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Schlage Launches National ‘Open Possibilities’ Media Campaign

Style and Technology Leader Furthers Dedication to Shifting Consumer Perception of Door Hardware to Enhance Home Aesthetic

CARMEL, Ind. (Aug. 22, 2016) – [Schlage](#)[®], a brand of Allegion that has been creating stylish, innovative door hardware for more than 95 years, today announced the launch of its “Open Possibilities” campaign. This campaign supports the brand’s long-term goal of shifting consumer perception of door hardware and bringing it to the forefront as an accessory that can complete or enhance the look of any room. Developed in collaboration with its creative partners, the campaign includes a paid media plan for HGTV, digital video, pre-roll and online banners, social media, and PR efforts to elevate the profile of door hardware amongst other home renovation considerations, like faucets, paint and lighting.

“This multifaceted campaign demonstrates our commitment to innovation and design. We are meticulous and thoughtful in the way we design our products as it’s our mission to bring the possibilities of every door to life,” said Jason Owens, director of consumer marketing at Schlage. “While some see just a door, we see limitless potential. Door hardware today is about complementing the look of a home, keeping it safe—and even making it smarter—while giving homeowners the confidence to express their own style. I believe the ‘Open Possibilities’ campaign will help to showcase this.”

The campaign will come to life through several marketing initiatives, each of which helps to amplify Schlage’s product combinations featuring innovative style, security, and convenience, including:

- A 30-second national TV spot running on HGTV, demonstrating how Schlage’s door hardware plays an integral role in the design aesthetic of a room through its use in various stylish settings. The commercial debuts today and will run in various dayparts on HGTV throughout the third and fourth quarters of 2016. The TV ads can also be viewed on Schlage’s [YouTube](#) channel
- Consumer interactions inviting them to find their personal door hardware style on www.Schlage.com
- Blogger and social influencer integrations featuring creative interpretations of “Open Possibilities” through original home décor and design boards
- Social media content amplification on the brand’s Facebook, Twitter, Instagram and YouTube channels

Trusted in over 40 million homes, Schlage creates stylish, innovative products that bring the possibilities and potential of every door in the home to life— keeping consumers safe and making life easier, more connected, and more stylish. The brand offers thousands of timeless combinations with unique designs and finishes—including the recently released [Satin Brass](#) and [Polished Nickel](#)

finishes—that combine traditional, transitional and contemporary styles, as well as its newest electronic offering, the [Schlage Sense™ Smart Deadbolt](#).

To learn more about Schlage and its product offerings, visit www.Schlage.com.

About Allegion™

Allegion (NYSE: ALLE) is a global pioneer in the field of safety and security. We keep people and their property safe, wherever they are, bringing together simple solutions and advanced technology. Allegion is a \$2 billion company, with products sold in almost 130 countries. For more, visit www.allegion.com.

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