

02. BEST PRODUCT LAUNCH



COMMENT FOR
A CHANCE TO
WIN A
GOODY BAG



Crown Paints PX3 & PX4 Primers launch

There's always a buzz when new products are developed but when Crown Trade took the decision to shake up one of its longest-standing product ranges, the results really did speak for themselves. The launch of two new primers – the solvent-based PX3 and the water-based PX4 – provided the opportunity to not only talk about Crown's latest innovations but more importantly, to control the conversation around a paint coating that although is widely used, is often misunderstood.

Working alongside the experienced PR and social teams at Harris Creative, the two companies were able to create a dynamic launch campaign that would educate potential

and existing customers about the products' specific qualities and benefits, whilst also engaging with them via a variety of different channels. From the very start, the campaign was as much about increasing awareness as it was sales figures and the activity has provided a strong foundation on which Crown can further develop and shape its product offering.

From technical advisory articles in the trade press to product placement activity, product reviews with social media influencers and fun competitions, thanks to the creativity and versatility of Harris Creative and Crown, primers have never been so interesting.