

Направление «Реклама и связи с общественностью»

Профиль: «Интегрированные коммуникации»

КОД - 260

Время выполнения задания – 180 мин.

Прочитайте текст, иллюстрирующий конкретный кейс проведения коммуникационной кампании.

Сделайте критический анализ кейса на русском языке, в том числе придерживаясь уточняющих вопросов к кейсу. Помните, что ваша работа должна представлять собой логически-структурированный текст, раскрывающий знание и понимание предмета анализа. Главное - аргументируйте вашу точку зрения.

“COLOR CARE ACROSS AMERICA”

OBJECTIVE

The concept for Benjamin Moore’s Color Care Across America (CCAA) was to provide 50 uplifting color paint makeovers for emergency shelters for the homeless and disadvantaged (1 in each state plus in DC).

The goals were:

- To bring attention to the homeless crisis in America while helping to improve the living environments for those who seek the basic human need of having a roof over their heads.
- To demonstrate the importance of forging partnerships between private enterprise/corporate America and public service in finding solutions for the kinds of issues that government can no longer afford to cope with alone.
- To underscore that even the simplest acts, such as a new coat of paint, can help improve the conditions of the temporary housing that communities offer their citizens and raise the self-esteem, dignity and confidence of those needing to seek this aid.
- To champion the role of professional painting contractors and underscore the value of this trade’s trained skills and artistry.
- To help enhance Benjamin Moore’s reputation as “a company that cares” and cement the company’s ties with its customer.

STRATEGY

Benjamin Moore* teamed with the U.S. Conference of Mayors as a means to help identify which shelters should be painted in each state. Mayors’ offices nationwide nominated emergency shelter candidates. This strategy also yielded an association with each mayor as the painting was undertaken in a city: the mayor would appear at the shelter to help with the painting, creating a natural photo and editorial opportunity that became a platform for local publicity.

The paint manufacturer's other collaborator in this project was the Painting & Decorating Contractors of America (PDCA)**, which rallied many of its members nationwide to volunteer for the cause.

House Beautiful magazine editors were enlisted to work with Benjamin Moore’s own color expert and to develop 7 possible color palettes that would give each shelter their choice of color. The palettes were pre-determined to ensure there were choices for creating an upbeat or calming environment, while respecting local and regional tastes. Benjamin Moore contributed approximately 3000 gallons of paint to the campaign.

A unique collaboration on PR was a predominant part of the overall strategy. Both Communications agencies, «L...» and «V...», divvied up responsibilities for handling the local publicity efforts for 40 cities. Each agency deployed staff to the CCAA location for the 2-day painting makeover; and those staff were charged with not only arranging for local publicity but also with photographing and videotaping (with a flip camera) the painting, the mayor's appearance, interviews with the shelter directors, retailers and others involved to chronicle the city-by-city progress for a custom-built Facebook app.

"Color Care Across America" began the chromatic transformations on Wednesday, September 21—beginning in Trenton, NJ (Benjamin Moore's home state) and continued through November 18 with a new shelter painted each week. Local press outreach typically began in each market about 2 weeks in advance, with intensive follow-up conducted prior to each event. PR associates were unrelenting in securing coverage and didn't leave it to email messages—upon arrival in some cities, they visited the newspapers or TV stations, taking cookies or baked goods along with the Press Release and their "pitch."

RESULTS

From Portland, OR to Portland, ME, and from Honolulu to Anchorage, Color Care reached a range of shelters—some serving homeless men or women only; some women and families seeking aid from domestic violence. There were shelters that offer drug rehabilitation, others dedicated to adults with developmental disabilities, those for recent refugees from war-torn countries, and even one that provided sanctuary from child trafficking. Mayors of nearly every city on the Color Care "to do" list took time out of their schedules and appeared at the shelters to express thanks to the volunteer paint crews and meet with the shelter directors and their management. They witnessed first-hand how paint color almost magically and instantly brightens and revitalizes a facility. Several of the mayors rolled up their shirtsleeves to roll on some paint, as well.

"A poignant, inspiring and compelling story emerged from each city we visited," said Eileen McComb, director of corporate communications for Benjamin Moore, and the key engineer of Color Care.

In explaining her company's decision to undertake the initiative, McComb said, "Many hard-working families are experiencing the loss of their homes, and finding that the American dream of home ownership is fading. They are among the growing ranks winding up in shelters. It's demoralizing, and in some cases, a de-humanizing condition that can break the spirit of any family. Obviously, there's no simple solution to this troubling occurrence, but Color Care at least helped bring attention to the issue while helping to improve the living environments for those who seek this basic human need of having a roof over their heads."

The campaign's success can be measured in both quantitative and qualitative terms. By mid-November, Color Care makeovers had been featured in 115 local television segments in 29 states. The total television impressions totaled nearly 2.5 million. Total print coverage included a combined newspaper circulation of 765,636, while online impressions totaled more than 6 million.

"Color Care Across America" also served to strengthen Benjamin Moore's ties with its customers – the local independent retailers – who mixed and delivered impressive quantities of paint and were delighted to be mentioned repeatedly in press coverage by mayors and shelter directors. In turn, retailers had the opportunity not only to bond with their customers, the local paint contractors who donated their time, but to forge new relationships with PDCA-recommended painters who might not have patronized their store, or ever used Benjamin Moore paint. Painters also had the opportunity to test Benjamin Moore's high-performance, eco-friendly paints, products they might not have considered or had the opportunity to specify for projects. In nearly every market, the paint received rave reviews from painters for its nearly imperceptible

odor, fast dry time, and incredible coverage. A number of painters vowed to recommend or specify products they had used for Color Care moving forward.

***About Benjamin Moore**

Benjamin Moore & Co., a Berkshire Hathaway company, was founded in 1883. One of the country's leading manufacturers of premium quality residential, commercial and industrial maintenance paints and other coatings, its products are distributed via a network of independent paint and decorating retailers throughout North America. Benjamin Moore has been a longstanding steward of the environment with a relentless commitment to sustainable manufacturing practices plus the ongoing development of the most eco-responsible paint formulations possible. The J.D. Power & Associates 2011 Interior Paint Satisfaction Study ranked Benjamin Moore highest in consumer satisfaction.

****About the Painting & Decorating Contractors of America**

Founded in 1884, the Painting and Decorating Contractors of America is the premier trade association of professional wall coating contractors. Among the most prominent objectives of the PDCA are the enhancement and further development of the profession and industry. The PDCA represents the interests of more than 15,000 painters and business owners from more than 2,000 painting and decorating firms.

 Benjamin Moore 

COLOR CARE

 Across America 



A collaboration between Benjamin Moore Paints, The United States Conference of Mayors, and the Painting and Decorating Contractors of America to transform shelters and touch lives with color.



The Times

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PHOTOS BY MARTIN GRIFF/THE TIMES

Dave Soatirro from Alpine Painting & Sandblasting Contractors in Paterson joins fellow volunteers with the Painting & Decorating Contractors of America organization to paint the dining room at the Rescue Mission in Trenton yesterday. The painting was part of a national initiative by Benjamin Moore Paints that gives shelters across the United States a makeover.

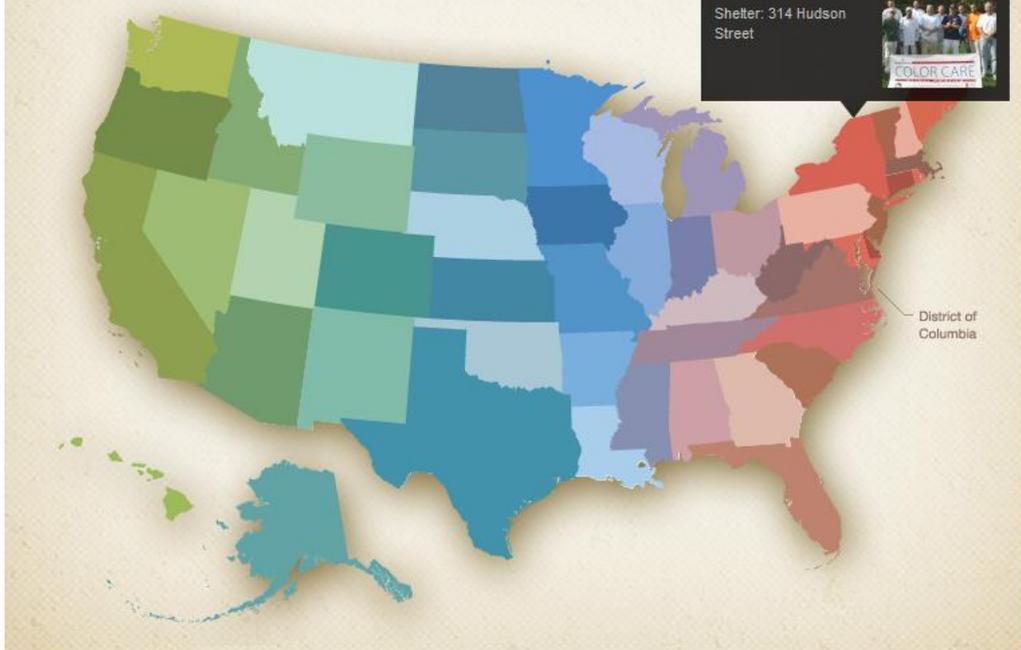
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 United States U.S. palettes Canada

Benjamin Moore Paints is leading the charge in the Color Care Across America shelter makeover program. Within 50 days in fall 2011, a shelter in each of the 50 states plus 1 in D.C. will undergo a color redesign. Partners are The United States Conference of Mayors, which, through a competitive process, identified shelters for the makeovers, and the Painting & Decorating Contractors of America, whose members are volunteering to pick up their paint rollers and brushes for this cause. House Beautiful editors provided recommendations for the hues a shelter can choose.

New York
Shelter: 314 Hudson Street



District of Columbia

Click to learn about the Color Care program in each State

Вопросы:

1. Сформулируйте цель, задачи и основную идею коммуникационной кампании. Можно ли ее назвать примером планирования и реализации интегрированных коммуникаций? Обоснуйте свою позицию, приведите примеры, подтверждающие или опровергающие данное утверждение.
2. Насколько найденные творческие решения, выбранные приемы и медиа каналы соответствуют целям и задачам коммуникационной стратегии?
3. Какие мероприятия/действия, приведенные в кейсе, представляются Вам обоснованными, а какие спорными либо неполными? Обоснуйте свою позицию.
4. Чем, на Ваш взгляд, можно было бы дополнить коммуникационную кампанию? Например, иные каналы коммуникаций, иные креативные решения?
5. Оцените результаты кампании. В чем, по Вашему мнению, была наибольшая сложность? Какие выводы можно сделать из данного кейса?
6. Приведите примеры подобных проектов/кампаний в России. Каковы их особенности?