

Transforming Spaces: How Rust-Oleum’s Colour Spark Campaign Broke Through in the Competitive DIY Landscape

Background

Rust-Oleum honed in on innovation to drive brand engagement and increase brand equity for Colour Spark. In its second year in the Canadian market, Colour Spark needed to break into the competitive DIY space in a compelling way in order to differentiate its brand within the premium home décor category. Relying on its AOR (Involved Media) to utilize an omni-channel strategy.

Objective

Colour Spark’s goal was to highlight its latest range of premium paints designed to rejuvenate and transform spaces. Its primary goal was to connect with a net new audience by delivering incremental reach beyond the linear TV campaign, and by enhancing the user journey through a tech-forward approach using a virtual room visualizer to bring to life the brand’s trending colours directly onto the walls of people’s homes.

Approach

In collaboration with Involved Media, ROKU developed a custom DIY Content Guide with top performing DIY titles to provide streamers with engaging, and visually inspiring content to help them build a colour palette throughout the home. Branded in-channel videos coupled with media placements targeted to the SVOD heavy consumer drove awareness and purchase intent that set new benchmarks across the DIY segment on ROKU in Canada

Results

9%

Incremental Reach

The agency’s comprehensive video strategy leveraged depth through linear broadcast partnerships and breadth through ConnectedTV ACR (automated content recognition), reaching an incremental 9% (vs 3% benchmark)

98.4%

Completion Rate

Colour Spark’s VCR (Video Completion Rate) exceeded ROKU’s benchmark of 95%.

12.1%

Engagement Rate

The DIY Content Guide delivered engagement across all premium DIY titles in the channel (benchmark 9%).

