



PRESS RELEASE

17 November 2015

AKZONOBEL PARTNERS WITH DENTSU SINGAPORE TO LAUNCH DULUX AMBIANCE IN ASIA

[AkzoNobel](#), the largest global paints and coatings company, selected Dentsu Singapore as its partner of choice for the recently launched [Dulux Ambiance](#) range of colours. Following a highly successful launch in India that featured Dulux Velvet Touch 'Fashion for Walls' campaign, Dentsu will introduce Dulux Ambiance: an exclusive range of premium interior and special effects paints to truly personalise your world. The range will be introduced in several markets in South- and Southeast Asia. Dentsu's scope of work includes launching the Dulux Ambiance brand through a holistic campaign, across TV and print.

"Despite putting through a very challenging brief for the creative pitch, I am really happy with the outcome of the work that Dentsu Singapore produced in partnership with director Mr. Arghaël Chatoux for the TVC. We strongly believe that this campaign will help take our brand to greater heights", said **Berry Oonk**, Head of Premium Interiors, Southeast and South Asia, Middle East, **AkzoNobel Paints (Asia-Pacific) Pte. Ltd.**

Dentsu Singapore delivered this project by leveraging on its immense network capabilities and adapting the 'Big Ideas' approach to local market nuances. Using the proprietary Dentsu Innovation Navigator, a unique strategic planning process that integrates ideas across the agency disciplines and allows for a common planning language between markets, Dentsu was able to bring to life its philosophy of *Innovating the Way Brands Are Built*.

"We're really delighted to work with AkzoNobel on their premium Dulux brand," said **Rosalynn Tay**, Chief Executive Officer of **Dentsu Aegis Network Singapore and Dentsu Singapore**. "We assembled a strong cross-functional team and have produced a campaign which will launch across the region."

"Being entrusted by AkzoNobel, a global leader in its category, signifies the progress we've made in unlocking Dentsu's capabilities in Asia to a wider clientele. We are honoured and privileged to be handed this partnership," said **Dick van Motman, Chairman & CEO, Dentsu Aegis Network** for **Southeast Asia**, of which Dentsu Singapore is a subsidiary.



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Notes to Editors:

About Dentsu Aegis Network

Part of Dentsu Inc., Dentsu Aegis Network is made up of nine global network brands - Carat, Dentsu, Dentsu media, iProspect, Isobar, mcgarrybowen, MKTG, Posterscope and Vizeum and supported by its specialist/multi-market brands. Dentsu Aegis Network is *Innovating the Way Brands Are Built* for its clients through its best-in-class expertise and capabilities in media, digital and creative communications services. Offering a distinctive and innovative range of products and services, Dentsu Aegis Network is headquartered in London and operates in 123 countries worldwide with over 27,000 dedicated specialists. www.dentsuaegisnetwork.com