



Design Business Association
Design Effectiveness Awards 2013

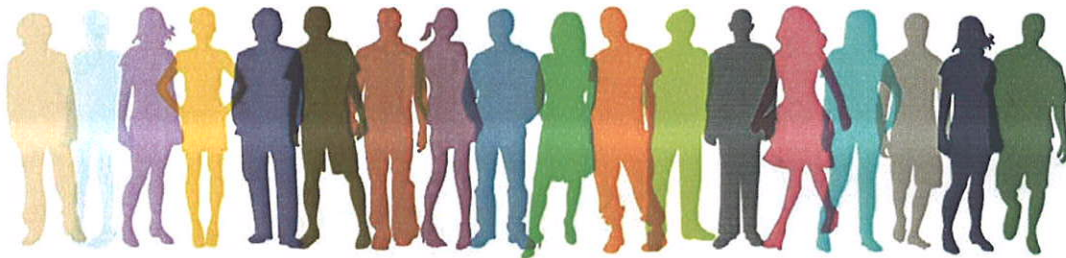
Project Title: Valspar Europe

Category: 5: Point of Sale

Client Company: Valspar

Design consultancy: Webb deVlam

6 July 2012 - FOR PUBLICATION



Executive Summary

To introduce Valspar to the UK, Webb deVlam was challenged to create a new market for the brand and encourage new consumer habits.

We designed meaningful branding and helped create a new shopping experience for B&Q's Colour Centre. 'See Yourself in Colour' is a branding campaign and concept that is extended to point of sale, retail and digital space.

It is a great example of how design can help expose a new brand to uncharted territory and help deliver business success along the way.

- Converted consumer behavior: 16% conversion of consumer habits of shopping for pre-tinted paint to tinting in-store.
- The tiered brand design on the paint cans has made a significant positive impact on persuading an unprecedented 40% of Valspar buyers to choose the more premium paint.
- This initiative resulted in a reduction of inventory complexity and controls distribution.
- Valspar's introduction to the UK market succeeded among strong local competition.
- Brand design is a GD USA Award winner.
- Valspar's inviting, modern and carefully designed area improves people's overall perception of the paint department of B&Q, an area that consumers don't generally enjoy shopping in.
- These successes were achieved without any promotional activity.

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Project Overview

Outline of project brief

We were briefed to help Valspar connect with the UK consumer. Valspar had a unique opportunity to challenge the paint conventions for one of the UK's biggest DIY retailers: B&Q. The goal was to convert consumers from buying pre-tinted paint to tinting in-store. They wanted to introduce advanced customized shade tinting to a category that mainly consisted of pre-tinted paint pots. These efforts would add value to the consumer paint experience and reduce inventory and improve other logistic metrics in the process.

Description

Valspar is a well-recognized brand leader in the paint and coatings industry in the US with beginnings in 1806. "See Yourself in Color" was developed to introduce Valspar to the UK market.

Paint stores are not where UK consumers want to spend time, but picking a color is a process, important and time consuming. We sought an opportunity to create an inspirational and pleasant experience that invited consumers to shop differently.

Using contextual and empathetic Discovery™ tools, we learned from consumers that color is very emotional and quite personal: "it's all about you!" Secondly, we were also charged to ensure that Valspar didn't just become another paint brand, but communicated loud and clear that they were anything but 'Magnolia'- UK's number 1 color choice.

'See Yourself in Colour' helps glue this all together. It empowers consumers to experiment with color using Valspar's color chip racks and discuss their choices with the onsite brand ambassador who helps close the deal. The communication across all the touchpoints makes it very easy for the consumer. The visual tiering on the paint cans has made a significant positive impact on persuading an unprecedented 40% of Valspar buyers to choose the more premium paint.

More significantly, the new Valspar Colour Centre increased the overall category paint volume and converted 16% of consumers who previously selected pre-tinted paint to tinting in-store.



Our mockup of the Colour Centre design.



The Colour Centre at B&Q Portsmouth



UK consumers primarily shop by paint color, as shown on left. Valspar's new system helps with the complexity of restocking inventory.

Project launch date

July 2011

Outline of design solution

The motivation to paint is highly personal. A lot of times, consumers paint or repaint their walls to reflect important milestones or personal sentiments such as getting married, having a baby, or they just want a refresh. Our brand strategy encourages celebrating individualism through custom color. A lineup of different people in various hues represents the consumer, saying 'there is no wrong color, only your color.' We visually assigned personalities to the different hues, and we were able to reflect the satisfying aspect of painting- the creative and proud feelings that come with completing a project.



The tiered branding system

The branding and messaging is seen at retail, packaging and digital. On shelf, the packaging has a cohesive brand block with different label substrates that provide a visual tier system.

Aside from utilizing new technology (that assures 100% accurate color matching) to make purchasing paint easier, the Colour Centre at B&Q encourages creativity and experimentation. It features boutique racks that help spark creativity, motivated brand ambassadors that help consult consumers on color and finish, comfortable creative zones with seating, and integrated tools, such as the color chip rack, help enable full project shopping.

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Results

Increase in Sales

As this is new territory for Valspar, we do not have previous sales data to compare. Valspar's Colour Centre has resulted in a 112% growth in tinted paint sales.

Increased perception of brand

Our branding for Valspar promotes an advanced paint customization system and enhances the painting experience. Consumers reported that Valspar's new branding helped give them the perception that B&Q is investing in quality, and paint and color.

Reduction in manufacturing costs

Tinting in-store reduces store inventory and controls distribution. We removed the need for endless aisles of pre-tinted paint. With four base paints (undercoat, walls & ceilings, wood & metal, and trim), product does not go to waste. When consumers are able to carefully select their color, returns to the store or manufacturer are reduced.

Change in spending patterns of target market

Upon launch in test markets, 16% of consumers have converted to tinted paint. The growth resulted without any advertising.

Distribution

Launch in 11 UK B&Q stores---Its success justified the expansion to all B&Q stores in 2013.

Other Influencing Factors

Valspar's success was achieved without advertising, campaigns, or direct mailing.

Awards

Graphic Design USA Award Winner

Research Resources

Reports and data supplied by Valspar Corporation and Webb deVlam

