

Plascon's Paint and Win Delivers Nationwide Impact in Its 14th Season

The 14th edition of Plascon's Paint and Win promotion, dubbed The Colours of Excitement, successfully concluded after ten weeks with exceptional nationwide impact. The campaign registered 32,211 unique participants, up from 32,026 in 2024, and generated over 684,242 total entries. Customers won more than

UGX 800 million worth of airtime, UGX 400 million in merchandise prizes, and UGX 90 million in daily and weekly cash rewards.

A total of 20 motorcycles were given away, with 10 won during live TV weekly draws and 10 during regional upcountry activations. Two tuk-tuks, were

given to 2 lucky winners to crown the campaign.

Activations brought excitement across Kampala in Wandegaya, Bwaise, Maganjo, Kawanda, Matugga, Ntinda, Najjera, Nakawa, Bweyogerere, Kira, Namugongo, Sonde, Nabbingo, Busenga, Kabusu,

Ndeeba, Kyebando, Mpererwe and Gayaza, and regionally in Masaka, Mbarara, Kabale, Fort Portal, Hoima, Arua, Gulu, Lira, Mbale and Jinja.

The promotion deepened relationships with key stakeholders and customers, delivered two CSR projects. Plascon

partnered with Sisters of the Destitute in Jinja and painted a primary school and church, and Noahs Ark to paint an orphanage. There are plans for four more projects targeting orphanages, schools, hospitals and religious institutions, reinforcing Plascon's long-term commitment to giving back to the communities in which it operates.