National Gypsum, one of the nation’s leading building products manufacturers, teamed up with AC&M Group to raise awareness of their PURPLE® line of drywall. The objective of the campaign was to create unique, engaging and authentic content to support the National Gypsum PURPLE® line of drywall products and drive Hispanic customers to EligePurple.com. The team created a series of lively videos to give personality to the key features of the PURPLE® line.

**Research:**

U.S. Hispanics over-index in the consumption of Internet video and social video and in social media usage as a whole, and Facebook remains the number one platform. Hispanics watch mobile video for an average of more than six hours per month. Instagram stands out with Latinos compared to the general population (*PEW Research Center, February 2015, The Digital Consumer Report, Nielsen,*

*February 2014*). (YouTube not included in research).

YouTube and Instagram are much more important sources for news and information for Hispanics versus general population (*American Press Institute and the Associated Press - How Millennials Get News: Inside the habits of America’s first digital generation, March 2015*). (Facebook not included in research).

They are more likelyto get information from on-demand and social videos than from TV and are more likely to consume social videos in three categories: Entertainment, Music and Sports *(Think with Google - New Research Shows How to Connect With U.S. Hispanics Online, June 2015*, *Facebook IQ - Cultural Connection: The Value of Video, November 2015*).

Video is not only the most engaging and memorable way to engage with online audiences, but also the one preferred by the top platforms (Facebook, Twitter, Instagram, YouTube, Snapchat, etc.) after recent algorithm changes

* Currently, 61% of drywall workers are Hispanic
* The Hispanic contractor is on a journey of success from worker, to crew leader to business owner
* Hispanic contractors are very interested in connecting with family/friends, watching sports, and having the latest technology
* Social Mediahas become the new form of “word of mouth” and it is currently one of the most important initial steps into the Hispanic marketplace.
	+ 72% of Hispanics use social media in a typical week
	+ 38% of Hispanics say, “I talk about things I see on social sharing/networking websites in face-to-face conversations.”
	+ 27% of Hispanic say, “Social sharing/networking websites are a way for me to tell people about companies and products that I like.”

**Planning & Execution:**

The “Elige Purple” digital toolkit was launched last year to raise awareness and educate Hispanic contractors about National Gypsum’s PURPLE® line of drywall. The digital toolkit consisted of an informative landing page with information about the benefits of the products. It also featured an animated “Luchador” character and was accompanied by a Purple Luchador mask giveaway. The landing page was promoted via targeted social media.

The strategy was to create a new / refreshed campaign for EligePurple.com and accompanying social media assets for paid social and Construye y Mejora Facebook page. After the launch of the toolkit, the “Elige Purple” campaign evolved to include the “Elements” campaign.

The main goal of the campaign was to arm Hispanic contractors with the right ‘tools’ or information about National Gypsum PURPLE® products and their benefits so they will recommend it to their clients. The objectives were to develop a new campaign / new tactics to support the National Gypsum PURPLE® line of drywall products.

The ELEMENTS campaign videos were released as promoted ads through Facebook and on the EligePurple.com website. The campaign ran initially from May 18th, 2018 – June 30th, 2018 and will resume in September of 2018.

Like confidential interviews found on TV shows, we personified and brought to life the main dangers National Gypsum protects us from: Fire, Water (Mold and Moisture), Sound and Impact. Characters like Mr. Fire, confessed their deepest frustrations and tell all about the moments when PURPLE® stopped them from doing what was natural to them, destroying your home.

Hispanic consumers are not a monolithic group — they are culturally diverse and have unique language patterns and dialects. The ELEMENTS campaign celebrates and highlights these differences in a playful and authentic way in order to break through the clutter and breathe life and vibrancy in a product that is typically viewed as somewhat boring and one-dimensional. The fiery personality of the **“Fire Element”** hails from Spain and waxes poetic about making paellas on the beach. The **“Sound Element”** rumbles with a rhythm and energy reminiscent of Latino-Caribbeans, while the **“Moisture and Mold Element”** is a feisty artist representing Colombia. Finally, the **“Impact Element”** proudly celebrates the strong and bold culture of Mexico.

The primary target audience was Spanish-dominant Hispanic contractors who will recommend PURPLE® to their customers. A secondary target audience was identified as Spanish-dominant DIYers / Homeowners.

The overall budget for the ASK for PURPLE® campaign was set at $30,000 – a $21,000 budget for production, video creation and editing, and a $9,000 budget for Facebook paid social media.

**Evaluation / Results:**

To date, the campaign is very successful in driving people to the site and engaging them while there.

**Facebook:**

**Overall Metrics**

Investment Impressions CPM Reach CPR Link Clicks CPC

$9,000.00 1,052,517 $8.55 311,737 $28.87 21,390 $0.42

**Video Metrics**

Video Views CPV Video Watches (100%) CPCV (100%) Video Watches (75%)

60,150 $0.15 5,567 $1.61 10,016

(Video Watches 50%) Video Watches (25%)

14,149 23,118

**Engagement Metrics**

Engagements CPE Reactions Comments Shares

82,163 $0.11 508 3 112