

Inside Retail

Inspirational change

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Inspirations Paint has undergone a rebrand following an internal brand development process spanning the last two years.

Founded in Newcastle NSW in 1979, there are 133 stores in the Inspirations Paint network.

The group has exclusive distribution of Berger Paints and are the largest distributor of Dulux paints in Australia.

The paint franchise worked with Reg Bryson at Brand Council on the rebrand, which has an emphasis on personal attention to customers' painting projects.

The new tagline is 'What's your next project?'

The external and internal livery of each store will also be updating to tie in with the new branding created by Public Design Group.

Joel Goodsir, head of brand and marketing for Inspirations Paint, said the group has taken a holistic approach to the brand revitalisation.

"It has meant that it's intrinsically tied to a culture change program, which takes longer but will yield a more effective, sustainable result," Goodsir.

Inspirations Paint's creative and digital agency, the Village of Useful, has developed new communications for the launch campaign and beyond, which includes a television commercial, billboards, radio, and print.