

# DUTCH BOY REIMAGINED AT MENARDS



AUGUST 31, 2021

The Dutch Boy logo is written in a white, stylized script font. In the background, there is a large, faint watermark of the Dutch Boy logo, showing a boy's face wearing a red cap.

# Welkom bij de nieuwe Dutch Boy!

(Welcome to the new Dutch Boy!)

The Innovative team is excited to participate in the upgrade of the Dutch Boy merchandisers at Menards!

This binder includes our initial ideations of the four key pillars to the Dutch Boy experience at Menards: One-Coat Confidence, Wall of Color, Color Library, and Simple Solutions.

While it's very early in our creative/thinking process, we feel there are exciting "idea seeds" that could grow and develop into full-blown designs that deliver "WOWs" at Menards!

All our recommendations are fresh, fun, and playful. Shopping for color should be an inspirational experience that is enjoyable, not labored over. This excitement should then drive enthusiasm for the purchase/sale of associated paint products like brushes, rollers, tape, tarps, and other paint-project staples.

At Innovative, we thrive on transforming the mundane into magnificent. So, get your clogs on and let's go for a scenic stroll into new Dutch Boy territory!

# Design Challenge & Strategy

## Design Challenge

On August 13th, the team at Dutch Boy reached out to Innovative asking us to explore the possible update/redesign of the Menards Dutch Boy racks with the high-level goal of maintaining the same rack space and not allowing the competition to move in. After some preliminary Q&A between the Dutch Boy and Innovative teams, we identified the following specific design challenges for which we were tasked to solve:

- Explore the existing chip configurations, and provide new solutions that allow for increased color counts while utilizing the existing chip sizes.
- Refresh the design of the displays while taking into consideration a low-to-high budget range, the existing design, and the finishes of the paint desk.
- Remove the corner light box, and reconsider the functionality of the “Simple Solutions” space. Utilize QR codes as a prominent part of the new displays so that customers can have more interaction with the brand on their smartphones.

## Design Strategy

In solving these challenges, Innovative has generated concepts that are anchored in research of the current store environment, the Dutch Boy brand identity, and the home improvement retail landscape. Our design solutions range from a simple yet impactful header and palette refresh to a complete “top-to-bottom” design overhaul. The result of our approach is six distinctly different exterior form factors and three unique interior panel configurations. We believe these concepts and compositions, while preliminary, are solid stepping stones on our collaborative journey to support and reinvigorate the Menards Dutch Boy brand presence.

# REFRESH CONCEPTS

The **Refresh** concept keeps the main structure of the existing display intact, but updates the chip configuration and Dutch Boy logos overhead. This solution minimizes expense and offers a fresh customer experience.

The **Evolved Refresh** concept enhances the customer experience similar to the Refresh concept, but replaces the header banding and the mid-level horizontal banding with a continuous, wrap-around structure. Using the same brushed metal finish as the original display, this form factor update can be integrated into the existing environment with minimal disruption.







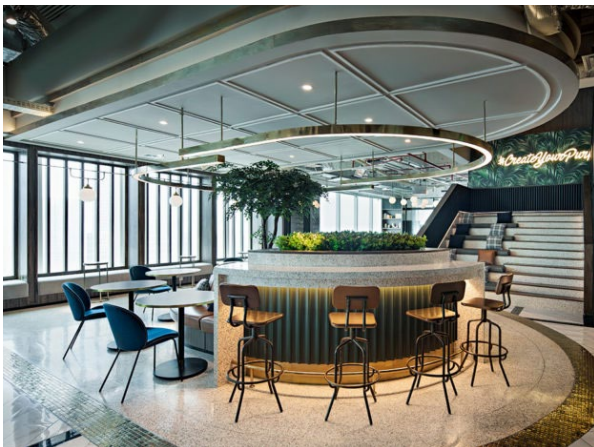
# UPGRADE CONCEPTS

The **Arc** concept maintains the horizontal brushed metal element of the existing display but streamlines the aesthetic with an angular, beveled form factor. This modernized shape carries through the base of the display.

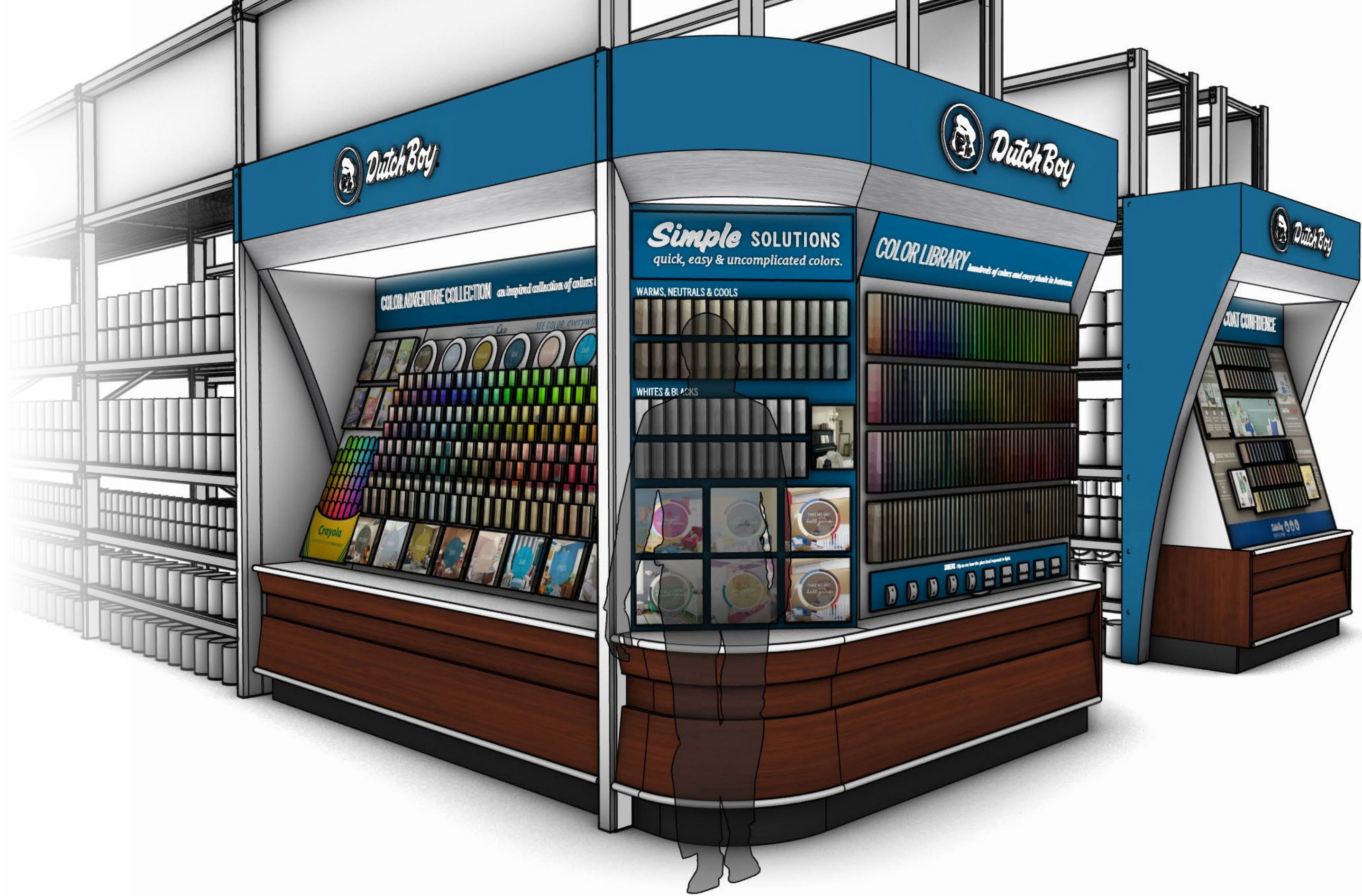
The **Eclipse** concept draws inspiration from the circle elements present in the Dutch Boy brand. A large curve on the exterior of the structure creates a reveal of the interior, using both a change in surface depth and color for contrast. The curve is repeated within the concave center area where chips and brochures are housed in an array, creating an inviting space for the customer to explore Simple Solutions.

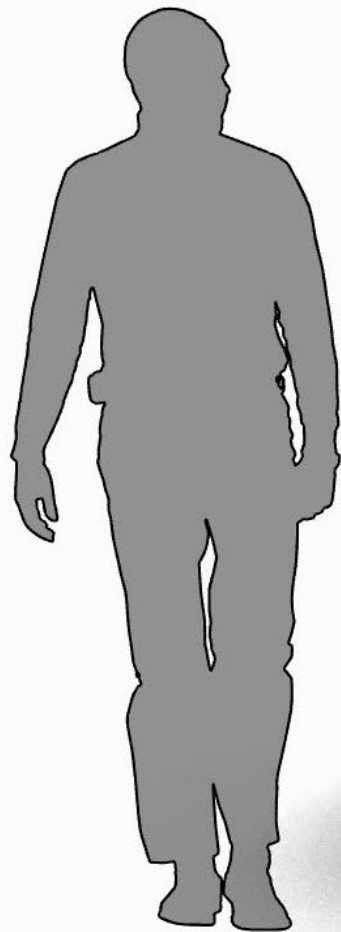


# Inspiration











# COLOR ADVENTURE COLLECTION *an inspired collection of colors to start you on your journey.*

SEE COLOR everywhere

Discover a world of color with the Color Adventure Collection. Each color is inspired by a unique theme and is available in a variety of finishes. The collection includes:

- DISCOVER
- RENEW
- TREASURE
- SEEK
- DAYDREAM
- DARE
- EXPRESS
- REFLECT

Each color is available in a variety of finishes, including:

- Matte
- Satin
- Eggshell
- Flat
- High Gloss
- Low Gloss
- Textured
- Specialty

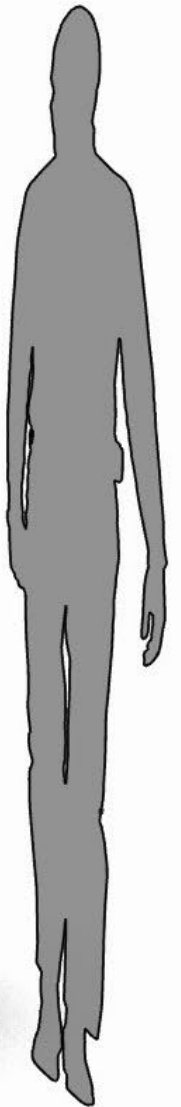
Visit [www.dutchboy.com](http://www.dutchboy.com) for more information.



Simple SOLUTIONS  
*quick, easy & affordable paint colors.*

PAINTS, TRIMMINGS & COOLS

TRIMMINGS & COOLS



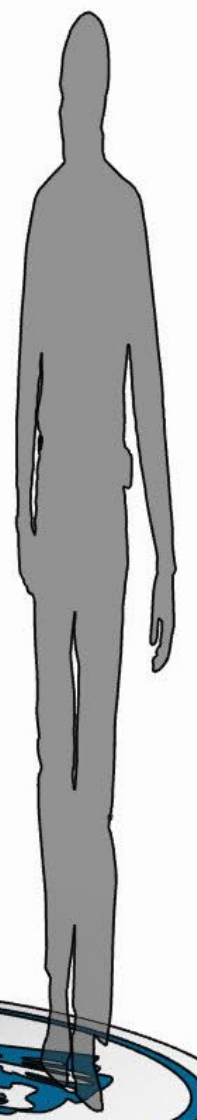
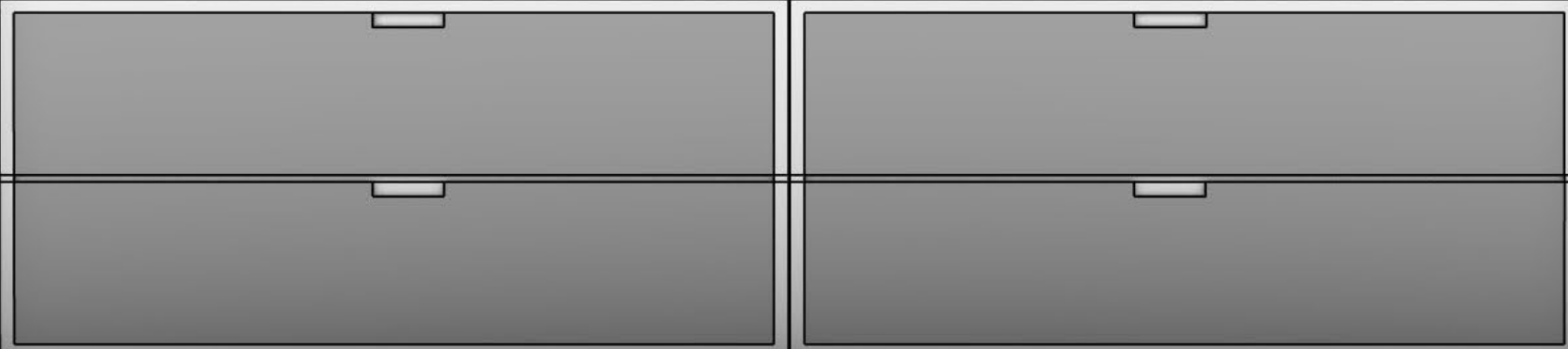






**COLOR ADVENTURE COLLECTION** *an inspired collection of colors to start you on your journey.*

SEE COLOR everywhere

# Initial Chip Layout

## 10' Wall of Color

Total Chips: (262) 2.25" w x 5" h Single Color Chips  
 Kids/Crayola: 46  
 Brochures: (6) 6" w x 9" h  
 Brochures: (9) 9" w x 9" h

QR Code Call to Action

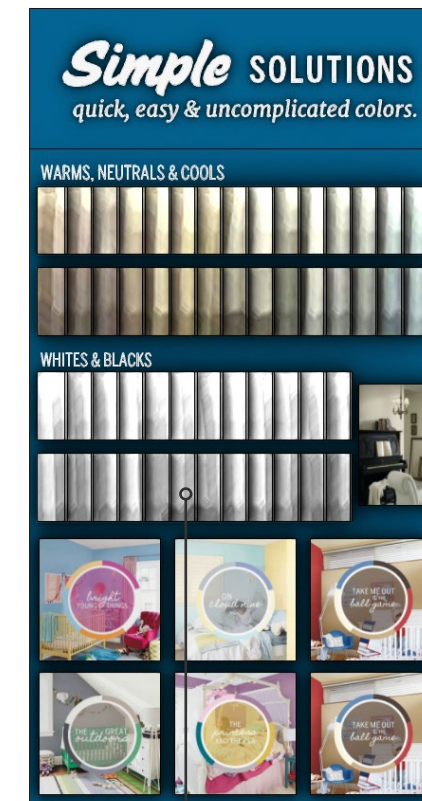


Crayola Area:  
 Modular/Changeable  
 to accommodate  
 2 Chip Modules or  
 Graphic Area

Brochures Reinforce  
 Chip Module

## 2' Simple Solutions

Total Chips: (54) 2.25" w x 5" h  
 Single Color Chips  
 Brochures: (6) 9" w x 9" h



Warmes, Neutrals & Cools,  
 Whites & Blacks moved  
 from Color Library to Simple  
 Solutions

## 5' Color Library

Total Chips: (188) 2.25" w x 9" h (Multi-Color Chips, 7 draw down)  
 Total Colors: 1,316



Flip-Up  
 Sheen Bar

# THE HERITAGE CONCEPT

The Heritage Concept is inspired by the interior styling of Dutch Boy photography, drawing from the phrase “the perfect mix of old and new.”

The design combines mid-century modern and classic architectural elements, achieving a balanced aesthetic with universal appeal. Using color and wood tones to unify form factors, this design nods to eclectically-curated interior spaces wherein different furnishings, décor, and treasured curios of all styles find harmony through paint.



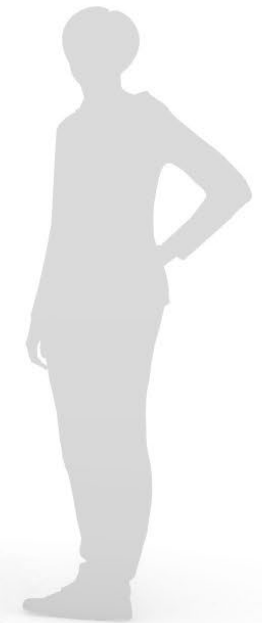


# Inspiration



**HERITAGE**

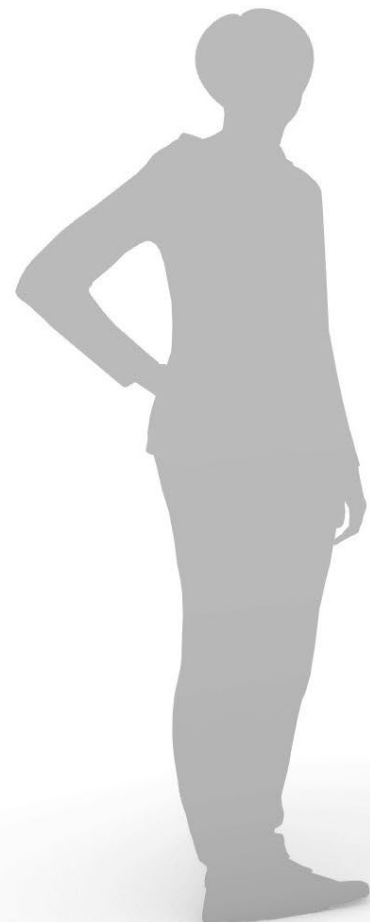
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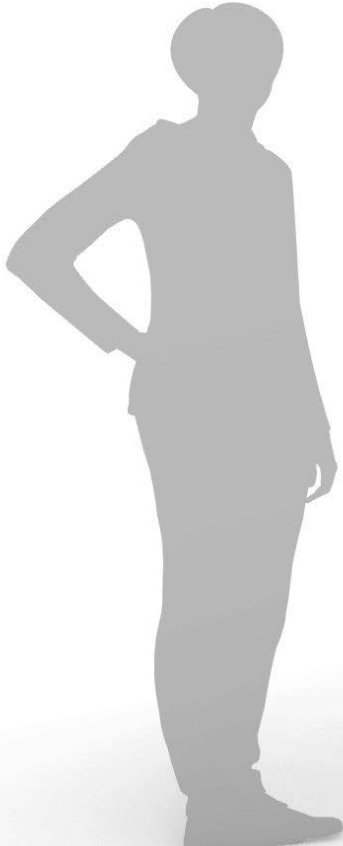




**HERITAGE**

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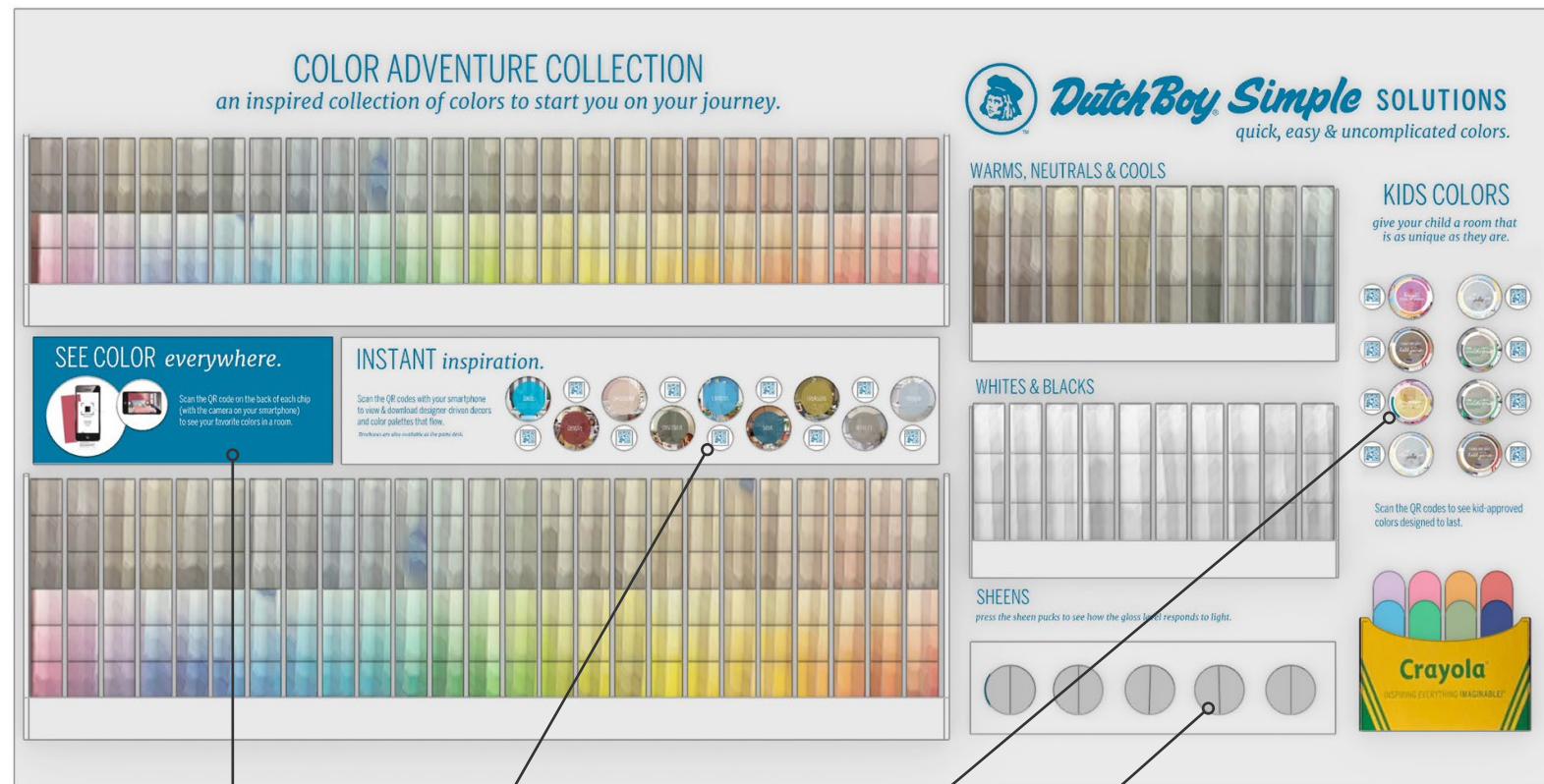




# Initial Chip Layout

## 10' Wall of Color

Total Chips: (318) 2.25" w x 5" h Single Color Chips  
 Main Color Area: 250  
 Warm, Cools & Neutrals: 30  
 Whites & Blacks: 30  
 Kids/Crayola: 8



Smartphone QR code instructional graphic

QR codes and teaser images for digital brochure

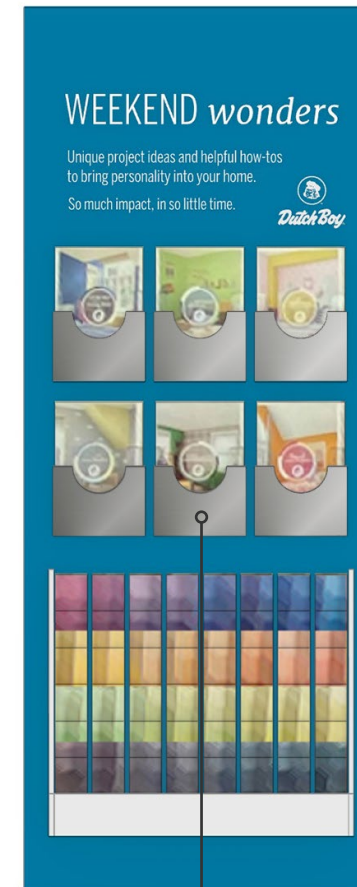
Button-style sheen pucks



(form factor example)

## 2' Weekend Wonders

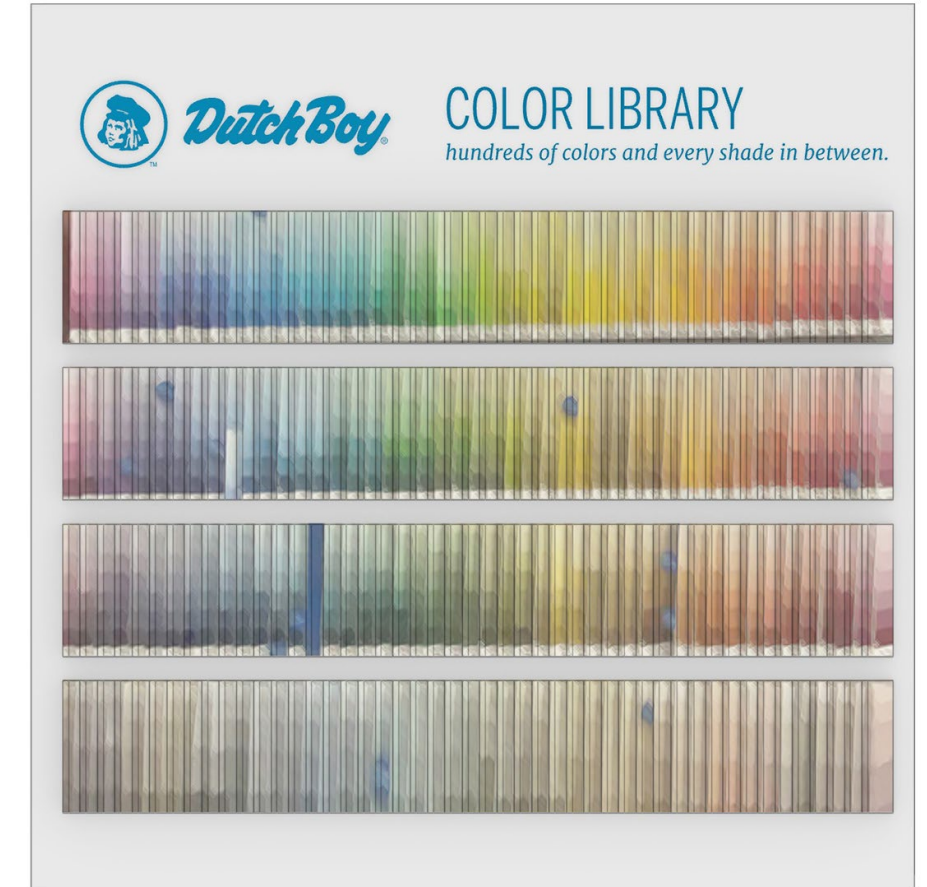
Total Chips: (48) 2.25" w x 5" h  
 Single Color Chips  
 Brochures: (6) 6" w x 9" h



Project How-to Brochures

## 5' Color Library

Total Chips: (188) 2.25" w x 9" h (Multi-Color Chips, 7 draw down)  
 Total Colors: 1,316



# MODERN ARTISTRY

The Modern Artistry concept draws inspiration from the Dutch Boy “promise of simple.” The simple, yet sophisticated form factor of this modular design allows for maximum usable chip space and a focus on color.

This design features flexible space for large lifestyle graphics and prominent branding on interior and exterior components, allowing for easy product and marketing updates. The Simple Solutions corner column ties the units together and attracts from afar with its extended height, large Dutch Boy brand icon, and prominent Dutch Boy blue pop of color.

















ALTERNATE OPTION

Light cabinetry compliments the brushed metal and cherry wood on surrounding fixtures. Side cut-outs maximize views of the palettes from all angles.

# Initial Chip Layout

## 10' Wall of Color

Total Chips: (864) 2.25" w x 5" h Single Color Chips  
 Neutrals: 36 Whites: 72 Grays: 36  
 Kids/Crayola: 8  
 Brochures: (12) 9" w x 9" h

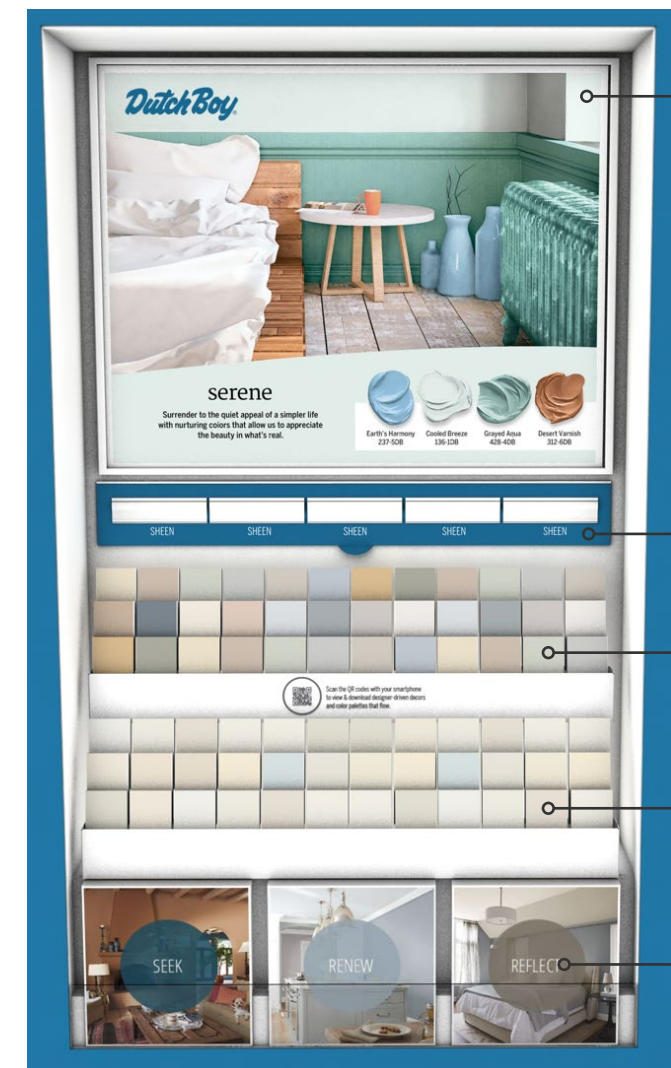


Smartphone QR Code  
Instructional Graphic

QR Code Messaging  
8.5" w x 11" h Flex Space  
Crayola Chips with Brochure, 6" h x 9" w

## 2' Simple Solutions

Total Chips: (72) 2.25" w x 5" h Single Color Chips  
 Popular Colors: 36  
 Popular Neutrals: 36  
 Brochures: (3) 9" w x 9" h



Large Graphic  
(Optional  
Illumination)

Vertical  
Category  
Header

Brochures

Flip-Up  
Sheen Bar

Popular  
Colors

Popular  
Neutrals

Brochures

# Initial Chip Layout Continued

## 5' Color Library

Total Chips: (188) 2.25" w x 9" h (Multi-Color Chips, 7 draw down)

Total Colors: 1,316

Brochures: (2) 9" w x 9" h



Side-Pull Chips

Wayfinding

Brochures

Messaging with QR Code

Menards  
"MY PROJECT GALLERY"

DIY Frame and call to action to connect on social media

## 5' One-Coat Confidence

Total Chips: (90) 2.25" w x 5" h Single Color Chips

Brochures: (2) 9" w x 9" h



"3 Step" Messaging

Gallery Frame Layout Reinforces DIY Projects

Brochures

Central Messaging with QR Code

# Big-Bucket Budgeting

To facilitate the budgeting process, Innovative has “guesstimated” two creative recommendation extremes. To be used as “guardrails” for the Dutch Boy program, the lowest-cost, most-efficient recommendation would be the Refresh Concept, and the most-involved, higher-cost solution would be the Modern Artistry Concept. All other concepts will fall between the budgetary figures below based on level of complexity.

## Refresh Concept

- Bases and structure are maintained, with improved structural elements on all but One-Coat, which has been reinforced.
- All new LED lighting and diffusers.
- New Dutch Boy Signage.
- New palette presentations using existing chip pocket tooling (new molded pockets).

**Budgetary range per store at (300) locations: \$6,000 to \$7,500, per store**

## Modern Artistry Concept

- All new construction.
- New LED lighting.
- Partially pre-assembled for simplified on-site installation.

**Budgetary range per store at (300) locations: \$16,000 to \$19,000, per store\***

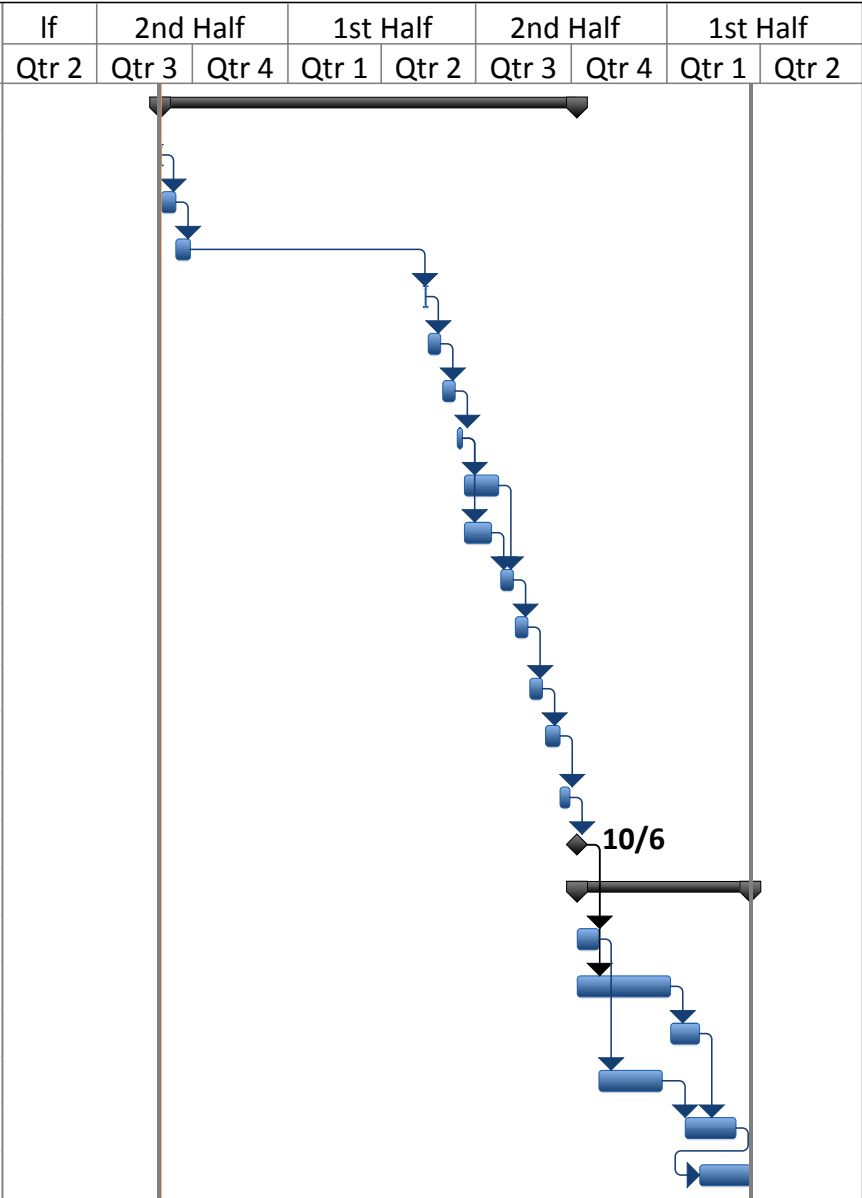
\*Tooling and one-time costs will be additional, TBD.



# Gantt Chart

The Gantt chart is based on our extensive experience with Sherwin-Williams and Dutch Boy color selector launches. Timing can be accelerated or elongated predicated upon client needs. This timeline is provided for your reference and internal discussion.

ID	Task Name	Duration	Start	Finish	1st	2nd Half	1st Half	2nd Half	1st Half
					Qtr 2	Qtr 3	Qtr 4	Qtr 1	Qtr 2
1	<b>Pre-Production Phase</b>	<b>286.5 days</b>	<b>Tue 8/31/21</b>	<b>Thu 10/6/22</b>					
2	Initial Design Direction is Submitted to Client	1 day	Tue 8/31/21	Tue 8/31/21					
3	Client Reviews and Provides Feedback	2 wks	Wed 9/1/21	Tue 9/14/21					
4	Revised Designs are Submitted to Client	2 wks	Wed 9/15/21	Tue 9/28/21					
5	Client Finalizes Design Direction	1 day	Fri 5/13/22	Fri 5/13/22					
6	Prototype Engineering is Completed	2 wks	Mon 5/16/22	Fri 5/27/22					
7	Prototype and Budgetary Pricing is Submitted to Client	2 wks	Mon 5/30/22	Fri 6/10/22					
8	Purchase Order for a Prototype is Received	1 wk	Mon 6/13/22	Fri 6/17/22					
9	Prototype is Fabricated	5 wks	Mon 6/20/22	Fri 7/22/22					
10	SLAs of Chip Pockets are Made	4 wks	Mon 6/20/22	Fri 7/15/22					
11	Client Reviews Prototype and Provides Feedback	2 wks	Mon 7/25/22	Fri 8/5/22					
12	Requested Changes are Incorporated into Design and Engineering - 1st Round	2 wks	Mon 8/8/22	Fri 8/19/22					
13	Client Reviews Changes and Provides Feedback (If Necessary)	2 wks	Mon 8/22/22	Fri 9/2/22					
14	Requested Changes are Incorporated into Final Design and Engineering - 2nd Round (If Necessary)	2 wks	Tue 9/6/22	Mon 9/19/22					
15	Final Pricing is Submitted	1.5 wks	Tue 9/20/22	Thu 9/29/22					
16	Purchase Order for Production is Received	1 wk	Thu 9/29/22	Thu 10/6/22					
17	<b>Production Phase</b>	<b>115 days</b>	<b>Thu 10/6/22</b>	<b>Wed 3/22/23</b>					
18	Raw Materials are Ordered	3 wks	Thu 10/6/22	Thu 10/27/22					
19	Production Tooling is Produced (If Necessary)	12 wks	Thu 10/6/22	Wed 1/4/23					
20	Molding of Chip Pockets	4 wks	Wed 1/4/23	Wed 2/1/23					
21	Fabrication of Raw Materials into Finished Goods	8 wks	Thu 10/27/22	Tue 12/27/22					
22	Assembly and Packing of Finished Goods	7 wks	Wed 1/18/23	Wed 3/8/23					
23	Shipping to Store Locations	7 wks	Wed 2/1/23	Wed 3/22/23					



## Next Steps

After some preliminary Q&A between the Dutch Boy and Innovative teams, we identified the following specific design challenges for which we were tasked to solve:

- Consolidate feedback and comments regarding creative, timelines, and budgetary pricing “guesstimates.”
- Determine overall project timeline starting with desired launch dates in 2022/2023, and then work backwards to develop key project milestones.
- Refine direction on creative components such as palettes, brochures, chip sizes, and other customer-facing collateral.
- Kickoff next level of design development with engineering’s involvement and participation to ensure production/implementation success.
- Brush up on “Dutch” as a second language.

## Bedankt voor de kans!

(Thank you for the opportunity!)

# Hartelijk bedankt!

(Heartfelt thanks!)

Let's create a better shopping experience together.



**BEN van AMERONGEN**  
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