

CREATIVE BRIEF

Client: Lowe's

Project: 30 sec television ad

MARKETING CHALLENGE

Retaining customers by promoting the use of the "My Lowe's Card."

-Give Lowe's a competitive advantage with the discounts and benefits their customers receive through the use of the "My Lowe's" card.

COMMUNICATION PURPOSE

To increase sales revenue significantly by emphasizing the use of the "My Lowe's Card" with current customers.

TARGET AUDIENCE

Our target audience is the "hardworking handyman." These hard workers typically fall within the ages of 35-55. As homeowners, they feel the need to constantly improve the value and appearance of the house they live in. With a household income of \$75,000-\$150,000, they have the means to fund a home improvement project. However, they get a great sense of enjoyment and accomplishment upon completion of a project, which is why they choose to do it themselves rather than hiring an outside contractor.

Meet Hank Harrison:

Hank is 42 years old. He lives in the suburbs with his wife and their 2 kids who are in high school. He is a principal at a near by middle school. Hank enjoys golfing, hiking, and completing home improvement projects during his time off in the summer months. He is very organized and likes to keep track of his spendings. When he takes on a home improvement project he doesn't hesitate to use his "My Lowe's Card" to keep track of his past purchases and stay on budget.

KEY INSIGHT

As homeowners, DIYers are constantly looking for new ways to improve the appearance and the value of their homes through various improvement projects.

THE CREATIVE IDEA

Show customers that the “My Lowe’s Card” saves them 5% and tracks purchases.

MOTIVATING SUPPORT POINTS

The “My Lowe’s Card” makes shopping for supplies convenient and organized by...

- Making returns easier.

- Tracking in-store purchases.

- Reminding customers to buy important annual purchases.

- Keeping an online inventory of your home.

- Saving shopping lists for easy mobile access.

BRAND CHARACTER

- Reliable

- Supportive

- Encouraging

- Enthusiastic

- Knowledgeable

EXECUTIONAL CONSIDERATIONS

We want to target our “handy man” audience through a 30-second television spot that emphasizes the perks of using the My Lowe’s card. Throughout the spot we will use the Lowe’s logo and blue color scheme as well as prompting viewers to visit Lowe’s.com for more information about the My Lowe’s card.