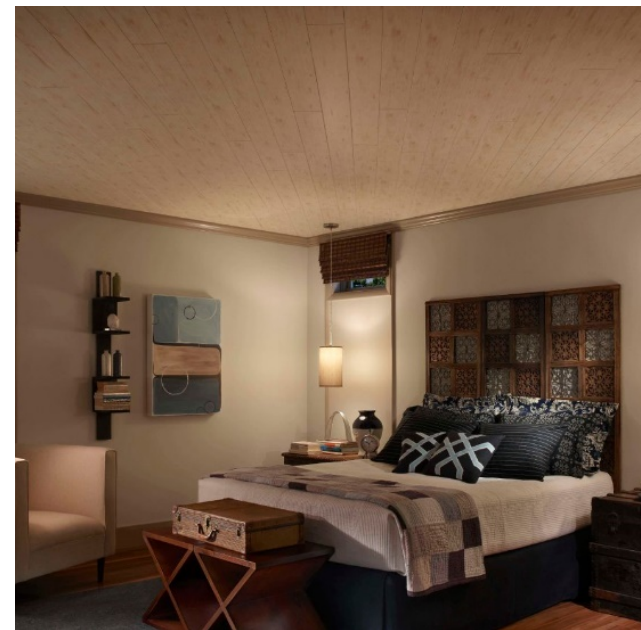
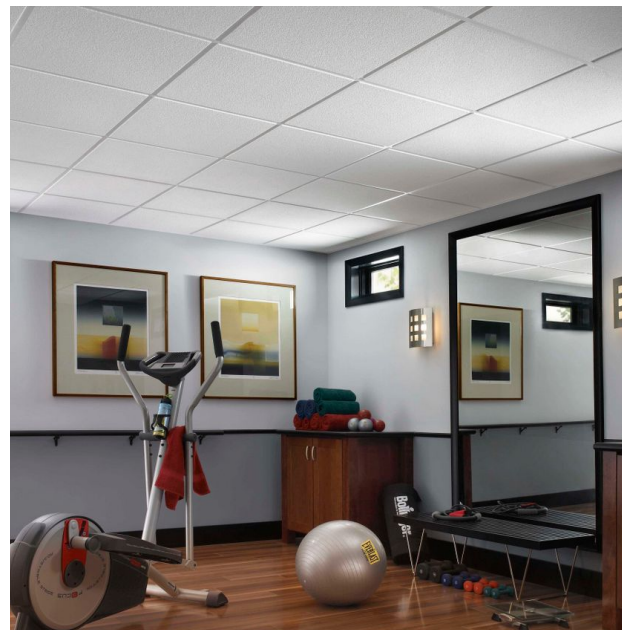
**HOW WE MADE
ARMSTRONG CEILINGS
MATTER MORE**



ARMSTRONG

When planning a home/basement remodel, most people consider updating their floors and walls. Armstrong came to LEAP with one question: How do we get people to look up and consider updating their ugly popcorn ceilings too?





SETTING CLEAR OBJECTIVES

We began with two clearly defined objectives:

1. Increase awareness of Armstrong Ceiling Solutions.
2. Increase retail sales by more than 15% YOY.

INSIGHTS POINT THE WAY

We started this
campaign the
way we start
every campaign:

RESEARCH.

WE NARROWED OUR FOCUS TO TWO KEY TARGETS:



1. DIYers remodeling their basements.

Insight: Most DIYers hate their popcorn ceilings but think it's too hard to replace.



2. Remodeling contractors.

Insight: Contractors want to give their clients a cost-effective "wow factor" to demonstrate their value.

Persona Development

We deployed our LEAP Panel team to conduct secondary research to build out a contractor persona that perfectly matched Armstrong's target audience.

The LEAP Panel team performed landscape, vertical research and interviewed contractors to gain key insights used to build out the personal and further marketing strategies.



JP Jennings: Remodeling Contractor

JP Jennings: Remodeling Contractor



Age: 44

Gender: Male¹

Residence: Cincinnati, OH

Ethnicity: Caucasian

Marital Status: Married

Children: 2 (17, 13)

Personal Income: \$66,000

Education: High School Diploma + certifications

Occupation: Remodeling Contractor

Digital Behavior

- Spends minimal amount of time online (≈ 10 hrs/week)²
- Majority of time online is spent for work³
- Most often accesses web from desktop or laptop- at home or office.⁴
- Occasional business product shopping on mobile device- most often for pricing information⁵
- “During the day I am busy working”- most reachable in early morning or late evening

Motivations

- “I care more about a recommendation from an honest friend than an advertisement”⁶
- Brand loyal but can be driven to try something new with marketing that focuses on performance, quality, and warranty⁷

Needs

- Time is money- not spending a lot of time consuming content online
- Recommendation from peers (web reviews, testimonials, on the job toughness)
- Tone should be that of a trusted contractor peer
- Comfort in current habits- best reached in current media environment (email, trade pubs, print, radio)

Where to Find

- Email
- Trade pub websites
- Industry magazines/trade pubs⁸
- Newsletters
- Radio
- Google
- Manufacturer websites
- Facebook⁹
- YouTube¹⁰
- LinkedIn¹¹

Where to Avoid

- Blogs¹²
- Influencers
- Pinterest/Instagram¹³

LEAP

Proprietary & Confidential



The most common material people wanted to replace was the dreaded and dated “popcorn” ceiling. So, we created a battle cry.

WAR ON POPCORN.

THE PERFECT PARTNER

Lowe's was eager to partner with us to drive in-store traffic and same-store sales. We were eager to partner with Lowe's because it's a trusted destination for our audiences. Plus, it made results measurement incredibly accurate.

Marketing efforts drove consumers to their closest Lowe's location to purchase Armstrong Ceiling Solutions.





THE CAMPAIGN

LEAP launched a two-pronged approach with a regional consumer focus and a national remodeling contractor focus. The emphasis for DIYers was ease of use (“The easy way to fix ugly”). For remodelers, we drove home the idea of “jaw-dropping results.”

The tool you need to install a ceiling grid fast [View this email in your browser](#)

Armstrong Inspiring Great Spaces
CEILING

Enter for a chance to win!

Armstrong drop ceilings get high compliments!

Learn how you can turn the dreaded drop ceiling (or other ceiling eyesore) into a stunning focal point for your customers and enter to win a DeWalt 12V Max* Green Cross Line Laser to make the job fast and easy.

Armstrong Ceilings:

- Beautiful styles
- Easy to install
- No dusty mess

Win a Free Laser Level

Easy to Install

For ease of installation, Armstrong ceilings are fast to load - no heavy masts, no back-breaking labor and messy hammering. What more could a contractor ask for?

Head Help! Contact Armstrong Ceiling Solutions:
Phone: 1-877-ARMSTRONG
Email: info@armstrongceiling.com

We've Got Drywall and Popcorn Ceilings Covered, Too.

Explore Armstrong's full line of beautiful, easy-to-install ceiling solutions.

Armstrong Ceilings for the Home
October 31, 2016

Armstrong® drop ceilings get high compliments (especially from contractors)! Discover how Armstrong has raised the bar on the lowly drop ceiling -- and get a chance to win a FREE laser level.
<http://www.armstrong.com/residential-ceiling/en-us/easy.html>

Armstrong Kicker



**IF YOU'RE REMODELING A BASEMENT,
YOU'RE WATCHING OUR VIDEOS.**

Research indicated that video was the primary source of inspiration for the DIY segment, while contractors watched videos for new ideas and more practical product information.

That led LEAP to create and run videos that ran as YouTube pre-roll on virtually any video about basement remodeling.

At the same time, paid search helped us reach the right audience at the precise moment they were in the right mindset for the message.

Armstrong
Coaster



Compliments
You'll Never Hear

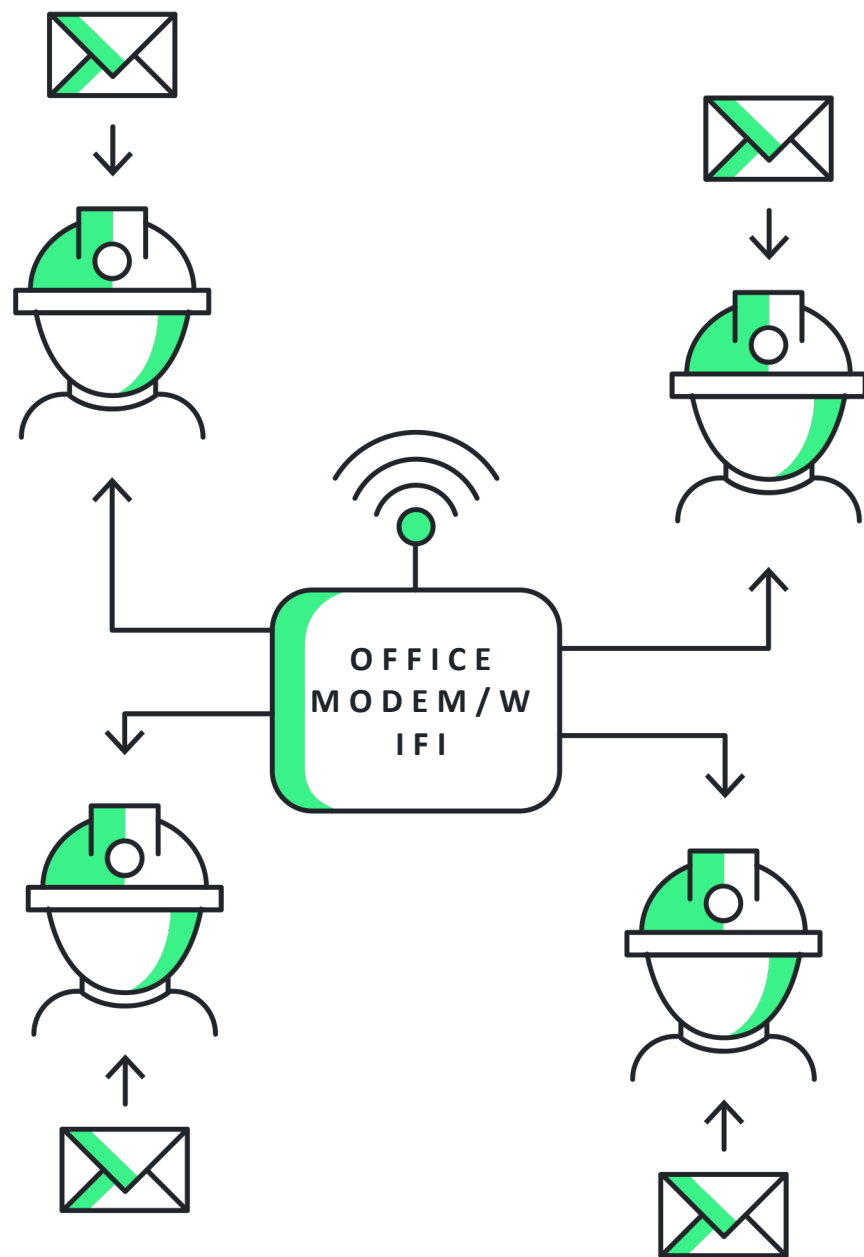


1. BEAUTIFUL
2. EASY TO INSTALL
3. NO DUSTY MESS

INSPIRING INFLUENCERS

Research showed that DIYers were heavily influenced by social media - specifically that of design influencers. So we partnered with key bloggers to install Armstrong ceilings for some of their clients or in their own homes. Before-and-after photos showed how Armstrong can create the beautiful and affordable “wow factor” we wanted to achieve.



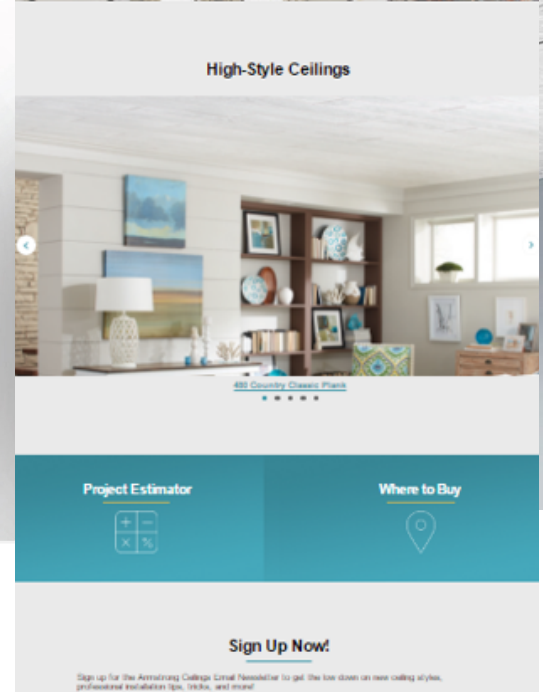
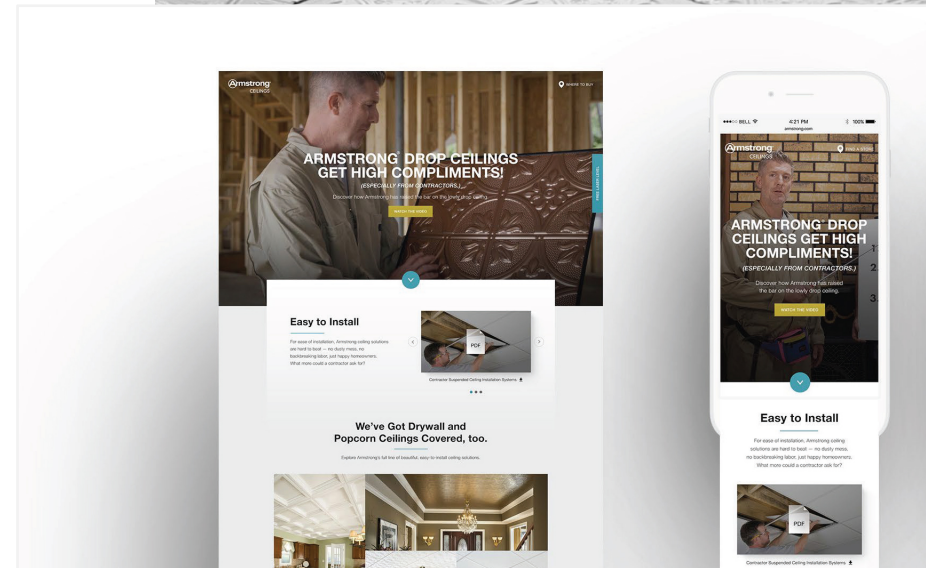
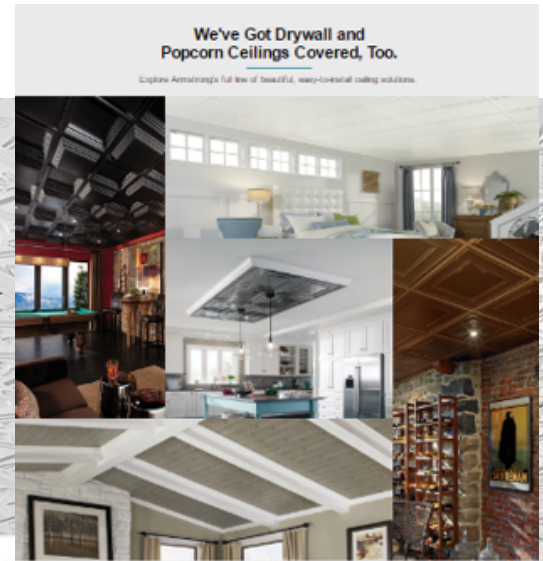
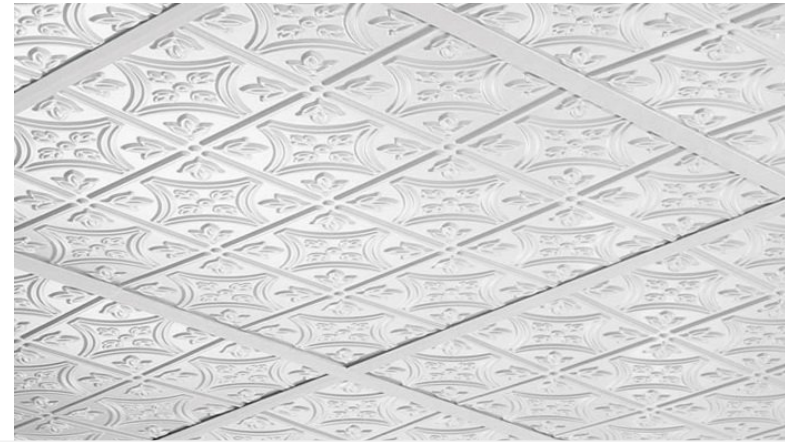


MAKING DIRECT MAIL SMART MAIL

We gave contractors a one-two messaging punch by combining direct mail with IP-targeted display ads. When contractors were at their office, they'd receive our mailer and banner ads at the same time. This made both tactics feel bigger than the sum of their individual parts, increased awareness of Armstrong and encouraged contractors to visit a landing page to continue their path to purchase.

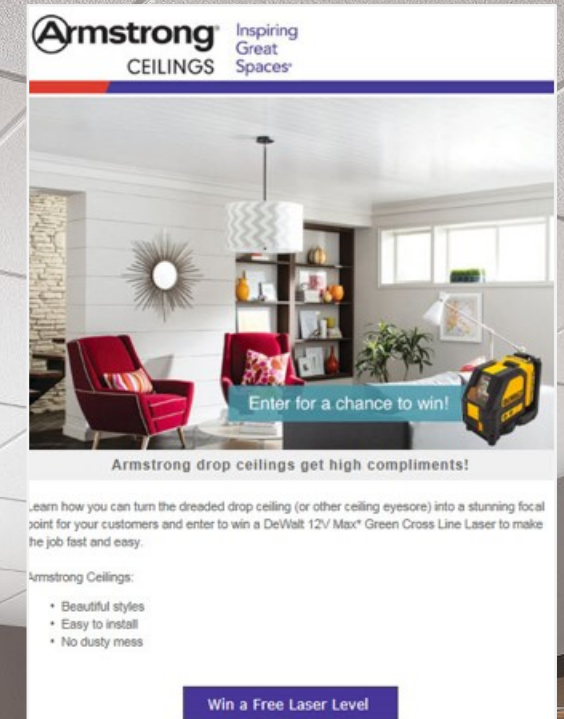
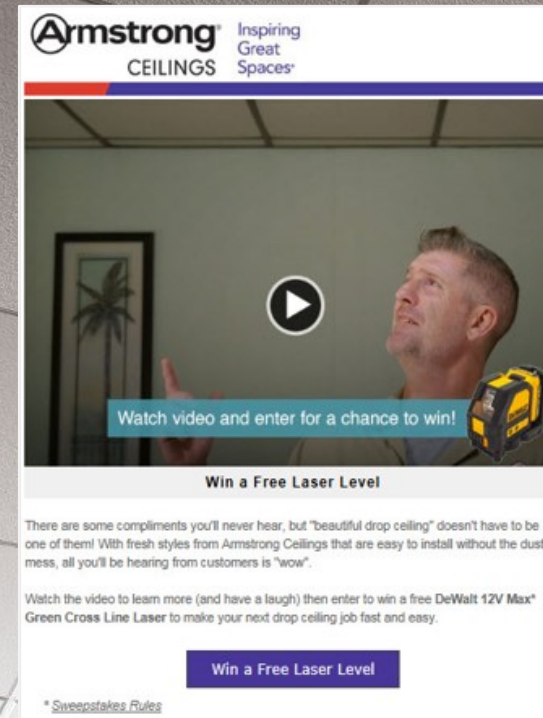
LANDING PAGE VS. LANDING PAGE

Landing pages were A/B tested using Optimizely to produce the highest conversion rate possible. The landing pages captured the user's name and email so we could deepen our marketing efforts with an engaged audience.



EMAIL IS TARGETED + PROMOTIONAL

Email was used to continue the conversation once contractors had engaged with one of the landing pages. It also served as the primary communication for promotional giveaways. In this case, we gave contractors a chance to win a free laser level if they chose to opt-in to Armstrong's e-newsletter.



SPONSORED CONTENT SPEAKS WITH A CREDIBLE VOICE

Helpful, value-added articles were written and sponsored by Armstrong to provide a seamless content approach while driving traffic both for DIYers and remodeling contractors.





SERVICES PROVIDED

RESEARCH

STRATEGY

CREATIVE

VIDEO CREATION/PRODUCTION

IP TARGETING

SEM

EMAIL MARKETING

RADIO

DIGITAL TRADE PUBLICATIONS

MEDIA PLANNING + BUYING

WEBSITE/LANDING PAGE/MICROSITE

CREATION

SOCIAL MEDIA

CREATION/MANAGEMENT

ANALYTICS



RESULTS THAT MATTER MORE

3,400

REMODELING
CONTRACTORS
SIGNED UP

275%

INCREASE
IN SOCIAL
FOOTPRINT

137,311

FULL-VIDEO
COMPLETIONS

37%

EMAIL
OPEN RATE

THE RESULT THAT
MATTERED MOST

The War on Popcorn
was the most
successful campaign
ever for Armstrong.



23%

IN-STORE SALES
INCREASE YOY

