

Saatchi & Saatchi Shanghai creates campaign for Nippon Paint

SHANGHAI, CHINA: Nippon Paint, changing its role as a paint supplier, to an ambassador providing complete painting systems, iColor Design and refresh service, has a new TVC campaign from Saatchi & Saatchi Shanghai and a reality show, 'Home Transformer'. (video)

The TVC campaign, a 'Fresh Beginning for Love' builds on the client's devotion to providing people with a better life in all aspects. It presents a variety of refreshing scenes of love in life: a newly married couple moves into a new house; parents refresh their children's room; siblings paint walls for the elderly; a marriage proposal done with a mural painting. These scenes symbolise that the brand is there by its customers' side to refresh and greet each new chapter in life. Each scene ends with a sweet 'kiss moment', as an iconic action to celebrate the beginning of a new life.

The large renovation reality show, exclusively titled by Nippon, is also a hit on Dragon TV. The show selects different styled houses in China and implements renovations that people love, using Nippon iColor designers. The first phase of the program took place in Shanghai. An old 14m² home was turned into a three-bedroom apartment with careful design and decoration provided by a iColor designer. Considering a strong attachment to the history of the place, the designer retained traces of the past by selecting the traditional colour of Shanghai with the brand's personalised palette equipment.

"Every consumer can become inspired"

National ratings were 0.47 and ranked sixth at the same time segment after the first phase was broadcast. The ratings in Shanghai increased to 2.27 and became the number one same time segment on Dragon TV. The programme's CTR on the network platform has reached more than 2.7 million, with search indexing doubling for 'Nippon' on major search engines.

Tony Tsai, Vice President of Nippon China, said, "Home Transformer interprets the brand concept well with real renovation cases. Every consumer can become inspired. Only connecting consumers with love can promote a brand to further development."

Fan Ng, Chief Creative Officer of Saatchi & Saatchi Shanghai said, "The show not only shows us the magic which can turn the humble abode into a villa, but it can also spread every family's warm stories in a special way. We hope that we can help more families refresh their dreams and start their new lives."

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