

Liggett Stashower / Bringing a Well Established Brand to a Younger Generation

Challenge

Duct tape is commonly known as "dad's favorite fix-all." While this can be good news for Henkel Corporation, marketers of Duck® brand duct tape, it can be a problem when trying to increase interest and usage of duct tape among emerging audiences, including teens.

Strategy and Action

Henkel Corporation and Liggett Stashower (LS) created the Duck® brand duct tape Stuck at Prom® Scholarship Contest, asking students to create their prom attire out of Duck Tape for a chance to win scholarships. The contest is a great brand-building effort that highlights the fact that Duck Tape is available in 20 colors. LS utilizes a combination of aggressive media relations and other communications tools to target teens, their moms and educators to generate interest in the contest and brand.

Results

Over the last eight years, Stuck at Prom has generated more than one billion media impressions, with national coverage on The Today Show, NBC Nightly News, Fox News Cable's "Hot Shots," ABCnews.com and in The Wall Street Journal, USA Today, The New York Times, The National Enquirer, Entertainment Weekly, YM Prom, Parade, Elle Girl, Teen People and Reader's Digest. More than 2,389 couples from the United States and Canada have participated.

