THE HOME DEPOT (NYSE: HD)

WHAT WE KNOW?

- The Home Depot, Inc. is a home improvement specialty retailer company.
- Its services are Home Services; Contractor Services; The Home Depot Clinics and Kids Workshops.
- Company’s Goal: Through a variety of innovative merchandise and services, the company’s goal is to help consumers create the home of their dreams whether they want to do it themselves or have it done for them.
- The Home Depot is the sixth-largest employer in the US (385,000 employees)
- CEO- Craig A. Menear (2014)
- Tagline: “You can do it. We can help.”

Brands Carried In-store:
- Chem-Dry (carpet cleaning, upholstery cleaning, tile and grout services)
- Behr (paints)
- Rheem (water heaters)
- Homelite (outdoor and power tools)
- Martha Stewart Living Omnimedia (outdoor furniture, indoor organization)
- Ryobi and Ridgid (power tools)

Competitors: (37)
- Ace Hardware Corporation
- Amazon.com, Inc.
- Aubuchon Hardware
- Caterpillar, Inc.
- Do It Best Corp.

Agency Relationships (including, but not limited to): (12)
- Carat USA, Inc. | New York, NY| handles media buying & planning
- Posterscope | New York, NY| handles Out-of-Home campaigns
- 22squared | Atlanta, GA| handles advertising
- Click Here Labs | Dallas, TX| handles digital innovations and technology
- UWG | Brooklyn, NY| African-American Agency of Record; handles “Retool Your School” campaign
- Sagepath Inc. | Atlanta, GA| handles Creative Development/Strategy (Digital experience agency)
- Richards/Lerma | Dallas, TX| Hispanic Agency of Record (Marketing)
- M320 Consulting | Atlanta, GA| handles Business Development/ Project Management
- Octagon | Norwalk, CT| handles Sports Marketing
- MSI | Chicago, IL| handles Marketing
- Dragon Army | Atlanta, GA| handles mobile experiential marketing

$178.09B (2017)
Atlanta, GA
Hardware & Construction
EMA Owner: All offices
Primary Contact: Chris Steenstra
Email: csteenstra@mower.com
Phone: (315)-413-4218

http://www.redbooks.com/advertiser/HOME_DEPOT_INCORPORATED/
ONLINE PRESENCE

**News:**
- 4/19/17 – The Home Depot Sets New Energy and Emissions Reduction Goals, Named 2017 ENERGY STAR® Retail Partner of the Year
- 4/18/17 – Holly Springs planning board backs RaceTrac
- 4/17/17 – Morehouse School of Medicine Raises More Than $800K to Advance Health Equity
- 4/15/17 – A Former CEO Says it’s Time Business Leaders Did Something about Income Inequality
- 4/14/17 – Student panel queries Home Depot CEO
- 4/09/17 – Home Depot Sued Over Ad Slogan

**Social Media:**
- Twitter – @HomeDepot, 352,215 followers, 32,903 following, 20,053 tweets
- Facebook – www.facebook.com/homedepot, 2,927,958 page likes, 103,219 people talking about, 3,429,430 check ins
- Instagram – @HomeDepot, 352K followers, 390 following, 1,215 posts
- YouTube – https://www.youtube.com/user/homedepot, 139,203 subscribers, 61,532,024 views
- LinkedIn – https://www.linkedin.com/company-beta/1534/?pathWildcard=1534, 275,921 followers
- Pinterest – https://www.pinterest.com/homedepot/, 560,350 followers, 777 following

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KEY CONTACTS (153)

• Craig Menear—Chairman & CEO—craig_menear@homedepot.com
• Aaron Flowe—President—aaron_flowe@homedepot.com
• Carol B. Tome—CFO & EVP, Corporate Services—carol_tome@homedepot.com
• Matt Carey—CIO & EVP—matt_carey@homedepot.com
• Kevin Hofmann—CMO & President, Online—kevin_hofmann@homedepot.com
• Krystal Zell—Chief Customer Officer & VP—krystal_zell@homedepot.com
• Tim Crow—EVP, Human Resources—tim_crow@homedepot.com
• Dave Abbott—VP, Integrated Media & Online Marketing—dave_abbott@homedepot.com
• Lisa DeStefano-Orebaugh—VP, Marketing & Private Brand Management—lisa_destefano-orebaugh@homedepot.com
• Michael Hibbison—VP, Merchandising—michael_hibbison@homedepot.com
• Naveen Krishna—VP, Online & Mobile Technology—naveen_krishna@homedepot.com
• Stacey Tank—VP, Corporate Communications & External Affairs—stacey_tank@homedepot.com
• Prat Vemana—VP, Online—prat_vemana@homedepot.com
• Kelly Hosey—Head, Advertising, Photography & Manager, Broadcast Project—kelly_r_hosey@homedepot.com
• Joe Garcia—Head, Talent Management & Organizational Effectiveness—joe_garcia@homedepot.com
• Heather Meadows—Editor, Copy, Home Decorators Collection—heather_meadows@homedepot.com
• Mike Tomlinson—Senior Editor, Online Content—mike_tomlinson@homedepot.com
• Melanie Babcock-Brown—Sr Dir-Agile Mktg, Social Media, AdTech & Display—melanie_babcock-brown@homedepot.com
• Katrina Blauvelt—Senior Director, Associate Communications—katrina_d_blauvelt@homedepot.com
• Shawn Coombs—Senior Director, Search, Discovery & Personalization, Homedepot.com—shawn_coombs@homedepot.com
• Matt Jones—Senior Director, Digital Strategy & Mobile Applications—matt_jones@homedepot.com
• Steve Holmes—Director, Corporate Communications—stephen_holmes@homedepot.com
• Gretchen Lumsden—Director, Leadership & Enterprise Learning—gretchen_lumsden@homedepot.com
• Casey Harris Rivera—Director, Pro Customer Experience—casey_harrisrivera@homedepot.com
• Mark Dorrill—Senior Manager, Media & Integration—mark_dorrill@homedepot.com
• Jessica Higgins—Senior Manager, Digital Creative—jessica_higgins@homedepot.com
• Danielle O. Jarlock—Senior Manager, Brand Development—danielleJarlock@homedepot.com
• Diane Pete—Senior Manager, Consumer Insights—diane_pete@homedepot.com
• Robin Bell—Brand Manager, Global Brand Product Development & Private Brands—robin_bell@homedepot.com
• Margaret Watters—Manager, Brand Communications & Public Relations—margaret_watters@homedepot.com

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What We’ve Accomplished

When it comes to serving our veterans, we’re all in. Since 2011, The Home Depot Foundation and Team Depot have committed time, talents and resources to serve our veterans who have served us all.

More than 26,700 Veteran Homes Impacted

We work with 3,800 Non-Profit Partners

More than 2,200 Cities Impacted
BRAND ADVERTISING
So, if we successfully positioned The Home Depot when they first hired us back in 1993, why did we need to reposition them in 2008 going into 2009? The economy was in the beginnings of a serious downturn, and the competition was far different than it was 15 years earlier. The new executive leadership team set a course to reclaim its leadership position, and we were more than willing to play a role in that challenge.

So, we dove into research and emerged with a strategy aimed at doers—homeowners who want to take their dreams of what their home could be into their own hands. Their fateful hard-earned money, when brought to The Home Depot,

will help get the job done. With more of the right know-how, more of the right products, and more of the right price. All summed up in the theme line: "More saving. More doing. That's the power of The Home Depot!"

With significant operational changes and a renewed focus on what the brand stands for, The Home Depot has increased its market share and solidified its lead in the category by awakening the doer in all of us.

[Link](https://richards.com/work/featured-story/the-home-depot/)
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ANGLES/IDEAS

- The Home Depot is being sued for allegedly using a small business' tagline, Sunshine Ace Hardware, tagline.

New Tagline: We could step in and suggest how to reposition/rebrand the company with a new tagline.

The Home Depot Strategy: We refer to the seat of the stool as interconnecting retail, which is our strategy of collaborating more closely internally and externally, or what we call our end-to-end approach. It is going to drive growth, value and productivity for our customers and shareholders.

Using The Home Depot’s Three-Legged Stool strategy to branch off of, we can create a new tagline and pitch it to them.

Article on the law suit: http://www.floordaily.net/flooring-news/home-depot-sued-over-ad-slogan

- Guidance from IR page:

  - In 2017, the company is looking to interconnect experiences – stores to online and online to store: leveraging stores, online and mobile apps. (We could pitch a creative way to do this and help them establish a unique interconnected experience. Perhaps, we can tie in social media into this as well, as they have a strong following on all of their social media platforms with great engagement.)

NEXT STEPS

- Determine order of priority out of contacts found
- Determine what the approach will be:
  1. Whether to take on The Richards Group and to try and reposition The Home Depot again, in the mist of the company’s law suit.
  2. Or, is it to brainstorm if there is anything we can send/do to change the company’s interconnected experience online, in-store and on mobile apps.