

Command™ Brand from 3M Launches New Campaign with MC Hammer

Recording Artist Challenges People to ‘Stop Hammer Time’ as Brand Ambassador

To celebrate 20 years of providing damage-free organizing and decorating solutions, [Command™ Brand](#) from 3M has partnered with pop culture icon and “U Can’t Touch This” musician MC Hammer to help launch the brand’s new *Do. No Harm.* integrated marketing campaign. For the brand’s first celebrity partnership, Command Brand chose the one and only “Hammer” that hates nails to empower consumers to put away the toolbox and hang fearlessly without damaging walls.

“You shouldn’t have to stress about decorating and organizing to get your space the way you want it; and currently, many people delay or totally avoid doing so because they fear damaging their walls,” said Joe Paul, global business unit manager for Command Brand. “We’re really excited that Command Brand has joined forces with MC Hammer to help consumers stop hammer time and tell them that there is a better way to hang – damage-free with Command Products.”

“As a homeowner, there is nothing worse than ruining a wall with a bunch of nail holes,” said MC Hammer. “That’s why I’m pumped to partner with Command Brand on the *Do. No Harm.* campaign. Command products give me the freedom to easily hang things; and if I need to make a change, they remove cleanly so I know I can get it just right without stressing. That’s that ‘TADOW’ feeling.”

The Command *Do. No Harm.* Campaign

The Command *Do. No Harm.* campaign and partnership with MC Hammer kicks off today with a new television spot and an arsenal of content developed for the Command Brand social and digital platforms, retail partnerships and promotions. In the first of three commercials, hitting network broadcast and cable networks nationwide on April 25, 2016 MC Hammer jumps out of a toolbox in a humorous approach to save a homeowner and her wall from destructive nails.

[View](#) the new ad.

[View](#) the new digital hub.

“The new Command *Do. No Harm.* campaign is a big shift for the brand,” said Paul. “We moved away from airing really instructional spots to more breakthrough, playful creative that will challenge consumers to rethink the way they hang things today. Our media investment includes placement on network television giving us higher levels of reach. We expect this, coupled with the MC Hammer partnership and surrounding campaign support, to drive increases in brand awareness and consideration.”

To celebrate the integrated campaign, Command Brand will host a #ThrowbackThursday event with MC Hammer on May 19, 2016, at Vanderbilt Hall in New York City’s [Grand Central Terminal](#). Open to the public, those in attendance are invited to don 90s nostalgia garb and record a short lip-syncing video of MC Hammer’s signature song with the artist himself*. In addition, there will be product giveaways and interactive photo and video booths on site. Those outside of New York City can still join in on the fun! Follow Command Brand on [Twitter](#) and [Instagram](#) for photos and videos from the event, and share your own throw back using #DoNoHarm.

For more information on Command Brand, the Hammer partnership and event at Grand Central Station, visit [Command.com](#).

*First-come, first-served basis

About 3M

At 3M, we apply science in collaborative ways to improve lives daily. With \$30 billion in sales, our 90,000 employees connect with customers all around the world. Learn more about 3M's creative solutions to the world's problems at www.3M.com or on Twitter [@3M](https://twitter.com/3M) or [@3MNewsroom](https://twitter.com/3MNewsroom).

Links

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Multimedia Files:

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Behind the scenes with MC Hammer on the set of the Command Do. No Harm. Campaign shoot (Photo: Michael Simon; StarTraks Photo)

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Behind the scenes with MC Hammer on the set of the Command Do. No Harm. Campaign shoot (Photo: Michael Simon; StarTraks Photo)

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Additional assets available online:  [Photos \(3\)](#)

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