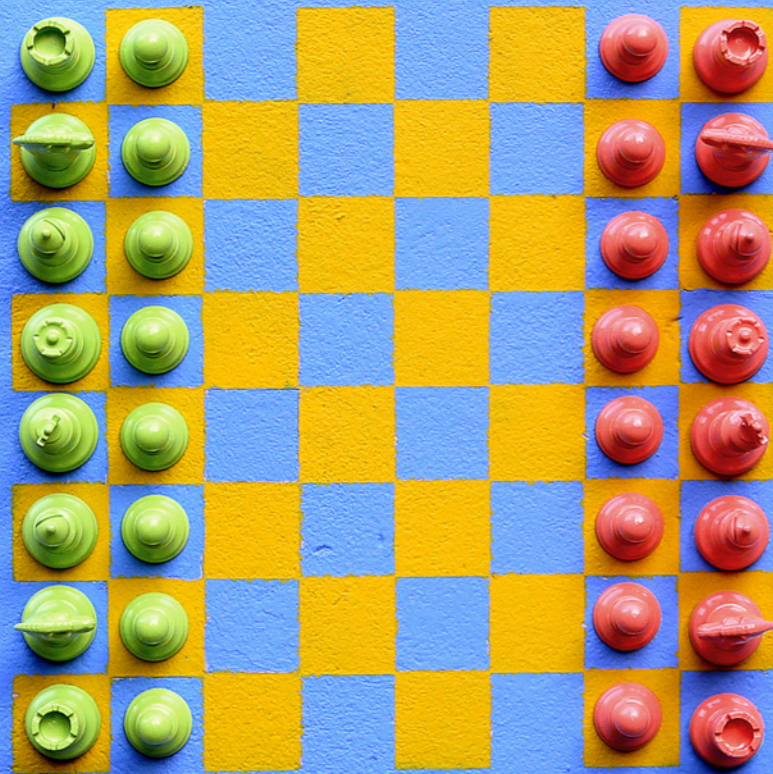


WALL GAMES

SUVINIL

Suvinil Magnetic Paint. Play with your walls.

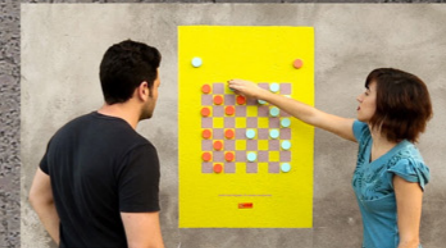


Suvinil Fundo Magnético. Por paredes mais divertidas.

Suvinil



Chess



Checkers



Peg Solitaire

Challenge

The chemical industry is one of the most boring segments there is and has a constant difficulty in breaking the traditionally cold message in their communication. What could Suvinil do to stand out and help walls be more fun?

Idea

We used Suvinil Magnetic Paint to create game boards in public spaces so that people passing by could play Chess, Checkers and Peg Solitaire on the walls with magnetic pieces: Wall Games Suvinil.

Results

Suvinil enabled people to literally play with walls and have a fun experience with a brand that broke through what is commonly expected from advertising in this segment. While the consumers were playing games, they were also being inspired by the possibilities of Suvinil's paint. Good for sales, good for brand construction and especially good for the consumers, who took the pieces as souvenirs. But we quickly replaced them.

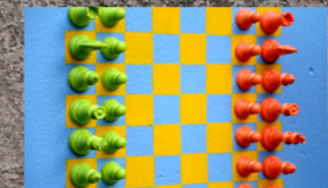
How we did it



1 - We applied two layers of Suvinil Magnetic Paint on the wall.



2 - Choose two contrasting colours to paint the squares for the game.



3 - Placed the magnetic chess pieces on the board.



4 - And it was ready to play.

Watch the video: vimeo.com/wallgames

Suvinil

BASF
The Chemical Company