

IF THE EYE CAN SEE IT, VALSPAR CAN COLOUR MATCH IT

A case study in positioning a paint purveyor as a helpful and innovative partner in decorating projects

◇ ANY COLOUR, NO COMPROMISE

With B&Q Valspar, consumers don't need to settle for 'close enough.' The company's Pro Paint teams help create perfect spaces by mixing paint that matches the colour of any item a consumer brings to them – say a swatch of fabric or a fizzy drink. The challenge: How can B&Q communicate its unique offering to consumers and generate more sales?

◇ THE OBJECTIVE

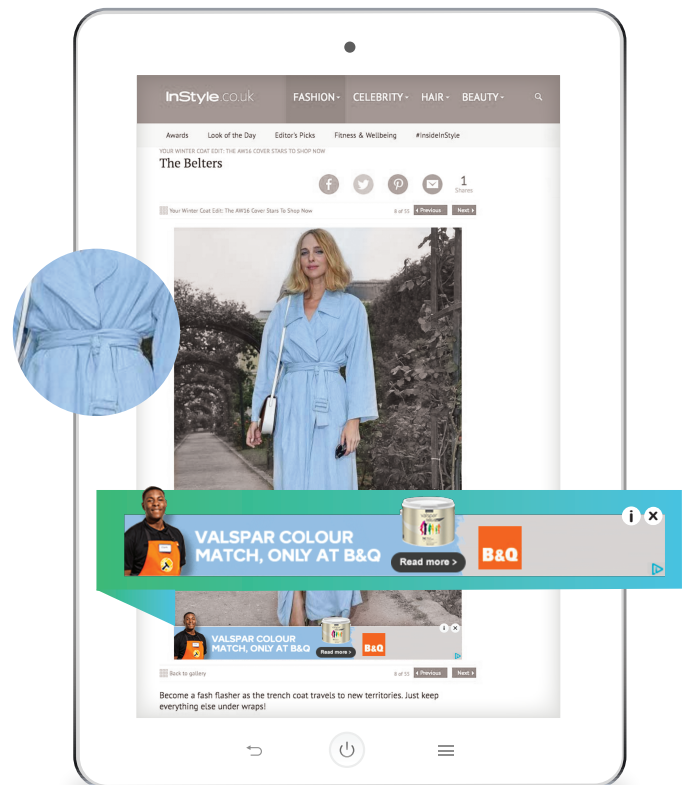
Drive more purchases for B&Q Valspar colour matching paint service in the UK.

◇ THE SOLUTION

GumGum aligned B&Q In-Image creative to contextually relevant home and lifestyle content across a selection of premium publishers. GumGum's image recognition technology analyzed the exact colour of items in the image, and dynamically changed the colour of the ads to match it.

◇ CAMPAIGN RESULTS

1. The campaign helped directionally grow purchase intent from 64.9% to 74.7%.
2. B&Q's online ad awareness directionally increased from 26.1% to 35.4%.
3. B&Q's brand association with the Place to Buy Paint directionally increased by 8.5%.
4. 7.68% engagement rate (nearly 3x higher than the industry benchmark of 2.8%).



15.1%

Increase In
Purchase Intent

35.2%

Lift In Online
Ad Awareness

3X

Engagement
Rate