



Client: Hood's Home Discount Center
Station: KSDK

Purpose:

Hood's Home Discount Center sells home remodeling and home improvement products at a discount. However, the market perception was that their merchandise is not as good of quality as the national chains. This was, in part, due to another discount retailer with a similar name that did sell lower quality merchandise. Their need was to increase awareness and differentiate themselves.

Process:

Based on the account executive's thorough needs analysis, he found that the client was willing to invest to improve these issues. It began with discussing the consumer benefits in shopping at Hood's. Then the question arose as to how the client could convey that they have top quality products at lower prices. The client's tag line in all media is "It's all good at Hood's." The AE liked the alliteration of this which led to an idea of creating a jingle. The AE is also a musician. He wrote and performed a rough version of his ideal jingle at their second meeting. The client loved it. Together, they made some minor changes to the wording and discussed elements to be included in their commercials. Then the AE began building the right campaign, using broadcast and digital assets, to support the creative. The client loved the jingle and agreed to his suggested schedules.

Payoff:

The creative solution to the client's pain points was the ideal solution. His campaign included a strong broadcast time periods such as early morning, daytime, and news. The AE combined this with segments in our lifestyle magazine program, Show Me St. Louis. The digital portion included high impact display ads on KSDK.com and a search marketing campaign. Hood's committed to over \$90,000 annual campaign flighted April 2013 - January 2014. They were a new client and had not spent any television dollars in the market until this point in time. The client was pleased with our performance and execution. Their marketing team and partners commented that this campaign grew their awareness, evident in the fact that customers would sometimes sing the jingle as they were engaging with the store staff. The client also had a successful year in sales. Both positive feedback from customers regarding the jingle and strong annual sales pleased the client.

Broadcast creative - :30



Digital – High Impact Ad

