

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

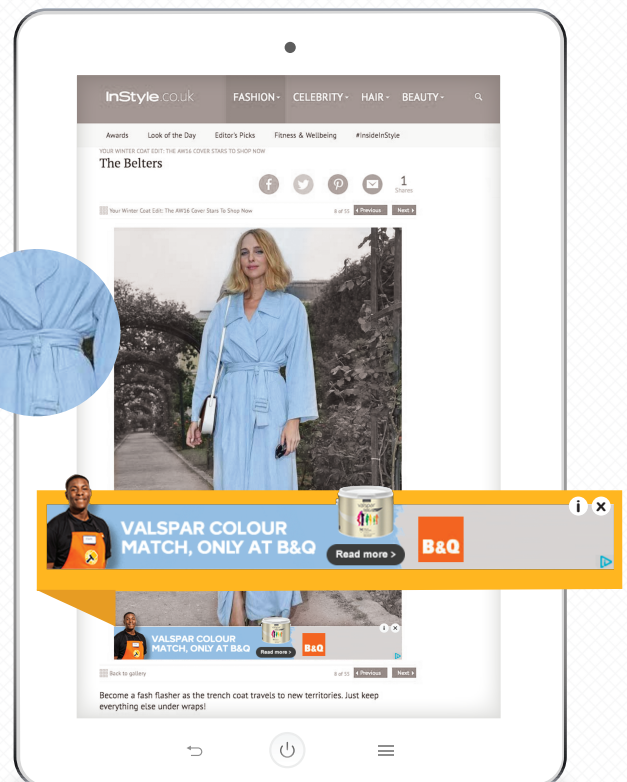
Drive more purchases for B&Q Valspar colour matching paint service in the UK.

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