

B2B Marketing AWARDS 2012
FINALIST

gyro:

Category number: 5

Category name: Best Use Of Creative

Programme/initiative name: 'The Weight Has Been Lifted (2.0)'

Agency: gyro

Brand or client: USG-Sheetrock UltraLight

URL or microsite: http://ignite-something.com/usg/

SUMMARY PAGE

Two years ago, USG launched an innovation that changed the entire construction industry – a lightweight residential drywall that weighed up to 30% less than traditional panels. And commercial builders and contractors, who saw the potential of a lightweight wallboard, wanted one of their own. With this demand, what was originally an 18-month timetable was quickly accelerated to bring not just one, but two lightweight commercial products to the market. We were tasked with creating a successful launch campaign that spoke specifically to commercial contractors in the midst of one of the most challenging economic environments the construction industry has ever seen. Instead of simply touting UltraLight as a lighter board, we quantified and visualized the actual weight USG is lifting off their customers' backs. And we came up with images and messaging that didn't just telegraph pounds saved, but that also expressed the benefit of the product. Whether it was saving time, ensuring that they weren't weighing down their crew or making sure they knew that it was time that drywall, and their business, evolved.

SUMMARY WORD COUNT: 176



IF YOU'RE NOT LIFTING SHEETROCK® ULTRALIGHT PANELS, WHAT ARE YOU LIFTING?

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 is recognized as the premier acoustical panel and specialty ceiling systems innovator. Its 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.

STRATEGY

For our widely diverse audience, which ranges from dealers and large-volume contractors to small business remodelers and a predominantly Hispanic installer base, the expansion of SHEETROCK® Brand UltraLight Panels into commercial board was more than just a product improvement, it marked the birth of a new category of lightweight commercial drywall. And, despite the current economic downturn, there was something positive happening in the industry that could profoundly impact their businesses and lives.

While the original campaign used dramatic images to communicate the difference in weight USG was lifting off installers' backs, we took it one step further and used iconic imagery to tell the story of what this new portfolio actually meant to commercial contractors.



Instead of simply touting UltraLight as a lighter board, we quantified and visualized the actual weight USG is lifting off their customers' backs. And we came up with images and messaging that didn't just telegraph pounds saved, but that also expressed the benefit of the product. Whether it was saving time, ensuring that they weren't weighing down their crew or making
sure they knew that it was time that drywall, and their business, evolved. And all of our messaging reinforced the idea that USG was now the established leader in lightweight innovation.



CAMPAIGN OBJECTIVES

Two years ago, USG launched an innovation that changed the entire construction industry — a lightweight residential drywall that weighed up to 30% less than traditional panels. And commercial builders and contractors, who saw the potential of a lightweight wallboard, wanted one of their own. With this demand, what was originally an 18-month timetable was quickly accelerated to bring not just one, but two lightweight commercial products to the market. We were tasked with creating a successful launch campaign that spoke specifically to commercial contractors in the midst of one of the most challenging economic environments the construction industry has ever seen.

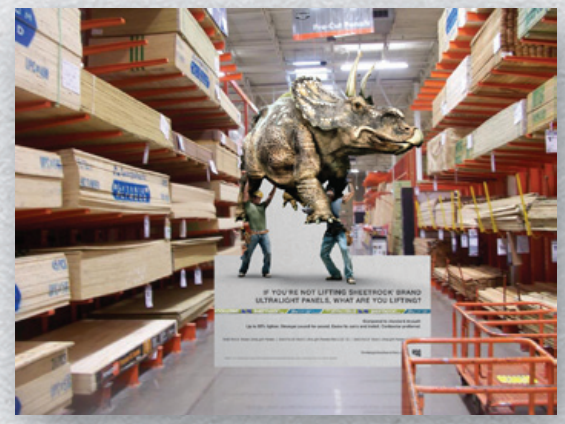
THE TARGET AUDIENCE

There was a widely diverse target audience, from dealers and large-volume contractors to small business remodelers and a predominantly Hispanic installer base.

MEDIA CHANNELS OR TECHNIQUES USED

We reached our diverse target through trade print, online banners, in-store POP, sales collateral, PR, dedicated microsite, social, a mobile application, search, premiums and tradeshows.





TIMESCALE OF CAMPAIGN

The campaign has run from April 2011 to present.

BUDGETS

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

RESULTS

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



CLIENT TESTIMONIAL

"This is the most creative marketing campaign I have seen in my career with USG."
—Fareed Khan, senior vice president, USG Corporation, and president, USG Building Systems.

"The successful launch of SHEETROCK UltraLight Panels reinforces USG's position as an innovative leader that has helped improve the way buildings are constructed for more than 100 years," *said James Metcalf, chief executive officer and president, USG Corporation*. "SHEETROCK UltraLight Panels represent another technological advancement that enables construction industry professionals to be more efficient in the installation and transportation of this breakthrough product."

MAIN SUBMISSION WORD COUNT: 775

SUBMISSION END



IGNITE
SOMETHING...

gyro:

The idea:

IF YOU'RE NOT LIFTING SHEETROCK® ULTRALIGHT, WHAT ARE YOU LIFTING?

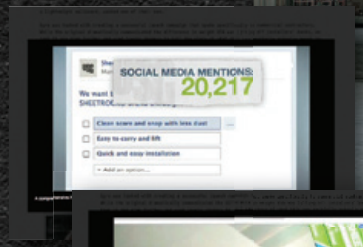
USG





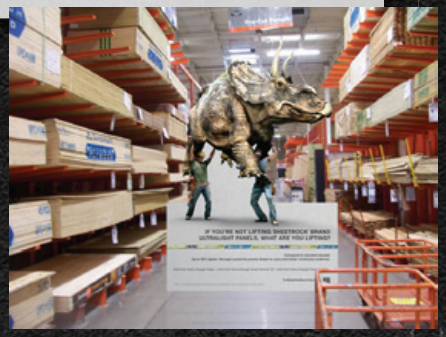


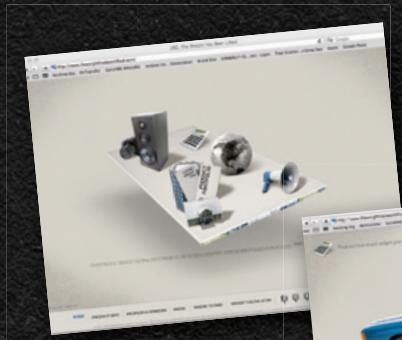














CATEGORY NAME: Best Use of Creative

CATEGORY NUMBER(S): 5

CONTACT: Doug Kamp – Executive Creative Director

CAMPAIGN NAME: 'The Weight Has Been Lifted (2.0)'

BRAND: USG – Sheetrock UltraLight

AGENCY: gyro

B2B Marketing AWARDS 2012