

How do you reinvent a low interest category?



THE HOME DEPOT DOOR CHIME CATEGORY RENAISSANCE

Product and Packaging Strategy

An alarm bell had gone off at Home Depot. The leading home improvement retailer had been losing market share in the door chimes category since 2005. The shopping experience was frustrating, with the category carrying too many SKU's and customers walking away from the shelf. We were challenged with developing a new product, packaging and merchandising system for door chimes—a full 'category renaissance'.

We identified architectural style as a purchase trigger for consumers wanting to compliment the décor of their home, and carefully analyzed regional styles. Drawing from these insights, we found there to be seven predominant architectural themes found across the U.S. We rolled out specific visual languages, color palettes and features into a set of prototypes, with each theme featuring a “good,” “better,” and “best” option. An integrated packaging and merchandising strategy was constructed, to guide shoppers intuitively through the process of selecting aesthetic styles and complimentary chime engines. A store rollout strategy was developed addressing regional architectural differences, to ensure the right product styles showed up in the right stores. Finally an experience prototype was built at Home Depot's Innovation Center store for testing with consumers to identify any issues before rollout.

The result: the new door chime products were commercialized immediately and rolled out to all Home Depot stores. The reduction in SKU's and the appeal to style conscious consumers reinvigorated the category returning it to a profit center within Home Depot's stores.

Creative direction by THRIVE partner Jonanathan Dalton, while at Phillips Design.

