



CREATIVE SCENARIOS





SCENARIO 1

Situation: Your client, The PRO Marketing Director, wants you to come in this week to present merchandise ideas to help support their recruiting efforts to attract and retain the Home Depot PRO customer.

The client has never worked with your company before so, in addition to presenting your company and its capabilities, the Marketing Director needs you to present ideas for a campaign she is launching next quarter.

The campaign will consist of a series of three different marketing initiatives. The first is a piece that will be sent to PRO customers who have shopped at one of our stores in the last twelve months asking them to come back again. The second is targeting employees at our stores to launch the new campaign going out to the PRO customers. They want their employees to show support for this initiative. And the third piece is to Managers at our stores. They want the Managers to help drive business within their stores in the US. She has asked you for strategic direct mail ideas accompanied by merchandise to be mailed in this series. She is targeting a total of 10,000 Consumers, 500 stores and their Managers. Her total budget for merchandise and distribution on the project is \$200k. The overall marketing message is "Welcome to PRO". It is very important that the merchandise not only reflects the true essence of The Home Depot brand, but will also appeal to the PRO customer group it is targeting. Launch of the program is in 90 days.



SCENARIO 1 IN ACTION

Direct Mail Piece with inline Magnet.

Call to action 5% off in store and Yeti with \$1000 purchase.

Buttons for Employees.

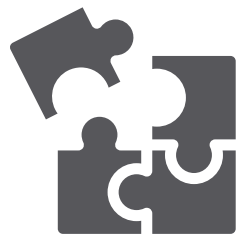
Welcome to PRO Yeti GWP.

Create an Employee incentive reward program for signing up new accounts.

(Red Perks)

Have a store driven Goal that the manager gets X if they achieve it. Higher

level Red Perks.





SCENARIO 1 DESIGN SAMPLE

SAVE

5%

ON IN STORE PURCHASES



RECEIVE A FREE YETI

FREE

WHEN YOU SPEND OVER \$1K





SCENARIO 2

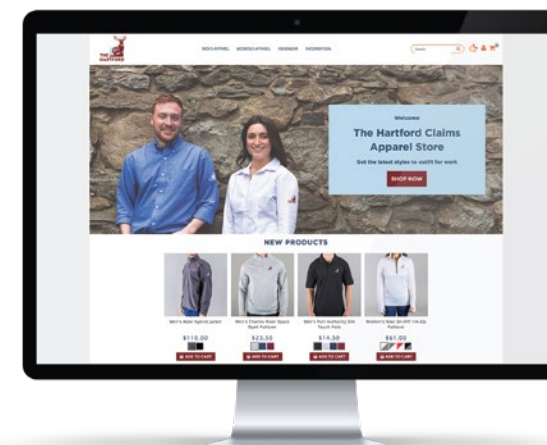
Situation: Procurement needs to launch a security uniform “program” throughout all 2,000 THD Stores. Current security associates total 600 and each need to be outfitted with 4 short sleeve grey polos, 2 long sleeve grey polos and 1 black medium weight jacket and 1 cold weather hat.

In this scenario, we don’t want you to present or price any product, instead, outline the questions you would ask the client and list the information you would need to know in order to create and execute a program to support this need. Secondly, outline a timeline for the execution of a program like this knowing the client wants to get to market asap, identifying key milestones that will show HOW you would best work with the client to select the product, execute the initial launch, and then support the on-going hire of security personnel and making sure they are outfitted in a timely manner.

SOLUTION

Our proposed solution would be a micro site, supported by JIT inventory to minimize exposure to THD. We can preload users with a set dollar amount and they can pay CC over that.

EXAMPLE: THE HARTFORD CLAIMS



<https://thehartfordclaimsapparel.parsonskellogg.com/home/index>

SCENARIO 2 QUESTIONS

1. How many logos will be used for decoration? What is the stitch count? Will multiple logo locations be offered?
2. Do you need tall/oversized size options?
3. What proportion of items being sold is decorated apparel vs. finished goods?
4. What is the projected volume of the store?
5. Are there certain times of the year where there is higher volume on the store?
6. What is the desired timeline to get the store up and running?
7. What is the shipping timeline/method? How many days do we have to ship the orders? Are we shipping on a third party account, or our UPS or FedEx? Can we offer 2-Day and overnight along with ground?
8. Are we shipping only within the continental U.S, or will there be international shipments?
9. What is the payment method/do customer's get a budget? If they have a budget, does it expire?
10. What type of reporting would you like for this store? Standard analytics?
11. If they have a budget, can they combine budget and CC for payment if they exceed their budget?
12. Does a user have to register for an account, or is guest checkout allowed?
13. How does THD need to receive invoices?



SCENARIO 3

Situation: The Southeast/Gulf Coast region needs help driving in-store sales for Home Services. The Associates in the Home Services department need to execute an in-store promotion involving branded merchandise that drive sales of Interior services, specifically. There are 200 retail stores, 2,000 Associates and 400 Managers in this region. Budget is \$50,000. Associates feel overwhelmed with all of the services they have to promote – interior, exterior, HDPP -- and leadership wants Associates to be more like consultants rather than sales people. Please present a full scale promotional solution. Lead time is 30 days for delivery to stores from approval.

SOLUTION

We have two proposed solutions for this scenario.

The first solution would be a multi faceted approach drawing awareness to the offerings of IHS. We would position repostables within the store and anyone who signs up for an estimate would receive a free Yeti. The Yeti would be featured in the signage. All of those people would also be registered to win a Yeti Cooler that would be part of a table top display in store.

The other option we would like to propose is an informational kit that has literature of all the services and a premium inside, such as work gloves or a utility knife or paint brush.

REPOSTABLES



TABLE TOP DISPLAY



INFO KIT

SEE PHYSICAL SAMPLE





SCENARIO 4

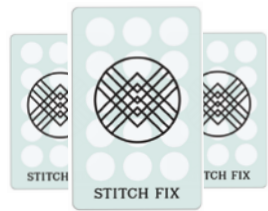
Situation: The CEO is having a senior leadership retreat for 30 executives in Savannah, GA. The 3 day retreat theme is “Driving Innovation” and each exec will bring a spouse/significant other. Guests will receive a room drop upon arrival with a budget of \$100 and the executives need a seat drop for the business sessions with a budget of \$50. This is a last minute event, and you have to deliver in 10 business days. Please provide merchandise solutions.

GIFT SOLUTIONS

All of the gifts on the next few pages are items that have innovated and changed our lives in one way or another. From the way Patagonia responsibly sources raw materials and recycles their products into new products, to tablets that changed our way of using the internet to how we shop for clothes from Stitch Fix or use 3D printers to make new products, each of these items should inspire a sense to Drive Innovation.

SCENARIO 4

ROOM DROP GIFTS: PREMIUM ITEMS





SCENARIO 4

SEAT DROP GIFTS: TECH AND EVERYDAY ITEMS





SCENARIO 5

Situation: HR's most popular giveaways are water bottles, lunch coolers and journals with pens for recruiting events. The volume is high, they need 30,000 units of each, and the lead-time allows for importing in order to get great pricing. HR has tasked you to provide new twists on these favorite products – “wow us” they said! Budget is \$1.50 per unit for the water bottle, \$2.00 for the lunch cooler, and \$2.50 for the 4x6 journal with a pen. In addition, HR needs these items warehoused for 12 months and various quantities of each item distributed monthly to various locations throughout the US. Please provide creative options within budget for these 3 products, as well as a timeline for delivery from receipt of PO, outlining key milestones in the project.

TIMELINE

Day 1: PO received, Order placed with the factory

Day 10-14: Physical pre production samples produced and sent for client approval.

Day 14: Production commences

Day 14: Samples sent to UL for testing

Day 30: Product safety testing complete

Day 38: Final onsite QC of product

Day 40: Product loaded up and sent to port

Day 45: Product leaves port/clears export customs

Day 60: Product arrives in US Port

Day 65-70: Product arrives in our US Warehouse to be held and distributed.

\$1.50 WATER BOTTLE





\$2.00 LUNCH COOLER



\$2.50 JOURNAL BOOKS





SCENARIO 6

Situation: Home Depot will celebrate our 40-year anniversary in June 2019. Please put together a presentation to show gift options that you think will resonate with our brand and associates for the following audiences. Please be prepared to walk through how you would handle distribution to 2,000+ locations.

- For all THD associates (quantity of 400K). Gift should not exceed \$5/person. Please be sure to include options for multiple price points \$1, \$2, \$3, etc.
- For all SSC (Store Support Center) associates (quantity of 5K). Gifts should not exceed \$10 - 12/person. Please be sure to include options for multiple price points.
- For our Executives (quantity of 250). Gifts should not exceed \$50 - 100/person. Please be sure to include options for multiple price points \$25, \$50, \$75, etc.

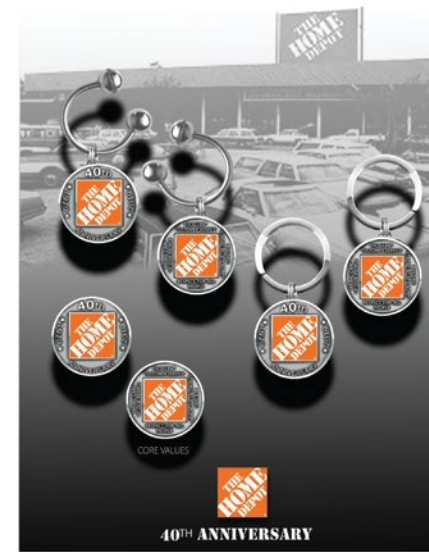


\$1 OPTIONS





\$2 OPTIONS



\$3 OPTIONS



\$4 OPTIONS



Front

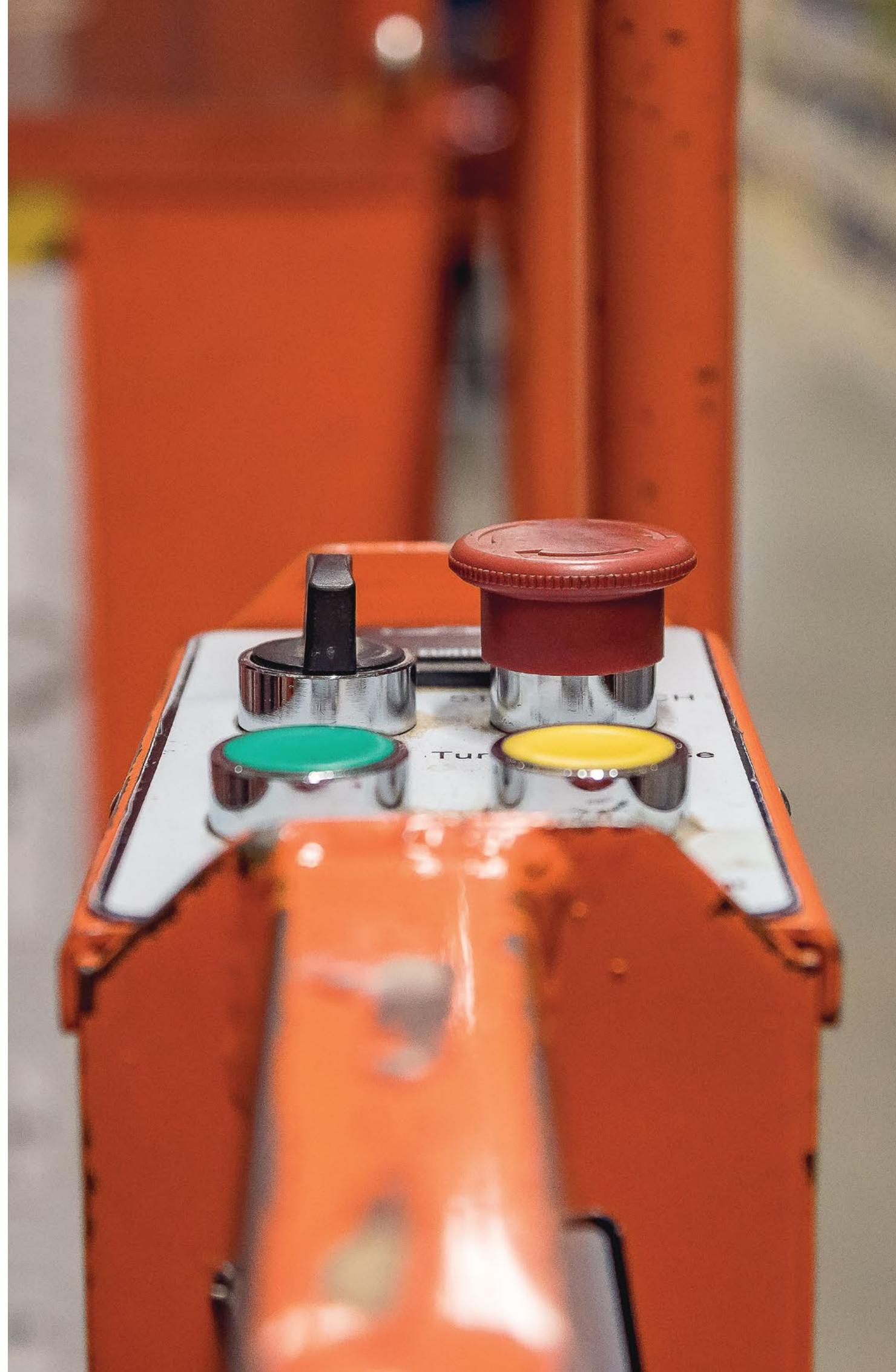
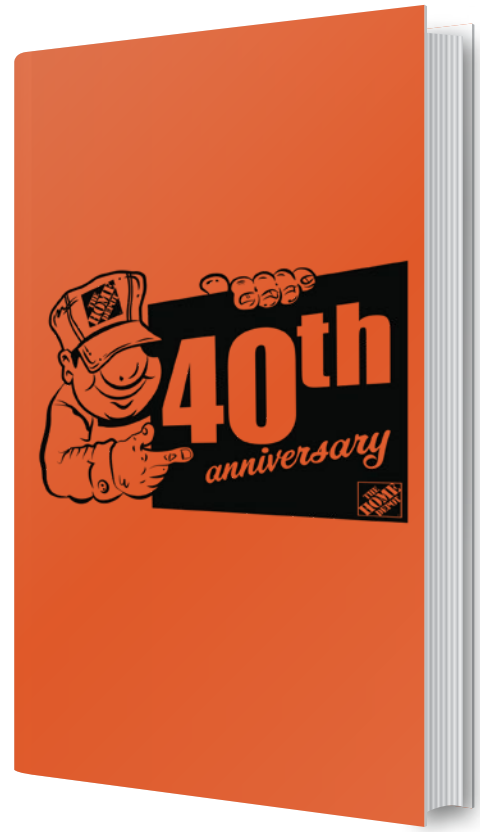
Side

Back



Custom Home Depot- Homer Bluetooth Speaker

\$5 OPTIONS





SUPPORT CENTER GIFTS





EXECUTIVE GIFTS

GIFTS UNDER \$25





\$25-\$50 GIFTS



\$75-\$100 GIFTS

HOMER CRYSTAL CONCEPT ART



HOMER BUCKET CRYSTAL CONCEPT ART

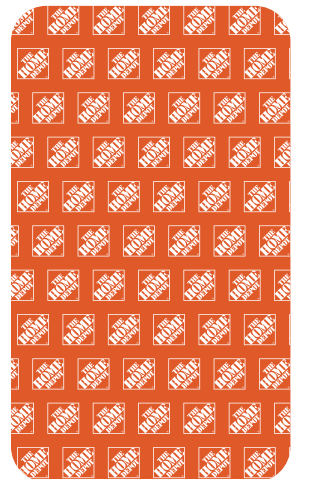




\$75-\$100 GIFTS



BARRINGTON LEATHER DUFFEL WITH CUSTOM LINING



WOMEN'S PETER MILLAR 1/4 ZIP



MEN'S PATAGONIA 1/4 ZIP



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