

The Home Depot



Opportunity

When the biggest brand in home improvement retailing wanted to become known as a publisher of home improvement advice, they came to LaBreche to help package and position their new series of home improvement how-to books. How do you creatively introduce a new dimension to a well-recognized company, connecting to a community of do-it-yourself consumers?

Insight

By focusing on the people that you meet every day in the aisles of The Home Depot, LaBreche developed a national campaign that would roll out market by market, a satellite media tour and a video news release. Our team brought “the wisdom of the aisles” brand into every market where The Home Depot has a presence, and coordinated appearances of the book’s author throughout the country, where he rolled up his sleeves to conduct on-air demos taken directly from the book’s pages.

Outcome

During the first wave of the program, more than 10 million people across the U.S. learned about “the wisdom of the aisles” books. The Home Depot scrambled to keep up with sales, ordering a second printing six months before originally forecasted — a result virtually unheard of in the how-to book industry.

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