



THE HOME DEPOT IMC CAMPAIGN

IMC 610: Introduction to IMC

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EXECUTIVE SUMMARY

Within you will find three main goals for The Home Depot (THD) which will be developed throughout the Integrated Marketing Campaign.

Goal 1: Increase awareness of, utilization, and reliance on the DIY Projects and Ideas page found at homedepot.com

Goal 2: Increase the number of customer reviews of products and their utilization for product research, found on homedepot.com.

Goal 3: Generate a new commercial campaign changing the role of women in home improvement to that of the do-er, eliminating the stereotype that women are the planner and the designer.

The overall basic objectives we will use to obtain these goals are as follows:

- ▶ Increase web traffic to DIY Projects and Ideas page.
 - Increase monthly traffic to Homedepot.com and social media sites by 5-10%, focusing on the DIY Projects and Ideas page.
 - Use targeted online advertising and email offers to increase online sales at Homedepot.com by 10% by end of fiscal year.
- ▶ Increase customer reviews of products.
 - See a 20% increase in the number of product reviews left by customers by the end of the fiscal year.
- ▶ Partner with a home improvement network, creating new series 1-minute “How-to” videos.
 - Use social media and video streaming services to post a series of 1-Minute “How-to” videos and Q&A sessions in partnership with a home improvement television network.
- ▶ Create and implement a new series of commercials and print ads featuring women doing predominantly male home improvement projects.
 - Increase distribution of banner advertising by 20% to female targeted websites by end of second quarter.
 - Update television advertisements featuring the female role in home improvement to 50% of all generated commercials by the end of the fiscal year.
 - By the end of the first quarter, develop a strong, female driven, campaign to increase diversity in paid media advertisements and show women in traditionally male roles.



These are easily obtainable goals which will increase sales, profits, and the size of our customer base for The Home Depot. THD continues to be a leader in the home improvement industry and by following this plan will be ahead of the competition.



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BACKGROUND INFORMATION

A BRIEF HISTORY OF THE HOME DEPOT

In the late 1970s, homeowners began fulfilling a need to complete their own home improvement projects. While small hardware stores existed in small towns, there was a new demand that could not be easily met for an increase in the do-it-yourself movement. In 1978, four gentlemen saw an opportunity and ran with it.

Bernie Marcus, Arthur Blank, Ken Langone, and Pat Farrah had a vision of a one-stop shopping center for the do-it-yourselfer. They opened two locations of The Home Depot in Atlanta, Georgia in June of 1979. The first stores housed 25,000 SKUs of merchandise in 60,000 square feet of space; these were the first warehouse style hardware stores in the country. (homedepot.com)

Aside from the one-stop-shop for the home handy-man concept, THD was one of the first stores to offer in-store instruction on projects. Home Depot associates go through special training so they can offer the best advice on products as well as host in-store clinics.

In 1981 the company went public. Throughout the 1980s and 1990s the company spread across the United States. They opened their 100th store in 1989. In 1994 they expanded into Canada, 2001 into Mexico, and in 2006 into China. THD is currently the largest home improvement retailer in the industry with 2,256 stores. (homedepot.com, 2015)

CHANGES IN COMPANY CULTURE

In 2000, Marcus and Blank retired. Control of The Home Depot was taken over by Robert Nardelli who started to move away from the warehouse style, do-it-yourself emporium. Nardelli wanted to improve the bottom line. He began cutting jobs and increasing emphasis on wholesale market supplies. Unfortunately, the cuts in labor caused a backlash at the store level. THD was no longer able to provide its well-known, excellent customer service. In-store sales began to drop and the company began to struggle. (Tom, 2012)



In 2007, Nardelli and The Home Depot agreed to part ways. He would be replaced by Frank Blank who had been the company's vice chairman of the Board of Directors. (News Releases, 2007)

Throughout the mid-to-late 2000s, The Home Depot struggled with the economic downturn like many other retailers. There were many employee layoffs, budget cuts, and store closings. However, they were able to maintain a spot on the Forbes Fortune 500 list and powered through.

BEYOND HOME IMPROVEMENT

According to The Home Depot corporate website:

The Home Depot's values guide the beliefs and actions of all associates on a daily basis. Our values are the fabric of the Company's unique culture and are central to our success. (homedepot.com, 2015)



Their eight points of values stress their commitment to their customers, employees, and community.

In 2002, the company started The Home Depot Foundation which invests into local communities. The mission is to “improve the homes and lives of U.S. Military veterans and their families.” (homedepotfoundation.org, 2015) The Foundation has invested over \$380 million to achieve their goals and continue to invest in communities throughout the United States.

PRODUCTS AND PROGRAMS

The Home Depot carries a variety of products to cover all aspects of building, improvement, care, and interior design. It is intended to be a one-stop-shop for the home owner. Products often vary by location, focusing on the market of each region.

The company also features its proprietary and exclusive brands: HDX, Husky, Behr Paints, and Hampton Bay.



HDX and Husky are both The Home Depots house brand tools. HDX is intended for the lower budget, while Husky competes directly with Craftsman and Kobalt brands.

Behr paints are sold exclusively through The Home Depot or online at Behr.com. They offer a variety of colors, styles, and design guides.

Hampton Bay is also sold exclusively through The Home Depot offering a variety of options in lighting, ceiling fixtures, and cabinetry.

A customer can walk into a THD store looking for the lumber and tools to build on an addition to their home, erect a shed, renew their landscaping, redesign their kitchen, the possibilities are endless.

In addition to purchasing the products, THD locations offer “How-to” classes across the spectrum of do-it-yourself. They have handouts with creative ideas for painting a room, classes on how to tile a floor, and more advanced work such as dry wall and concrete repair. Classes are offered for all age and skill levels and allow the customer hands-on opportunities to improve their knowledge and their home. (workshops.homedepot.com, 2015) homedepot.com has a variety of resources for project ideas and tutorials.

The Home Depot locations also offer tool and vehicle rental, installations services, repair services and consultation. These vary by location.

THE COMPETITION

The number one competitor to The Home Depot, at the national level, is Lowes. THD still maintains the number one spot as the largest home improvement retailer in North America however, Lowes is a close second.

Lowes currently has about 1,840 stores in North America and locations in Canada and Mexico. They also operate a website which allows for purchases on-line and in-store. The product offering by Lowes is the same as what is offered in Home Depot, however Lowe’s offers more in the way of home appliances than THD. Lowe’s also offers exclusive brands including allen + roth, Kobalt, and Utilitech. (Lowes.com)

Menards is a highly popular home improvement chain based out of Wisconsin with a large regional following. While they only have 280 locations in 14 states, they are the third largest home improvement chain in the United States. (Carlyle, 2013) They are well known for low prices, value, and exceptional customer service.

Other competitors to THD include Ace Hardware, and True Value. Both of these brands tend to fall into smaller format stores with a more local customer base. They lean towards the mom & pop tool store, available for last minute customer needs.

FINANCIALS

Like all businesses, The Home Depot has faced many ups and downs. It was hit hard during the recession of the late 2000's, but was able to maintain its spot as a Fortune 500 company. It is listed publicly on NASDAQ as well as the New York Stock Exchange. For the past five years, THD has maintained a positive gross profit, increasing slightly with each year. (stock-analysis-on.net, 2015)

The success of their online store has been a huge benefit to THD. While it only accounts for about 3% of sales, homedepot.com continues to grow at a rate of 40% per year. (Cassidy, 2014) (Sozzie, 2014) Their product offerings far outweigh their competitors, Lowes, Ace, and Menards.

In 2014, The Home Depot had over \$83.2 billion in sales, which was up 5.5% from 2013. (The Home Depot Announces, 2014) Both 2013 and 2014 were positive growth years for THD, showing an increasing trend in sales and THD shares.

Forbes placed high emphasis on an increasing housing market leading to the boost in THD's sales in 2014. It is also predicted that the housing market will improve in 2015 and has the potential to give a 4.5% boost to THD sales. (Home Depot Earnings Review, 2015)

CURRENT MARKETING MIX

The Home Depot has a broad and successful marketing mix working for them. They employ a variety of tactics including digital media, social media, broadcast commercials, sponsorships,



print, and direct marketing. The current working slogan, “More saving. More doing.” effectively crosses multiple media platforms.

Digital and Social media is a major factor in THD’s current mix. They boast a successful website which not only includes over 700,000 products for sale, but a page dedicated to Do-It-Yourself (DIY) projects and ideas. They are actively engaged in Social Media through Facebook, Twitter, Pinterest, and YouTube.

The current string of THD commercials featuring the tag line “Let’s do this,” over a variety of home improvement projects. They highlight customers doing their own projects by researching online, in store, and working with associates. The main catch of the commercials is that customers are using a variety of platforms to meet their home improvement needs.

THD also employs a current weekly ad based on shopping region. This ad can be found in the Sunday Newspaper as well as online. The weekly ad is also featured in weekly emails to list subscribers and Home Depot branded credit card holders, though the emails are more focused on one or two highlighted sales items.

Home Depot is also heavy in sports sponsorships. Blank is the owner of the Atlanta Falcons football, leading to a partnership between THD and the Falcons. THD also partners with the Atlanta Braves Baseball team. Previously they sponsored vehicles in NASCAR which had been driven by Matt Kenseth, Tony Stewart, and Joey Logano. ESPN’s College GameDay and The Home Depot College Football Awards Show are top among its sports sponsorships. These all lead to high national exposure for THD and are key components of its marketing mix.

TARGET AUDIENCE

Currently, The Home Depot targets the average do-it-yourselfer, contractor, and home-owners. The one-stop shop focus has worked well for the brand in the past and should be maintained as a basis for these marketing purposes.

Target demographic and psychographics of target customers include the following:

► Baby-boomers and Generation X

○ Home Owners

- Ages range from 25-50
 - ◆ Income of \$50-\$80k per year
 - ◆ One-to-two children or grand-children
 - ◆ Seeking a one-stop-shop for home projects that they can't afford to have a contractor complete
- Have a need to do their own projects
 - ◆ Fulfill a need for satisfaction by completing home improvement projects
 - ◆ Often assist or request assistance from friends before hiring someone
 - ◆ Seek out good deals without sacrificing quality
- Value quality and price
 - ◆ Looking for affordable ways to improve their homes
 - They tend to be tighter with budgets and are open to creative ideas to make projects cheaper
 - ◆ Will often stick with one brand
 - ◆ Will shop around, but often go back to one trusted source
 - Research online before buying and ready to ask questions at the store
- Projects are not always completed in one sitting
 - ◆ Often complete projects over the course of several weekends since they work full time
 - ◆ Often work slow and methodically for the best results
 - ◆ Will make multiple trips for last minute needs or idea changes

○ Home Flippers

- Self-starters that would like to cash in on the housing market
- Seeking a variety of options in one location
 - ◆ Quality and quantity standards
 - Will research online and shop around before making purchases
 - ◆ Attempt to keep budgets low as to maximize profit
- Need quality brands that can be used to “advertise” the home at sale
 - ◆ Will stick to single brands to complete a project (i.e. All Hampton Bay cabinets to match Hampton Bay lighting fixtures)

○ Small Contractors

- Small business owners that cannot meet the bulk standards and prices of going through wholesalers
- Maintaining smaller budgets without sacrificing quality



- Need products at their immediate disposal to complete projects in shorter time frames
- Female Home Owners
 - Age range 25-50
 - Single and married women with purchasing power for their homes
 - ◆ “Women represent half the customer base of Home Depot and Lowes” (Malone, 2013)
 - Looking for quality at an affordable price
 - ◆ Will spend more time researching and comparing products
 - Hands-on learning
 - ◆ Will utilize more resources including television, internet, books, and workshops
 - Television show influences
 - ◆ Women are highly targeted by networks such as HGTV and DIY
 - These buyers will use ideas seen on shows such as Curb Appeal, Holmes on Homes, Renovation Realities, Kitchen Crashers to name a few
 - Looking to purchase comparable products to those seen on television and used by celebrity homemakers

When targeting customers, a focus needs to be on making home projects easy and affordable. Customers do not want to sacrifice quality for affordability. They also have a need to find all of their materials at central locations. Customers do not want to drive to Store A for product X, then Store B for Products Y and Z, and Store C to put it all together. Home Depot needs to maintain that they can fulfill all of the customers’ needs in store for ideas, instruction, and products.

The main target for the extent of this project should be the Generation X and Generation Y homeowners. These people are in their late 20’s to 40’s with bachelor’s degrees. They work white and blue collar jobs with a household income of \$40,000-\$80,000 per year. Women are a core to the research and purchasing decisions and are willing to pay slightly more for a quality brand. However, they still want to maintain a lower budget to maximize their purchasing potential. Their house is a key component to their happiness so they want to do everything to keep it up to date, modern, comfortable and safe for their family. They also want to be able to brag about the home improvements they’ve done themselves and will post “work in progress” photos and video to



social media. These customers will take pride in their work and show it off at every opportunity they get. They will also not hesitate to name drop what products they used and where they were purchased. If they have a good or bad experience they will share it with friends, co-workers, and family. They will endorse products with online reviews, blog and social media posts, and even in store while shopping.



SWOT ANALYSIS

STRENGTHS <ul style="list-style-type: none">▶ Highly visible▶ Variety of products▶ In-store and online resources▶ Competitive pricing▶ Trained associates	WEAKNESSES <ul style="list-style-type: none">▶ History of bad customer service▶ Customer Trust<ul style="list-style-type: none">○ Data Breach
OPPORTUNITIES <ul style="list-style-type: none">▶ Increase in do-it-yourself home improvement<ul style="list-style-type: none">○ Television networks and programs▶ Website design ideas and tutorials▶ Website product review usage	THREATS <ul style="list-style-type: none">▶ Competitors<ul style="list-style-type: none">○ Lowes<ul style="list-style-type: none">● Currently, HD is financially stronger and more successful but Lowes' is targeting HD's market○ Ace○ Menards○ Small, Local Hardware/Lumber Yards▶ Economic instability

STRENGTHS

With stores throughout the United States, Canada, and Mexico, The Home Depot is highly accessible by consumers. It has a recognizable logo and the color orange is synonymous with the company.

They offer a variety of products allowing customers to complete all of their home improvement projects with a trip to a single store. THD has a variety of exclusive brands that come with positive consumer and professional reviews. Prices are competitive to other stores, especially with the 10% In-Store Low Price Guarantee. (homedepot.com)

The Home Depot has made strides to combat its previous stigma of offering poor customer service, which we cover later. Through the first year of employment, associates must complete

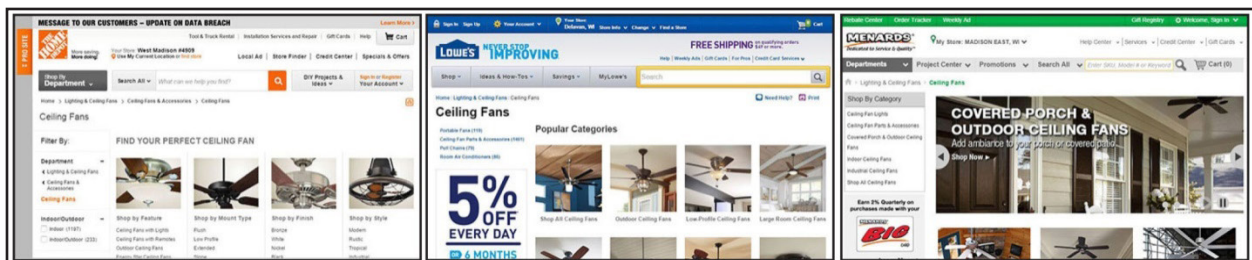


training programs which set them up to be experts in their departments. (Edmonds Wickman, 2008) Its associates are offered “a variety of training and education programs that help employees succeed.” (siop.org, 2015)

The Home Depot’s website is recognized as superior to its competitors. It’s bright, easy to navigate, and offers training resources as well as products. Comparatively, its competitors sites are clunky, disorganized, and lack the filter options that Homedepot.com offers.



Main Page for Home Depot, Lowe's, Menards



Search of “Ceiling Fans” for Home Depot, Lowe's, Menards

WEAKNESSES

The largest weakness to The Home Depot is a lack of faith by customers. There are two main things that have led to this: previously poor customer service and the financial data breach this past fall.

In the mid-2000’s customer service took a back seat to other areas of business. Chief Executive Officer, Robert Nardelli, made their contractor supply business the main focus of the company. (Grow & McMillan, 2006) Major staffing cuts were made and customer service suffered.

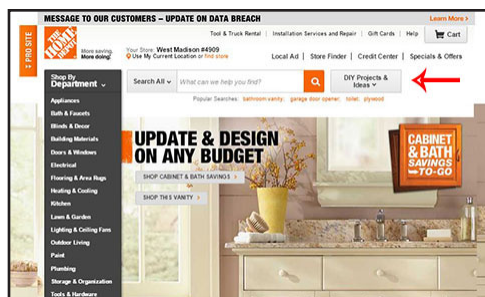
The website homedepotsucks.org is devoted to all things anti-Home Depot. Top shopper

complaint are customer service, and not because service is poor. On the site, users report mistreatment of associates and a lack of staffing as the top complaints.

This last September, The Home Depot confirmed that they were the victims of a data breach, one of the largest a U.S. retailer had seen. The payment data systems of stores in the United States and Canada had been affected. (McGrath, 2014) The immediate impact was a lack of faith by customers in their data security with The Home Depot purchases. Stocks took a dive and the company spent over \$43 million on the fallout. (Kirk, 2014)

OPPORTUNITIES

The growth of the do-it-yourself industry has led to hundreds of resources for homeowners in magazines, books, websites, and television. The Home Depot offers a DIY Projects and Ideas page;



however, it can be very easily overlooked by customers visiting the site. Additionally, a Google search for home improvement ideas did not bring many results to home depot. When entering “how to install bathroom tile” into Google, Home Depot was the last result on the page.

THREATS

The Home Depot faces a variety of threats, but the biggest one to consider is its competition. There are minor players in the home improvement market with Ace Hardware, True Value, and local mom-and-pop hardware stores. However, major competitors are gunning for Home Depot in a big way.

The most visible of the competitor threats is Lowe's. Lowe's has been in the market longer than Home Depot and, for a short period, overtook Home Depot as the go-to big box store for home improvement. They were the first to clean up their stores, brighten the lighting, widen aisles, and carry appliances. (Wallander, 2014) The Home Depot was quick to follow suit.



The Home Depot needs to be prepared for a strong push by Lowes to dominate the market in the coming year. Lowes can be expected to do some overhaul to their own marketing and commerce strategies. (Van Doorn, 2014)

SWOT SUMMARY

For the purpose of this campaign we are going to focus on the following areas:

- ▶ Variety of products
- ▶ In-store and online resources
- ▶ Increase in do-it-yourself home improvement
 - Television networks and programs
- ▶ Website design ideas and tutorials
- ▶ Website product review usage

The Home Depot sells over 700,000 products on its website, many of which are available in store or for in store pick up. They boast a website that is far superior to its major competitors; this should continue to be highlighted as a major factor in THD's continued success.

With the increase in consumers need to complete their own home improvement projects, network television has continued to create new television shows. THD has previously sponsored home improvement programs and still lends its name on occasion; however, we can do more. This proposal will focus on how THD and Home Improvement networks can build a lasting relationship and create a series of videos with the intention of giving simple, affordable project ideas to the consumer. They will direct traffic to homedepot.com, Home Improvement Network websites, and a variety of social media platforms.

Finally, with the success of THD's e-commerce, we need to expand the use of homedepot.com. It's time to highlight the many advantages, beyond online shopping, the website has for consumers. Customers are highly critical of products and most shoppers review customer product reviews before making purchasing decisions. We need to create incentives to leaving product reviews on purchases made at THD to increase the number of reviewed items. This is both a benefit to the customer as well as THD. It allows THD to recognize a pattern of purchases and



products that are successful and less-successful and can lead to a new form of inventory and purchasing patterns.

The Home Depot's DIY Products and Ideas page will be highlighted as a major factor in home improvement project decisions. Not only with instructional guides for projects, but product shopping lists and must haves. It will make shopping for the completed project easier and more informed for the customer.



MARKETING

MARKETING OBJECTIVES

- ▶ Increase website traffic towards online design ideas and tutorials by 10%.
- ▶ Partner with a home improvement network to increase consumer visits to Home Depot by 10%; sponsoring at least one show by years end.
- ▶ Increase consumer reviews of products on the website by 15%.

MARKETING STRATEGIES

Increase website traffic towards online design ideas and tutorials by 10%.

Consumers are seeking out new and creative ideas. Home Depot has an opportunity to monopolize on this by increasing their websites offerings.

Using online advertising via video streaming services, such as Hulu Plus, Amazon Prime, Spotify, Pandora, Network Television, etc., can increase awareness of website updates. Posting updated videos and articles to social media will also direct traffic to homedepot.com

An update of the homedepot.com main page to add a more noticeable link to their DIY Projects and Ideas pages will also increase traffic. In addition to this, adding SEO metadata to the page to increase its likelihood to appear in searches on major engines such as Google, Bing, and Yahoo is a must.

Partner with a home improvement network to drive consumers to Home Depot to complete projects; sponsoring at least one show by years end.

Partnering with networks that revolve around home improvement branches out into an under-utilized market. A consumer may watch a lot of HGTV for new gardening ideas, but do they associate the programming on HGTV with shopping at The Home Depot? As an example, have a landscaping show hosted by The Home Depot. It can feature a variety of ideas for updating the smallest or largest of yards on a variety of budgets. The host will be a spokesperson for Home Depot by phrasing their lessons to include the company or its products: “Increase colors



in your garden with these violet petunias from The Home Depot gardening center.” or “I use my HDX post-hole digger to prepare the ground for fence installation.”

Through advertising and sales promotions, increase consumer reviews of products on the website by 15%.

Through television, social media, and in-app advertising, increase awareness of homedepot.com user reviews. A plan will be developed to create a series of incentives for leaving product reviews through sponsored contests.

Consumers increasingly use online reviews of products as a basis for purchase. In addition to advertising the user review pages of products, associates in store should recommend using the resource at the time of sale. (Gesenhues, 2013)

CREATIVE BRIEF

RATIONAL FACTORS

- ▶ **save money**
- ▶ product variety
- ▶ skilled associates to help make informed decisions
- ▶ **find everything you need in one stop**
- ▶ store financing
- ▶ proximity to home

EMOTIONAL FACTORS

- ▶ **feeling of accomplishment/satisfaction**
- ▶ bragging rights
- ▶ ease of finding everything in one trip

CREATIVE STRATEGY STATEMENTS

- ▶ Everything you need and more.
- ▶ Bragging rights on a budget.
- ▶ We can teach you, you can teach your neighbors.
- ▶ We can show you, it's easy.
- ✓ *Let us show you, it's just that easy.*

Why are we advertising?

To increase traffic to the website, specifically the Projects and Ideas page.

Whom are we talking to?

Young families who own their own homes and want to do their own repairs and updates.

What do they currently think?

Doing your own repairs are difficult, but hiring a contractor is expensive. They are looking for simple solutions to what may seem like big problems.

What would we like them to think?

Home repair and updates are easy and they should to come to Home Depot for all their needs, including learning how to do projects on their own.

What is the single most persuasive idea we can convey?

By watching a tutorial on Homedepot.com, our customers can make their own repairs and/or updates to their homes.

Why should they believe it?

Homedepot.com offers them everything they need in one location. Lessons on how, access to products, lists of items they need to complete their projects, and an easy way to order everything for pick up in the store. They have no need to go anywhere else.

Are there any creative guidelines?

Projects are visual so it's best to convey this in a 30-60 second commercial that can be aired on television as well as online.



CREATIVE EXECUTION

:30/:60 Television or Online/App Commercial

VIDEO	AUDIO
LS: WATER RUNNING TOWARD A BASEMENT FLOOR DRAIN.	SFX: WATER GUSHING
CAMERA PANS BACK TO SHOW A LATE 20-SOMETHING MAN STARING AT A WATER HEATER. THE WATER IS COMING FROM SOMEWHERE BEHIND THE HEATER.	MAN'S VOICE: HONEY!
CAMERA PULLS BACK AS A WOMAN COMES INTO FRAME HOLDING A TODDLER.	WOMAN: We can fix this. MAN: We should call a plumber. WOMAN: That'll cost too much. We can handle this.
CAMERA FOLLOWS THE WOMAN AS SHE SITS AT A COMPUTER IN A NEARBY ROOM. SHE PULLS UP HOMEDEPOT.COM.	
CU: COMPUTER SCREEN AS SHE CLICKS ON DIY PROJECTS. TYPING OF "WATER HEATER" IN THE SEARCH BAR PULLS UP A LIST OF PROJECTS INVOLVING WATER HEATERS. THE MOUSE CURSOR DRAGS DOWN UNTIL IT HIGHLIGHTS "INSTALLING A WATER HEATER MADE SIMPLE."	WOMAN: See, homedepot.com has instructions on how -to fix a water heater. MAN: Or replace it. WOMAN: that too. It's all just right here. SFX: Clicking of a mouse.

VIDEO	AUDIO
<p>THE PAGE OPENS UP. THERE IS A VIDEO AND A LINK TO A LIST OF WATER HEATERS. THE PAGE SCROLLS PRODUCTS UNTIL SHE CLICKS ON ONE.</p>	<p>WOMAN: This one has a five star rating by customers and it's within our price range.</p> <p>SFX: CLICKING OF A MOUSE.</p>
<p>CAMERA PANS BACK TO THE COUPLE LOOKING AT THE COMPUTER AND SMILING. SHE LOOKS TO HIM, HE SHRUGS.</p>	<p>WOMAN: Check this out, it gives us a list of all the tools and accessories we'll need!</p> <p>MAN: That's helpful. So we can just pick it up.</p>
<p>CUT: THE COUPLE ARE OUTSIDE THE HOME DEPOT, STANDING IN FRONT OF A HOME DEPOT PICK UP TRUCK. AN ASSOCIATE IS HANDING THEM KEYS AS TWO MORE ARE SETTING THE WATER HEATER IN THE BED. THE MAN PUTS A FEW BAGS IN THE BACK WITH THE HEATER AND THEN GET IN THE CAR AND DRIVE OFF.</p>	<p>WOMAN: We'll need a truck to bring it home, we can even rent that from home depot!</p>
<p>CUT: THE WOMAN IS ON THE GROUND WITH A WRENCH, MAKING A FEW LAST TORQUES ON SOME PIPE. THE TODDLER IS</p>	<p>SFX: AUDIO OF A "How-to" INSTALL A WATER HEATER IS PLAYING FROM THE TABLET.</p>

VIDEO

AUDIO

WATCHING. THE MAN HAS HIS TABLET OUT.

WOMAN STANDS UP AND STEPS BACK TO
STAND BY HER HUSBAND. HE PUTS AN ARM
AROUND HER AND KISSES HER ON THE HEAD.
THEY BOTH LOOK VERY PLEASED WITH THEM-
SELVES.

FADE OUT.

HOME DEPOT LOGO WITH HOMEDEPOT.
COM UNDERNEATH.

ADDITIONAL TEXT:

IT'S EASY, LET US SHOW YOU.

WOMAN: That should do it!

MAN: Wow, that wasn't so bad at all.

WOMAN: We did it all ourselves, thanks
to Home Depot.



MEDIA

MEDIA OBJECTIVES

- ▶ Use social media and video streaming services to post a series of 1-Minute “How-to” videos and Q&A sessions in partnership with a home improvement television network to increase reach among home-owners ages 24-40.
 - Target social media goals by the end of the first six months:
 - Facebook to 2 million likes
 - Twitter to 300k followers
 - YouTube to 90k subscribers
 - Pinterest to 280k followers
- ▶ Increase distribution of banner advertising by 20% to female targeted websites by end of second quarter.
 - Increase monthly traffic to Homedepot.com and social media sites by 5-10%, focusing on the DIY Projects and Ideas page.
 - Update television advertisements featuring the female role in home improvement to 50% of all generated commercials by the end of the fiscal year.

MEDIA STRATEGIES

The Home Depot has made excellent use of paid advertising with creative use of social media, internet banner advertising, print media, and video advertising. However, it is time to branch out. Home Depot consistently advertises on traditional media, it's time to look at non-traditional media.

THD's target audiences are starting to find creative ways to cut back on non-essential costs. One of the strategies gaining momentum is “cord cutting” or discontinuing paid cable television services. (Abdel-Razzaq, 2014) This will cut into revenue gained by paid television advertising, therefore, THD must make the move to non-traditional, replacement forms of media advertising.

Use social media to post a series of 1-Minute “How-to” videos in partnership with a home improvement network to increase reach among home-owners ages 24-40.



The Home Depot will partner with a Home Improvement Network, such as DIY or HGTV, to create a series of 1-minute “How-to” videos to be posted on a weekly basis to all forms of social media. These videos will be creative and simple ideas to be used in the home. They should be very easy, yet creative projects that will engage customers. The series will be developed in stages that fit best with the time of year. THD will target specific holidays, seasonal activities, home improvement, organization, and home safety.

The Home Depot needs to begin to use video streaming services in addition to traditional television advertising. Most services, such as Hulu Plus and Amazon Prime, have 30-second and 60-second advertising breaks in place of traditional commercial breaks. THD can utilize short, segmented videos and commercials in these streaming services. In most cases, these advertising breaks cannot be skipped or forwarded through, so it is important that Home Depot’s creative team make advertisements that are entertaining and engaging. Taking the already created 1-minute “How-to” videos and using them as commercial breaks on these mediums is a simple solution that will also save on advertising dollars.

Finally, The Home Depot will push their blog page, The Apron, which will feature the lessons, learned in the 1-minute videos. This page will feature a link to the video on YouTube, a full list of tools needed with the ability to select all products and have them sent directly to the homedepot.com shopping cart, a breakdown of what the project entails, and instructions on completion. The 1-minute video is meant to capture attention and drive traffic, the blog site will allow customers to spend more time on the project, buy what is needed for completion, and be more informed on the project.

The Home Depot will also partner with well-known, professional carpenters, designers, etc. to communicate directly with customers via Twitter and Facebook. These professionals, hosted by The Home Depot, will conduct an hour-long Q&A session where consumers can ask home improvement questions and receive directed responses. This has two main goals: Increase social media traffic and help develop working ideas for the 1-minute videos. Home Depot’s creative team will be able to take ideas from the celebrity Q&A’s and develop content based on participant inquiries.



Increase distribution banner advertising by 20% to female targeted websites by end of second quarter.

With the drive to increase online sales and the decrease in the need for print advertising, The Home Depot can focus more on digital advertising. THD also needs to increase its reach to female home owners who make the majority of spending decisions when it comes to the home. (Malone, 2013)

The start of the first fiscal quarter needs to be spent in research and development of a targeted media plan towards female dominated web space. Identify the top ten websites used by women ages 25-40 for lifestyle, design, and home. Target these websites with new and engaging banner advertisements to increase click-through advertising. They should drive traffic to homedepot.com, specifically the *DIY Projects and Ideas* page. Advertising will gender-swap traditional roles in the home. Women will be shown in projects of home improvement: replacing appliances and necessary home equipment (Water heaters, Heating & Air units, etc.), plumbing, electrical. Men can be shown in the background happily doing traditional housekeeping duties.

This will also tie into the new series of commercial advertisements which features mom doing the same home improvement projects. See the previous commercial proposal under the creative strategy.

Increase monthly traffic to Homedepot.com and social media sites by 5-10%, focusing on the DIY Projects and Ideas page.

The Home Depot's partnership with a Home Improvement network will generate renewed interest in simple home improvement ideas and techniques. There are several strategies that can be taken to drive traffic to the website, social media sites, and actively engage customers in the 1-minute videos.

It is important to utilize the media to generate awareness and excitement for the partnership with a home-improvement network and its stars. Get the word out about the new campaign, make it exciting and engaging.



The Home Depot and its partner will host a community event in a designated, low-to-mid income neighborhood. During this event, the new stars of the 1-minute videos will be introduced and a series of demonstrations will be held before a public audience. This will allow potential customers to get to know the hosts better, see the impact of the videos and their informative value first hand, and generate good-will towards The Home Depot Brand.

Finally, The Home Depot will send its new partners/ambassadors on a series of interviews with popular network talk shows and live news shows. They can discuss THD, their own host networks, and the value of the new video series for the target customers.

Update television advertisements featuring the female role in home improvement to 50% of all generated commercials by the end of the fiscal year.

Research has already shown that women make up the vast majority of shopping decisions. Marketers have worked hard to target women when it comes to purchasing decisions. It's time for The Home Depot to step up and target women as the "do-ers" in home improvement as well.

A media campaign will be developed featuring women in the traditionally male roles of home improvement projects. Women will be the ones not only researching products, but then installing them. These will be major household projects such as room renovation, plumbing, appliance install, etc. It is time to step away from the idea that women make the design decisions in the home and are relegated to picking out paint and doing the gardening.

MEDIA TACTICS

- ▶ Partner with a home improvement network to create 1-minute "How-to" videos which will be posted weekly to social media pages and video streaming services
 - Example: <http://ext.homedepot.com/community/blog/storage-ideas-clever-and-affordable/>
 - 1-minute video showing how to create the Mason Jar storage for bathrooms
 - Videos will be developed in a "series" but not necessarily posted all together
 - Winter Holiday Decorating and Organization Ideas
 - ◆ This will be the first series to launch at the beginning of the traditional holiday season, November-December.



- ◆ Holiday's covered will cover: Chanukah, Christmas, and New Year's Eve
- Post-Holiday Clean-up and Storage
 - ◆ The month of January will feature what to do following the holiday season.
- Home Safety and Home Improvement
 - ◆ This series will be feature throughout the year focusing on basic home safety guidelines and easy solutions.
 - ◆ Alternate Safety with clever Improvement ideas
- Garden and Landscaping
 - ◆ This series will be posted in late April through early May
- Spring/Summer Holiday Series
 - ◆ A more sporadic series which can cover: Valentine's Day, Mardi Gras, St. Patrick's Day, Easter, Earth Day, Cinco de Mayo, Mother's and Father's days, Memorial day, Independence Day, and Labor Day
- What-not-to-do Series
 - ◆ This series will be developed and only 2-3 videos posted for levity
 - ◆ Feature extreme "what not to do" features to garner laughs and help push traffic
- Fall Holiday Series
 - ◆ Decoration and Organization for fall holidays, which can cover: Halloween, Dia de los Muertos (Day of the Dead), Veteran's Day, Diwali, Thanksgiving
- Winter Planning Series
 - ◆ Series will be posted in the pre-winter months featuring simple ways to winterize the home. Simple tricks on surviving the winter months. This will be posted in the late fall, before the full start of winter: October-November.
- Posted weekly to video sharing sites
 - Video on Facebook and YouTube
 - Twitter linked to YouTube video
 - Blog post, with video link, breaking down the video on The Apron
 - ◆ <http://ext.homedepot.com/community/blog/>
- Direct link emailed to subscribers as a part of weekly email blasts
 - Link to YouTube and The Apron
 - Attach pertinent coupons



- ◆ Coupons should be developed which directly correlate to the weeks' post
 - ◆ Coupons can be used via print out or showing a link on a mobile device at check out
 - ◆ Coupons can be used online or in-store
- Used as advertising for posted commercial breaks in video streaming services
 - Network television streaming sites/apps
 - ◆ NBC, ABC, CBS, TNT, TBS, Etc.
 - Hulu plus
 - Amazon Prime
 - Cable On-Demand
 - ◆ Comcast, Charter, AT&T Uverse, Time-Warner
- Include links to extended project ideas on DIY Projects and Ideas page that are similar to the short videos posted to social media
- Partner with home-improvement professionals to do Q&A sessions monthly on social media pages
 - Q&A sessions will be held at the end of each month starting in August
 - Take ideas directly from the Q&A sessions to develop more content for 1-minute videos
 - Potential celebrity partners could include: Mike Holmes, Martha Stewart, Joanna and Chip Gaines, Ahmed Hassan
- ▶ Develop online advertising for female targeted websites
 - Create a list of 10-20 websites utilized on a regular basis by females 25-40
 - Develop a series of banner advertisements featuring female home owners in traditional male home improvement roles
 - Mom and child landscaping series
 - ◆ Features mom and her child doing simple landscaping or gardening activities
 - Ladies changing household appliances series
 - ◆ A woman changing a water heater, AC Unit, installing stove, etc.
 - Couples working together series
 - ◆ Featuring couples doing projects together, but feature the female in the lead role



- Women in traditional male roles
 - ◆ A woman putting up drywall, doing electrical, plumbing, etc.
- Winterizing the home series
 - ◆ Installing plastic on windows, preparing gutters, etc.
- Banners will redirect to homedepot.com's DIY Projects and Ideas page and targeted projects
- ▶ Increase monthly traffic to Homedepot.com and social media sites by 5-10%, focusing on the DIY Projects and Ideas page.
 - Host a community event to introduce the new stars of the 1-minute "How-to" videos, announcing the schedule of release of the videos, and generate awareness and excitement for the year-long campaign.
 - Have a film crew on hand to get live footage of the demonstrated craft ideas to be posted to homedepot.com and the partner networks own site.
 - Allow time for a Q&A with public attendees.
 - Generate a series of press releases, released a month and a week prior to the launch of the new video campaign.
 - Cover pertinent information about the celebrity hosts, their home network, and their own shows.
 - Discuss the benefits of the partnership to Home Depot and the Home Improvement network.
 - Discuss the community involvement aspect of the videos and the benefits to the consumer.
 - Create a campaign fact sheet for the 1-minute videos that will be posted to The Home Depot media page and distributed to media outlets.
 - Include pointed information about the video themes and their release structure.
 - Include facts about the celebrity hosts, the network they are with, and their shows.
 - Include where the videos will be posted and when.
 - Set up interviews on major network shows, with the celebrity hosts, to discuss the new videos and their impact.
 - Morning shows will have the best impact with the target audience.
 - ◆ Good Morning America
 - ◆ Today
 - ◆ CBS This Morning
 - ◆ The View
 - ◆ The Ellen DeGeneres Show



- ◆ Live! With Kelly and Michael
 - Host a live, exclusive demonstration that can only be seen on that show.
- ▶ Update television advertisements featuring the female role in home improvement to 50% of all generated commercials by the end of the fiscal year.
 - Target Baby boomers, Generation X, and Generation Y when choosing female leads for the commercials.
 - These women should be home owners, with families but still independent.
 - Men can and should be in the commercials but shown in more supportive roles, helping with purchasing decisions, online guidance through the completion of projects, and project clean up.
 - Child should also make appearances in the commercials, especially ones with a younger generation female lead.
 - Commercials will be targeted to high traffic networks.
 - The big four networks: ABC, NBC, CBS, and FOX.
 - ◆ Featured heavily during daytime television and evening sit-coms.
 - Major Cable networks: TNT, USA, and TBS.
 - ◆ Featured during morning and evening syndicated television programs.
 - Specialty networks: DIY, HGTV, TLC, Food Network, Lifetime, Oxygen, Tru, Own, and WE
 - Commercials will tie in heavily to banner and print advertising featuring women in the lead home improvement roles. In many cases, images can be taken directly from the broadcast commercials.

PUBLIC RELATIONS

PUBLIC RELATIONS OBJECTIVES

- ▶ See a 20% increase in the number of product reviews left by customers by the end of the fiscal year.
- ▶ By the end of the first quarter, develop a strong, female driven, campaign to increase diversity in paid media advertisements showing increased discussion of THDs positive female initiative in media by 30%.

PUBLIC RELATIONS STRATEGIES

To increase the number of product reviews left by customers by 20% by the end of the fiscal year.

Consumers value other consumer opinions much higher than those of the media and corporate sponsors. Just look at the reactions to news stories on the comment sections of articles, posts on social media, and unsponsored blogs. Consumers are full of opinions that can and should be harnessed to drive sales online.

Make customer reviews matter. Train sales associates to teach the customers of their abilities to inform other potential buyers of the pros and cons of a product. Have literature available for review by store associates and company staff members. Highlight links to product reviews in email blasts, on the website, and in social media.

Make a contest of customer reviews. At strategic times of the year, establish a plan to offer incentives for leaving a review, be it positive or negative. Offer free products, discounts, or gift card awards for reviews left on homedepot.com.

By the end of the first quarter, develop a strong, female driven, campaign to increase diversity in paid media advertisements showing increased discussion of THDs positive female initiative in media by 30%.

Home improvement projects are considered to be the job of the man-of-the-house. It's time to flip that around and show a strong female leader completing traditionally male chores in the household.

A new marketing campaign will be developed showing women doing traditionally male roles, and men doing traditionally female roles. This should be highlighted in paid media spots as well as on social media and print.

To go with this campaign, the partnership with a Home Improvement network should be designed along these lines when considering celebrity hosts. Have designers and carpenters be a combination of men and women, but not in their traditional roles.

PUBLIC RELATIONS TACTICS

- ▶ See a 20% increase in the number of product reviews left by customers by the end of the fiscal year.
 - Establish training materials and dialogue outlines for sales associates to use when engaging customers.
 - Create a fact sheet with talking points for associates to use.
 - Create incentives to leaving product reviews.
 - Example: Review your most recent purchase and get 10% off your next purchase of \$200 or more usable in-store or online.
 - Create contests at strategic points of the year to drive customers to leaving product reviews.
 - Offer free product, discounts, and chances to win prizes.
 - ◆ Example: During the Christmas season, every customer that leaves a review on a pre-lit Christmas trees will be entered to win a \$100 Home Depot Gift Card.
- ▶ By the end of the first quarter, develop a strong, female driven, campaign to increase diversity in paid media advertisements showing increased discussion of THDs positive female initiative in media by 30%.
 - Generate a series of press releases explaining the switch in gender roles and why it's important for The Home Depot to support and empower these roles.
 - Distribute to media outlets and influential blog sites.
 - Make available on The Home Depot's media page.
 - Create talking points to be used in morning talk show interviews associating them with the 1-minute videos and the social benefits of the campaign.

- Develop in-store classes/demonstrations teaching women how to do home improvement tasks and the needs associated with them.
 - The do's and don'ts of changing/installing major appliances such as heating and cooling units, water heaters, duct work, etc.
 - Demonstrations on what tools are best for specific projects.



DIRECT MARKETING

DIRECT MARKETING OBJECTIVES

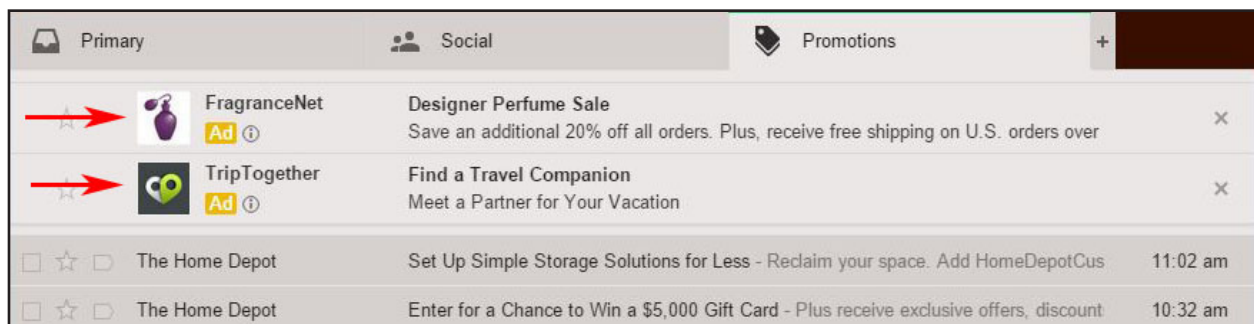
- ▶ Use targeted email advertisement to direct traffic to homedepot.com by 10% by end of fiscal year.
- ▶ Increase click-through rates of DIY Projects and Idea specific emails by 5% by the end of the fiscal year.

DIRECT MARKETING STRATEGIES

Use targeted email advertisement to direct traffic to Homedepot.com by 10% by end of fiscal year.

The Home Depot already utilizes direct marketing via email, in this case we will not specifically change the email content and distribution. Instead we can utilize email services (Google specifically) as an advertising medium.

Google's innovative tabbed email system allows for advertisers to use their promotions page for additional advertisement. We will develop non-subscriber advertisement directing consumers to homedepot.com and giving them an opportunity to make discounted purchases and subscribe to additional email content.



Google Gmail Promotions Tab Advertisements

Increase click-through rates of DIY Projects and Idea specific emails by 5% by the end of the fiscal year.

The general focus of the current email campaigns is sales and this should continue. These marketed emails will be sent mid-week to promote The Home Depot purchases. To coincide with



the release of the 1-minute “How-to” videos, email blasts will be sent to subscription customers. The emails will direct customers to the video posting as well as to the homedepot.com DIY Projects and Ideas page related to the project. This will not only direct customers to the videos and increase viewer rates, but allow them the opportunity to find written instructions, product and materials list, and create a tailored shopping list based on the customers’ needs.

The purpose is to not only highlight the current week’s “How-to” video, but to give the customers an easy way to purchase products and materials necessary for them to complete the projects at home.

DIRECT MARKETING TACTICS

- ▶ Use targeted email advertisement to direct traffic to homedepot.com by 10% by end of fiscal year.
 - Increase paid advertising on Google’s Gmail service for banner advertising on their promotions tab.
 - Focus should be on single, seasonal specific products featured on homedepot.com.
 - Click-through will allow for an opt-in to the regularly emailed promotions from homedepot.com.
- ▶ Increase click-through rates of DIY Projects and Idea specific emails by 5% by the end of the fiscal year.
 - Email will be sent to all current email subscribers as well as to current Home Depot Branded Credit Card holders.
 - Project featured in email will tie into that week’s 1-minute video posting.
 - Exceptions will be the holiday season and the start of spring gardening and outdoor improvement.
 - Highlight the products that will be needed or most complimentary to the week’s video posting.
 - Featured products will be offered at a sale price.
 - ◆ Available for sale online for in store pick up as well as in store.
 - Include a list of supplies and tools needed for the project.
 - Include a link to social media pages to review the video.

SALES PROMOTION

SALES PROMOTION OBJECTIVES

- ▶ Every quarter, host a contest that will tie-in with the current seasonal project with a participation rate of 60% of customers reached.
- ▶ Create a series of coupons, premium offers, and rebates which directly correlate to the week's 1-minute video and have a redemption rate of greater than 70%.

SALES PROMOTION TACTICS

- ▶ Every quarter, host a contest that will tie-in with the current seasonal project with a participation rate of 60% of customers reached.
 - Promote through email, text, social media, radio advertisements, banner ads.
 - A firm set of rules will be in place before the announcement of the contest.
 - Include the scope of the projects to be completed.
 - Set deadlines.
 - Number of entries per person/household.
 - Holiday seasons contest and spring contest will require participants to upload photos of their completed projects to homedepot.com.
 - Projects will be from the 1-minute videos, or the DIY Projects and Ideas page.
 - Contest entries will include demographic data, collected at time of entry.
 - Second contest will require a purchase in order to be entered.
 - Purchases made will be tied directly to the 1-minute videos, or the DIY Projects and Ideas page.
 - Contest entries will include demographic data, collected at time of entry.
 - Third contest will require a set number of product reviews to be left on purchased items on homedepot.com.
 - After a purchase, the customer will be given a link for online purchases, or a code at check-out which can be entered after they leave a product review.
 - Contest entries will include demographic data, collected at time of entry.



- ▶ Create a series of coupons, premium offers, and rebates which directly correlate to the week's 1-minute video and have a redemption rate of greater than 70%.
 - A dollar or percentage based coupon redeemable in-store or online.
 - Available through email, text, and social media.
 - Good for a specific item or set of items which directly relate to the week's 1-minute video.
 - ◆ Example: If the video is a "How-to" create a decorative wall piece, then, have a coupon for \$1 off mounting hooks/nails.
 - Free item with a specific amount purchased.
 - The free item will be advertised through email, text, and social media.
 - Good in-store or online.
 - The free item will be in correlation with the 1-minute video.
 - ◆ Example: If the video is a "How-to" create a flower box, then, the free item can be a pack of seeds with a purchase of \$15 or more.
 - Rebates on set products.
 - Rebates will be advertised through email, text, social media, and radio advertisements.
 - Rebates can be redeemable online with valid proof-of-purchase.
 - Rebate items will directly relate to the 1-minute video or a featured project from the DIY Projects and Ideas page.

MEASUREMENT AND EVALUATION

To establish a strong base from which to start, the strategy team will conduct a series of surveys and interviews with consumers. These surveys will be taken in malls and shopping areas, near but not at a The Home Depot. For the first round of polling, the survey team will not reveal who they are polling for. The survey will be general questions regarding home improvement projects, shopping online, and in store.

- ▶ The strategy team will visit malls in major cities throughout the United States.
- ▶ The strategy team will begin by conducting an on the spot poll asking random questions in regards to using webs resources such as tutorial pages, the use of customer reviews, and how women are viewed in home improvement projects.
 - The team will utilize tablet devices which will randomize questions.
 - It is important that the questions be random to eliminate duplicate answers based on proximity to those polled.
 - Answers can be entered directly into a database via the tablet devices.
 - The team will request the names of websites and resources used when researching home improvement projects.
 - The team will gather information about television shows and networks most often viewed by consumers in regards to home improvement projects.

Data will also be collected from homedepot.com and social media pages. This will be the starting ground for where we currently stand.

- ▶ Measure the number of hits to the DIY Projects and Ideas pages.
 - How long to customers spend on these pages.
 - Are customers then purchasing these items from homedepot.com?
- ▶ Measure the number of product reviews throughout homedepot.com
 - Determine which types of projects are garnering more reviews than others.
 - Web only products vs. purchased in store or for in store pickup.
- ▶ Determine how many subscribers there are currently across all social media pages.

The next round of pre-testing will be targeted customer surveys. These will be emailed and direct mailed to current THD customers from the current mailing list database. Both mailed and emailed



notices will direct customers to an online survey which will take no more than 15 minutes to complete. Questions will again be in regards to the use of web resources for researching and planning home improvement projects, asking for customer feedback on current THD web resources, how often customer reviews are utilized, and the role in women in current home improvement advertising.

- ▶ Surveys will have a 30 day window of completion for customers.
 - Survey information will be compiled within 30 days of the close date by the strategy team.
- ▶ Questions will be directly related to THD's own web resources and how they are used by the customer.
 - Surveys will have multiple mock-up pages of slight changes to the current structure of the website to determine if changes need to be made which will highlight the DIY Projects and Ideas pages and the importance of customer reviews.
 - Questions in regards to the role of women in home improvement will highlight the current marketing strategies of THD as well as competitors.
 - ◆ Customers will be asked if competitors highlight women differently/more favorably than THD.
 - ◆ Customers will be asked how they would like to see gender roles changes in advertisements.

A third round of testing will be handled mid campaign. This phase of testing will be used to determine the current success rate of the campaign.

- ▶ Web data will be measured to determine how many hits the DIY Projects and Ideas pages are receiving.
 - What projects seem to be the most/least popular?
 - How long are users staying on the targeted pages?
 - Are users utilizing the shopping lists and shopping cart options associated with specific projects?
- ▶ Social media pages will be measured for an increase in subscribers to each site.

The final round of testing will be the post-testing phase to determine the success of the overall campaign. This round will again go back to surveys and polls of the general public as well as current THD customers.



- ▶ The strategy team will visit malls in major cities throughout the United States.
 - Questions will be focused on the most recent campaigns utilized by THD.
 - Questions will not be randomized but designed to determine how effective the campaign was and how it resonated with consumers.
- ▶ Emailed and mailed surveys will be sent to current THD customers who are subscribed to with the email blasts or are Branded Home Depot credit card holders.
 - The survey will have a 30 day window to be completed.
 - Questions will be targeted towards the current campaign and its effectiveness.
 - It is important to ask customers if they have increased their usage of homedepot.com, the DIY Projects and Ideas page, and product reviews since the original survey.
 - Find out why or why they have not increased their usage of these pages.
 - Has their opinion on the role of women and home improvement changed? Has Home Depot set themselves apart from their competitors in encouraging the different gender roles in home improvement?



CONCLUSION

The Home Depot has seen a huge increase in online sales and e-commerce. It is important to expand on this further to continue to stand out in the home improvement market. This campaign is designed with the intention of increasing the consumers need to complete projects on their own, rather than hire a contractor, and to show the vital role that women play in the household beyond what has been stereotypically designated.

The hybrid use of social media, traditional television media, direct marketing, and sales promotions will all highlight The Home Depots intentions to create a stronger home improvement market.

The average homeowner stays in their house for 13 years. (Emrath, 2013) Upon purchasing a new home, many owners will immediately turn to home improvement stores to paint rooms and update floors, carpeting, and potentially appliances. Over the course of 13 years, appliances will undoubtedly need to be replaced. There is also the potential for replacing siding, roofs, gutters, water heaters, and other essential products all carried by The Home Depot. Customers who have a great experience purchasing products for their brand new homes will come back to purchase replacement products and updates over the course of ownership.

In regards to the role of women in home improvement, The Home Depot has always been a leader in the industry and it's time we threw our weight behind gender equality as well. Women lead the way when it comes to financial decisions in the home and what projects are approved and what projects wait. They are just as capable of completing these projects as they are of making the financial decisions behind them. Women no longer need to be relegated to the role of financial planner and home decorator. THD will step up and deliver a message which will set us apart from our competitors.

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