

MY INSPIRATION. MY LIBANG CHINA

CATEGORY **BRAND & CORPORATE IMAGE** | AGENCY **SAATCHI & SAATCHI, SHANGHAI** | CLIENT **NIPPON PAINT CHINA LTD.**



PRESENTER
JENNY LOW
 Director of Client Service
 Saatchi & Saatchi, Shanghai

Jenny spent a decade at Ogilvy & Mather Singapore and Shanghai focusing on brand management and FMCG communication before joining Saatchi & Saatchi Shanghai, where she helped generate a Gold EFFIE for her unconventional work on Nippon Paint. Her collective consumer experience spans both Southeast Asia and Greater China.



PRESENTER
PULLY CHAU
 CEO, Saatchi & Saatchi, China

Over twenty four years, Pully has amassed a wealth of experience in advertising and brand communications through positions at BBDO, Ogilvy & Mather and D'Arcy. With a long list of agency awards behind her, she now manages four offices and is an inspiring leader to her teams in their quest to create ideas that will transform China.

CAMPAIGN SUMMARY

Setting out to connect with the new generation of Chinese consumers, born of a rapidly booming China economy, the product demanded an inspirational form of self expression at every touch point, to reach the levels of sophistication required by the consumers' ever evolving standards.

To transform Nippon Paint from an ageing 'trustmark' into something that is both respected and loved, the agency set out to connect with this new generation of consumer through an age old and powerful emotion — love. This 'attraction' strategy over the traditional 'attention seeking' strategy, was set to trigger the imagination.

The essence of creativity living in the colourful paint was encouraging the consumer to bring it to life by painting their dreams and creating their own unique space.

The campaign succeeded in engaging consumers as evident in the results. It over-achieved in key brand attribute scores, according to research tracking data, with a series of spontaneous consumer blogs adding credibility to the campaign.

CLIENT CREDITS

GOH HUP JIN
Chairman
 YEO AIK KHOON
CEO
 KC CHAU
Marketing Director
 CHEN JIE RU
National Marketing Manager

AGENCY CREDITS

JENNY LOW
Director of Client Service
 CHEONG YEW FEI
Group Creative Director
 MIKE TAY
Creative Group Head
 ZHOU EFEN
Art Director
 CARRIE ZHENG
Senior Account Director
 ELLEN XIE
Associate Account Director
 DESMOND LOH
Television Director



Outdoor Billboard / Bus Shelter / Bus

OUTDOOR MEDIA



Point-of-Purchase Display
Store front / Store Reception / Home Deco Market

POINT-OF-PURCHASE DISPLAY