



The regional division of PPG industries turned to Merrell Remington to create magazine ads and in-store posters to help brand its new Autocolor line of paint. We created a series of ads and posters that established a fresh, new look for our client by defining cars that were painted with PPG's new Autocolor paint as personal inspirations. ■ This campaign not only earned us a Silver Addy in 2002, but generated excitement among auto paint shops to use PPG's new paints to create personal inspirations of their own.

Giving PPG's
brand a fresh
coat of paint



SILVER ADDY AWARD