

3/17/16 – PITTSBURGH BUSINESS TIMES – MORNING EDITION - BY PATTY TASCARELLA PPG UNVEILS MARKETING CAMPAIGN.



Think PPG. Not PPG Industries Inc. That's how one of Pittsburgh's biggest and most venerable companies has positioned itself with a new international corporate marketing campaign that's the most comprehensive in PPG's history.

It officially launched on Thursday but has been in the works for about 18 months. An international push is slated to begin April 1.

"Ten years ago, half our portfolio was paints and coatings, the other half was a mixture of chemicals and glass," said Bryan Iams, PPG vice president of corporate and government affairs. "If you fast-forward to 2015, about 93 percent of our portfolio is paints and coatings."

The time was right for PPG to refresh its logo and get the word out about what it does, he said. The company also introduced a new tagline - "PPG: We protect and beautify the world."

The internal project leader was Judy Smydo, PPG manager for corporate marketing globally. She worked with several agencies, including Penn Schoen Berland of Washington, D.C., which focused on global research; New York-based Interbrand, which focused on brand strategy; New York-based Doremus, which executed the advertising; and Pittsburgh-based Garrison Hughes, which worked on the community engagement initiative, Colorful Communities, with PPG.

"It's been a really great team effort," Iams said. "We expect to do some additional local activities here in our headquarters community. You'll see sponsorships with the Pirates and Penguins."