

## Fall Awakening in Tough Times

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<http://www.beneaththebrand.com/2009/10/fall-awakening-in-tough-times/>

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At a time when people aren't moving up, or moving out of their homes, this year's HGTV Great Fall Fix-Up Sweepstakes makes staying put a little easier. The HGTV Great Fall Fix-up Sweepstakes is an annual promotion which gives one lucky winner \$75,000 to renovate his or her home.

Along for the ride — no pun intended — is [STAINMASTER®](#) carpet. Billed as a smart and cost-effective way to make a big change in your home, STAINMASTER® carpet draws on HGTV Great Fall Fix-up to promote its message and special pricing.

Both [HGTV](#) and STAINMASTER® carpet are offering their customers the same thing: a solution in tough times. Aligning with a common message increases communication and marketing efforts. This multi-platform partnership is supported by on-air promo spots, a custom vignette, exclusive online sponsorship, e-mail newsletters, and in-store displays.



In addition, HGTV provided STAINMASTER® with a modified version of the HGTV Great Fall Fix-up logo for use on its web site, television ads and print pieces. The logo is easily identifiable to HGTV viewers, furthering the association of the STAINMASTER® brand with HGTV, and increasing visibility for the network.

The economy is making marketers and advertisers think smarter about getting the biggest bang for their brands. The HGTV Great Fall Fix-up and STAINMASTER® brand partnership proves that finding the right partner makes good fiscal sense.

**Lynn Shuter** is a cable television marketing professional with expertise in developing and executing strategic, multiplatform promotions and events. Contact her at [peapod@nyc.rr.com](mailto:peapod@nyc.rr.com) or [LinkedIn](#).