

Roomvo reduces paint selection journey from 1 week to 1 hour for Rust-Oleum Canada

The challenge

Rust-Oleum Canada wanted to simplify the paint-buying experience with a seamless visualization tool to help shoppers confidently choose colors.

“The hardest part of any paint project is choosing a color,” says Frank Kocis, Senior Manager at Rust-Oleum Canada. If you can’t picture it, you’ll probably put the whole thing off. Roomvo stepped in to give shoppers the confidence they needed to move forward with their projects.”



7.2x
Longer engagement time

~1 hour
Paint selection journey
(previously ~1 week)

Everywhere
Packaging. Media. In-store.

RUST-OLEUM | COLOUR SPARK

About Rust-Oleum Canada

Rust-Oleum Canada is one of North America’s leading paint and coatings manufacturers, known for creating durable, high-performance products designed for everyday use. In 2023, the company launched Colour Spark — its first-ever line of pre-tinted wall paints in Canada — with Roomvo playing a key role in GTM strategy and delivering a confident and engaging online shopping experience.

Industry: Paint and coatings manufacturer

Headquarters: Concord, Ontario, Canada

Founded: 1921

Roomvo products: Roomvo visualizer,
Roomvo Partner Program (RPP)

The solution

Roomvo integrates seamlessly into Rust-Oleum Canada's Colour Spark website, allowing shoppers to visualize paint colors in seconds with just a smartphone photo. The intuitive experience requires no app, no sign-in, and no learning curve. Customers can easily apply different colors to walls, compare shades side-by-side, and share their designs for feedback, all of which foster collaboration and smarter decisions.

Roomvo's visualizer is a core part of Rust-Oleum Canada's marketing. Every Colour Spark label features a QR code linking directly to Roomvo, while digital campaigns, social content, and TV ads spotlight Roomvo's ability to transform a room in real time, amplified by influencer partnerships with The Sorry Girls and HGTV personality, Scott McGillivray.

"We are spending a significant amount of money on brand integrations across digital platforms and television," says Kocis. "Roomvo is a big feature of that — it's a point of differentiation."

Rust-Oleum Canada also leverages Roomvo PRO to track which colors are being visualized most, helping the team identify emerging trends, and adjust their strategy accordingly.

"Roomvo creates this shorthand where people can see and transform a space in real time. It's incredibly powerful."

Frank Kocis

Senior Manager, Integrated Communications and Trade Marketing,
Rust-Oleum Canada

The results

Shoppers who use Roomvo spend **7.2× more time** on the Colour Spark website compared to those who don't, highlighting a significant boost in engagement for a product where confidence is key to driving action.

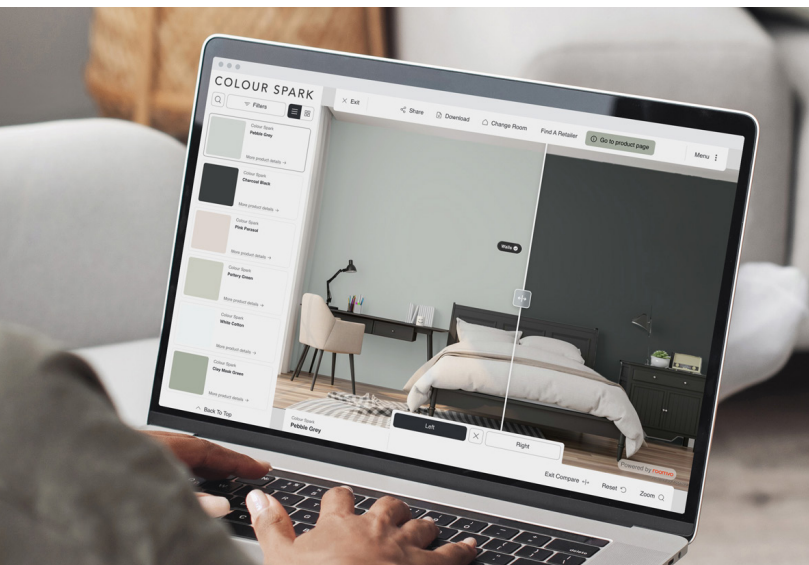
"Roomvo creates this shorthand where people can see and transform a space in real time," says Kocis. "It's incredibly powerful. You don't have to overthink anything — you just know what works."

The tool has also shortened the decision-making process. What once required multiple trips to the store and days of testing can now take as little as an hour.

"Choosing a paint color has gone from a potential 1-week process to a 1-hour one," says Kocis. "You can toggle between colors, see them in your space, and quickly hone in on what works."

Building on the success of Colour Spark, Rust-Oleum Canada plans to expand Roomvo to additional product lines, including coatings for floors, cabinets, and countertops, further integrating visualization across its portfolio.

"Roomvo has gone from being a cool differentiator to an essential part of our technology mix," says Kocis. "It's transformed the way we market."



roomvo

Transform your digital strategy with Roomvo

Discover how Roomvo's paint visualizer helps shoppers move from inspiration to action.

Learn more