

Relax... It's Sika's Most Successful EMEA Campaign

Sika needed a campaign that could overcome years of underused central activity and bring consistency across 65 EMEA markets. SLG grounded the strategy in extensive research and stakeholder interviews, revealing a powerful insight: customers valued peace of mind just as much as technical excellence.

From this came 'Relax... It's Sika' – an oversized yellow armchair placed in construction settings, symbolising reassurance and trust. Designed to be modular, the concept gave local markets freedom to adapt with their own models and backdrops while protecting a distinctive global brand code.

The campaign not only unified markets under a shared creative platform, it also unlocked local investment, strengthened brand cohesion, and set a new standard for global alignment.

100%

voluntary adoption across all 65 EMEA markets

65

countries activated the campaign

24

senior interviews providing 80 hours of insight

