FINALIST 2013 B2B AWARDS

B2B AWARDS

gyro:

Category number: 5

Category name: Best Use Of Creative

Programme/initiative name:

SHEETROCK® Brand UltraLightweight All Purpose Joint Compound Launch

Agency: gyro

Brand or client: USG Corporation

URL or microsite: www.theweighthasbeenlifted.com

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SUMMARY

Drywall installers carry the weight of their jobs on their backs. Literally. This weight takes its toll, even if they don't like to admit it. Weight slows productivity, reducing installation speed and costing installers money. Weight also leads to fatigue that increases safety risks that can cost installers money. These are important issues in an economy with fewer opportunities available to make a living.

To carry standard drywall joint compound was to literally shoulder an extra Cannon, Anvil or Tub worth of weight over the course of a job. So we created big, bold imagery that defined this problem, stating, "*If You're Not Using SHEETROCK® Brand UltraLightweight All Purpose Joint Compound, You've Got Your Hands Full*." Customers instantly translated the weight difference to benefits most relevant to them. And all of it was anchored by the mantra "The Weight Has Been Lifted."

SUMMARY WORD COUNT: 142



IF YOU'RE NOT USING SHEETROCK® BRAND ULTRALIGHT ALL PURPOSE JOINT COMPOUND, YOU'VE GOT YOUR HANDS FULL.

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ABOUT THE CLIENT COMPANY

For more than 110 years, Chicago-based USG has been a leader in producing innovative products and systems to build the environments in which we live, work and play. As the inventor of wallboard and mineral wool ceiling tile, USG created North America's building materials industry. Its products are used in everything from major commercial developments and residential housing to simple home improvements. Flagship brands include SHEETROCK® Brand gypsum panels and DUROCK® cement board, which are recognized around the world.

USG is North America's leading producer of gypsum wallboard, joint compound and a vast array of related products for the construction and remodeling industries. It is also the global leader in the manufacture of ceiling suspension systems and are recognized as the premier acoustical panel and specialty ceiling systems innovator. Their variety of productions provides creative building solutions that set new standards for productivity and efficiency, helping contractors and architects deliver high quality and innovative designs.



USG, through its subsidiary L&W Supply Corporation, is also the nation's largest distributor of drywall and related building products. L&W Supply serves the professional contractor through a network of more than 140+ locations and strives to be their preferred source for all quality products and services they need to complete their projects on time and on budget.



STRATEGY

Launch a new product during a period of economic downturn, demonstrating to an already highly skeptical audience that switching to SHEETROCK® Brand UltraLightweight All Purpose Joint Compound is a change worth making.

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OBJECTIVES OF THE CAMPAIGN

In the world of construction, new products will only be purchased if potential buyers can see the inherent value. So even for a company as highly-regarded as USG, the introduction of a new product isn't different. To goal was to generate awareness and customer engagement, by encouraging trial and stimulating market conversion.

THE TARGET AUDIENCE

General Contractors

MEDIA, CHANNELS OR TECHNIQUES USED

Pub Ads
Sales Talking Point Cards
Retail In-store Signage
Video testimonials
Retail Demo Displays
Banner Ads
Retail Banners
Microsite
Social Media
App.



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TIMESCALES OF THE CAMPAIGN

Released 2012

BUDGETS

These details were provided to the judges in the original submission but are commercially sensitive and therefore confidential.

RESULTS

The details were provided to the judges in the original submission but are commercially sensitive and therefore confidential.



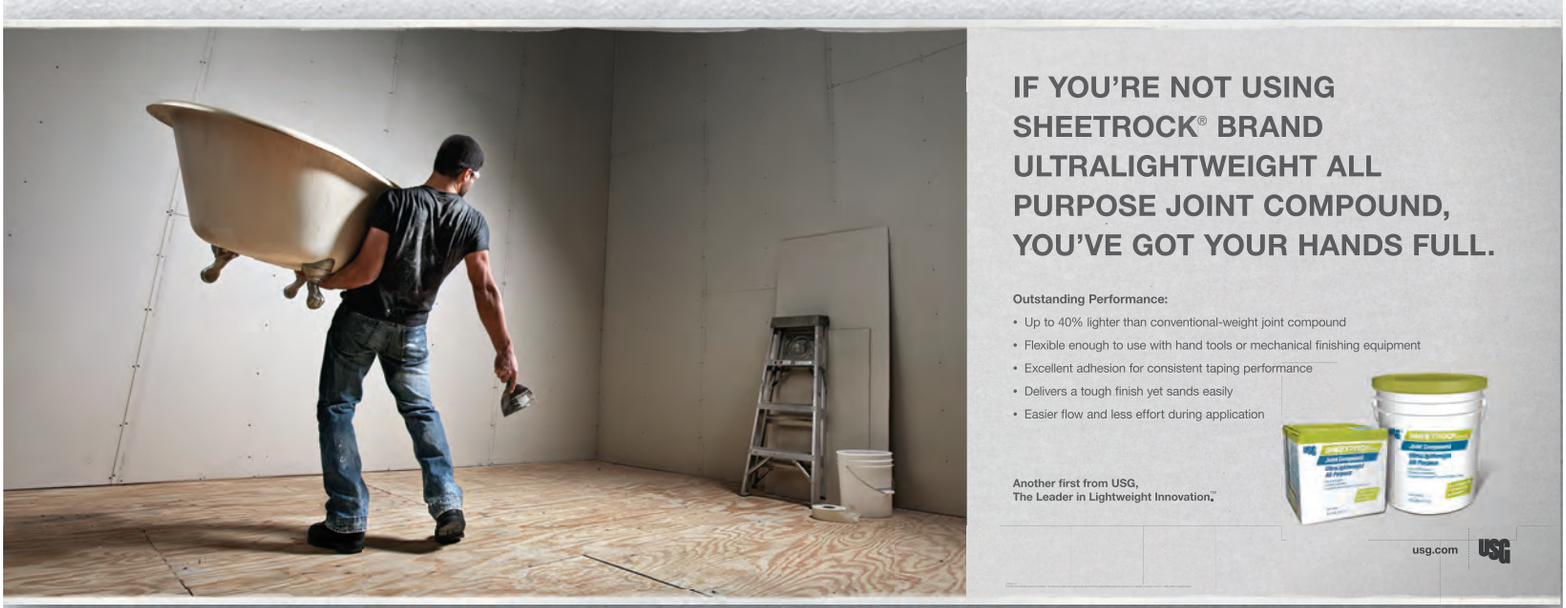
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CLIENT TESTIMONIAL

"We tasked gyro with coming up with ground breaking creative for this product launch and they did not disappoint! The campaign was well received in the field and the result we're outstanding. We couldn't be happier with the way everything turned out."
—Jen McDougall, USG, Marketing Communications Manager

MAIN SUBMISSION WORD COUNT: 427

SUBMISSION END



IGNITE SOMETHING...

gyro:

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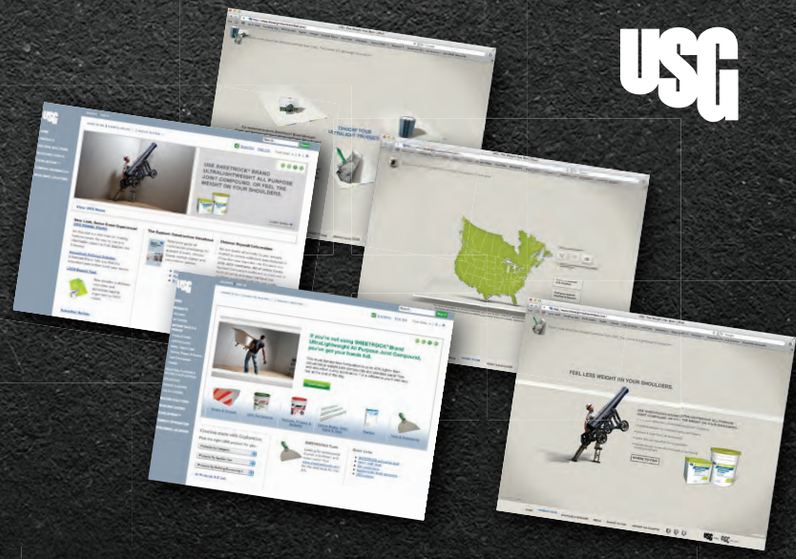
The idea:
IF YOU'RE NOT USING SHEETROCK® BRAND ULTRALIGHT ALL PURPOSE JOINT COMPOUND, YOU'VE GOT YOUR HANDS FULL.











USG





CATEGORY NAME: Best Use Of Creative
CATEGORY NUMBER(S): 5
CONTACT: Doug Kamp – Executive Creative Director

CAMPAIGN NAME: SHEETROCK® Brand UltraLightweight All Purpose Joint Compound Launch
BRAND: USG
AGENCY: gyro

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