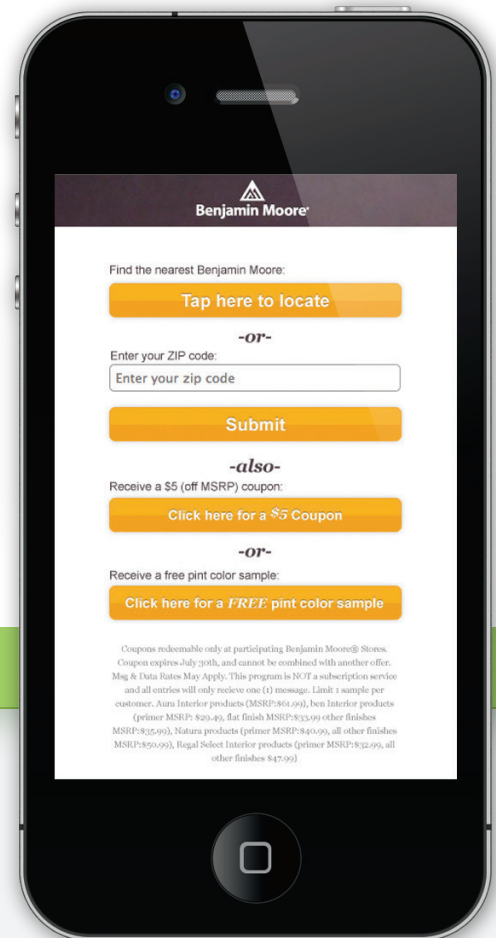


Benjamin Moore “Paints The Town Mobile” to Drive Retail Traffic

GOAL

Create a campaign that would build brand awareness and drive foot traffic to retail locations in select metropolitan cities.



SUMMARY

- **Strong Call to Action:** The campaign featured engaging banners that led to a landing page where consumers had the option to locate stores that sold Benjamin Moore paint. Users could then view a map that would identify all nearby locations, ranging from Ace Hardware to local mom and pop stores.
- **Unique Mobile Offers:** As part of the creative, users could also choose to receive a coupon for either \$5 off a Benjamin Moore purchase, or a free pint color sample. The coupon would then be sent to the user via SMS text message, where they could show it to participating retailers for redemption.
- **Smart Targeting:** The ads targeted consumers in Benjamin Moore's top markets, with a special emphasis on reaching channels like "home improvement."

RESULTS

- Consumer engagement rate was more than double the network's average for home furnishings.
- The campaign produced unique analytics for Benjamin Moore on consumer behavior around couponing.