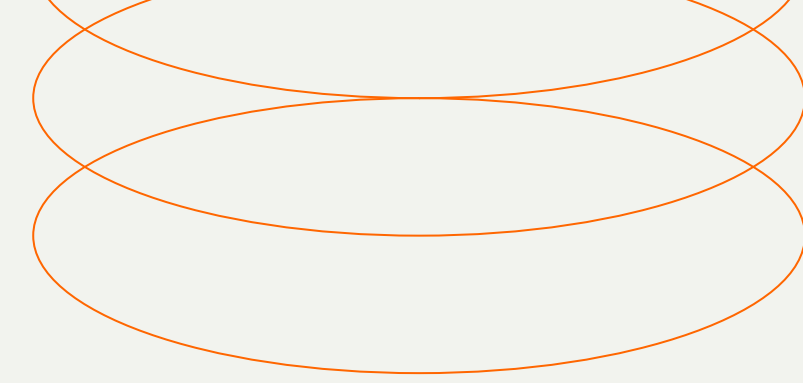


The Home Depot is Everywhere

A STRATEGIC MESSAGING
VIDEO CONCEPT



Introductions



Ericka Martinez

Film & Computer
Science



Mahita Dasu

Film, Business &
Entertainment
and Graphic
Design



Grace Harman

Broadcast
Journalism,
Business and
Entertainment



Delanie O'Neill

Film, Cinema
Studies &
AFAM Studies



Ky Garfield

Public Relations,
Marketing &
Literature

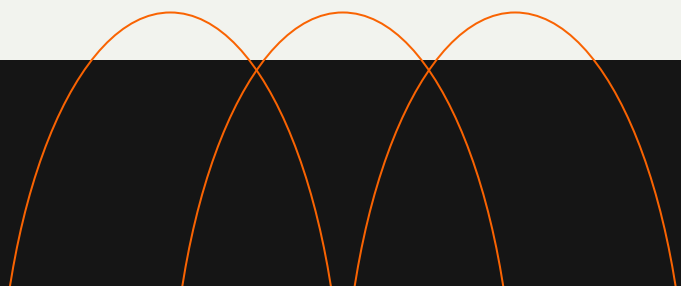




Field Research

During our field research, we observed very optimistic reactions to our questions. One customer referred to The Home Depot as their 'second home', and overall the employees had positive experiences working here.

The economic impact is felt by those we interviewed, as they felt it was reasonable in price and each individual uses this store for different needs- entrepreneurship, self-desires, renovations, etc.



Legislative Outreach Insights

Henry County Commission Chair, Georgie District 13

Carlotta Harrell:

1. Corporate taxes contribute a **great base** to fund local repairs, public safety, parks and recreation, etc.
2. Purple Mattress, Luxottica, Norfolk Southern Railway and **The Home Depot** come to mind as significant contributors.
3. Residents have “**no awareness**,” but Harrell believes they would be made aware if the support went away, because their property taxes would increase to supplement the budget.



Brainstorm



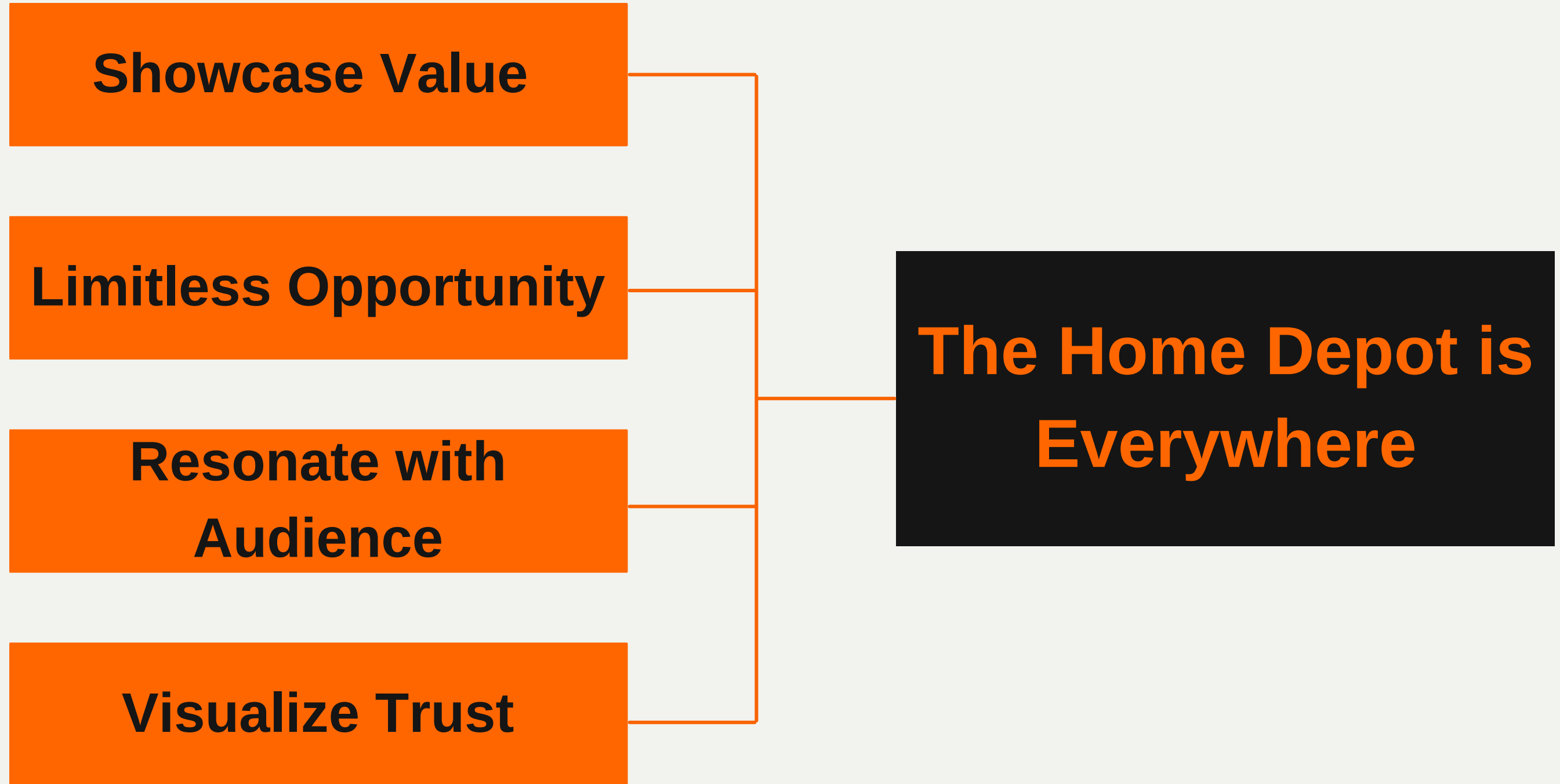
Showcase Value

Limitless Opportunity

**Resonate with
Audience**

Visualize Trust

**The Home Depot is
Everywhere**





SCENE 1: THE LIBRARY



SCENE 2: THE FIRE TRUCK



SCENE 3: THE BUS



SCENE 4: THE PUBLIC SCHOOL



SCENE 5: THE REVELATION



SCENE 6: THE HOME DEPOT

Objective 1

Educate audiences about
The Home Depot's
economic impact.

Objective 2

Impact how audiences
think about and view The
Home Depot.

Objective 3

Remind audience that
The Home Depot is
everywhere.

The District of Columbia

VIDEO CONCEPT TEST SUBJECT

T.H.D. TAX IMPACT: **\$45.9M**

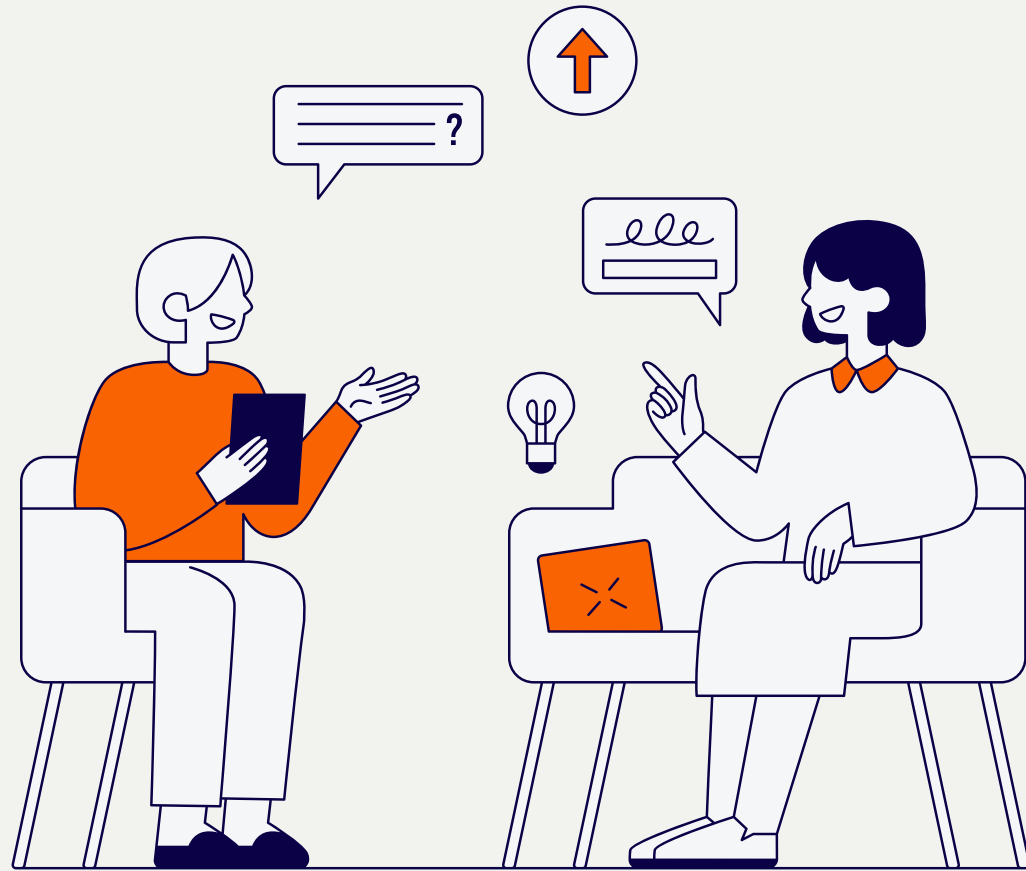
Public Libraries: **26**

Fire Stations: **44**

Metrobuses: **1,595**

ALL FUNDED IN-PART BY CORPORATE TAXES

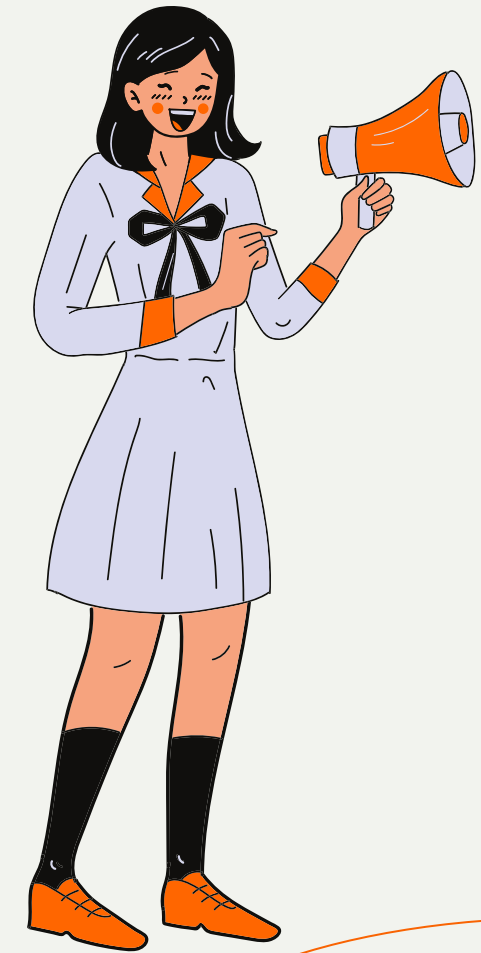
Creative Brief



Relatable



**Build
Community**



Inform

Delivery: Two-Pronged Strategy

1: COMMUNITY MEMBERS & EMPLOYEES

Cable TV commercials, ad-supported tiers on streaming services, social media and QR codes at public institutions linking to state-specific *The Home Depot is Everywhere* video.



2: LOCAL LEADERS IN BUSINESS & POLICY

Partner with local business associations!
Sponsor a *The Home Depot is Everywhere* concept premiere at an event or meeting hosted by the assoc.

DMV example:



What We Hope to Accomplish...



The Home Depot is Everywhere

A concept that can serve as a template to be repurposed around the country.

Repackage The Home Depot's existing Economic Impact messaging in a more accessible way that is:

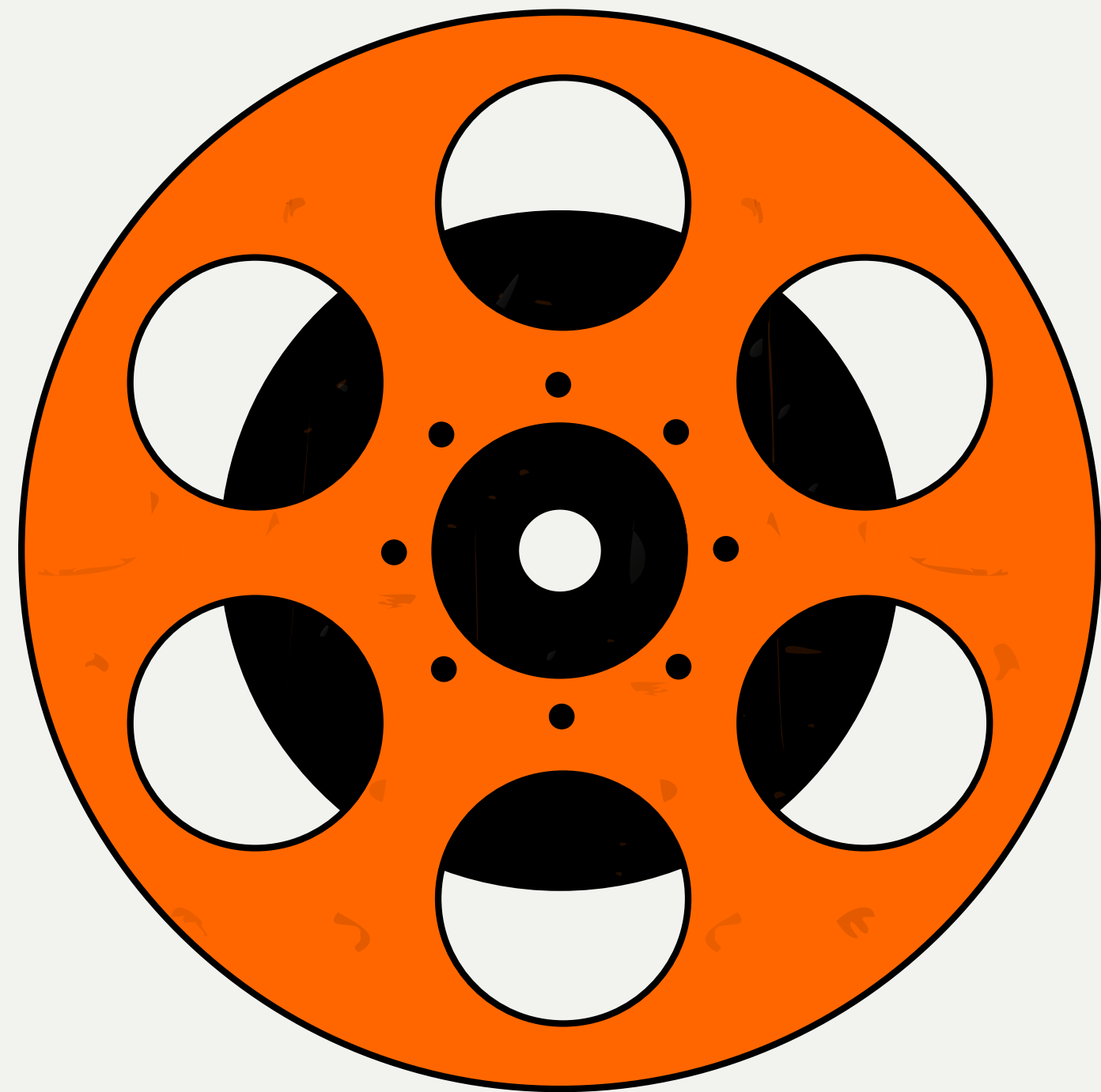
STRAIGHT FORWARD

RELATABLE

QUICK

Measure impact through views and **FEEDBACK.**

How well are we addressing our pain point? **61% of U.S. adults are frustrated that some corps. do not pay their fair share of taxes, [Pew Research 2023](#)**



And we present...



Why We Think This Will Be Beneficial

- Explains and expands The Home Depot's economic impact to a larger audience through storytelling
- Makes The Home Depot reliable and places it above other competitor companies
- Utilizing a video provides short visual entertainment that sticks with the viewer and acts as an informative marketing tactic
- The Home Depot store's impact truly is all around us...
 - Informs on this widely unknown concept



“We know that when we invest in running a responsible, sustainable company, we make our business stronger, more agile and more resilient.”

-The Home Depot CEO Ted Decker

Thank you!

