

CASE HISTORY

Get a Grip with UGlu™ Strips! Getting Consumers Stuck on a New Way to Glue



Situation

MACtac®, a leading manufacturer of pressure sensitive adhesive (self-adhesive) products worldwide, was entering the competitive consumer DIY market for glues, tapes and adhesives with an all-new product, UGlu™. Designed to overcome common user frustrations with glues, tapes and adhesive foams that fail, smell, ooze, and don't work on rough surfaces, UGlu combines permanent, industrial-strength bonding power with the convenience and instant grip of tape for use on even the hardest-to-bond materials, such as plastics, carpet, metal, ceramic, cement, brick and more.

With an extremely limited budget and no brand identity or awareness, UGlu needed to get consumers and do-it-yourselfers of all kinds talking about the usefulness of a product they'd never seen before and didn't know how to use, going head-to-head with already popular brands such as Gorilla Glue and You-Hoo Glue.

Target Audience

Almost everyone finds UGlu useful, but initial efforts focused on DIYers, both men and women, who are looking for time-saving tips and are likely to talk about them with others.

Public Relations Challenge

With no budget for advertising and a very small PR budget, UGlu needed to stretch its marketing communications dollar to create consumer buzz about a product that needs to be seen to be believed.

Public Relations Tactics

- Participated in Spring Product Media Event in NYC (October)
 - More cost-effective than deskside briefings
 - Mosaic and fish tank tabletop display
 - Press kit, product demo and sample giveaways
- Media dimensional direct mailer
- Contests and sampling program



Spring Product Media Event

Met with 16 publications in a single day, including *Cookie*, *Cosmo Girl*, *Domino*, *Dwell*, *Everyday with Rachel Ray*, *Family Circle*, *First for Women*, *Grandparents Magazine*, *Good Housekeeping*, *Home Magazine*, *Home Improver*, *Ladies Home Journal*, *Parents*, *Real Simple*, *Redbook*, *Woman's Day*, and *Woman's World*. Held deskside briefings with *The Martha Stewart Show* and *Popular Mechanics*.

Public Relations Results

We have garnered hits so far in *Woman's World*, *Quick n' Simple*, *Real Simple*, and *Decorator's Digest*, reaching a combined circulation of nearly 4 million for nearly 12 million impressions and an Equivalent Advertising Value (AVE) of \$322,000.

- Also arranged for the following:
 - Quick n' Simple magazine contest
 - Celebrity Baby Blog contest
 - Handy Magazine Product Sampling Program
- According to Justin Kalvitz, "The PR efforts have helped us tremendously in driving the legitimacy of our product. As a result of stories that have run, we have received roughly 150 direct responses from people further inquiring about UGU. The credibility value of this being written from the magazine's point of view has added to the positioning in the market and has helped us establish the product even with retail buyers. Internally, it has helped us create a huge buzz and a high level of excitement."