

WINNER



BENJAMIN MOORE – “3500 COLORS”

BACKGROUND AND CONTEXT

Benjamin Moore, a premium paint manufacturer whose products are sold exclusively at local, independently owned retailers, faced a vibrant challenge — as businesses reopened and people ventured beyond their homes, home improvement became less of a priority. This was coupled with economic headwinds, so it was more important than ever for the brand to support its local retailers. Building on the success of its 2021 campaign, Benjamin Moore launched “3500 Colors,” a campaign reaching consumers in seven priority regions across the U.S. that encouraged them to “shop local.”

CAMPAIGN OBJECTIVES

The “3500 Colors” campaign aimed to spark consumer awareness and consideration for Benjamin Moore paint within priority regions across the U.S.

CREATIVE STRATEGY

Benjamin Moore brilliantly enlisted the support of its loyal fans and over 1,000 participating retailers, which each invested in the creation of personalized ads.

The brand then expertly developed creatives showcasing paint colors inspired by each of the seven regions’ stunning color palettes. For instance, viewers in the south would be treated to ads featuring vibrant colors and locally relevant imagery, such as Riding Boots, a deep brown that would evoke familiarity and hardiness. Viewers in the Tri-State area would enjoy ads highlighting the Evening Skyline, conjuring nostalgic memories of peaceful nights. At the end of each video, unique end cards for over 1,000 local retailers were featured, encouraging viewers to visit their local Benjamin Moore retailer and see the colors in person.

WHY DID THIS CAMPAIGN WIN?

This small but mighty contender took home the award for The Underdog and is a perfect example of how smaller brands can attain extraordinary results on YouTube. Benjamin Moore used its position in the market as a spark for a simple yet brilliant strategy and demonstrated surgical precision in reaching its audience with locally relevant creative. Visually stunning, emotionally engaging, and hyper-personalized creatives on YouTube helped the brand punch above its weight to deliver a significantly impactful campaign for over 1,000 retail locations.

FROM THE JUDGES

“Very intentional and surgical in their approach.”

– Liv Lewis, Executive Vice President, EGAMI Group

“Ability to tag and support local retailers was enabled with YouTube.”

– Amanda Richman, CEO

WHAT ROLE DID YOUTUBE PLAY?

The brand leveraged stunning 30s skippable in-stream ads and set video completion as a key performance indicator. By optimizing towards video completes, Benjamin Moore maximized the likelihood of viewers seeing the retailer end tag.

Additionally, Benjamin Moore embraced the power of granular geo-targeting on YouTube to provide viewers with a customized experience. The brand masterfully reached a small radius around each store’s zip code in densely populated areas, while expanding reach in sparsely populated areas. Benjamin Moore also optimized towards top-performing custom intent audiences with top-performing keywords to help reach niche audiences.



YouTube Works
AWARDS

OVERALL EFFECTIVENESS

The colorful strategy helped Benjamin Moore achieve exceptional results and surpass its goals:

55%

video completion rate (22% above target)

55.4M+

impressions (158%
above target)

30.4M+

views (215%
above target)