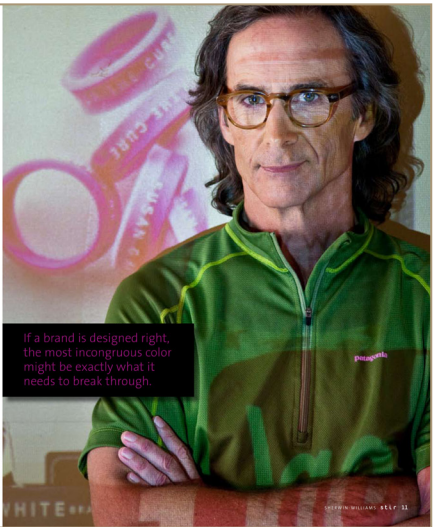


Colorful conversation for design professionals



Challenge: Sherwin-Williams, an industry leader in paints and coatings, wanted to strengthen its market position with the interior designer and architect audience, ultimately inspiring design professionals to specify more Sherwin-Williams products for their clients and projects.

Solution: We developed and launched *STIR*, a custom media program composed of a print magazine, monthly e-newsletter and swstir.com, a content-rich website with social media functionality. From news on color trends to the history of red in Asia, *STIR* established Sherwin-Williams as the premier source of color knowledge for design professionals.

Results: Four years after we launched the program, third-party surveys revealed that design professionals who read *STIR* gained a more favorable view of Sherwin-Williams in a host of categories and became more likely to specify Sherwin-Williams paints and coatings for their clients. *STIR* was named as the No. 2 most-read publication in the design field, second only to *Architectural Digest*.

- Awards
- 2010 Pearl Award, best special issue: silver, editorial
- 2010 Pearl Award, best integrated print and Web program: gold
- 2010 Pearl Award, best microsite: gold
- 2010 Pearl Award, best special issue: silver, design