



CLIENT: SHERWIN-WILLIAMS / PROJECT: EMERALD® LAUNCH KIT

HIGH-END PRODUCT LAUNCH MATERIALS LEAVE A LASTING IMPRESSION.

PRINT EXECUTION

INTERNAL COMMUNICATION

MARKETING COMMUNICATIONS

Our Challenge

To support the launch of their groundbreaking Emerald products, Sherwin-Williams needed an effective way to create excitement within their sales teams about the exceptional quality and new sales opportunities.

Sherwin-Williams' Emerald launch required a premium experience with elegant creative and engaging messaging.

Our Solution

Inauguration Kit: Sales reps first received an Emerald-branded inauguration kit designed to make a great first impression. This kit included sell sheets, an acrylic frame showcasing a product information insert, and a sound card that played a professional recording of the features and benefits of the Emerald paint line. Serving as the sales reps' introduction to Emerald, this kit allowed Sherwin-Williams to start building excitement around premium upsell opportunities.

Briefcase: To empower sales reps to capitalize on those opportunities, the second Emerald Launch Kit — delivered in a premium case — included a custom trifold presentation piece, sales literature, a flash drive filled with marketing pieces and a feature flip book.

With our two-phase approach and strategic materials, the GO2 team engaged the sales force, provided them with in-depth product knowledge in a range of educational formats, and prepared them to translate this knowledge into sales.

Our Results

GO2 created a highly engaging promotional launch kit. Not only was it a creative and effective solution, we also delivered an incredibly fast turnaround time of seven weeks.

Within the seven-week timeframe, GO2 coordinated with six vendors to complete 2,100 briefcases and 5,500 inauguration cases.