



# In-House Broadcast Creative

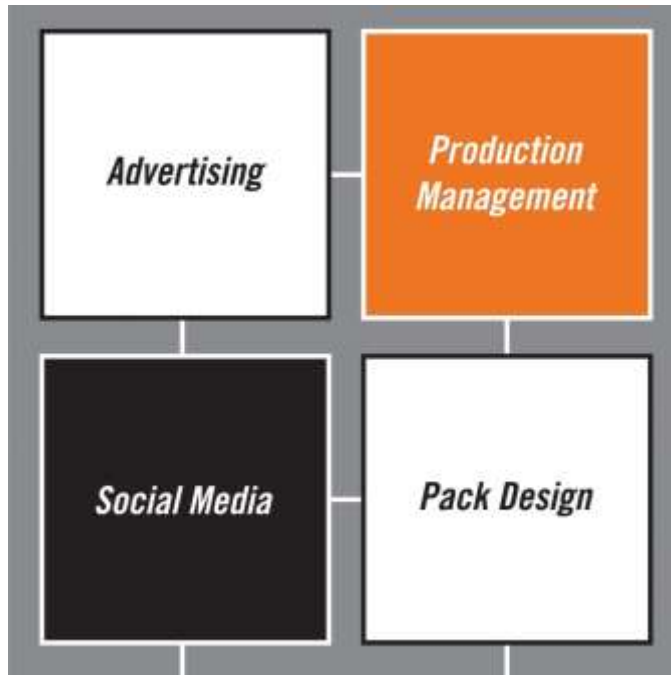
## Truths & Surprises to Building and Managing In-House Creative



# The Gorilla Glue Company is Parent Company:



# Our Creative Department Offers





Lauren Connley, VP Global Creative Services  
17 Years at Gorilla  
8 Years as head of In-House Creative



- 40+ Broadcast Spots  
Multiple Campaign Structures on Multiple Brands
- Youtube Top 10 :06 Ad (2018)
  - Webby Nominated Ad of The Year
  - Youtube Leaderboard Clear Gorilla Ad (April 2016)

About My Work







# According to Google:

# 1

## The 800-Pound Gorilla

Unskippable Lab Report  
April 2016



The most effective campaign across the funnel IN THE WORLD (well, in April at least) were the series of :15s/:30s for Gorilla Glue. They scored top marks in Ad Recall and Brand Awareness and second in Brand Consideration. There is no radical overthinking here: (1) problem (2) Gorilla (3) solution, demonstrating various products with good comic timing and a little good natured, but absurd humor. The Gorilla/Gorilla Glue brand connection is simple, clear and it works. Perhaps we are simple creatures after all.

examples:



Gorilla Glue (US)

Note that despite the "obvious" branding, Gorilla Glue always introduced the brand name by showing it on the product, a creative choice that [research](#) has also shown has a positive impact on creative performance.





## Our Journey: In-House Creative and Direct Production Model



# Truths to Building In-House Creative:

## Be Disciplined

- Know What You Know
- Know What You Don't

## Be Confident

- Build Trust
- Build A(ny) Process
- Build Connections
- Build Ability to Test

## Be Smart

- Maximize Your Time
- Don't Save Money-Trade for Value





# Be Disciplined: Know What You Know

**The Toughest Glue On Planet Earth**

Builds Bond Power. It's in all the toughest construction jobs and the toughest maintenance jobs. It's the glue for construction, maintenance, repair and general household use. It's the glue that holds everything together. It's the glue that's been used for over 50 years. It's the glue that's been used by over 100 million people. It's the glue that's been used in over 100 countries. It's the glue that's been used in over 100 different ways. It's the glue that's been used in over 100 different places. It's the glue that's been used in over 100 different ways. It's the glue that's been used in over 100 different places.

**GORILLA GLUE**

For more information visit [www.gorilla.com](http://www.gorilla.com)  
1-800-866-3458

**FOR THE TOUGHEST JOBS ON PLANET EARTH.**

**STRONGER-FASTER**

**GORILLA GLUE**

From building, to creating to repairing and more.

1-800-866-3458 • GORILLA.COM

**Print**

**TOUGH TAPE**

Repairs cracks, repairs, or softens & repairs more

### Gorilla Year over Year

Category	Gorilla	Competitor
Glue Unaided	30%	43%
Tape Unaided	7%	12%



# Be Disciplined: Know What We Didn't Know



# We Found Help Through an Agency Partner



### Gorilla Glue – The Brand

#### Positive Brand Connections

- In general, the groups all commented that the brand has a great reputation and is very credible. Even though the brand comes across as masculine, both men and women had positive comments.
  - “can already do anything with it”
  - “...handle extreme loads”
  - “It is endorsed by woodworking magazines, so it must be good”

#### The brand extends beyond tough and strong

- Consumers talked about being empowered, feeling confident they could do the job right and feeling accomplished when successful

### Gorilla Glue – The Brand

The respondents believe that if you want to do the job right the first time, you use Gorilla Glue because it is so reliable.

- “I rely on the glue more than the nails...nails hold it until the glue dries”
- “an ounce of glue is worth a pound of nails”
- “It’s it only costs... My time is a premium”
- Ultimately it saves money when repairing something, because you do not have to replace the broken item. One gentleman kept his favorite shoes walking with Gorilla Glue.

#### Gorilla Glue is like the “Kleenex for polyurethane glue”

- The heavy users noted that the brand was the first in this category and has maintained a leadership image. It is not considered an everyday glue, more of a commercial grade for serious projects.
  - It was also interesting to see this attitude carryover into other product concepts when the brand name was attached to these - a natural fit.
  - Most felt the glue was irreplaceable because of its ability to secure dissimilar items or surfaces and the performance attributes, including extremely resistant, powerful, durable, versatile and long-lasting.





# We Made Ads!

Wrote a Brief



Filmed & Tested Concepts



Made our First Ads

Used Crowd Sourcing + Agency to Generate Ideas



**And Everything Was Great...**





# And Everything Was Great...





# So...I said

~~“I think~~ I can make TV commercials.”



# Be Confident: Just Start Building

Build Trust

Build a(ny) Process

Build Connections

Build Ability to Test

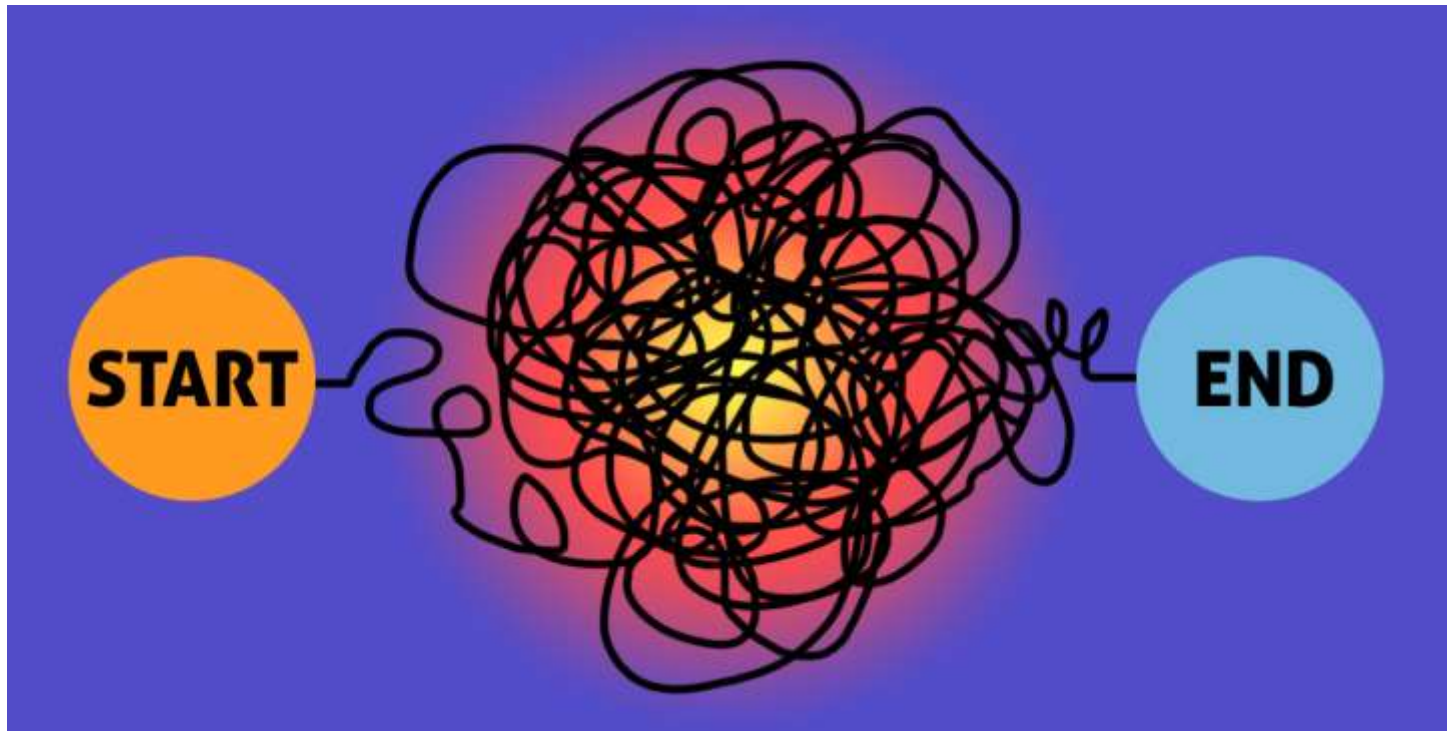


# Build Trust: Start Small to Show Capability





# Build ANY Process To Generate Ideas



# Big A-Ha



In-House Creative: Create an environment for creativity. Consumer affairs, sales and research & development teams are a great source of inspiration when asked the right questions.



# Big A-Ha

We're looking for a contractor who can help us repair a brick porch as it's starting to crumble. I appreciate any contacts who are reasonable and fast. I thought about making it a DIY project and then quickly changed my mind;) Thank you!!



Ideas exist everywhere. The Lens through which an in-house creative views the world is on brand.







# Build Connections: Brand, Creative & Production



Brand

Internal  
Creative

Day-to-Day Gains:

- Streamlined Briefing
- Right-Sized Pitches
- On-the-Go Modifications
- No Lost in Translation
- No (or less) Ego



Internal  
Creative



Production  
Partner

Production Process:

- Less formal, but frequent touch points
- Easy access to full team
- High “client” access on the day, real time feedback





# Big A-Ha



Over the past 7 years, Consistent Team with HIGH client access has led to:

50% Reduction in Production Hours and Mastered Files 1 Week of Post





# Build Ability to Test Your Amazing Ideas











**GUARANTEED RELIEF FOR EXTREMELY DRY, CRACKED HANDS**





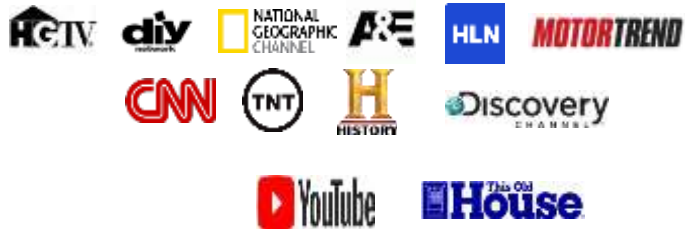


# Don't Save Money: Trade it For Value



Create More:  
2-in-1 Shoot  
Days

Reinvest Non-Working  
Savings





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# Thank you!

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