



12V774 Rechargeable Emergency System with 12-Volt Power Port and Air Compressor

Business: Consumer, Contractor and Industrial Paints Supplier

Objective: Customer Appreciation Initiative

Solution: These were promos that were given to painting contractors that spent an established amount in a 3 month period at Sherwin-Williams stores. The main objective was to boost customer loyalty & buying frequency. The end result seems to be extremely productive as the gift amount has already exceeded 20,000 units.