



# Press release

**AkzoNobel**  
Tomorrow's Answers Today

## Glidden™ Paint Captures Gold in National Awards Competition

*'Glidden Gets You Going' Campaign Earns Gold Effie; Adds to Growing List of Industry Awards*

CLEVELAND (June 9, 2010) – Glidden™ Paint earned top honors for its 'Glidden Gets You Going' campaign in the Household Furnishings and Accessories category at the 2010 Effie Awards held in New York City on June 8. It's the first Effie for the Cleveland-based paint brand and signifies excellence in marketing strategy, creative execution and sales performance as judged by an independent panel of executives from advertising agencies and Fortune 500 marketers.

The Glidden Gets You Going campaign debuted last June re-vitalizing a 125-year old trusted brand. The effort was focused on how Glidden makes it easier for consumers to add color to their life while instilling a sense of confidence that they'll love the results. The multi-platform campaign was created by DDB New York and supported by a team of agencies, including Cleveland-based Liggett Stashower, who provided public relations and special event marketing services.

"This award in many ways validates the notion that simplifying the paint and color selection process absolutely resonates with do-it-yourself consumers," said Rob Horton, vice president of marketing for the maker of Glidden paint, Akzo Nobel Paints LLC. "The response has been overwhelming and we continue to see the campaign in its second year positively motivate and inspire consumers to purchase. Our agency partners were instrumental in delivering a compelling body of work that disrupted traditional paint industry conventions."

The Effie Awards were founded in 1968 by the American Marketing Association (AMA) as an awards program to recognize the most effective advertising efforts in the United States each year. Since 1968, Effie has become a source of learning for the marketing community through conferences, judging and briefs. In July of 2008, the AMA assigned its rights to Effie Worldwide, Inc, which aims to recognize, educate and encourage effectiveness among the marketing communications industry.

In addition to this week's Effie Award, the Glidden Gets You Going campaign has received recognition from other advertising industry associations and publications, including the Point of Purchase Association and *AdWeek*.

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### About Glidden Paint

The Glidden paint brand offers a rich tradition of innovation and color inspiration, having consistently embodied quality and performance for generations of customers. From the first latex paints that were developed and marketed under the Glidden brand decades ago, to today's broad assortment of versatile paints serving consumers and paint contractors alike, the Glidden brand continues to reach new heights. Glidden paint



is part of AkzoNobel and is a category leader in the company's portfolio of internationally respected paint brands.

**About AkzoNobel's U.S. Paints Business (Akzo Nobel Paints LLC)**

Within its U.S. paints business, Akzo Nobel Paints LLC produces a portfolio of well respected brands, including *Glidden*, *Glidden Professional*, *The Freshaire Choice*, *Ralph Lauren Paint*, *Devoe* and *Martha Stewart Living* paints; *Flood*, *Sikkens* and *Synteko* wood care products; plus *Liquid Nails* adhesives and caulks. Products are sold through company stores, national/retail outlets, distributors and independent dealers in the United States and Puerto Rico and are exported internationally.

**About AkzoNobel**

AkzoNobel is proud to be one of the world's leading industrial companies. Based in Amsterdam, the Netherlands, we make and supply a wide range of paints, coatings and specialty chemicals - 2009 revenue totaled €13.0 billion. In fact, we are the largest global paints and coatings company. As a major producer of specialty chemicals we supply industries worldwide with quality ingredients for life's essentials. We think about the future, but act in the present. We're passionate about introducing new ideas and developing sustainable answers for our customers. That's why our 54,000 employees - who are based in more than 80 countries - are committed to excellence and delivering Tomorrow's Answers Today™.

**Note to editors - not for publication**

**For more information**

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