Home Depot Introduces New Slogan Targeted to Doers



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Home Depot is making over its tagline to “How doers get more done.”

According to a statement from the home improvement retailer, the new catchphrase will be touted in a robust digital campaign, social media and via a series of television ads that will run in the weeks and months ahead, beginning with the SEC championship game on Dec. 7.

It’s a switch from “More Saving. More Doing,” which debuted in 2009. The updated slogan was developed by Home Depot’s CMO Adolfo Villagomez in partnership with The Richards Group, the retailer’s brand agency of choice for over 25 years, Villagomez said. The ad campaign and tagline aims to showcase Home Depot’s progress on creating a seamless shopping experience across its physical stores and online.

“The emphasis is now on how we’re going to make the customer’s life easier,” Villagomez said.

In a sneak peek at one of the tv ads, the company highlights its mobile app, which features image search and a product and inventory locator. Home Depot also noted that it offers in-store pick up, same-day delivery and truck and tool rentals.

“From our award-winning digital, technology and ecommerce solutions and industry-leading delivery options to our Pro b-to-b website and expanded tool and truck rental, we’re uniquely positioned to serve our customers and help them get more done,” said Ted Decker, evp, merchandising, Home Depotin a statement.

Company research returned the campaign resonates across a broad audience, but can also be tailored to particular customer segments, explained Lisa DeStefano, vp, brand marketing, Home Depot. Early this year rival Lowe’s unveiled a new slogan of its own, “Do it right for less.”

The announcement of the tagline makeover follows Black Friday. Home Depot dropped off this year’s list of top ten retailers who spent on television advertising for the most important shopping day of the year.

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