

Retail/Etail
Best Use of Branded Content
Best Communications Strategy
Best integrated Campaign

DraftFCB Media + Mitre 10

Making DiY Easy As

Inspiring Kiwis to reclaim their confidence and tackle those DiY projects was a powerful tool in DraftFCB Media's campaign to differentiate Mitre 10 from competitors. It saw Mitre 10 smashing its sales target, many homes reaping the benefits of successful DiY projects, and it delivered four Gold Awards to DraftFCB Media for Retail/Etail, Best Use of Branded Content, Best Communications Strategy and Best Integrated Campaign.

Background

Stack 'em high, sell 'em cheap! Such a fierce price battle meant consumers were starting to see all brands as inter-changeable.

But research showed that only 16% of DiY customers identified price as a key motivator – it also showed that Kiwis were losing confidence in their DiY ability. DraftFCB Media determined the obsession with price promotions meant a bigger consumer need was being ignored. So they set about inspiring DiY confidence in Kiwis from go to whoa.

Campaign Objective

The aim was to help Kiwis reclaim their DiY confidence by making the process appear "Easy As". They would focus on inspiring and preparing Kiwis to undertake more DiY projects, while cutting Mitre 10's reliance on price promotion to stimulate sales.



Campaign Overview

DraftFCB Media's challenge was to turn around this lack of confidence as it was a barrier to starting a DiY project and, therefore, buying the necessary tools and equipment.

They developed a three-step process to encourage people:

1. Inspire Kiwis to start.
2. Inform them how.
3. Direct them to the right tools and equipment for the job at Mitre 10.

Producing 24 'Easy As' videos, fronted by handyman Stan and covering a range of common DiY tasks from changing a tap washer to building a deck, was the foundation to this multi-layer campaign.

Media Strategy

DraftFCB Media used a number of channels to intercept DiY-ers as they went on this journey. Each week they featured a single project on TV, simultaneously driving viewers to the 'Easy As' YouTube videos via Mitre 10's catalogues and websites.

Mitre 10 stores became a key component, effectively supporting the 'Easy As' online videos, while in-store stands allowed customers to watch the videos and collect guides. QR codes connected customers to the 'how-to' videos relating to products in their aisle. Staff helped customers with 'Easy As' questions and ran 'DiY days', creating a unique platform that provided valuable and inspiring content to pull more people into the DiY process with Mitre 10.

Results

This inspirational campaign motivated over 360,000 Kiwis to watch 580,000 'Easy As' videos online by Christmas 2012. With an average video length of 2½ minutes, that's the equivalent of 1.45 million minutes of branded content viewed.

Mitre 10 enjoyed an additional \$38 million in sales over eight months while spending 30% less on price and promotion.

Almost all the products featured in the 'Easy As' videos experienced sales uplifts. Some products, such as compost bins, achieved a 50% increase. All in all a successful campaign that also helped Kiwis find their DiY confidence.