

Consumer Research: Réno Dépôt

Looking to again highlight the spectrum of Sico paints available at Réno-Dépôt, an interactive transit shelter was developed that could capture in real-time the surrounding colours from commuters, cars and so much more and match them to actual Sico paint colours.



Media Agency: Sid Lee
Creative Agency: Sid Lee Media
Year: 2017

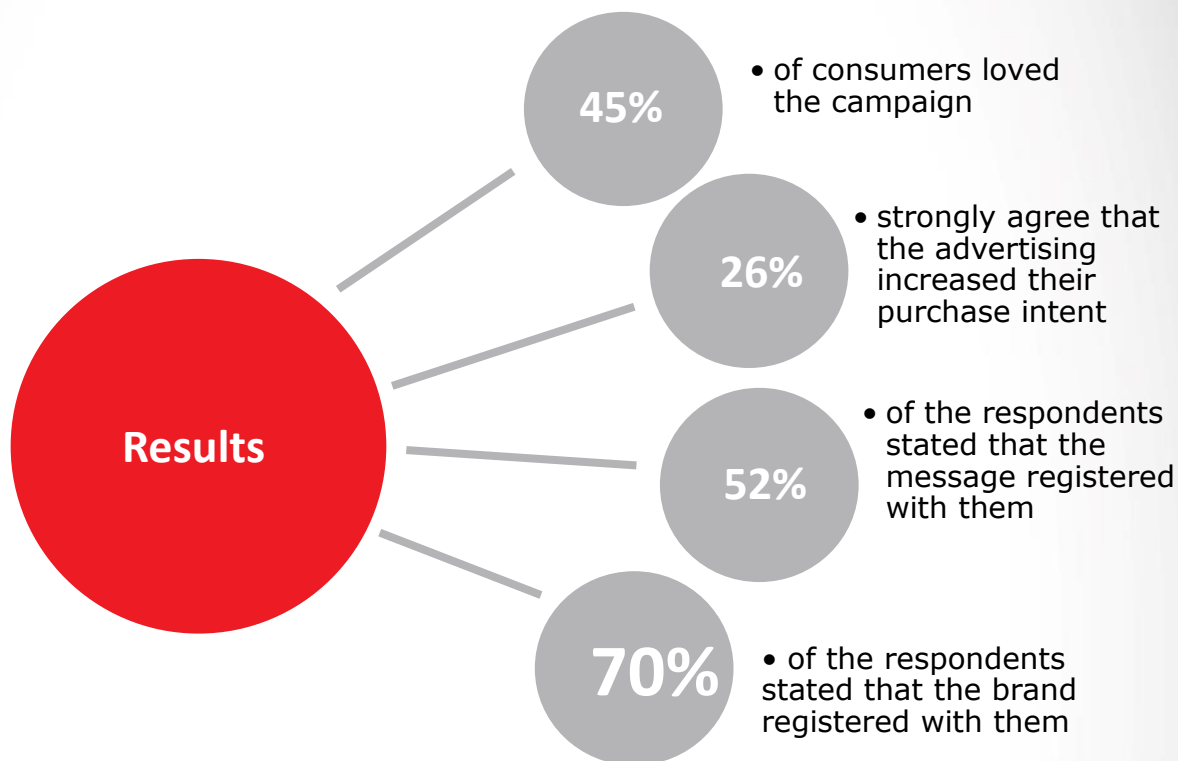


Research Sample

- 400 Adults 25-54
- Intend to do painting or home improvement in the next 6 months
- Market: Montreal

Main Message Key Feedback

- Some confusion about the relationship between Réno Dépôt and Sico.



▶ Consumer Comments on Main Message

"We can colour match anything"

"Paint for your life"

"They can colour match "

"Paint matching"

Source: BrandSpark Consumer Panel 2017