

How we made  
**Armstrong Ceilings**  
Matter More

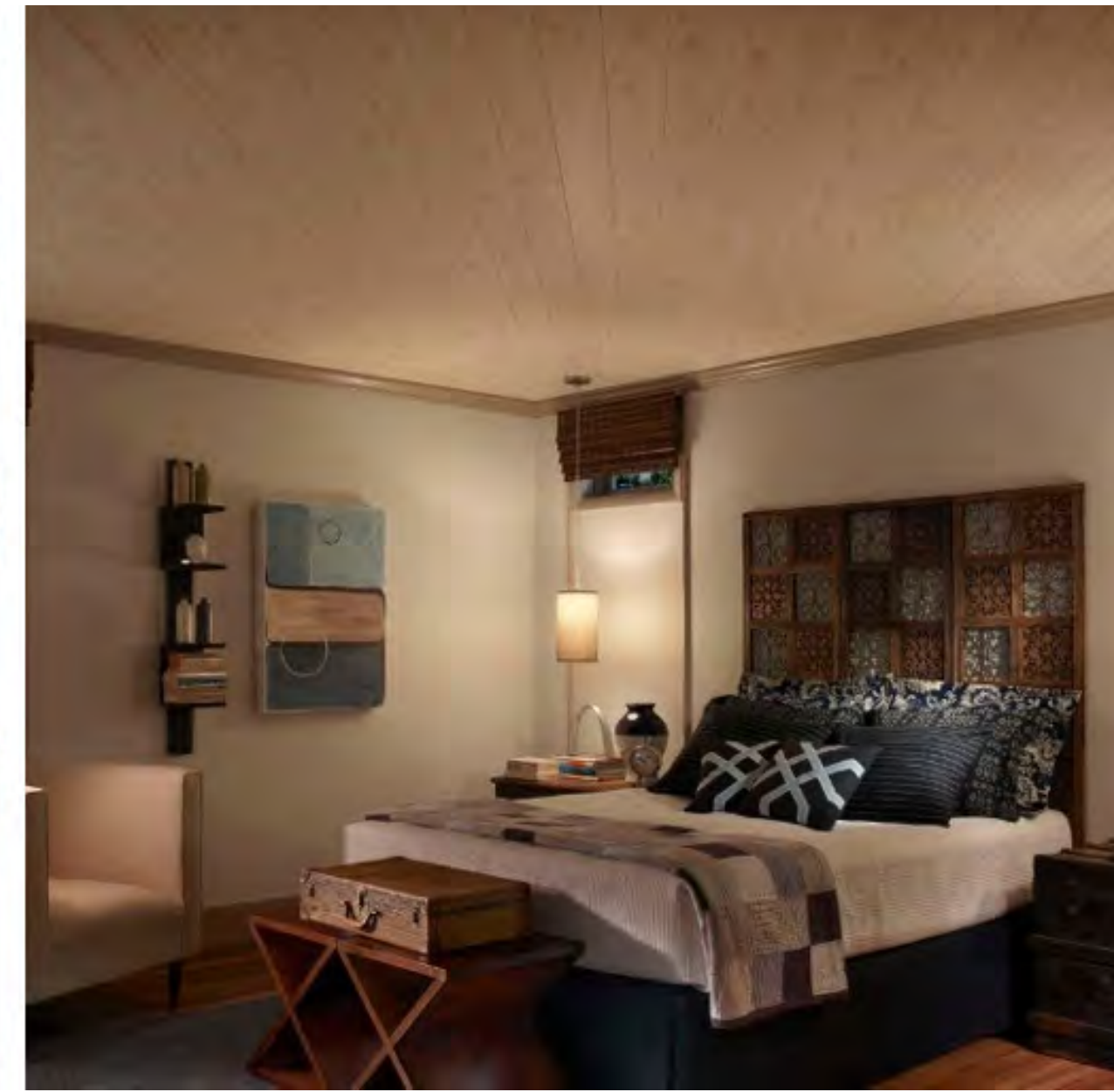
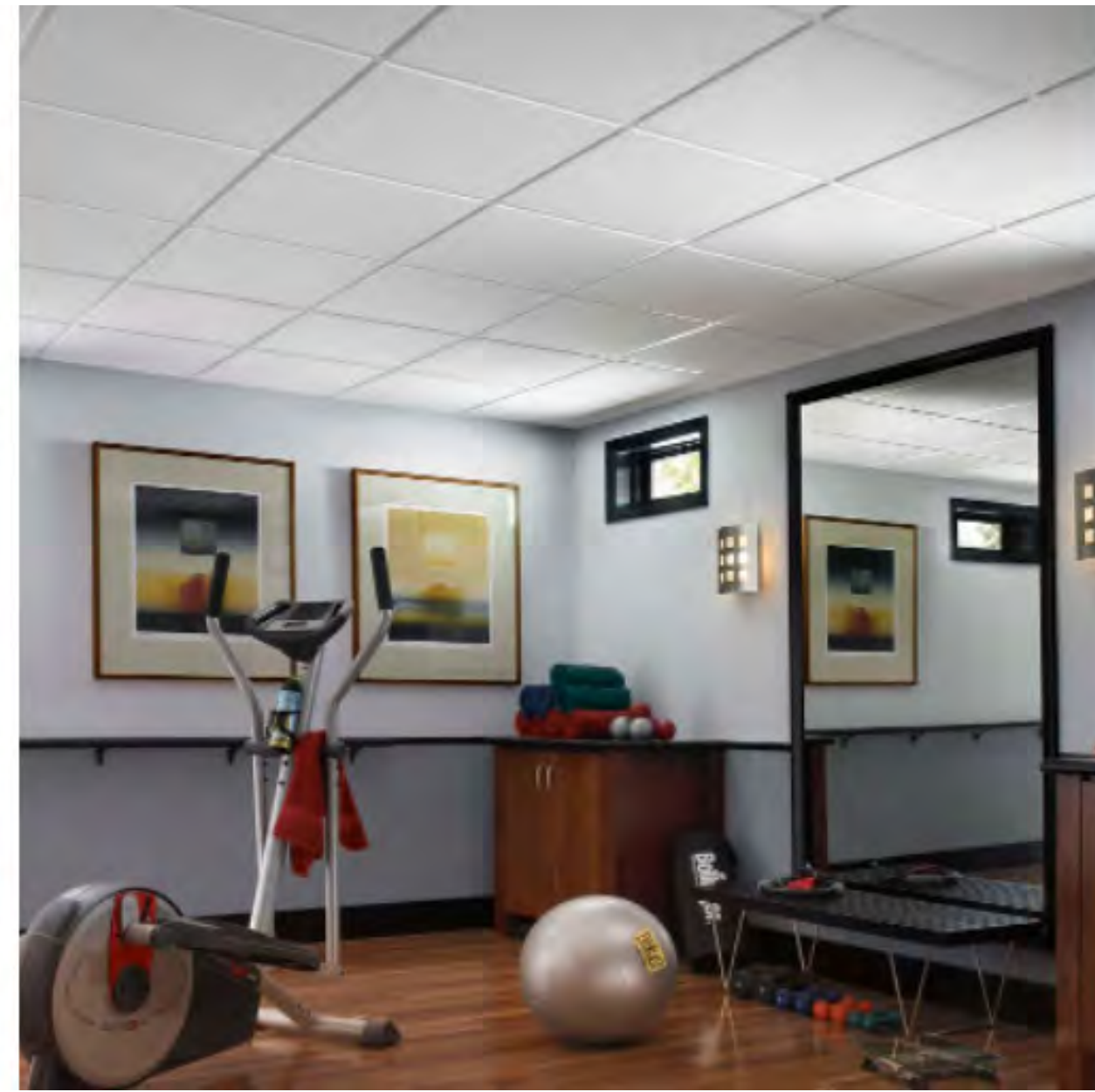




When planning a home/basement remodel, most people consider updating their floors and walls. Armstrong came to Leap with one question: How do we get people to look up and consider updating their ugly popcorn ceilings too?

Our answer? With effective insights, smart targeting and, most importantly, bold creative ideas.





## Setting Clear Objectives

We began with two clearly defined objectives:

1. Increase awareness of Armstrong Ceiling Solutions.
2. Increase retail sales by more than 15% YOY.

## We narrowed our focus to two key targets:

1. DIYers remodeling their basements. Insight: Most DIYers hate their popcorn ceilings but think they're too hard to replace.
2. Remodeling Contractors. Insight: Contractors want to give their clients a cost-effective "wow factor" to demonstrate their value.



## INSIGHTS POINT THE WAY

We started this  
campaign the  
way we start  
every campaign:

**RESEARCH.**

The most common material people wanted to replace was the dreaded and dated “popcorn” ceiling. So, we created the disruptive battle cry,

## ***WAR ON POPCORN!***



## The Perfect Partner

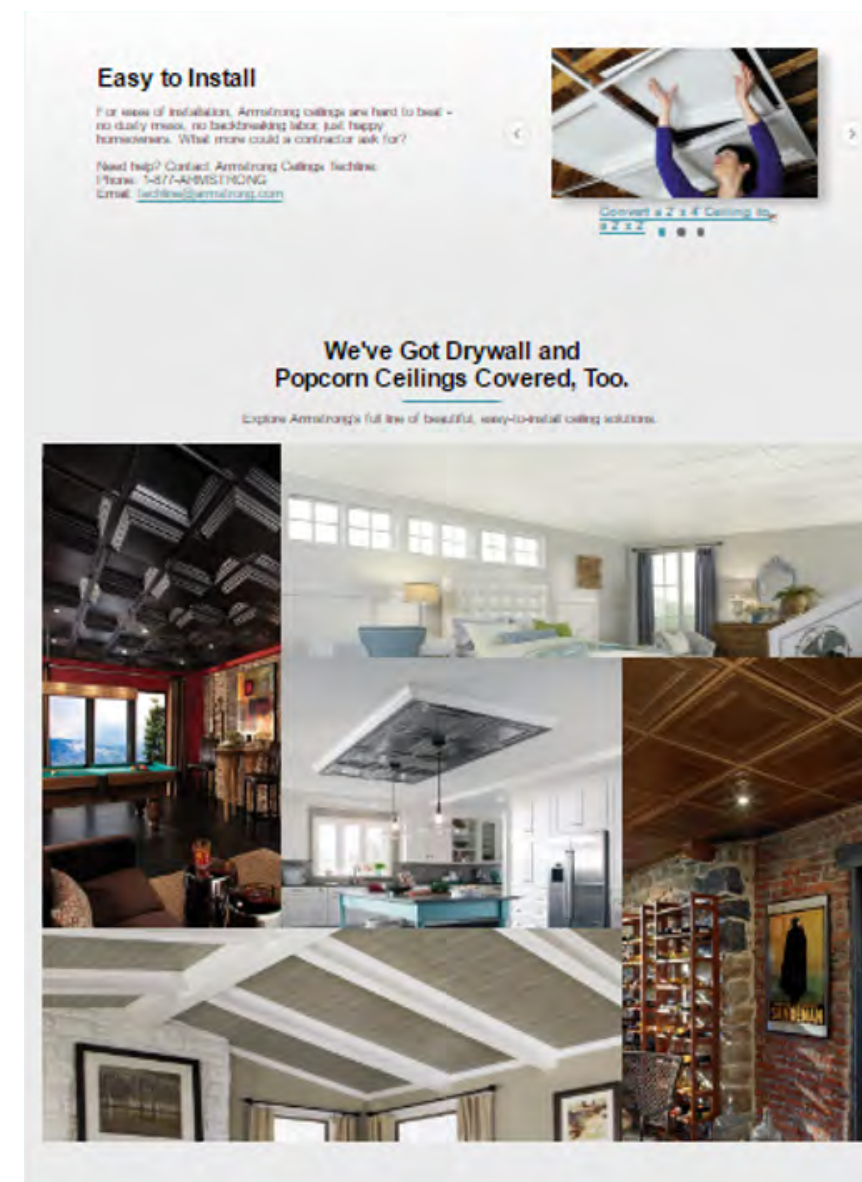
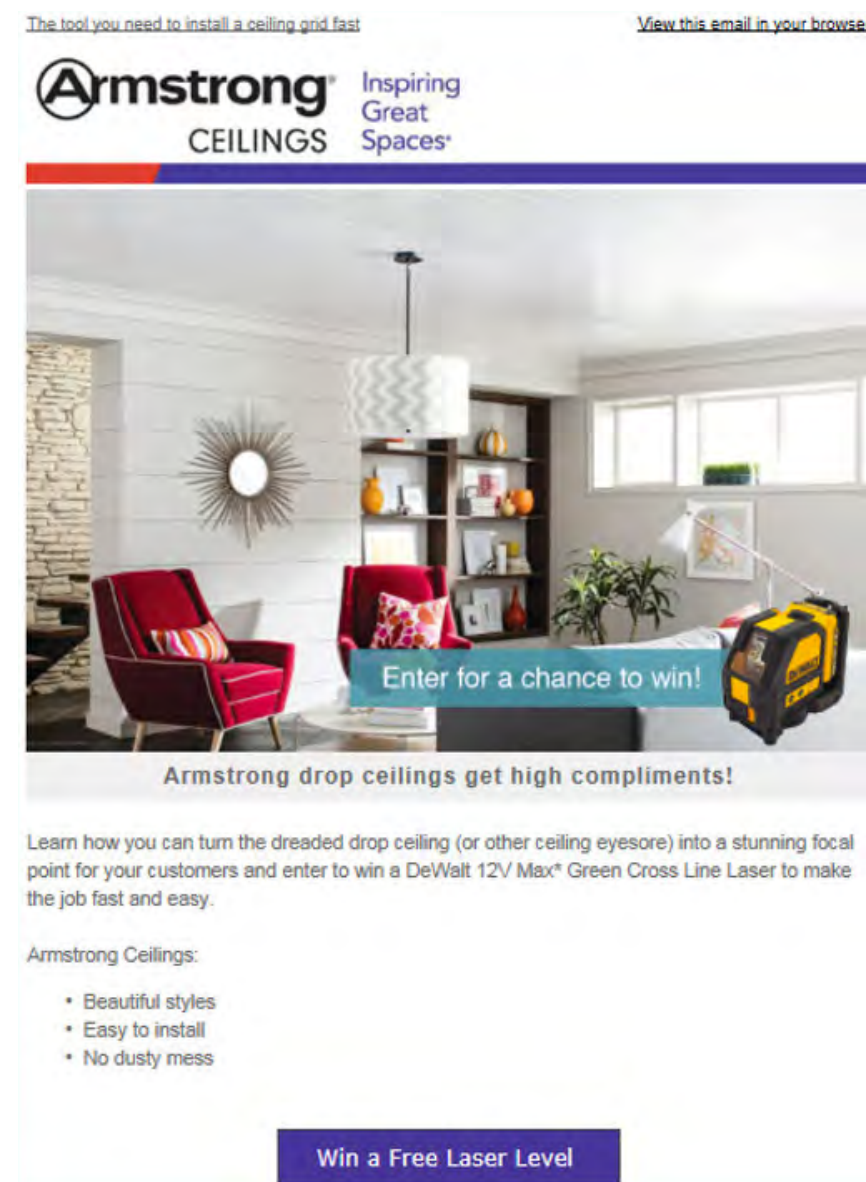
Lowe's was eager to partner with us to drive in-store traffic and same-store sales. We were eager to partner with Lowe's because it's a trusted destination for our audiences. Plus, it made results measurement incredibly accurate.

Marketing efforts drove consumers to their closest Lowe's location to purchase Amrstrong Ceiling Solutions.



# The Campaign

Leap launched a two-pronged approach with a regional consumer focus and a national remodeling contractor focus. The emphasis for DIYers was ease of use (“The easy way to fix ugly”). For remodelers, we drove home the idea of “jaw-dropping results.”



If you're remodeling a basement, you're watching our videos.

Research indicated that video was the primary source of inspiration for the DIY segment, while contractors watched videos for new ideas and more practical product information.

That led Leap to create and run videos that ran as YouTube pre-roll on virtually any video about basement remodeling.

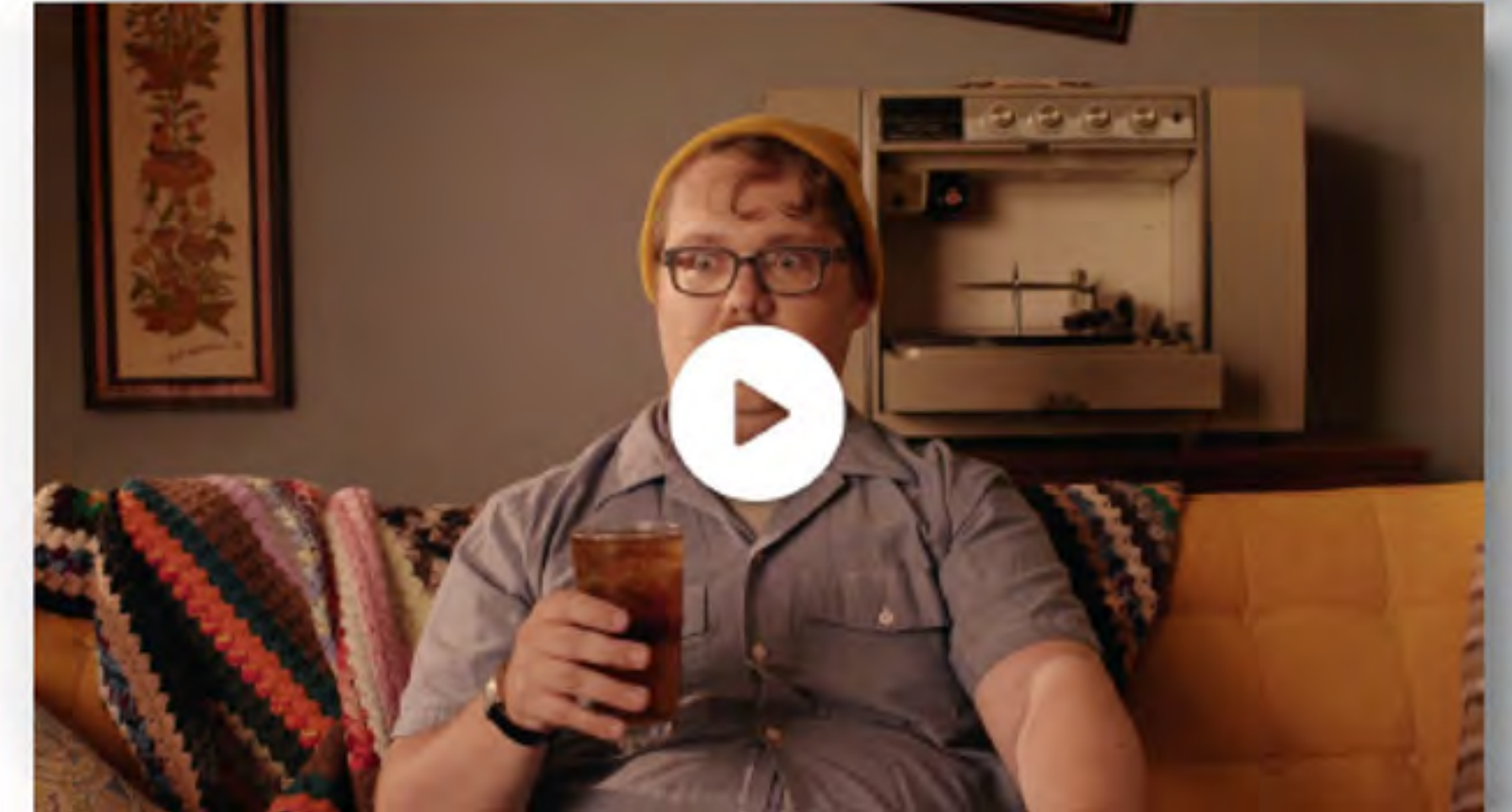
At the same time, paid search helped us reach the right audience at the precise moment they were in the right mindset for the message.

**leap**group

Armstrong Kicker



Armstrong Coaster



Compliments You'll Never Hear





## Inspiring Influencers

Research showed that DIYers were heavily influenced by social media – specifically that of design influencers. So we partnered with key bloggers to install Armstrong ceilings for some of their clients or in their own homes. Before-and-after photos showed how Armstrong can create the beautiful and affordable “wow factor” we wanted to achieve.



**Remodelaholic**  
October 16, 2015 · 🌐

We get questions all the time about what to do with the dreaded POPCORN CEILINGS?!? So we're so excited to share this awesome easy plank ceiling cover-up from [Armstrong Ceilings for the Home!](#) No scraping... just great looking ceilings! #thecoverup  
<http://www.remodelaholic.com/diy-plank-ceilings/>

*Before*  
Ugly popcorn ceilings!



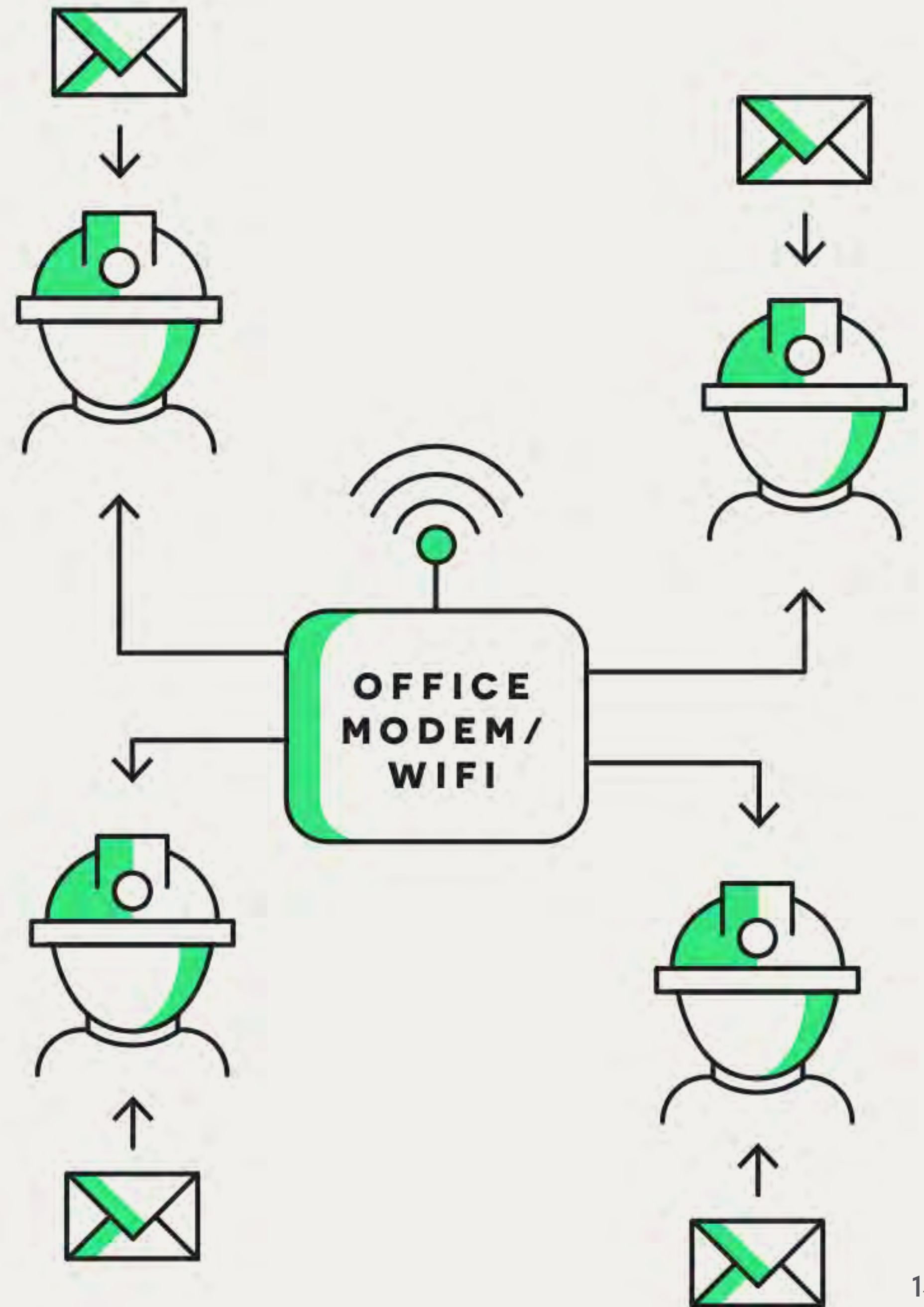
*After*  
Beautiful Planked Ceilings



186 20 Comments 37 Shares

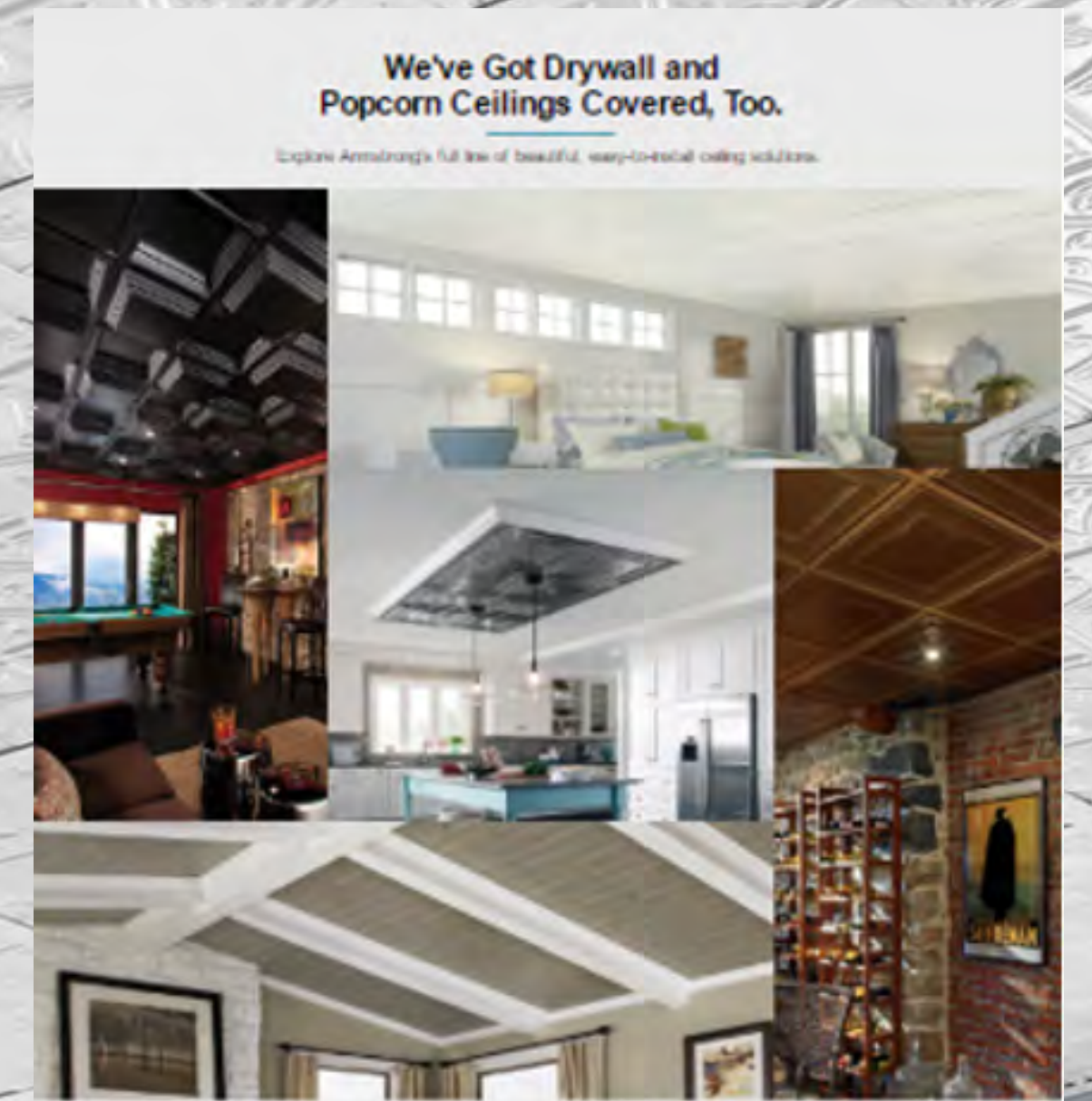
## Making Direct Mail Smart Mail

We gave contractors a one-two messaging punch by combining direct mail with IP-targeted display ads. When contractors were at their offices, they'd receive our mailer and banner ads at the same time. This made both tactics feel bigger than the sum of their individual parts, increased awareness of Armstrong and encouraged contractors to visit a landing page to continue their path to purchase.



## Landing Page Vs. Landing Page

Landing pages were A/B tested using Optimizely to produce the highest conversion rate possible. The landing pages captured the user's name and email so we could deepen our marketing efforts with an engaged audience.



We've Got Drywall and Popcorn Ceilings Covered, Too.

Explore Armstrong's full line of beautiful, easy-to-install ceiling solutions.

High-Style Ceilings



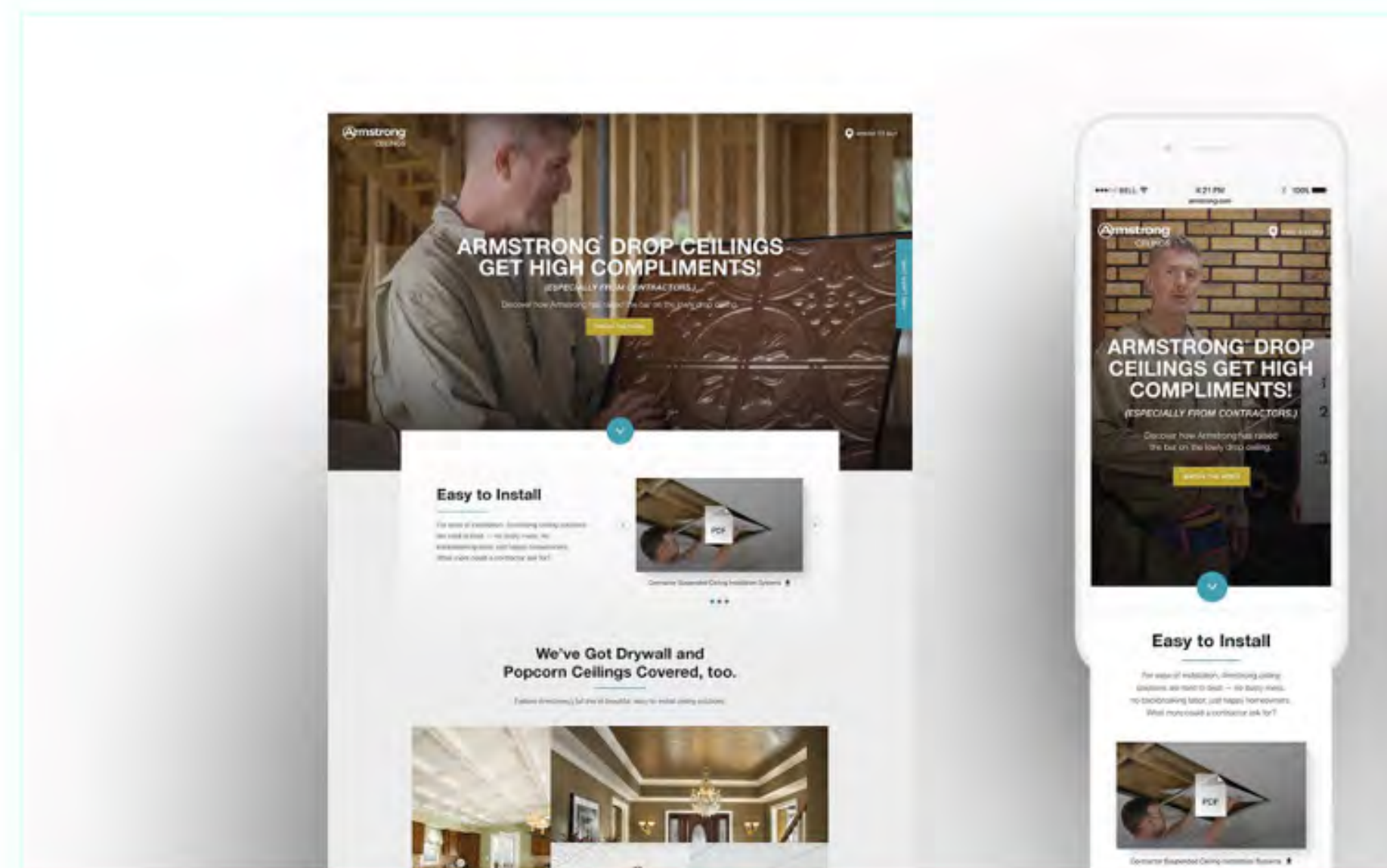
4.5 Quality Checked Plans

Project Estimator

Where to Buy

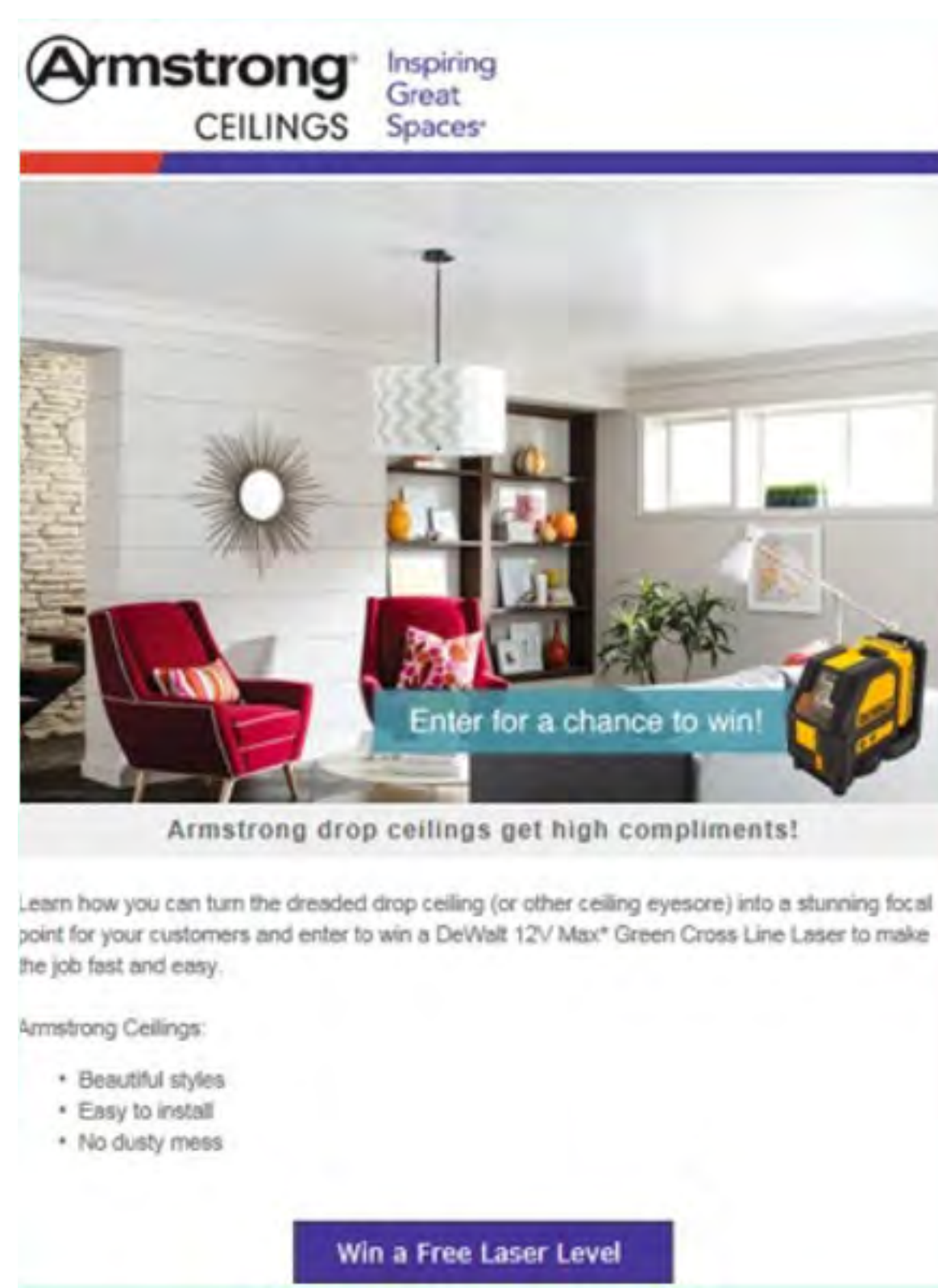
Sign Up Now!

Sign up for the Armstrong Ceiling Email Newsletter to get the low down on new ceiling styles, professional installation tips, rebates, and more!



## Email Is Targeted + Promotional

Email was used to continue the conversation once contractors had engaged with one of the landing pages. It also served as the primary communication for promotional giveaways. In this case, we gave contractors a chance to win a free laser level if they chose to opt-in to Armstrong's e-newsletter.



**Armstrong** Inspiring Great Spaces  
CEILINGS

Enter for a chance to win!

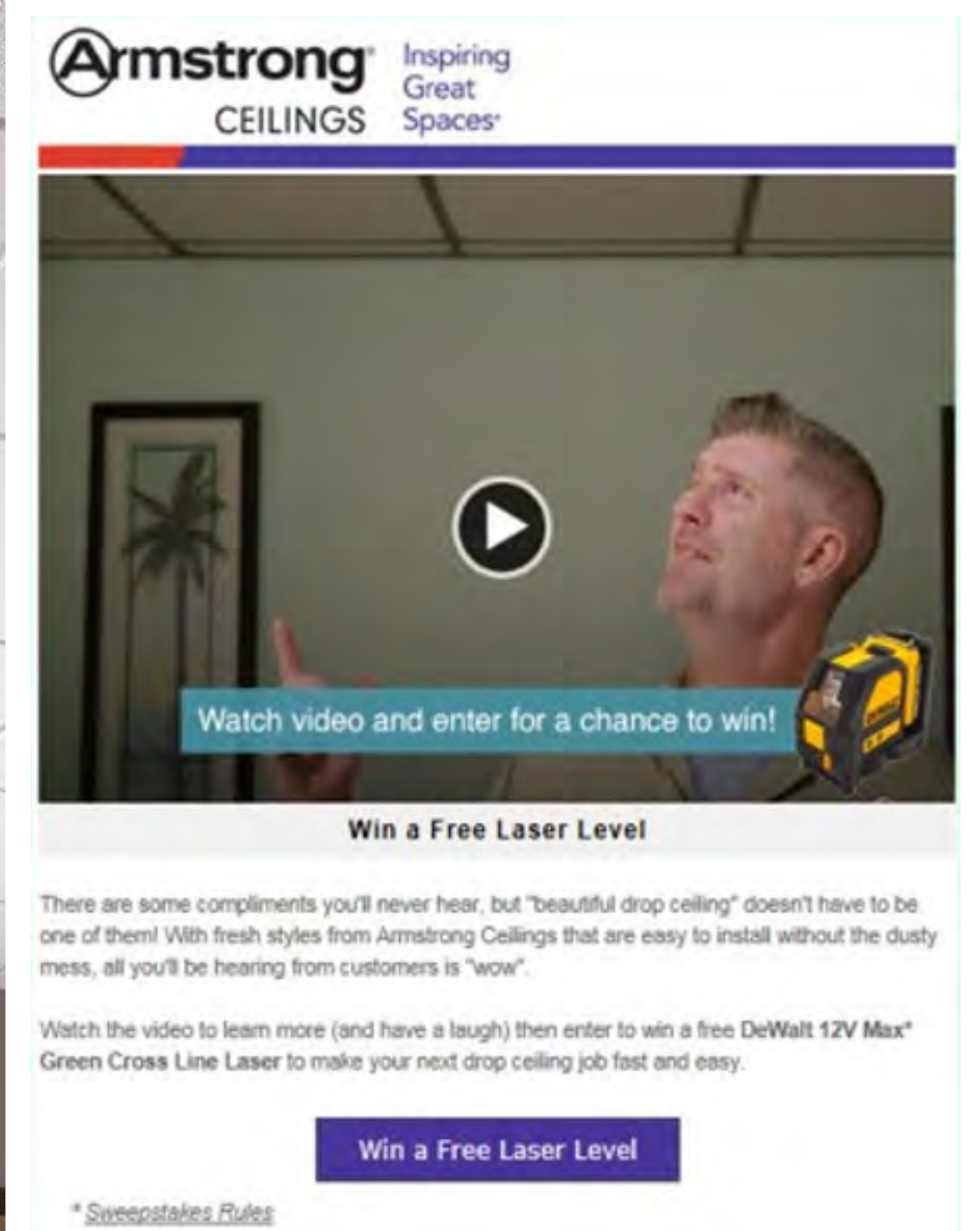
Armstrong drop ceilings get high compliments!

Learn how you can turn the dreaded drop ceiling (or other ceiling eyesore) into a stunning focal point for your customers and enter to win a DeWalt 12V Max\* Green Cross Line Laser to make the job fast and easy.

Armstrong Ceilings:

- Beautiful styles
- Easy to install
- No dusty mess

Win a Free Laser Level



**Armstrong** Inspiring Great Spaces  
CEILINGS

Watch video and enter for a chance to win!

Win a Free Laser Level

There are some compliments you'll never hear, but "beautiful drop ceiling" doesn't have to be one of them! With fresh styles from Armstrong Ceilings that are easy to install without the dusty mess, all you'll be hearing from customers is "wow".

Watch the video to learn more (and have a laugh) then enter to win a free DeWalt 12V Max\* Green Cross Line Laser to make your next drop ceiling job fast and easy.

Win a Free Laser Level

\* Sweepstakes Rules

## Sponsored Content Speaks With A Credible Voice

Helpful, value-added articles were written and sponsored by Armstrong to provide a seamless content approach while driving traffic both for DIYers and remodeling contractors.

The screenshot shows the 'This Old House' website. At the top, there's a navigation bar with the 'This Old House' logo, a search bar, and links to 'TV SHOWS', 'MAGAZINE', 'BOOKS', and 'NEWSLETTERS'. Below this is a blue navigation bar with categories like 'Kitchens', 'Bathrooms', 'Other Rooms', 'Landscaping', 'Exterior', 'Remodels + Upgrades', 'Money', 'How-To + Repair', 'Discussions', 'Favorites', and 'Video'. The main content area features a breadcrumb trail: 'Home > Molding & Carpentry > Wainscoting > Sponsored : How to Wainscot a Bathroom'. The article title is 'How to Wainscot a Bathroom', sponsored by Armstrong. The text mentions 'This Old House general contractor Tom Silva and host Kevin O'Connor demonstrate how to add decorative wainscoting to a bathroom wall'. A video player is embedded in the article, showing the Armstrong Ceilings logo. To the right of the video is a promotional graphic for Armstrong Ceilings with the text 'EASY-TO-INSTALL' and 'NO DUSTY MESS'. Below the video is a 'Share' sidebar with social media icons (Facebook, Twitter, Pinterest, Google+, YouTube) and options for 'EMAIL' and 'PRINT'. At the bottom right, there's a section titled 'Around the Web' with a link to '10 Organizing Tips from a Pottery Barn Designer'.

The screenshot shows the 'remodeling.com' website. The top navigation bar includes 'remodeling', 'BUSINESS', 'PRODUCTS', 'HOW-TO', 'BENCHMARKS', 'PROJECTS', 'RESOURCES', and 'COST-VALUE'. Below the navigation bar is a banner for 'Local Remodeling Quotes' with a 'See Now' button. The main content area features a breadcrumb trail: 'Home > Business > Remodeling Survey: A Majority of Remodelers Aren't Prepared for Overtime Changes'. The article title is 'Remodeling Survey: A Majority of Remodelers Aren't Prepared for Overtime Changes', by Curtis Spring. The text states: '79% of Remodelers that completed a recent survey are not ready for the new overtime rule'. On December 1, the Department of Labor's new overtime rule will be implemented, affecting an estimated 4.2 million workers in the United States. For the past week, Remodeling and its sister websites have been running a survey, asking for reader input about whether their companies have discussed the overtime rule, and what plans they have in place to combat it. 101 remodelers completed the survey, and while two-thirds were aware of the rule, 79% were not prepared for it. To the right of the article is a promotional graphic for Armstrong Ceilings with the text 'EASY-TO-INSTALL' and 'NO DUSTY MESS'. Below the article is a section titled 'TRENDING THIS WEEK' with a link to 'Your Scary Remodeling Stories, Just in...'.



## SERVICES PROVIDED

RESEARCH

STRATEGY

CREATIVE

VIDEO CREATION/PRODUCTION

IP TARGETING

SEM

EMAIL MARKETING

RADIO

DIGITAL TRADE PUBLICATIONS

MEDIA PLANNING + BUYING

WEBSITE/LANDING PAGE/MICROSITE CREATION

SOCIAL MEDIA CREATION/MANAGEMENT

ANALYTICS

Results that Matter More.

**3,400**

REMODELING  
CONTRACTORS  
SIGNED UP

**137,311**

FULL-VIDEO  
COMPLETIONS

**275%**

INCREASE  
IN SOCIAL  
FOOTPRINT

**37%**

EMAIL  
OPEN RATE

**leap**group



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**THE RESULT THAT  
MATTERED MOST**

The War on Popcorn  
was the most successful  
campaign ever for  
Armstrong.

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**23%**

IN-STORE SALES  
INCREASE YOY





Thanks!

**leap** group

**(amp)**

Media &  
Search Agency

**(human)<sup>x</sup>**

Full-Service  
Digital Agency

**(matter)**

Branding &  
Design Agency

**(spark)**

Full-Service  
Production Agency

Learn more at [leapgroupnetwork.com](https://leapgroupnetwork.com)