



Jack Horner Communications Inc.
Public Relations ■ Graphic Design ■ Advertising ■ Promotional Products

Case Study:

PPG/Olympic Interior Stains Consumer and Trade Advertising

The Challenge

Following JHC's prior consumer advertising campaign that reached the product's do-it-yourself market, PPG's Olympic Interior Stains again partnered with JHC to create and implement a new print campaign targeted to consumers and professional woodworkers.

Do-it-yourselfers account for 90 percent of Olympic Interior Stain purchasers, with professional woodworkers counting as a mere 9 percent—opportunity! Olympic's research found that professional woodworkers tend to shy away from commercial, easy-to-use products and instead look for superior quality and color.

Olympic redesigned its product packaging to convey a more traditional and sophisticated tone and expanded its color selection to meet the needs of the professional woodworker, as well as the do-it-yourselfer. To convey these changes and help position itself as the premium interior stain system, Olympic tapped JHC for creative.

The Solution

JHC and Olympic worked together to create two memorable advertisements, one for consumer publications targeting do-it-yourself and decorating magazines, and one for trade media targeting woodworking professionals. The design concept for each ad reflected the warmth and sophistication of the new Olympic packaging, emphasized the beauty of a finished wood piece, featured an inset photo of the new packaging and contained strategically written copy intended to appeal to each audience.

Inner Beauty/Consumer Ad

Appearing in magazines such as *Traditional Home* and *Decorating Spaces*, this ad needed to stand out in a sea of DIY product messages. JHC came up with the concept of "Inner Beauty," and the idea was to show a beautifully-stained piece from the outside looking in.

The result was an inviting visual that made the reader want to step into the house and admire the piece more carefully. To get the perfect shot, JHC's in-house creative department handled all elements of set design and construction and meticulously styled the winning shot.

Unparalleled Quality/Trade Ad

To impress the professional woodworker, JHC created a beautiful ad showcasing a home workshop with a recently completed project. In this ad, a woodworker just put his "all" into creating a piece of furniture. He trusts his work to Olympic Interior Stains for the perfect finishing touch. JHC also secured key placements in magazines such as *Woodworkers Journal* and *Workbench Magazine*.

In addition, Olympic was so happy with the set that JHC built for the trade ad that they commissioned JHC to expand it for an instructional DVD that Olympic will distribute Nationwide at Lowe's Home Improvement Stores.



The Results

- The trade ad successfully repositioned Olympic Interior Stains as a high-quality finishing product that is equal to or better than any other stain on the market.
- The consumer ad showed off new packaging design and emphasized the beauty and ease-of-use for the do-it-yourself market.
- The creative content of the ads generated a strong jumping off point to leverage other in-store tactics, such as the DVD.



"The creative team at Jack Horner Communications truly understands how to position the PPG Olympic Interior Stains brand. They're flexible and fun to work with, and totally committed to each assignment—they'll hunt furniture and stain it themselves. That's why we work with JHC."

Kristine Seleyo
Marketing Manager
Olympic Paint & Stain

