

CASE HISTORY

Spray Paint Goes 360°! New Krylon® EZ Touch 360° Dial Spray Tip Covers All the Angles



Situation

Krylon®, the nation's leading manufacturer of spray paint, has been on the forefront of spray paint technology for more than 60 years. In late 2007, Krylon prepared to launch a new innovation: Indoor/Outdoor Spray Paint featuring the new EZ Touch 360°™ Dial Spray Tip and an enhanced paint formulation that offers better finish durability, adhesion, smoothness and faster dry time. The product was developed to improve the spray paint experience for users, from "shop-ability" through application, replacing a long-standing consumer favorite, Krylon Interior-Exterior Spray Paint, through a soft conversion. It features a new cap shape and label.

The EZ Touch 360° Dial Spray Tip provides a no-pain, all-gain experience. A dial on the spray tip rotates 360° at the touch of a finger so anyone can change the direction of the fan spray pattern to vertical, horizontal, or any angle in between. Users no longer have to twist and turn the can while spray painting. The fan spray pattern replaces the industry-standard conical spray pattern. The button requires 48% less push for greater hand comfort and minimized finger fatigue.

Target Audience

Male and female do-it-yourselfers (DIYers) age 35-55 who own their own home or condo.

Public Relations Challenge

DIY consumers rely on influential home improvement media including home, handyman and shelter magazines, for information. But the consumer media responds lukewarmly to technical innovations and enhanced product formulations. To get press, Krylon needed to communicate product benefits in a fun way and entice time-starved editors to *feel* the EZ Touch 360° difference, knowing from research that to try it is to love it!

Desk-side briefings were not an option due to the need to get editors hands-on. A short turnaround time was another challenge since the decision to launch was made in August and publicity was desired beginning in January. Sample product for props creation was not available until October, and then only in a limited color selection.

Public Relations Tactics

- Media launch party in New York and Des Moines (November/December)
 - Krylon color-named martinis served in NYC venue
 - Color trends presentation
 - Hands-on spray painting, take-home project, sample give away, Spin 'n Win game
- Media sample dimensional direct mailer (January)
- MAT Release (February)
- Satellite Media Tour (TV and radio) with Tom Kraeutler of The Money Pit (April)
- Search engine optimized PR Newswire MultiVu press release (April)
- Feature in Krylon Currents media e-newsletter (April)
- Ongoing media relations, product samples, photography



Results – Media Event

Approximately 31 editors attended resulting in a January 2008 cover of *Spray Technology & of Marketing Magazine*, including a full page dedicated to the tip, a significant hit in the Hot Products section of the January 2008 issue of *Popular Science* magazine, and a hit in the Neat Products portion of the home section of the *Chicago Tribune*.

- According to client Mark Ksiezyk, Krylon Products Group, “The event was a goldmine in terms of helping us to get our message out and representing our brand to key media. The resulting articles were immediately sent to our sales force. Our sales manager reported that the reprints were ‘awesome’ in their usefulness in reinforcing our message to hardware, mass retail and home center buyers, particularly those with concerns about a soft conversion involving a longstanding product.” At the client’s request, sales figures cannot be provided at this time.
- Spray paint has been provided for potential articles in *Quick & Simple, Country Living, Ladies Home Journal, Good Housekeeping, Adorn, Better Homes & Gardens* and various *BH&G SIPs, Midwest Living, Creative Living, Wood Magazine* and more. By year-end, impressions were in the tens of millions and ROI was less than 1 cent per impression.