

A cityscape at sunset with a large cyan square in the center containing the text '3PM'. The background shows several high-rise apartment buildings under a warm, orange sky. The cyan square is centered and has a white border.

3PM

Aaron - Captain

Dominic - Account Executive

Yaro - Copywriter

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COLOUR CENTRE



WHAT'S THE PROBLEM?

CIL Paint is introducing a new colour centre at The Home Depot but is the underdog in the store

OBJECTIVE

Drive awareness of the new CIL colour centre and clearly communicate how it better meets the needs for DIYer in colour selection

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WHO IS THE TARGET?

- Younger Do-It-Yourselfers embarking on an exciting new chapter
- The “traditional crafter” transitioning into the “home-improvement” DIYer
- Often purchasing products they are unfamiliar with

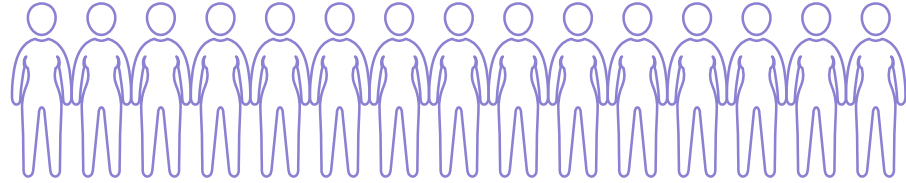
DEMOGRAPHICS

- Female DIYers between 25 to 34 y/o
- Professionals and young mothers
- New homeowners with income level \$50,000+

PSYCHOGRAPHICS

- Trendy and tech-savvy
- Motivated by self-expression
- Find deliberating stressful and avoid making new decisions by sticking with their first choice

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IN-DEPTH INTERVIEWS

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WHAT'S THE INSIGHT?

Deliberating over colour choices is exhausting and often leads to a bad decision.

THE BIG IDEA?

The CIL colour centre has all the right tools to guide you in finding the perfect paint colour.

TAGLINE?

CIL Colour Centre - Let us guide you.

CONCEPT:

Will we use the persuasive power of metaphor to connect the CIL colour centre to the insight

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CIL Colour Centre - Let us guide you.

THE BIG IDEA:

Deliberating is exhausting. The CIL colour centre has the right tools to find what you're looking for.

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MEDIA EFFECTS MODEL

Media Selected	Awareness	Buzz	Engagement	Action	Brand Loyalty	Brand Advocacy
Television	X	X			X	X
In-store	X	X	X	X		
OOH	X	X		X		
Print	X	X				
Online	X	X	X	X	X	X
Mobile	X	X	X	X		

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CREATIVE EXECUTIONS:

PRINT

Full Page Magazine

- MEDIA EFFECT:
 - Awareness
 - Buzz

Will take common decision moments the target audience faces online and relate it back to the CIL colour centre



Finding the perfect paint colour is hard.
Just like finding the perfect design on Pinterest.



Finding the perfect paint colour is hard.
Just like finding the perfect movie on Netflix.



THE BIG IDEA:
The CIL colour centre has
all the right tools to
guide you in finding the
perfect colour

TAGLINE:
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CREATIVE EXECUTIONS:

FILM

Two 30 sec
TV/youtube
spots

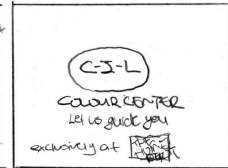
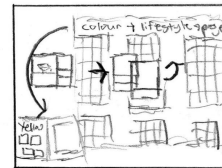
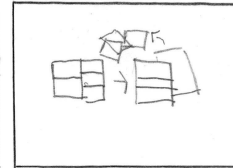
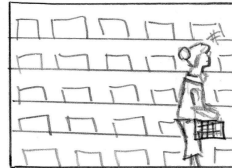
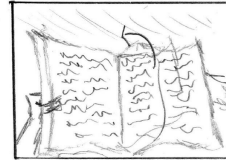
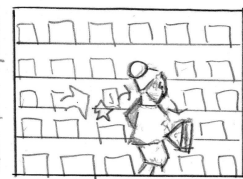
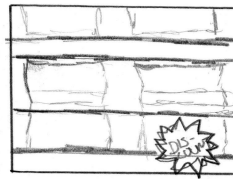
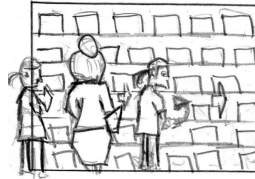
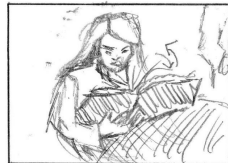
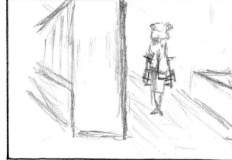
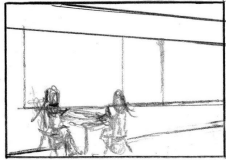
- MEDIA EFFECT:

Awareness, Buzz,
Brand Loyalty,
Brand Advocacy

Will take common decision moments the target audience
experiences and relate it back to the CIL colour centre

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CREATIVE EXECUTIONS: OUT-OF-HOME

Billboard,
Shopping Cart

- MEDIA EFFECT:
 - Awareness
 - Buzz
 - Action

will use relatable moments during consumers' commute to remind and use call to action to get them to visit THD

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EASIER THAN FINDING
THE RIGHT EXIT



**CIL
COLOUR
CENTRE**
Let us guide you.

THE BIG IDEA:

The CIL colour centre offers all the tools to easily guide you in finding what you're looking for.

TAGLINE:

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CREATIVE EXECUTIONS: DIGITAL INTERACTIVE

Online

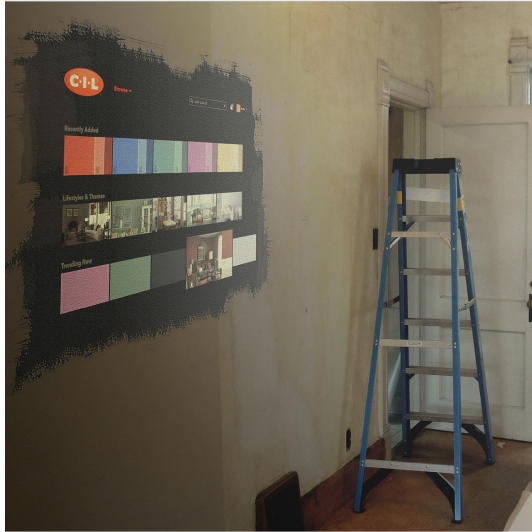
- MEDIA EFFECT:
 - Awareness
 - Buzz

3PM





3min



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24 Likes



SOCIAL MEDIA SPONSORSHIPS

- Social media personalities
- Promote for us, we promote for them
- #LetUsGuideYou



CREATIVE EXECUTIONS: Below-the-line

AMBIENT

- MEDIA EFFECT:

- Awareness
- Buzz
- Engagement
- Action
- Brand loyalty
- Brand advocacy

FINDING THE PERFECT COLOUR IS HARD,
JUST LIKE FINDING THE PERFECT **PARKING SPOT.**



CIL
COLOUR
CENTRE
Let us guide you.

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FLIGHT SCHEDULE

2016	August				September				October					November				December				January									
WEEK	1	2	3	4	1	2	3	4	1	2	3	4	5	1	2	3	4	1	2	3	4	1	2	3	4	5	1	2	3	4	5
TELEVISION																															
DIY Network	X	X			X	X			X																						
HGTV		X	X			X	X		X																						
W Network					X	X			X	X	X																				
MAGAZINE																															
Style At Home		X				X				X					X				X				X				X				
Home at Home		X				X				X					X				X				X				X				
DIGITAL																															
Online		X				X				X					X				X				X				X				
Mobile		X				X				X					X				X				X				X				
OUT-OF-HOME																															
Billboards					X	X	X	X	X	X	X																				
Point of Sale		X				X				X					X				X				X				X				
SOCIAL MEDIA																															
Facebook		X				X				X					X				X				X				X				
Twitter		X				X				X					X				X				X				X				
Pinterest		X				X				X					X				X				X				X				
Instagram		X				X				X					X				X				X				X				
DIY Blogs		X				X				X					X				X				X				X				
AMBIENT																															
						X																									
SALES PROMOTION																															
Virtual Coupon		X				X				X					X				X				X				X				

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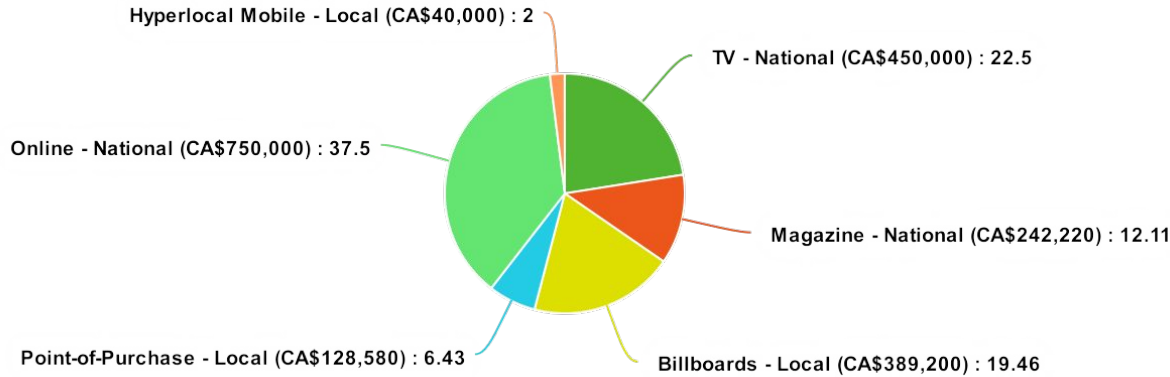
THE BIG IDEA:

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BUDGET

TAGLINE:
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- TV - National (CA\$450,000)
- Magazine - National (CA\$242,220)
- Billboards - Local (CA\$389,200)
- Point-of-Purchase - Local (CA\$128,580)
- Online - National (CA\$750,000)
- Hyperlocal Mobile - Local (CA\$40,000)

meta-chart.com



SUMMARY

PROBLEM:

CIL is introducing a new colour centre and it's the underdog.

INSIGHT:

Deliberating over colour choices is exhausting and often leads to a bad decision.

THE BIG IDEA:

The CIL colour centre has all the right tools to easily find the perfect colour.

CIL Colour Centre:

Let us guide you.

