ACE HARDWARE: "HOMETOWN DAYS"

- Not competing in soccer, but competing with home depot's backyard positioning
- Sales took place around holidays when there would be events for people to get together in the backyard
- No cultural or emotional hook
- Small budget suggests they cannot compete with a FIFA partnership

Ace Hardware Launches 'Hometown Days' with Summer Savings, Weekend Events and Exclusive Deals







ACE HARDWARE'S LOCALIZED SOCIAL PRESENCE

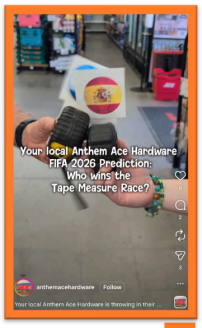
Retail-owned cooperative structure drives Ace's media strategy



@acehardware



@Granby Ace Hardware



@anthemacehardware



@Len's Ace Hardware



@palmdaleacehardware

Ace leans into hyper-local, store-specific promotions, enabling authentic, community-level engagement

THE COMPETITIVE LANDSCAPE

OFFICIAL FIFA WORLD CUP 2026™ SUPPORTER

THD

Large-Scale Physical Presence

- "Beckham's Backyard" activation
- Stadium Signage
- Signage around Host Cities
- Associates wearing FIFA Aprons

Online Presence

- National Television Commercials
- Social Media
- Official Website
- Official App for Sweepstakes



Ace Hardware

Summer Marketing Efforts

- Marketing efforts similar to backyard positioning with "Hometown Days " campaign
- Efforts not focused on the FIFA World Cup ™ 2026

Online Presence

- Regional and local promotions dominated
- Social media-based promotions
- Lack of uniformity



Sherwin-Williams

Summer Marketing Efforts

- Offered a summer sale
- Only one mention of FIFA World Cup ™ 2026
- Focused on other sport related campaigns

Online Presence

- Leagues cup sweepstakes and promotions
- Loneliest Color promotions
- Non-FIFA campaigns to stay relevant in sports and soccer

