

2/25/08 – B TO B - NEW CAMPAIGNS

## PPG INDUSTRIES: DOING WELL, DOING GOOD



When I think of “Pittsburgh,” heavy industry comes to mind, along with a historically wretched baseball team. PPG Industries, in a campaign from Garrison Hughes, fuses commerce and culture to play up the company’s philanthropic prowess in the city. “What do amorphous precipitated silicas have to do with opera?” one ad asks. The ad explains that its success in silicas allows the company to fund the arts. “How the shading coefficient of glass helps your families enjoy the aquarium” is another headline in the campaign. Of course, it’s self serving, but not nearly as tired as many efforts in this vein, which seem to consist of uniting the phrase “We gave, so love us!” with corporate logos.