

Timeless Elegance in an Eye-Catching Campaign

Pittsburgh Paints introduced a new line of lifetime-warranted super premium interior and exterior paints into their existing Manor Hall product line. Brady Communications worked with PPG to develop a name for the product line that symbolized long lasting beauty – Timeless. We developed the campaign around

shadows of leaves and architectural indoor shadows rather than the traditional indoor or outdoor photography standard in the marketplace. These visuals combined with rich metallic colors make the brand truly stand out from other super premium paints.

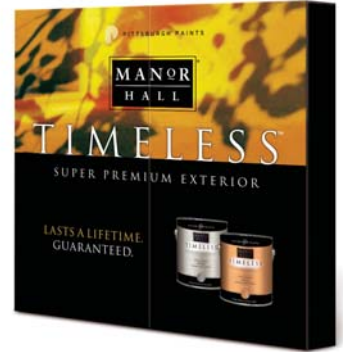
Our design was applied across the board from internal communications, to packaging and point-of-sale materials. We produced an internal sales data book, dealer program

sheets and a pocket folder, a consumer brochure, an online interactive Flash presentation, warranty pads, an in-store poster, a header card and counter-top display. The elegance of the packaging and support materials appeals to professional painters and do-it-yourselfers alike, and makes Timeless a product that stands out on-shelf as the super premium paint that lasts a lifetime. Guaranteed.



Complete Line of Interior and Exterior Products

When Pittsburgh Paints introduced a new line of lifetime-warranted, super premium interior and exterior paints, they needed everything from packaging to POS materials to express the product's superiority. Rich colors and classic, upscale design made the label stand out on-shelf and appropriately portrayed this new product.



Trade Show Display

This back-lit display was created for the trade show at which the Pittsburgh Paints Manor Hall Timeless was introduced.



In-Store Product Display

Brady appropriated this Pittsburgh Paints in-store display with a Timeless header that contained consumer brochures. The overall intent was to drive buyer curiosity through strong imagery.



Product Brochures

Consumer brochures incorporated the overall look of the Timeless brand and used original photography throughout.



Manor Hall Timeless POS Display

In the materials for Manor Hall Timeless paints, Brady Communication strayed from the usual industry photography, instead developing a campaign around images of shadows of leaves and architectural indoor elements. The eye-catching POS materials featured design elements from the new packaging, information on the lifetime guarantee, and an innovative informational booklet on top of the can.



Flash Presentation

The Timeless Flash presentation on the Pittsburgh Paints site made a statement with music, a self-guided tour and original illustrations. It expressed to viewers the features and benefits of the new super premium paint.