

# WE'VE GOT YOUR FAMILY HOME COVERED



Stand a chance to  
**WIN R600k**  
your share of

**1 OF 5 FAMILY  
GETAWAYS**

valued at R 70 000 each

**R 10 000  
WEEKLY**

cash prizes

**R 1000  
DAILY**

cash prizes

**BUY**

**DIAL**

\*120\*2676#  
USSD Costs 20c / 20sec

**WIN**

Terms & Conditions Apply. Valid from  
1 August 2022 Until 31 October 2022



**AkzoNobel**

# FAMILY HOME PAINT SOLUTIONS FROM DULUX



Giving consumers the chance to **WIN**  
their share of **R600K in cash & prizes**

## SIMPLE ENTRY MECHANIC, BIG PRIZES

1. Customers can **buy any qualifying product**.
2. To **Enter dial \*120\*2676#** - USSD calls cost 20c/20 seconds - maximum cost will be R1.50
3. Customers enter their **unique product code** (proof of purchase).
4. Only **one entry per customer**.
5. Promotion will run from **1 August 2022 to 31 October 2022**.

## INTRODUCING

### DULUX HOME PAINT SOLUTIONS

Dulux paints are created to **enhance the beauty of family homes** – both inside and outside

Dulux has always been a mark of **premium quality** and proudly features the Flourish™, a bold and energetic stroke of colour that will be recognised.

Dulux boasts a **comprehensive range** of fine decorative products developed and perfected thus making Dulux a **heritage brand consumers can trust**.

## QUALIFYING PRODUCT DETAILS

Wallguard, Roofguard, Weatherguard, Luxurious Silk™, EasyCare and Acrylic PVA. Bathroom+, PearlGlo solvent based/water based, Gloss Enamel, Eggshell Enamel, Rainshield, Dampshield and Waterproofing.

Buy to the value of  
**R1000 or more**  
to qualify\*

\*Till slip must be kept as proof of purchase

Qualifying products  
**do not include Testers**



## SHOPPER PROPOSITION

Dulux is the only paint brand they need to **beautify and protect their home** for years to come.

Dulux paints are the **perfect solution** for both **inside and outside their homes**.

From the mid sheen finish of Dulux Luxurious Silk™ for inspiring interiors to the remarkable toughness of Dulux Weatherguard®, with Maxiflex® technology offering maximum stretch for long lasting weather protection.

Dulux is synonymous with the **aesthetic enhancement and reliability** expected from a global brand.



## CUSTOMER PROPOSITION

Dulux is a **heritage brand** and one of **SA's best loved paint brands**.

This Competition will **reinforce brand loyalty** and **increase customer awareness** of the full range of Dulux home paint solutions, driving footfall and **providing cross-selling opportunities** while also **providing consumer education opportunities** on the **full range of Dulux home paints**.

## IN-STORE SUPPORT

This Dulux Competition will be **supported by POS elements** to **raise shopper awareness of the Dulux home paint solutions range** and its benefits, and of the Competition prizes and entry mechanic.

**AkzoNobel**