

# CASE STUDY

## brilliant partnership



### the opportunity

ICI Paints wanted to strengthen their online presence with an interactive feature on each of their brand's websites that would showcase the array of colors available in each brand. The interactive tool also needed to allow people to "see" the color in different rooms of the house.

Brulant created interactive Flash, database-driven Color Selector and Color Visualizer tool templates for various global ICI Paints' brands, which includes both drag and drop tools as well as guided experience color coordination tools. Each tool is specifically branded and has its own unique color palette of about 800 colors. The Visualizer allows users to select colors from the palette and "see" how the colors look on the walls, ceiling and even on accessories within a room.

### the brilliant results

... influence brand choices: Color drives brand choice so the creation and utilization of the Color Visualizer helps create brand loyal customers and increase sales.

... interactive customer experience: Users can select colors by using a slide tool or by clicking on the color collection they want to view. They can then use their pre-selected colors in a virtual room painting environment.

... national recognition: ICI's Glidden Color Selector was awarded the prestigious "Best in Show" award from the American Institute of Graphic Arts. Awarded only once a year, this award honors excellence in interactive design.



"For ICI Paints, color visualization and selection is key to their online channel driving in store purchases. We needed to provide end users a way to explore the ICI Paints' color palette without having to go into a store - which the dynamic color visualization tools accomplish on a global basis."

**Joe McCrone, Partner - Brulant**



[www.glidden.com](http://www.glidden.com)

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