

MEDIA RELEASE

HAYMES CLAIMS INDIVIDUALITY

A new brand campaign for Haymes Paint asserts its appeal to women who are confident in their sense of style and want something unique and original.

The campaign heroes three very individual spaces and reveals the design philosophies of the women who created them in a series of print ads and online films.

Jamie Freeman, head of marketing at Haymes Paint said the campaign celebrated originality and leveraged Haymes' point of difference as an Australian family business producing quality paint.

"Our research revealed a discerning segment of women who don't want what's 'popular'. They have their own sense of style and want something that reflects their personality – not what everyone else has," Mr Freeman said.

Unlike other paint brands, Haymes is not available through the mass hardware chains – it is exclusively sold through independent paint specialists and hardware stores.

"We are dedicated to stockists where we know the quality of service and advice matches our products." Mr Freeman added.

Haymes has been made in the regional town of Ballarat since 1935 and is now in the hands of the fourth-generation of the Haymes family.

The campaign signals a new direction for Haymes with new agency Thread Communications who were responsible for developing the strategy and a refreshed look for the brand.

“We were keen to work with ex Clemenger directors Sue Peden and Mandy Henderson in their new venture as Thread because of their extensive paint and hardware experience including Dulux and Bunnings,” Mr Freeman said.

The campaign includes print, digital, video content, a consumer promotion and will appear from November 2014.

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CREDITS

Strategy and management	Sue Peden and Mandy Henderson
Creative director	Emma Hill
Art director	Jacqui Norman
Photography	Eve Wilson
Video Production	Sirap Productions