



CASE STUDY

DULUX  
INTERACTIVE TV CAMPAIGN

*“Our research indicated that the TV creative, whilst delivering high cut-through and strong branding, lacked the depth to really drive understanding of the new in-store colour help tool. The interactive element of the campaign enabled us to add that level of detail to our communication and extend consumers’ interaction with the Dulux brand by over 4 minutes.”*

*Vicki Cooke - GBM Dulux*

## BACKGROUND

Dulux's new colour co-ordination system was created to help people discover a multitude of colours that liven up a home and complement each other – offering 'Colour help from your colour consultant'.

The TV ad successfully conveyed the breadth of colours and strong Dulux branding, but Dulux felt it lacked the depth to really drive understanding of the new in-store colour help tool. With the help of Sky Media and Initiative, elements were added to the linear campaign to boost awareness of the service, via viewer engagement and interaction.

## OBJECTIVES

- Demonstrate the new in-store colour help tool
- Increase brand engagement and interaction
- Drive consideration and colour mixing purchase
- Increase awareness of the colour mixing tester pots

# INSIGHTS

## Response and Brand Immersion

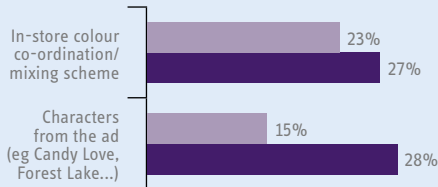
The Dulux interactive element was recognised by 25% of adults in Sky homes with over 320,000 of those choosing to press red to get a “free tester and ideas pack”. That’s around a 7% response rate – vastly higher than that of traditional direct marketing.

And of course, those names did not just receive their free tester and ideas pack – they also spent an average of over 4 minutes interacting with the Dulux brand.



## ADVERTISING AWARENESS

Spontaneous Recall of Ad Content



Source: Continental Research

Base: 100 interactors, 100 not used ad

■ Seen ad but not interacted

■ Interacted

## Ad Awareness

Further research was conducted by Continental to assess the effect of the campaign on the key measures of awareness and purchase consideration. Two sample groups were researched – ad interactors and viewers to just the ad.

When asked “which household paints have you seen or heard any advertising for recently?” 84% of interactors spontaneously mentioned the Dulux ad compared to 49% of viewers to only the ad – that’s more than a 70% increase in spontaneous recall. Interactors were also able to spontaneously recall more content from the ad compared to those that just saw the ad but didn’t interact.

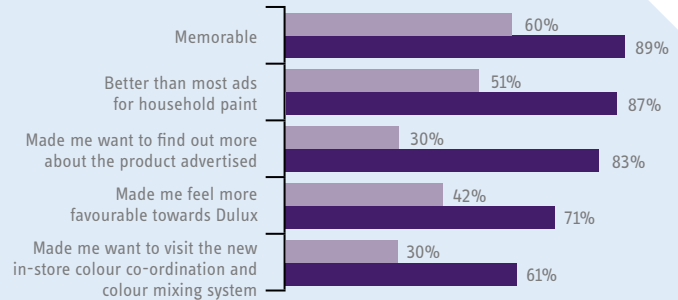
## Purchase Consideration Increased

28% of interactors were already pre-disposed to Dulux and nearly all of them said they were now likely to go on and purchase Dulux. Of the remaining 72% of interactors who were not pre-disposed to Dulux prior to seeing the ad, 7 out of 10 said they were now likely to purchase Dulux.

## Meeting the Objectives

- **Demonstrate the new in-store colour help tool**  
The interactive platform allowed Dulux the time and flexibility to fully demonstrate their colour help tool
- **Increase brand engagement and interaction**  
With interactors spending an average of over 4 minutes in the interactive site, Dulux's engagement and interaction was taken to a level unobtainable through conventional use of TV
- **Drive consideration and colour mixing purchase**  
Those who had Interacted had a greatly increased purchase consideration for Dulux products
- **Increase awareness of the colour mixing tester pots**  
Dulux delivered over 320,000 tester pots and idea packs as a result of requests from the interactive campaign

## ADVERTISING APPRAISAL



Source: Continental Research

Base: 100 interactors, 100 not used ad

■ Seen ad but not interacted  
■ Interacted

*“After the success of Dulux’s first interactive advertising campaign to distribute samples in March 2004, the launch of the in-store colour tool offered the perfect opportunity for Dulux to add depth of communication through a DAL. Results from the DAL were so impressive that we have re-run the interactive element on our August airtime activity.”*

*Patrick Owen - Group Account Director - Initiative*

# CONTACT

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The logo for Sky Media, featuring the word "sky" in a lowercase, rounded, sans-serif font, followed by "media" in a similar but slightly more condensed lowercase font. The letters are light grey and have a subtle drop shadow.

what do you want to know?