

# ***SuperSliders®***

CAMPAIGN PROPOSALS - January 10, 2021

Presented by

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# SUPER SLIDERS CAMPAIGN PROPOSALS

## EXECUTIVE SUMMARY

It is a pleasure to provide the following presentation to Waxman. In response to the project ask, this presentation includes 4 separate conceptual approaches to addressing the needs of the campaign and introduction of the new partnership with Gorilla Glue. The presentation is extensive, but by no means exhaustive. Concepts are at various stages of development. Concepts #1/#2 are the most extensively illustrated and include several examples of digital and bricks & mortar executions. Concepts #3/#4 provide basic ideation including examples of social media posts. Each can be further developed with all creative vehicles as requested.

Please note: illustrations and images used within this presentation should be considered FPO (for placement only) and should not be construed as owned artwork. Characters depicted in concepts #1 and #2 would require illustration and/or photo shoots to properly execute as shown.

A table of contents is included below designating the page numbers for each concept statement. Execution examples for each concept follow the concept statement pages.

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# ***SuperSliders®***



# SUPER SLIDERS CAMPAIGN PROPOSALS

## THE ASK

Launch brand refresh & Gorilla Glue product line extension.

Develop a core “evergreen” concept bringing brand and product to life in the market.

Must be easily applied to future product lines.

Must be adaptable to a variety of bricks & mortar + digital executions.

Working from evergreen concept apply to a launch campaign concept to introduce Gorilla Glue partnership to consumer with pathway to sunset into eventual evergreen execution.

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# CONCEPT #1: THE SUPER SLIDERS UNIVERSE

INTRODUCING: THE SUPER SLIDERS

# *SuperSliders*®

MOVE, GRIP, PROTECT!

“SHIELD”



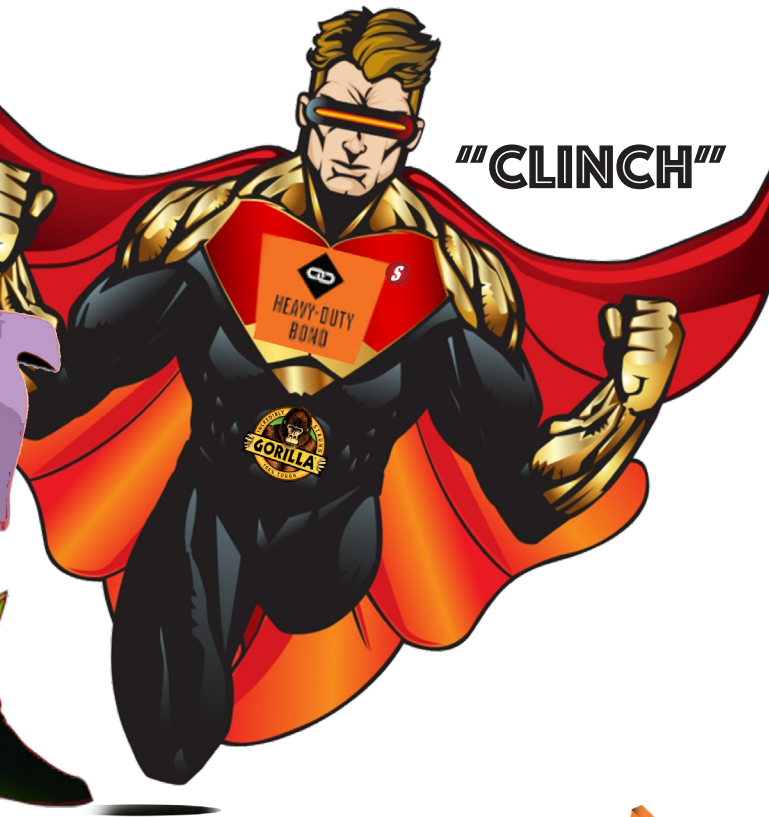
“TANK”



“AL FRESCO”

“SLIDES”

“CLINCH”





# CONCEPT #1: THE SUPER SLIDERS UNIVERSE

## CONCEPT STATEMENT

This band of 5 superheroes has one mission: providing the public with effortless surface protection for carefree living.

Each superhero has a particular trait associated with his/her character which corresponds to iconography from the product "decision tree".

The concept is evergreen and can be expanded with new characters as needed to coincide with new product launches.

A loose storyline helps explain the purpose and function of the products in each character's respective category.

Because the categories can cross over with one another, this is written into the plot. For example, SHIELD and TANK are paired up as buddies to correspond to their shared purpose of protecting every surface in the home.

The characters will appear in all forms of advertising representing their respective categories.

The "plot" begins with the introduction of CLINCH who is the newcomer to the group.

Heavy emphasis at campaign kickoff will be on CLINCH who represents the new subcategory of high-traffic

products needing extra grip.

A "soap opera" subplot will ensue that has CLINCH and AL FRESCO vying for the attention of SLIDES. Meanwhile, it is revealed that TANK is SLIDES' big brother and is overly protective of her. These subplots could play out in social media executions as a fun extension of the brand.

Nevertheless, each character is committed to their priority of ensuring surface protection for the public!

# ***SuperSliders®***

**MOVE, GRIP, PROTECT!**

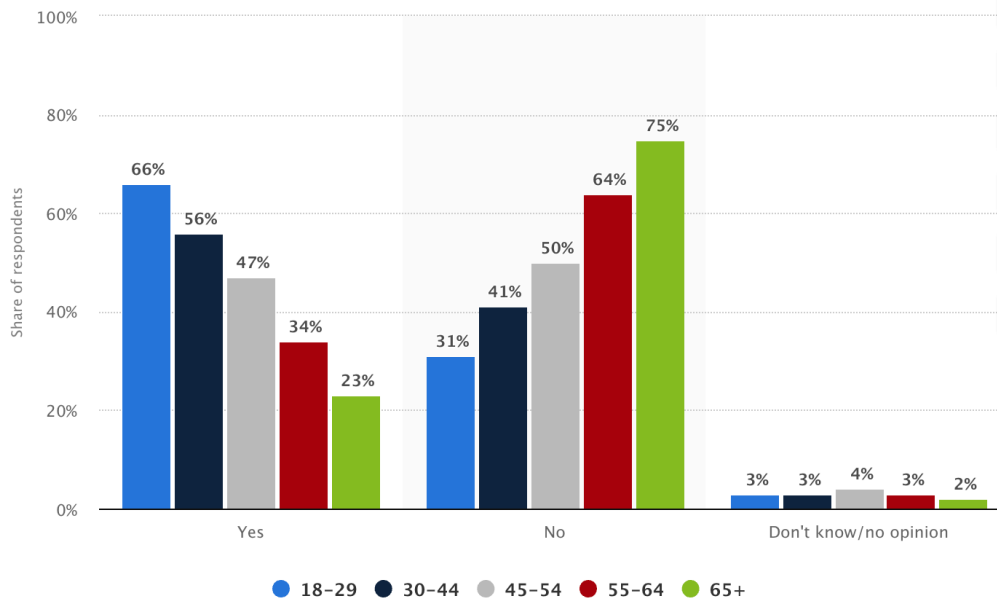


# CONCEPT #1: THE SUPER SLIDERS UNIVERSE

## WHY SUPERHEROES?



Share of adults who have watched a superhero film in a movie theater within one year in the United States as of February 2019, by age group:



SOURCE: Statista.com 01/08/21  
<https://www.statista.com/statistics/979282/superhero-film-viewers-in-movie-theaters-us-by-age/>

## WHY SUPERHEROES?

A Significant population of millennials and GenXers indicate they have watched a superhero film as of early 2019.

The memorable characters bring the products and iconography to life while still being relevant and respectful to the brand.

Adds a touch of whimsy and humor to an "unsexy" product. Allows the product to not take itself too seriously.

Plays off the "SUPER" part of the brand name and creates product personification.

Reinforces clarity of product selection via color coded "decision tree".

# CONCEPT #1: THE SUPER SLIDERS UNIVERSE

## CHARACTER COLOR PALETTE

# *SuperSliders*®

MOVE, GRIP, PROTECT!



## SECONDARY COLOR PALETTE

PMS 7404 CP  
RGB 244 219 78  
HTML #f4db49  
CMYK 01 03 80 0

PMS 292 CP  
RGB 119 181 221  
HTML #77b5dd  
CMYK 55 13 0 0

PMS Pantone Violet 0631  
RGB 191 155 222  
HTML #bf9bde  
CMYK 25 41 0 0

PMS 325 CP  
RGB 120 196 188  
HTML #78c4bc  
CMYK 54 0 20 0

## CHARACTER COLOR PALETTE

Character colors will match those of the brand's secondary color palette and correspond with their respective features & benefits as with the iconography of the product selection "decision tree."

Secondary colors should be limited to use on characters and iconography.



# CONCEPT #1: THE SUPER SLIDERS UNIVERSE

## NEW TAG LINE



***SuperSliders***<sup>®</sup>  
**MOVE, GRIP, PROTECT!**

### NEW TAG LINE

Designed to evoke the senses relative to how Super Sliders products help customers care for their home furnishings as well as play off the superheros theme.

### PLACEMENT

Should appear under logo when space allows and maintain appropriate spacing as outlined in brand guide.

Justify right to edge of second "S" in Sliders.

### OTHER PLACEMENT

May be used separately from logo when appropriate as for example: in social posts.

### FONT

Phosphate Inline  
Selected to suggest a blockbuster film feel.

{ **MOVE, GRIP, PROTECT!** }

# CONCEPT #1: THE SUPER SLIDERS UNIVERSE

INTRODUCING: **“SHIELD”**

## ***SuperSliders®***

**MOVE, GRIP, PROTECT!**



SHIELD doesn't mess around. He's in control of surface protection. With a variety of tools in his arsenal including **caster cups**, **furniture pads** and his secret weapon **gravity casters**, SHIELD will help you **save surfaces** protecting your floors and furniture.

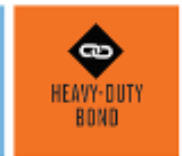
He takes his work so seriously, sometimes the others wonder if he's actually a robot! Although TANK picks on him the most, the two are inseparable in their efforts of protection for every surface in your home.

# CONCEPT #1: THE SUPER SLIDERS UNIVERSE

INTRODUCING: "TANK"

# *SuperSliders*®

MOVE, GRIP, PROTECT!



A little more easy-going than his buddy SHIELD but no less serious about protecting your valuables, TANK makes sure your furniture and keepsakes **stay in place**. He wields a variety of tools like **slip-on furniture tips/glides**, **door stops** (his favorite weapon) and **self-stick non-slip furniture gripper pads**.

Big brother to SLIDES, he's overprotective and makes sure the others show her the respect she deserves as their leader.



# CONCEPT #1: THE SUPER SLIDERS UNIVERSE

INTRODUCING: "SLIDES"

## *SuperSliders*®

MOVE, GRIP, PROTECT!



SLIDES is the leader of the SUPER SLIDERS. She is calm, cool and collected. She makes heavy furniture **slide effortlessly** across rooms as though it's levitating. No one is quite sure how she got her powers, but they definitely take her very seriously. She has so many tools in her arsenal, she's always ready to move mountains...er....furniture.

Her favorite weapon against difficult furniture is her **nail-on furniture glides**. Chair and table legs "get attached" to them very quickly...so to speak. Make no mistake about SLIDES. She's fully in control of this band of superheroes (even her smothering older brother TANK). She's sassy and knows how to command any slippery situation! When you have furniture to be moved, rely on her superpower!



# CONCEPT #1: THE SUPER SLIDERS UNIVERSE

INTRODUCING: "AL FRESCO"



## *SuperSliders*®

MOVE, GRIP, PROTECT!



AL FRESCO is an imposingly tall figure (towering over the others like a tree). He's rumored to have gotten his name because he loves the outdoors. He's obsessed with finding new ways to make outdoor living better every day. He specializes in prevention of damage to **outdoor surfaces** like decks and patios with his arsenal of **self-stick sliders** and **furniture slides**.

Rumored to have a crush on SLIDES, he won't admit he likes her, but imitation is the sincerest form of flattery. He created the outdoor version of SLIDES' indoor furniture movers.

He might be apprehensive to admit his affection for SLIDES. He knows her older brother TANK watches her like a hawk, and is a force to be reckoned with himself!

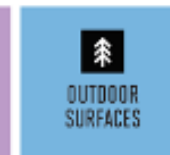
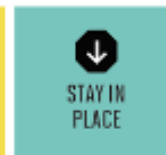
# CONCEPT #1: THE SUPER SLIDERS UNIVERSE

INTRODUCING: "CLINCH"



## *SuperSliders*®

MOVE, GRIP, PROTECT!



The SUPER SLIDERS used to be a band of 4, but something was missing. Their enemy #1 was always the reliability of **self-stick furniture pads** in high-traffic areas. They needed a super-human **heavy duty bond** to solve this. The power of a gorilla so to speak.

Enter CLINCH. He's the superhero that has harnessed the power of Gorilla Glue® to tightly bond **non-skid gripper pads** to furniture legs so they don't fall off. He's so connected to the gorilla, he actually wears a Gorilla Glue belt buckle!

But does CLINCH'S arrival mean AL FRESCO has competition for SLIDES' affection? Is she enamored with his incredible new grip on the SUPER SLIDERS? This newcomer's power is mighty.



# CONCEPT #1: THE SUPER SLIDERS UNIVERSE

## AWARENESS E-MAIL NEWSLETTER

The first e-mail newsletter will introduce the superheroes characters including CLINCH and the new partnership with Gorilla Glue. This will kick off the evergreen campaign.

Character profiles will be more weighted toward product features & benefits and slightly less toward storyline.

Suggest sending additional awareness e-mails that fully focus on CLINCH and the Gorilla Glue partnership.

Subsequent newsletters will continue to capitalize on the superhero characters in storytelling the relevant subject matter of the e-mail. Each character will take turns introducing a product or talking about products relevant to their respective categories.

**TO:** Jenny Smith

**FROM:** Super Sliders

**RE:** The Super Sliders Universe

**PREHEADER:**

Meet the Super Sliders Superheroes!

Meet the Super Sliders! This band of superheroes is ready to tackle all of your surface protection and convenience needs. Each has super powers to make home surface maintenance more convenient, secure and safe.

[Learn More](#)

# ***SuperSliders®***

## MOVE, GRIP, PROTECT!



INTRODUCING: "SHIELD"



SHIELD doesn't mess around. He's in control of protection. With a variety of protection tools in his arsenal including caster cups, furniture pads and his secret **weapon gravity casters**, SHIELD will help you **save surfaces** protecting your floors and furniture. He takes his work so seriously, sometimes the others question if he's actually a robot! Although TANK picks on him the most, the two are inseparable in their efforts of protection for every surface in your home.

INTRODUCING: "TANK"



A little more easy-going than his buddy SHIELD but no less serious about protecting your valuables, TANK makes sure your furniture **stays in place**. He watches it like a hawk with tools like **slip-on furniture tips/glides**, door stops and self-stick non-slip furniture gripper pads. And when a variety of help is needed, he pulls out his secret weapon: a 37 piece whole house move & protect combo kit!

# CONCEPT #1: THE SUPER SLIDERS UNIVERSE

## AWARENESS SOCIAL CAMPAIGN INSTAGRAM CAROUSEL



NOTE: Proposal here breaks rules regarding use of graphics overlapping logo. Reasoning will be explained at presentation.

Super Sliders does not currently have an established customer base on social media.

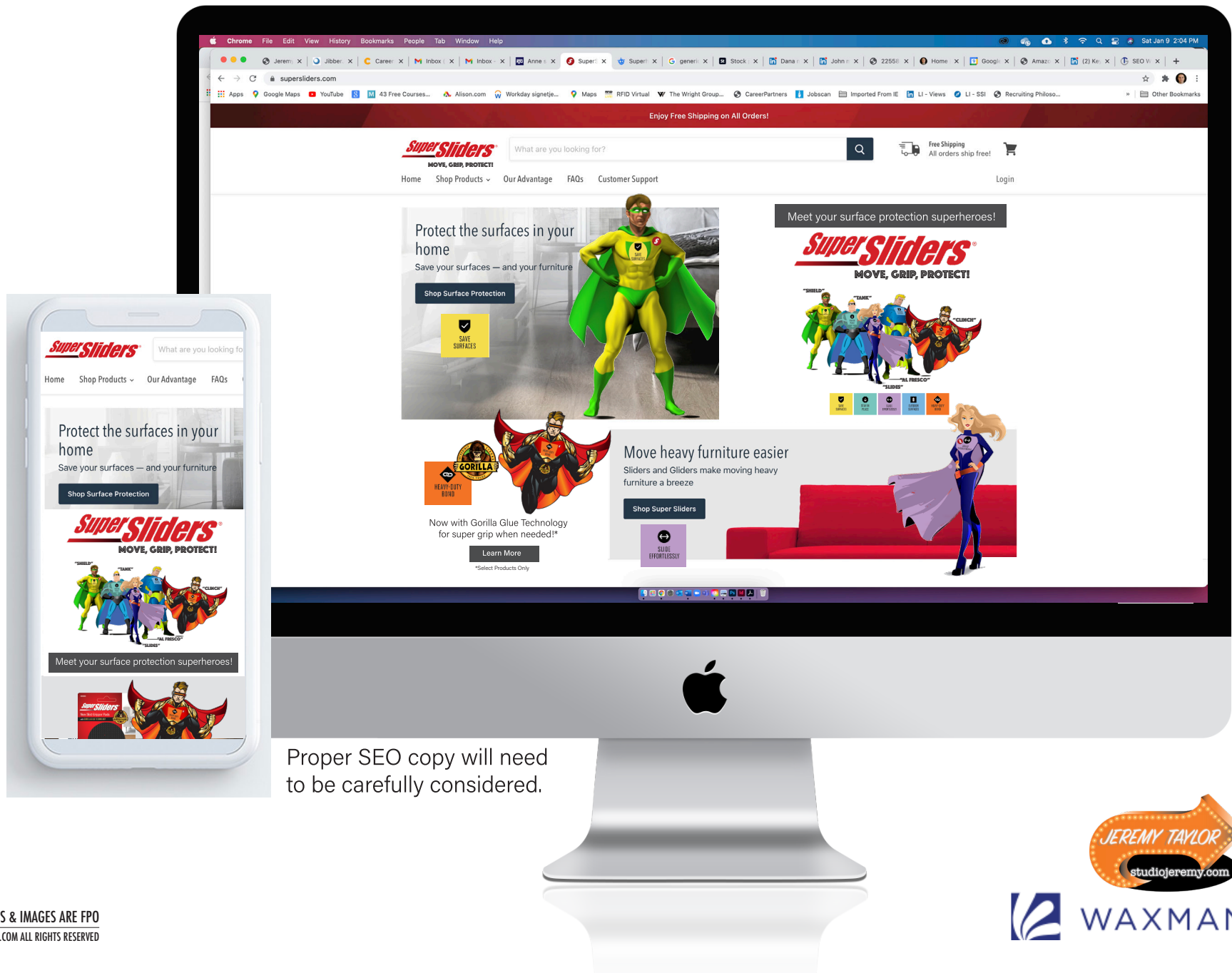
Recommend A/B testing several awareness-level campaign ads such as this carousel ad in order to introduce the brand to a wider target audience and grow the social media following.

Target customer is older millennials to younger GenXers all of whom are highly likely to be regular users of social media.

Recommend first testing social with Instagram (a very product friendly platform).

# CONCEPT #1: THE SUPER SLIDERS UNIVERSE

## SUPER SLIDERS HOME PAGE



Proper SEO copy will need to be carefully considered.



# CONCEPT #1: THE SUPER SLIDERS UNIVERSE

## RETAILER LANDING PAGE

Will be a rotating carousel cycling between Gorilla Glue, Superheroes and product messaging creative/CTAs.

Proper SEO copy will need to be carefully considered.



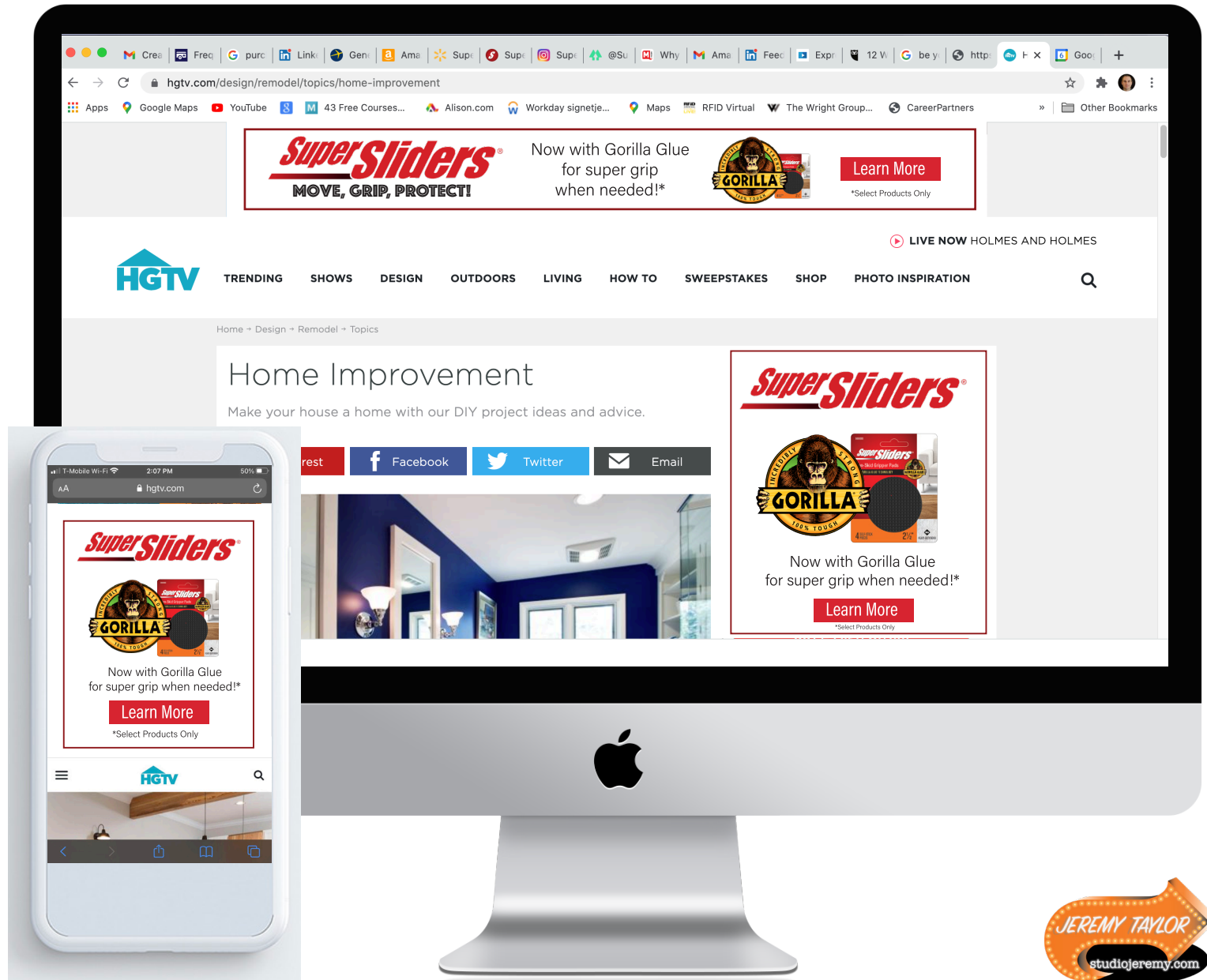
# CONCEPT #1: THE SUPER SLIDERS UNIVERSE

## AWARENESS DISPLAY ADS

Will be a rotating banner cycling between Gorilla Glue, Superheroes and product messaging creative/CTAs.

NOTE: Proposal here breaks rules regarding use of colored backgrounds for banner ads. Reasoning will be explained at presentation.

Mobile interstitial →



# CONCEPT #1: THE SUPER SLIDERS UNIVERSE

## Online Video (OLV)

Open on a black screen.

Movie blockbuster-style music plays in the background.

Text crawl:

"There's a menace lurking in your home. It seeks to wreak havoc on surfaces and cause permanent damage to floors, furniture and more. Your home surfaces need a superhero...or 5 superheroes to be exact."

Copy Fades Away.

Flip background to white with black copy.

Text appears at top of screen:

"Meet Your Surface Protection Superheroes"

Logo expands in.

Characters & name text fly in 1 by 1 from right into their respective positions along with a brief explanation of each of their "superpowers."

Characters scale down and move toward bottom of screen except for CLINCH.

Text appears next to CLINCH:

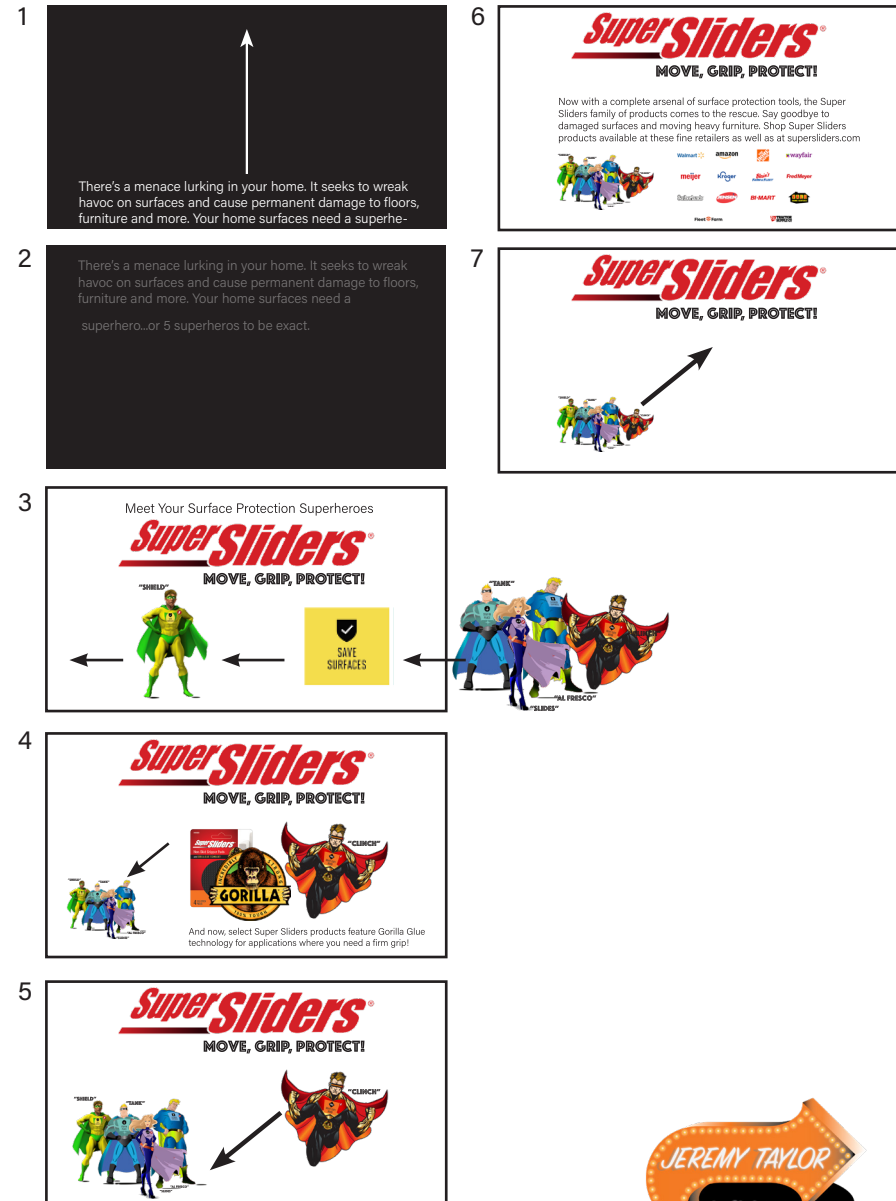
"And now, select Super Sliders products feature Gorilla Glue technology for applications where you need a super grip!" CLINCH scales down.

Text pulls up:

"Now with a complete arsenal of surface protection tools, the Super Sliders family of products comes to the rescue. Say goodbye to damaged surfaces and moving heavy furniture. Shop Super Sliders products available at these fine retailers as well as at supersliders.com."

End scene with Super Sliders logo, characters and tag line.

## SCENES



# CONCEPT #1: THE SUPER SLIDERS UNIVERSE

## IN-STORE DISPLAYS



In-Store Display Toppers foam board cut-outs of each superhero.

Cut-out characters add interest to the display and will attract attention on the retail sales floor.

In smaller store executions, cut-outs could be replaced by simple 1-piece board depicting all characters in a smaller footprint or added to divider blades attached to display.

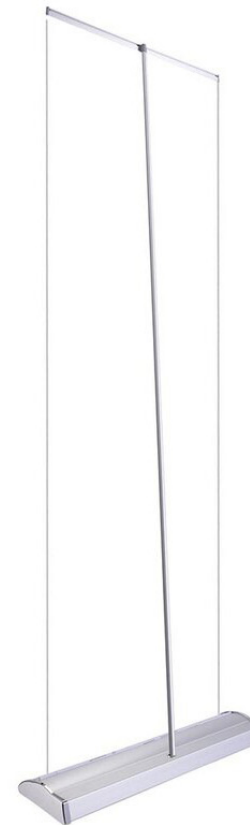


# CONCEPT #1: THE SUPER SLIDERS UNIVERSE

## IN-STORE DISPLAYS



Pop-up banner stands can be leveraged at participating retailers to introduce the Gorilla Glue partnership. Encourage retailers to display banner stands near high-traffic areas of store such as entrances or cash wraps.



# CONCEPT #1: THE SUPER SLIDERS UNIVERSE

## IN-STORE CHARACTER MEET & GREET



Live character meet & greets at high profile retail locations to kick off new campaign and introduce Gorilla Glue partnership. Characters pass out free product samples to customers.

Note: this activation may not be practical due to COVID-19 restrictions, but is included for ideation purposes perhaps for future activations.



# CONCEPT #2 YOU'RE A SUPERHERO

## CONCEPT STATEMENT

At home, you're juggling new work-life balance paradigms. You're now teachers, home office administrators and Zoom experts. You've learned to be your own superheroes at home. Being a superhero is all about protection. Superheroes are busy people. Super Sliders can help you in your superhuman work by providing effortless surface protection for carefree living. Leverage a wide assortment of surface protection products that will make your daily home routine a little less complicated. Now featuring Gorilla Glue technology on select products to give you a super firm grip when needed.

With Super Sliders, you're a superhero.

Super Sliders:  
Move, Grip, Protect

This concept takes everyday people and characterizes them as superheroes within creative executions.



# CONCEPT #2 YOU'RE A SUPERHERO

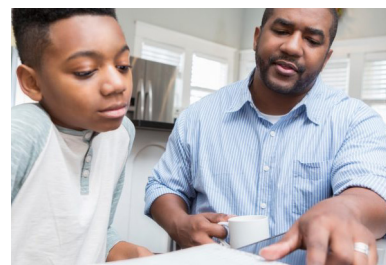
## E-MAIL NEWSLETTER

**TO:** Jenny Smith  
**FROM:** Super Sliders  
**RE:** You are a superhero!

**PREHEADER:**  
Super Sliders helps you be the superhero!

# *SuperSliders*®

At home, you're juggling new paradigms. You're now teachers, home office administrators and Zoom experts. You've earned your superhero status at home.



We can help you be a surface protection superhero too. Prevent scratches, move furniture effortlessly (or keep it in place) with Super Sliders' wide assortment of surface protection products.

[Shop Now](#)

Now featuring Gorilla Glue technology on select products for a super grip when needed!

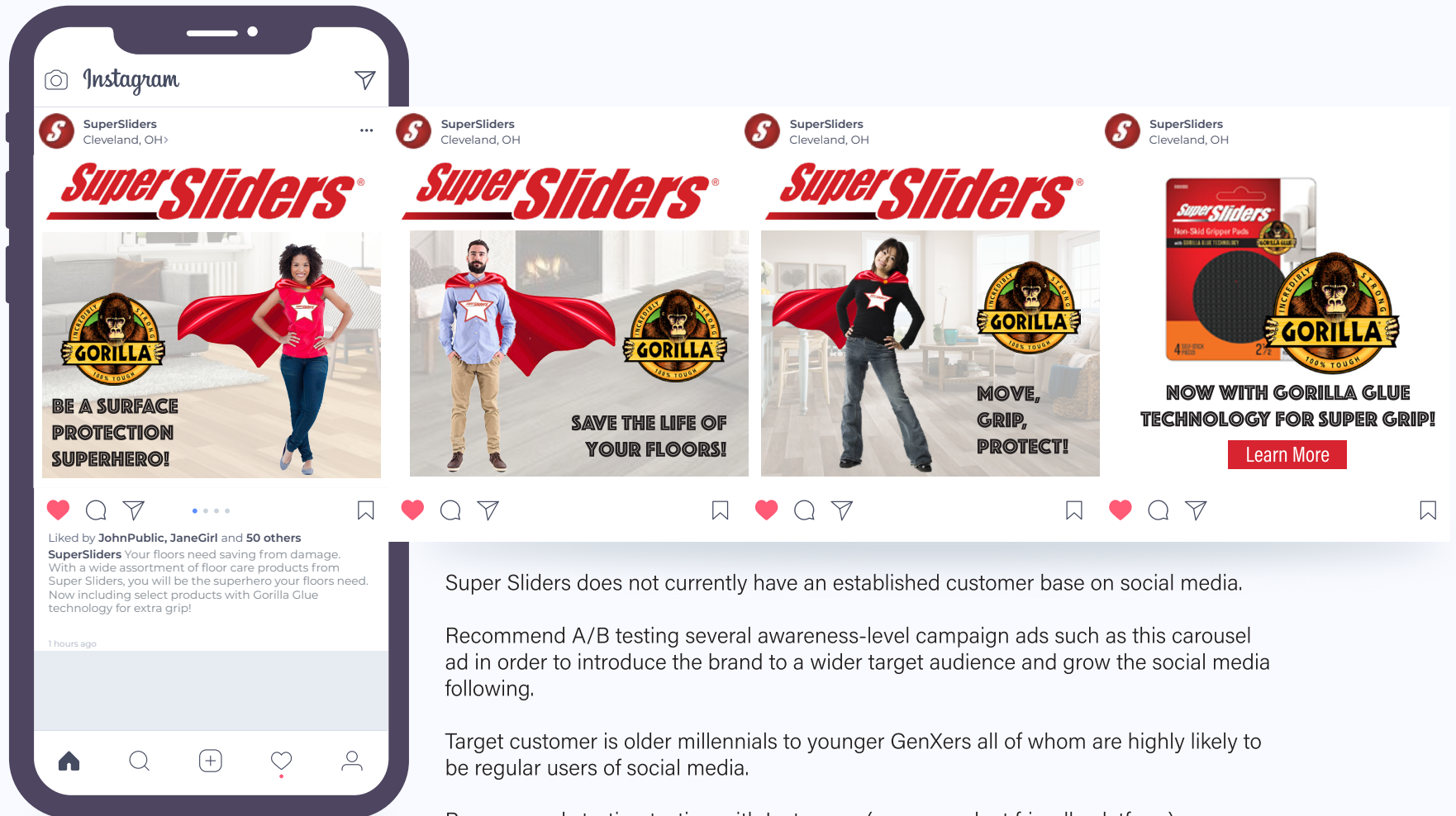


[Learn More](#)



# CONCEPT #2 YOU'RE A SUPERHERO

## Awareness Social Campaign Instagram Carousel



Super Sliders does not currently have an established customer base on social media.

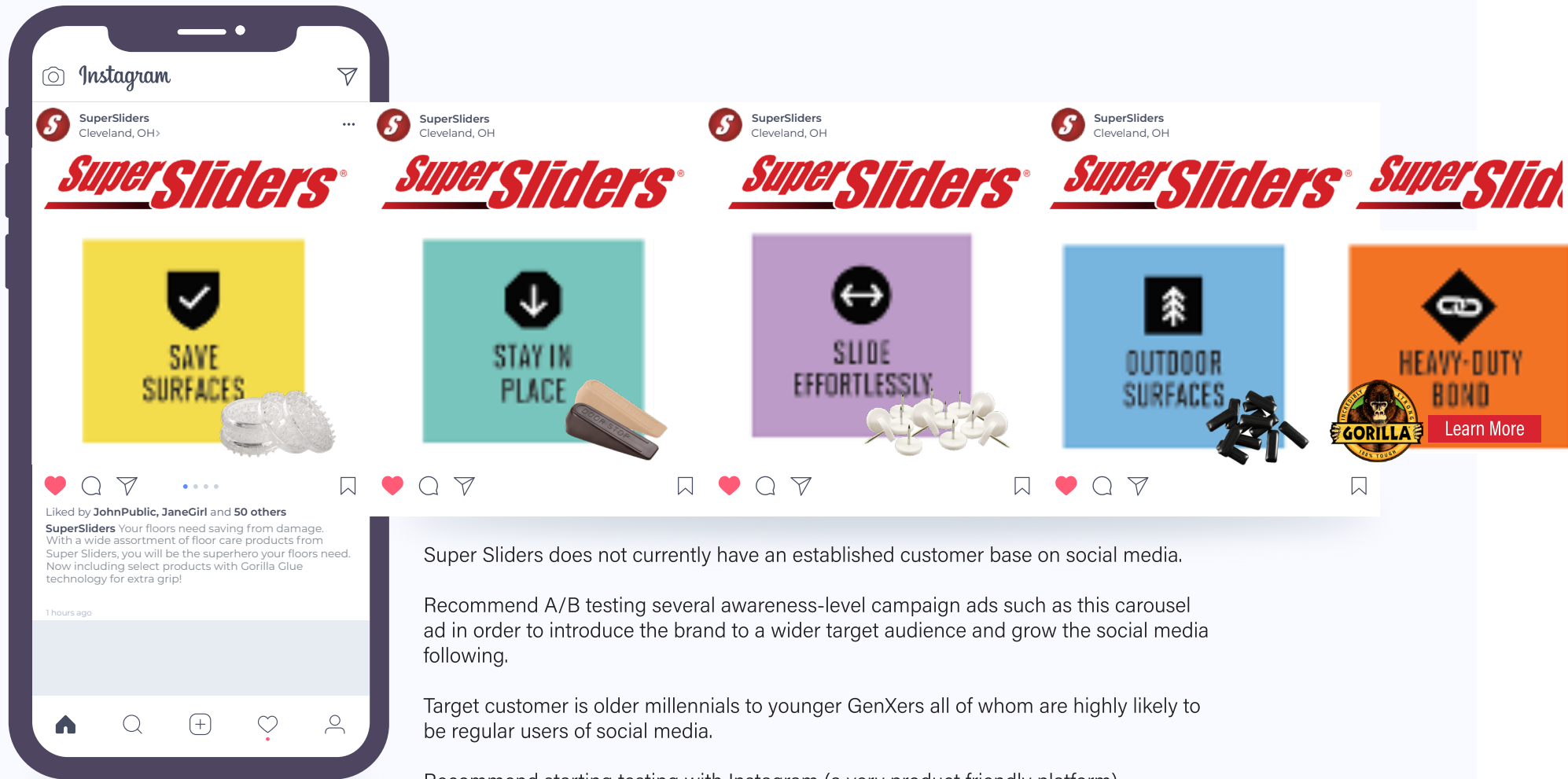
Recommend A/B testing several awareness-level campaign ads such as this carousel ad in order to introduce the brand to a wider target audience and grow the social media following.

Target customer is older millennials to younger GenXers all of whom are highly likely to be regular users of social media.

Recommend starting testing with Instagram (a very product friendly platform).

# CONCEPT #2 YOU'RE A SUPERHERO

## Awareness Social Campaign Instagram Carousel



Super Sliders does not currently have an established customer base on social media.

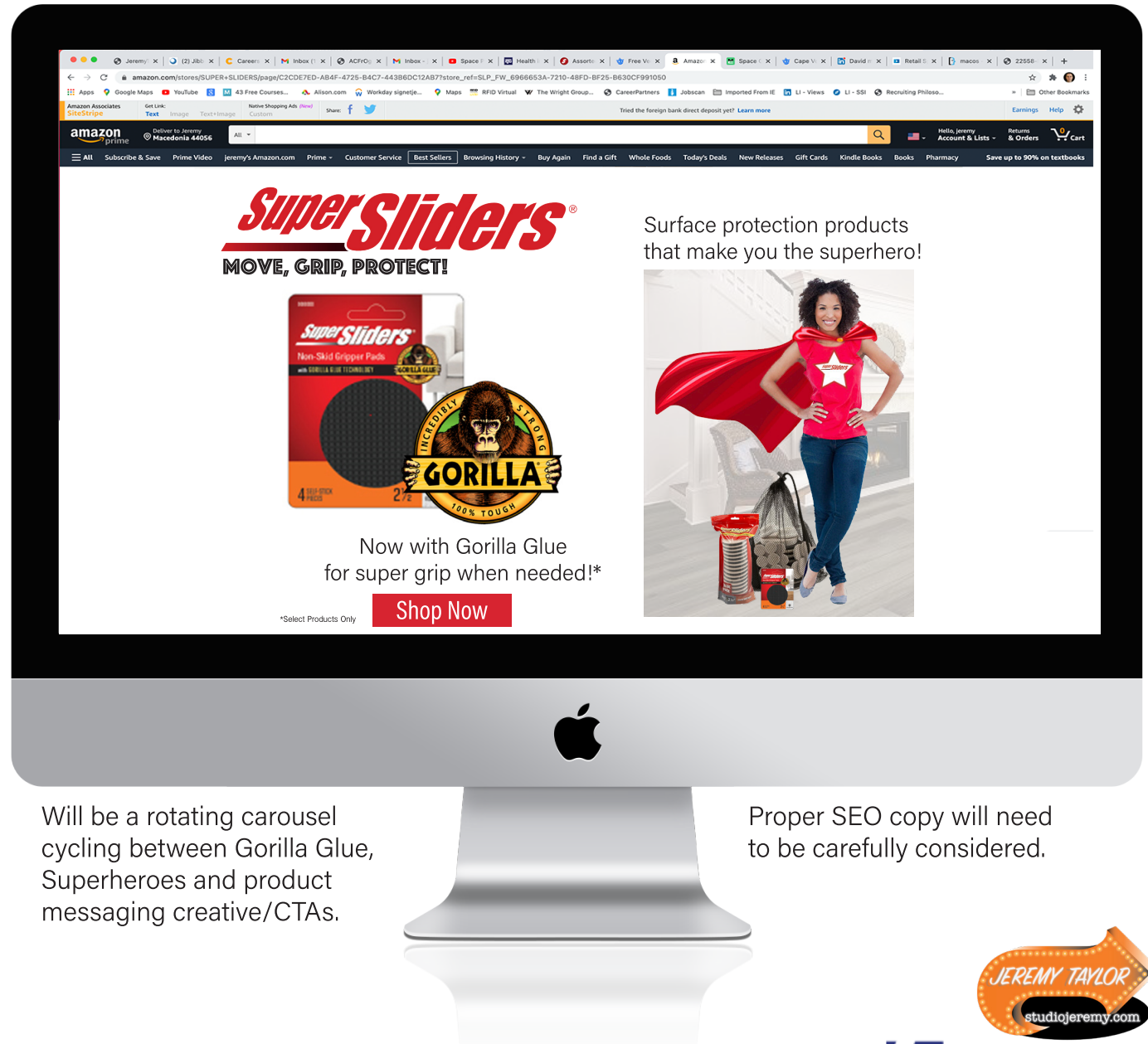
Recommend A/B testing several awareness-level campaign ads such as this carousel ad in order to introduce the brand to a wider target audience and grow the social media following.

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Recommend starting testing with Instagram (a very product friendly platform).

# CONCEPT #2 YOU'RE A SUPERHERO

## RETAILER LANDING PAGE



Will be a rotating carousel cycling between Gorilla Glue, Superheroes and product messaging creative/CTAs.

Proper SEO copy will need to be carefully considered.

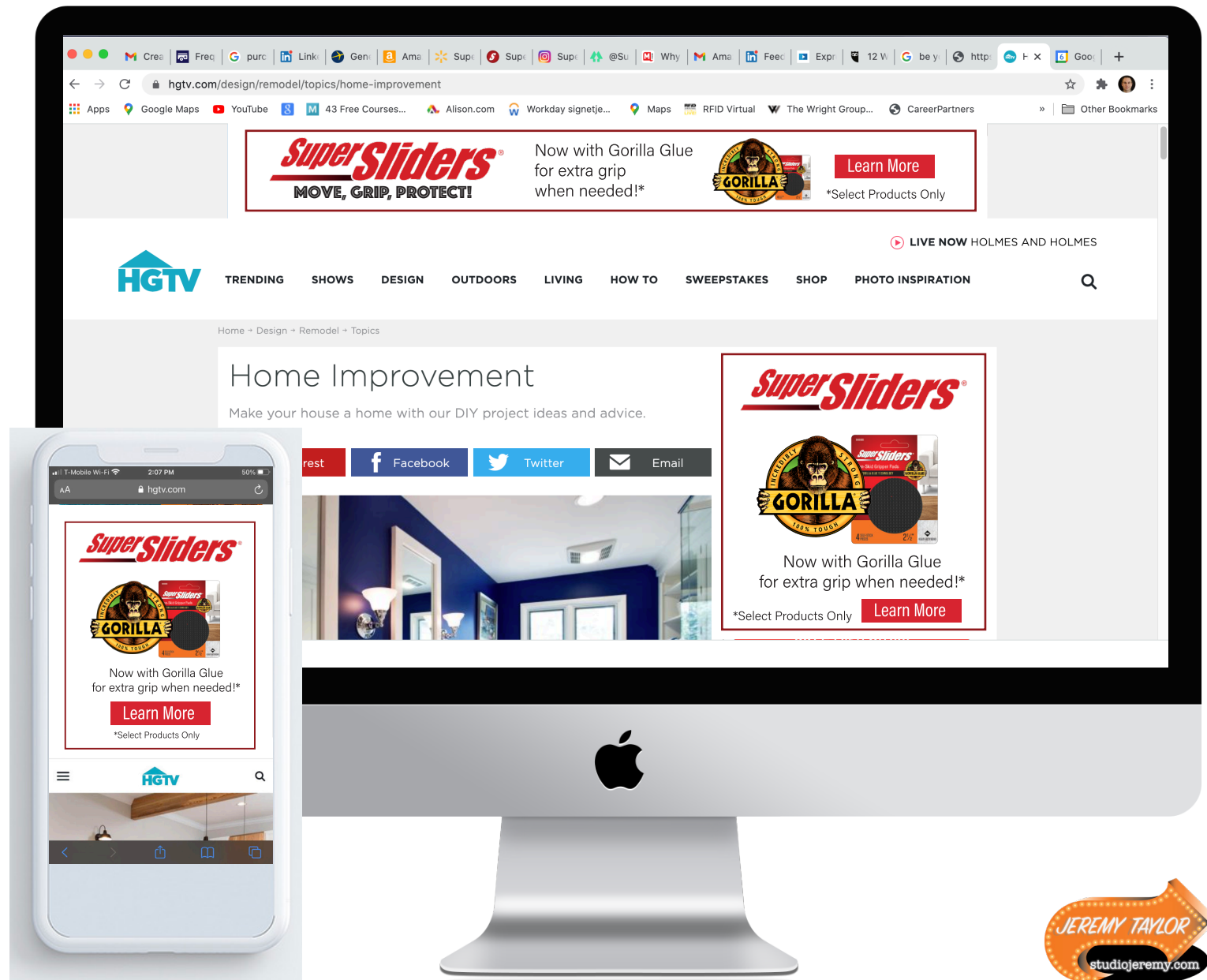
# CONCEPT #2 YOU'RE A SUPERHERO

## AWARENESS DISPLAY ADS

Will be a rotating banner cycling between Gorilla Glue, Superheroes and product messaging creative/CTAs.

NOTE: Proposal here breaks rules regarding use of colored backgrounds for banner ads. Reasoning will be explained at presentation.

Mobile interstitial →





# CONCEPT #2 YOU'RE A SUPERHERO

## Online Video (OLV)



VO: It's late. You're sitting at your makeshift desk (the dining room table) burning the midnight oil. The big project has to be ready tomorrow morning. It's going to be a late night



VO: so you get up to make a cup of coffee when you hear a noise.



VO: What was that?! Was the noise coming from inside the house?!



VO: Where is a superhero when you need one?!



VO: You look around but see or hear nothing. That is until you look down and realize where the noise came from. The pads have slipped off your chair legs again. You don't need a superhero, your floors do. They need saving from damage caused by unprotected furniture wreaking havoc on them.



VO: This is your chance, your moment. With Super Sliders, be the superhero your floors need.



VO: Avoid the noises that go bump in the night. Keep your chair pads in place with a firm grip. Use Super Sliders Chair Pads now with Gorilla Glue technology. With a wide variety of sliders, grippers and protectors, come to your floor's rescue and save the day. Super Sliders helps you be the hero with a family of surface protection products. With Super Sliders, the superhero is you!

Super Sliders:  
Move, Grip, Protect!

# CONCEPT #2 YOU'RE A SUPERHERO

## IN-STORE DISPLAYS



New In-Store Display Topper substantially scales up iconography and incorporates “you’re the superhero” concept.

Large icons add interest to the display and will attract attention on the retail sales floor.

In smaller store executions, various versions of the topper could be created (perhaps vertical, smaller in scale and/or remove superhero image).



# CONCEPT #3 LIFE LESS COMPLICATED

## CONCEPT STATEMENT

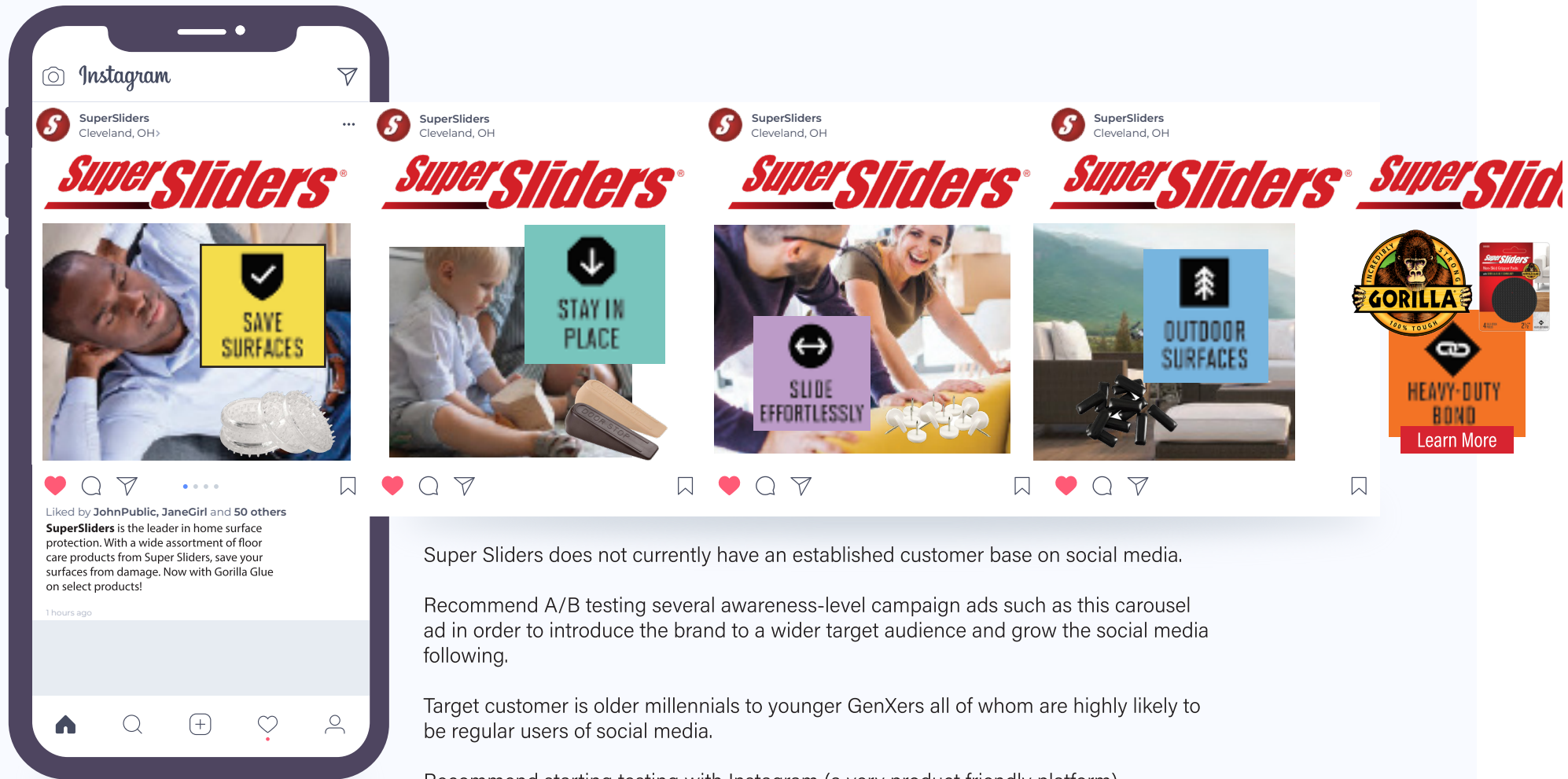
This concept plays off the idea that life is hectic. It leverages the idea that customers can rely on Super Sliders to make life a little easier. It diverges from concepts #1/#2 by eliminating the superhero angle and focuses on demonstrating what a less complicated life looks like as a result of using Super Sliders products. Concept uses existing lifestyle photography and positioning customers in enjoyable in-home scenes.

From a visual creative standpoint, this concept is the most closely aligned to the brand guide as it exists today but with a heavier focus on the customer journey “decision tree”. Creative will heavily leverage iconography paired with lifestyle images as the driver of the concept.



# CONCEPT #3 LIFE LESS COMPLICATED

## Awareness Social Campaign Instagram Carousel





# CONCEPT #4 PRACTICE SAFE SURFACE

## CONCEPT STATEMENT

Super Sliders is the leader in home surface protection, and it's on a mission to ensure everyone practices safe surface. With a variety of surface protection products, maintaining your home has never been more effortless.

This concept plays up that some products are packaged in plastic wrappers and boxes without overtly referencing condoms.

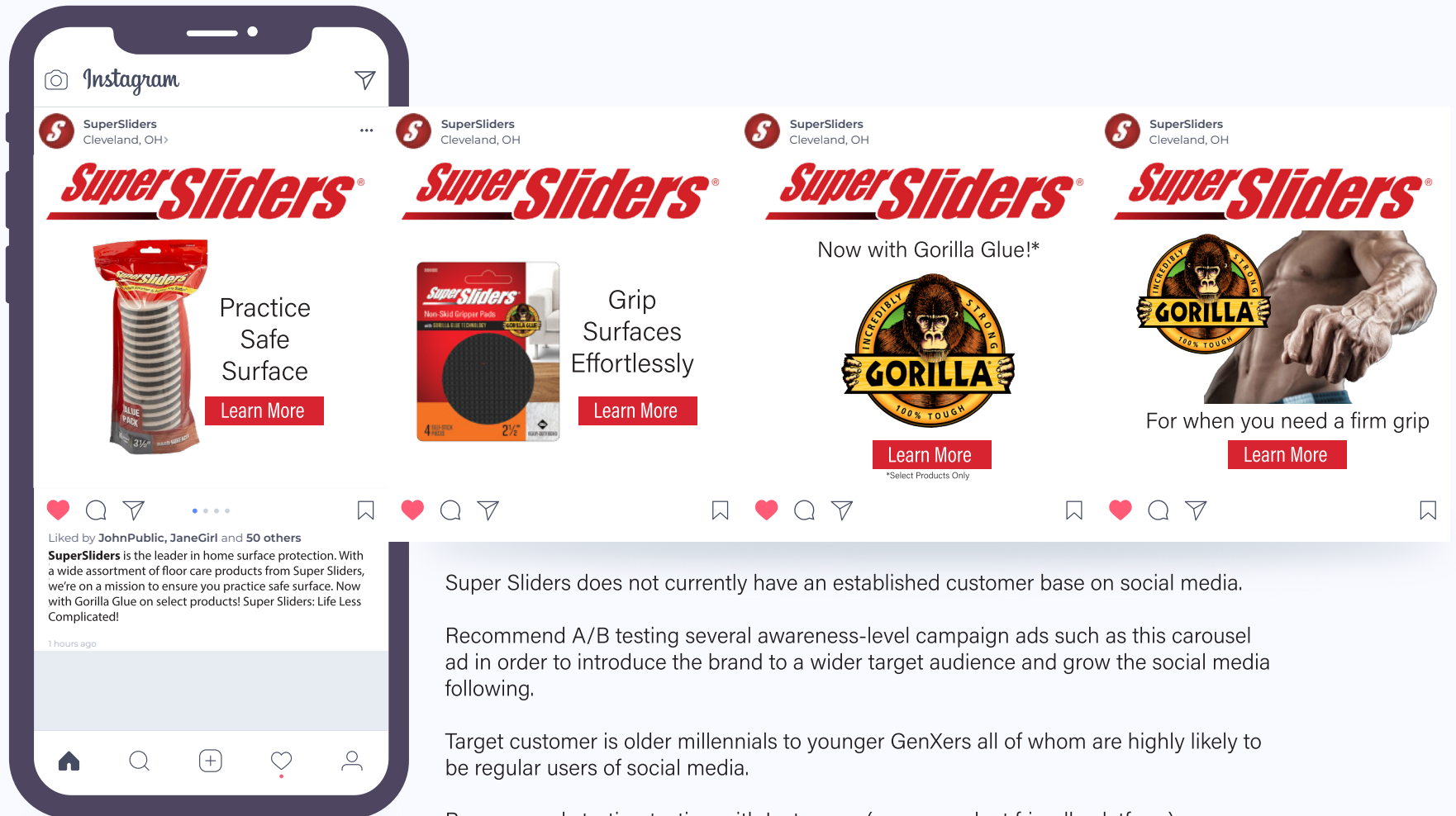
This concept requires a commitment to the sexual undertone of the concept. More risky, but the payoff could be worth the risk. It is critical to strike a balance between what the concept is vaguely referencing without being too overt that it offends the public.

To introduce the Gorilla Glue partnership, we will introduce new creative copy "Now with Gorilla Glue, for when you need a firm grip"



# CONCEPT #4: PRACTICE SAFE SURFACE

## AWARENESS SOCIAL CAMPAIGN INSTAGRAM CAROUSEL



Super Sliders does not currently have an established customer base on social media.

Recommend A/B testing several awareness-level campaign ads such as this carousel ad in order to introduce the brand to a wider target audience and grow the social media following.

Target customer is older millennials to younger GenXers all of whom are highly likely to be regular users of social media.

Recommend starting testing with Instagram (a very product friendly platform).



# THANK YOU

## YOUR CONSIDERATION IS SUPER-APPRECIATED!

It has been a pleasure to present these 4 Super Sliders concepts for consideration by the Waxman team. Hopefully they will resonate and be the inspiration to launch the new Gorilla Glue partnership as well as sunset into an evergreen campaign. Feedback, requests for revisions, requests for expanded concepts and requests for additional concepts are all welcome!

