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Schlage Locks: So Strong, They've Never Given In And Bought A Minivan

Integrated Social Campaign Finds Strength In Humor

Carmel, Ind. - June 26, 2013— Schlage, America's leading lock brand and a brand of Ingersoll Rand, has launched a social content campaign to introduce its new [Touchscreen Deadbolt](#) with advertising that builds off of last year's successful "Strong" campaign. The campaign features tongue-in-cheek humor and the brand's new tagline, "Schlage: Strong Has a Name," stressing the importance of buying a strong lock.

To further drive conversation around strong locks, the social media content takes on an amusing, deadpan tone, presenting eleven scenarios that highlight just how strong Schlage locks are. Each piece ends with a sardonic statement, ranging from "So strong, they've never lost a staring contest" to "So strong, they've never taken pictures of their food."

"As we look to increase engagement with our consumers, we continue to find new channels to connect with them," said Ann Matheis, Schlage brand director. "We feel this relatable content will help keep our brand top of mind."

The eleven vignettes live on Schlage's [YouTube](#) page, and are distributed through the brand's online channels and social media networks using the hashtag #SchlageMeansStrong. The content is also supported by six Vine videos distributed via the Vine app.

To house the content and further the campaign, a custom [Tumblr](#) page highlights the videos and all manner of "strong" things—from vintage bodybuilders and animated GIFs to "reimagined" movie scenes featuring Schlage Locks. The campaign also invites users to submit their own "So Strong" scenarios, some of which have been selected and turned into Vines.



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The campaign was developed by Schlage's agency-of-record, Indianapolis-based advertising agency Young & Laramore (Y&L).

"While television is obviously a dominant medium, we're also looking for alternative media forms to create conversations about brands," explained Y&L's president, Tom Denari. "On the social channels, it's not enough to provide status updates or static content. For someone to engage with content about locks, these videos had to be as humorous as any video out there, yet still connect to the core positioning of strong."

To date, the campaign has garnered just over 5 million impressions.

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