

**Nippon Paint - Don't let the  
colors of nature fade away.**

**THE OBJECTIVE:**

We live in a polarising world where people are more aware of our environmental issues than ever. Individuals and organisations are finding their voices and speaking the truth. Consumers are searching for meaning and authenticity. In tune with that, Nippon Paint wanted to position itself as a brand that executes on its purpose responsibly, in everything they do.

**THE SOLUTION:**

Through thoughtful communication, we helped Nippon Paint reach their audience with the message of sustainability. Using a simple yet powerful visual, we presented the viewers an opportunity to deepen their understanding of environmental destruction and the brand's commitment to delivering sustainable growth.

**THE RESULT:**

Our efforts garnered international attention. The campaign reached thousands of individuals and was featured on multiple forums, including **Ads of the World, Campaign Brief Asia, Best Ads on TV etc.**

Phase 1



World's Waters  
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Endangered Species  
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Forest Habitats  
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Phase 2

